

TATA STARBUCKS LIMITED COMMITS TO CREATING THRIVING LOCAL NEIGHBORHOODS

Starbucks partners (employees) participate in local community service projects across India

Mumbai, September 15, 2014: As part of the celebrations for the opening of the 50th Starbucks store in India, Tata Starbucks Limited - the 50/50 joint venture between Starbucks Coffee Company (Nasdaq: SBUX) and Tata Global Beverages Limited – recently completed a full month of community service with its partners (employees) and partner organizations. The Month of Community Service, which took place from 20th July to 19th August 2014, saw more than 1000 partners from 50 Starbucks stores across Mumbai, Delhi NCR, Bangalore and Pune come together to take action to make a positive impact in the neighborhoods local to their stores. The activity was then supplemented by a cleaning activity of Girgaum Chowpatty beach on 09th September 2014 with around 40 partners following the Ganesh Visarjan festivities.

In line with the company's commitment to its local communities, the partners volunteered their time to take part in service projects and make a direct positive impact on their localities. These included engaging with members of the local community as well as initiatives to beautify local public spaces. The partners worked with underprivileged children at child welfare homes, invested quality time at old age homes and schools for specially-abled children, and undertook rubbish collection and tree plantation drives in the neighborhoods across the four cities. Additionally, cleanliness drives were also undertaken at Horniman Circle Garden in Mumbai, Keshav Nagar vegetable market and PMC Garden in Pune and Indiranagar, Brigade and Church Street in Bangalore. Regarding the cleaning activity at the Girgaum Chowpatty beach, prior permission was sorted from the BMC officials for conducting the activity so the waste collected through this activity can be disposed effectively, thereby making a positive impact in the neighborhoods that TSL operates.

Commenting on this initiative, Ms. Avani Davda, CEO, Tata Starbucks Limited said, "Our partners are the core of our business; their commitment and support is what sustains our operations no matter where we are in the world. We want to extend that relationship we share with our partners to our local communities, to be a positive contributor as an employer, a business and a community supporter. Involvement in our communities and neighborhoods is something we have been deeply committed to since our entry in Indian market in October 2012. By mobilizing our partners and customers to be change makers in their communities, we are tapping into a passionate network of people eager to be a force for good in the neighborhoods where they live and work."

As part of the Month of Community Service, the Starbucks partners joined forces with Municipal Corporations such as BMC, local NGOs including Teach for India, Prayas and Astha to leverage their expert skills and resources to activate these positive change projects.

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

For further information contact:

Tata Starbucks Limited media contact:

Edelman India

Mihir Mukherjee | 9987556960 | Mihir.Mukherjee@edelman.com

Seriza Dsouza | 9920636980 | Seriza.Dsouza@edelman.com



