

Starbucks Unveils a Modern Tea Experience with the Debut of Starbucks® Teavana™ in India

Starbucks introduces Starbucks® Teavana™ India Spice Majesty Blend a new tea blend created in partnership with Tata Global Beverages

Innovative iced and hot tea beverages with bold, layered flavors further strengthen Tata Starbucks' commitment to provide an elevated tea experience

Mumbai, 18 January 2017: Tata Starbucks Pvt. Ltd. today announced the introduction of Starbucks® Teavana™ beverages as a core offering across its 88 stores in India. The launch of Starbucks® Teavana™ brings for the very first time an entirely modern and reimagined tea experience for Indian customers, giving them the opportunity to enjoy a range of 18 distinct tea offerings including an Indian signature tea, iced teas, brewed hot teas and tea lattes with bold, layered flavors handcrafted in the way only Starbucks can.

Fueled by innovation, Teavana™ beverages are the result of an in-depth, creative exploration of flavor, culinary trends and premium ingredients. These ingredients come to life as skilled partners handcraft each beverage to unleash new, sophisticated, delicious flavor profiles that are unique to Starbucks® Teavana™.



Inspired by the rich Indian tea legacy, Starbucks® Teavana™ collaborated with Tata Global Beverages Ltd. to create a signature innovation especially for the Starbucks® Teavana™ portfolio in India. An invigorating blend of full leaf Assam black tea with rich spice infusion of whole cinnamon, cardamom, cloves, pepper, star anise and ginger, India Spice Majesty Blend brings alive the romance of serene tea plantations and sparks rejuvenation in every corner of the soul.

“We are pleased to introduce a new and modern tea experience with Starbucks® Teavana™,” said Sumitro Ghosh, ceo, Tata Starbucks Pvt. Ltd. “Our customers in India increasingly want new and different tastes and experiences. This is a tremendous opportunity to leverage the company’s expertise in creating handcrafted customized beverages, sourcing only the finest ingredients served in best-in-class environments creating incredible customer experiences. With the India Spice Majesty Blend, we have further strengthened our partnership with Tata Global Beverages to create a signature India innovation that is bold in flavor and rich in heritage.”

Sushant Dash, Regional President-India for Tata Global Beverages said “We have harnessed our expertise in blending to create a tea-blend that connects beautifully with the rich Indian tea legacy and celebrates the launch of Starbucks® Teavana™. The India Spice Majesty Blend will bring an entirely new and superlative tea drinking experience specifically developed for Starbucks’ customers in India, who increasingly want new and different tastes and experiences.”

In addition to the signature innovation, customers can experience global Starbucks® Teavana™ favorites including **Youthberry™ white tea**, **Hibiscus Herbal Infusion** as well as the limited time handcrafted offerings from Starbucks – **Matcha & Espresso Fusion**, **Black Tea with Ruby Grapefruit and Honey** and **Iced Shaken Hibiscus with Pomegranate Pearls**.



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 88 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."

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