

TATA STARBUCKS LTD. CELEBRATES 50 STARBUCKS STORES IN INDIA WITH ITS FORAY IN CHENNAI

- Brings its unparalleled Third Place and unique *Starbucks Experience* to Chennai
- With 50 stores across 5 cities, company plans to foray in Hyderabad later this year
- Celebrates with over a 1000 passionate Starbucks partners across the company

MUMBAI; July 08, 2014 – Tata Starbucks Limited, the 50/50 joint venture between Starbucks Coffee Company (Nasdaq: SBUX) and Tata Global Beverages Limited, today celebrates the opening of the 50th Starbucks store in India with the launch of its first store at Phoenix Market City, Velachery, Chennai. The company will continue to open more stores and thoughtfully grow in the market with a commitment to offer the unique *Starbucks Experience*, unrivalled service, handcrafted beverages, extensive food offerings and distinct Third Place, to coffee lovers across the country.

With 50 stores now operational across 5 cities, Tata Starbucks Limited continues to grow and nurture the brand in India - in line with its promise to build a strong connect with the Indian consumers.

“The opening of the 50th Starbucks store in India strongly reiterates our commitment to the Indian market for the long-term and our focus on expanding thoughtfully to ensure we are consistently delivering the highest quality *Starbucks Experience* to each customer in every store,” said **John Culver, group president, Starbucks China and Asia Pacific, Channel Development and Emerging Brands.** “Providing an elevated coffeehouse experience that embraces uncompromising quality, diverse offerings, unique store ambience to offer our customers an unmatched Third Place and passionate partners who deliver this to every customer with every cup is a promise that we have consistently endeavored to deliver. We remain deeply excited about our journey in India, and we will continue to deliver on our promise of offering an unparalleled coffeehouse experience to every customer, every time they visit our stores, as well as nurturing our biggest assets – our partners.”

Marking this occasion, **Avani Davda, CEO, Tata Starbucks Limited**, said, “We are thrilled to celebrate the opening of our 50th store in India and extend our unique *Starbucks Experience* to the coffee lovers of Chennai. Continuing our thoughtful expansion in this market, we remain committed to growing our business with a steady focus on our partners – who are at the heart of our business and contribute greatly to our success. As we grow from strength to strength, we are committed to exceeding the expectations of our customers and those of our partners.”

Strategically located, the beautifully designed store is steeped in the rich, vibrant culture and heritage of Chennai. The wood-stamped concrete walls, ornamental metal lightings and decorative wood planking are inspired by the local arts and architecture of the region. The color scheme resonates with Chennai’s spice heritage; reds dominate the walls and the wood accented flooring, leather upholstery and rich local textiles add warmth and character. As a tribute to the coffee farmers, the store carries the coffee belt map artwork, specially commissioned in the traditional Kalamkari painting of Chennai.

The store will be open for customers from **11 am to 10 pm** every day and will offer a respite from the bustling surroundings of Chennai, the Third Place to relax and connect.

To celebrate the rich coffee culture of Chennai, Tata Starbucks Limited has also introduced its unique Pour-Over Set exclusively for the coffee lovers of Chennai. It promises a superior coffee experience for coffee lovers, through the single-serving brewing system. Engrained in the coffee preferences of the region, the system regulates flow to allow for the full extraction of coffee flavors. The Pour-Over Set offers high-quality mark and operates on the same single-serving brewing system, offering a taste of Starbucks at home.

Delivering on its promise of being the Third Place for customers, the store will offer an extensive range of new offerings, along with Starbucks® signature espresso-based beverages, Starbucks VIA™ Ready Brew and an extensive food menu comprising Indian and International favorites. The store will also offer a wide range of Starbucks merchandize and free Wi-Fi so that customers can enjoy an elevated coffeeshouse experience that Starbucks is known for.

Starbucks entered the Indian market in October 2012 and currently operates 50 stores in India across Mumbai, Delhi NCR, Pune, Bengaluru and Chennai, through a network of 1000 passionate partners. 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

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

Seriza Dsouza | +91 9920636980 | Seriza.Dsouza@edelman.com
