

**Dated: 03/10/2023**

To: Tata Consumers Product Limited  
Solitaire Corporate Park  
Building 12, first floor  
Guru Hargovindji Road, Chakala,  
Andheri East, Mumbai,  
Maharashtra 400053

Median Research & Consulting Pvt Ltd. had conducted an independent Claim Test study (a Laboratory Product Test) with the following specifications:

<b>Project name :</b>	<b>Superiority Claim Test</b>
<b>No. of Salt Brands Tested :</b>	Tata Salt tested against 101 competition salt brands
<b>The Laboratory where the brands were tested :</b>	TÜV SÜD South Asia, Bengaluru
<b>SKU used for evaluation :</b>	Available SKUs of Brands (Pan India) *
<b>Evaluating Parameter :</b>	Moisture Content & Water Insoluble Matter % (on DB)]
<b>Protocols/ process followed for testing:</b>	The standard protocol as per FSSAI-prescribed methods
<b>Duration of Laboratory Test :</b>	21 <sup>st</sup> July to 28 <sup>th</sup> Sept, 2023

\*Refer Methodology for more details

**❑ Background:**

- Tata Salt, one of the flagship brands from the house of Tatas, has enjoyed significant consumer reach and popularity pan India. Tata Salt's mission is to be the 'Salt' of the nation by ensuring that each & every family is catered with salt having utmost refinement and the right amount of iodine. While the brand has always spoken about its vacuum evaporated iodised salt, the endeavour was to bring to consumers a tangible claim that differentiates the refinement of Tata Salt from others.
- Hence, the Client decided to embark on a Conclusive Research (in the form of Laboratory Tests) which would provide tangible and credible justification for Tata Salt's claims of superiority.
- The insights and results are expected to enable Tata Consumer Products Limited (TCPL) to develop strong communication messages for the target audience.

**❑ Key Objective :**

***To identify compelling information (from laboratory tests) that may be used to build consumer claims on the superiority of Tata Salt***



#### ❑ **Activity Conducted**

- Tata Salt was tested along with **101 competition brands**, on key parameters which included Insoluble matter content & Moisture%. The tests were conducted in an NABL accredited lab in Bangalore (TUV Sud)
- Median Research & Consulting facilitated procuring various salt brands across different cities. These products were then handed over to the lab for the tests.
- The data from the Lab would be used by Median Research to suggest claims that substantiate the superior quality of Tata Salt on the parameters tested.

#### ❑ **Methodology**

- The performance of superiority of the Tata Salt vis-à-vis the competitions was conducted on the basis of Insoluble matter content
- To maintain like to like comparison, Median Research & Consulting, in consultation with the client, decided to compare the branded powdered salts

The products were tested by the lab following the standard methods prescribed in India

#### ❑ **What is the powdered salt category like?**

As per Kantar HHP report (MAT May23), the total branded powdered white salt is 88% of total salt universe. The salt category is extremely fragmented with only 11 salts (65% of the branded powdered salt universe) having more than 1% market share. There is 400+ brands that make up the remaining category which are extremely small (<1% market share).

#### ❑ **What did we do?**

Built a database for testing that covers:

- (1) a sizeable portion of the market by volume - so collection of samples done as many as possible!
- (2) definitely cover all key brands (more than 1% share).

#### ❑ **What did we achieve?**

Collected 102 salts including Tata Salt (78% of all branded powdered white salt) including all 11 brands more than 1% + many smaller brands.



**The Lab Test results yielded the following results for Water Insoluble matter content:**

- a) Refinement of the salt was judged based on the low level of insoluble matter per unit weight of the product. This is what the consumer gets as part of the salt purchased.
- b) **Tata Salt found to have the least water insoluble content** amongst all the brands tested – So based on the samples tested & mentioned in this report, highest level of refinement can be claimed on Tata Salt.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Swati Sasmal'.

SWATI SASMAL

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Director, Median Research & Consulting Pvt Ltd. [India]



**ANNEXURE :**

All brands tested for Water Insoluble Matter & Moisture%:

