



## Press release

# Tata Tea Announces the Second Edition of Soccer Stars

*Tata Tea Jaago Re Soccer Stars awakens young INDIA to Soccer!*

**Bangalore, November 25, 2008:** Tata Tea Arsenal Soccer Stars created history at the Royal Holloway College in Surrey, England by winning the Plate Cup at the 18<sup>th</sup> Arsenal International Soccer Festival in August 2008. Now Tata Tea is all set to launch the second edition of Soccer Stars called Tata Tea Jaago Re Soccer Stars in association with Arsenal FC, United Kingdom's premier football club.

- It is an All India soccer tournament played across 4 regions and 10 cities for school students aged 10-15.
- 30 Selected students to be trained by Arsenal Coaches both in India and in London.
- The final 16 will represent India at the Arsenal International Soccer Festival 2009 in London.

Moving further, Tata Tea Jaago Re Soccer Stars will explore newer cities to promote football among school children and help talented young football players to access the best in terms of infrastructure and training. Apart from soccer training, Tata Tea together with Tata Football Academy (TFA), Jamshedpur will also provide an opportunity to the finalists to join the academy.

**Speaking on this occasion, Ms. Sangeeta Talwar, Executive Director – Marketing, Tata Tea,** said, "Tata Tea aims to connect with 'young India' and lift a beverage like tea from being merely a medium of physical rejuvenation to a medium of social awakening. Sports is one of the most important indexes of social health and well-being. We want to showcase the healthy awakening of mind, body and soul of our country's youth through the game of soccer, a globally admired sport."

"The tremendous success of the first edition of Soccer Stars has been testimonial to the growing popularity of soccer in the country. The enthusiastic response from the youngsters has encouraged us to initiate a second edition. We are confident that this effort from Tata Tea and the valuable support from Arsenal will help us discover newer talents and contribute in popularizing the sport at a grass root level," she further added.

Tata Tea Jaago Re Soccer Stars tournament is part of Tata Tea's enhanced focus on the issues that concern the youth of this country. In a constant endeavour to demonstrate thought leadership, Tata Tea launched the Jaago Re campaign last year in line with their vision to transform tea from being just a wake up drink to a medium of social awakening. The Jaago Re initiative was taken forward this year by the recently launched 'Jaago Re One Billion Votes Campaign'. Parallely, Tata Tea seeks to awaken the sports scenario in India through Tata Tea Jaago Re Soccer Stars

In the first year, this unique sporting initiative was held in 8 cities across the country and attracted more than 5000 respondents from over 400 schools to the turf. The overwhelming response of the first edition has encouraged Tata Tea to move to newer cities like Lucknow and Bhubaneswar along with the existing cities.

**Commenting on the Indian football scenario, Baichung Bhutia, India's football captain and most well known contemporary footballer** said, "One of the most popular and well liked games across the world has been the game of football. It is important that corporates like Tata Tea take initiatives to keep up the interest levels of the game, promote

this sport further and increase its reach within the country. The need to excel in the highly competitive game is through top class players and I am sure this initiative over the coming years will help in creating that pool of talent and brighten the future of Indian football. With great pleasure and heartfelt wishes I declare the second round of the tournament open.”

Another highlight of this initiative is the website [www.jaagoresoccerstars.com](http://www.jaagoresoccerstars.com) that will facilitate users with all the information pertaining to the tournament: schedule of the tournament, ongoing matches, downloading registration forms, news updates and blogs on football matches happening across the globe.

This year, Tata Tea will also be associated with Football Players Association (FPA) of which Baichung Bhutia is the President. The main objective of the FPA is to look into the welfare of the Indian football players. Tata Tea Jaagore Soccer Stars exposure to the FPA players will strengthen their belief in the game in India.

### **Schedule of Tata Tea Jaago Re Soccer Stars tournament**

<b>City</b>	<b>Dates</b>
Calicut	26 <sup>th</sup> & 27 <sup>th</sup> November 2008
Bangalore	30 <sup>th</sup> November & 1 <sup>st</sup> December 2008
Goa	10 <sup>th</sup> & 11 <sup>th</sup> December 2008
Mumbai	16 <sup>th</sup> & 17 <sup>th</sup> December 2008
New Delhi	17 <sup>th</sup> & 18 <sup>th</sup> January 2009
Chandigarh	24 <sup>th</sup> & 25 <sup>th</sup> January 2009
Lucknow	30 <sup>th</sup> & 31 <sup>st</sup> January 2009
Kolkata	7 <sup>th</sup> & 8 <sup>th</sup> February 2009
Bhubaneswar	21 <sup>st</sup> & 22 <sup>nd</sup> February 2009
Shillong	7 <sup>th</sup> & 8 <sup>th</sup> March 2009
All India Finals	11th or 18th April 2009
2 week camp	18 <sup>th</sup> May 2009 onwards
Trip to Arsenal	27th July – 2nd August 2009

#### **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. 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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