



TATA COFFEE

Tata Coffee holds sway among its customers as a brand that brings home the true experience of coffee drinking. It offers a fresh, stimulating and invigorating option for coffee lovers and builds their loyalty by being consistent in its commitment to excellence.

The brands included under the umbrella of Tata Coffee are Mysore Gold Coffee, Tata Café International, Tata Kaapi, Tata Café, Tata Coorg, Jumboor, Mylemoney and Valparai Gold. The brand Mr Bean is the newly launched version of what was earlier known as Coorg double roast.

The brand experience has been extended through services offered under the Mr Bean Coffee Junction. This is a place where coffee lovers can choose from a variety of coffee types and order a personalised blend that suits their preferences.

The appeal of Tata Coffee is further enhanced by the company's ability to leverage the growers' advantage and make good use of its processing strengths. This allows complete control over the quality of the product and the company is able to offer customers a great product at a great price.

The association of Tata Coffee with the Tata group imbues the brand with reliability and trust, qualities that people have come to accept as part of the Tata brand. Over the years, this association has helped the brand build a strong band of loyal customers.