



## Tata Global Beverages Limited launches the fifth season of 'Tata Tea Jaago Re Inter Milan Soccer Stars'

*-FC Internazionale Milano to partner with Tata Tea for this initiative-*

**New Delhi, 2 December 2011:** Tata Global Beverages Limited, the world's second largest tea company today, announced the launch of the 'Tata Tea Jaago Re Inter Milan Soccer Stars'. Tata Tea in partnership with leading Football Club **FC Internazionale Milano** is all set to launch the hunt for the under-15 soccer talent in India from December this year.

The Tata Tea Jaago Re Inter Milan Soccer Stars initiative will cover 15 cities across the length and breadth of the country with participants from over 1000 schools. This initiative was started in 2007, with an aim to identify and nurture grass root level football talent in India and put them on a global platform.

Over the last four seasons, Arsenal Tata Tea Jaago Re Soccer Stars saw phenomenal participation and success. The fourth season Tata Tea Soccer Star won the 21st Arsenal International Soccer Festival and exhibited India's soccer talent to the world.

Announcing the fifth season, **Sanjeev Sarin, Regional President- South Asia, Tata Global Beverages**, said, "Since inception TATA Tea Soccer Stars has grown many folds and gone onto become the country's most comprehensive football development program at the grass root level. This year the TATA Tea Soccer Stars program is adding a new dimension and experience with the historic tie up with **FC Internazionale Milano**, one of the world's most successful football clubs. This tie up not only brings with it the club's massive history and tradition but also gives the children a new and exciting opportunity to learn from one of the most successful football systems in the world".

Today, this unique initiative is held across 15 cities in the country and will attract more than 15000 respondents from over 1000 schools. The overwhelming response in the past has encouraged Tata Tea to move to deeper pockets of the country. The key highlights of this season are:

- It is an all-India soccer tournament played across four zones and 15 cities for school students aged between 10 and 15 years.



- The winning team of each zone will qualify for the finals at Shillong
- 15 teams compete in the national final to decide the All India Champion Team
- 30 of the most talented children get selected for further coaching by **FC Internazionale Milano** and Indian coaches
- The final 16 will represent India at a tournament in Milan.

Commenting on the initiative, **Ernesto Paolillo, CEO, FC Internazionale Milano** said, “The tremendous talent evident from the previous seasons has urged us to tie up with Tata Tea Jaago Re Soccer Stars. Our aim is to train these high caliber and passionate footballers, and help them make a mark in this global sport. I am sure this initiative will engage a diverse youth and awaken the true soccer spirit of the country”.

The details of the schedule of the tournament, ongoing matches, registration forms, news updates and blogs on the football universe can be found at [www.jaagoresoccerstars.com](http://www.jaagoresoccerstars.com).

Schedule of the **Tata Tea Jaago Re Inter Milan Soccer Stars** tournament is as follows:

Cities	Dates
Bhubaneswar	28th & 29th Dec 2011
Indore	9th & 10th Jan 2011
Delhi	12th & 13th Jan 2011
Chandigarh	16th & 17th Jan 2011
Ludhiana	19th & 20th Jan 2011
Kolkata	30th & 31st Jan 2012
Kozhikode	7th & 8th Feb 2012
Bangalore	10th & 11th Feb 2012
Goa	14th & 15th Feb 2012
Pune	18th & 19th Feb 2012
Mumbai	21st & 22nd Feb 2012
Akola	25th & 26th Feb 2012
Lucknow	26th & 27th Mar 2012
Gangtok	10th & 11th Apr 2012
Shillong	20th & 21st Apr 2012
All India finals	28th April 2012
Training Camp	16th to 25th May 2012



### **About Tata Tea Jaago Re Soccer Stars**

Tata Tea Jaago Re Soccer Stars is a one of its kind soccer tournament for children aged between 10 - 15 years. The 'Tata Tea Jaago Re Soccer Stars' is Tata Tea's attempt to connect with the youth of the country. The aim was to address young India and its enterprising youth willing to take charge of the country's bright future through their actions. The idea was to suggest that tea is not only just a wake up drink but it also can be an effective tool or catalyst for individual and social awakening. The tournament offers the soccer stars, access to unparalleled training programs.

### **About Tata Tea and Tata Global Beverages**

Tata Tea is a leading brand in the India and is owned by Tata Global Beverages, a company which has presence in over 40 countries. Tata Global Beverages is a global beverage business and the world's second largest tea company. The group's annual turnover is US\$1.5bn and it employs around 3,000 people in over 40 countries worldwide. The company focuses on 'good for you' beverages and has a stable of innovative regional and global beverage brands, including: Tata Tea, Tetley, Himalayan natural mineral water, Good Earth and Eight O'clock coffee. For more information please visit [www.tataglobalbeverages.com](http://www.tataglobalbeverages.com).

### **About FC Internazionale Milano**

FC Internazionale Milano or simply Inter is a professional Italian football club based in Milan, Italy. Inter have won the Italian League (Scudetto) eighteen times, Champions League three times; two back-to-back in 1964 and 1965 and then another in 2010. The club has also won three UEFA Cups, two Intercontinental Cups and one FIFA Club World Cup.

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