

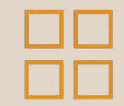
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Beyond the Bean: A Deep-Dive into the Indian Coffee Sector

BRC Bytes

Jan 2025



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THE ROOTS OF THE ROAST

Baba Budan's Brew-tastic Journey: How Coffee Landed in India in the 17th Century



Baba Budan

1670 ←-----●

Baba brought coffee from Yemen to India, after discovering its invigorating properties and planted them in **Karnataka**

●-----→ **1907**

During the 19th century British Raj, commercial coffee farming flourished, and the **India Coffee Board** was established

1963 ←-----●

Nescafe introduced to India

●-----→ **1968**

Bru launched by **HUL**

1980 ←-----●

Tata Coffee enters instant coffee market

From Filter Kaapi to Craft Coffee: India's Caffeinated Evolution



Tea to Coffee Culture (1900–1990)

After its origin, **India remained tea-dominated** for decades until **instant coffee brands like Nescafé and Bru popularized** coffee in the 20th century



Café Revolution (1990–2010)

CCD pioneered the café culture in India, opening its first outlet **in 1996 in Bengaluru.** **Barista** and international chains like **Costa Coffee** followed



Specialty Shift (2010–Present)

Brands like **Blue Tokai, Sleepy Owl, Ab Coffee etc.** are revolutionizing India's coffee serving up premium, sustainable, and ethically sourced brews



Sustainability (Trending Now)

Brands go green with ethical sourcing and **eco-packaging**, while **cold brews and blockchain traceability** redefine coffee trends

Key Takeaway:

Companies like Nestlé and new-age brands are adapting to this shift by diversifying their offerings, such as **Nestlé launching Nespresso, to cater to a more sophisticated, quality-conscious coffee market** in India



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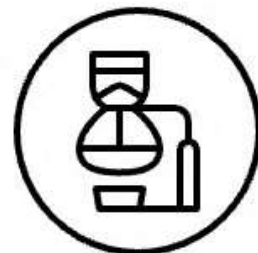
SIPPING THROUGH THE WAVES OF COFFEE

Globally There are Three Waves of Coffee

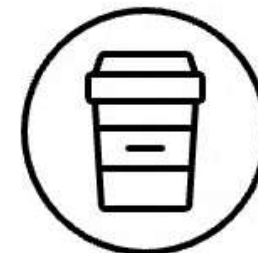
To understand the impact of specialty coffee brands, it's essential to grasp the evolution of coffee culture, marked by three significant waves:

1800s–1970s: Mass production and commercialization of coffee by brands like Folgers and Maxwell House

First Wave



Third Wave



2000s –Present: Coffee as an artisanal product, focusing on transparency, sourcing, and brewing precision

Second Wave

1970s–1990s: Emergence of specialty coffee culture, brands like Starbucks, emphasizing espresso drinks and café experiences

The Rise of Third Wave Coffee Has Disrupted the Traditional Coffee Industry

The Third Wave isn't just about drinking coffee—it's about appreciating its journey from farm to cup



Quality Over Quantity

Focus on *single-origin beans* to bring out maximum amount of flavor



Craft and Science

More innovative brewing methods such as pour-over and AeroPress



Sustainability Focus

Commitment to environmentally friendly sourcing methods.

India's coffee culture is now in its third wave, brewed to perfection by caffeine-fueled entrepreneurs, driving:



Rise of **Independent Roasters and Cafés**



Integration of **coffee education and storytelling** into marketing



Elevated consumer expectations for transparency and quality

What Sets Specialty Coffee Apart in the Third Wave

Specialty coffee isn't just a drink—it's an experience. Scoring 80+ on the Specialty Coffee Association's 100-point scale, it boasts exceptional quality with distinct flavors, clean taste, and rich aromas

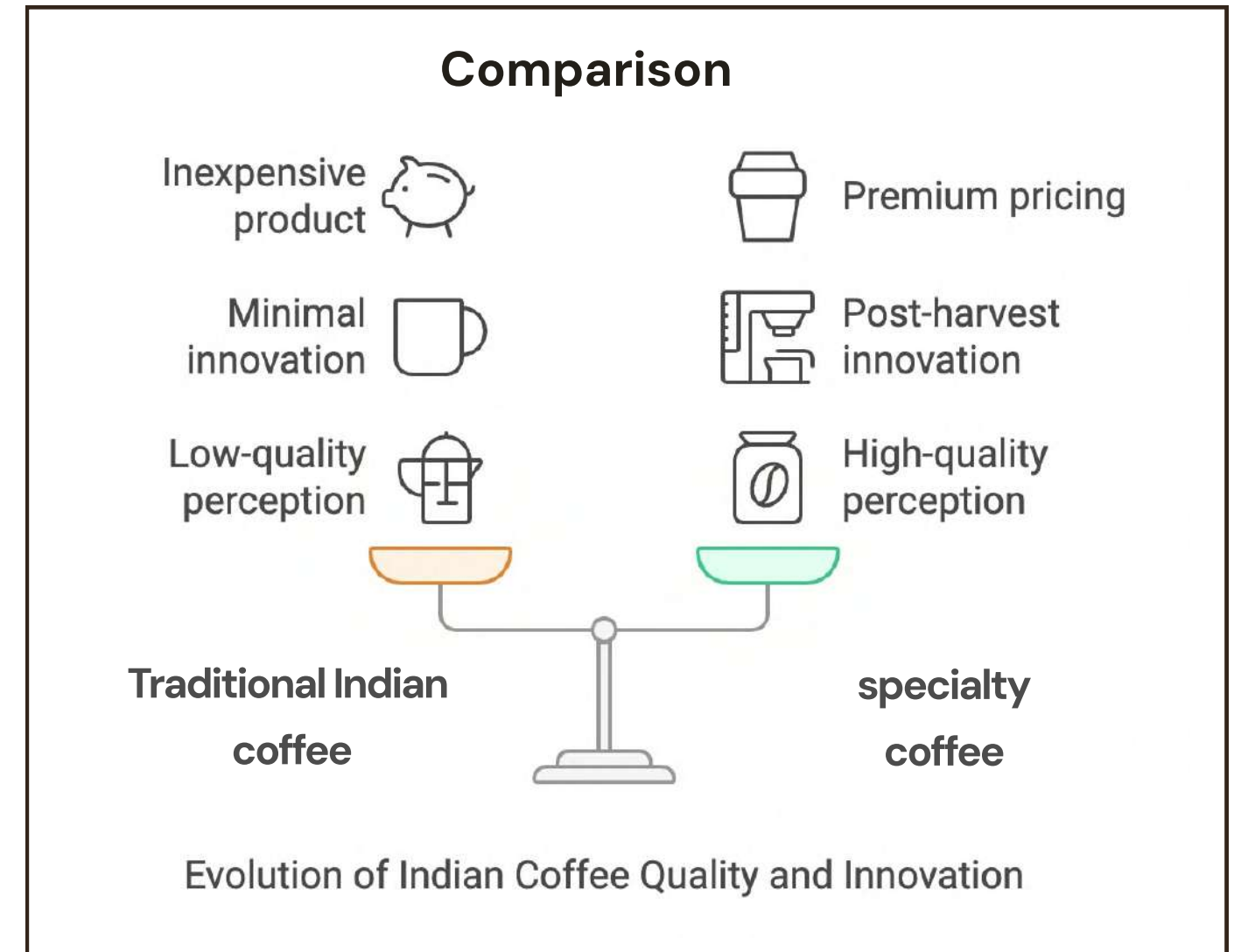
What makes it special?

