

Tata Starbucks Reaffirms Growth in India with Entry into Kolkata in 2018 and Commitment to Social Impact Programs

- *Celebrates 100th store milestone and 5-year anniversary with plans to open three stores in Kolkata in early 2018*
- *Aims to increase diversity and hire 40% women by 2022 as it underscores its commitment to be the employer of choice through progressive workplace programs*
- *Deepens positive impact in the community with Tata STRIVE partnership supporting youth facing barriers to employment*
- *Launches special promotion and products commemorating milestone*

MUMBAI; 24 October, 2017 – Tata Starbucks Private Limited, the 50/50 joint venture between Starbucks Coffee Company (Nasdaq: SBUX) and Tata Global Beverages Limited, today celebrated the opening of its 100th store located in Mumbai and its five-year anniversary in India with a series of strategic initiatives that reaffirm its long-term commitment to the market.

“Starbucks and Tata have hit a century partnership in India with the opening of a hundred stores. As we continue on our journey with Tata, a company that shares the same values and vision for growth, we remain committed to earning the trust and respect of our Indian customers through the unparalleled *Starbucks Experience*,” said John Culver, group president, Starbucks International and Channel Development. “At the core of this experience are our Indian partners, who proudly represent the more than 330,000 Starbucks partners around the world, and through their dedication and passion have created a strong foundation for Starbucks as we expand to new cities across India in the years to come.”

As Tata Starbucks grows to serve more customers across the country, the company will open three stores in the historic city of Kolkata in early 2018, including a store at the iconic Park Mansion designed to reflect Starbucks coffee heritage. Starbucks stores will deliver signature handcrafted beverages, extensive food offerings and the distinct “Third Place” in the city.

Pathways to Opportunities

As Tata Starbucks continues to grow, so does its commitment to be a positive force in contributing to the future success of Indians. The company expects to double the number of partners (employees) it employs to 3,000 over the next five years and, underscoring its commitment to be a progressive workplace, aims to boost the proportion of women in its workforce to 40 percent by 2022, up from 25 percent today. These build on existing initiatives to fulfill Tata Starbucks aspiration to be the employer of choice, with industry-leading benefits such as the five-day work schedule, a first-of-its-kind program introduced in 2016.

“Our success is defined by our incredible partners who take pride in serving our customers with care and passion,” said Sumi Ghosh, chief executive officer, Tata Starbucks. “Our aspiration, as we continue to grow, is to be the employer of choice in the market through the investments we make for our partners and by creating brighter opportunities for people across the country.”

The company will also continue to deepen its connections with the Indian community and leverage its scale to make a difference to local causes that matter most. Over the next five years, Tata Starbucks will train 3,000 young people who are facing barriers to employment through the Tata STRIVE program, the partnership which combines job skills training and Starbucks expertise in retail operations.

“Our journey with Starbucks has been gratifying and this is a remarkable moment for Tata Global Beverages and Starbucks,” said Ajoy Misra, chief executive officer and managing director, Tata Global Beverages. “We are proud of our shared sense of business values and focus on quality, and we are extremely optimistic about the continued growth opportunities in India.”

Celebrating 100th Starbucks Store in India

Located at Victoria Mills (Kamala Mills), one of Mumbai's major commercial hubs, Tata Starbucks 100th store features a carved wood wall art that honors India's coffee heritage. The store's earthy colors and natural wood materials evoke a warm atmosphere that invites customers to relax and connect. The store is the first Starbucks in India to serve Starbucks® Nitro Cold Brew, a small-batch Cold Brew coffee steeped overnight and then infused with nitrogen for a naturally sweet flavor and velvety smooth mouthfeel. Takeaway bags at the 100th store are sourced from Srishti, an initiative that enables livelihood opportunities for young people with disabilities from the families of plantation workers.

To commemorate the opening of its 100th store, Tata Starbucks is introducing India's first *You Are Here* – Mumbai – ceramic mugs. Inspired by distinct local landmarks such as the Gateway of India, Marine Drive, the Worli Sea Link, Flora Fountain, Taj Mahal Palace and featuring the iconic black and yellow Mumbai taxi, the design captures the spirit of the cosmopolitan metropolis.

In celebration of the 100th store opening and five-year market anniversary, Tata Starbucks is also introducing the Golden Sparkle Frappuccino® Blended Beverage at all stores in India from 25 October to 6 November. The Golden Sparkle Frappuccino® is espresso blended with rich mocha sauce, topped with whipped cream and sprinkled with an elegant gold-sugar dusting. In honor of the milestone, on 28 October any Short or Tall-size beverage will be available for INR 100 (\$1.50 USD) at all stores across India.

Starbucks entered India with the opening of its first store at Horniman Circle in Mumbai in 2012. Today, Starbucks stores are located across six cities: Mumbai, Pune, Hyderabad, Chennai, Delhi and Bangalore.

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About Starbucks

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting high-quality arabica coffee. Today, with 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, online at Starbucks.com and through the Starbucks Newsroom.

About Tata Starbucks Private Limited

Starbucks entered the Indian market in October 2012 through a 50/50 Joint Venture with Tata Global Beverages and currently operates 100 stores in India across Mumbai, Delhi NCR, Hyderabad, Chennai, Bengaluru and Pune, through a network of over 1,600 passionate partners (employees). Starbucks stores are operated by the joint venture, TATA Starbucks Private Limited, and branded as Starbucks Coffee - "A Tata Alliance."

About Tata Global Beverages

Tata Global Beverages is a global beverage business with a brand presence in over 40 countries. The Company has significant interests in tea, coffee and water and is the world's second largest tea company. Over 300 million servings of its brands are consumed everyday around the world. Tata Global Beverages' annual turnover is US\$1.2bn and it employs around 3,000 people across the world. The Company focuses on natural beverages and has a stable of innovative regional and global beverage brands, including: Tata Tea, Tetley, Himalayan natural mineral water, Tata Gluco+, Good Earth tea, Grand Coffee and Eight O'clock Coffee. For more information please visit www.tataglobalbeverages.com.

For further information, please contact:

Marianne Duong
Starbucks Coffee Company
+1 (206) 318.7100
press@starbucks.com