

## PRESS RELEASE

### TATA STARBUCKS LTD. OPENS TWO MORE STORES IN BENGALURU

*With 3 stores in the city, Starbucks reinstates its commitment to provide a unique Third Place experience to more customers in Bengaluru*

**Bengaluru; January 20, 2014** – Tata Starbucks Limited, the 50/50 joint venture between Starbucks Coffee Company (Nasdaq: SBUX) and Tata Global Beverages Limited, today announced its expansion in the garden city of Bengaluru with the launch of two more Starbucks stores. Strategically located at Phoenix Market City and Brigade Orion Mall, the stores are designed to bring to life Bengaluru’s rich coffee heritage and provide an unparalleled coffeehouse experience.

Commenting on this milestone, **Avani Davda, CEO, Tata Starbucks Limited** stated, “Since the launch of our first store in Bengaluru in November 2013, our experience has been nothing short of extraordinary. We are humbled by the response we have received from our customers in Bengaluru. We are passionate towards delivering the highest quality coffeehouse experience to customers and believe that every “moment” is a moment of connection and recognition. The world-class service of our partners and their passion and commitment is what truly sets us apart. Customers come for coffee, stay for the inviting warmth and return for the very human connection. We are happy to welcome our customers at the new stores located in Phoenix Market City and Brigade Orion Mall.”

The Starbucks store at Phoenix Market City is located in Whitefield. The store interiors showcase unique graphics, with the coffee roast story woven throughout. The ‘flower to bean’ story is featured on the store front in an illustrative way by using a concrete finish, with layered cut wood and charcoal representation. The store has a variety of comfortable seating groupings for maximum comfort and a special third place experience.

The third Starbucks store is located in Brigade Orion Mall. The store interiors represent hand-painted botanicals with a palette of fresh greens and greys complementing the warm wood and leather interiors. The store has a comforting décor which is a reflection of the emphasis laid on the unique Starbucks Experience.

Both stores are open from 10am to 11pm through the week. They are built with organic, energy efficient and locally-sourced materials which tell a compelling story of Starbucks Coffee Passion in India. With the signature *Starbucks Experience*, they provide customers with a warm place that encourages moments of connections that can be savoured over Starbucks® signature espresso-based beverages, Starbucks VIA™ Ready Brew and a variety of food. The stores also retail Starbucks merchandise. Free Wi-Fi allows customers to connect to the web and stay in touch with the world as they enjoy their favourite brew.

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Starbucks entered the Indian market in October 2012 and currently operates thirty four stores in India across Mumbai, Delhi NCR, Pune and Bengaluru. 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.in](http://www.starbucks.in)

### **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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