

## PRESS RELEASE

# TATA STARBUCKS ANNOUNCES FIVE-DAY WORK SCHEDULE

*Among the first in the retail sector in India*

*Move demonstrates continued partner (employee) investments and company's aspiration to become the Employer of Choice*

**Mumbai; May 2, 2016:** TATA Starbucks Private Limited today announced a bold step towards elevating its partner (employees) experience by adopting a five day work schedule for all of their 1,200+ partners across all TATA Starbucks stores with effect from 15<sup>th</sup> May, 2016. The move gives partners additional 52 personal days off and greater flexibility in their lives. The five day work schedule marks a first-of-a-kind initiative for a food and beverage retailer in India.

"Both Starbucks and Tata share values of putting our partners (employees) first and sharing the company's success. We acknowledge that our success would not be possible without the contributions our partners make on a daily basis to provide an exceptional *third place* experience for our customers and we are pleased to adopt a five day work schedule that also recognizes their commitments outside of their work," Sumitro Ghosh, ceo, TATA Starbucks Private Limited. "We are proud to be a progressive workplace in India and will continue to engage in discussions with our partners to determine how to make their experience better and more valuable in line with the mission and values of both Tata Global Beverages and Starbucks."

A big part of partner investments means continually investing in the partner experience that reflects Starbucks Mission and Values. TATAStarbucks has led in the areas of both partner development, through mentorships and leadership courses, and personal development, with life-coaching and training programs for all store partners.

This is the first phase in a series of investments the company is making in the partner experience shaped by partners' feedback as the company strives to become the Employer of Choice in India.

Earlier this year, Starbucks China announced a monthly housing allowance subsidy to help China partners overcome the financial challenges of starting their careers. In 2015, Starbucks UK launched the Home Sweet Loan program providing an interest-free loan to help partners pay rental deposits when they're moving into a new home. In 2014, Starbucks launched the College Achievement Plan that creates an opportunity for U.S. partners to earn their bachelor's degree with full tuition coverage.