Single Origin

High Standards

Careful Crafting

Vs Traditional Coffee

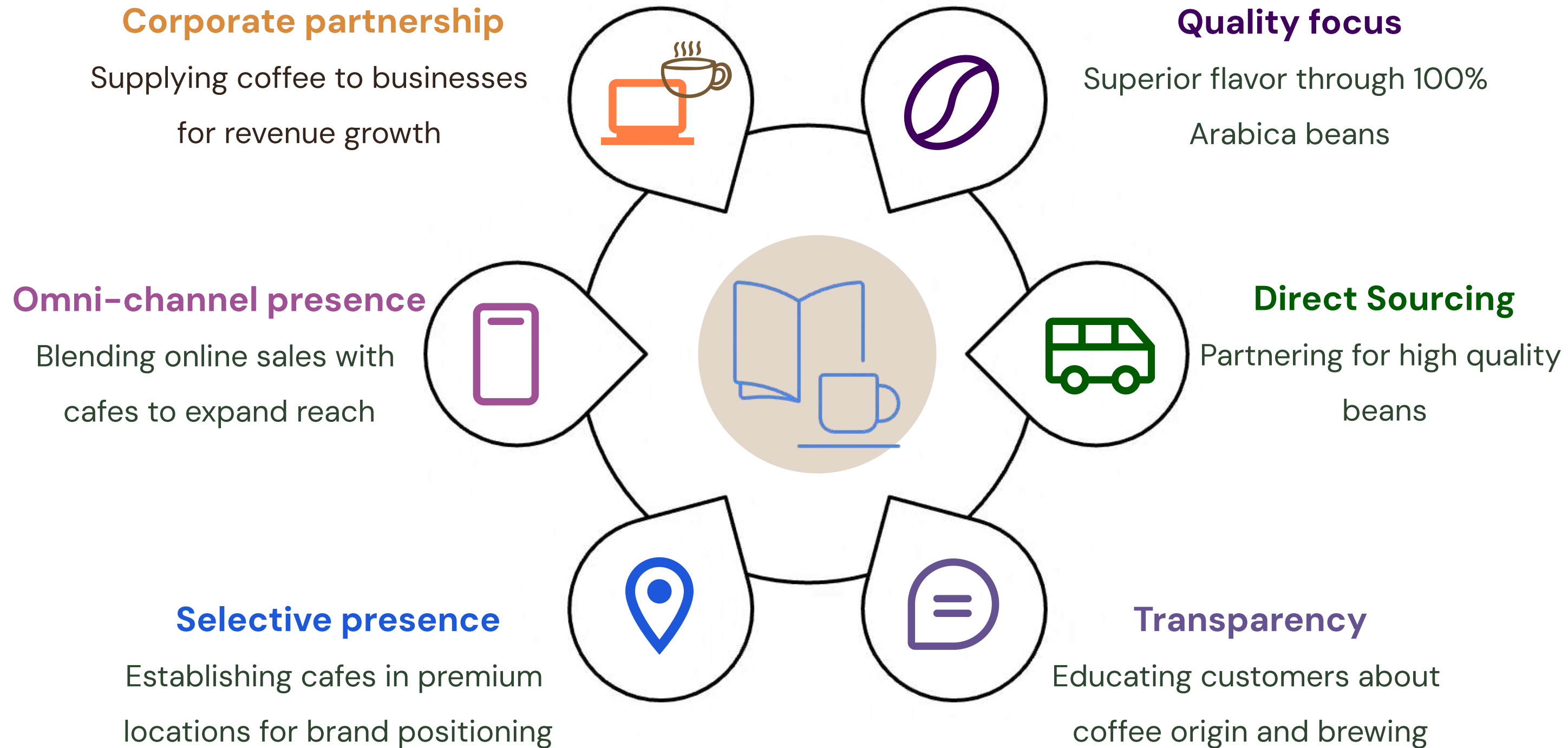


For a long time, Indian coffee was largely seen as a soft commodity, a homogenised, interchangeable product

“Coffee was just purchased to be blended into instant coffee, the worst quality of coffee”

–Manoj Kumar, the co-founder of Araku Coffee

A Guide for Specialty Coffee













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CAFFEINATED INSIGHTS: WHERE INDIA STANDS

India's Coffee Culture: A Sip Behind the Global Average

Although absolute consumption of coffee has increased, **India lags global** average per capita coffee consumption

Region	Per capita coffee consumption	Bean Bytes
 North America	5.1 kg 	30 cups vs 200 cups per year
 Europe	4.5 kg 	4X more coffee
 Global average	1.3 kg 	
 India	0.07 kg 	Rs. 51-500

