



TATA STARBUCKS

BREWING RELATIONSHIPS

It takes a cup of the finest coffees of the world, a serene ambience, served with the best smiles to form everlasting relationships and encapsulate beautiful moments for a life time.

It was primarily with this mission that Starbucks began their coffee shop and soon they captured the hearts of millions of people in their ambit as they continued their enchanting journey.

They brewed their entry into India through a 50: 50 joint venture company, owned by Tata Global Beverages and Star Bucks Cooperation in the year 2012, with their first coffee outlet in Mumbai, Maharashtra.

Currently, Starbucks

operates at 100 outlets in 8 cities of India. Starbucks had previously approached the Indian market in 2007, but withdrew without citing any reasons.

However, their alliance with Tata Global Beverages has most certainly turned out to be a successful venture, as India ranks 5th most expensive country to consume their hot beverages, according to the Latte index.

ROMANCING WITH COFFEE

The essence of the cappuccino first settled in Seattle's historic Pike Place Market, in 1971 from a narrow front, offering world's finest- fresh roasted whole bean coffees and soon spearheaded its way.

In 1981, Howard Schultz (President, Chairman, and CEO Starbucks) captivated by the Italian romantic coffee bars and sharing the experience with the people of the United States and the world, is today the head of more than 15000 stores in 50 countries. Starbucks is the premier retailer of roasted coffee in the world, the robust marching was not only the result of the combination of rich coffee and tradition but also their mission to inspire and nurture the human spirit- one person, one cup, and one neighborhood at a time.

THE PERFECT MARRIAGE

The Tata Starbucks joint venture has been a joy ride for

both the partners in India with revenue of Rs 235 crores for the financial year 2016, and a profit of Rs 200 crores, with 97 stores and more than 1200 employees.

Headed by Sumi Ghosh, the successful saga in less than half a decade has much to sing about and celebrate.

Apart from the usual products offered internationally, Starbucks in India has some Indian style product offerings such as Tandoori Paneer Roll, Elaichi Mewa Croissant and Murg Tikka Panini to suit Indian customers.

