

PRESS RELEASE

STARBUCKS CELEBRATES ITS FIRST YEAR ANNIVERSARY IN INDIA, REINFORCING LONG-TERM COMMITMENT TO THE MARKET WITH LAUNCH OF *INDIA ESTATES BLEND*

Specially sourced, roasted, packaged and sold in India, India Estates Blend honors the country's long-standing coffee heritage and its coffee growing communities; debuting a unique whole bean offering to Starbucks customers across India.

Company launches 25th Starbucks store in the country; introduces the global favorite Salted Caramel Mocha to customers in India, as part of its anniversary celebration

MUMBAI; October 21, 2013: Tata Starbucks Limited, the 50/50 joint venture between Starbucks Coffee Company (Nasdaq: SBUX) and Tata Global Beverages Limited, is celebrating its first anniversary in the Indian market. To celebrate its India journey, the company has created a special India sourced coffee, aptly named *India Estates Blend*, as a tribute to its customers, partners, coffee producers and roasters.

"We are delighted to celebrate our one year anniversary in India and introduce for the first time a whole bean coffee that is sourced, roasted, packaged and sold in India," said **John Culver, group president, Starbucks China and Asia Pacific, Channel Development and Emerging Brands**. "We have a long-term commitment to work closely with the coffee growing communities where we do business and elevate the awareness of high-quality *arabica* coffee in India. This is a proud moment for our partners as we honor India's long-standing coffee heritage and commemorate this historic milestone in the early days of our India journey."

Speaking on the occasion, **Avani Davda, CEO, Tata Starbucks Limited** said, "Since launching the first store in India in October 2012, we are incredibly humbled by the warm way in which our customers in India have made the *Starbucks Experience* a part of their lives. We are also grateful for the passion our partners (employees) demonstrate about our coffee and our stores, and the instrumental role they play in delivering the unique *Starbucks Experience* to our customers, every day with every cup. As a tribute to our customers, partners and the coffee growers and roasters here in India, we are very proud to launch *India Estates Blend*, which has been developed thoughtfully along with Tata Coffee, specifically for the Indian market."

Created to celebrate the India journey, *India Estates Blend* captures the essence and rich heritage of the Indian coffee history and draws inspiration from the finest *arabica* beans which have been carefully selected from Tata Coffee's estates spread across Coorg and Chickmagalur, the birth place of coffee in India. It is a perfect example of the strong synergy between Starbucks and Tata Coffee, and their commitment to develop and improve the profile of Indian-grown *arabica* coffees. This country-specific blend creates a fine balance between herbal and chocolate notes, perfect for sharing with friends and neighbors. The blend has been named to represent the origin of the coffee and the packaging has been carefully created to reflect the nuances of traditional Indian designs.

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Starbucks also opened its second store in Pune, taking the total store count to 25, across Mumbai, Delhi NCR and Pune. The Company is also introducing India to the global favorite, Salted Caramel Mocha. Perfect for cooler days, this rich and creamy handcrafted beverage celebrates the goodness of salty and sweet, and will be available for customers in India starting October 25, 2013.

Starbucks® entered the Indian market in October 2012 and currently operates twenty five stores in India across Mumbai, Delhi NCR and Pune. Starbucks® stores are operated by the joint venture, Tata Starbucks Limited, and branded as Starbucks Coffee - "A Tata Alliance".

About Starbucks

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting the highest-quality *arabica* coffee in the world. Today, with more than 17,000 stores around the globe, the company is the premier roaster and retailer of specialty coffee in the world. Through our unwavering commitment to excellence and our guiding principles, we bring the unique *Starbucks Experience* to life for every customer through every cup. To share in the experience, please visit us in our stores or online at www.starbucks.com

About Tata Global Beverages

Tata Global Beverages is a part of the global Tata Group. Tata Global Beverages is a global beverage business and the world's second largest tea company. The group's annual turnover is US \$1.5 bn and it employs around 3000 people worldwide. The Company focuses on 'good for you' beverages and has a stable of innovative regional and global beverage brands , including Tata Tea, Tetley, Himalayan natural mineral water and Eight O' Clock Coffee. For more information, please visit www.tataglobalbeverages.com.

For further information contact:

Tata Starbucks Limited media contact:

Edelman India

Perna Korla / Mihir Mukherjee

Perna.korla@edelman.com / Mihir.mukherjee@edelman.com

+91 9717-022-726 / +91 9930-025-664