

Food Entrepreneurship Startup in India

Case Bank II

Elevation of the Indian Food Industry



Prof. (Dr.) Ravikant Swami
Editors: Prof. (Dr.) Poorva Ranjan
Dr. Shalini Gautam

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Edited By:

Prof. (Dr) Ravikant Swami

Prof. (Dr.) Poorva Ranjan

Dr. Shalini Gautam

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PREFACE

Traditionally, Indian culture and food are inter-related. The diversity in Indian culture is reflected in the number of cuisines that India is offering. At present, there is a heightened interest in eating nutritious and healthy food. The consumers are also open to check out new cuisines. This has opened the new opportunities for food entrepreneurs.

They are able to offer not only healthy eating options to the consumers but also tickles their taste buds. The present book has 32 case studies of Indian food entrepreneurs. Some of these entrepreneurs are already big brands, while few others are still looking for their moment of glory. The book traces the journey of these food entrepreneurs. It shows that it is not only important to offer the right set of food choices to the consumer, but it is equally important to have a good business sense to run a successful entrepreneurship venture.

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To the publisher, for seamless coordination.

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1**CLEAR MEAT: IS INDIA'S FIRST LAB-BASED MEAT COMPANY**

Prof. (Dr.) Ravikant Swami and Shikha Thakur

ABOUT THE ORGANIZATION

Clear Meat Company is a food technology start up based in India that aims to revolutionize the meat industry by creating meat products using cellular agriculture. The company was founded in 2018 by two entrepreneurs, Siddharth Manvati and Pawan Kumar Dhar. Their mission is to provide sustainable and healthy meat alternatives that are cruelty-free, environmentally friendly, and ethical.

Eliminating animal slaughter for food is the core motivation for starting the company.

MISSION

To bring out the best Cruelty-Free, Affordable Nutritive Meat, and Meat products for the global population, ensuring sustainability for the current masses and the future world.

VISION

To become the world's largest producer of safe and sustainable meat with the lowest carbon footprint. To be an entity that will work towards sustainable food option solutions for future.

ABOUT THE FOUNDERS

Clear Meat was founded by Dr Siddharth Manvati and Dr Pawan Dhar in 2018, and has been pioneering developments in the cultivated or cell-cultured meat category in India.

Dr. Siddharth Manvati (Ph.D.) has developed novel strategies to answer consumer-centric demands keeping in mind the fulcrums of the environment. His farsightedness goals and hard work have created some of the leading entities for Food-Tech and R&D under the names - Clear Meat Pvt Ltd and Foresight Biotech Pvt Ltd, respectively. His research and core expertise lies in applying and implementing Synthetic Biology and Artificial Intelligence. He has mentored various Start-Ups & Students across INDIA to bridge the gap between their Research Strategy and real-time Market Application (Mishra, May 25 2022).

PROCESSING

- The traditional meat industry has a significant impact on the environment and raises ethical concerns about animal welfare. Livestock farming contributes to greenhouse gas emissions, deforestation, and water pollution. Additionally, the increasing demand for meat products has led to the exploitation of animals and poor living conditions in factory farms. Clear Meat Company aims to address these issues by creating meat products that do not require animal farming.

- Clear Meat Company uses cellular agriculture to create meat products. Cellular agriculture is a process that involves growing animal cells in a lab and then harvesting them to create meat products. The process involves taking a small sample of animal cells and then placing them in a nutrient-rich environment. The cells then grow and multiply, forming muscle tissue. This tissue is then harvested and processed into meat products (Ho, July 6 2021).



Figure 1: ClearX9 product image

Source - <https://clearmeat.com/products/>

- Clear Meat Company is currently developing two meat products: chicken and mutton. The company has successfully produced prototypes of both products and is currently working on scaling up production. The products are made using the company's patented technology, which involves growing animal cells in a bioreactor.

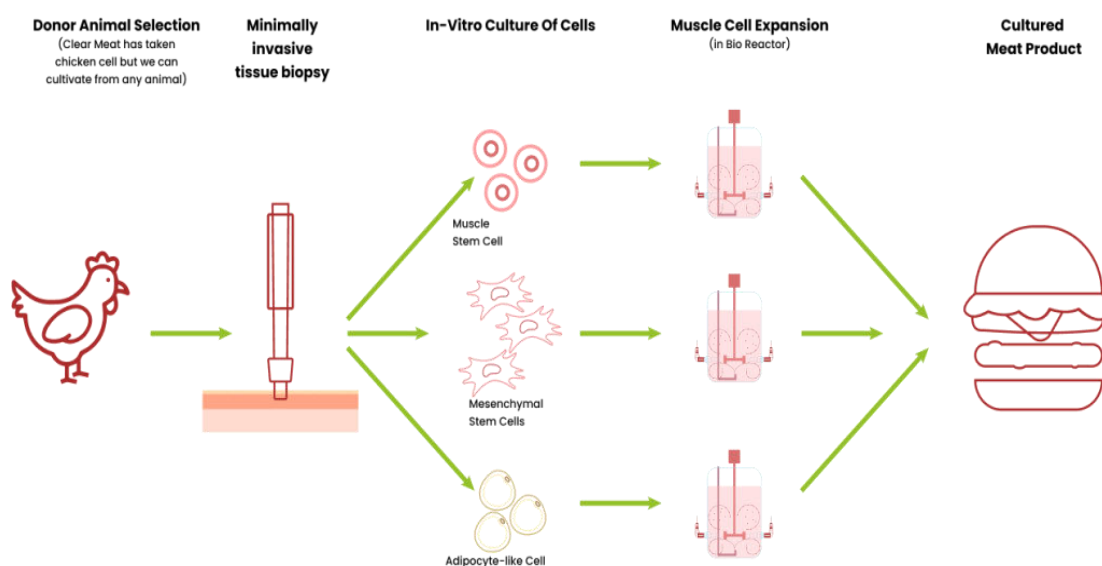


Figure 2: Processing of meat using cellular agriculture

Source - <https://clearmeat.com/our-technology/>

- The company's chicken product is made using chicken cells and is intended to be a replacement for traditional chicken meat. The product has a similar texture and taste to chicken meat, but is produced without the need for animal farming. The mutton product is made using sheep cells and is intended to be a replacement for traditional mutton meat. The product has a similar texture and taste to mutton meat, but is produced without the need for animal farming.

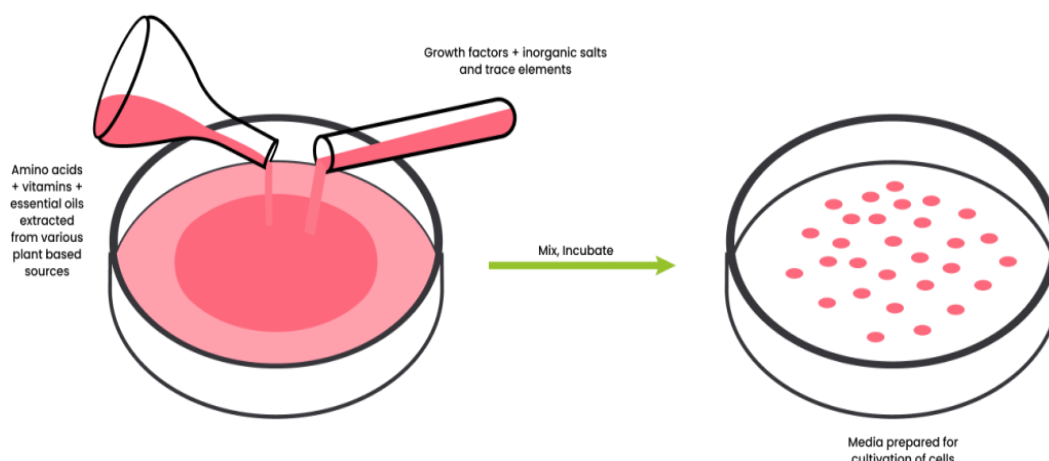


Figure 3: Technique of preparation of the medium

Source - <https://clearmeat.com/our-technology/>

BENEFITS

- One of the benefits of cellular agriculture is that it reduces the environmental impact of meat production. The process requires fewer resources and produces fewer greenhouse gas emissions than traditional livestock farming. Additionally, it does not involve the use of antibiotics or hormones, which are commonly used in factory farming (Ho, July 6 2021).
- Another advantage of Clear Meat Company's products is that they are customizable. The company can modify the nutrient-rich environment in which the cells grow to create different types of meat products. For example, the company can adjust the nutrient levels to create leaner or fattier meats, or to create meats with different flavours or textures.
- Clear Meat Company's products have the potential to disrupt the traditional meat industry. The products offer a sustainable and ethical alternative to traditional meat products, and could potentially reduce the environmental impact of meat production. Additionally, the products could address the ethical concerns surrounding animal welfare in the traditional meat industry.

CHALLENGES

- However, there are challenges that Clear Meat Company will need to overcome in order to succeed. One of the challenges is cost. Currently, the cost of producing cell-based meat is high, and Clear Meat Company will need to find ways to reduce the

cost in order to make the products accessible to consumers. Additionally, the products will need to be approved by regulatory bodies before they can be sold to consumers. This could be a lengthy and expensive process.

- Another challenge is consumer acceptance. The concept of cell-based meat is still relatively new, and consumers may be hesitant to try it. Additionally, some consumers may prefer the taste and texture of traditional meat products.
- To address these challenges, Clear Meat Company will need to educate consumers about the benefits of cell-based meat and address any concerns that consumers may have. The company will also need to continue to innovate and improve its technology in order to reduce costs and improve the quality of its products.

REACH AND IMPACT

Clear Meat Company has received widespread recognition and support from the food industry, investors, and consumers. In 2020, the company raised \$4 million in seed funding from investors, including Hong Kong-based New Crop Capital and Singapore's Big Idea Ventures. The company has also won several awards and accolades, including the 2020 Indie Bio Accelerator Program and the 2021 India Food Safety Summit Award for Best Innovation in Plant-Based Food.



Figure 4: Target for 2023

Source - <https://clearmeat.com/about-us/>

CONCLUSION AND DISCUSSION

In conclusion, Clear Meat Company is a food technology start up that aims to disrupt the traditional meat industry by creating meat products using cellular agriculture. With its cutting-edge technology, innovative products, and strong commitment to social and environmental responsibility, the company is poised to revolutionize the way we eat and think about meat.

2**TEABOX: OFFERS ORGANIC TEA AND TEA-BASED PRODUCTS DIRECT FROM THE SOURCE**

Prof. (Dr.) Poorva Ranjan and Shikha Thakur

ABOUT THE ORGANIZATION

TeaBox is a premium tea brand that was founded in 2012 by Kaushal Dugar in India. The company aims to provide high-quality teas to tea lovers around the world. The company has a unique approach to tea production and sales, and it has quickly become one of the most popular tea brands in the world.

MISSION

To transform the way, you experience Indian teas.

ABOUT THE FOUNDER

Kaushal Dugar is the founder and CEO of Tea box, an innovative online tea retailer that has disrupted the traditional tea industry. He founded Tea box in 2012 with a vision to create a direct-to-consumer model for sourcing and delivering high-quality tea from tea gardens in India and Nepal to customers around the world.

Dugar is a tea connoisseur and a graduate of the Indian School of Business, where he specialized in entrepreneurship and marketing. He is passionate about leveraging technology to transform the tea industry and has been recognized for his efforts with numerous awards, including the Entrepreneur of the Year award at the World Tea Awards in 2016.

Under Dugar's leadership, Teabox has become one of the most prominent online tea retailers, with a loyal customer base that appreciates the brand's commitment to quality, transparency, and sustainability. Dugar continues to innovate and expand Teabox's product offerings, with a focus on delivering a personalized and seamless tea experience to customers worldwide.

UNIQUE SELLING PROPOSITION

- TeaBox has a unique business model that sets it apart from other tea brands. The company works directly with tea growers in India, and it sources its tea directly from the gardens. This means that the company can ensure the quality of its tea by controlling every step of the production process, from sourcing the tea leaves to packaging and shipping the finished product.
- One of the unique features of TeaBox's teas is the "farm-to-cup" approach. The company works directly with tea growers in India to source its teas, and it ensures that the tea leaves are picked at the right time and processed using traditional methods. This ensures that the tea has the best possible flavour and aroma.

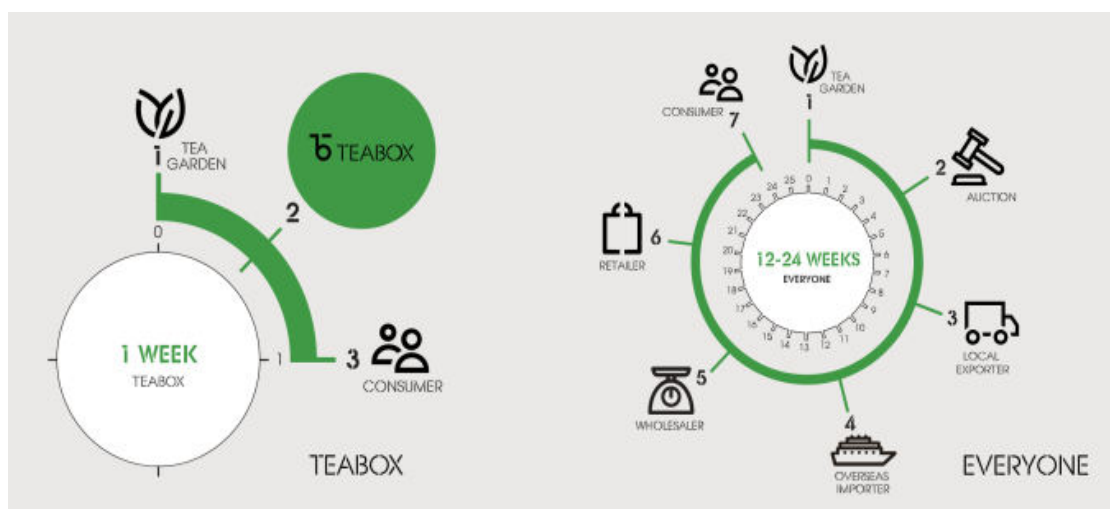


Figure 1: Unique selling proposition

Source– <https://in.teabox.com/>

- The company also uses technology to enhance the tea-buying experience. TeaBox has developed an online platform that allows customers to explore different types of tea and learn about their flavours, origins, and brewing methods. The platform also provides personalized recommendations based on the customer's preferences and history.

PRODUCTS

TeaBox offers a wide range of teas, including black teas, green teas, oolong teas, white teas, and herbal teas. The company also offers a selection of tea accessories, such as teapots, infusers, and cups. The teas are packaged in air-tight, resealable bags to ensure freshness and flavour.

PROCESSING

At Teabox India, the processing of tea involves several steps to ensure that the tea is of the highest quality.

- 1) Firstly, the tea leaves are sourced directly from carefully selected tea gardens in India and Nepal. The tea leaves are then transported to Teabox's facility where they undergo a rigorous quality check to ensure that only the best quality tea leaves are selected.
- 2) Next, the tea leaves are withered to reduce the moisture content and make them pliable for rolling. The leaves are then rolled or twisted, depending on the type of tea being produced.
- 3) After rolling, the tea leaves are oxidized, a process that gives the tea its characteristic aroma, flavour, and colour. The level of oxidation is carefully controlled to produce the desired flavour profile for each type of tea.

- 4) Once oxidation is complete, the tea leaves are dried to stop the oxidation process and lock in the flavour and aroma. The drying process is done either by traditional sun-drying or by using modern drying machines.
- 5) Finally, the tea leaves are sorted and graded by size and quality, and then packaged and shipped to customers around the world.
- 6) Throughout the processing stages, Teabox India follows strict quality control measures to ensure that the tea is of the highest quality, with a focus on preserving the unique flavours and aromas of each variety of tea.



Figure 2: A staff member packing the tea

Source- <https://in.teabox.com/>

GROWTH AND CUSTOMER REVIEW

TeaBox has had a significant impact on the tea industry since its inception. The company has helped to promote the growth of premium teas in India and around the world. TeaBox's direct sourcing approach has also helped to create a more transparent supply chain, which benefits both the tea growers and the customers.

The company's online platform has also helped to create a more informed and engaged tea community. The platform allows customers to learn about the different types of tea and their origins, and it provides guidance on how to brew and enjoy each type of tea. This has helped to create a more educated and passionate tea community, which is essential for the growth of the tea industry.

CHALLENGES

Teabox India faces several challenges in the highly competitive tea industry. Some of the key challenges include:

- 1) **Sourcing High-Quality Tea:** Teabox India's business model relies on sourcing high-quality tea directly from tea gardens in India and Nepal. However, the availability of high-quality tea can be limited due to factors such as weather, pest attacks, and changes in consumer demand.

- 2) **Supply Chain Management:** As an online tea retailer, Teabox India relies on a complex supply chain to transport tea from tea gardens to customers around the world. Managing this supply chain can be challenging, with factors such as logistics, customs, and shipping regulations affecting the timely delivery of tea.
- 3) **Competition:** The tea industry is highly competitive, with many established brands and new entrants vying for market share. Teabox India must differentiate itself from competitors by offering unique products, exceptional customer service, and competitive pricing.
- 4) **Changing Consumer Preferences:** As consumer preferences evolve, Teabox India must adapt its product offerings to meet the changing demands of customers. This requires a deep understanding of consumer trends and a willingness to innovate and experiment with new tea blends and flavours.
- 5) **Sustainability:** The tea industry is facing increasing pressure to adopt sustainable practices to protect the environment and support the well-being of workers and local communities. Teabox India must ensure that its sourcing practices and supply chain management are aligned with sustainable practices and that it communicates its commitment to sustainability to its customers.

CONCLUSION AND DISCUSSION

In conclusion, TeaBox is a unique and innovative tea company that has had a significant impact on the tea industry. The company's direct sourcing approach, use of technology, and focus on quality have helped to create a more transparent and informed tea community. TeaBox's teas are of the highest quality, and the company's commitment to traditional methods and sustainable sourcing has helped to promote the growth of premium teas. TeaBox is a brand that is loved by tea enthusiasts around the world, and it is poised to continue its growth and success in the future.

3**PETOO: IS ALL ABOUT QUICK AND CONVENIENT ACCESS TO INDIAN FOOD****Dr. Shuchi Goel and Shikha Thakur****ABOUT THE ORGANIZATION**

Petoo India is a popular Indian food-tech company that is known for its delicious Indian cuisine. The company was founded in 2015 by Ritesh Dwivedy and Kumar Setu. The founders noticed a gap in the market for healthy, affordable, and convenient Indian food, and set out to create a brand that could cater to this need. Today, Petoo India has become one of the most recognizable brands in the Indian food-tech industry.

MISSION

Petoo India's mission is to provide healthy and nutritious Indian food at an affordable price point.

ABOUT THE FOUNDERS

The founders of Petoo India are Ritesh Dwivedy and Kumar Setu, both graduates of the Indian Institute of Technology (IIT) Kharagpur. Ritesh Dwivedy, a mechanical engineer by profession, has previously worked with companies like Infosys and Jabong. He is the CEO of Petoo India and oversees the company's overall strategy and operations. Kumar Setu, a computer science engineer, is the CTO of Petoo India and is responsible for the company's technology platform and product development.

Both the founders have a passion for food and technology, and they saw an opportunity to create a unique food delivery service that would offer authentic Indian cuisine to customers. They started Petoo India in 2015, with a vision to provide high-quality, affordable, and convenient food delivery services to customers across India. Today, Petoo India has become one of the leading food tech start-ups in the country, with a strong presence in several major cities. The founders' focus on innovation, technology, and customer experience has helped Petoo India grow rapidly and gain a loyal customer base.

UNIQUE SELLING PROPOSITION

- The company has a strong focus on quality and uses only the freshest ingredients in its dishes. All the dishes are cooked in-house and are free from any additives or preservatives. Petoo India also takes great care to ensure that its food is delivered in a timely and hygienic manner, so customers can enjoy their food with complete peace of mind.
- One of the unique features of Petoo India is its online ordering platform. Customers can easily place their orders through the company's website or mobile app. The

platform is designed to be user-friendly and offers a wide range of dishes to choose from. Customers can also customize their orders based on their dietary preferences.

PRODUCTS AND SERVICES

Petoo India's menu is a mix of traditional Indian dishes and contemporary fusion dishes. The company offers a range of vegetarian and non-vegetarian dishes that are both healthy and delicious. Some of the most popular dishes include biryanis, kebabs, curries, and wraps. The company also offers a range of desserts and beverages to complete the meal.



Figure 1: Packaging of meals

Source – <https://yourstory.com/companies/petoo>

Petoo India has also made a name for itself in the corporate catering sector. The company offers a range of catering services to businesses of all sizes. Its catering services are designed to be hassle-free and can be customized based on the needs of the clients. Petoo India's catering team works closely with the clients to create a menu that is tailored to their preferences and budget.

CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES

In addition to its focus on quality and affordability, Petoo India also takes its social responsibility seriously. The company has a program called "Feed a Child" where it donates a meal to an underprivileged child for every order that is placed on its platform. This initiative has helped to feed thousands of children across India and has been widely appreciated by its customers.

GROWTH

Petoo India has also been recognized for its contribution to the food-tech industry in India. In 2016, the company was named as one of the top 10 most innovative start-ups in India by Inc42. The same year, it was also named as the "Best Start-up in the Food and Beverage Industry" by Entrepreneur India. Petoo India has also received funding from some of the top investors in India, including Axilor Ventures and India Quotient.

It also aimed to raise \$10 Million funding in 2021 (Kulkarni, June 8 2021).



Petoo@Gopalan Signature View 2

Figure 2: Petoo India Franchise

Source: <https://www.smergers.com/franchise/petoo/3u05o/>

CUSTOMER REVIEW

Overall, Petoo India has received mixed reviews from customers. Many customers have praised the company for its delicious and authentic Indian cuisine, with several customers highlighting the quality and taste of the food as a major positive. Additionally, many customers have appreciated the easy ordering process and the prompt delivery service.

However, some customers have also had negative experiences with Petoo India. Common complaints include delayed or incorrect orders, poor customer service, and issues with the quality of the food. Some customers have also raised concerns about the pricing of the food, which they feel is too high compared to other food delivery services.

Overall, while Petoo India has received both positive and negative reviews, it is important to note that customer experiences can vary greatly depending on a variety of factors, including location, time of day, and individual preferences.

CHALLENGES

While the company has experienced significant growth since its inception, it has faced several challenges that have impacted its operations and profitability.

- 1) One of the biggest challenges faced by Petoo India is the intense competition in the food delivery industry. There are many established players in the market, such as Swiggy and Zomato, as well as newer entrants that are constantly vying for customers. This competition has led to price wars, aggressive marketing strategies, and challenges in maintaining customer loyalty.
- 2) Another challenge faced by Petoo India is the high cost of ingredients and supplies. As a company that specializes in Indian cuisine, Petoo India must source high-quality ingredients to maintain the authenticity of its dishes. However, this can be costly, especially if there are fluctuations in the prices of these ingredients.
- 3) Delivery logistics is also a significant challenge for Petoo India. With a large number of orders to fulfil every day, ensuring that each order is delivered on time and in good condition can be difficult. Additionally, traffic congestion and road infrastructure issues can cause delays, leading to dissatisfied customers.
- 4) Lastly, Petoo India faces the challenge of scaling its operations to keep up with demand. As the company grows, it must invest in infrastructure, technology, and human resources to maintain quality standards and ensure timely delivery. However, this can be a difficult and costly process, especially if the company is expanding rapidly.
- 5) In summary, while Petoo India has enjoyed significant success, it has faced several challenges, including intense competition, high ingredient costs, delivery logistics, and scaling operations. Overcoming these challenges will require careful planning, innovation, and investment in resources.

CONCLUSION AND DISCUSSION

In conclusion, Petoo India is a food-tech company that has made a significant impact in the Indian food industry. The company's focus on quality, affordability, and convenience has helped it to build a loyal customer base and establish itself as a leading player in the market.

YUMLANE: INDULGENT MEALS AT REASONABLE PRICES

Dr. Shalini Gautam and Shikha Thakur

ABOUT THE ORGANIZATION

Yumlane is a popular brand in India that specializes in making delicious and affordable snacks for people on-the-go. The brand has rapidly grown in popularity over the past few years, with a focus on providing convenience, variety, and value to its customers. In this article, we'll take a closer look at Yumlane India, its history, products, and what sets it apart from the competition.

HISTORY

Yumlane India was founded in 2016 by Hitesh Ahuja and Rahul Kumar, two entrepreneurs who recognized the potential of the snack market in India. They saw that people were increasingly busy and needed quick and easy food options that were also healthy and affordable. With this in mind, they launched Yumlane with a vision to provide tasty, convenient, and nutritious snacks to customers across India (Kumar, P. K., August 8 2020).

ABOUT THE FOUNDERS

Yumlane is a food tech start up based in Mumbai, India. It was founded in 2016 by Hitesh Ahuja and Rahul Kumar, both of whom have extensive experience in the food industry.

