

# Starbucks Brings Mobile Payment to India with the launch of the Starbucks® India Mobile App

*New mobile app provides a fast and convenient way for customers to pay for in-store purchases and earn Stars through their My Starbucks Rewards™ account*

**MUMBAI; 15 March 2017:** Tata Starbucks Private Limited today introduced the Starbucks® India mobile app across the country, giving customers a fast and convenient way to pay for in-store purchases and earn Stars through the loyalty program using their mobile device. The move makes Tata Starbucks the first major retailer in India to offer customers a mobile payment option linked to a loyalty program and further expands Starbucks robust global digital ecosystem.

Available for download on iPhone® and Android™ devices, the Starbucks® India mobile app offers customers the convenience of paying for their favorite Starbucks beverages with their mobile device by scanning a barcode linked to their registered Starbucks Card. Customers can also register multiple Starbucks Cards onto their account within the mobile app.

In addition to mobile payment,

the app allows customers to register for the My Starbucks Rewards™ program, earn Stars, track and redeem their rewards, manage their accounts, and gain access to new product information and promotions, all within one convenient app.

## **Key features of Starbucks® India Mobile App**

**Mobile Payment - SCANTO PAY:** For customers looking for a fast and convenient way to pay, they can quickly scan the barcode linked to a registered Starbucks Card on the mobile app or simply shake their mobile device with the '**Shake to Pay**' feature to activate the pay screen.

**Starbucks e-Card:** Conveniently pay using the virtual Starbucks Card which can be generated and reloaded directly from their mobile device. Customers also can set up automatic reloads. The mobile app features a complete Starbucks Card management system with card registration feature, balance transfer from one card to another and transaction history.

**My Starbucks Rewards™:** Register for My Starbucks Rewards™ program, track rewards history and track Stars and redemption benefits all using the mobile app.

**Store Locator:** An easy way to locate the nearest Starbucks store in India.

"We are proud to introduce the Starbucks® India mobile app to customers in India which will help us meet their needs while serving them seamlessly on our already highly-successful My Starbucks Rewards™ program that benefits our loyal customers," said Mr. Sumitro Ghosh, ceo, Tata Starbucks Private Limited. "This digital innovation underscores our continued commitment to drive innovation and provide an exceptional and convenient customer experience in our stores across the country."

### *Elevating the Starbucks Digital Experience*

At Starbucks, the digital experience is a foundational part of a seamless customer experience.

Starbucks debuted the My Starbucks Rewards™ loyalty program in India in 2014 and now has more than 250,000 members who are earning Stars and receiving benefits through the program.

The Starbucks® India mobile app builds on a rapidly-expanding portfolio of technological innovations at Starbucks. Most recently, the company unveiled an innovative conversational ordering system in the U.S. called "My Starbucks Barista" and pioneered a new social gifting feature on WeChat, China's leading mobile social communications service.

### **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 91 stores in India across Mumbai, Delhi NCR, Hyderabad, Chennai, Bengaluru and Pune, through a network of over 1200 passionate partners (employees). Starbucks stores are operated by the joint venture, Tata Starbucks Private Limited, and branded as Starbucks Coffee - "A Tata Alliance."