Average coffee consumption in India vs global

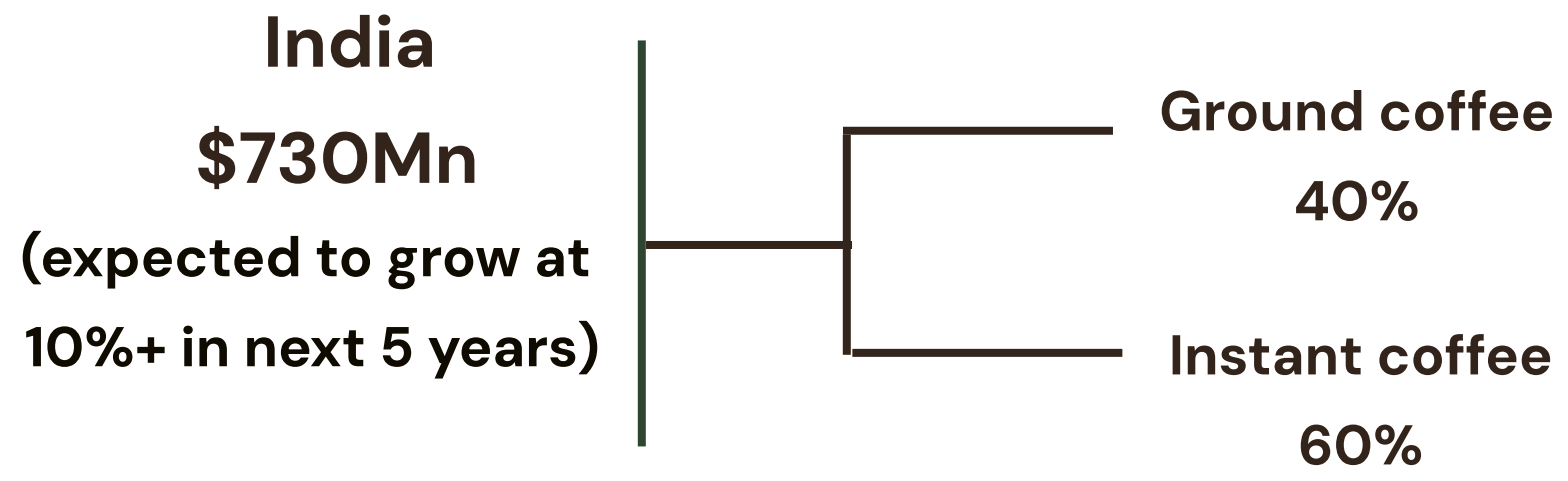
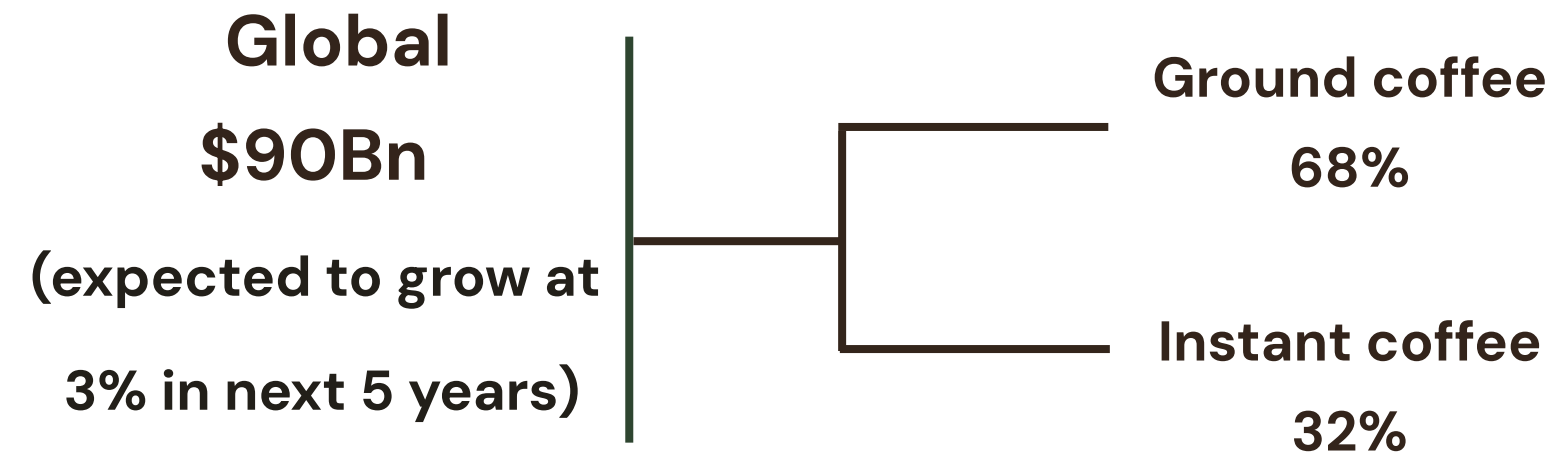
Consumed per capita in urban areas than in rural ones

Spent on out-of-home coffee vs. Rs. 30-100 spent on at home coffee

Source: Crisil report on coffee in India-2023

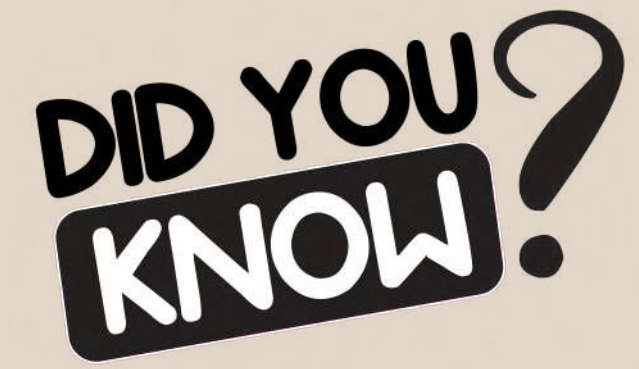
Indian D2C startups are growing rapidly, yet there's plenty more to achieve