Hitesh Ahuja is a seasoned entrepreneur who has been involved in various food-related ventures. He co-founded Gourmet Foods in 2009, a company that specializes in the manufacture and distribution of frozen foods, and later sold it to McCain Foods in 2015. He also co-founded Rollmaal, a fast-food chain that serves Indian street food.

Rahul Kumar, on the other hand, has over 15 years of experience in the food and hospitality industry. He has worked with companies such as The Leela Group, Intercontinental Hotel Group, and McDonald's India. Prior to co-founding Yumlane, he was the CEO of Foodworld Supermarkets, a retail chain that sells food and grocery products.

Together, Ahuja and Kumar founded Yumlane with the goal of making delicious and affordable food more accessible to consumers. They saw an opportunity to leverage technology to streamline the food supply chain and reduce costs, while maintaining high quality standards. The company has since grown rapidly, and has expanded its product range to include a variety of snacks, meals, and desserts.

PRODUCTS

Yumlane India offers a wide range of snacks, including sandwiches, burgers, wraps, noodles, and more. The company is committed to using high-quality ingredients and ensuring that its products are both healthy and tasty. The brand's products are available in retail stores, online, and through food delivery platforms such as Swiggy and Zomato.

In addition to its regular snack range, Yumlane India has also introduced a range of healthy snacks. These include products such as oatmeal, muesli, and quinoa puffs, which are high in protein and fiber and are designed to provide customers with a healthy and filling snack option.

WHAT SETS YUMLANE APART

There are several factors that set Yumlane apart from the competition.

- 1) Firstly, the brand's focus on affordability is a key differentiator. Yumlane offers high-quality snacks at a reasonable price point, making it accessible to a wide range of customers.
- 2) One of the unique features of Yumlane's products is their affordability. The company has a strong focus on providing value for money, making it an attractive option for customers looking for affordable yet delicious snacks. The brand's products are priced competitively, with most items ranging from Rs. 50 to Rs. 100.
- 3) Yumlane's packaging is also noteworthy. The brand's products are packaged in a way that makes them easy to eat on-the-go, with no need for cutlery or plates. This makes them ideal for customers who are busy or who are looking for a quick snack while on the move.
- 4) Another unique feature of Yumlane is its commitment to using high-quality ingredients. The brand's products are made using fresh, locally sourced ingredients, and are free from preservatives and artificial flavours. This ensures that customers can enjoy a healthy and nutritious snack without compromising on taste.
- 5) Yumlane's packaging is also a point of differentiation. The brand's products are designed to be easy to eat on-the-go, making them ideal for customers who are busy or who are looking for a quick snack while traveling or running errands.
- 6) Finally, Yumlane's commitment to innovation is another factor that sets it apart. The brand is constantly introducing new products and flavours to its range, ensuring that customers have access to a wide variety of snacks to choose from.

CHALLENGES

While the company has seen considerable success since its launch, it has also faced several challenges. Some of the major challenges faced by Yumlane India are:

- 1) **Intense Competition:** Yumlane India operates in a highly competitive market with several established players like Swiggy, Zomato, and UberEats, as well as other

emerging players. This makes it difficult for the company to differentiate itself and attract customers.

- 2) **Supply Chain Management:** Managing the supply chain is crucial for any food tech company, and Yumlane India is no exception. The company needs to ensure that it has a reliable supply of ingredients, maintains quality standards, and delivers orders on time.
- 3) **Logistics and Delivery:** The success of Yumlane India depends on its ability to deliver food quickly and efficiently. The company has to deal with challenges such as traffic, weather conditions, and last-mile delivery, which can impact its delivery times and customer satisfaction.
- 4) **Regulatory Compliance:** The food industry is heavily regulated in India, and Yumlane India needs to comply with various regulations related to food safety, hygiene, and labelling. Non-compliance can result in penalties, fines, and damage to the company's reputation.
- 5) **Customer Acquisition and Retention:** Yumlane India needs to continuously acquire new customers while retaining existing ones. This requires effective marketing and promotion strategies, as well as providing a great customer experience.
- 6) **Financial Sustainability:** Running a food tech company is capital-intensive, and Yumlane India needs to raise funds to sustain its operations and expand its business. This requires a strong financial strategy and the ability to attract investors.

EXPANSION PLANS

Yumlane India has experienced rapid growth since its launch in 2016. The brand has a strong presence in major cities across India, and its products are also available online and through food delivery platforms. Yumlane has ambitious plans for expansion, with a goal to reach more customers across the country (Kumar, P. K., August 8 2020).

In 2021, Yumlane announced that it had raised \$1 million in funding from a group of investors, including Sauce.vc, Sprout Investments, and other angel investors. The funding will be used to expand the brand's product range and distribution network, with a focus on reaching customers in smaller towns and cities.

GHOST KITCHENS: INNOVATIVE RESTAURANT BRAND CURATOR

Dr. Rashmi Chawla and Shikha Thakur

ABOUT THE ORGANIZATION

Ghost kitchens, also known as virtual kitchens or cloud kitchens, are a type of food establishment that operate solely through online orders and delivery, without a physical storefront or dine-in option. This emerging business model has been gaining momentum in recent years, especially during the COVID-19 pandemic when many restaurants were forced to close their doors to in-person dining. In this article, we will explore the concept of ghost kitchens, their advantages and challenges, and how to start a ghost kitchen business.

GOALS AND OBJECTIVES

- The primary mission of ghost kitchens is to provide high-quality food to customers through online ordering and delivery services, while also reducing overhead costs and increasing operational efficiency. Ghost kitchens aim to offer a convenient and affordable dining experience that is accessible to a wide range of customers, including those who may not have easy access to traditional restaurants.
- In addition, ghost kitchens can also serve as a platform for culinary experimentation and innovation. By testing new menu items and concepts, ghost kitchens can help to drive innovation in the food industry and provide customers with unique and exciting dining experiences.
- Overall, the mission of ghost kitchens is to leverage technology and innovative business models to create a more efficient, affordable, and convenient food delivery system that benefits both customers and food entrepreneurs.

HISTORY

The concept of ghost kitchens is not entirely new, as delivery-only restaurants have been around for years. However, the rise of online food ordering platforms like Uber Eats, DoorDash, and Grubhub has made it easier for ghost kitchens to reach a wider customer base without investing in expensive marketing campaigns. By eliminating the need for a physical storefront, ghost kitchens can save on rent, utilities, and other overhead costs associated with traditional restaurants. This allows them to focus on producing high-quality food at a lower cost, which can attract more customers and increase profits.

ABOUT THE FOUNDERS

Karan Tanna is an Indian entrepreneur and the founder of Ghost Kitchens, a virtual kitchen company based in India. Tanna founded Ghost Kitchens in 2019, with the aim

of revolutionizing the food industry in India by providing high-quality food to customers through online ordering and delivery services.

Under Tanna's leadership, Ghost Kitchens has quickly become one of the leading virtual kitchen companies in India, with a presence in several major cities across the country. The company partners with a variety of food brands and restaurant chains, providing them with access to its network of commercial kitchens and delivery services.

Tanna is a seasoned entrepreneur, with over a decade of experience in the food and hospitality industry. Prior to founding Ghost Kitchens, he founded Yellow Tie Hospitality, a restaurant chain that operates in several countries around the world. Tanna's vision for Ghost Kitchens is to create a more efficient and sustainable food delivery system that benefits both customers and food entrepreneurs, while also driving innovation and growth in the food industry.

UNIQUE SELLING PROPOSITION

- 1) One of the most significant advantages of ghost kitchens is their flexibility. Because they do not have a physical location, ghost kitchens can be set up in any area with access to a commercial kitchen and delivery services. This allows entrepreneurs to start a food business with lower initial investment and less risk than opening a traditional restaurant. Ghost kitchens can also be used to test new concepts or menu items without committing to a long-term lease or large capital expenditures.
- 2) Another advantage of ghost kitchens is their ability to reach customers in areas where traditional restaurants may not be able to operate. For example, ghost kitchens can be set up in industrial parks or other areas with high demand for food delivery but limited restaurant options. They can also serve as a complement to existing restaurants by offering additional menu items or expanding their delivery radius.

CHALLENGES

- 1) However, ghost kitchens also face some unique challenges. Without a physical storefront, ghost kitchens rely heavily on online marketing and positive customer reviews to build a reputation and attract new customers. This can be difficult in a crowded market where many other virtual kitchens are competing for attention. Additionally, ghost kitchens must ensure that their food remains fresh and of high quality during delivery, which can be challenging if the food has to travel long distances or if the delivery service is delayed.
- 2) Starting a ghost kitchen business requires careful planning and execution. The first step is to identify a target market and determine what type of food or cuisine will be offered. Entrepreneurs must then find a commercial kitchen that meets health and safety standards and has the necessary equipment to prepare and store food. This may require leasing space from an existing restaurant or commercial kitchen, or building a new kitchen from scratch.

- 3) Once a kitchen is secured, entrepreneurs must create a menu, establish relationships with suppliers, and hire staff to prepare and deliver the food. It is also important to invest in online marketing and delivery services to ensure that the ghost kitchen is visible and accessible to potential customers. Entrepreneurs must also monitor customer reviews and feedback to identify areas for improvement and make adjustments to the menu or operations as needed.

GROWTH AND CUSTOMER REVIEW

- Ghost Kitchens, founded by Karan Tanna, has seen significant growth since its inception in 2019. The company has quickly established itself as a leading player in the Indian virtual kitchen industry, with a presence in several major cities across the country. Ghost Kitchens partners with a variety of food brands and restaurant chains, providing them with access to its network of commercial kitchens and delivery services. One of the key drivers of Ghost Kitchens' growth has been its focus on providing high-quality food to customers through online ordering and delivery services. The company has invested heavily in technology and logistics, with the aim of creating a more efficient and sustainable food delivery system (Ratna Bhusan, September 8 2022).
- In addition to its focus on quality and efficiency, Ghost Kitchens has also received positive customer reviews for its wide variety of menu options and affordable prices. The company partners with a diverse range of food brands and restaurant chains, offering customers a wide range of cuisine options to choose from. This has helped to attract a broad customer base, including both individuals and businesses.

EXPANSION PLANS

Ghost Kitchens aims to expand its food tech program by investing 50 crores in the next one year (anonymous, October 13 2022).

CONCLUSION AND DISCUSSION

In conclusion, ghost kitchens offer a unique opportunity for entrepreneurs to start a food business with lower initial investment and less risk than opening a traditional restaurant. Overall, Ghost Kitchens has been able to grow rapidly by providing a high-quality and affordable food delivery service that meets the needs of customers in India's rapidly evolving food industry. With Karan Tanna at the helm, the company is well-positioned to continue its growth trajectory and expand its presence in the Indian market.

6**WINGREEN FARMS: A FULLY INTEGRATED (FARM TO RETAIL) FOOD COMPANY****Dr. Pooja Sharma and Shikha Thakur****ABOUT THE ORGANIZATION**

Wingreen Farms is an Indian-based organic farming company that produces high-quality, fresh, and nutritious fruits and vegetables. Founded in 2008 by a young couple, Anju and Arjun Srivastava, Wingreen Farms is a family-run business that has made a name for itself in the organic farming industry.

The company is located in Haryana, India, and covers an area of approximately 25 acres. The founders, Anju and Arjun, had a vision of producing organic fruits and vegetables in a sustainable and ethical manner. They wanted to promote healthy living and protect the environment by using organic farming practices that were free of harmful chemicals and pesticides.

MISSION

The mission of Wingreen Farms India is to promote healthy living and protect the environment by producing high-quality, fresh, and nutritious organic fruits and vegetables in a sustainable and ethical manner.

ABOUT THE FOUNDERS

The founders of Wingreen Farms India are Anju and Arjun Sri, a husband and wife team who are committed to promoting healthy living and sustainable agriculture in India.

Anju Kumar is a graduate of the University of Delhi and has a degree in psychology. She is also a certified yoga instructor and has a deep interest in natural health and wellness. Anju has worked in the hospitality industry and has extensive experience in customer service and hospitality management.

PRODUCTS AND SERVICES

At Wingreen Farms, the focus is on producing a wide variety of fruits and vegetables using sustainable farming techniques. The company grows a range of organic produce, including fruits such as strawberries, raspberries, and blackberries, and vegetables such as tomatoes, lettuce, and peppers.

UNIQUE SELLING PROPOSITION

- 1) One of the unique aspects of Wingreen Farms is their commitment to producing their own organic seeds. The company has a dedicated team of seed researchers who develop and cultivate new varieties of seeds that are better suited to the local climate

and soil conditions. This ensures that the produce grown on the farm is of the highest quality and is perfectly suited to the local environment.

- 2) In addition to their focus on organic farming practices, Wingreen Farms also places a great deal of emphasis on ethical and sustainable farming practices. The company is committed to fair labour practices and ensures that all their workers are paid a fair wage and are treated with dignity and respect.
- 3) The company also places a strong emphasis on environmental sustainability. Wingreen Farms has implemented a range of sustainable farming practices, such as crop rotation, natural pest control, and water conservation. The company also uses renewable energy sources such as solar power to reduce their carbon footprint.
- 4) Wingreen Farms has also established a number of partnerships with local communities and organizations. The company works with local schools to promote healthy eating and teaches children about the benefits of organic farming. They have also partnered with local restaurants and food suppliers to promote their organic produce and create a more sustainable food system.
- 5) The company also operates a farm shop where customers can purchase their fresh organic produce directly. This allows customers to see first-hand the quality and freshness of the produce and to learn more about the benefits of organic farming.

CHALLENGES

- 1) **Climate Change:** Climate change can cause unpredictable weather patterns, such as droughts, floods, and extreme temperatures, which can negatively affect crop yields and increase production costs. Farmers need to be able to adapt to these changes, which may require the use of new technologies, irrigation systems, or crop varieties.
- 2) **Market Volatility:** The agricultural sector can be volatile, with fluctuations in demand and supply affecting prices. Farmers need to be able to navigate market shifts to ensure profitability and financial stability.
- 3) **Labour Shortage:** Many agricultural operations require a significant amount of manual labour, but there is a growing labour shortage in many areas. This can make it challenging to find workers and can increase labour costs.
- 4) **Pests and Diseases:** Pests and diseases can cause significant damage to crops, leading to lower yields and lower quality produce. Farmers need to use integrated pest management practices to minimize the impact of pests and diseases on their crops.
- 5) **Regulatory Compliance:** Agricultural businesses need to comply with various regulations and laws, such as food safety regulations, environmental regulations, and labour laws. Compliance can be time-consuming and expensive, and non-compliance can result in fines and legal issues.

- 6) **Access to Resources:** Access to resources such as land, water, and finance can be challenging for farmers, particularly small-scale farmers. Access to these resources can limit production capacity and profitability.
- 7) **Technological Advancements:** Technological advancements are rapidly transforming the agricultural sector, and farmers need to keep up with the latest developments to remain competitive. This may involve investing in new machinery or precision farming technologies.

RECOGNITION

Wingreen Farms has won numerous awards and accolades for their commitment to organic farming and sustainable agriculture. In 2015, the company was awarded the prestigious National Organic Farming Innovation Award for their work in developing new organic seed varieties. The company has also been recognized for their commitment to fair labour practices and their efforts to promote sustainable agriculture.

GROWTH AND REACH

Over the years, Wingreens Farms has expanded its product range to include dips, spreads, sauces, and various other food products. The company's products are now sold across India through various channels, including online marketplaces, retail stores, and supermarkets. Wingreens Farms also operates its own e-commerce platform, which allows customers to order its products online.

In recent years, Wingreens Farms has received significant investment from various sources, which has helped fuel its growth. In 2018, the company raised \$22 million in funding from Sequoia India, one of the country's leading venture capital firms. This investment has allowed Wingreens Farms to expand its product range and increase its production capacity (anonymous, November 15 2021).

As of 2021, Wingreens Farms has a significant presence in the Indian food market and has established itself as a leading brand in the packaged food segment. The company's focus on high-quality products, innovative packaging, and a strong distribution network has helped it achieve this position.

CONCLUSION AND DISCUSSION

In conclusion, Wingreen Farms is a pioneering organic farming company in India that is committed to producing high-quality, fresh, and nutritious fruits and vegetables in a sustainable and ethical manner. The company's commitment to organic farming practices, ethical labour practices, and environmental sustainability sets them apart from other farming companies in India. With their focus on promoting healthy living and protecting the environment, Wingreen Farms is leading the way in sustainable agriculture and is an inspiration to other farming companies around the world.

NÜTY: NUTRITIOUS & TASTY

Dr. Navya Jain and Shikha Thakur

ABOUT THE ORGANIZATION

NÜTY Foods is a relatively new player in the food industry that aims to revolutionize the snacking experience by offering a range of nutritious, plant-based products. Founded in 2020, NÜTY Foods has quickly gained popularity among health-conscious consumers who are looking for a guilt-free way to indulge in their favourite snacks.

MISSION

The company's mission is to provide healthy and delicious snacks that are made from high-quality, natural ingredients.

ABOUT THE FOUNDERS

Ray is a serial entrepreneur who embarked on his first venture, iPlanet Solutions, in 2001 after completing his post-graduate studies in e-commerce at Deakin University, Melbourne. After successful exit, Ray has been an investor and venture capitalist. In his latest venture, NÜTY, he partnered with his old friend to pursue his long-held passion to make healthy food affordable and accessible.

PRODUCT MIX

They offer a range of products, including nut butters, trail mixes, and energy bars, that are free from artificial preservatives, colours, and flavours. NÜTY Foods also prioritizes sustainability, using only biodegradable and recyclable packaging materials for their products.

UNIQUE SELLING PROPOSITION

- 1) One of the key factors that set NÜTY Foods apart from its competitors is the focus on using only the finest quality ingredients. All of their products are made from non-GMO, gluten-free, and vegan ingredients that are sourced from sustainable and ethical suppliers. For example, their nut butters are made from premium nuts that are roasted in small batches to ensure maximum flavour and freshness. Similarly, their trail mixes are made from a carefully curated selection of nuts, seeds, and dried fruits that are chosen for their nutritional value and taste.
- 2) In addition to the emphasis on high-quality ingredients, NÜTY Foods also places a strong emphasis on nutrition. Their products are designed to be a healthy snack option that can provide sustained energy and nourishment throughout the day. For example, their energy bars are made from a blend of nuts, seeds, and fruits that are high in protein, fiber, and healthy fats. These bars are designed to provide a quick and easy source of energy without the sugar crash that comes with many other snack options.

- 3) NUTY Foods offers a range of products that cater to different tastes and dietary requirements. The products include roasted and flavoured nuts, trail mixes, granola bars, and energy bites. All of these products are free from artificial flavours, colours, and preservatives and are made using healthy ingredients like whole grains, nuts, seeds, and dried fruits.

CHALLENGES

- 1) **Competition:** The food industry is highly competitive, and there are many established brands with loyal customers. NUTY Foods may struggle to differentiate itself and gain market share.
- 2) **Food Safety Regulations:** Food companies are subject to numerous regulations related to food safety and labelling, which can be complex and difficult to navigate. Non-compliance with these regulations can result in fines, legal action, and damage to the company's reputation.
- 3) **Supply Chain Management:** Food companies rely on a complex network of suppliers and distributors to get their products to market. NUTY Foods may face challenges in sourcing high-quality ingredients, managing inventory, and ensuring timely delivery to customers.
- 4) **Changing Consumer Preferences:** Consumer preferences and trends can shift rapidly, making it difficult for companies to stay ahead of the curve. NUTY Foods may need to adapt its product offerings to meet changing consumer demands.
- 5) **Brand Image:** A company's brand image is crucial in the food industry, as customers want to know that the products they are consuming are healthy, sustainable, and ethically produced. NUTY Foods may face challenges in building a strong brand image that resonates with consumers.
- 6) **Marketing and Distribution:** Effective marketing and distribution are key to success in the food industry. NUTY Foods may need to invest in marketing campaigns and explore new distribution channels to reach its target audience.

GROWTH

As for NUTY Foods Company, its growth prospects may depend on a variety of factors, such as the quality and appeal of its products, its marketing strategy, its ability to expand its distribution network, and the competitive landscape of the food industry in India. It's worth noting that the COVID-19 pandemic has also had an impact on the food industry, with changes in consumer behaviour and supply chain disruptions affecting many companies.

The company's commitment to providing healthy snacking options has resonated with consumers, and NUTY Foods has grown rapidly since its inception. The products are available across major cities in India, both in brick-and-mortar stores and online.

NUTY Foods has also been recognized for its innovative approach to snacking. The company has won several awards for its products, packaging, and branding, including the Best Emerging Brand award at the India Food Forum 2020.

It's important to keep in mind that predicting the growth of a specific company is challenging and can depend on many factors. However, by monitoring industry trends and keeping an eye on the company's performance, investors and stakeholders can make informed decisions about the growth prospects of NUTY Foods Company in India.

CONCLUSION AND DISCUSSION

Overall, NÜTY Foods is an exciting new player in the food industry that offers a unique combination of delicious and nutritious snacks. By prioritizing quality ingredients, sustainability, and nutrition, NÜTY Foods has quickly gained a loyal following among health-conscious consumers who are looking for a better way to snack.

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HOI FOODS: A RANGE OF SUPER YUMMY MULTI-CUISINE MEAL COMBO**Dr. Navya Jain and Shikha Thakur****ABOUT THE ORGANIZATION**

HOI Foods India is a rapidly growing food and beverage company that is making waves in the Indian market. The company offers a wide range of high-quality products that cater to various dietary preferences and requirements. The company's name 'HOI' stands for 'Health on Inside,' which reflects its commitment to providing its customers with wholesome and nourishing food options (Zauba Corp, 12 January 2023).

MISSION

The company's mission is to provide delicious, nutritious, and affordable food to people all over the country.

ABOUT THE FOUNDERS

HOI Foods India was founded in 2019 by a team of passionate entrepreneurs who saw an opportunity to disrupt the Indian food industry. They realized that there was a significant gap in the market for healthy and tasty food options that were also affordable and accessible to everyone. The founders of HOI Foods India set out to bridge this gap by creating a range of products that would meet the needs of a diverse range of customers.

Indrajeet Roy is the Chief Operating Officer (COO) of Hoi Foods, a food-tech start up based in India. He joined the company in 2019 and has been responsible for overseeing its operations and scaling up its business. Roy has over a decade of experience in the hospitality and food industry, having worked with companies like Oberoi Hotels and Resorts, Sodexo, and Bharti Retail. He has expertise in food and beverage operations, supply chain management, and customer experience.

At Hoi Foods, Roy has been instrumental in driving the company's growth and expanding its reach. Under his leadership, Hoi Foods has successfully deployed its vending machines in multiple locations across India, providing customers with healthy and affordable meals.

PRODUCT MIX

- HOI Foods' product range includes a variety of snacks such as roasted nuts, trail mixes, granola bars, and more. The company's products are made using natural ingredients, free from preservatives, artificial colours, and flavours.
- One of HOI Foods' most popular products is its range of roasted nuts, which includes almonds, cashews, pistachios, and walnuts. The nuts are roasted in small batches and

flavoured with natural spices, making them a healthy and delicious snack option. The company also offers a range of trail mixes that combine roasted nuts with dried fruits and seeds, providing customers with a nutrient-packed snack that is perfect for on-the-go.

- HOI Foods' granola bars are another popular product, made with rolled oats, honey, nuts, and seeds. These bars are a perfect breakfast or snack option, providing customers with a healthy and filling meal. The granola bars are available in a range of flavours, including chocolate, peanut butter, and cranberry.
- In addition to its range of snacks, HOI Foods also offers a range of drinks, including herbal teas and fruit juices. The company's herbal teas are made using natural ingredients and are free from caffeine, making them a healthy alternative to traditional teas. The fruit juices are made using real fruit and are free from added sugar and preservatives, making them a healthy and delicious option.

UNIQUE SELLING PROPOSITION

The company's unique selling proposition (USP) lies in its innovative approach to food delivery and its commitment to delivering nutritious meals at an affordable price. Some of the key USPs of Hoi Foods include:

- 1) **Nutritious and Healthy Meals:** Hoi Foods offers a range of healthy meals that are low in calories and high in nutrition. The company uses fresh ingredients and follows strict quality standards to ensure that the food it serves is healthy and wholesome.
- 2) **Affordable Pricing:** One of the key USPs of Hoi Foods is its commitment to making healthy food accessible to everyone. The company offers its meals at an affordable price, making it an attractive option for customers who want to eat healthy but are on a tight budget.
- 3) **Convenience:** Hoi Foods' vending machines are located in various public places such as metro stations, offices, and malls, making it easy for customers to access healthy food on the go. The vending machines are also easy to use, and customers can pay for their meals using various digital payment options.
- 4) **Sustainability:** Hoi Foods is committed to sustainability and uses eco-friendly packaging for its meals. The company also ensures that it minimizes food waste by preparing only the required quantity of food and donating any excess food to local charities.

Overall, Hoi Foods' USP lies in its commitment to providing nutritious, affordable, and convenient meals to customers, while also prioritizing sustainability and eco-friendliness.

