

PRESS RELEASE

Starbucks Expands its Footprint with the Opening of its First Store in Gurgaon

Expands the total store count in Delhi NCR to 8 stores with the launch in Gurgaon

GURGAON: July 10, 2013: Tata Starbucks Limited, the 50/50 joint venture between Starbucks Coffee Company (Nasdaq: SBUX) and Tata Global Beverages Limited, today entered the National Capital Region with the opening of its first store in Gurgaon at Ambience Mall.

Commenting on the expansion, **Avani Davda, CEO, Tata Starbucks Limited** said, "Our customers in New Delhi have extended a very warm welcome to us and we are thrilled to open our first store in the Gurgaon. We remain committed to offering a distinct third place to our customers at convenient locations; defining our unique, values-based *Starbucks Experience* and delivering an unparalleled customer experience through our passionate baristas."

Suitably located on the ground floor of the popular Ambience Mall, the store is spread across a vast space of 2207 sq. ft. inside and a 500 sq. ft. outside.

The contemporary store design and locally sourced elements promise to provide customers an elevated coffeehouse experience. The design elements including large format murals that flank the banquette seating at the wood wall and the pictures across the store that showcase the coffee growing story reflect Starbucks coffee heritage and celebrate the rich Indian culture.

The store will offer customers an extensive range of offerings, including Starbucks® signature espresso-based beverages, as well as Starbucks VIA™ Ready Brew coffee, along with a wide variety of western and Indian favourites to choose from. The store will be open to customers from 10 AM – 11 PM every day of the week.

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

About Tata Global Beverages

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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.

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