

## PRESS RELEASE

### TATA STARBUCKS LTD. BRINGS STARBUCKS TO PUNE

*Starbucks first store in Pune opens on September 8 and features an iconic and contemporary store design that honors the rich copper heritage of the beautiful city*

**PUNE; September 5, 2013** – Tata Starbucks Limited, the 50/50 joint venture between Starbucks Coffee Company (Nasdaq: SBUX) and Tata Global Beverages Limited is launching the first Starbucks® store in Pune this Sunday. Celebrating the cultural history of the city, this flagship store is located off North Main Road at Koregaon Park – a popular neighborhood in Pune – and promises to offer coffee lovers an enriching and elevated coffeehouse experience. The store will open on Sunday, September 8, 2013 and will be open to customers from 7 AM till 11 PM every day.

Commenting on the store opening, **Avani Davda, CEO, Tata Starbucks Limited** stated, “We are thrilled to open doors to our first store in Pune and extend the unique *Starbucks Experience* to more customers in India. We have been overwhelmed by the way our customers have embraced us and we look forward to welcoming our customers in Pune to this beautiful store designed specifically for the city. We remain committed to the India market and will continue to work thoughtfully to open stores in locations where more and more customers can enjoy an enriching and elevated coffee experience, delivered by our passionate baristas.”

This store located in Koregaon Park is housed in a traditional bungalow encircled with trees which suitably pairs this iconic brand with the beautiful city of Pune. Copper, a primary resource traced to the earliest history of this city, has been beautifully weaved in throughout the store to honor the rich cultural and copper heritage of Pune. The two storied store has been designed to reflect the rich historical architecture of the city and the interiors of the store embrace and celebrate the local culture with the use of railings, displayed antiques and copper. The elevations in the exterior of the store are attractively designed to reflect the shadows of the Gum trees surrounding it, along with the traditional Indian swing which is popular throughout Pune.

The store will serve the finest espresso, sourced and roasted in India for India and will offer specially designed food offerings to appeal to the customers in Pune. The store will also offer a broad beverage portfolio to include a wide range of Starbucks® signature beverages, Tata® | Tazo® tea, in addition to the Indian Espresso Roast that is sourced locally through the coffee sourcing and roasting agreement with Tata Coffee; a hallmark feature of Starbucks stores in the India market. The store will also offer a wide range of Starbucks merchandize and free Wi-Fi so customers can enjoy the unparalleled coffeehouse experience that Starbucks is known for.

Starbucks entered the Indian market in October 2012 and currently operates twenty 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”.

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### **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](http://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](http://www.tataglobalbeverages.com)

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