CHALLENGES

Hoi Foods is a food delivery start up that aims to revolutionize the way people order and receive meals by using smart kitchens and robotics. Some of the challenges faced by Hoi Foods include:

- 1) **Operational Challenges:** Hoi Foods is a new and innovative concept, and as such, it faces significant operational challenges in terms of developing and implementing its technology. It must continually refine and optimize its smart kitchens and robotics to ensure efficient and cost-effective food production and delivery.
- 2) **Competition:** The food delivery market is highly competitive, and Hoi Foods must compete with established players like Grubhub, Uber Eats, and DoorDash. To succeed, Hoi Foods needs to offer something unique and compelling to attract and retain customers.
- 3) **Cost:** Developing and implementing smart kitchens and robotics technology is an expensive undertaking, and Hoi Foods must ensure that it can operate cost-effectively and generate enough revenue to cover its costs.
- 4) **Regulation:** Hoi Foods must comply with regulations related to food safety, labour laws, and other requirements that apply to food delivery businesses. Adapting to these regulations can be challenging and time-consuming.
- 5) **Customer Acceptance:** While Hoi Foods' technology is innovative, it may take time for customers to embrace the concept fully. Customers may be wary of food prepared by machines and prefer to order from traditional restaurants.

GROWTH

Hoi Foods has received significant funding from prominent investors such as Matrix Partners, Orios Venture Partners, and 3one4 Capital. The company has also partnered with major food delivery platforms such as Swiggy and Zomato to expand its reach and customer base.

CONCLUSION AND DISCUSSION

In conclusion, Hoi Foods is a disruptive food tech start-up that has quickly established itself as a major player in the Indian food market. Its unique business model, focus on healthy and affordable food options, and technology-driven approach have helped the company differentiate itself from traditional players in the market.

SAMOSA SINGH: REINVENTING THE KING OF INDIAN SNACKS

Ms. Pooja Tripathi and Shikha Thakur

ABOUT THE ORGANIZATION

Samosa Singh is an Indian company that specializes in making samosas, a popular Indian snack that is loved by people all over the world. The company was founded in Bangalore in 2016 by Shikhar Veer Singh, who had a passion for cooking and a desire to create a business that would celebrate the diversity of Indian food.

MISSION

Samosa Singh's mission is to provide a unique and innovative twist to the traditional samosa, by creating a range of flavours and fillings that appeal to a wide audience. The company uses high-quality ingredients, fresh produce, and authentic spices to create its products, and has gained a reputation for delivering a truly authentic taste experience.

ABOUT THE FOUNDERS

Samosa Singh was founded in Bangalore, India, in 2016 by Nidhi Singh and Shikhar Veer Singh. Nidhi Singh, who hails from a family of entrepreneurs, has a background in finance and management. She worked with companies like Goldman Sachs and Deloitte before co-founding Samosa Singh. Shikhar Veer Singh, on the other hand, is a chef and food enthusiast who has a passion for experimenting with flavours and textures.

The two founders came together with a vision to provide people with authentic and high-quality samosas that are not only delicious but also affordable. They identified a gap in the market for a modern and hygienic take on the traditional Indian snack and set out to fill that void. Their passion for creating high-quality food products that are sustainable and socially responsible has been a driving force behind the success of Samosa Singh. The founders have also been recognized for their innovative approach to making samosas, and the company has won several awards for its products and packaging (Team, S. A. March 16 2023).

Nidhi Singh and Shikhar Veer Singh have been instrumental in shaping the vision and values of Samosa Singh, and their leadership has helped the company grow and expand across multiple cities in India. Their commitment to quality, innovation, and social responsibility continues to inspire the team at Samosa Singh and sets an example for other entrepreneurs in the food industry.

MENU

Samosa Singh's menu features a range of vegetarian and non-vegetarian options, catering to a diverse range of tastes and dietary requirements. Some of the most popular fillings include classic potato and pea, as well as more experimental flavours such as butter chicken, paneer tikka, and even chocolate samosas for those with a sweet tooth.

UNIQUE SELLING PROPOSITION

- 1) What sets Samosa Singh apart from other samosa makers is its commitment to innovation and experimentation. The company regularly introduces new flavours and concepts, pushing the boundaries of what is possible with this humble snack. For example, they recently introduced a range of samosa burgers, which feature a samosa patty sandwiched between a bun with various toppings.
- 2) In addition to its unique menu offerings, Samosa Singh has also gained a reputation for its high-quality service and commitment to customer satisfaction. The company's staff is friendly and knowledgeable, and always willing to go the extra mile to ensure that customers have a positive experience.
- 3) Another distinctive feature of Samosa Singh is their packaging. The company uses eco-friendly materials for its packaging, which is an essential part of their commitment to sustainability. They also use a unique, patent-pending packaging design that helps keep the samosas fresh and warm for a more extended period.

CHALLENGES

Although Samosa Singh has been successful in establishing itself as a leading Indian food brand, it has faced several challenges along the way. These challenges have tested the company's resilience, and they have had to come up with creative solutions to overcome them. Here are some of the significant challenges faced by Samosa Singh:

- 1) **Competition:** The Indian food industry is highly competitive, with many players vying for the same customers. Samosa Singh had to compete with established players like Haldiram's and
- 2) **Bikanerwala**, which already had a loyal customer base. To overcome this, Samosa Singh had to focus on offering unique and high-quality products, as well as innovative packaging and marketing strategies.
- 3) **Scaling up:** As Samosa Singh expanded its operations to other cities, it faced challenges in scaling up its production while maintaining the same level of quality. They had to ensure that their samosas tasted the same in all their outlets, which meant finding reliable suppliers and maintaining strict quality control measures.
- 4) **Supply Chain Disruptions:** The COVID-19 pandemic and subsequent lockdowns severely impacted the supply chain of many businesses, including Samosa Singh. The company faced challenges in procuring raw materials, transporting finished products, and maintaining hygiene standards in their outlets. They had to quickly adapt to new regulations and safety protocols to ensure the safety of their employees and customers.
- 5) **Regulatory Compliance:** The food industry in India is heavily regulated, and Samosa Singh had to comply with various rules and regulations related to food

safety, hygiene, and labelling. They had to ensure that their products were properly labelled, and they had to obtain various licenses and certifications, which can be a time-consuming and expensive process.

- 6) **Customer Preferences:** While samosas are a popular snack in India, customer preferences can vary depending on the region and demographic. Samosa Singh had to tailor their products to cater to the diverse tastes of their customers while maintaining their core values of quality and authenticity.

Samosa Singh has faced several challenges in its journey to becoming a leading Indian food brand. However, the company's commitment to quality, innovation, and social responsibility has helped it overcome these challenges and emerge stronger. As the food industry continues to evolve, Samosa Singh will need to stay nimble and adapt to changing customer preferences and market dynamics to maintain its position as a top player in the industry.

GROWTH AND REACH

- Samosa Singh has grown rapidly since its founding in 2016, with multiple outlets now open across Bangalore and beyond. The company has also gained national and international recognition, with appearances on popular TV shows and collaborations with other businesses in the food industry (Ankita Sengupta, 11 April 2023).
- Samosa Singh has rapidly gained popularity since its inception, and it has expanded its reach to multiple cities in India, including Mumbai, Hyderabad, Pune, and Chennai. The company has also received recognition for its innovative approach to making samosas. In 2019, Samosa Singh won the "Best Indian Brand" award at the World Food Awards.
- Apart from the quality of its products, Samosa Singh is also known for its social responsibility initiatives. The company has partnered with various NGOs to help improve the lives of underprivileged children and women in the country. They also provide employment opportunities to people from disadvantaged communities, which helps them become financially independent.
- Despite its success, Samosa Singh remains committed to its core values of authenticity, innovation, and customer satisfaction. The company's founders are passionate about creating a business that celebrates the diversity of Indian food and culture, and this vision is reflected in every aspect of the company's operations.

CONCLUSION AND DISCUSSION

In conclusion, Samosa Singh is a unique and innovative food brand that has revolutionized the way we look at samosas. The company's commitment to quality, sustainability, and social responsibility sets it apart from its competitors. As Samosa Singh continues to grow, it is clear that it will remain a popular choice among samosa lovers in India and beyond.

TGL CO.: TEAS WITH INFUSION OF REAL FRUITS AND FLOWERS**Ms. Pooja Tripathi and Shikha Thakur****ABOUT THE ORGANIZATION**

TGL Co. is an Indian luxury tea brand that is taking the world by storm with its exceptional tea blends. The brand's teas are made using the finest tea leaves, herbs, and spices sourced from all over the world. TGL Co. has become synonymous with luxury, quality, and innovation, and it has garnered a dedicated following of tea lovers who appreciate the brand's commitment to excellence.

MISSION

The mission of TGL Co. is to offer the world's finest luxury tea blends, made with the highest quality ingredients sourced from all over the world. The brand aims to deliver an exceptional tea experience, with every cup of tea bursting with flavour, aroma, and character.

COMMITMENT

- TGL Co. is committed to innovation, constantly experimenting with new flavours and combinations to create unique and exciting tea blends. The brand's tea sommeliers are passionate about tea and are dedicated to delivering the best possible tea experience to customers.
- TGL Co. is also committed to sustainability and ethical sourcing. The brand aims to promote responsible and sustainable farming practices, and only sources its tea leaves from estates that adhere to these principles. The brand's packaging is also eco-friendly, with the tea bags and boxes made from biodegradable materials.
- In addition to its commitment to quality, innovation, sustainability, and ethical sourcing, TGL Co. is also committed to creating a community of tea lovers. The brand encourages customers to share their tea experiences and offers a range of events, workshops, and classes to help customers explore the world of tea.

ABOUT THE FOUNDER

TGL Co. was founded in 2016 by Bhuman Dani and Shariq Ashraf, two tea enthusiasts with a passion for creating high-quality luxury tea blends.

Bhuman Dani is a tea sommelier and certified tea taster who has spent over a decade in the tea industry. He has travelled extensively to tea estates around the world, learning about the art and science of tea blending and tasting. Dani's expertise in tea blending and flavour pairing has been instrumental in the creation of TGL Co.'s signature tea blends.

PRODUCT MIX

TGL Co. offers an extensive range of tea blends, catering to every taste and preference. The brand's signature blends include the Earl Grey Bravo, which is a classic black tea infused with bergamot oil, and the Bombay Cutting Chai, which is a blend of black tea, ginger, cardamom, cinnamon, and other spices that is a popular street drink in India. TGL Co. also offers a range of herbal teas, green teas, white teas, and oolong teas, ensuring that there is something for everyone (Goswami, C., July 31 2021).

UNIQUE SELLING PROPOSITION

- 1) One of the key things that sets TGL Co. apart from other tea brands is its focus on quality. The brand's teas are made using only the finest ingredients, ensuring that every cup of tea is an experience in itself. The tea leaves are handpicked and carefully processed to ensure that they retain their flavour and aroma, resulting in a cup of tea that is rich, full-bodied, and bursting with flavour.
- 2) Another thing that sets TGL Co. apart is its innovative approach to tea blending. The brand's tea sommeliers are constantly experimenting with new flavours and combinations, resulting in some truly unique blends. For example, the brand's Blueberry Hibiscus tea is a refreshing blend of green tea, blueberries, hibiscus, and rose petals, while the Mango Oolong tea is a fruity blend of oolong tea and mango flavour.
- 3) TGL Co. is also committed to sustainability and ethical sourcing. The brand's teas are sourced from estates that adhere to sustainable and ethical farming practices, ensuring that the tea leaves are grown and harvested in a way that is environmentally friendly and socially responsible. The brand's packaging is also eco-friendly, with the tea bags and boxes made from biodegradable materials.

CHALLENGES

Despite being a highly regarded luxury tea brand, TGL Co. has faced several challenges in its journey. Here are some of the major challenges faced by TGL Co.:

- 1) **Competition:** The tea industry is highly competitive, and TGL Co. faces intense competition from both local and global tea brands. The company must constantly innovate and differentiate itself to stay ahead of the competition.
- 2) **Limited Retail Presence:** TGL Co. primarily sells its teas through its own retail stores and online channels, which limits its reach to customers who are not located near its stores. This can make it challenging for the brand to expand its customer base and reach new markets.
- 3) **Pricing:** TGL Co. is a luxury brand, and its teas are priced higher than those of many other tea brands. While the brand's focus on quality justifies the higher price, it can make it challenging to attract price-sensitive customers who are looking for more affordable tea options.

- 4) **Supply Chain Management:** TGL Co. sources its tea leaves from all over the world, and managing the supply chain can be a complex and challenging process. The brand must ensure that it maintains consistent quality across all its tea blends, regardless of the source of the tea leaves.
- 5) **Sustainability:** While TGL Co. is committed to sustainability and ethical sourcing, ensuring that its tea leaves are sourced from sustainable and ethical farms can be a challenge. The brand must continuously monitor its supply chain to ensure that it is adhering to its sustainability principles.

Despite these challenges, TGL Co. has continued to grow and expand its presence both in India and globally. The brand's commitment to quality, innovation, and sustainability has helped it stand out in the crowded tea industry, and its loyal customer base continues to grow.

GROWTH AND REACH

GL Co. teas have grown in popularity and reach since the brand was founded in 2016. Today, the brand has a global presence and is known for its high-quality luxury tea blends.

TGL Co. began as a small tea company in India, but has since expanded its reach to over 25 countries around the world, including the United States, Canada, Europe, and Asia. The brand's teas are sold in a variety of retail locations, including specialty stores, luxury hotels, and online channels.

One of the factors contributing to TGL Co.'s growth is its commitment to innovation and quality. The brand's tea sommeliers are constantly experimenting with new flavours and combinations, creating unique and exciting tea blends that set the brand apart from competitors.

Another factor contributing to TGL Co.'s growth is its commitment to sustainability and ethical sourcing. The brand only sources its tea leaves from estates that adhere to these principles, and its packaging is eco-friendly.

TGL Co. has also leveraged social media to expand its reach and engage with customers. The brand has a strong presence on Instagram, where it shares photos of its teas and promotes its events and workshops. The brand has also launched its own podcast series called "TGL Radio" to connect with tea lovers around the world.

In addition to its retail locations and online channels, TGL Co. has also launched its own tea cafes in India, providing customers with a unique and immersive tea experience. These cafes serve a variety of TGL Co.'s signature tea blends, along with food and desserts that are carefully curated to complement the flavours of the teas.

Overall, the growth and reach of TGL Co. teas can be attributed to the brand's commitment to quality, innovation, sustainability, and engaging with customers through

various channels. The brand's expanding presence and loyal customer base are a testament to its success in the highly competitive tea industry.

CONCLUSION AND DISCUSSION

In conclusion, TGL Co. is a luxury tea brand that is making waves in the tea industry. The brand's commitment to quality, innovation, sustainability, and ethical sourcing has earned it a dedicated following of tea lovers who appreciate the brand's exceptional tea blends. Whether you're a fan of classic black tea or adventurous herbal blends, TGL Co. has something to offer.

11**CHARCOAL EATS FOOD: INDIAN RESTAURANT CHAIN****Ms. Shanu Jain and Shikha Thakur****ABOUT THE ORGANIZATION**

Charcoal Eats is a food company based in Mumbai, India, that specializes in serving traditional Indian food with a twist. The company was founded in 2015 by Anurag Mehrotra, Krishnakant Thakur, and Mohammed Bhol, with a vision to revolutionize the QSR (Quick Service Restaurant) industry in India.

MISSION

The mission of Charcoal Eats, a food company based in Mumbai, India, is to revolutionize the QSR (Quick Service Restaurant) industry in India by providing customers with high-quality, flavourful, and innovative Indian food. The company aims to achieve this mission through its unique cooking technique, which involves cooking food over a charcoal flame, giving it a distinct flavour and ensuring that it is cooked to perfection.

ABOUT THE FOUNDERS

Charcoal Eats, a popular food company in India, was founded in 2015 by three entrepreneurs - Anurag Mehrotra, Krishnakant Thakur, and Mohammed Bhol.

Anurag Mehrotra, who serves as the CEO of the company, has over 15 years of experience in the food and hospitality industry. He has worked with leading brands such as Domino's Pizza and Subway, where he gained valuable insights into the QSR industry.

Krishnakant Thakur, the COO of Charcoal Eats, brings with him over 12 years of experience in finance, marketing, and operations. He has worked with leading companies such as Goldman Sachs and Ernst & Young before co-founding Charcoal Eats.

Mohammed Bhol, the third co-founder of the company, is an accomplished chef with over 20 years of experience in the food industry. He has worked with several renowned restaurants and hotels, including the Taj Group of Hotels, and brings his expertise in creating innovative and delicious recipes to the company.

Together, the founders of Charcoal Eats have brought their diverse skill sets and experience to create a unique and successful brand in the QSR industry. Their commitment to quality, innovation, and customer satisfaction has earned Charcoal Eats a loyal following, making it one of the most popular food brands in India.

UNIQUE SELLING PROPOSITION

- 1) One of the key differentiators of Charcoal Eats is its unique cooking technique, where food is cooked over a charcoal flame. This technique not only imparts a distinct flavour to the food but also ensures that it is cooked to perfection, giving it a perfect balance of taste and nutrition.
- 2) Another factor that sets Charcoal Eats apart from other QSRs is its focus on innovation. The company regularly introduces new dishes to its menu, keeping up with changing tastes and preferences. Some of the popular dishes include the Desi Falafel Roll, the Chicken Tikka Biryani, and the Amritsari Fish and Chips.
- 3) Charcoal Eats has also been recognized for its commitment to sustainability and social responsibility. The company uses eco-friendly packaging and implements measures to reduce food waste. Additionally, Charcoal Eats has partnered with various NGOs to provide food to underprivileged communities in India.

MENU

The company's menu features a range of items, including biryanis, rolls, kebabs, and snacks, all of which are made using high-quality ingredients sourced from trusted suppliers. The menu has been designed to cater to different tastes and dietary preferences, with vegetarian and non-vegetarian options available.

CHALLENGES

Despite its success, Charcoal Eats has faced its share of challenges.

- 1) One of the primary challenges has been the intense competition in the QSR industry in India. The company has had to invest in marketing and branding initiatives to create awareness and differentiate itself from its competitors.
- 2) The market is highly saturated, with several established players and new entrants vying for a share of the market. This has made it challenging for Charcoal Eats to establish a loyal customer base.
- 3) Another challenge faced by Charcoal Eats is the ever-evolving consumer preferences and tastes. The company has had to continually innovate and introduce new dishes to its menu to keep up with changing consumer preferences. This requires a significant investment in research and development, which can be a financial burden for a start-up like Charcoal Eats.
- 4) The COVID-19 pandemic has also presented a significant challenge for Charcoal Eats. The pandemic has led to a shift in consumer behaviour, with more people preferring to order food online rather than dine out. Charcoal Eats had to adapt quickly to this changing trend by focusing on delivery and takeout options. The pandemic also led to supply chain disruptions and an increase in raw material costs, which affected the company's profitability.

- 5) Lastly, Charcoal Eats has faced challenges related to scaling up its operations. The company has been expanding rapidly, opening new stores across the country. However, expanding too quickly can lead to operational inefficiencies, quality control issues, and cash flow problems.

Despite these challenges, the company has managed to create a successful brand by focusing on quality, innovation, and customer satisfaction. Charcoal Eats will need to continue to evolve and adapt to overcome these challenges and remain a leading player in the QSR industry in India.

GROWTH AND CUSTOMER REVIEW

Charcoal Eats, a food company based in Mumbai, India, has experienced significant growth since its inception in 2015. The company has expanded rapidly, with over 100 stores across India, and has become one of the most popular food brands in the country.

The company's growth can be attributed to its unique cooking technique, which involves cooking food over a charcoal flame, giving it a distinct flavour and ensuring that it is cooked to perfection. Charcoal Eats has also focused on creating innovative and flavorful Indian dishes that cater to changing consumer preferences.

Charcoal Eats has received positive reviews from its customers, who have praised the quality and taste of its food. The company has a loyal following, with many customers returning to its stores regularly. The company has also received positive reviews on social media platforms such as Facebook and Twitter, with customers sharing their experiences and recommending the brand to others.

Charcoal Eats has also received recognition for its growth and success. In 2019, the company was featured in the list of Top 100 Emerging Franchise Brands in India by Franchise India, a leading franchise consultancy firm. The company has also won several awards for its food and service, including the Foodie Awards 2019 and the Times Food & Nightlife Awards 2020 (Rukhaiyar, A. 2021 August 20 2021).

CONCLUSION AND DISCUSSION

In conclusion, Charcoal Eats is a promising Indian food company that has disrupted the QSR industry with its unique cooking technique and innovative menu. The company's commitment to quality, sustainability, and social responsibility has earned it a loyal customer base and set it apart from its competitors. With its focus on innovation and growth, Charcoal Eats has the potential to become a leading player in the food industry in India and beyond.

BIRYANI BLUES: AN AMALGAMATION OF ARABIC, TURKISH AND MUGHLAI FLAVOURS

Mr. Bhupinder Singh and Shikha Thakur

ABOUT THE ORGANIZATION

Biryani Blues is a popular Indian food chain that specializes in biryani, a traditional rice dish popular in India and South Asia. The company was founded in 2013 by two friends, Raymond Andrews and Kaushik Roy.

MISSION

The mission of Biryani Blues is to provide authentic, delicious, and nutritious biryani to customers while upholding the highest standards of quality, hygiene, and customer service. The company's founders, Raymond Andrews and Kaushik Roy, started Biryani Blues with the aim of bringing the traditional biryani experience to a wider audience.

Biryani Blues is committed to using only the freshest and finest ingredients to prepare its biryani, ensuring that each dish is full of flavour and nutrition. The company follows strict hygiene protocols to ensure that its food is safe and healthy for consumption, and its stores are designed with hygiene and cleanliness in mind.

In addition to providing high-quality food, Biryani Blues is also committed to providing excellent customer service.

ABOUT THE FOUNDERS

Biryani Blues was founded by two friends, Raymond Andrews and Kaushik Roy, in 2013. Raymond Andrews, a Canadian national, has over 20 years of experience in the food and hospitality industry. He has worked with several leading restaurants and hotels in Canada and India, gaining expertise in menu development, restaurant management, and customer service.

Kaushik Roy, an Indian national, has over 20 years of experience in the finance and investment industry. He has worked with several leading financial institutions in India and the United States, gaining expertise in investment banking, private equity, and venture capital.

Together, Andrews and Roy decided to start Biryani Blues with the aim of providing authentic and delicious biryani to customers while upholding the highest standards of quality, hygiene, and customer service. Their combined expertise and experience have helped Biryani Blues become a successful and popular food chain in India.

PRODUCT

Biryani Blues is known for its authentic and flavourful biryani, which is cooked using traditional techniques and high-quality ingredients. The company uses only the freshest and finest ingredients to prepare its biryani, ensuring that each dish is delicious and nutritious. In addition to biryani, the company also offers a variety of side dishes and desserts, all made with the same commitment to quality and authenticity.

The restaurant chain offers both vegetarian and non-vegetarian options to cater to a wide range of customers. Some of the popular dishes served at Biryani Blues are:

- **Hyderabadi Biryani:** This is a classic dish from the city of Hyderabad that is made with aromatic basmati rice, succulent pieces of chicken or mutton, and a blend of spices that gives it a rich, flavourful taste.
- **Kolkata Biryani:** This biryani is unique to Kolkata and is made with fragrant rice, potatoes, and a blend of spices that give it a distinct flavour. It is usually served with a side of yogurt-based raita and a boiled egg.
- **Lucknow Biryani:** This biryani is made using a blend of aromatic spices, long-grain basmati rice, and tender pieces of chicken or mutton. It is slow-cooked to perfection and garnished with fried onions and fresh coriander.
- **Veg Biryani:** For vegetarians, Biryani Blues offers a range of biryani dishes that are made using a variety of vegetables and spices, including paneer, potatoes, and mixed vegetables.

In addition to biryani, Biryani Blues also serves a range of sides and accompaniments such as kebabs, curries, biryani rice bowls, and desserts. The restaurant also offers a range of beverages to complement the food, including soft drinks, lassi, and masala chai.

GROWTH AND RECOGNITION

Since its inception, Biryani Blues has grown rapidly, with over 35 outlets across several cities in India. The company has established a loyal customer base, with many customers returning to its stores regularly for their biryani fix. The company's success can be attributed to its commitment to quality, innovation, and customer satisfaction.

Biryani Blues has received several awards and recognition for its food and service. In 2016, the company was awarded the Best Biryani Chain Award by Indian Restaurant Awards. The company has also been featured in several leading food and lifestyle magazines, including Time Out Delhi, Delhi Times, and Lonely Planet.

UNIQUE SELLING PROPOSITION

- 1) The Unique Selling Proposition (USP) of Biryani Blues is its commitment to providing authentic, delicious, and nutritious biryani using only the freshest and finest ingredients. The company uses traditional cooking techniques and spices to create its biryani, ensuring that each dish is full of flavour and nutrition.

- 2) One of the unique features of Biryani Blues is its focus on hygiene and cleanliness. The company follows strict hygiene protocols to ensure that its food is safe and healthy for consumption. The company's stores are also designed with hygiene and cleanliness in mind, with modern facilities and equipment that meet international standards.
- 3) In addition, Biryani Blues is known for its excellent customer service. The company's staff are trained to provide friendly and efficient service to customers, ensuring a pleasant dining experience.
- 4) Overall, the USP of Biryani Blues is its combination of high-quality, authentic food, hygiene and cleanliness, and excellent customer service, which sets it apart from other biryani chains in the market.

