

## PRESS RELEASE

### STARBUCKS EXPANDS PRESENCE IN DELHI AND MUMBAI

*Takes total number of stores in India to 15 with 7 stores in Delhi and 8 stores in Mumbai*

**NEW DELHI/ MUMBAI: June 3, 2013:** Tata Starbucks Limited, the 50/50 joint venture between Starbucks Coffee Company (Nasdaq: SBUX) and Tata Global Beverages Limited, has opened three new stores across Delhi & Mumbai, located at Greater Kailash I - M block market, Nehru Place Metro in New Delhi and R-city Mall, in Mumbai.

Commenting on the store openings, **Avani Davda, CEO, Tata Starbucks Limited** said, "Each of our stores is strategically located in both cities and caters to people of diverse ethnic, income and age groups with varying tastes and interests. We will continue to extend our presence in locations where our customers want and expect us to be to enjoy the unique third place between work and home. It is our constant endeavor to deliver a locally relevant *Starbucks Experience* to our consumers; one that reflects the Starbucks brand as well as India's rich culinary heritage."

- **Starbucks® store, LG Level, DMRC, Metro , Nehru Place, New Delhi**

Area: Around 180 sq. m; Seating Capacity: 70

Store Description: Conveniently located at the metro, the store promises to serve the time pressed commuters. It celebrates the coffee story interpreting the local truck art, creating an authentic rustic feel with brick work, bold colors and high ceilings.

Timings: 10 am – 11 pm

- **Starbucks® store, Greater Kailash 1, M Block Market, New Delhi**

Area: Around 190 sq. m; Seating Capacity: 50

Store Description: Conveniently located in south Delhi's prime market frequented by the youth, the store celebrates the coffee story that is woven throughout the store; from the messages on stair riser to the hand painted coffee region map on the focal wall. The dark stained wood and Damask wallpaper compliments gold and turquoise fabric furniture.

Timings: 10 am – 11 pm

- **Starbucks® store, R – City Mall, LBS Marg, Ghatkopar, Mumbai**

Area: Around 155 sq. m; Seating Capacity: 75

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Store Description: Located on garden courtyard of the mall, the store is contemporary in its look, with high ceilings featuring locally painted parsley motifs. The walls compliment the use of bold color palette and the space has been utilized with authentic warm local woods wrapping in strong horizontals.

Timings: 11am – 11pm

The stores offer a broad beverage portfolio that includes a wide range of Starbucks® signature beverages, Tata® | Tazo® tea and Himalayan mineral water, 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 all Starbucks stores in the India market. Its extensive food offering boasts a wide selection of western favorites, as well as locally relevant flavors.

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 globally.

Starbucks® entered the Indian market in October 2012 and currently operates fifteen stores in India. These include seven stores in Mumbai, one store at Mumbai's Chhatrapati Shivaji Airport, five stores in New Delhi and two stores at the New Delhi Indira Gandhi International Airport. 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**

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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