



Press Release

Tata Tea Arsenal Soccer Stars Create History in London

Win The Plate Cup At The Arsenal International Soccer Festival

_____, **August 5, 2008:** The sixteen finalists of the “**Tata Tea Arsenal Soccer Stars**” created history at the Royal Hallway Stadium in London by winning the **Plate Cup** at the **18th Arsenal International Soccer Festival**. They defeated ‘Marks Park’ the team from **South Africa** to become the first ever team from India to win the cup.

The final match had all the elements of a true entertainer and ended in a nail biting finish leaving a very beaming Indian team. The match started with the Indian kids as the underdogs. But that changed as soon as **Karim Mistri** from St Lawrence High School, Kolkata scored the opening goal within 8 minutes into the game. In the 20th minute **Avyay Gujral** from The Shri Ram School, New Delhi took the score to 2-0 putting India in a very strong position. The South Africa’s team Marks Park came back strongly in the second half and reduced the gap to 2-1 in the 5th minute. What followed was a fierce battle between the two teams but the score remained 2-1 when the final whistle blew.

Commenting on this spectacular performance, **Ms. Sangeeta Talwar, Head Marketing, Tata Tea Limited** said, *“The sixteen players from across the country from various social, cultural and economic backgrounds came together as a team and defeated players from some of the best soccer playing nations. This is a great beginning to the fantastic Tata Tea Arsenal Soccer Stars tournament. A vindication of our belief that India has a great future in this sport and with proper encouragement and support, we would be second to none. Thanks to the Arsenal coaching, we have been successful in creating an awakening in the field of soccer . ”*

The tournament, part of the Arsenal International Soccer Festival, had teams from eight countries including USA, Canada, Greece, South Africa, Denmark, England and India. The matches, a mix of league and knockout, saw the Indian team play against countries where football is well entrenched.

The winning Indian team is meeting the **famed Arsenal team** during a practice session at the **Emirates Stadium**, a once-in-a-lifetime achievement for the 16 finalists of the Tata Tea Soccer Stars.

About Tata Tea soccer Stars

“Tata Tea Arsenal Soccer Stars”, a national tournament for children aged 10 - 15 years began in phases across eight cities: Bangalore, Goa, Kozhikode, Chandigarh, Delhi, Mumbai, Shillong and Kolkata with each city having its own elimination rounds. Final 2 teams from each city participated in the national finals at Kolkata to decide the national winners.

Head Scout, Jamshid Nassiri, assisted by different scouts in each zone, observed players across these eight cities on various parameters and short-listed the best 30. These 30 players took part in an intensive two-week training camp which included the customized Arsenal development programme called “The Arsenal Way”. Post the camp, conducted by coaches from the Arsenal Club, the final 16 were chosen. More than 5000 students participated from over 400 schools in this tournament making it one of the largest such sporting activities in the country.

About Tata Tea Limited

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