S.No.	Batch No. - TUV lab	Batch no.s – back side of the pack	Salt Brand	Moisture %	Water Insoluble Matter (% dry matter)	Insoluble matter (g per 100g product)
1	BLR/F(C)/23/019960	BG	Tata Salt	0.05	0.1000	0.1000
2	BLR/F(C)/23/019963	T03B	Annapurna	0.38	0.5000	0.4981
3	BLR/F(C)/23/020093	W01A	Captain Cook	0.42	0.3257	0.3243
4	BLR/F(C)/23/020094	04	Dandi Salt	0.16	0.4000	0.3994
5	BLR/F(C)/23/020096	05	Bandhan Salt	0.07	0.3700	0.3697
6	BLR/F(C)/23/020097	05	Tana Salt	0.14	0.2500	0.2497
7	BLR/F(C)/23/020098	AS-03	Bhaskar Salt	0.28	0.3000	0.2992
8	BLR/F(C)/23/020099	04	Swachha Salt	0.23	0.3200	0.3193
9	BLR/F(C)/23/020100	A23FF	Aashirvaad Iodized Salt	0.13	0.3200	0.3196
10	BLR/F(C)/23/020101	05	Taza Salt	0.13	0.3200	0.3196
11	BLR/F(C)/23/020102	HA/022	Saffola Salt Plus	0.28	0.4100	0.4089
12	BLR/F(C)/23/020103	09	Top Cook Gold	0.41	0.3700	0.3685
13	BLR/F(C)/23/020104	05	Table Top Salt	0.26	0.3500	0.3491
14	BLR/F(C)/23/020105	006	Cow Brand	2.66	0.3200	0.3115
15	BLR/F(C)/23/019949	GH22	I-Flo-Refine Iodise Salt	0.22	0.1400	0.1397
16	BLR/F(C)/23/019954	0623	Nirma Sudh Salt	0.07	0.3165	0.3163
17	BLR/F(C)/23/019955	WI23	Patanjali Iodized Salt	0.34	0.3265	0.3254
18	BLR/F(C)/23/019956	3	Tan Man Salt	5.20	0.2687	0.2547
19	BLR/F(C)/23/019959	SC23F1	Aashirvaad Proactive	0.06	0.5464	0.5461
20	BLR/F(C)/23/019961	04	Saras	0.22	0.4286	0.4277
21	BLR/F(C)/23/019962	R21T	Trusalt	0.28	0.3984	0.3973
22	BLR/F(C)/23/020445	DGL50323	Good Life	0.34	0.2600	0.2591
23	BLR/F(C)/23/020451	03	Shraddha	0.44	0.3687	0.3671
24	BLR/F(C)/23/020456	02	Hira Salt	0.33	0.3687	0.3675
25	BLR/F(C)/23/020457	08	Kesri Fresh	0.37	0.4258	0.4242
26	BLR/F(C)/23/020458	03	Freedom Fresh Salt	1.85	0.3479	0.3415
27	BLR/F(C)/23/020462	04/23	Ankur Salt	0.46	0.3687	0.3670
28	BLR/F(C)/23/020446	01	I Natural	0.16	0.3232	0.3227
29	BLR/F(C)/23/020447	04	Konark	0.51	0.2200	0.2189
30	BLR/F(C)/23/027008	07	JK Refined Free Flow Iodised Salt	0.04	0.2500	0.2499
31	BLR/F(C)/23/020449	05	Purty Plus	0.16	0.2600	0.2596
32	BLR/F(C)/23/020450	05	Krish	0.51	0.2900	0.2885
33	BLR/F(C)/23/020452	03	Kohinoor	0.21	0.3400	0.3393

34	BLR/F(C)/23/020453	RM17S	VKS Adhitya	0.16	0.2300	0.2296
35	BLR/F(C)/23/020454	4	Ashirvadam	0.51	0.2800	0.2786
36	BLR/F(C)/23/020455	04	Prime	0.21	0.3214	0.3207
37	BLR/F(C)/23/020459	06	Modi Total Salt	0.16	0.2800	0.2795
38	BLR/F(C)/23/020460	05	Ankur Sampoorna	0.51	0.3578	0.3560
39	BLR/F(C)/23/020461	05	Shree TVAM	0.21	0.3300	0.3293
40	BLR/F(C)/23/020699	01	Vanya	0.50	0.3500	0.3483
41	BLR/F(C)/23/020701	4	Sagar Shudh Gold Salt	0.47	0.5200	0.5176
42	BLR/F(C)/23/027009	01	Star Plus Salt	0.08	0.3200	0.3197
43	BLR/F(C)/23/020706	M04	Safal Iodised Salt	0.60	0.2500	0.2485
44	BLR/F(C)/23/020707	02	Arun Classic	0.28	0.4000	0.3989
45	BLR/F(C)/23/020708	03	MSP	0.24	0.3700	0.3691
46	BLR/F(C)/23/020709	02	Sun Pure Salt	0.60	0.3400	0.3380
47	BLR/F(C)/23/020710	R27T	Io Fresh Salt	0.46	0.4100	0.4081
48	BLR/F(C)/23/020712	01	Vinayak Taja Salt	0.03	0.4700	0.4699
49	BLR/F(C)/23/027010	06	Titu +Lite Refined Iodised Salt	0.03	0.2300	0.2299
50	BLR/F(C)/23/020716	01	Akar Salt	0.09	0.4900	0.4896
51	BLR/F(C)/23/020718	07	Bhagyalakshmi Free Flow Salt	0.31	0.5700	0.5682
52	BLR/F(C)/23/027011	01	JSPL Ankurit Refined Free Flow Iodised Salt	0.41	0.2600	0.2589
53	BLR/F(C)/23/020696	04	Total Care Salt	0.35	0.3500	0.3488
54	BLR/F(C)/23/020697	05	JSPL Energy Salt	0.66	0.4200	0.4172
55	BLR/F(C)/23/020698	05	Apsara Tara Salt	0.67	0.3300	0.3278
56	BLR/F(C)/23/020700	03	Reliance Lite	0.07	0.3400	0.3398
57	BLR/F(C)/23/020703	TFL 01	Ken Pride	0.42	0.4300	0.4282
58	BLR/F(C)/23/020704	03	Ramdev Salt	0.15	0.4200	0.4194
59	BLR/F(C)/23/020713	02	Capital Salt	0.34	0.3200	0.3189
60	BLR/F(C)/23/021011	04	Every Day	0.08	0.6215	0.6210
61	BLR/F(C)/23/021005	05	Purita	0.57	0.5655	0.5623
62	BLR/F(C)/23/021006	05	Sitara Shakti Salt	0.45	0.1246	0.1241
63	BLR/F(C)/23/021007	03	Natural First	0.50	0.6612	0.6579
64	BLR/F(C)/23/021008	02	Nilima Shudh Salt	0.25	0.6464	0.6447
65	BLR/F(C)/23/021009	02	Sun Gold	0.52	0.2787	0.2772
66	BLR/F(C)/23/021012	04	Io Plus	0.42	0.5050	0.5029
67	BLR/F(C)/23/021013	06	Top Line	0.32	0.8051	0.8025
68	BLR/F(C)/23/021014	02	Fortune Plus	0.79	0.9603	0.9528
69	BLR/F(C)/23/021015	02	Reblicane	0.10	0.4266	0.4262
70	BLR/F(C)/23/021016	223	Nirma Neemak	0.18	0.5909	0.5899
71	BLR/F(C)/23/021017	O1SC	Edi Safe Salt	0.43	0.7207	0.7176