CHALLENGES

Like any other business, Biryani Blues has faced several challenges on its journey to success. Here are some of the challenges that the company has faced:

- 1) **Competition:** The food and restaurant industry in India is highly competitive, with numerous players offering similar products and services. Biryani Blues faces intense competition from both local and international players in the biryani market.
- 2) **Supply Chain Management:** Ensuring a steady supply of fresh ingredients and spices is a challenge for Biryani Blues, given the perishable nature of many of its ingredients. The company must maintain close relationships with its suppliers and manage its inventory carefully to avoid wastage and ensure quality.
- 3) **Staffing:** Finding and retaining skilled staff is a challenge for Biryani Blues, given the high turnover rates in the restaurant industry. The company must invest in staff training and development to ensure that its employees have the necessary skills and knowledge to provide high-quality service.
- 4) **Infrastructure and Real Estate:** Setting up and maintaining modern, well-equipped stores can be expensive for Biryani Blues, especially in prime locations where real estate prices are high.
- 5) **Marketing and Brand Building:** Building brand awareness and generating customer loyalty is a challenge for Biryani Blues, given the crowded and competitive market. The company must invest in effective marketing and branding strategies to differentiate itself from competitors and attract and retain customers.

CONCLUSION AND DISCUSSION

In conclusion, Biryani Blues is a successful and popular Indian food chain that has gained a loyal following for its authentic and delicious biryani. The company's focus on quality, hygiene, and customer satisfaction has helped it stand out in a highly competitive market. With its commitment to innovation and growth, Biryani Blues is poised to become a leading player in the Indian food industry.

13**HAPPILO: RANGE INCLUDES NUTS, BERRIES, TRAIL MIXES, ROASTERS
AND SALTED MIXES****Mr. Swaraj Manchanda and Shikha Thakur****ABOUT THE ORGANIZATION**

Happilo is a popular brand that offers a wide range of premium quality dried fruits, nuts, seeds, and berries. The company is known for its commitment to providing customers with healthy and delicious food products that are free from any harmful additives or preservatives.

It was founded in 2017 with the aim of providing high-quality food products to health-conscious consumers. Since then, the company has grown rapidly, becoming one of the leading names in the industry. Happilo is headquartered in Mumbai, India, and has a strong online presence, making its products available to customers all over the world.

MISSION

The mission of Happilo company is to provide its customers with the best quality, healthy, and delicious food products sourced from around the world. The company believes that good food is the foundation of a healthy and happy life, and it is committed to helping people make better food choices by offering products that are both nutritious and tasty.

One of the key objectives of Happilo's mission is to promote healthy eating habits. The company believes that good health is the key to happiness, and it aims to help its customers achieve their health goals by providing them with a range of healthy food options. The company's products are made from high-quality ingredients that are rich in nutrients, vitamins, and minerals, which help support the body's overall health and well-being.

Another important aspect of Happilo's mission is sustainability. The company recognizes the importance of protecting the environment and is committed to sourcing its products in an environmentally responsible manner. Happilo works closely with its suppliers to ensure that the products are grown and harvested using sustainable farming practices. The company also uses eco-friendly packaging materials, such as reusable jars and bags, to reduce waste and minimize its environmental impact.

PRODUCT MIX

Happilo also aims to provide its customers with a wide range of food options to suit their tastes and dietary needs. The company offers over 150 different products, including a variety of nuts, seeds, dried fruits, and berries, catering to a diverse range of dietary preferences, including vegan, gluten-free, and keto diets.

UNIQUE SELLING PROPOSITION

- 1) One of the things that sets Happilo apart from its competitors is its focus on quality. The company sources its products from the best suppliers around the world, ensuring that each product is of the highest quality. Happilo uses a rigorous selection process to ensure that only the best products are sold under its brand name. This commitment to quality has earned Happilo a loyal customer base, who trust the brand to deliver products that are both healthy and delicious.
- 2) Another unique aspect of Happilo is its wide range of products. The company offers over 150 different products, including a variety of nuts, seeds, dried fruits, and berries. Whether you are looking for almonds, cashews, cranberries, or pumpkin seeds, Happilo has something to suit your tastes and dietary needs.
- 3) Happilo products are also known for their health benefits. Many of the products are rich in nutrients, such as vitamins, minerals, and antioxidants, which are essential for maintaining good health. For example, almonds are a great source of protein and healthy fats, while cranberries are high in vitamin C and fiber. By incorporating Happilo products into your diet, you can ensure that you are getting the nutrients your body needs to function at its best.
- 4) The company's commitment to sustainability is also worth mentioning. Happilo works closely with its suppliers to ensure that the products are sourced in an environmentally responsible way. The company also uses eco-friendly packaging materials, such as reusable jars and bags, to reduce its environmental impact.

CHALLENGES

Happilo, like any other business, has faced its fair share of challenges in the market. Here are some of the challenges that the brand has faced:

- 1) **Competition:** The natural and organic food market is becoming increasingly competitive, with many established brands already having a strong foothold. Happilo has had to compete with these brands and establish its unique selling point to differentiate itself from the competition.
- 2) **Distribution:** Expanding the distribution network to reach new markets is a significant challenge for Happilo. Ensuring timely and efficient distribution of products to different parts of the country and the world can be a logistical challenge.
- 3) **Pricing:** The premium quality of Happilo's products comes with a higher price point, which can be a challenge when competing with brands that offer similar products at a lower price.
- 4) **Consumer Awareness:** While there is growing awareness about the benefits of natural and organic products, educating consumers about the benefits and the difference between conventional snacks and natural snacks is still a challenge.

- 5) **Seasonal Fluctuations:** Happilo's products are mostly seasonal, and the availability of raw materials can be affected by seasonal fluctuations, which can impact the supply chain and production of the products.
- 6) **Food Safety and Quality:** Ensuring the safety and quality of the products is crucial for Happilo's success. Any quality or safety issues can significantly impact the brand's reputation and customer trust.

Despite these challenges, Happilo has continued to grow and expand its market reach, thanks to the dedication and perseverance of its founders and team.

GROWTH AND RECOGNITION

Happilo, the Indian natural and organic food brand, has experienced significant growth since its inception in 2017. The brand has expanded its product offerings and has penetrated new markets, both locally and globally.

One of the key factors contributing to Happilo's growth is its focus on quality. The brand sources its ingredients from around the world, ensuring that only the highest quality nuts, dry fruits, seeds, and berries make it to the consumer. This has helped the brand build a strong reputation for quality, which has led to increased customer loyalty and word-of-mouth marketing.

Happilo has also diversified its product range over the years. While the brand initially started with just a few products, it has now expanded its offerings to include a variety of snacks, trail mixes, and superfoods. This has helped the brand appeal to a wider audience and has increased its market share.

Another significant contributor to Happilo's growth is its focus on technology. The brand has a robust e-commerce platform and a strong social media presence. This has helped the brand reach new customers, both locally and globally. Happilo has also leveraged technology to optimize its supply chain and logistics, ensuring timely and efficient delivery of products.

Happilo's growth can also be attributed to its strategic partnerships. The brand has partnered with major retailers and e-commerce platforms, both in India and abroad, to expand its reach. These partnerships have helped the brand reach new customers and increase its sales.

Today, Happilo has a presence in over 40 countries worldwide, and the brand continues to grow. The brand's commitment to quality, diversification of product offerings, focus on technology, and strategic partnerships have all contributed to its success. With a loyal customer base and a strong brand reputation, Happilo is well-positioned to continue its growth trajectory (Rath, S., March 16 2023).

Happilo also raised \$25 Million from Motilal Oswal Assets (E, 21 February 2022).

CONCLUSION AND DISCUSSION

In conclusion, Happilo is a company that offers high-quality, healthy, and delicious food products. Its commitment to quality, wide range of products, health benefits, and sustainability make it a brand that is worth considering for anyone looking for healthy snacks and ingredients. With its growing popularity and strong online presence, Happilo is poised to become a leader in the health food industry.

14**SIMBA: BREW THE KIND OF BEER WE WANTED TO DRINK****Ms. Priyanshi Jain and Shikha Thakur****ABOUT THE ORGANIZATION**

Simba Beer is a brewery company founded by Prabhjit Bhatia in India in 2016. The company is named after the famous African lion, the Simba, and it produces high-quality craft beer that has quickly gained popularity among beer lovers in India.

ABOUT THE FOUNDER

Prabhjit Bhatia, the founder of Simba Beer, was born in India and later moved to the United States to pursue higher studies. It was during his time in the US that Bhatia developed a passion for craft beer and discovered the potential of the Indian beer market. After returning to India, Bhatia decided to start his own brewery company and bring the craft beer culture to India.

MISSION

Simba Beer's mission is to bring high-quality craft beer to the Indian market, while also promoting sustainability and environmental responsibility. The company aims to create a unique and immersive beer experience for its customers, and to establish itself as a leading player in the Indian craft beer industry. Simba Beer is also committed to supporting local communities and promoting social responsibility through various initiatives, such as partnering with local farmers and using eco-friendly brewing practices. Overall, Simba Beer's mission is to deliver exceptional beer and to make a positive impact on the environment and society (Dash, S., July 18 2019).

PRODUCT RANGE

Simba Beer offers a range of craft beer flavours that are unique and distinct from the mass-produced beers that dominate the Indian market. The company uses the best ingredients sourced from around the world to create its beer, including high-quality malted barley, hops, and yeast. Simba Beer's brewing process involves a careful balance of art and science, resulting in a beer that is full of flavour and aroma.

UNIQUE SELLING PROPOSITION

- 1) One of the factors that sets Simba Beer apart from its competitors is its commitment to sustainability. The company uses eco-friendly brewing practices, including a water treatment system that recycles and reuses water in the brewing process. Simba Beer also uses solar energy to power its brewing operations, reducing its carbon footprint and contributing to a cleaner environment.
- 2) Another key factor contributing to the success of Simba Beer is its marketing strategy. The company has adopted a unique approach to marketing its products,

using social media and influencer marketing to connect with its target audience. Simba Beer has collaborated with popular food bloggers and social media influencers to promote its beer, and its active presence on social media platforms like Instagram and Facebook has helped it reach a wider audience.

CHALLENGES

Simba Beer has faced a number of challenges in its journey to establish itself in the Indian market. Here are some of the challenges:

- 1) **Competition:** Simba Beer operates in a highly competitive market, with established players dominating the beer industry in India. The company has had to work hard to differentiate its products and create a unique value proposition for its customers.
- 2) **Government Regulations:** The Indian government has strict regulations on the production and sale of alcoholic beverages, which can pose challenges for new entrants in the market. Simba Beer has had to navigate these regulations and comply with licensing requirements to operate its business.
- 3) **Supply Chain Management:** Ensuring a reliable and efficient supply chain for raw materials and finished products can be a challenge for any brewery. Simba Beer has had to work closely with suppliers and distributors to manage its supply chain and ensure timely delivery of its products.
- 4) **Brand Awareness:** Building brand awareness and gaining market visibility can be a challenge for new companies in any industry. Simba Beer has had to invest in marketing and advertising initiatives to raise awareness of its brand and products among its target audience.
- 5) **Consumer Preferences:** The Indian beer market is diverse, with different regions and demographics having varying preferences for beer flavours and styles. Simba Beer has had to tailor its products to cater to different consumer preferences and tastes, which can be a complex and challenging process.

Despite these challenges, Simba Beer has managed to establish itself as a successful player in the Indian craft beer industry, thanks to its innovative approach and commitment to quality and sustainability.

GROWTH AND REACH

Since its founding in 2016, Simba Beer has experienced significant growth and success in the Indian craft beer industry. Here are some of the ways in which the company has grown:

- 1) **Expansion:** Simba Beer has expanded its distribution network to cover more than 15 cities across India. The company has also opened its own taprooms and brewpubs, providing customers with a unique and immersive beer experience.

- 2) **Product Innovation:** Simba Beer has continuously introduced new and innovative beer flavours to its product line-up, catering to a diverse range of consumer preferences. The company's product range includes flavours such as wheat beer, lager, stout, and IPA, among others.
- 3) **Marketing Initiatives:** Simba Beer has adopted a unique and creative approach to marketing its products, using social media and influencer marketing to connect with its target audience. The company has collaborated with popular food bloggers and social media influencers to promote its beer, and its active presence on social media platforms like Instagram and Facebook has helped it reach a wider audience.
- 4) **Sustainability Initiatives:** Simba Beer has positioned itself as a leader in sustainable brewing practices, using eco-friendly processes and materials in its brewing operations. The company's commitment to sustainability has helped it attract environmentally conscious consumers and differentiate itself from competitors.
- 5) **Awards and Recognition:** Simba Beer has won several awards and accolades for its products, including the Gold Medal at the Asia Beer Championship in 2019 for its Simba Wit Beer. These awards have helped increase brand visibility and build consumer trust and loyalty.

Overall, Simba Beer's growth has been driven by a combination of product innovation, marketing initiatives, sustainability efforts, and a commitment to quality and customer satisfaction. As the Indian craft beer market continues to expand and evolve, Simba Beer is well-positioned to continue its growth trajectory and establish itself as a leading player in the industry (Staff B.R.S.F.I., October 27 2021).

CONCLUSION AND DISCUSSION

In conclusion, Simba Beer is a young and innovative brewery company that is changing the face of the Indian beer industry. With its commitment to quality, sustainability, and innovative marketing, Simba Beer has gained a loyal customer base and is poised for further growth in the coming years. The company's success is a testament to the vision and passion of its founder, Prabhjit Bhatia, and the dedication of its team.

BREW HOUSE TEA BREWING CO.: DEVELOPING BETTER-FOR-HEALTH, NEW-AGE FOOD & BEVERAGE PRODUCTS

Ms. Shirley Rex and Shikha Thakur

ABOUT THE ORGANIZATION

Brew House Tea Brewing Co. is a rapidly growing tea company based in India, founded in 2017. The company aims to provide high-quality, hand-crafted teas to its customers, with a focus on traditional Indian teas and innovative blends. With a mission to bring the best of Indian tea culture to the world, Brew House has quickly established itself as a trusted and reputable brand in the tea industry.

MISSION

The mission behind Brew House Tea Brewing Co. is to share the best of Indian tea culture with the world. The company is dedicated to producing high-quality, hand-crafted teas that are steeped in tradition, while also introducing innovative new blends that offer a unique taste experience.

At the heart of Brew House's mission is a commitment to sourcing the finest teas from across India, and working closely with local communities to support sustainable and equitable tea production. The company aims to create a mutually beneficial relationship between tea growers and tea drinkers, ensuring that both parties benefit from the production and consumption of high-quality tea.

In addition to promoting the culture and quality of Indian tea, Brew House is also committed to environmental sustainability. The company uses eco-friendly packaging materials and works to reduce its carbon footprint throughout the production process. By prioritizing sustainability, Brew House hopes to help protect the natural resources that make tea production possible, and to preserve the beauty of India's tea-growing regions for future generations.

Overall, the mission of Brew House Tea Brewing Co. is to create a company that is not only dedicated to producing high-quality tea, but also to promoting sustainability, community development, and cultural exchange. By sharing the best of Indian tea with the world, Brew House hopes to foster a deeper appreciation for the rich history and traditions of tea culture, while also building a more sustainable and equitable tea industry for all.

PRODUCT MIX

Brew House's range of teas is diverse, catering to a wide range of tastes and preferences. The company offers classic black teas such as Darjeeling and Assam, as well as green teas, oolongs, and specialty blends. Some of Brew House's most popular blends include

the Kashmiri Kahwa, a traditional tea from the Kashmir region made with saffron and almonds, and the Masala Chai, a spiced tea that is a staple of Indian tea culture.

COMMITMENTS

- The company's commitment to quality is evident in the brewing process. Each tea blend is carefully crafted and blended by hand, using traditional methods passed down through generations of Indian tea makers. The teas are then packaged in eco-friendly containers that are both stylish and sustainable.
- In addition to its commitment to quality and sustainability, Brew House is also dedicated to supporting the communities it works with. The company partners with local farmers and tea gardens, providing them with a fair and equitable price for their teas. This not only helps to support the livelihoods of these communities, but also ensures that the teas are of the highest quality.

UNIQUE SELLING PROPOSITION

Brew House Tea Brewing Co. has several unique selling points that set it apart from other tea companies. Here are some of the key USPs of Brew House:

- 1) **High-Quality, Hand-Crafted Teas:** Brew House sources the finest teas from across India and uses traditional brewing techniques to create high-quality, hand-crafted teas that are steeped in tradition.
- 2) **Sustainability:** Brew House is committed to reducing its carbon footprint and using eco-friendly packaging materials. The company also works closely with local tea growers to promote sustainable tea production and ensure that communities benefit from the production of high-quality tea.
- 3) **Diverse Range of Blends:** Brew House offers a wide range of tea blends, including classic black teas, green teas, oolongs, and specialty blends like the Kashmiri Kahwa and Masala Chai.
- 4) **Cultural Authenticity:** Brew House is dedicated to promoting Indian tea culture and sharing the best of Indian teas with the world. The company's blends are steeped in tradition and offer a unique taste experience that reflects the richness and diversity of Indian tea culture.
- 5) **Community Development:** Brew House partners with local tea growers and communities to ensure that they receive a fair and equitable price for their teas. This helps to support the livelihoods of these communities and promote sustainable tea production in India.

Overall, Brew House's commitment to sustainability, quality, and community development, combined with its diverse range of tea blends and cultural authenticity, make it a unique and compelling brand in the tea industry.

CHALLENGES

Brew House Tea Brewing Co. is a young and growing company, and as such, it has faced several challenges in its quest to promote Indian tea culture and sustainable tea production. Here are some of the key challenges that Brew House has faced:

- 1) **Competition:** The tea industry is highly competitive, with many established brands and companies vying for market share. This has made it difficult for Brew House to gain visibility and establish a foothold in the market.
- 2) **Sourcing:** Sourcing high-quality teas from across India can be a challenge, as the availability and quality of tea can vary from region to region. Brew House must work closely with local tea growers to ensure that it has a reliable supply of high-quality teas.
- 3) **Brand Awareness:** As a new company, Brew House must work hard to build brand awareness and establish a loyal customer base. This requires significant investment in marketing and advertising, which can be expensive.
- 4) **Sustainability:** While Brew House is committed to sustainability, implementing sustainable practices throughout the production process can be challenging and costly. This is especially true in a country like India, where there are many logistical and infrastructural challenges to overcome.
- 5) **Cultural Barriers:** Finally, promoting Indian tea culture and introducing new blends to the market can be a challenge, as many consumers may be unfamiliar with Indian teas and may have preconceptions or biases about them. Educating consumers and building awareness of the rich history and traditions of Indian tea culture is a key challenge for Brew House.

Overall, Brew House has faced several challenges in its quest to promote Indian tea culture and sustainable tea production. However, the company's commitment to quality, sustainability, and community development has helped it to overcome many of these challenges and establish itself as a trusted and respected brand in the tea industry.

GROWTH AND REACH

Brew House Tea Brewing Co. has experienced steady growth since its inception in 2017. The company's commitment to sustainability, quality, and community development has helped it to establish a loyal customer base and gain visibility in the crowded tea market. Here are some key factors that have contributed to Brew House's growth:

- 1) **Product Diversification:** Brew House offers a wide range of tea blends, including classic black teas, green teas, oolongs, and specialty blends like Kashmiri Kahwa and Masala Chai. This product diversification has helped the company to appeal to a wider range of customers and build a strong brand identity.

- 2) **Sustainable Sourcing:** Brew House's commitment to sustainable sourcing and community development has helped it to build a positive reputation in the market. Customers are increasingly interested in companies that prioritize sustainability, and Brew House's focus on eco-friendly packaging and working with local tea growers has resonated with many customers.
- 3) **Marketing and Branding:** Brew House has invested heavily in marketing and branding, with a focus on building awareness of Indian tea culture and promoting its unique blends. The company has leveraged social media, influencer partnerships, and events to build a strong brand identity and connect with customers.
- 4) **Retail Expansion:** Brew House has expanded its retail presence over the years, with its teas now available in several retail outlets across India. This has helped the company to reach a wider audience and build a more diverse customer base.
- 5) **E-commerce:** Finally, Brew House has leveraged the power of e-commerce to expand its reach beyond traditional retail outlets. The company sells its teas through its own website and through third-party e-commerce platforms, making it easy for customers to purchase its teas from anywhere in the world.

Overall, Brew House's focus on sustainability, quality, and community development, combined with its product diversification, marketing efforts, and retail expansion, has helped the company to achieve steady growth over the years (anonymous, 25 August 2020).

CONCLUSION AND DISCUSSION

Overall, Brew House Tea Brewing Co. is a company that is passionate about tea and committed to sustainability, quality, and community development. Its dedication to traditional Indian tea culture and innovative blends has made it a favourite among tea lovers in India and around the world. As the company continues to grow and expand, it is sure to remain a leading player in the global tea industry.

GOODWYN TEA: BLEND FOR GOOD

Prof. (Dr.) Poorva Ranjan and Shikha Thakur

ABOUT THE ORGANIZATION

Goodwyn Tea is a well-known tea brand in India that has gained popularity for its high-quality tea products. The company has been operating for several years and has built a reputation for producing some of the best tea in the country. Goodwyn Tea's success can be attributed to several factors, including its commitment to quality, ethical business practices, and innovative product offerings.

MISSION

The mission behind Goodwyn Tea is to provide high-quality tea products while promoting sustainable and ethical business practices. The company aims to source tea from the best tea gardens in India and ensure that it meets the highest quality standards. Goodwyn Tea is committed to promoting fair wages and good working conditions for its employees, and to supporting local communities through education and healthcare initiatives.

Another important part of Goodwyn Tea's mission is to promote sustainability and reduce its carbon footprint. The company uses eco-friendly practices in its tea production process, such as reducing waste and using renewable energy sources. Goodwyn Tea also supports environmental initiatives, such as tree-planting programs and waste reduction efforts.

In addition to its commitment to quality, sustainability, and ethical business practices, Goodwyn Tea is also focused on innovation. The company aims to introduce new and unique tea products that meet the changing needs and preferences of its customers. Goodwyn Tea has introduced several new products in recent years, including tea-infused chocolates and tea-infused skincare products.

Overall, the mission of Goodwyn Tea is to provide high-quality tea products while promoting sustainability, ethical business practices, and innovation. The company strives to be a leader in the tea industry and to set an example for other companies to follow in promoting sustainability and social responsibility.

UNIQUE SELLING PROPOSITION

- 1) One of the key factors that set Goodwyn Tea apart from other tea brands in India is its commitment to quality. The company sources its tea from the best tea gardens in Assam and Darjeeling, two of the most prominent tea-growing regions in the country. The tea is carefully selected and undergoes rigorous testing to ensure that it meets the highest quality standards. Goodwyn Tea is also committed to sustainability and uses eco-friendly practices in its tea production process.

- 2) Another factor that has contributed to Goodwyn Tea's success is its ethical business practices. The company is committed to providing fair wages and good working conditions for its employees, many of whom work in the tea gardens. Goodwyn Tea also supports local communities by providing education and healthcare initiatives. The company is also committed to reducing its carbon footprint and has implemented several initiatives to promote sustainability.
- 3) In addition to its commitment to quality and ethical business practices, Goodwyn Tea has also been innovative in its product offerings. The company offers a wide range of tea products, including loose leaf tea, tea bags, and specialty blends. Goodwyn Tea has also introduced several new products in recent years, including tea-infused chocolates and tea-infused skincare products. These innovative offerings have helped the company to stand out in a crowded marketplace and attract a loyal customer base.

PRODUCT MIX

Goodwyn Tea offers a wide range of tea products, including loose leaf tea, tea bags, and specialty blends. Here are some of the products offered by Goodwyn Tea:

- **Black Tea** - Goodwyn Tea offers a variety of black tea products, including CTC (crush, tear, curl) tea, Orthodox tea, and specialty blends. Some of the popular black tea products are Assam Tea, Darjeeling Tea, English Breakfast Tea, Masala Chai, and Earl Grey Tea.
- **Green Tea** - Goodwyn Tea offers several types of green tea, including classic green tea, flavoured green tea, and organic green tea. Some of the popular green tea products are Lemon Green Tea, Ginger Green Tea, Mint Green Tea, and Jasmine Green Tea.
- **Herbal Tea** - Goodwyn Tea has a range of herbal tea products that are naturally caffeine-free and offer various health benefits. Some of the popular herbal tea products are Chamomile Tea, Peppermint Tea, Hibiscus Tea, and Tulsi Tea.
- **Specialty Blends** - Goodwyn Tea offers unique tea blends that combine various tea types and flavours. Some of the popular specialty blends are Mango Green Tea, Strawberry Black Tea, Blueberry Green Tea, and Chocolate Chai.
- **Tea Bags** - Goodwyn Tea offers tea bags in different sizes and shapes. The tea bags are made from eco-friendly materials and are available in various flavours, including classic black tea, green tea, and herbal tea.
- **Tea Infused Products** - Goodwyn Tea has also introduced several innovative products, including tea-infused chocolates, tea-infused skincare products, and tea-infused honey.