Steaming Ahead: The Coffee Industry's Growth



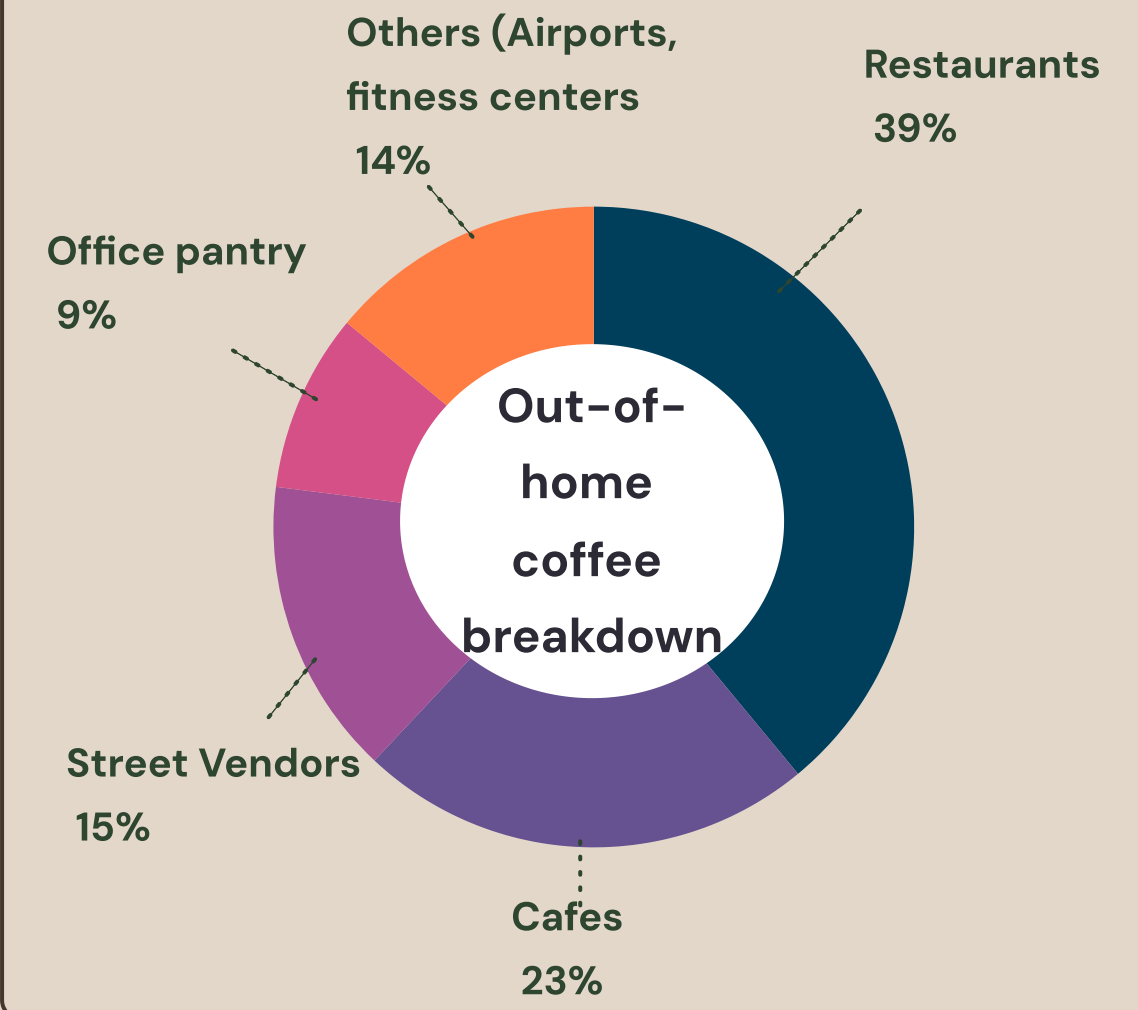
Decreased from 82% in 2010

Driven by Convenience, Affordability, Long shelf life



93% of coffee in India is consumed at Home

7% of coffee in India is consumed Out-of-home



Coffee Isn't Having the Best of Times These Days. You May Think, Why?

World Consumes

~2 Bn
 Cups

everyday

But

The Production is only
 Dropping

Resulting in

Rise in Coffee
 Prices

Why?

The Real culprit behind it all is **Climate Change**

Shifting Focus

Alternatives & Innovations

Brazil

(World's Coffee Giant)
 These climate changes
 are shrinking its output

Vietnam

(2nd largest coffee producer)
 Farmers are shifting focus from
 coffee to a pungent fruit called
 durian

So, what's
 the
 solution?

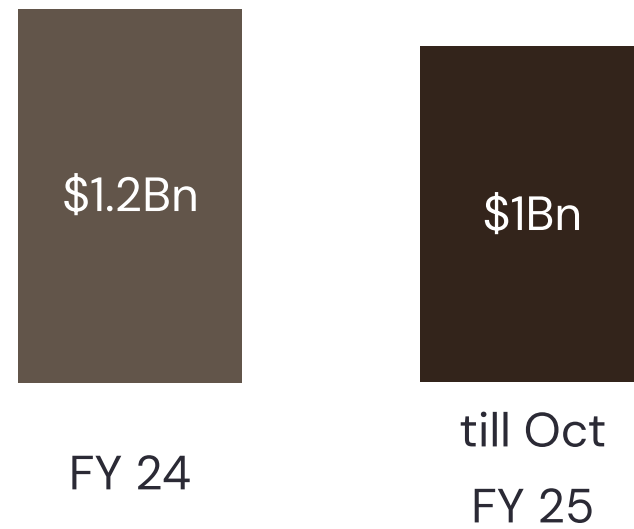
Synthetic or no-bean
 coffee alternatives
 Using biotechnology and food
 science

Other Coffee varieties
 than the most used ones -
arabica & robusta
 by crossbreeding
 making it more resilient

Can India take an advantage of this opportunity?

Can India Fill the Shoes of the Top Coffee-Exporting Nations?

INDIAN COFFEE EXPORTS ARE BREWING UP A STORM!



In **FY24**, India **exported** a whopping **\$1.2 billion** worth of coffee. That's close to an impressive **10% growth over the previous year**. And **now**, in just the **first few months of FY25 until October**, Indian coffee exports have already crossed the **\$1 billion mark**

STRENGTHS

- **70% Robusta Production** dominates exports.
- **Eco-friendly practices:** Shade-grown, hand-picked, sun-dried.
- Compliance-ready with **EU Deforestation Regulation (EUDR)**

CHALLENGES

- **Climate risks:** Erratic weather harms yields.
- **High labour costs:** Manual processes = 65% production cost.
- **EUDR compliance:** Requires expensive tech upgrades (GPS, traceability)

OPPORTUNITIES

- **Global supply gaps** from Brazil and Vietnam.
- **Rising coffee prices:** Robusta up 60% in 2024.
- **Emerging markets:** China's coffee imports tripled in 10 years

COMPETITIVE LANDSCAPE

- **Ecuador's lead** in sustainable, deforestation-free coffee.
- Indian coffee must **innovate in sustainability** to compete globally



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BEANOMICS: THE BIG PICTURE

Cafes Redefining Indian Coffee Scene



QSR

The emergence of numerous **homegrown QSR coffee chains** have received an **overwhelming response** from consumers

Global brands are capitalizing on India's booming coffee market with **significant investments** and expansion efforts

FMCG












Market leaders such as **Nestlé and Bru** command **over 70% of the market share**, solidifying their dominance in the sector