72	BLR/F(C)/23/021259	01	Life Line	0.49	0.4152	0.4131
73	BLR/F(C)/23/021262	01	Real Rich	0.36	0.3685	0.3672
74	BLR/F(C)/23/021263	01	Gold Line	0.34	0.4128	0.4114
75	BLR/F(C)/23/021266	04	Dilshad Gold	0.48	0.2511	0.2499
76	BLR/F(C)/23/021256	003	White Cook	0.61	0.4596	0.4568
77	BLR/F(C)/23/021257	003	Everyday	0.24	0.2178	0.2173
78	BLR/F(C)/23/021258	4	Tiktok	0.40	0.3595	0.3581
79	BLR/F(C)/23/021260	05	Delux Salt	0.29	0.3685	0.3675
80	BLR/F(C)/23/021261	01	Caps Cooking	0.45	0.5119	0.5096
81	BLR/F(C)/23/021264	01	Eco Fresh	0.51	0.2785	0.2771
82	BLR/F(C)/23/021265	03	Bajaj Samriddhi	0.37	0.3654	0.3641
83	BLR/F(C)/23/021267	04	Jaydeep Salt	0.31	0.3360	0.3350
84	BLR/F(C)/23/021268	05	Hipolin Sampuma	0.27	0.2362	0.2356
85	BLR/F(C)/23/024080	K820	Sprinkle	0.30	0.2000	0.1994
86	BLR/F(C)/23/024081	03	Reliance Salt	0.08	0.3500	0.3497
87	BLR/F(C)/23/024700	01	Mahakosh Health Plus Refined Iodised Salt	0.39	0.3700	0.3686
88	BLR/F(C)/23/024702	04	Nirmalya Powder Salt	0.66	0.3600	0.3576
89	BLR/F(C)/23/025951	04	Jharkand Salt	0.07	0.4300	0.4297
90	BLR/F(C)/23/025952	01	Mor Salt	0.04	0.3200	0.3199
91	BLR/F(C)/23/025953	05	Capital Look	0.35	0.2900	0.2890
92	BLR/F(C)/23/025954	05	Super Gold	0.06	0.2700	0.2698
93	BLR/F(C)/23/025955	10	Taja Lite+	1.20	0.5300	0.5236
94	BLR/F(C)/23/026381	01	Modi Toyota Salt	0.07	0.2800	0.2798
95	BLR/F(C)/23/026382	05	Modi Total Lite Salt	0.05	0.2900	0.2899
96	BLR/F(C)/23/026384	01	Tatwah Salt	0.72	0.3100	0.3078
97	BLR/F(C)/23/026385	04	Zuari Salt	0.06	0.2500	0.2499
98	BLR/F(C)/23/026386	01	AD 1 Plus Salt	0.04	0.2900	0.2899
99	BLR/F(C)/23/026588	06	Bullet Salt	0.43	0.2300	0.2290
100	BLR/F(C)/23/026589	04	Shiv Tina Gold Salt	1.10	0.2600	0.2571
101	BLR/F(C)/23/026590	5	Tim tim tiya gold Salt	1.20	0.2600	0.2569
102	BLR/F(C)/23/028199	SC02C	Kristal Iodized powder Salt	0.37	0.2700	0.2690