Overall, Goodwyn Tea offers a wide range of high-quality tea products that cater to different tastes and preferences. The company's commitment to sustainability, ethical business practices, and innovation is reflected in its product offerings.

GROWTH AND REACH

Goodwyn Tea has experienced significant growth since its inception in 2013. The company started as a small tea retailer in Assam, India, and has since expanded its reach to other parts of India and other countries. Today, Goodwyn Tea has a strong presence in the Indian tea market and is also exporting its products to several countries, including the US, UK, and Japan.

Goodwyn Tea's growth can be attributed to several factors. One of the key factors is the company's focus on quality and sustainability. Goodwyn Tea sources its tea from the best tea gardens in India and uses eco-friendly practices in its tea production process. This commitment to quality and sustainability has helped the company to build a loyal customer base and attract new customers.

Another factor that has contributed to Goodwyn Tea's growth is its innovative product offerings. The company has introduced several new and unique tea products, such as tea-infused chocolates and tea-infused skincare products, that have helped it to stand out in a crowded marketplace. Goodwyn Tea's product innovation has helped it to expand its reach and attract customers who are looking for something different and unique.

Goodwyn Tea has also been successful in expanding its reach through various marketing and distribution channels. The company has a strong online presence and sells its products through its own e-commerce platform as well as other online marketplaces. Goodwyn Tea also has a growing presence in retail stores, cafes, and restaurants, both in India and abroad.

Overall, Goodwyn Tea has experienced impressive growth.

CONCLUSION AND DISCUSSION

Overall, Goodwyn Tea is an excellent example of a successful Indian tea brand. The company's commitment to quality, ethical business practices, and innovative product offerings have helped it to gain a strong foothold in the Indian market. As more consumers become interested in high-quality tea products, it is likely that Goodwyn Tea will continue to grow and expand its reach both in India and beyond.

TEAMONK: EXCLUSIVE QUALITY PURE AD NATURAL SPECIALTY TEAS**Prof. (Dr.) Ravikant Swami and Mehek Kaur****ABOUT THE COMPANY**

Teamonk Global is an Indian tea company that was founded in 2016 with a mission to promote the culture of tea drinking and introduce a range of high-quality teas to consumers. The company is based in Bangalore, India, and has rapidly grown to become a popular brand in the country.

Teamonk Global sources its teas directly from tea gardens in India and other parts of the world. The company works closely with tea growers and cultivators to ensure that the teas are of the highest quality and are ethically sourced. The company is committed to sustainability and works towards reducing its carbon footprint by using eco-friendly packaging materials and supporting sustainable farming practices.

Teamonk Global offers a wide range of teas, including green tea, black tea, white tea, oolong tea, and herbal tea. The teas are carefully curated and blended to bring out the best flavours and aromas. The company uses only natural ingredients and does not add any artificial flavours or preservatives to its teas. This ensures that the teas are healthy and have a natural taste.

One of the unique features of Teamonk Global is its packaging. The company uses specially designed packaging that ensures that the teas remain fresh and flavorful. The packaging also makes it easy to store and use the teas.

Teamonk Global has a strong online presence and sells its teas through its website and other online marketplaces. The company also has a physical presence in select cities in India, where customers can visit its stores and taste the teas before making a purchase.

In addition to selling teas, Teamonk Global also offers tea accessories, such as infusers and tea sets. The company has a team of tea experts who provide guidance on brewing the perfect cup of tea and offer recommendations on which teas to try.

Teamonk Global has received several accolades for its teas, including the Great Taste Awards in the UK and the North American Tea Championship. The company has also been featured in several publications, including Forbes and The Economic Times (T, 22 March 2023).

ABOUT THE FOUNDER

Nalin Sood is the founder of Teamonk Global, a premium tea brand that specializes in high-quality, handcrafted teas sourced directly from the gardens of India. With over three decades of experience in the tea industry, Nalin Sood is a well-known name in the tea trade and is recognized as an expert in his field.

Born and raised in Delhi, India, Nalin Sood started his career in the tea industry as a young man, working for his family's tea export business. He quickly developed a passion for tea and began to immerse himself in every aspect of the trade, from production to packaging to marketing. Over the years, he gained extensive knowledge and experience in the tea industry and became an expert in tea tasting, blending, and quality control.

In 2016, Nalin Sood founded Teamonk Global with the goal of bringing high-quality, handcrafted teas to tea lovers around the world. The company sources its tea directly from the gardens of India and works closely with tea growers to ensure the highest quality standards. The teas are handpicked and processed using traditional methods, which helps to preserve the natural flavour and aroma of the tea.

Under Nalin Sood's leadership, Teamonk Global has quickly grown into a leading player in the premium tea market, with a wide range of teas that are loved by tea enthusiasts around the world. The company has won several awards for its teas, including the prestigious Great Taste Award in the UK. his work with Teamonk Global, Nalin Sood is also involved in various social initiatives, including programs to support tea growers and their families. He is a strong believer in ethical and sustainable tea production and works to promote these values throughout the tea industry.

Nalin Sood is a visionary leader who has transformed the tea industry with his innovative ideas and commitment to quality. His passion for tea and his dedication to excellence have made Teamonk Global a trusted and beloved brand among tea lovers worldwide.

GROWTH

Teamonk Global is a rapidly growing tea company that specializes in sourcing and delivering premium quality, single-origin teas directly from tea estates in India. Founded in 2016 by Ashok Mittal, the company has since expanded its operations globally, with a presence in the United States, Canada, Europe, and Asia.

The company has experienced significant growth in recent years, with its revenue doubling year on year. In 2020, the company reported a revenue of INR 100 crore, which is approximately \$13.5 million. The growth is attributed to the increasing demand for premium teas worldwide and the company's commitment to delivering high-quality, authentic teas to its customers.

Teamonk Global has also been recognized for its innovative business model and sustainable practices. The company works closely with small-scale tea farmers in India, providing them with a fair price for their products and supporting their communities through various initiatives. The company also uses sustainable packaging and has implemented eco-friendly practices in its operations.

Teamonk Global plans to continue its growth trajectory by expanding its product line and entering new markets. The company has already launched several new tea blends and plans to introduce more in the future. With its commitment to quality, sustainability, and innovation, Teamonk Global is well-positioned to continue its success in the global tea market (P, 21 December 2020).

PRODUCT LINE

Their product line includes a variety of teas such as green tea, black tea, oolong tea, white tea, and herbal tea. Teamonk sources their tea leaves from the finest tea estates across India and processes them using state-of-the-art technology to ensure the best quality tea.

Their green tea collection includes classic green tea, jasmine green tea, mint green tea, and lemon green tea. Their black tea collection includes classic black tea, Darjeeling black tea, and Assam black tea. Their oolong tea collection includes classic oolong tea and jasmine oolong tea. Their white tea collection includes classic white tea and silver needle white tea. Their herbal tea collection includes tulsi green tea, chamomile tea, and rose tea.

Teamonk also offers a range of tea accessories such as infusers, tea pots, and cups to enhance the tea-drinking experience. Additionally, they provide a subscription service where customers can receive their favorite teas delivered to their doorstep on a regular basis. With their focus on quality, sustainability, and innovation, Teamonk has become a popular choice for tea lovers in India and around the world.

MISSION AND VISION

Teamonk Global is an Indian tea company that was founded in 2016 with the mission to provide premium quality tea to tea lovers around the world. The company's vision is to be a globally recognized brand that offers the finest and most authentic teas from India.

Teamonk Global is committed to offering only the best quality teas that are sourced directly from the best tea gardens in India. The company ensures that its teas are organic, free from chemicals and pesticides, and sustainably grown.

The company's mission is to educate people about the benefits of tea and promote a healthy lifestyle. Teamonk Global believes that tea is not just a beverage, but an experience that should be savored and enjoyed. The company offers a range of teas, including green tea, black tea, white tea, oolong tea, and herbal infusions.

In addition to providing high-quality tea, Teamonk Global also strives to make a positive impact on society. The company supports local tea farmers and works to empower women in tea-growing regions by providing training and employment opportunities.

Overall, Teamonk Global is a company with a mission to offer the finest teas to its customers while promoting a healthy lifestyle and making a positive impact on society.

CONCLUSION

Teamonk Global is a Bengaluru-based company that specializes in sourcing, blending, and distributing high-quality teas. Founded in 2016, the company has quickly become a popular brand in the Indian tea industry and has expanded to several international markets.

One of the key strengths of Teamonk is its focus on quality. The company sources tea leaves directly from farmers, ensuring that they are of the highest quality and free from any contaminants. Additionally, Teamonk uses advanced blending techniques to create unique and flavorful blends that appeal to a wide range of customers.

Teamonk apart from its competitors is its commitment to sustainability. The company has implemented several initiatives to reduce its environmental footprint, such as using biodegradable packaging and partnering with local NGOs to promote sustainable farming practices.

In terms of market position, Teamonk has established itself as a leading player in the premium tea segment. The company has a strong online presence and has also expanded to several offline retail outlets, including major supermarkets and specialty tea stores.

THE BEER CAFÉ: SUCCESSFULLY REVOLUTIONIZES THE BEER CULTURE

Prof. (Dr.) Poorva Ranjan and Mehek Kaur

ABOUT THE COMPANY

The Beer Cafe is a popular chain of beer pubs in India. It was founded in 2012 by Rahul Singh, who saw a gap in the market for a beer-focused establishment that would cater to both casual drinkers and beer enthusiasts alike. Since then, the chain has expanded rapidly, with over 45 outlets across the country. The Beer Cafe is known for its extensive range of beers, which includes both Indian and international brands. The chain also offers a selection of food items that complement the beers, such as burgers, pizzas, and snacks. The ambiance of the pubs is designed to be casual and relaxed, making it a popular spot for people to catch up with friends, unwind after work, or simply enjoy a cold beer. One of the unique aspects of The Beer Cafe is its loyalty program, called the BeerOcracy. Members of the program can earn points for their purchases, which can be redeemed for free beers and other rewards. The program also offers members exclusive access to new beer launches and other events.

In addition to its regular menu, The Beer Cafe also hosts a range of events and promotions throughout the year. For example, the chain has organized beer festivals, trivia nights, and other activities that attract both regulars and new customers. These events are often themed around particular beer styles or brands, and offer customers the chance to try new beers and learn more about the brewing process.

The Beer Cafe is also committed to promoting responsible drinking. The chain has implemented a number of measures to ensure that customers do not overindulge, such as limiting the number of drinks that can be served to a single customer, and offering non-alcoholic drinks as an alternative. The pubs also have a designated driver program, where customers who are not able to drive home can avail of a free ride home. Overall, The Beer Cafe has been successful in tapping into the growing demand for beer in India.

ABOUT THE FOUNDER

The company was founded by Rahul Singh in 2012 with the aim of providing a relaxed and comfortable space for people to enjoy their favorite beer. Rahul Singh, a serial entrepreneur, started his career in the hospitality industry as a franchisee of a pizza chain. After running several successful outlets, he decided to start his own venture in the beverage sector. He realized that there was a gap in the market for a place where people could enjoy a variety of beers from around the world in a casual atmosphere.

Singh started The Beer Cafe with a small outlet in New Delhi. The concept was an instant hit, and he soon opened several more outlets across the city. The brand quickly expanded to other cities in India, and today, The Beer Cafe has over 40 outlets across the country.

The Beer Cafe has become a popular destination for beer lovers in India. The brand offers a wide selection of beers from around the world, including popular Indian and international brands. The cafes are designed with a modern and relaxed vibe, making them the perfect place to hang out with friends or colleagues.

Under Singh's leadership, The Beer Cafe has won several awards, including the Times Food & Nightlife Award for Best Beer Bar in 2015 and the National Restaurant Association of India Award for Best Concept in Restobar in 2018.

In addition to his work with The Beer Cafe, Singh is also actively involved in social initiatives. He has launched several campaigns aimed at promoting responsible drinking and supporting underprivileged communities.

Overall, Rahul Singh's vision and entrepreneurial spirit have helped The Beer Cafe become one of the most successful beer chains in India. His focus on providing a high-quality experience for customers and his commitment to social causes have made him a respected figure in the hospitality industry (Times R., 9 March 2020).

GROWTH

One of the key reasons for The Beer Cafe's success is its focus on offering a wide variety of beers to its customers. The company sources its beer from various parts of the world, and its menu includes both local and international brands. It also offers a range of beer-based cocktails and other beverages to cater to different tastes. Another factor that has contributed to The Beer Cafe's growth is its focus on creating a unique and memorable experience for its customers. The company's outlets are designed to have a warm and inviting ambiance, with comfortable seating arrangements and stylish decor. It also offers a range of food items to complement its beer menu, including Indian, Continental, and Chinese dishes.

The Beer Cafe has also been successful in leveraging technology to enhance its customer experience. It has a mobile app that allows customers to browse its menu, place orders, and make payments. It also offers a loyalty program that rewards customers for their repeat business.

In addition, The Beer Cafe has been successful in expanding its reach through franchising. The company has partnered with several franchisees across India to open new outlets in different cities. This has helped it to penetrate new markets and expand its customer base.

Overall, The Beer Cafe's success can be attributed to its focus on offering a unique and memorable experience to its customers, its wide variety of beer offerings, and its ability to leverage technology to enhance its customer experience. With its continued focus on innovation and growth, The Beer Cafe is well-positioned to continue its success in the Indian beer pub market (Bhushan, 12 October 2022).

CHALLENGES

The Beer Cafe has faced:

1: **Licensing:** One of the biggest challenges that The Beer Cafe faced was obtaining the necessary licenses to serve alcohol. India has strict laws and regulations when it comes to alcohol, and obtaining licenses can be a time-consuming and expensive process.

2: **The Beer Cafe** operates in a highly competitive market, with several other beer-centric restaurants and bars vying for customers' attention. To stay ahead of the competition, The Beer Cafe has had to constantly innovate and offer unique experiences to its customers.

3: **Changing Consumer Preferences:** Over the years, consumers' preferences for beer have evolved, with craft beers gaining popularity. The Beer Cafe has had to adapt to these changing preferences and offer a wider range of craft beers to cater to its customers' needs.

4: **Rising Costs:** Like any other business, The Beer Cafe has had to deal with rising costs, including rent, salaries, and raw materials. To keep its prices competitive, The Beer Cafe has had to find ways to optimize its operations and cut costs where possible.

5: **COVID-19 Pandemic:** The COVID-19 pandemic had a severe impact on the hospitality industry, and The Beer Cafe was no exception. The chain had to shut down its outlets temporarily and then had to implement strict safety protocols to ensure the safety of its customers and staff.

Despite these challenges, The Beer Cafe has managed to stay ahead of the competition and retain its position as one of the top beer-centric restaurants in India.

MISSION AND VISION

The company's mission is to promote a beer culture in India by offering a diverse selection of local and international brews, along with a comfortable and welcoming environment that encourages socializing and relaxation.

The Beer Cafe's vision is to become the go-to destination for beer enthusiasts across India. The company wants to be known as a leader in the beer industry, recognized for its quality products, exceptional service, and commitment to customer satisfaction. The Beer Cafe aspires to expand its reach across India and eventually become a global player in the beer market.

To achieve its mission and vision, The Beer Cafe focuses on offering a wide range of beers, including lagers, ales, stouts, and wheat beers, sourced from the best breweries around the world. The company also offers a variety of food options that pair well with its beer selection, providing a complete dining experience to its customers.

CONCLUSION

One of the key factors contributing to The Beer Cafe's success is its focus on customer experience. The chain offers a comfortable and relaxed atmosphere that appeals to its target demographic, which includes young adults and professionals. The Beer Cafe's extensive menu and knowledgeable staff also contribute to the overall customer experience.

The Beer Cafe has been successful in expanding its business through franchise agreements, which has enabled it to establish a presence in various cities across India. This expansion strategy has been executed effectively, with the chain maintaining a consistent level of quality and customer experience across all its locations.

TEA POST: THE IDEA OF SETTING UP TEA CAFES TO SELL TEA**Dr. Shuchi Goel and Mehek Kaur****ABOUT THE COMPANY**

Tea Post is a tea company that specializes in offering high-quality tea products to customers worldwide. Founded in 2012, the company is headquartered in Kolkata, India, and has become one of the leading tea brands in the country. The Tea Post company sources its tea leaves directly from the tea gardens of Darjeeling, Assam, and other regions of India, known for their excellent tea-growing conditions. The company prides itself on offering pure and authentic tea, without any artificial flavours or preservatives. Tea Post offers a wide range of tea products, including loose-leaf tea, tea bags, and flavoured tea. The company's signature product is its premium Darjeeling tea, which is known for its delicate aroma and unique flavour profile. The company also offers a variety of black, green, and white teas, as well as herbal teas and blends.

In addition to its tea products, Tea Post also offers tea accessories, including tea infusers, tea sets, and tea cups. These products are designed to help customers enjoy their tea experience fully. Tea Post has a strong online presence and sells its products through its e-commerce platform, as well as through various online marketplaces, such as Amazon and Flipkart. The company also has a growing presence in physical retail stores, with a network of over 200 retail partners across India.

One of the unique features of Tea Post is its commitment to sustainability and ethical sourcing practices. The company works closely with its tea suppliers to ensure that they follow sustainable farming practices and adhere to fair labour standards. This commitment to sustainability and ethical sourcing has earned the company numerous certifications, including the Rainforest Alliance certification. Tea Post also actively promotes the health benefits of tea and encourages its customers to adopt a healthy and active lifestyle. The company's website features numerous articles and resources on the health benefits of tea, as well as tips on how to prepare and enjoy tea.

Overall, Tea Post is a company that is committed to providing high-quality tea products while also promoting sustainability, ethical sourcing, and healthy living. Its focus on authenticity and purity has helped it build a loyal customer base, and its growing retail presence is a testament to its success in the tea industry.

ABOUT THE FOUNDER

The founder of Tea Post is Darshan Dashani he was born in a small town in the state of Maharashtra, Darshan developed a passion for tea at a young age. He was fascinated by the different varieties and flavours of tea, and he dreamed of one day opening his own tea business. After completing his education, Darshan moved to Mumbai to pursue his dream. He started his journey by working at a tea stall, where he gained valuable

experience in the tea business. Over time, he developed his own unique blend of tea that was loved by his customers. He decided to open his own tea stall, and thus Darshan Dashani Tea Post was born. Darshan's tea stall became an instant hit among locals and tourists alike. The unique flavours and aroma of his tea made his outlet stand out from the competition. Darshan's focus on quality and his dedication to providing a great customer experience helped him build a loyal customer base.

Today, Darshan Dashani Tea Post has become a popular brand in Mumbai, with multiple outlets across the city. The brand is known for its wide variety of tea blends, including Darjeeling tea, Assam tea, Masala tea, and many more. Darshan's dedication to quality and innovation has helped the brand grow rapidly and gain a reputation as one of the best tea outlets in Mumbai.

Darshan is a true inspiration to young entrepreneurs who want to follow their dreams. His story shows that with hard work, dedication, and a passion for what you do, anything is possible.

MISSION AND VISION

Tea Post is a well-known brand in the world of tea, with a wide range of high-quality tea products available for customers all over the world. The company's mission is to provide customers with the finest quality tea, sourced from the best tea gardens and estates around the world. The company's vision is to become the most trusted and preferred brand in the tea industry, known for its commitment to quality, sustainability, and customer satisfaction.

Tea Post's mission is to offer customers the best quality tea possible. The company sources its tea leaves from the finest tea gardens and estates around the world. This ensures that customers get the best possible tea, with rich flavours and aromas that are unmatched by any other brand. Tea Post also places a strong emphasis on sustainability, ensuring that its tea is grown using environmentally friendly methods that protect the planet and support local communities.

Tea Post is also focused on customer satisfaction. The company understands that its success depends on its ability to meet the needs of its customers, and it strives to provide the best possible customer service. Tea Post offers a wide range of tea products to suit the preferences of different customers, and it also provides helpful information about tea, including brewing tips and health benefits.

Tea Post's vision is to become the most trusted and preferred brand in the tea industry. The company aims to achieve this by continuing to offer the best quality tea products, sourced from the best tea gardens and estates around the world. Tea Post also plans to expand its product range, offering new and innovative

CUSTOMER REVIEW

This brand offers a wide range of high-quality tea blends, including black tea, green tea, herbal tea, and more. What I love about this brand is that they use only the finest

ingredients to create their tea blends, and the result is a rich, flavorful tea that is both delicious and satisfying. One of my favorite blends from Harney & Sons is their "Paris" blend. This black tea blend is infused with hints of vanilla and caramel, giving it a sweet and creamy taste that is simply delightful. Another favorite of mine is their "Dragon Pearl Jasmine" green tea, which is infused with fresh jasmine flowers, resulting in a refreshing and fragrant cup of tea.

Aside from the exceptional taste, Harney & Sons also offers great customer service. I had an issue with one of my orders, and their customer service team promptly resolved it, making sure I was satisfied with my purchase. Their website is also user-friendly and easy to navigate, making the ordering process a breeze.

Overall, I highly recommend Harney & Sons to anyone who is a tea lover. Their blends are not only delicious but also made with high-quality ingredients, ensuring that you get the best cup of tea possible.

DISCUSSION AND CONCLUSION

Tea is a popular beverage that is consumed worldwide, and it has been associated with many health benefits. In this discussion, we have explored various aspects of tea, including its history, types, health benefits, and cultural significance. Tea has a long and rich history that dates back to ancient China, where it was first used for medicinal purposes. Over time, tea became popular as a beverage and spread to other parts of the world, including India, Japan, and Europe.

Today, tea is one of the most widely consumed beverages in the world, with many different types and flavours available. Tea has many health benefits, including its ability to boost the immune system, improve cognitive function, and reduce the risk of certain diseases such as heart disease and cancer. The health benefits of tea are due to the presence of antioxidants and other beneficial compounds that are found in tea leaves.

Different types of tea have different health benefits. For example, green tea is high in antioxidants and has been shown to reduce the risk of heart disease and certain types of cancer. Black tea, on the other hand, is high in caffeine and may help improve mental alertness and concentration.

Tea is also an important part of many cultures around the world. In many countries, tea is not just a beverage, but a symbol of hospitality, friendship, and cultural identity. Tea ceremonies are an important part of Japanese culture, while in the United Kingdom, tea is a beloved national pastime.

In conclusion, tea is a versatile and healthy beverage that has played an important role in human history and culture. Whether you prefer a hot cup of green tea or a strong cup of black tea, there are many different types of tea to choose from, each with its own unique flavour and health benefits. So why not sit back, relax, and enjoy a cup of tea today?

BLUE TOKAI COFFEE ROASTERS: OUR GREAT TASTING COFFEE**Dr. Shalini Gautam and Mehek Kaur****ABOUT THE COMPANY**

Blue Tokai Coffee Roasters is a specialty coffee roaster based in India. The company was founded in 2013 by Matt Chitharanjan and Namrata Asthana, with the aim of providing high-quality, sustainably-sourced coffee to coffee lovers in India and around the world. The name "Blue Tokai" comes from a rare species of coffee that is grown in the Baba Budan hills in Karnataka, India.

The founders of the company were inspired by the unique flavours and aroma of this coffee, and wanted to share it with the world. Today, Blue Tokai sources coffee beans from various regions in India, including Karnataka, Tamil Nadu, Kerala, and Andhra Pradesh. One of the key aspects of Blue Tokai's approach to coffee roasting is their emphasis on sustainability. They work directly with coffee growers and co-operatives to ensure that the beans they source are grown and harvested in a way that is environmentally friendly and socially responsible. This includes paying fair prices to farmers, promoting sustainable farming practices, and investing in local communities.

In addition to their commitment to sustainability, Blue Tokai is also known for their meticulous approach to coffee roasting. They roast their beans in small batches using state-of-the-art equipment, and carefully monitor the roasting process to ensure that each batch is perfectly roasted to bring out the unique flavours and aromas of the beans. They also offer a range of different roast levels to suit different tastes, from light and fruity to dark and bold. Blue Tokai's dedication to quality and sustainability has earned them a loyal following among coffee enthusiasts in India and around the world. They have also won numerous awards and accolades for their coffee, including the Gold Medal at the 2018 Coffee Awards for Best Espresso and the Silver Medal for Best Cappuccino.

Overall, Blue Tokai Coffee Roasters is a company that is committed to providing high-quality, sustainably-sourced coffee to coffee lovers around the world. Their dedication to quality, sustainability, and community has earned them a loyal following and numerous accolade, and they continue to be a leading force in the specialty coffee industry.

ABOUT THE FOUNDER

Blue Tokai Coffee Roasters is a specialty coffee roaster founded by Matt Chitharanjan and Namrata Asthana in 2013. The company is headquartered in New Delhi, India, and operates several coffee roasting facilities and cafes across the country. Matt

Chitharanjan was born in Chennai, India, and spent most of his childhood in the United States. He later moved back to India to work in the development sector, where he became interested in the country's coffee culture. Namrata Asthana, on the other hand, was born and raised in New Delhi and had a background in finance and business development. Chitharanjan and Asthana met while working at the same non-profit organization in New Delhi, where they bonded over their love for coffee. They realized that India had a rich coffee heritage, but most of the coffee produced in the country was exported, and the local market was dominated by instant coffee. This led them to start Blue Tokai Coffee Roasters with the aim of bringing high-quality, freshly roasted coffee to the Indian market.