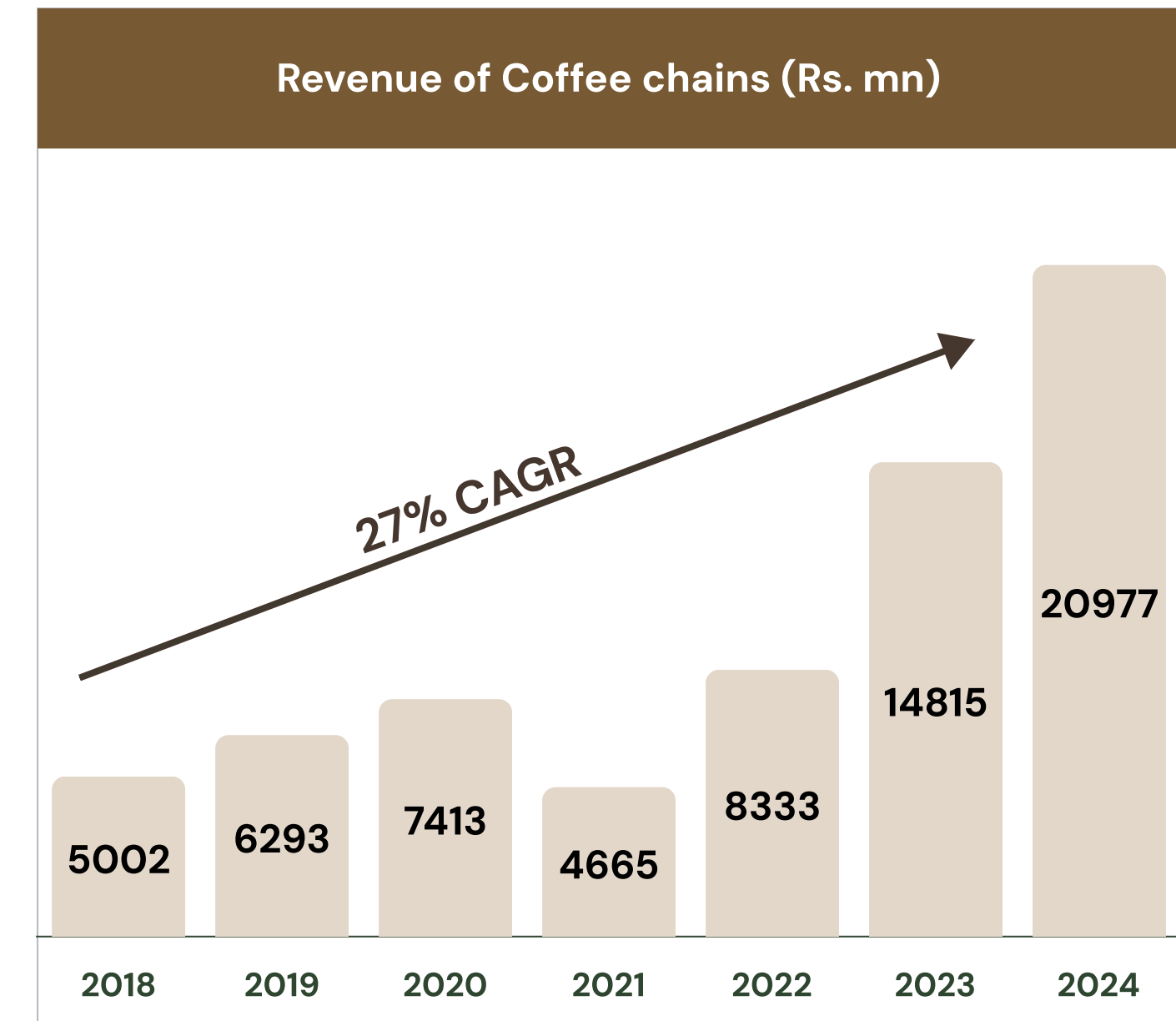
Offers diverse range pouches of **Rs. 2** to coffee jars of **Rs. 900**

The **new entrants** form **less than 2%** of the overall FMCG Coffee industry

OTHER COMPANIES - CURIOUS COFFEE ROASTERS, THE CAFFEINE BAAR, ARAKU COFFEE, SEVEN BEANS COFFEE COMPANY, LAVAZZA INDIA, BAYAR'S COFFEE, KOINONIA COFFEE ROASTERS, HALLI BERRI, MAVERICK AND FARMER

From Beans to Billions: Coffee Chains on the Rise!

Major players	No. of stores	FY24 Revenue (Rs. mn)	Price range	Strategy
	450+	12,180	Rs. 185-400	TarUrban professionals, premium pricing
	450+	10,910	Rs. 150-300	Millennials, affordable pricing
	116+	2479	Rs. 150-400	Coffee enthusiasts, unique taste
	425+	2,400	Rs. 120-400	Quality coffee, cafe experience
	110+	2,400	Rs. 150-400	Coffee enthusiasts, unique taste
	200+	1,518	Rs. 130-300	Customers value premium coffee
	83+	320	Rs. 79-230	Value coffee, unique taste
	83+	300***	Rs. 97-300	Coffee enthusiasts, unique taste
	13	282	Rs. 150-400	Value coffee, unique taste
	110+	197*	Rs. 100-250	Value coffee, unique taste
	7+	Not available	Rs. 200-500	Coffee enthusiasts, unique taste



Pls note:

- Revenue of Costa Coffee, Blue Tokai, Starbucks, Barista and Third Wave have been considered.
- Revenue of Coffee Day Enterprise has not been considered owing to financial challenges currently facing the chain.

D2C Brands: Revolutionizing the Coffee Experience in India

Major players	FY24 Revenue (Rs. mn)	Price range for 100 grams	Strategy
	29,670	Rs. 400-600	Mass distribution, strong brand recognition
	Not available	Rs. 170-250	Mass distribution, strong brand recognition
	251	Rs. 500-700	Innovative production techniques, smooth distribution, rapid delivery
	222	Rs. 300-500	Convenient, distribution-based FMCG brand
	184*	Rs. 500-700	Puts Cafe-like cuppas within reach of ordinary Indians
	181*	Rs. 250-350	Fair trade standards, value pricing, focussed on bean quality
	16*	Rs. 450-650	Elevate everyday coffee enjoyment
 High on beans	Not available	Rs. 800-1000	Youth-centric, quirky packaging, premium, carefully sourced

*FY23 revenue. **Covered only major D2C coffee players, prices are for Instant coffee

Nestlé, with **Rs. 29,760mn revenue** and **double-digit growth**, is **doubling factory capacity** to tap into India's **underpenetrated coffee market**.

D2C brands like **Sleepy Owl** and **Rage** are showing revenue growth, driven by **quality** and **innovation**, showcasing the **massive potential** in this space

VCs Are Investing Capital Into India's Coffee Ecosystem Eagerly Sipping the Growth Story of a Culture That's Rapidly Transforming

Company	Business	Total raise	Investors
Blue Tokai	Specialty coffee chain	\$81mn	Verlinvest, Anicut Capital, A91 Partners, 12 Flags
Third Wave Coffee Roaster	Specialty coffee chain	\$66mn	Creaegis, WestBridge Capital
Rage Coffee	D2C instant coffee brand	\$11.4mn	Sixth Sense Ventures, Reflex Capital, 100Unicorns
Sleepy Owl	D2C cold brew coffee and ready-to-drink products	\$10.7mn	DSG Consumer Partners, Rukam Capital
Dropkaffe	Ready-to-drink products	\$5.9mn	Rebel Foods, GrowthStory
abCoffee	Specialty coffee chain	\$5.7mn	Nexus Venture Partners, Tanglin Venture Partners, 100X
Hatti Kaapi	South Indian filter coffee chain	\$3.9mn	Gruhas, NB Ventures
Bevzilla, Kaapi Machines, Beanly, Bolt Cold Brew	Instant coffee beverages and coffee machines	\$80k-\$278k*	Bella Vita Organic, Indian Angel Network, Angels

