

TATA STARBUCKS LIMITED CONTINUES EXPANSION IN INDIA WITH THE OPENING OF THE MUCH ANTICIPATED FLAGSHIP STORE IN THE BEAUTIFUL "GARDEN CITY" OF BENGALURU

Continuing to expand across India, Company opens its 30th store in market with a contemporary store design honoring the birthplace of coffee in India

BENGALURU, INDIA; November 22, 2013 – Tata Starbucks Limited, the 50/50 joint venture between Starbucks Coffee Company (Nasdaq: SBUX) and Tata Global Beverages Limited, today celebrates its entry into Bengaluru. Celebrating the heritage of the city, this flagship store is located opposite Raheja Arcade, 7th Block, Koramangala in Bengaluru and opens to customers on **Saturday, November 23, 2013**. In addition to the flagship store at Koramangala, Tata Starbucks Limited will open two more stores by the end of the year at Phoenix Market City and Orion Mall at Brigade Gateway in Bengaluru.

"We are excited to open our doors to customers in the beautiful garden city of Bengaluru, extending the Starbucks Experience to more customers in India and celebrating India's significant coffee heritage," said **John Culver, group president, Starbucks China and Asia Pacific, Channel Development and Emerging Brands**. "We are incredibly humbled by the way in which customers in India have embraced Starbucks and we look forward to creating memorable moments of connection for customers in Bengaluru. This important city entry demonstrates our long-term commitment to expand across India, providing an elevated coffeehouse experience to more customers."

Speaking on the occasion, **Avani Davda, CEO, Tata Starbucks Limited** said, "We are thrilled to open the first Starbucks® store in Bengaluru, which promises to offer our customers a distinct third place and an unparalleled experience. This unique flagship store is beautifully designed to capture the essence of the rich coffee heritage in this region and honors the delightful style and tradition of the city. We are excited to open our 30th store in the market, adding Bengaluru to our growing list of cities, which includes Mumbai, Delhi NCR and Pune. Each new store offers the opportunity to reach more customers in India and deliver high quality *arabica* coffee, handcrafted beverages made by passionate baristas, extensive food offerings and legendary service."

Strategically located, the flagship store is spread over approximately 3,000 square feet and will be open to customers from 10 a.m. – 11 p.m. daily. Inspired by the architectural style and tradition of the Bengaluru Bungalow, the store design embraces the lush landscape and greenery of the "Garden City". The store celebrates the artisans of Southern India by integrating locally sourced material, architectural treasures and antiques mostly found in traditional bungalows. The store also pays tribute to the significance of its location in Karnataka - the birthplace of coffee in India.

This store will introduce a strong mix of international favorites as well as specially designed food offerings to reflect local flavors, in addition to a broad beverage portfolio to include a wide range of Starbucks® signature espresso-based beverages and Starbucks VIA™ Ready Brew. The store will also offer a wide range of Starbucks® merchandise and free Wi-Fi so customers can enjoy the unparalleled coffeehouse experience that Starbucks is known for around the globe.

Starbucks entered the Indian market in October 2012 and currently operates 30 stores across India. 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 high quality *arabica* coffee throughout 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

Deepika Nookala | +91 9972169644 | Deepika.Nookala@edelman.com

Vrinda Jhavar | +91 8861915638 | Vrinda.Jhavar@edelman.com
