

PRESS RELEASE

TATA STARBUCKS LTD. EXPANDS ITS PRESENCE IN MUMBAI WITH NEW STORES

Starbucks stores now open in Bandra and Juhu taking the total store count in the city to 11

MUMBAI; September 10, 2013 – Tata Starbucks Limited, the 50/50 joint venture between Starbucks Coffee Company (Nasdaq: SBUX) and Tata Global Beverages Limited, opens two more stores in Mumbai. Continuing its focused expansion in the market, the two new stores located in Bandra and Juhu promise to offer more avenues for customers to enjoy the highest quality coffeehouse experience in their neighborhood.

Commenting on the store opening, **Avani Davda, CEO, Tata Starbucks Limited** stated, “We are humbled by the way our customers have embraced the *Starbucks Experience* and we remain committed to extending our unique Third Place in Mumbai. Our stores in Bandra and Juhu will provide a community gathering place to our customers where they can experience our high-quality coffee, handcrafted beverages, unique food offerings and legendary service.”

Located on Chapel Road in Bandra (West) – also known as “Queen of the Suburbs”, the store is spread over 1030 sq. ft. with a seating capacity of 50 and will be open from 7 am to 11 pm every day. The store is adorned by rich rustic woods and wooden beams create an inviting environment inside and the natural stone floor with umbrella at the patio provides customers a refreshing outdoor experience. The wall and façade exudes a neutral and warm color palette with pops of metal black and locally sourced and fabricated furniture, lighting and casework.

The store located on Juhu Tara Road - an upscale neighborhood in West Mumbai, is spread over 1502 sq.ft, with a seating capacity of 46 and will be open to customers from 7 am to 11 pm every day. The store reflects natural architecture such as reclaimed wood, concrete and blue washed tiles that complement the colorful woven textiles and artwork. The light beach palette provides a relaxing and serene place for customers to relax, gather and enjoy the world class *Starbucks Experience*. Uniquely designed artwork in the white cup photos and hand-painted chalk-work narrates the coffee making story and the store.

As part of the promise of serving as a unique Third Place for customers, the stores will offer an extensive range of offerings, including Starbucks® signature espresso-based beverages, as well as Starbucks VIA™ Ready Brew, along with a wide variety of western and Indian favorites to choose from. The store will also offer a wide range of Starbucks merchandize and free Wi-Fi so customers can enjoy the unparalleled coffeehouse experience that Starbucks is known for.

Starbucks entered the Indian market in October 2012 and currently operates twenty two stores in India across Mumbai, Delhi NCR and Pune. Starbucks® stores are operated by the joint venture, Tata Starbucks Limited, and branded as Starbucks Coffee - “A Tata Alliance”.

About Starbucks

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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

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