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Tata Consumer Products to transition 'Tata Cha' business

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By **Manbeena Chawla** | November 1, 2021



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Tata Cha currently has 12 stores across Bangalore serving beverages (tea, coffee, coolers), snacks and merchandise. The business is a good strategic fit for IHCL, and can be synergized with their Qmin brand.

Sunil D’Souza , MD & CEO, Tata Consumer Products said, “This is in line with our strategy of streamlining and simplifying our operations. Though it is a relatively small venture in its current form, exiting Tata Cha will enable us to sharpen focus on our core FMCG business.”

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