

PRESS RELEASE

STARBUCKS CONTINUES EXPANSION AT AIRPORT LOCATIONS WITH THE OPENING OF ITS NEW STORE AT MUMBAI'S CHHATRAPATI SHIVAJI INTERNATIONAL AIRPORT

Continues to offer convenient locations to customers and extend the unique Starbucks Experience in the market

MUMBAI; April 3, 2013 – Tata Starbucks Limited, the 50/50 joint venture between Starbucks Coffee Company (Nasdaq: SBUX) and Tata Global Beverages Limited, today announced the opening of its first store at Mumbai's Chhatrapati Shivaji International Airport. Following the opening of two stores at the New Delhi Indira Gandhi International Airport (IGI) earlier this year, the company continues its expansion in this market segment to extend the *Starbucks Experience* to more customers.

Commenting on the new opening, **Avani Davda, CEO, Tata Starbucks Limited** stated "We have received an overwhelming response to our stores at New Delhi's IGI Airport. We hope to continue to cater to the travel channels in the country and extending the unique *Starbucks Experience* to them - one cup, one customer at a time. Our intent to expand in locations where our customers want us and expect us to be, as we further develop our existing retail business in the travel channels of India."

Located outside Terminal 1B Arrival, the store is accessible to everyone and will be open to service 24 hours every day. Spread across 1500 plus sq. ft., the store is beautifully nestled with natural lighting. With a lounge like seating, the store has the capacity to seat 65 and promises to serve as a unique third place for customers.

In line with our continued efforts to extend the unique *Starbucks Experience* in this market segment, Starbucks will offer a distinct menu that has been carefully chosen to cater to travelers. Tailored to suit the appetite of travelers, the store will offer a wide range of food and beverage offerings in an inviting and relaxed atmosphere to enjoy the legendary *Starbucks Experience* while in transit.

The menu includes a host of new vegetarian and non-vegetarian sandwiches such as Mediterranean Focaccia with Roast Vegetables, Wild Mushroom Pockets and Chicken Ham & Roasted Peppers Ciabata, in addition to a wide range of cakes, muffins, pastries, breads, wraps and savories. Additionally, the stores will offer an extensive beverage portfolio that includes a wide range of Starbucks® signature beverages, Tata® | Tazo® tea and Himalayan mineral water.

Starbucks entered the Indian market in October 2012 and currently operates five stores in Mumbai, two stores at the New Delhi's T3 Indira Gandhi International Airport and three stores in New Delhi. 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

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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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