



## Starbucks Strengthens India Commitment with Opening of 75<sup>th</sup> Store

*With 75 stores in 6 cities in less than 3 years, India is the fastest growing market for Starbucks*

**MUMBAI; July 23, 2015:** Tata Starbucks Private Limited, the 50/50 joint venture between Starbucks Coffee Company (Nasdaq: SBUX) and Tata Global Beverages Limited, celebrates the opening of the 75th Starbucks store in India. The store located in Mumbai at Bandra, also marks the opening of the 27<sup>th</sup> store in the city and the 3<sup>rd</sup> in the buzzing locality of Bandra and Santacruz. With 75 stores now operational across 6 cities, Tata Starbucks Private Limited continues to grow in the market with a commitment to offer the unique Starbucks Experience, unparalleled service, handcrafted beverages, and extensive food offerings to coffee lovers across the country.

Marking this occasion, **Avani Davda, CEO, Tata Starbucks Private Limited**, said, "We are thrilled to celebrate the opening of our 75th store in India and extend our unique Starbucks Experience to coffee lovers across six cities. Continuing our thoughtful expansion in this market with our 27<sup>th</sup> store in Mumbai, we remain committed to growing our business with a steady focus on our partners – who are at the heart of our business and contribute greatly to our success. We have been overwhelmed by the way our customers have embraced us and we look forward to welcoming our customers at the new store. As we grow from strength to strength, we are committed to exceeding the expectations of our customers and those of our partners."

Strategically located in the heart of Bandra, the store celebrates a coffee story that is woven throughout the store from the messages on stair riser to the hand painted coffee region map on the focal wall. The two storied outlet has been designed to reflect the rich historical architecture of the city and the interiors of the store embrace and celebrate the local culture with the use of displayed antiques. There is an artistic impression of the Bandra Worli Sea link celebrating the city. The elevations in the exterior of the store are attractively designed with Corten steel giving the store a warm, rustic feel. The wood-stamped concrete walls, ornamental glass lightings and decorative wood planking are inspired by the local arts and architecture of the region. The latest store in Bandra is located off Linking Road in Bandra West.

Delivering on its promise of being the Third Place for customers, the store will offer an extensive range of Starbucks® signature espresso-based beverages and an extensive food menu comprising Indian and International favourites'.

Starbucks entered the Indian market in October 2012 and currently operates 75 stores in India across Mumbai, Delhi NCR, Pune, Bengaluru and Chennai, through a network of 1000 passionate partners.

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](http://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](http://www.tataglobalbeverages.com)