

Tata Starbucks opens first shop in India

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Starbucks has more than 20,000 shops in the world but not one of them was in India. Until now. Starbucks, in a joint venture with Tata Global Beverages, opened its first shop in Mumbai. This store opening was reinforced by a video mapping projection on the Elphinstone Building where this first Indian Starbucks coffee shop is housed.

The projection on the 40m wide building was a challenge because of the short distance between the façade and the public (and the typical short time frame allowed for creation and delivery.) Because of this short distance, integrator **NuFormer** had to make sure that the projection could be seen from a wide variety of viewing angles.

The projection show was split up into two parts: a 4-minute projection on Tata Global Beverages and Starbucks Coffee Company (the partnership bringing Tata Starbucks to India) and a second projection on the famous Starbucks Experience.

Hardware and technical expertise were provided by **DynaMix Media**.

Watch [Tata Starbucks Mumbai Video](#)