Blue Tokai sources its coffee beans directly from small-scale farmers across India and roasts them in small batches to ensure maximum freshness and flavour. The company also works closely with its partner farms to ensure sustainable and ethical practices. Since its founding, Blue Tokai has become a leading specialty coffee brand in India, known for its high-quality coffee beans, unique blends, and inviting cafes. Chitharanjan and Asthana have also been recognized for their entrepreneurial spirit, receiving several awards and accolades, including Forbes India's 30 Under 30 list in 2015.

In addition to its retail and cafe operations, Blue Tokai also offers coffee brewing equipment, training workshops, and subscriptions for customers to receive freshly roasted beans on a regular basis. The company's commitment to quality and sustainability has helped it build a loyal customer base and establish itself as a leading player in India's coffee industry.

CUSTOMER REVIEWS

When it comes to customer reviews, Blue Tokai Coffee Roasters has received overwhelmingly positive feedback from customers across various online platforms. Many customers have praised the company's attention to detail, quality, and consistency in their coffee products. Customers have also noted the unique and complex flavour profiles of Blue Tokai's coffees, which are often described as smooth, well-balanced, and flavorful. One of the most common praises from customers is the freshness of the coffee they receive from Blue Tokai. Many customers have noted that the coffee they receive is always fresh and aromatic, which they attribute to the company's small-batch roasting process. Customers have also appreciated the company's dedication to sustainability and fair trade practices, which is evident in their sourcing of beans directly from Indian farmers.

Blue Tokai Coffee Roasters' customer service has also been highly praised, with customers noting the prompt and efficient delivery of their coffee orders, as well as the helpfulness and responsiveness of the company's customer support team. Customers have also praised the company's attention to detail in their packaging and presentation, with many noting the beautiful and eco-friendly packaging used by the company.

However, there have been some negative reviews from customers as well, with some customers expressing disappointment with the taste of certain coffee varieties. Some customers have also noted that the company's prices are relatively high compared to other coffee roasters in India. However, despite these criticisms, Blue Tokai Coffee Roasters has maintained a strong reputation for quality and consistency, and continues to attract a loyal customer base across India.



Figure: 1 Coffee beans Extraction

Source: <https://www.behance.net/gallery/36220783/Blue-Tokai-Coffee-Roasters>

GROWTH

The company's growth can be attributed to a number of factors, including its focus on providing high-quality coffee and its commitment to sustainability. Blue Tokai Coffee Roasters sources its coffee directly from small-scale farmers in India, ensuring that they receive fair prices for their products. This has helped to establish strong relationships between the company and its suppliers, which has in turn helped to ensure a consistent supply of high-quality coffee. In addition to its focus on quality and sustainability, Blue Tokai Coffee Roasters has also invested heavily in its online presence. The company's website offers a wide selection of coffee products, as well as information about the company's mission and its commitment to sustainability. The company has also made use of social media to engage with customers and promote its products.

Blue Tokai Coffee Roasters has also expanded its operations over the years, opening a number of cafes in major cities across India. These cafes provide customers with the opportunity to sample the company's products and to learn more about the company's mission and commitment to sustainability.

Overall, Blue Tokai Coffee Roasters has achieved significant growth over the years by focusing on providing high-quality, sustainably sourced coffee and by investing in its online presence and physical locations. The company's commitment to sustainability and its strong relationships with its suppliers have helped to ensure a consistent supply of high-quality coffee, while its online presence and physical locations have helped to attract a growing customer base. As the company continues to grow, it is likely that it will continue to focus on these key areas in order to maintain its success

DISCUSSION AND CONCLUSION

Blue Tokai Coffee Roasters offer a wide range of coffee products, including single-origin coffee, blends, and cold brews. Their products are available in retail stores, online, and at their cafes located in several cities across the country.

One of the key strengths of Blue Tokai Coffee Roasters is their commitment to sourcing high-quality beans from Indian coffee farms. By working directly with farmers, they are able to ensure that the beans are of the highest quality and that the farmers receive fair prices for their produce. Additionally, the company has invested in state-of-the-art roasting equipment and employs experienced roasters who are skilled in bringing out the unique flavours of each type of bean.

Blue Tokai Coffee Roasters has received positive reviews from customers and critics alike. Customers appreciate the company's dedication to quality and their willingness to experiment with new blends and brewing methods. Critics have praised the company for helping to promote the Indian coffee industry and for their commitment to sustainability.

In conclusion, Blue Tokai Coffee Roasters has established itself as a leading coffee roasting company in India. Their commitment to quality, sustainability, and supporting local farmers has earned them a loyal following and positive reviews. With their continued investment in equipment and innovation, they are well-positioned to continue growing their business and promoting the Indian coffee industry.

VEEBA: LEADING CONDIMENTS & SAUCE COMPANY IN INDIA**Dr. Rashmi Chawla and Mehek Kaur****ABOUT THE COMPANY**

Veeba is a leading Indian food company that specializes in the manufacturing and marketing of a wide range of food products, including sauces, dips, dressings, and spreads. The company was founded in 2013 by Viraj Bahl and was started with a mission to provide high-quality, innovative, and tasty food products to Indian consumers. Today, Veeba has become a household name in India and is known for its delicious and high-quality food products. The company's product portfolio includes a wide range of sauces, such as tomato ketchup, pizza sauce, barbecue sauce, hot sauce, and peri-peri sauce, as well as a range of dips, dressings, and spreads, including mayonnaise, cheese spread, sandwich spread, and salad dressings. Veeba's products are made with high-quality ingredients and are free from preservatives, artificial colours, and flavours, making them a healthier option for consumers. Veeba's success is largely due to its innovative approach to product development and marketing. The company's R&D team is constantly working on developing new and exciting products that cater to the changing tastes and preferences of Indian consumers. Veeba's products are available in a variety of flavours, ranging from classic to exotic, and are packaged in attractive and convenient bottles that make them easy to use and store.

In addition to its innovative products, Veeba is also known for its aggressive marketing campaigns. The company has leveraged social media platforms such as Facebook, Instagram, and Twitter to create buzz around its products and engage with its customers. Veeba's marketing campaigns are fun, creative, and often feature celebrity endorsements, making them highly effective in reaching its target audience. Another key factor in Veeba's success is its strong distribution network.

The company's products are available in over 250 cities in India, and it has tie-ups with major retail chains such as Big Bazaar, Reliance Fresh, and Spencer's. Veeba also has a strong presence in the foodservice industry, with its products being used in many restaurants and fast-food chains across India.

Veeba's commitment to quality and innovation has earned it several accolades and awards. In 2018, the company was awarded the 'Best Emerging Food Company' award at the World Food India 2018 event. Veeba has also won several awards for its packaging design, including the 'Best Packaging Design' award at the 2016 Asia Food Innovation Awards. Despite its success,

Veeba faces stiff competition from both domestic and international players in the Indian food market. However, the company's focus on quality, innovation, and aggressive marketing has helped it carve out a niche for itself in the crowded market. Veeba's future looks bright, with the company continuing to expand its product portfolio and distribution network, and investing in cutting-edge technology to maintain its position as a leader in the Indian food industry.

ABOUT THE FOUNDER OF VEEBA

The company was founded by Viraj Bahl in 2013 in Delhi, India. Viraj Bahl is a young entrepreneur with a strong passion for food. He graduated from the Indian School of Business (ISB) in Hyderabad and worked for several years in the corporate world before starting his own venture. While working in the corporate sector, Viraj noticed a gap in the Indian food market for high-quality sauces and dressings. This led him to start Veeba with the goal of creating products that would meet the needs of modern Indian consumers.

The company started with just a handful of products, but quickly gained popularity due to its focus on quality and innovation. Veeba's products are made using high-quality ingredients and are free from preservatives and artificial flavours. The company has a team of experienced chefs who work to create unique and flavorful recipes that appeal to Indian tastes.

Under Viraj's leadership, Veeba has grown rapidly and expanded its product line to include over 50 different products. The company has also established a strong presence in the Indian market and has partnerships with several leading food retailers and restaurants. In addition, Veeba has started exporting its products to other countries, including the United States and the United Arab Emirates. Viraj's entrepreneurial spirit and dedication to quality have been recognized with several awards and accolades. In 2018, he was named one of Forbes India's 30 Under 30, which recognizes young achievers in various fields. He has also been invited to speak at various conferences and events to share his insights on entrepreneurship and the food industry. In summary, Viraj Bahl is the founder of Veeba, a leading food product company in India. He is a young entrepreneur with a passion for food and a commitment to quality. Under his leadership, Veeba has become a household name in India and has expanded its reach to other countries as well.

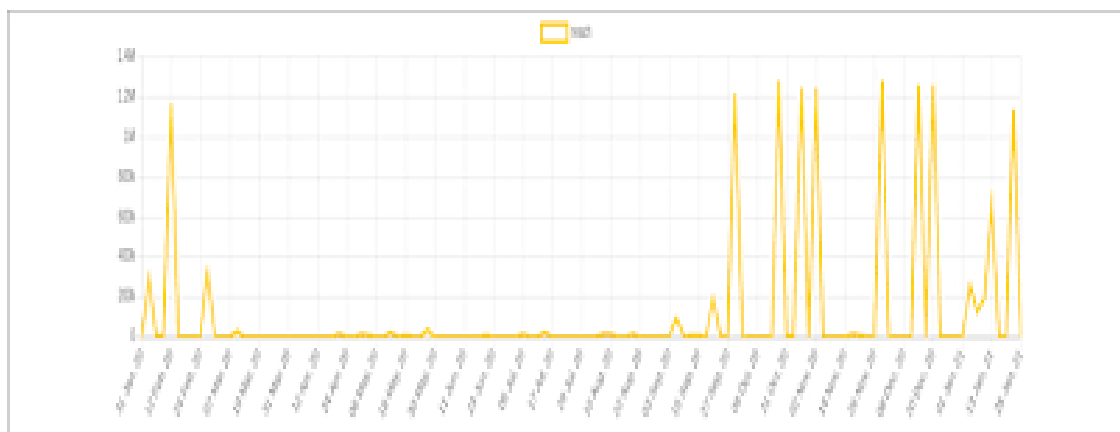


Figure 1: Veeba influencing Market

Source: <https://www.buzzincontent.com/story/veeba-takes-influencer-marketing-route-to-promote-new-range-of-sauces/>

MISSION AND VISION

It aimed at providing healthy and tasty food products to consumers. The company is known for its diverse range of sauces, dips, dressings, and spreads that cater to the needs of all age groups.

Mission

Veeba's mission is to provide its customers with high-quality, healthy, and tasty food products. The company aims to create a culture of healthy eating and revolutionize the food industry by introducing innovative products that meet the needs of modern consumers. The company believes that healthy eating is not just a fad but a way of life, and its mission is to make healthy eating accessible to all.

Vision

Veeba's vision is to become a leading food product manufacturing company in India and globally. The company aims to achieve this by continuously improving its product range, introducing innovative products, and expanding its distribution network. Veeba's vision is to become a household name that is synonymous with healthy eating and good taste.

In summary, Veeba's mission is to provide healthy and tasty food products to customers and create a culture of healthy eating. Its vision is to become a leading food product manufacturing company in India and globally, and its values are based on quality, safety, customer satisfaction, transparency, ethical business practices, and social responsibility.

CUSTOMER REVIEWS

Customer reviews for Veeba are generally positive, with many customers praising the company's range of products and their taste. Veeba's products are known for their high quality and consistency, which has helped the company build a loyal customer base.

Many customers have also commented on the convenience of Veeba's products, as they are easy to use and add flavour to meals quickly. Some customers have also noted that Veeba's products are more affordable than similar products from other brands.

However, some customers have expressed concerns about the ingredients used in Veeba's products, specifically the use of preservatives and artificial flavours. Some customers have also noted that some of Veeba's products are high in sugar and sodium, which may not be suitable for individuals with specific dietary restrictions.

Overall, Veeba has received positive customer reviews, with many customers enjoying the taste and convenience of the company's products. While some customers have expressed concerns about the ingredients used in Veeba's products, the company continues to be popular among consumers in India

DISCUSSION AND CONCLUSION

The company was founded in 2013 by Viraj Bahl and has since grown to become a household name in the Indian food industry. One of the key strengths of Veeba is its focus on product innovation and quality. The company uses high-quality ingredients and employs state-of-the-art manufacturing processes to create products that meet the evolving tastes and preferences of consumers. Additionally, Veeba's products are free from preservatives, artificial colours, and flavours, which has helped the brand earn a reputation for being healthy and natural.

Veeba has also been successful in expanding its product portfolio over the years, with new additions such as honey, mayonnaise, and peanut butter. The company has also expanded its reach by partnering with leading retail chains and e-commerce platforms.

Overall, Veeba's success can be attributed to its focus on product innovation, quality, and expansion. The company has managed to carve a niche for itself in a highly competitive market by offering products that cater to the evolving needs and preferences of consumers. With a strong brand image and a loyal customer base, Veeba is well-positioned to continue its growth trajectory in the years to come.

THE BELGIUM WAFFLE CO.: THE FIRST WAFFLE SPECIALTY STATIONS IN INDIA

Dr. Pooja Sharma and Mehek Kaur

ABOUT THE COMPANY

Belgium Waffle Co. is a popular waffle chain that was founded in India in 2015. The brand specializes in serving authentic Belgian waffles with a wide variety of toppings, both sweet and savoury. It has since grown to over 50 locations across India, the Middle East, and the United States, making it one of the fastest-growing waffle chains in the world. The founders of Belgium Waffle Co. were inspired by the street waffles they tasted during their travels in Europe, and they wanted to bring that same taste and quality to India. They spent months perfecting their recipes, using only the freshest and highest quality ingredients, and came up with a range of waffles that are light, crispy, and full of flavour.

One of the most unique aspects of Belgium Waffle Co. is its commitment to using only authentic Belgian pearl sugar in their waffles. This special type of sugar caramelizes when heated, creating a crunchy, caramelized layer on the outside of the waffle while keeping the inside soft and fluffy. This gives the waffles a distinctive taste and texture that is hard to replicate. Belgium Waffle Co. offers a wide range of waffles, including classic Belgian waffles, chocolate waffles, fruit waffles, and savoury waffles. Some of their most popular toppings include fresh fruit, whipped cream, Nutella, peanut butter, caramel, and chocolate chips. They also have a range of coffee, tea, and cold beverages to complement their waffles.

Another unique aspect of Belgium Waffle Co. is its commitment to sustainability. They use only biodegradable and compostable packaging materials, and they are constantly working to reduce their environmental impact. They also source their ingredients locally whenever possible, supporting local farmers and businesses. Belgium Waffle Co. has received numerous accolades for its waffles and its business practices. In 2017, it was named the Best Waffle Brand in India by the Times Food Awards. It has also been recognized for its innovative and sustainable business practices, winning the PETA Vegan Food Award in 2019 for its vegan waffles and the CII-ITC Sustainability Award in 2021 for its commitment to sustainability.

In addition to its physical locations, Belgium Waffle Co. has also expanded its reach through online delivery platforms like Zomato and Swiggy. This has allowed the brand to reach customers in even more locations and has contributed to its continued growth and success. Overall, Belgium Waffle Co. has become a beloved brand for waffle lovers around the world. With its commitment to using only the best ingredients, its dedication

to sustainability, and its range of delicious waffle offerings, it is easy to see why. Whether you are in the mood for a classic Belgian waffle or a savoury waffle with bacon and cheese, Belgium Waffle Co. has something for everyone.

ABOUT THE FOUNDER

Shrey Aggarwal is the founder and CEO of The Belgian Waffle Co. (BWC), a popular chain of quick-service restaurants in India known for its delectable Belgian waffles. Aggarwal founded BWC in 2015 with the aim of introducing authentic Belgian waffles to the Indian market. Aggarwal was born in New Delhi, India, in 1991. He graduated from the Indian School of Business in Hyderabad in 2013 with a degree in business management. After completing his studies, Aggarwal worked for several companies in various roles, including business development and marketing.

In 2015, Aggarwal founded The Belgian Waffle Co. with the help of his father, Pawan Aggarwal, who is a chartered accountant. The company's first outlet was opened in Mumbai, and it quickly gained popularity among locals and tourists alike. Today, BWC has over 300 outlets across India, making it one of the largest chains of waffle restaurants in the country.

BWC offers a wide range of sweet and savoury waffles, along with beverages and desserts. The menu includes classic waffles, such as the Belgian Chocolate Waffle and the Nutella Waffle, as well as more innovative flavours like the Red Velvet Waffle and the Chicken Sausage Waffle. BWC also offers a range of vegan and gluten-free options to cater to all dietary requirements.

Under Aggarwal's leadership, BWC has received several awards and accolades, including the "Most Promising Food Service Brand of the Year" at the Indian Restaurant Congress and Awards in 2017. Aggarwal has also been recognized for his entrepreneurial skills and was awarded the "Entrepreneur of the Year" award at the Entrepreneur India Awards in 2018.

Overall, Shrey Aggarwal's innovative approach and dedication to quality have helped him build a successful business and establish BWC as a leading brand in the Indian food industry.

CUSTOMER REVIEW

Customers who have visited the Belgium Waffle Co. have praised the brand for its delicious waffles and excellent customer service. Many customers have commented on the fluffy texture of the waffles, which they find to be the perfect balance between crispy and soft. The waffles are also cooked to perfection, with a crispy exterior and a light and airy interior. In addition to the taste and texture of the waffles, customers have also appreciated the variety of toppings and flavours offered by the Belgium Waffle Co. The brand offers both sweet and savoury options, including classic toppings like strawberries and whipped cream, as well as unique options like chicken and waffles.

Another aspect that customers have commented on is the friendly and efficient service provided by the staff. Customers have found the staff to be knowledgeable and helpful in recommending toppings and flavour combinations.



Figure 1: varieties offered

Source: <https://aftercolleges.com/the-belgian-waffle-franchise-cost-profit-review/>

Some customers have expressed concerns about the pricing of the waffles, which they find to be slightly higher compared to other waffle chains. However, most customers feel that the high-quality ingredients and delicious taste justify the price.

Overall, the Belgium Waffle Co. has received positive reviews from customers for its delicious waffles, variety of toppings, and excellent customer service. Despite the slightly higher prices, customers continue to visit the brand for its unique waffle experience.

MISSION AND VISION

MISSION

The mission of Belgium Waffle Co. is to provide its customers with the most authentic and delicious Belgian waffles. The company aims to maintain the highest standards of quality in all its products and to exceed customer expectations. The company is dedicated to delivering exceptional customer service and to creating a warm and welcoming environment for its customers.

VISION

Belgium Waffle Co. has a vision of becoming the leading Belgian waffle brand in India. The company aims to achieve this by consistently offering high-quality products and exceptional customer service. The company is committed to expanding its operations across India and to introducing its delicious waffles to more people. Belgium Waffle Co. also aims to be a socially responsible company by promoting sustainability and ethical practices in its operations.

GROWTH

One of the key factors driving the growth of the Belgium Waffle Co. is its focus on innovation and product development. The company regularly introduces new and unique waffle flavours and toppings, which helps to keep customers engaged and interested. In addition, the company has also expanded its menu to include a range of savoury waffles and other breakfast items, catering to a wider audience. Another factor contributing to the growth of the Belgium Waffle Co. is its strong brand identity and marketing strategy. The company has a distinctive and recognizable brand image, with its red and white logo and unique packaging. The company also uses social media extensively to engage with its customers, offering special promotions and discounts to its followers (Singh, 22 October 2021).

CONCLUSION

Belgium Waffle Co. has established itself as a successful and popular brand in its target markets, with a strong emphasis on quality and customer satisfaction. The company's commitment to using fresh and high-quality ingredients has helped it to differentiate itself from its competitors, and its innovative approach to waffle-making has proven to be a hit with customers.

However, as with any business, there are always areas for improvement. One potential challenge for Belgium Waffle Co. could be expanding into new markets outside of the Middle East and Asia. Additionally, as the company grows, it will need to maintain its high standards of quality and consistency, which can be difficult to do on a larger scale.



Figure 2: Belgian Waffle in media talks

Source: <https://www.posist.com/restaurant-times/case-study/belgian-waffle-co-customer-success-story.html>

Overall, Belgium Waffle Co. is a well-respected and successful company that has established itself as a leader in the waffle industry. With a focus on innovation and quality, the company is well-positioned for continued growth and success in the years to come.

DRUNKEN MONKEY: CREATING UNIQUE AND DELICIOUS SMOOTHIE BLENDS

Dr. Navya Jain and Mehek Kaur

ABOUT THE COMPANY

Drunken Monkey is a popular Indian juice bar franchise that offers healthy, natural, and organic juices and smoothies. Founded in 2016 by Samrat Reddy, the company has quickly gained popularity for its unique and healthy drink offerings. The concept of Drunken Monkey is based on the idea of providing customers with healthy and delicious drinks that are made with all-natural and organic ingredients. The company's menu includes a wide range of juices, smoothies, and shakes that are designed to cater to different health needs and preferences. The company claims that all its drinks are free from artificial colours, flavours, and preservatives, making them a healthy alternative to traditional sugary drinks.

Apart from its unique drink offerings, Drunken Monkey has also become known for its quirky branding and marketing campaigns. The company's logo, which features a monkey with a drink in its hand, has become instantly recognizable in India's food and beverage industry. The company has also launched several social media campaigns that have helped it to build a strong and engaged online community.

One of the factors that have contributed to Drunken Monkey's success is its franchise model. The company has expanded rapidly since its inception, with over 150 stores in India and abroad. The company offers franchisees a comprehensive training program, marketing support, and ongoing operational support, which has made it an attractive business opportunity for entrepreneurs.

Another unique aspect of Drunken Monkey is its commitment to sustainability. The company uses biodegradable and compostable packaging materials for its drinks and has also launched a "Bring Your Own Bottle" initiative, encouraging customers to bring their reusable bottles for refills. The company also works with local farmers to source its fruits and vegetables, supporting the local economy and promoting sustainable agriculture.

In terms of future plans, Drunken Monkey aims to continue its expansion both domestically and internationally. The company has announced plans to open stores in several new countries, including the United Arab Emirates, Qatar, and Bahrain, in the coming years. The company also plans to introduce new drink offerings and expand its food menu to cater to a wider audience.

ABOUT THE FOUNDER OF DRUNKEN MONKEY

Drunken Monkey is a popular Indian juice and smoothie bar chain founded by Samrat Reddy in 2016. Samrat Reddy, also known as the "Drunken Monkey Guy," is an entrepreneur, fitness enthusiast, and actor.

Before starting Drunken Monkey, Samrat had experience in the hospitality industry and worked as a bartender. During his bartending days, he noticed a growing demand for healthy alternatives to sugary and alcoholic drinks.

He also observed that there were very few options available in the market that catered to this demand.

With this insight, Samrat founded Drunken Monkey with the aim of providing healthy and delicious drinks made from fresh fruits and vegetables. The brand's name was inspired by the idea of monkeys, who are known to be energetic and playful, just like the company's products.

The first Drunken Monkey outlet was opened in Hyderabad, India, and it quickly gained popularity among health-conscious consumers. The company's unique offerings, such as wheatgrass shots, acai bowls, and cold-pressed juices, attracted a loyal customer base.

Over the years, Drunken Monkey has expanded rapidly and now has over 200 stores across India. The company also offers franchise opportunities to aspiring entrepreneurs.

CUSTOMER SERVICES

Drunken Monkey is known for their commitment to quality ingredients, unique flavour combinations, and excellent customer service.

Customer service is a top priority for Drunken Monkey, and they have implemented several measures to ensure that their customers have a positive experience when they visit their stores. One of the ways they do this is by training their staff to be knowledgeable about the products they offer and to provide friendly and helpful service. Their staff is always ready to answer any questions customers may have about the ingredients, nutritional value, or preparation methods of their products.

Drunken Monkey also uses technology to enhance their customer service. They have a user-friendly mobile app that customers can use to order their drinks ahead of time, which saves them time and ensures that their drinks are ready when they arrive at the store. Customers can also use the app to earn loyalty points, which they can redeem for discounts on future purchases.

In addition to the in-store and digital customer service, Drunken Monkey is also responsive to customer feedback. They encourage customers to share their opinions and suggestions, and they take these comments seriously. They have a dedicated customer service team that responds promptly to customer inquiries and complaints and takes steps to resolve any issues.

Overall, Drunken Monkey's commitment to providing exceptional customer service has contributed to their success as a juice bar and smoothie chain. They have built a loyal customer base who appreciates their high-quality products and attentive service, and they continue to innovate and improve their customer experience.

REVIEWS AND EXPERIENCE

One of the unique selling points of Drunken Monkey is its focus on using fresh, natural ingredients to create its juices and smoothies. The company claims to use only locally sourced, high-quality fruits and vegetables, and to avoid artificial colours, flavours, and preservatives. This commitment to freshness and quality has helped Drunken Monkey build a strong reputation among health-conscious consumers.

