

PRESS RELEASE

STARBUCKS OPENS SPECTACULAR FLAGSHIP STORE IN MUMBAI, HONORING THE DYNAMIC CULTURE OF INDIA

Starbucks - A Tata Alliance poised to redefine the coffee market and accelerate growth in India

Three Mumbai stores to open in first week

Starbucks Signature Espresso Roast to be locally sourced and roasted

MUMBAI; October 19, 2012 – Tata Starbucks Limited, the 50/50 joint venture between Starbucks Coffee Company (Nasdaq: SBUX) and Tata Global Beverages Limited, today opened the doors to the first Starbucks store in India. This flagship store is located at the historic Elphinstone Building, Horniman Circle, Mumbai and marks the beginning of the iconic brand's India journey. In addition to the flagship store at Horniman Circle, Tata Starbucks Limited will launch two more stores in the next week at Oberoi Mall and the Taj Mahal Palace Annexe in Mumbai.

"We are proud to enter the India market with Tata Global Beverages, a global company that shares many of the same values that Starbucks was founded on more than 40 years ago," said **Howard Schultz, chairman, president and ceo, Starbucks Coffee Company**. "Our first flagship store in Mumbai is an amazing celebration of great coffee, rich Indian heritage and community. Together, our two companies are bringing an unparalleled experience to India customers. We are investing for the long-term and see great potential for accelerated growth in India."

"This is a historic moment for Tata Global Beverages and Starbucks," said **R K Krishnakumar, Vice Chairman, Tata Global Beverages**. "Both companies have a history of delivering product innovation and the highest quality experience to customers around the globe. We are delighted to come together today and transform the coffee experience for consumers across India, while providing a community gathering place to connect with family and friends."

In addition to the exceptional third place experience Starbucks is known for globally, the two companies are proud to offer Indian Espresso Roast, sourced locally through the coffee sourcing and roasting agreement with Tata Coffee. The Indian Espresso Roast will be a hallmark feature of all Starbucks stores in the market and highlights the quality espresso available in India. As part of the agreement, Starbucks and Tata Coffee Limited will work toward developing and improving the profile of Indian-grown *arabica* coffees around the world by elevating the stature of Indian coffee, as well as improving the quality of coffee through sustainable practices and advanced agronomy solutions.

Commenting on Tata Starbucks Limited's first store, **Avani Saglani Davda, CEO, Tata Starbucks Limited** stated, "We are honored to open our doors to customers today and look forward to sharing our passion for high-quality, locally sourced and roasted espresso; as well as the uplifting moments of connection Starbucks baristas are known for around the globe. Tata Starbucks Limited is committed to investing in the communities where it does business and creating a great work environment for its people."

The unique flagship store is owned and operated by the joint venture and branded as Starbucks Coffee - "A Tata Alliance". Strategically located, the store is designed to reflect Starbucks coffee heritage and

PRESS RELEASE

embrace the local culture, with the artifacts, Indian teakwood furniture, floor design and interiors created by local craftsmen and artists.

The extensive product portfolio includes Starbucks signature espresso-based beverages, as well as Starbucks VIA Ready Brew and Starbucks Reserves. The store will also offer Tata Tazo and Himalayan mineral water, and its broad food offering boasts a wide selection of 42 items; Western favorites, as well as locally relevant flavors reflected in such items as the Elaichi Mawa Croissant, Murg Tikka Panini, Tandoori Paneer Roll, and the signature Star Club.

Deepening its commitment to community, Tata Starbucks Limited will work to improve the lives of coffee growing communities in the State of Karnataka. The joint venture, through an initial financial commitment, will work to support 'Swastha', a school for children with special needs (in partnership with the Coorg Foundation). Additionally, Tata Starbucks Limited will work on initiatives including the promotion of responsible agronomy practices and training of local farmers, technicians and agronomists to improve their coffee-growing and milling skills.

Along with exploring social projects which could positively impact the communities in the coffee growing regions where Tata Global Beverages is active, the joint venture is committed to supporting the local community near the store. Toward this, Tata Starbucks Limited is proud to be developing a cultural hub in Horniman Circle, where local artists can come together. The first step in the development of this cultural center was the community service project to clean up the area and prepare it for future development, which took place with Starbucks partners earlier this month.

Tata Global Beverages Limited and Starbucks Coffee Company announced the strategic joint venture partnership – Tata Starbucks Limited, to open Starbucks stores in India in January 2012.

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

About Tata Global Beverages and Tata Coffee

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

Tata Coffee is a subsidiary of Tata Global Beverages. It is Asia's largest coffee plantation company and the 3rd largest exporter of instant coffee in the country. The Company produces more than 10,000 MT of shade grown Arabica and Robusta coffees at its 19 estates in South India and its two Instant Coffee manufacturing facilities have a combined installed capacity of 6000 metric tonnes. It exports green coffee to countries in Europe, Asia, Middle East and North America. Tata Coffee's farms are triple

PRESS RELEASE

certified: Utz, Rainforest Alliance and SA8000 reinforcing its commitment to the people and the environment.

For further information contact:

Tata Starbucks Limited media contact:

Prerna Korla / Vaishnavi Ramakrishnan

Prerna.korla@edelman.com / Vaishnavi.ramakrishnan@edelman.com

+91 9717-022-726 / +91 7738-025-770

Starbucks media contact:

Christina McPherson

press@starbucks.com

+1 (206) 318-7100

Tata Global Beverages media contact:

Satya Muniasamy

communication.team@tataglobalbeverages.com

+91 9008422544
