

## PRESS RELEASE

### TATA STARBUCKS LIMITED WELCOMES MANMEET VOHRA AS DIRECTOR - MARKETING AND CATEGORY

#### *Sushant Dash appointed as Global Brand Director of Tata Global Beverages*

**MUMBAI; July 22, 2013** – Tata Starbucks Limited, the 50/50 joint venture between Starbucks Coffee Company (Nasdaq: SBUX) and Tata Global Beverages Limited, today announced the appointment of Manmeet Vohra as its new Director - Marketing and Category. In her new role, Manmeet will lead all marketing and category aspects for the company in India. Prior to this, she was the Marketing Director at TAG Heuer and brings with her eleven years of extensive marketing experience in the luxury industry.

Sushant Dash, who has been associated with the Tata Group for close to twelve years and joined Tata Starbucks Limited in August 2012, will continue this association in his new role as the Global Brand Director of Tata Global Beverages Limited.

“Sushant has played an integral role in launching Starbucks in India and delivering the *Starbucks Experience* to Indian consumers. His commitment and contribution to our business has been invaluable and we wish him the very best in his new endeavour,” said **Avani Davda, CEO, Tata Starbucks Limited**. “We are extremely pleased to welcome Manmeet to her new role at Tata Starbucks Limited. Her forward-thinking brand sensibility and cross-channel marketing expertise will continue to push us toward building a strong presence in this dynamic market.”

Commenting on her appointment, **Manmeet Vohra** said, “This is an exciting time in Starbucks journey in India and I am looking forward to bringing my passion for elevating the customer experience to this iconic brand. I am humbled to be a part of Tata Starbucks Limited - a partnership between two strong companies that share common values of responsible business ethics and commitment to community.”

Manmeet Vohra will report to Avani Davda, CEO, Tata Starbucks Limited, and will be a part of the company’s senior leadership team.

Starbucks® entered the Indian market in October 2012 and currently operates seventeen stores in India. 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](http://www.starbucks.com)

#### **About Tata Global Beverages and Tata Coffee**

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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Tata Coffee is a subsidiary of Tata Global Beverages. It is Asia's largest coffee plantation company and the 3<sup>rd</sup> largest exporter of instant coffee in the country. The Company produces more than 10,000 MT of shade grown Arabica and Robusta coffees at its 19 estates in South India and its two Instant Coffee manufacturing facilities have a combined installed capacity of 6000 metric tonnes. It exports green coffee to countries in Europe, Asia, Middle East and North America. Tata Coffee's farms are triple certified: Utz, Rainforest Alliance and SA8000 reinforcing its commitment to the people and the environment.

### **For further information:**

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