*cheque size range



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THE GRIND OF CHANGE: EMERGING COFFEE TRENDS

Sipping the Latest Trends

**"LET'S GO FOR COFFEE
 INSTEAD OF
 LETS HANG OUT"**

Increasing demand for premium coffee experience owing to rising income level

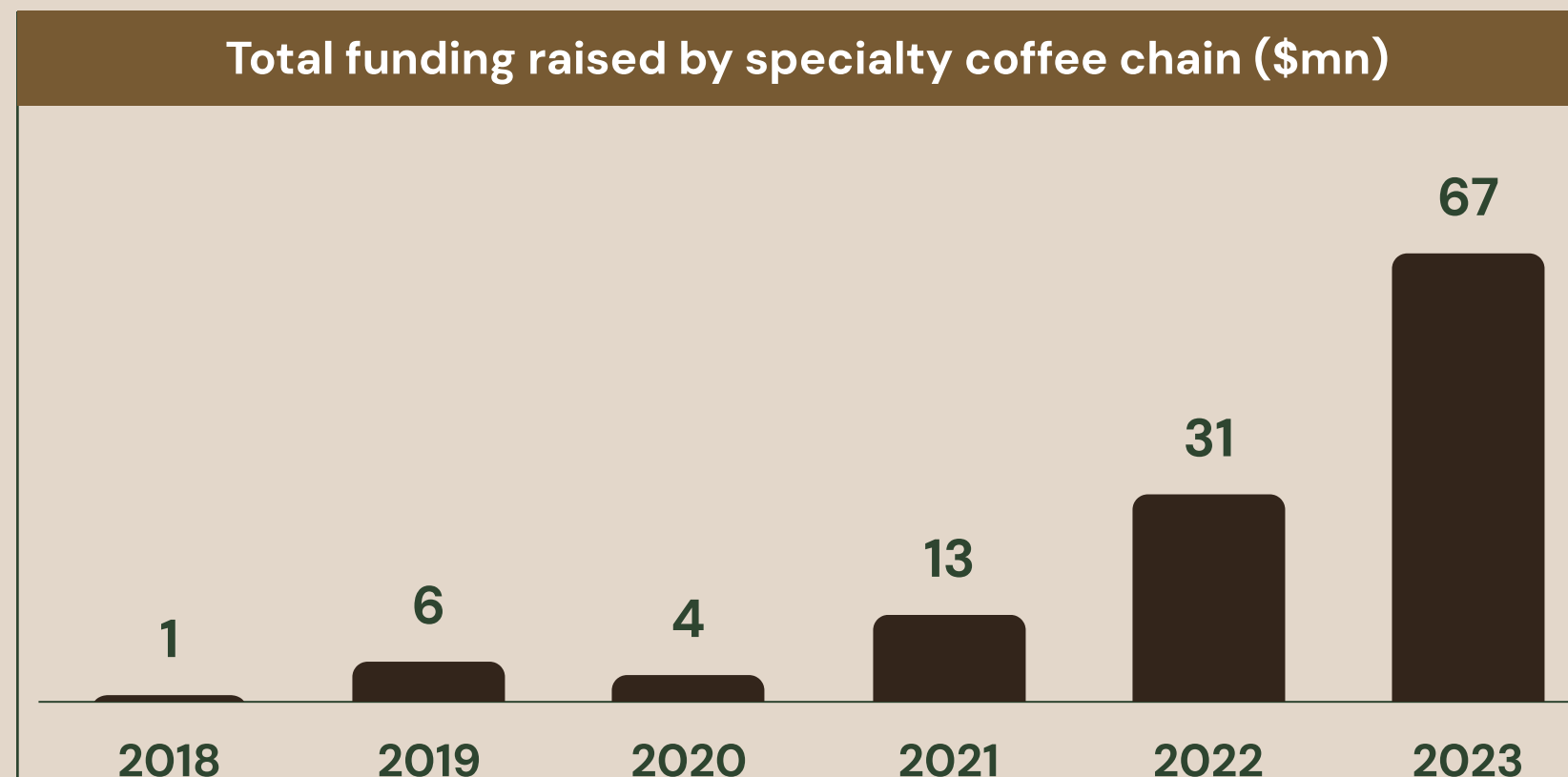
Increasing popularity from **work-from-cafe culture**

Expanding menu with cafes specialising in **unique brewing methods**

Coffee subscriptions on rise, help discover roasters, single-origin coffees.

Indian specialty coffee café chains have **raised nearly \$100 million** in venture capital **over the past two years**, a stark increase compared to the cumulative \$22 million raised in the preceding four years.

**"THE ABOVE
 FACTORS, AND
 MORE, ARE
 PULLING
 INVESTORS INTO
 THIS SECTOR"**

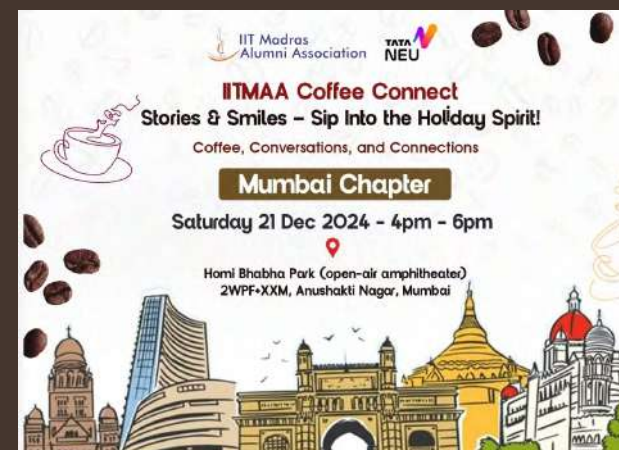


*VC funds are showing **more interest in specialty coffee chains over D2C players without physical stores***

Source: Tata fintech market brew report

The Buzz Behind Coffee - A Lot Is Happening For Indian Coffee

Coffee Events	Organized by	Highlights	Significance
India International Coffee Festival	Coffee Board of India and Specialty Coffee Association of India	Hosts competitions like the National Barista Championship, along with workshops and exhibitions	To showcase Indian coffee globally by highlighting its uniqueness and sustainable farming practices
The Indian Coffee Festival	Various local coffee associations	A celebration of coffee culture with tastings, workshops, and live performances	To engage communities and raise awareness about diverse coffee varieties and brewing techniques
Indian Aeropress Championship	Specialty Coffee Association of India	Educates the craft of brewing coffee with the Aeropress technique	Encourages baristas to showcase their creativity and highlight the Aeropress as a preferred brewing method
Coffee Connect	Biannual event by various local coffee clubs and associations	Coffee enthusiasts connect with local roasters, explore new brewing techniques, and participate in cupping sessions	Networking event for coffee enthusiasts



COFFEE BREWING METHODS

BOILING METHODS



COWBOY COFFEE

TURKISH COFFEE

STEEPING METHODS



FRENCH PRESS

COLD BREW

COFFEE BAGS

INSTANT COFFEE

SIPHON BREWERS

DRIPPING METHODS



PERCOLATORS

POUR-OVERS

CHEMEX

CLEVER DRIPPER

AUTO-DRIP MACHINE

PRESSURE METHODS



ESPRESSO MACHINE

MOKA POD

AEROPRESS

SINGLE-SERVE POD MACHINES

LESSER-KNOWN METHODS



VIETNAMESE PHIN

NITROUS COFFEE

PUERTO RICAN CAFE

The Most Common Coffee Brewing Methods

French Press	Cold Brew	Siphon	Pour Over	AeroPress
A manual brewing method where coffee grounds steep in hot water before being filtered with a plunger.	Coffee grounds are steeped in cold water for an extended period (12-24 hours) and then filtered	A vacuum-based brewing system that uses heat and pressure to extract coffee	Hot water is poured over coffee grounds in a cone-shaped filter, allowing it to drip into a carafe or mug	A compact device that uses air pressure to push hot water through coffee grounds for quick extraction
Known for its full-bodied flavor, it is ideal for those who enjoy rich and robust coffee without paper filters altering the taste.	Produces smooth, less acidic coffee, making it popular for iced coffee lovers and those with sensitive stomachs	Offers a theatrical brewing experience and produces clean, delicate flavors, appealing to coffee enthusiasts	Provides precise control over brewing variables, making it a favorite among specialty coffee drinkers seeking clarity in flavor	Versatile and portable, it's ideal for travelers and those who enjoy experimenting with brewing styles

