

## **TATA TEA BRINGS THE BEST OF FOOTBALL COACHING THROUGH ARSENAL TO YOUNG FOOTBALL ASPIRANTS IN INDIA**

- *Announces Tata Tea Arsenal Soccer Stars, a football tournament and coaching programme, in association with Arsenal FC, UK*
- *The national level tournament is for school students aged 10-15*
- *Selected students to be provided with training by Arsenal both in India and at the Arsenal International Soccer Festival in London*

**Mumbai, December 18, 2007:** With the objective to promote football among school children and help talented young football players to access the best in terms of infrastructure and training, **Tata Tea** today announced the launch of **Tata Tea Arsenal Soccer Stars**, a unique schools' soccer tournament, in association with **Arsenal FC**, United Kingdom's premier football league.

Tata Tea Arsenal Soccer Stars programme is part of Tata Tea's enhanced focus on the issues that concern the youth of this country. In its constant endeavour to demonstrate thought leadership, Tata Tea recently launched the 'Jaago Re' campaign.

This campaign aims to resonate with 'young india' beyond the role of tea as merely a medium of physical rejuvenation or a wake up drink, to a medium of individual and social awakening in society.

With Soccer Stars, the company is looking at identifying and nurturing latent talent at the grass roots level; amongst school children, to encourage interest in less prominent games such as football. As a category leader, Tata Tea believes its youth oriented focus will emotively connect with issues that drive the heart, mind and soul of India's emerging social consciousness.

Speaking at the press conference **Mr. Percy Siganporia, Managing Director, Tata Tea**, said, "Tata Tea and Arsenal are passionate about the healthy awakening of mind, body and soul of our country's youth ,through football. Leadership, the pursuit of excellence, unity of team spirit and character building value attributes of football and tea, come together in a heady mix. Let the tournament begin and uplift young minds and bodies, infusing the passion of football amongst all who cheer them on with Tata Tea. We would like to thank Arsenal for driving the growth of football in India. I am sure this initiative will brighten the future of Indian football."

**Mrs. Sangeeta Talwar, Executive Director, Tata Tea** said "Leveraging our volume leadership in the tea market in India, we are clearly demonstrating thought leadership as well. In October we launched the Jaago Re campaign platformed on social awakening and intellectual revitalization. In a similar vein, we now seek to challenge and awaken the sports scenario in India. We have

selected soccer; a high energy team sport, which has a lot of interest among teenagers and what better way to bring this awakening but to associate ourselves with a world Premier Soccer Club - Arsenal"

**Mr. Adrien Ford, Commercial Director, Arsenal FC** said, "At Arsenal our aim is always to identify and encourage young talent for the betterment of the game. We are glad that Tata Tea has taken the initiative. Soccer Stars is a fantastic platform for budding young footballers and we hope this will contribute in propagating this wonderful sport further in India."

Tata Tea Soccer Stars is a one of its kind football tournaments for children aged 10 - 15 years. The tournament offers participants access to unparalleled training programmes including the customized Arsenal development programme called **The Arsenal Way**. Starting from 12<sup>th</sup> January, the tournament will begin in phases across four zones – South, West, North and East with each zone having its own elimination rounds, culminating in a national tournament, to decide the national winners.

30 talented boys, identified by a panel of professional footballers during the tournament will be given 2 weeks of coaching by Arsenal coaches in Calcutta. This will be followed up with a final selection of 15 boys getting a once in a lifetime opportunity to attend an Arsenal training camp in the UK as well as entry to the much awaited Arsenal International Soccer Festival in London during August 2008. The selected boys will also get Arsenal memorabilia personally autographed by the team's star players.

The Tata Tea Arsenal SoccerStars will kick off with the south zone matches in Bangalore and Calicut during 12th & 13th January 2008 and 19th & 20th January 2008 respectively.

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#### **About Tata Tea**

Tata Tea is a leading player in the global beverages market with significant presence in over 40 countries. The company has steadily transformed itself from being a plantation business to emerge as a key player in the branded segment. Tata Tea's operations spans the entire value-chain in tea, including research and development, tea cultivation, manufacture of black and instant tea, blending, packaging, branding, marketing, sales and distribution.

#### **About Arsenal FC**

Arsenal Football Club was founded in 1886 when a group of workers at the Woolwich Arsenal Armament Factory decided to form a football team, turning professional in 1891. Now, some 39 trophies later, the club stands proudly at the top of the English Premier League (EPL), five points clear of arch rivals Manchester United, and six ahead of Chelsea. Three times Premier League Champions and five times runners-up, the club has won a reputation for being the most exciting and entertaining in world football. They are

the only team to complete an EPL season unbeaten (2003-04), and the only one to go through an EPL campaign scoring in every game (2001-02).

Following the move from Highbury in July 2006 to the new 60,000 capacity state-of-the-art Emirates Stadium annual turnover has increased to more than USD400m – substantially more than Manchester United and Chelsea and in world terms, a very close second to Real Madrid. With talismanic manager Arsene Wenger having recently signed a contract extension through to 2011 the future for Arsenal FC has never looked brighter.

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