In terms of its products, Drunken Monkey offers a diverse range of juices and smoothies, catering to different taste preferences and nutritional needs. Some of the popular options include the 'Green Lantern,' a green smoothie packed with spinach, kale, and other nutrient-rich ingredients; the 'Berry Blast,' a fruity smoothie made with berries, bananas, and almond milk; and the 'Peanut Butter Cup,' a creamy smoothie with peanut butter and cocoa powder.

Apart from its products, Drunken Monkey is also known for its quirky and fun brand identity, which is centered around the idea of a drunken monkey who loves healthy drinks. The company's stores are decorated with colourful, playful designs, and its social media pages are filled with humorous and engaging content.

When it comes to customer reviews, Drunken Monkey generally receives positive feedback for its products, service, and overall experience. Customers appreciate the freshness and taste of the juices and smoothies, as well as the friendly and efficient service provided by the staff. Many reviewers also praise the company's commitment to using natural and healthy ingredients.

DISCUSSION AND CONCLUSION

The company has grown rapidly since its inception in 2016, and now has more than 100 outlets across India. This success has been attributed to the company's focus on offering healthy and nutritious drinks that cater to the growing demand for healthier options among customers. One of the key strategies that Drunken Monkey has used to grow its business is its focus on offering a unique and differentiated product. The company's smoothies are made using fresh and organic ingredients, and are free from preservatives and additives. This has helped the company to differentiate itself from other fast food and beverage chains, which often offer unhealthy options.

Another key strategy that Drunken Monkey has used to grow its business is its focus on franchising. The company has developed a successful franchise model, which allows it to expand rapidly without incurring significant capital costs. By partnering with

franchisees, Drunken Monkey is able to expand its footprint quickly and efficiently, while also leveraging the expertise of local entrepreneurs to grow its brand.

Despite its success, Drunken Monkey also faces several challenges. One of the main challenges is the competitive nature of the food and beverage industry. There are many established players in the market, and new entrants are constantly emerging. This makes it difficult for Drunken Monkey to stand out and maintain its competitive advantage.

To overcome these challenges, Drunken Monkey needs to continue to focus on innovation and differentiation. The company needs to continually develop new products and flavours to keep customers engaged and interested.

Another important factor for Drunken Monkey's success will be its ability to maintain high quality standards across all its outlets. As the company expands, it will need to ensure that its franchisees are adhering to the same standards and protocols that have made Drunken Monkey successful. This will be a significant challenge, but it is essential if the company is to maintain its reputation for quality and healthy products.

In conclusion, Drunken Monkey is a company that has enjoyed significant success in a relatively short period of time. Its focus on healthy and organic smoothies has resonated with customers, and its franchise model has allowed it to expand rapidly. However, the company faces significant challenges as it looks to maintain its competitive advantage in an increasingly crowded market.

CHAI SUTTA BAR: ON THE JOURNEY OF REVOLUTIONIZING THE BEVERAGES INDUSTRY

Ms. Pooja Tripathi and Mehek Kaur

ABOUT THE COMPANY

Chai Sutta Bar is a popular chain of tea cafes in India that was founded in 2016. The company's name is inspired by the Indian habit of combining "chai" (tea) and "sutta" (cigarette) for a relaxing break. The company started as a small tea stall in Noida, a city in the northern Indian state of Uttar Pradesh. It was founded by Anubhav Dubey, who was only 20 years old at the time. Dubey wanted to create a space where people could enjoy tea and snacks in a relaxed and friendly environment, and he quickly gained a loyal following among local residents. Over the next few years, Chai Sutta Bar expanded rapidly, opening new locations across India. The company now has over 100 outlets in more than 20 cities, including Delhi, Mumbai, Bangalore, and Kolkata. The cafes are designed to have a modern, trendy feel, with bright colours, comfortable seating, and free Wi-Fi. Many also feature outdoor seating areas and live music performances.

The menu at Chai Sutta Bar is focused on tea and snacks, with a wide range of options available. The tea is brewed using high-quality leaves and spices, and customers can choose from a variety of flavours and styles, including masala chai, ginger tea, and green tea. The snacks on offer include traditional Indian street food items like samosas, pakoras, and vada pav, as well as more Western-style options like sandwiches and burgers. There are also several vegan and vegetarian options available. In addition to its cafes, Chai Sutta Bar has also launched a line of packaged tea products, which are sold in stores across India. These include tea bags, loose leaf tea, and instant chai mixes, which allow customers to make their own tea at home. One of the unique aspects of Chai Sutta Bar is its marketing strategy. The company has made extensive use of social media and influencer marketing to build its brand and reach new customers. It has also partnered with several celebrities and sports teams, including the Indian Premier League cricket team Kolkata Knight Riders, to promote its products.

Chai Sutta Bar has also been recognized for its innovative approach to business. In 2020, it was named one of the "Most Innovative Food and Beverage Brands" in India by the Economic Times, a leading Indian business newspaper. The company was praised for its focus on sustainability and its efforts to reduce waste and promote eco-friendly practices.

Overall, Chai Sutta Bar has become a popular destination for tea lovers across India, offering a unique and trendy space to enjoy high-quality tea and snacks. With its

continued expansion and focus on innovation, it is likely to remain a fixture of the Indian food and beverage industry for years to come (Chai Sutta Bar India, 21 March 2023).

ABOUT THE FOUNDER

The founder of Chai Sutta Bar is Anubhav Dubey, who started the business in 2016 in Lucknow, India. Anubhav Dubey, a young entrepreneur, had a keen interest in starting his own business from a young age. After completing his graduation, he started working as a marketing professional, but his dream of starting a business never left him. In 2016, he quit his job and decided to start his own venture.

Dubey noticed that tea and cigarette stalls were popular hangout spots for people in India. He decided to capitalize on this trend and created Chai Sutta Bar, which offered a unique blend of tea and cigarettes in a cafe setting. The brand's tagline is "where chai and sutta meet," which reflects its core concept of providing a place for people to relax and unwind while enjoying a cup of tea and a smoke.

The first Chai Sutta Bar outlet was launched in Lucknow

Apart from tea and cigarettes, Chai Sutta Bar also offers a range of other beverages and snacks, such as coffee, shakes, and sandwiches. The brand has also introduced a mobile app that allows customers to order online and get their orders delivered to their doorstep.

Anubhav Dubey's entrepreneurial journey has been inspiring for many young entrepreneurs in India. He has been recognized for his contribution to the business community and has received several awards and honours for his work. Today, Chai Sutta Bar is a successful business that has made its mark in the Indian food and beverage industry, and Dubey continues to drive its growth and expansion.

CUSTOMER REVIEW

The cafes offer a comfortable ambiance and a variety of tea-based beverages along with snacks like sandwiches, burgers, and rolls.

Customer reviews of Chai Sutta Bar are generally positive, with many praising the quality of the food and the drinks. The tea is said to be the standout item on the menu, with customers raving about the various flavours and blends available. The snacks are also highly rated, with many customers enjoying the range of vegetarian and non-vegetarian options.

In terms of the atmosphere, customers appreciate the cozy and welcoming environment of Chai Sutta Bar cafes. Many find it to be a great place to catch up with friends, study or work remotely. The staff is also noted for being friendly and attentive

Overall, Chai Sutta Bar has a strong following of loyal customers who appreciate the unique blend of tea and snacks on offer. The cafes provide a relaxed and comfortable

environment, and the quality of the food and drinks is generally highly rated. While some customers feel that the prices are a bit high, many feel that the quality of the experience is worth the extra cost

GROWTH

One of the main reasons for the growth of Chai Sutta Bar is its focus on serving high-quality tea and snacks at an affordable price. The chain uses premium tea leaves and spices to create a unique and flavorful blend that appeals to customers of all ages. Additionally, the menu features a wide variety of snacks, including sandwiches, wraps, and desserts, which cater to different tastes and preferences. Another factor contributing to the growth of Chai Sutta Bar is its modern and trendy decor. The cafes are designed to create a cozy and inviting atmosphere, with comfortable seating and ambient lighting. The chain also uses social media platforms like Instagram and Facebook to promote its brand and engage with customers, which has helped to increase its popularity and reach.

Chai Sutta Bar has also been successful in expanding its business through franchising. The company offers franchise opportunities to entrepreneurs who are interested in opening their own Chai Sutta Bar cafes. This has allowed the chain to expand rapidly across India and internationally, with over 100 outlets across multiple cities and countries.

Finally, Chai Sutta Bar has been able to capitalize on the growing demand for healthy and organic food and beverages. The chain offers a range of organic and herbal teas, which are gaining popularity among health-conscious consumers. It has also introduced several vegan and gluten-free options on its menu, which cater to the dietary preferences of a wider audience.

Overall, the growth of Chai Sutta Bar can be attributed to its focus on quality, affordability, and innovation. The chain has successfully tapped into the growing demand for premium tea and snacks in a cozy and trendy atmosphere, while also expanding its business through franchising and catering to the changing needs of consumers (Business Outreach, 22 March 2023).

MISSION AND VISION

MISSION

Chai Sutta Bar's mission is to provide a warm and inviting space for people to enjoy a variety of tea and snacks in a comfortable and relaxing environment. They strive to create a unique experience for each customer by offering a wide range of tea blends and snacks that cater to different tastes and preferences.

VISION

Chai Sutta Bar's vision is to revolutionize the way people consume tea in India. They aim to create a culture around tea drinking that celebrates the diversity and richness of Indian tea blends. They believe that tea is not just a beverage but a way of life, and they

want to share this passion with their customers. They are committed to expanding their reach across India and offering a unique and memorable experience to every customer who visits their cafes.

CONCLUSION

However, there has been some controversy surrounding the use of the word "sutta" in the brand's name, which means "cigarette" in Hindi. Some have criticized the brand for promoting smoking, while others argue that it is simply a play on words and not meant to be taken literally. Overall, the brand has continued to thrive despite the controversy, and remains a popular destination for young people looking for a quick and affordable snack.

MBA CHAI WALA INDIA: NOBLE DEEDS, VERSATILE VIBES, AND GARAM MASALENDAR CHAI

Ms. Pooja Tripathi and Mehek Kaur

ABOUT THE COMPANY

MBA Chai Wala India is a unique start up founded by Praful Billore in 2018, with the aim of bringing affordable, high-quality tea to the masses. The company is based in Indore, a city in the Indian state of Madhya Pradesh, and has gained popularity across the country for its innovative business model and social media presence.

The idea for MBA Chai Wala India came to Praful Billore while he was pursuing his MBA degree in Indore. He noticed that most of the students in his college were spending a significant amount of money on beverages, particularly tea. He realized that there was a gap in the market for affordable, high-quality tea that could cater to the needs of college students and other budget-conscious customers.

Billore decided to leverage his business skills and passion for tea to create a unique brand that would appeal to the masses. He started by experimenting with different blends of tea and eventually came up with a signature blend that became the hallmark of MBA Chai Wala India. He also decided to focus on creating a strong brand identity that would resonate with customers and help the company stand out in a crowded market.

One of the key aspects of MBA Chai Wala India's success is its innovative business model. The company operates out of a small cart in Indore and has built a loyal customer base through word of mouth and social media. Billore has also leveraged social media platforms like Instagram and Facebook to showcase his brand and engage with customers. The company's social media presence has helped it reach a wider audience and has played a crucial role in its success.

MBA Chai Wala India has also gained recognition for its commitment to social causes. Billore believes in giving back to the community and has initiated several social welfare programs. These initiatives have helped the company build a positive brand image and win the hearts of customers.

Despite its humble beginnings, MBA Chai Wala India has become a successful brand that has captured the attention of the media and investors. The company has been featured in several publications, including Forbes India and The Economic Times. It has also won several awards, including the "Emerging Entrepreneur of the Year" award at the 2019 World Start-up Expo

ABOUT THE FOUNDER

Praful Billore, the founder of MBA Chai Wala, is a young entrepreneur from Indore, Madhya Pradesh. He completed his MBA degree from Prestige Institute of Management and Research in Indore. During his college days, Praful used to sell tea on a bicycle to earn extra money. This experience sparked the idea of starting a chai chain that would serve high-quality tea with a unique twist.

In 2017, Praful founded MBA Chai Wala with a small kiosk in Indore. The response from the customers was overwhelming, and the brand quickly gained popularity. Today, the company has expanded to multiple locations across India, including Mumbai, Delhi, and Bangalore.

MBA Chai Wala offers a range of tea options, including traditional Indian chai, masala chai, ginger chai, and green tea. The company also serves snacks like samosas and vada pav, making it a popular spot for quick bites.

Praful Billore's entrepreneurial journey with MBA Chai Wala has been inspiring for many young Indians. His success story has been covered by several media outlets, including Forbes and BBC. Praful's vision and dedication to his business have made MBA Chai Wala a household name in India (Agarwal, 7 March 2022).

MISSION AND VISION

The mission of MBA Chai Wala India is to become the leading provider of tea in India by offering a wide range of high-quality and affordable tea products to customers. The company aims to achieve this by continuously innovating its products and services, improving the customer experience, and expanding its presence in new locations.

The vision of MBA Chai Wala India is to create a culture of tea-drinking in India that is not just about consuming tea but also about enjoying and appreciating its taste and benefits. The company seeks to promote the consumption of tea as a healthy and refreshing beverage that can be enjoyed by people of all ages and backgrounds.

Overall, MBA Chai Wala India is a company that is committed to providing its customers with the best possible tea experience. Its mission and vision reflect the company's dedication to quality, affordability, and innovation, and its aim to become the leading tea provider in India.

GROWTH

The company has experienced significant growth since its inception, with its unique concept of serving tea in a professional and business-oriented environment.

The company initially started as a small tea stall in Indore, Madhya Pradesh, but quickly gained popularity for its innovative approach to serving tea. MBA Chai Wala is known for its wide range of tea varieties, including regional and international flavours, served in a professional and corporate-style setting.

The brand's success has led to rapid expansion, with MBA Chai Wala currently operating over 50 outlets across India, including in major cities like Mumbai, Delhi, and Bangalore. The company has also expanded into international markets, with outlets in Dubai and the United States.

MBA Chai Wala's growth can be attributed to its unique and innovative approach to serving tea, combined with its focus on quality and customer service. Praful Billore's vision to create a professional tea culture in India has resonated with customers and has helped the brand stand out in a crowded market (Make my business, 6 March 2023).

PUBLIC REVIEWS

The company has received mixed reviews from the public.

Some customers have praised MBA Chai Wala for its quality beverages and excellent service. Many have stated that the company offers a unique and refreshing twist to the traditional tea coffee drinks. Customers have also appreciated the company's affordable prices, making it accessible to everyone.

However, some customers have expressed dissatisfaction with the quality of the beverages and the cleanliness of the outlets. They have stated that the drinks are sometimes too sweet or too weak, and the outlets are not adequately cleaned.

Despite the mixed reviews, MBA Chai Wala has been expanding rapidly, opening several new outlets across the country. The company's success can be attributed to its affordable prices, unique beverages, and commitment to providing a unique experience to its customers.

Overall, MBA Chai Wala has received both praise and criticism from the public. While some customers have had a positive experience, others have had negative experiences. However, the company's popularity and rapid expansion suggest that it has managed to meet the needs and demands of a significant portion of its target audience.

FUTURE STRATEGY

The company's future strategy is focused on expanding its reach and increasing brand awareness.

One of the key elements of MBA Chai Wala India's future strategy is to increase its product offerings. The company is planning to introduce a range of new tea flavours and blends, including herbal teas and exotic tea blends from around the world. This will allow the brand to cater to a wider audience and appeal to different taste preferences.

Another aspect of the company's future strategy is MBA Chai Wala India plans to open more retail outlets across India and also explore online sales channels to reach a wider audience.

In addition to this, MBA Chai Wala India plans to focus on building a strong brand image and creating a loyal customer base. The company is investing in marketing and

advertising campaigns to increase brand awareness and build a strong brand identity. This includes collaborating with influencers and social media campaigns to reach out to younger audiences.

CONCLUSION

The success of MBA Chai Wala India lies in the unique story behind its founder and his determination to turn his humble tea-selling business into a thriving enterprise. Praful Billore's story has inspired many, and his company serves as an example of the power of hard work, determination, and entrepreneurial spirit.

The company's focus on providing high-quality tea blends, coupled with its commitment to using organic and sustainable ingredients, has helped it build a loyal customer base. MBA Chai Wala India has also embraced technology, enabling customers to order their tea blends online, further expanding its reach.

MBA Chai Wala India is a company that has succeeded in both its business goals and its message of inspiring entrepreneurship and hard work. The company's focus on quality, sustainability, and innovation has helped it stand out in a crowded market, and it is likely to continue to grow and inspire others in the years to come.

VADHAM: THE WORLD'S FIRST VERTICALLY INTEGRATED ONLINE-FIRST TEA BRANDS

Ms. Shanu Jain and Mehek Kaur

ABOUT THE COMPANY

Vadham Company is a tea brand founded by Bala Sarda, a young entrepreneur from India. The company offers a range of high-quality, organic teas sourced directly from small farms across India. With a mission to make authentic Indian tea accessible to tea lovers worldwide, Vadham Company has gained popularity in a short span of time.

Bala Sarda, the founder of Vadham Company, comes from a family with a deep-rooted connection to tea. His family has been in the tea industry for four generations, and Bala grew up surrounded by the aroma and flavours of tea. Bala always had a passion for tea and decided to take his family's legacy forward by starting his own tea brand.

Vadham Company was launched in 2015 with a vision to offer a range of high-quality, organic teas to tea lovers worldwide. The company sources its teas directly from small, independent tea farmers across India. By doing so, Vadham Company is able to provide a fair price to the farmers while ensuring that their customers receive only the freshest and most authentic teas.

One of the unique features of Vadham Company's teas is their focus on organic and pesticide-free teas. The company is committed to promoting sustainable farming practices and supporting small tea farmers in India. The teas are carefully curated by tea experts, and the company takes pride in its ability to offer a wide range of tea varieties, including black, green, oolong, and white teas.

Vadham Company has gained recognition not only for the quality of its teas but also for its commitment to social responsibility. The company's initiatives include supporting education and healthcare for the tea farming communities and empowering women in these communities by providing them with employment opportunities. Vadham Company is also committed to reducing its carbon footprint by using eco-friendly packaging and minimizing waste.

Despite being a relatively young company, Vadham Company has already received several accolades. In 2018, the company was recognized as the Best Green Tea Brand at the World Tea & Coffee Expo. Vadham Company's teas have also been featured in prestigious publications like Forbes, Vogue, and Conde Nast Traveler.

ABOUT THE FOUNDER

Bala Sarda is an Indian entrepreneur and the founder of Vadham Tea, a premium tea brand based in India. He was born and raised in Chennai, Tamil Nadu, India. He

completed his undergraduate studies in engineering at the Indian Institute of Technology (IIT) Madras.

After graduating, Bala Sarda worked for several years in the technology industry, including at a start up in San Francisco. However, his passion for tea led him to return to India and start his own tea company.

In 2015, Bala Sarda founded Vadham Tea with the goal of creating a premium tea brand that offered high-quality tea leaves sourced directly from tea gardens in India. He believed that by cutting out the middlemen and working directly with the tea growers, he could create a better product and help support the livelihoods of small-scale tea farmers.

Vadham Tea quickly gained popularity, both in India and internationally, with customers appreciating the brand's focus on quality, sustainability, and ethical sourcing. Today, the company sells a wide range of teas, including black, green, oolong, and white teas, as well as herbal and chai blends.

In addition to his work with Vadham Tea, Bala Sarda is also involved in various social and environmental initiatives. He is a member of the Global Shapers Community, an initiative of the World Economic Forum, and has worked on projects related to climate change and sustainable development.

Overall, Bala Sarda's entrepreneurial journey with Vadham Tea is a testament to his passion for tea and his commitment to creating a high-quality, sustainable product that benefits both customers and tea growers in India.

MISSION AND VISION

The company's mission is to provide its customers with high-quality tea that not only tastes great but also provides numerous health benefits. The vision of Vadham is to become the world's leading tea brand by offering a wide range of tea products and establishing a strong presence in the global market.

One of Vadham's main goals is to source its tea directly from the farmers, ensuring that the tea is of the highest quality and that the farmers are paid fair prices. The company also aims to educate its customers about the health benefits of tea and how it can be incorporated into a healthy lifestyle.

Vadham's commitment to sustainability is also a crucial part of its mission. The company uses eco-friendly packaging materials to minimize its impact on the environment. Additionally, Vadham works closely with its suppliers to ensure that they use sustainable farming practices that protect the environment and promote biodiversity.

In line with its vision of becoming a global tea brand, Vadham has a strong online presence, with a user-friendly website and social media channels. The company also offers fast and reliable shipping to customers worldwide.

Overall, Vadham's mission and vision reflect a commitment to quality, sustainability, and customer satisfaction. By offering premium tea products that are sourced directly from farmers and promoting a healthy lifestyle, Vadham is positioning itself as a leading player in the global tea market.

EXPERIENCE AND RATING

Vadham prides itself on its commitment to quality and sustainability, and its tea products are sourced from small-scale farmers and estates across India.

One of the unique features of Vadham's tea production is its focus on freshness. The company ships its teas directly from India to customers around the world, ensuring that the teas are as fresh as possible. Vadham also offers a wide variety of tea types, including black, green, white, oolong, and herbal teas, all of which are made using traditional Indian tea-making methods.

Vadham has received high ratings and positive reviews from customers around the world. Many customers praise the company's high-quality tea and excellent customer service. Vadham has also been recognized by various organizations for its commitment to sustainability and fair trade practices. For example, the company is a member of the Ethical Tea Partnership, which promotes ethical and sustainable tea production practices.

Vadham also offers educational resources and information about tea production and culture. The company's website features a blog with articles about tea history, health benefits, and brewing tips. Vadham also offers tea-tasting workshops and events, both in-person and online.

Overall, Vadham has established a reputation as a high-quality tea producer with a strong commitment to sustainability and customer satisfaction. The company's focus on freshness, variety, and traditional Indian tea-making methods has helped it stand out in a crowded tea market.

STRATEGY

The company's strategy revolves around delivering premium quality tea directly from the source to the consumer, cutting out the middlemen, and offering a wide range of unique flavours and blends.

Vadham's strategy includes partnering with small tea growers across India, sourcing the freshest tea leaves, and using innovative packaging and distribution methods to ensure that the tea reaches customers in its freshest form. The company has also focused on building a strong online presence and leveraging social media to engage with customers and build brand loyalty.

Vadham has also developed a strong focus on sustainability, working with farmers to promote environmentally friendly and socially responsible practices. This has helped

the company build a reputation for quality and authenticity, which has helped to attract a loyal customer base.

Overall, Vadham's strategy of focusing on quality, sustainability, and innovation has helped it to establish itself as a leading player in the Indian tea market and has enabled it to expand its reach to international markets.

CONCLUSION

Vadham Company has become popular among tea lovers around the world due to their commitment to providing the finest quality tea. They source their tea directly from the best tea gardens in India and use traditional production methods to ensure that the tea retains its natural aroma and flavour.

The company offers a wide range of tea varieties, including black, green, white, oolong, and chai tea. All their tea products are organic, vegan, and ethically sourced. Vadham Company also offers various accessories such as tea infusers, tea pots, and cups to enhance the tea-drinking experience.

One of the unique features of Vadham Company is their focus on sustainability. The company has taken steps to reduce its carbon footprint by using eco-friendly packaging materials and implementing sustainable production practices. They also support the education of children from tea-growing communities by donating a portion of their profits to the education of underprivileged children.

SLURP FARM: BUILDING THE MOST LOVED HEALTH FOOD BRAND FOR CHILDREN

Mr. Bhupinder Singh and Mehek Kaur

ABOUT THE COMPANY

Slurrp Farms is an Indian food company that specializes in producing healthy and organic food products for children and adults. It was founded in 2016 by Meghana Narayan and Shauravi Malik, two mothers who were concerned about the lack of healthy and nutritious food options for children in India. Today, the company has grown to become a popular brand in the health food market in India.

The company's mission is to provide healthy and tasty food products that are free from preservatives, artificial flavours, and colours. Slurrp Farms products are made using locally sourced, natural ingredients that are carefully selected to ensure that they are of the highest quality. The company believes that good food should be simple, delicious, and nutritious, and it strives to achieve this in all its products.

Slurrp Farms product range includes a variety of food products that cater to different dietary needs and preferences. Some of its popular products include breakfast cereals, pancake mixes, dosa mixes, and snacks like millet puffs, popped chips, and cookies. All these products are made with ingredients like millets, lentils, and nuts that are known for their high nutritional value.

One of the key features of Slurrp Farms products is that they are designed to appeal to children. The company's founders recognize that children are often fussy eaters and may not be willing to try new foods easily. Therefore, Slurrp Farms products are designed to be colourful, attractive, and fun, making them appealing to children. The company also provides recipes and ideas for parents to make healthy and nutritious meals for their children using Slurrp Farms products.