GLOBAL

LA MARZOCCO

schaerer
swiss coffee competence

**BRAVILOR
BONAMAT**

LELIT

Breville
Master Every Moment™

GAGGIA
MILANO

INDIAN

Something's
BREWING
GEAR UP FOR GREAT COFFEE .in

Bonhomia
Gourmet coffees & Teas

COFFEEZA

Budon

KAAPI MACHINES
PARTNERS FOR YOUR COFFEE BUSINESS

Technology is Revolutionizing Coffee Production and Enhancing Consumer Experiences Like Never Before

Advanced coffee machines leverage AI to customize brewing based on individual preferences, with smartphone apps enabling remote control for a seamless coffee-making experience.

Precision Brewing

Ensures café-quality coffee at home by precisely controlling brewing parameters.

Automated Roasting Systems

AI-driven robotic systems optimize roasting profiles for consistent, flavorful coffee with minimal waste

Smart Coffee Machines

Wi-Fi-enabled machines personalize brewing, modify recipes, and allow remote control via smartphone apps

5G Cloud Intelligent Robots

Automates the entire coffee-making process, from roasting to brewing, using 5G IoT technology

Brewing the Perfect Cup: Coffee & AI

Baristas spend years perfecting their craft, but even the **most skilled** coffee experts **can** have an off day. **AI-powered coffee machines**, on the other hand, **use algorithms** to adjust brewing parameters in real-time to ensure **every cup of coffee is perfect**.



Efficiency

- Precision in brewing
- Reduced waste
- Consistent quality
- Customization
- Realtime adjustments



Sustainability

- Crop yield increase
- Resource optimization
- Pest management
- Efficient land use

Global startups



Indian startups





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FROM BEANS TO BRANDS: CASE STUDIES



Starbucks: Global Success, Challenges, and the Way Forward



**WHAT HAS WORKED FOR
STARBUCKS OVER THE YEARS?**

POSITIONING

Highly Esteemed Brand

Third place for people after home & office

LOCATION

Placement in High-Traffic Locations

Airports, Malls, and Corporate Hubs ensures visibility and accessibility

CUSTOMER EXPERIENCE

Starbucks Rewards Program

With mobile app integration – 30Mn active customers globally in 2023



WHAT'S NOT WORKING?

SALES GROWTH

Negative Growth & Missed Guidance

Store sales growth down -7%
Sep 24 Qtr
\$9.1Bn (A) vs \$9.38Bn (E)

SLOWDOWN

Consumption Trends

Slowdown in China & US linked slower consumption

GEOPOLITICAL PERCEPTION

Reduced Demand

Less demand in Middle East, Indonesia and Malaysia due to a perception that Starbucks supports Israel

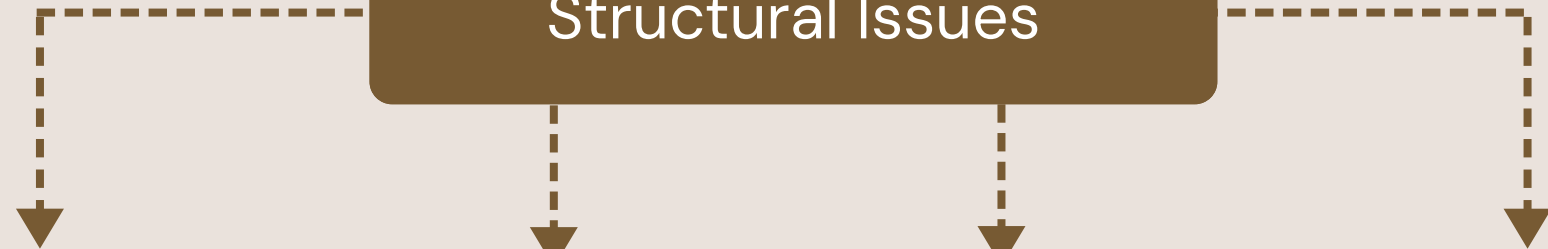
While Starbucks thrives on strong branding and strategic locations, addressing structural challenges and evolving market dynamics is critical for sustained global growth



Addressing Challenges: Paving the Way for Sustained Growth

Challenges

Structural Issues



High Degree of Customization

Initially done to improve customer experience

But Led to

- Longer Lead Times
- Barista Fatigue - Led to Unionization
- Higher Priced Drink

Because of greater % of online orders where it is easy for customers to sit and customize

Elaborate Menu

Led to Brand losing its main narrative of a Coffee seller

Brand Perception

Overall brand perception has taken a hit

Coffee quality seen below par compared to more modern, specialty brands

Pricing is seen as high

Overall Starbucks is not seen as the "third place"

Competition

Local cafes - increasingly preferred by coffee drinkers who want to support local brands instead of big corporates

Way Forward

'Back to Starbucks' Plan
by New CEO Brian Niccol



Standardized Menu and Lead Times

Limited Standardized Menu

Improved Machines

4-Minute beverage delivery at cafe and better management of online orders

Pricing

No more non-dairy milk upcharge

No price increase in 2025

Simplifying customization so they do not lead to high priced drinks

Experience

Bringing back the condiments bar (More customer involvement)

Getting back to "The third place" (Return of ceramic mugs, better seating, handwritten notes etc)



Founded in **1996**

V G Siddhartha

Revenue
(FY24)
Rs. 1091 Cr

EBITDA
(FY 24)
Rs. 166 Cr

Stores
450+

Avg Price
Range
Rs. 150 - 300

Fund Raised
Public

Store Count

FY 14
1568

FY 16
1607

FY 18
1722

FY 20
1192

FY 21
572

FY 22
495

FY 23
469

FY 24
450

CCD's financial restructuring and reduced store count have left it **vulnerable to competition**.
New-age players like Third Wave and Blue Tokai have **captured its urban market share**.

WHO THEY ARE

India's first large-scale café chain revolutionizing coffee culture
Known for vibrant café settings catering to young consumers.

