

Tata Tea says 'Jiyo Har Din Zyaada' - Launches 'Tata Tea Life'

Tata Tea, the world's second largest global branded tea operation, announced the launch of Tata Tea Life.

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Tata Tea, the world's second largest global branded tea operation, announced the launch of Tata Tea Life.

Tata Tea Life is regular black tea with the addition of natural flavours of herbs and spices - ingredients, which are traditionally known to provide overall health and wellness.

The product has been specifically crafted after extensive consumer research, the findings of which suggested that while consumers want better health, they do not want to compromise on the great taste of the tea that they are used to drinking everyday. Hence, Tata Tea Life is a product which tastes exactly like the normal cup of tea but with the added benefit of 'do good' herbs and spices. It is also to be prepared exactly in the manner that the consumer prepares her regular tea currently.

The brand has been positioned on promoting overall wellness and health.

Tata Tea Life's positioning is aptly articulated through its advertising slogan 'Jiyo Har Din Zyaada', which celebrates the universal consumer insight of wanting to get the most out of life everyday.

The brand is being introduced in a unique and attractive standi pack format, which is a first in the mainstream tea category. Initially, the brand will be available in 250 gms. and 100 gms. packs priced at Rs. 52/- and Rs. 20/- respectively.

Speaking on the occasion, Mr. Percy T. Siganporia, Managing Director, Tata Tea Limited said, 'Tata Tea has always believed in creating relevant differentiation and projecting clear brand identities. We understand the importance of building stronger relationships with existing consumers, reaching out to new consumers and keeping the categories vibrant. The launch of Tata Tea Life is in line with the company's ever striving efforts at offering newer and better innovations for its consumers.'

Outlining the growth strategy for Tata Tea Life, Ms. Sangeeta Talwar, Executive Director, Tata Tea Ltd said, 'Being ideas centered is one of Tata Tea's great strengths. Innovation, not for innovation's sake, but to deliver products of mass consumer appeal which make a difference in the everyday lives of consumers' has been the focus of the company in recent times.

The new brand will clearly leverage the equity of the mother brand and the company's geographical strength to create rapid consumer trial and expand market share.

We expect a large set of consumers to replace their existing, everyday cup of tea with the 'Cup of Life'.'

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About Tata Tea

Tata Tea is a leading player in the global beverages market with significant presence in over 40 countries. The company has steadily transformed itself from being in plantation business to emerge as a key player in the branded segment. Backed by its acquisition of Tetley Tea (U.K.) in 2000, Good Earth in (U.S.A), Jemca (Czech Republic) and a 30 percent stake in Glacéau® (U.S.A), Tata Tea dominates the tea-drinking markets in India, U.S.A., Canada, U.K., with significant market shares. Recently, Tata Coffee, a 51 percent subsidiary of Tata Tea acquired Eight O'Clock Coffee (U.S.A), catapulting it from a regional coffee player in the India market to a significant global player with strong and powerful brands in its portfolio.

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