WHAT THEY OFFER

A mix of coffee beverages, quick bites, and desserts
Affordable pricing appealing to the masses

WHAT SETS THEM APART

Established brand presence across Tier 1 and Tier 2 cities
Resilient despite financial restructuring efforts

While CCD still enjoys **strong brand recall**, its **inability to innovate** on menu offerings and café experience has **stalled growth and relevance** among younger consumers



Founded in **2013**

Matt Chitharanjan, Namrata

Asthana, and Shivam Shahi

Revenue
(FY 24)
Rs. 240 Cr

EBITDA
(FY 24)
NA

Stores
110+

Avg Price
Range
Rs. 150 – 400

Fund Raised
\$81 M

Verlinvest, Anicut, A91 Partners, 12 Flags, White Whale Partners, DSP, 8i Ventures ←

Blue Tokai’s pioneering efforts in **popularizing specialty coffee and consistency in quality have set industry benchmarks**. Its focus on **traceable sourcing** resonates strongly with millennial consumers

WHO THEY ARE

India’s largest specialty coffee roaster and retailer

Pioneer in direct farm-to-cup coffee sourcing

WHAT THEY OFFER

High-quality Indian coffee available through roasteries, cafes, and e-commerce

Promoting sustainable practices and local flavors

WHAT SETS THEM APART

Transparent sourcing from Indian coffee estates

Driving the specialty coffee movement in India

Its ability to **monetize through both cafés and wholesale coffee sales** (e.g., to offices and restaurants) has diversified its revenue streams.



Founded in **2016**

Sushant Goel, Anirudh Sharma, Ayush Bathwal

Revenue (FY 24) Rs. 247.9 Cr	EBITDA (FY 24) Rs. (88.2) Cr	Stores 116+	Avg Price Range Rs. 150 – 400	Fund Raised \$66 M
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Creaeigis, Westbridge, QED Innovation Labs ←

Third Wave Coffee’s **rapid expansion (outlets doubling in two years)** and positioning as a premium yet approachable brand have allowed it to challenge Starbucks directly.
However, rising losses highlight the struggle to balance growth and profitability

WHO THEY ARE
Ethically sourced specialty coffee brand with a community focus
Rapidly expanding across Indian cities

WHAT THEY OFFER
Freshly brewed specialty coffee with artisanal preparation methods
A welcoming café atmosphere for casual drinkers and coffee enthusiasts

WHAT SETS THEM APART
Innovation-driven with a focus on customer delight
High growth trajectory with plans for national expansion

Its focus on **in-house roasting and curated café designs creates strong customer loyalty** but adds operational complexity that may hinder scaling sustainably



Founded in **2022**

Abhijeet Anand

Revenue*
(FY 24)
Rs. 30 Cr

EBITDA
(FY 24)
~Rs. 4 Cr

Stores
83

Avg Price
Range
Rs. 97 – 300

Fund Raised
\$5.7 M

*Projected basis MRR of 2.5Cr | 14% EBITDA Margins

Nexus Venture Partners, Tanglin VP, 100X.VC



abCoffee focuses on **transit locations** like tech parks, corporate office lobbies, colleges, hospitals, and tourist hubs, positioning itself as a "**coffee-on-the-go**" brand.

Their **depth-over-breadth approach** ensures high footfall in tier-1 cities like Bangalore, Hyd, Delhi, and Mumbai.

WHO THEY ARE

India's first tech-enabled specialty coffee company

Focused on takeaway outlets in Tier 1 cities like Mumbai, Delhi, and Bangalore

WHAT THEY OFFER

High-quality Arabica-Robusta blends crafted for consistency

Affordable beverages priced between ₹97-₹300, with 80% beverage sales

WHAT SETS THEM APART

Targeting tech parks, office lobbies, retail spaces and colleges

Fast breakeven model with healthy EBITDA margin

Affordable Premiumization– With cappuccinos priced at ₹97, AB Coffee provides **good, premium coffee** to price-conscious customers across ages



Founded in **2017**
 Akshay Kedia, Anand Jain,
 Shubham Bhandari, Ankesh Jain



Revenue (FY 24) Rs. 32 Cr	EBITDA (FY 24) Rs. 85 L	Stores 83+	Avg Price Range Rs. 79 - 230	Fund Raised* \$0.3 M
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Angel ←-----

*Raising funds

Efficient omnichannel presence with 70+ stores in tier-2,3 cities and a growing online ecosystem
 Plans to expand to **300 stores across 75 cities and three countries** by FY27
 NBC has a small cafes, less experience based outlets and superior unit economics to more curated cafes

WHO THEY ARE
 Bootstrapped, fast-growing coffee chain catering to India's aspirational consumers
Rapidly expanding across Tier-II, and Tier-III cities

WHAT THEY OFFER
 Combines wallet-friendly pricing with an approachable yet premium brand persona
Beverage-focused with 91% of sales from drinks, price ranging ₹79-₹230

WHAT SETS THEM APART
 Leveraging centralized sourcing and SOP-driven blends for consistent quality
Depth First, Width Next Strategy

Positioned in the sweet spot between instant coffee and specialty brands like Blue Tokai and Third Wave

Revenue
(FY 24)
Rs. 28.2 Cr

EBITDA
(FY 24)
Rs. (8.27) Cr

Stores
13

Avg Price
Range
Rs. 150 – 400

Fund Raised
\$13.6 M

Founded in 2019 by Rahul Reddy

Blume, NK Squared ←

Subko's boutique approach and artisanal branding appeal to a niche but affluent customer base. Despite having only 13 stores, its revenue-per-store ratio is higher than many peers, signifying exceptional unit economics.

WHO THEY ARE

Indian specialty coffee roaster
emphasizing craftsmanship

Aiming to foster the Asian coffee
movement globally

WHAT THEY OFFER

Artisanal coffee sourced locally from
the Indian subcontinent

Focus on unique brewing techniques
and local flavor profiles

WHAT SETS THEM APART

Positioning Indian coffee on the
global specialty map

Quality-driven approach with
innovative experiences

Focused on high-margin specialty coffee and curated experiences, Subko leverages its strong D2C channel for global revenue streams, but scale-up will depend on replicating boutique excellence across new markets

Basic Roots' Brewed Takeaways

Production Volume

- In 2024, 374,000 metric tons of coffee was produced
- **70% exported**
- **Arabica: 30%, Robusta: 70%**

Production Trends

- **Climate-resilient** varieties,
- **Sustainable** practices,
- **Technology** integration,
- Increased focus on **specialty coffee**



Funding

- **VCs** are favoring **specialty coffee** chains over **D2C** brands, with **\$67M raised** in FY24

Consumption Volume

- **2.25bn cups** consumed **globally** vs. **11mn** in **India** daily
- **Innovative coffee brands** growing **20%+** with a shift to quality over quantity

Consumption Trends

- **Cafe culture** boom
- Instant coffee innovation
- **Home brewing**
- **Organic and sustainably sourced** coffee



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TO BOLD FLAVORS!

THANK YOU!!

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