Another unique aspect of Slurrp Farms is its focus on sustainability. The company is committed to reducing its carbon footprint and minimizing waste. It uses eco-friendly packaging materials and sources its ingredients from local farmers, reducing the transportation emissions associated with importing products from other regions. Slurrp Farms also partners with NGOs to provide nutritious meals to underprivileged children in India.

Slurrp Farms has received several awards and recognition for its products and its contribution to the health food industry in India. In 2019, it won the Food and Beverage Award for Best New Product Launch and was also recognized as the Emerging Brand of the Year at the Indian Restaurant Congress and Awards.

ABOUT THE FOUNDER

The company was founded in 2016 by two friends, Shauravi Malik and Meghana Narayan.

Shauravi and Meghana were both mothers and were concerned about the quality of food their children were eating. They realized that there were very few options available in the market for healthy and nutritious food products for children. They decided to start a company that would provide healthy and tasty food products for kids.

Shauravi Malik is an alumnus of the Indian School of Business and has over 10 years of experience in the corporate world. She has worked with companies such as McKinsey & Company and Hindustan Unilever Limited. Meghana Narayan, on the other hand, has a background in finance and has worked with companies such as Deutsche Bank and Standard Chartered Bank.

The founders of Slurrrp Farm believe that healthy eating habits should be developed at a young age, and that is why they focus on providing healthy food options for children. They use only natural and wholesome ingredients in their products, and their products are free from preservatives, artificial colours, and flavours.

Slurrrp Farm offers a range of food products such as cereals, snacks, cookies, and pancake mixes. All their products are made with ingredients such as millets, oats, and whole grains, which are rich in nutrients and fiber. They also offer gluten-free and vegan options for their products.

The company has been growing steadily since its inception and has received recognition for its innovative products and business model. In 2019, Slurrrp Farm was awarded the 'Best Food and Beverage Start-up' at the Indian Restaurant Congress and Awards. The company has also raised funding from investors such as Fireside Ventures and Sixth Sense Ventures.

Shauravi Malik and Meghana Narayan, the founders of Slurrrp Farm, are passionate about providing healthy and nutritious food products for children. Their innovative approach to using natural and wholesome ingredients has been successful in creating a strong brand in the Indian food industry.

MISSION AND VISION

Slurrrp Farm's vision is to be a leading provider of healthy and convenient food options for families across India. The company aims to create a positive impact on people's health by offering a range of products that are free from preservatives, artificial colours, and flavours.

Slurrrp Farm wants to make healthy eating accessible to everyone, including children who are often the most vulnerable to unhealthy food choices.

To achieve its mission and vision, Slurrp Farm has developed a range of products that are tailored to the needs of children and families. These products include breakfast cereals, instant meals, cookies, and healthy snacks. Slurrp Farm uses high-quality ingredients such as whole grains, millets, and lentils to create delicious and nutritious food options that are not only healthy but also appealing to children.

Slurrp Farm's mission and vision reflect the company's commitment to promoting healthy eating habits and providing families with convenient and nutritious food options that are free from harmful additives. Through its innovative products and strong values, Slurrp Farm is making a positive impact on people's lives and helping to create a healthier future for all.

REVIEWS

Slurrp Farms offers a range of products, including breakfast cereals, pancake mixes, snack bars, and cookies, made from natural ingredients without any preservatives or artificial flavours. The company sources its ingredients directly from farmers and uses traditional food processing methods to create healthy and delicious products.

Overall, Slurrp Farms has received positive reviews from customers and the media. Many customers appreciate the company's focus on using natural ingredients and its commitment to creating healthy and nutritious products for children. The company's products have also been praised for their taste and convenience, making them a popular choice for busy families.

In addition to its products, Slurrp Farms has also been recognized for its sustainability efforts, including its use of eco-friendly packaging and its support for local farmers.

However, some customers have criticized the company for its pricing, which is higher than many other food products on the market. Some customers have also reported issues with the packaging and delivery of Slurrp Farms' products (Mishry T, 7 October 2022).

GROWTH

One of the key factors contributing to Slurrp Farm's growth is its focus on producing healthy and nutritious food products. The company's products are made from natural ingredients and do not contain any artificial flavours or preservatives. This has made Slurrp Farm a trusted brand among health-conscious consumers who are looking for healthy and nutritious food options.

In addition, the company has expanded its product line to include a wide range of food products, including snacks, breakfast cereals, and cookies. This has helped Slurrp Farm to attract a larger customer base and increase its sales.

Slurrp Farm has also been successful in expanding its distribution channels. The company's products are available in a variety of retail stores across India, as well as online through its own website and other e-commerce platforms. This has made it easier for consumers to access Slurrp Farm's products and has contributed to the company's growth.

Overall, Slurrr Farm's focus on producing healthy and nutritious food products, expanding its product line, and expanding its distribution channels has helped the company to achieve significant growth in the Indian health food industry (Sangwan, 22 February 2022).

CONCLUSION

Slurrr Farms is a food company that focuses on providing healthy and nutritious options for people who are looking to maintain a healthy lifestyle. Founded in 2016 by Shauravi Malik and Meghana Narayan, Slurrr Farms offers a range of breakfast cereals, snacks, and meal mixes that are made using natural ingredients and are free from preservatives, additives, and artificial colours.

One of the key features of Slurrr Farms' products is that they are made using ancient grains such as millets, quinoa, and amaranth. These grains are known for their high nutritional value, and are also gluten-free, making them suitable for people with gluten sensitivities. The company also uses organic ingredients whenever possible, which makes their products even more appealing to health-conscious consumers.

Slurrr Farms is a promising company that is making a positive impact in the food industry. By offering healthy and sustainable products, they are helping to promote a culture of wellness and environmental responsibility. With a strong commitment to quality, innovation, and transparency, the company is well-positioned to continue growing and thriving in the years to come.

THE MUMUM CO.: TO RAISE HEALTHY AND HAPPY CHILDREN**Mr. Swaraj Manchanda and Mehek Kaur****ABOUT THE COMPANY**

The Mumum Co. is a Mumbai-based start-up that produces and sells healthy, organic, and natural baby food. Founded in 2016 by Farah Nathani-Menzies, the company aims to provide parents with a convenient and nutritious option for their babies' meals.

The idea for The Mumum Co. came about when Farah Nathani-Menzies became a mother and struggled to find healthy and convenient food options for her baby. She realized that many parents faced the same challenge and decided to create a solution. She partnered with a nutritionist and a chef to create a range of baby food products that were made with organic and natural ingredients.

The Mumum Co. offers a variety of products, including purees, porridges, and finger foods. All of the ingredients used in their products are sourced locally from certified organic farms. The company is committed to using only natural and minimally processed ingredients, and they avoid using any additives, preservatives, or artificial flavours.

The Mumum Co. is also focused on providing parents with information about the nutritional value of their products. They have a nutritionist on their team who provides guidance on the types of foods that are best for babies at different stages of development. They also provide a detailed list of ingredients and nutritional information for each of their products.

The Mumum Co. is also focused on sustainability. They use eco-friendly products

Since its inception, The Mumum Co. has gained a loyal customer base and has expanded its product line. In 2019, the company launched a line of snacks for children, called Snackible. These snacks are also made with natural and organic ingredients and are designed to be a healthy option for children's lunchboxes or snacks.

The Mumum Co. is a Mumbai-based start-up that produces and sells healthy, organic, and natural baby food. The company is committed to providing parents with a convenient and nutritious option for their babies' meals, while also promoting sustainability and providing information about the nutritional value of their products. With their expanding product line and growing customer base, The Mumum Co. is poised to continue making a positive impact in the baby food industry (L, 19 November 2018).

ABOUT THE FOUNDER

The Mumum Co. is a company that specializes in providing healthy and nutritious food options for babies and toddlers. The company was founded by Farah Nathani Menzies, who is a mother of two and has a background in finance and management consulting.

After struggling to find healthy and convenient food options for her own children, Farah Nathani Menzies decided to start The Mumum Co. in 2017. She believed that there was a need for high-quality, nutritious, and easy-to-use baby food products in the Indian market.

The Mumum Co. offers a range of products, including organic baby cereals, porridges, and finger foods made with locally-sourced, natural ingredients. The company uses a farm-to-table approach to ensure the freshest and highest quality ingredients are used in their products.

Farah Nathani Menzies is committed to promoting healthy eating habits in children and believes that this can be achieved through offering nutritious and delicious food options. She has also spoken about the importance of educating parents about the benefits of healthy eating for their children and the impact it can have on their long-term health.

Under Farah Nathani Menzies' leadership, The Mumum Co. has grown rapidly and has received several awards and recognitions for its innovative and high-quality products. The company has also expanded its product range and distribution network to reach more families across India.

Farah Nathani Menzies' entrepreneurial journey with The Mumum Co. has been an inspiring example of how a passion for health and wellness, combined with business acumen and hard work, can lead to success.

MISSION AND VISION

The mission of The Mumum Co. is to make healthy eating convenient and accessible for families with young children. The company believes that every child deserves to have access to wholesome and nutritious food options that will help them grow and thrive. To achieve this mission, The Mumum Co. uses high-quality, locally sourced ingredients to create a range of products that are free from preservatives, additives, and artificial flavours.

The vision of The Mumum Co. is to revolutionize the baby and toddler food industry in India by creating a movement towards healthy and nutritious eating habits for young children. The company believes that by providing convenient and delicious options for parents, it can help change the way that families think about food and nutrition.

The Mumum Co. aims to become a trusted partner for parents in their journey towards providing the best possible nutrition for their children. The company is committed to transparency and education, and strives to empower parents with the knowledge and resources they need to make informed decisions about their child's nutrition.

The Mumum Co. is a baby and toddler food brand with a mission to make healthy eating convenient and accessible for families with young children. The company's vision is to revolutionize the baby and toddler food industry in India by creating a movement towards healthy and nutritious eating habits for young children.

CUSTOMER REVIEW

One of the most common themes in customer reviews of The Mumum Co. is the quality of the products. Many parents have noted that the ingredients used in the baby food are of a high standard and that the taste is excellent. Some parents have even mentioned that their babies prefer The Mumum Co. products to other baby food brands.

Another common theme in customer reviews is the convenience of the products. Many parents have mentioned that the pre-packaged pouches are easy to use and perfect for on-the-go feeding. The company also offers subscription services, which allow parents to have a regular supply of baby food delivered directly to their doorstep.

Customer service is another aspect of The Mumum Co. that has received positive reviews. Many customers have noted that the company is quick to respond to any queries or concerns that they may have. The company also offers a satisfaction guarantee, which gives parents peace of mind when trying out new products.

However, some customers have mentioned that the price of The Mumum Co. products is higher than other baby food brands. While many parents believe that the higher cost is worth it for the quality of the ingredients and convenience of the products, it may be a consideration for some families on a tight budget.

The Mumum Co. has received many positive customer reviews for their high-quality organic baby food products. The convenience, quality, and customer service provided by the company have been praised by parents who are looking for a healthy and convenient option for their babies.

PRODUCT LINE

One of Mumum Co.'s most popular product lines is their snack line, which includes products like granola bars, trail mix, and crackers. These snacks are made with ingredients like nuts, seeds, and whole grains, and are a great option for people who need a quick and easy snack on-the-go.

Mumum Co. also offers a range of beverages. Their line of ready-to-drink teas and juices are made with high-quality, organic ingredients and are a great way to stay hydrated throughout the day. They also offer a line of protein shakes that are a convenient and nutritious option for people who are always on-the-go.

For those looking for meal solutions, Mumum Co. offers a variety of options. Their line of frozen meals includes dishes like pasta, stir-fry, and casseroles, all of which are made with real ingredients and are free from preservatives and artificial flavours. They also offer a line of meal kits that make it easy to prepare healthy and delicious meals at home.

Overall, Mumum Co.'s product line is designed to offer convenient and nutritious options for busy individuals and families. Their focus on wholesome ingredients and the absence of artificial flavours and preservatives make them a great choice for people looking to make healthier choices (India B.O., 4 January 2021).

CONCLUSION

Mumum Co.'s financial statements indicate that the company has experienced consistent revenue growth over the past few years, and its profit margins have remained stable.

the healthy snacks market is growing rapidly, driven by increasing health awareness and changing consumer preferences. Mumum Co. is well-positioned to capitalize on this trend, given its focus on producing healthy snacks that are both nutritious and tasty.

Mumum Co. appears to be a promising company with a strong financial position and favourable market conditions. To ensure its long-term success, the company should focus on expanding its distribution channels and marketing efforts, while also closely monitoring potential risks to its business

COOLBERG: AUTHENTIC TASTE AND SOME MAGICAL FLAVOURS**Ms. Priyanshi Jain and Mehek Kaur****ABOUT THE COMPANY**

Coolberg is a popular non-alcoholic beverage brand in India, known for its delicious and refreshing range of non-alcoholic beers. The company was founded in 2016 by Pankaj Aswani, Yashika Keswani, and Amit Kumar, with a vision to provide healthier and tastier beverage options to consumers who were looking for an alternative to traditional alcoholic drinks. Today, Coolberg has become a household name in India, and its products are available across various cities in the country.

The company's flagship product is its range of non-alcoholic beers, which are made using high-quality natural ingredients and contain no artificial flavours, preservatives, or colours. The beers come in four exciting flavours: Mint Lime, Peach, Strawberry, and Ginger. They are all vegan, gluten-free, and have no added sugar, making them a healthy and refreshing option for people of all ages. Coolberg has also recently introduced a range of non-alcoholic sparkling drinks in flavours like Blueberry, Green Apple, and Cranberry.

Coolberg has been able to carve a niche for itself in the highly competitive Indian beverage market, thanks to its innovative approach and commitment to quality. The company has a state-of-the-art production facility in Mumbai, where it uses the latest technology and equipment to produce its beverages. Coolberg's products are available in over 5000 retail outlets across India, including major supermarkets, restaurants, bars, and hotels. The company has also partnered with major e-commerce platforms like Amazon, BigBasket, and Swiggy to make its products easily accessible to consumers.

Apart from its commitment to quality and innovation, Coolberg is also known for its strong focus on sustainability and social responsibility. The company has implemented several initiatives to reduce its environmental footprint, such as using recyclable packaging and minimizing waste. Coolberg has also launched several campaigns to create awareness about responsible drinking and promote a healthier lifestyle.

ABOUT THE FOUNDER

The company was founded by Pankaj Aswani and Yashika Keswani in Mumbai in 2016. Pankaj Aswani, one of the co-founders of Coolberg, holds a degree in chemical engineering from Mumbai University. Before starting Coolberg, Aswani worked with his family business, which is involved in the manufacture of perfumes and fragrances. Aswani saw a gap in the Indian beverage market for non-alcoholic drinks and decided to create Coolberg with his partner, Yashika Keswani.

Yashika Keswani, the other co-founder of Coolberg, is a qualified chartered accountant with experience in finance and accounting. Before founding Coolberg, Keswani worked with several companies, including Ernst & Young, where she gained valuable experience in accounting and finance.

Aswani and Keswani's passion for creating a non-alcoholic beer that would cater to the Indian market led to the birth of Coolberg. The company's mission is to provide a healthier and safer alternative to alcoholic beverages, especially for young adults and people who choose not to consume alcohol.

Coolberg produces a range of non-alcoholic beers and beverages that come in various flavours, including Ginger Ale, Virgin Mojito, and Peach. The company uses high-quality ingredients and state-of-the-art brewing techniques to ensure that its products are of the highest quality.

Coolberg has gained popularity in India, and the company has expanded its operations to several cities across the country. Aswani and Keswani's vision for Coolberg is to make non-alcoholic beers and beverages a mainstream choice in India and beyond.

MISSION AND VISION

The mission is to provide a healthier and tastier alternative to alcoholic drinks and to make non-alcoholic beverages a more socially acceptable choice.

The vision of Coolberg is to become a leading global brand in the non-alcoholic beverage industry. They aim to achieve this by providing high-quality, innovative, and flavorful drinks that cater to a diverse range of tastes and preferences. They want to become a go-to brand for anyone looking for a healthy and refreshing drink that is also socially responsible.

Coolberg is committed to promoting a healthy lifestyle by providing drinks that are made from natural ingredients and free from preservatives, artificial flavours, and colours. They believe that everyone should be able to enjoy a delicious and refreshing drink without compromising their health.

Coolberg is committed to promoting sustainability and reducing its environmental impact. They use recyclable materials for their packaging and continuously work towards reducing waste and their carbon footprint. Emission and Vision

Coolberg's mission is to provide a healthier and tastier alternative to alcoholic drinks, while their vision is to become a leading global brand in the non-alcoholic beverage industry. They strive to achieve this by creating high-quality, innovative, and flavorful drinks that promote a healthy lifestyle, social responsibility, and sustainability

GROWTH

One of the key drivers of Coolberg's growth has been its focus on innovation and product development. The company has introduced a range of unique flavours and

formulations that have helped it stand out in a crowded market. Additionally, Coolberg has been able to capitalize on a growing trend towards healthier living, with consumers increasingly looking for healthier beverage options.

Another factor contributing to Coolberg's growth has been its strong marketing and branding. The company has used social media and influencer marketing to build a loyal customer base and create a strong brand identity. This has helped Coolberg expand its reach and gain traction in new markets.

Coolberg has been able to leverage strategic partnerships and collaborations to further its growth. The company has partnered with major retailers and distributors, allowing it to expand its presence in key markets.

Coolberg's focus on innovation, marketing, and partnerships has helped it achieve impressive growth in a relatively short amount of time. With the demand for non-alcoholic beverages only set to increase, Coolberg is well-positioned for continued success in the years ahead.

PRODUCT LINE

The company's product line includes a range of non-alcoholic beers that come in different flavours such as mint, strawberry, ginger, and peach. These beverages are made from natural ingredients and are completely alcohol-free, making them a popular choice among consumers who prefer to avoid alcohol.

In addition to their non-alcoholic beer line, Coolberg also offers a range of other products such as mock tails and soft drinks. Their mock tails come in flavours such as mojito, margarita, and sangria, while their soft drinks come in flavours like cola, orange, and lemon.

Coolberg's product line is designed to cater to the growing demand for healthier beverage options that don't compromise on taste. Their products are made with natural ingredients and are free from preservatives, artificial colours, and flavours.

Overall, Coolberg's product line offers a wide range of non-alcoholic beverages that cater to different tastes and preferences. With a focus on quality and taste, the company has been able to establish itself as a leading player in the non-alcoholic beverage market in India.

PUBLIC REVIEWS

In terms of public reviews, Coolberg has generally received positive feedback from customers. Many have praised the company for its delicious and refreshing beverages, as well as for its commitment to catering to a niche market. Customers have also expressed appreciation for the company's packaging, which they find to be visually appealing and easy to transport.

In addition to its customer reviews, Coolberg has also received recognition from various industry experts and publications. For example, the company was named one of the top 20 Indian start-ups to watch in 2020 by Business Today, a leading business publication in India. It has also received awards for innovation and entrepreneurship from organizations like Tie Mumbai and the Indian Chamber of Commerce.

Coolberg has a solid reputation among its customers and industry peers, and is poised for continued growth in the Indian market and beyond.

CONCLUSION

Coolberg is a non-alcoholic beverage company that offers a range of flavored beers to cater to the growing demand for non-alcoholic drinks in India. The company was founded in 2016 by Pankaj Aswani and Yashika Keswani, with a vision to provide healthier beverage alternatives to people who enjoy the taste of beer but do not want to consume alcohol.

Coolberg has been successful in creating a niche market for itself in India's non-alcoholic beverage segment by offering innovative flavours like ginger, mint, peach, and strawberry. The company has also established a strong online presence through e-commerce platforms and social media marketing.

PIPAL TREE BEVERAGES: THE START-UP HAS EXPERIENCED NUTRITIONAL EXPERTS TO HELP CUSTOMERS

Ms. Shirly Rex and Mehek Kaur

ABOUT THE COMPANY

Pipal Tree Beverages is a Delhi-based start-up founded by Satish Negi and Jasmeet Khanna in 2016. The company specializes in producing premium quality organic tea blends sourced from small tea estates in India.

Negi and Khanna were inspired to start the company after realizing that there was a significant gap in the market for high-quality organic tea blends in India. They wanted to provide consumers with a healthier alternative to the mass-produced, low-quality tea that was available in most supermarkets.

Pipal Tree Beverages currently offers a range of teas, including black, green, and herbal blends. All of their teas are sourced from small tea estates in India that use organic farming practices. The company is committed to sustainability and works closely with their partner estates to ensure that their products are environmentally friendly and socially responsible.

One of the key differentiators of Pipal Tree Beverages is their focus on the health benefits of tea. The company's blends are formulated to promote good health and wellness, with ingredients like turmeric, ginger, and lemongrass used to support digestion, boost immunity, and reduce inflammation.

In addition to their retail products, Pipal Tree Beverages also offers a range of services to corporate clients, including custom blends and personalized packaging. The company has worked with a number of high-profile clients, including Google, Microsoft, and Facebook.

Since its founding, Pipal Tree Beverages has received a number of awards and accolades. In 2018, the company was named the Best Organic Tea Brand by the World Tea Expo. They have also been featured in a number of high-profile publications, including Forbes India and The Economic Times.

Despite their success, Negi and Khanna remain committed to their mission of providing high-quality organic tea blends to consumers in India and beyond. They are constantly working to improve their products and expand their reach, with plans to introduce new blends and expand their distribution network in the coming years.

Pipal Tree Beverages is a Delhi-based start-up that specializes in producing premium quality organic tea blends sourced from small tea estates in India. The company was

founded by Satish Negi and Jasmeet Khanna in 2016, with the aim of providing consumers with a healthier alternative to the mass-produced, low-quality tea that was available in most supermarkets. Their focus on sustainability, health benefits, and personalized service has helped them become a leading player in the Indian tea market.

ABOUT THE FOUNDER

Pipal Tree Beverages is a Delhi-based start-up that was founded by Satish Negi and Jasmeet Khanna in 2017. The company is focused on producing and distributing natural, healthy and delicious beverages made from local fruits and vegetables.

Satish Negi, a former PepsiCo executive, founded Pipal Tree Beverages with a vision to create a brand that offers healthier and more sustainable beverage options. Negi has over 20 years of experience in the beverage industry

Jasmeet Khanna, the co-founder of Pipal Tree Beverages, brings over 12 years of experience in the food and beverage industry. She has worked with several prominent brands such as Nestle, Coca-Cola and Red Bull, and has also run her own food and beverage start up in the past. Khanna is responsible for the marketing and sales aspects of the company and has played a key role in driving the growth of Pipal Tree Beverages.

Together, Negi and Khanna have built Pipal Tree Beverages into a successful brand that offers a range of healthy and refreshing beverages. Their product portfolio includes a variety of natural and healthy drinks like cold-pressed juices, coconut water, and fruit-based sodas. The company has gained a loyal following in a short span of time and is now available in over 1000 retail stores across Delhi NCR, Mumbai, and Bangalore.

Pipal Tree Beverages is committed to sustainability and works closely with local farmers and suppliers to source their ingredients. The company also uses eco-friendly packaging and has implemented various initiatives to reduce its environmental impact. Through their innovative products and sustainable practices, Satish Negi and Jasmeet Khanna have created a brand that is both socially responsible and commercially successful.

MISSION AND VISION

Their vision is to make Pipal Tree Beverage a globally recognized brand that is synonymous with healthy and sustainable living.

The company's mission is to offer high-quality, natural beverages that are made from plant-based ingredients and are free from artificial colours, flavours, and preservatives. They aim to provide a healthy and sustainable alternative to traditional soft drinks and energy drinks that are often loaded with sugar and caffeine. Their beverages are also eco-friendly, as they use recyclable packaging and source their ingredients from sustainable farms.

Pipal Tree Beverage aims to make healthy living accessible to everyone by offering affordable and delicious plant-based beverages that cater to a variety of tastes and preferences. They believe that healthy living should not be a luxury and that everyone should have access to nutritious and sustainable food and drinks.

Overall, Pipal Tree Beverage's mission and vision are focused on promoting healthy and sustainable living through the creation of plant-based and eco-friendly beverages that are accessible, affordable, and delicious. Through their commitment to sustainability, they hope to make a positive impact on the environment and local communities, while also promoting healthier lifestyles for individuals.

REVIEWS

Reviews of Pipal Tree Beverages have generally been positive, with customers praising the company's commitment to using natural ingredients and avoiding artificial additives. Many reviewers also appreciate the company's focus on sustainability and ethical sourcing.

One of the most popular products from Pipal Tree Beverages is their hibiscus tea, which is made from dried hibiscus flowers and infused with natural fruit flavours. Customers describe the tea as refreshing and flavorful, with a tangy and slightly tart taste that is not overly sweet.

Another popular product is Pipal Tree's ginger ale, which is made from fresh ginger root and sweetened with honey. Customers enjoy the spicy and slightly sweet taste of the ginger ale, and appreciate that it is not as sugary as traditional ginger ale.

Some reviewers have noted that the prices of Pipal Tree Beverages' products are somewhat higher than those of other beverages on the market. However, many customers feel that the high quality and natural ingredients justify the higher cost.

Overall, Pipal Tree Beverages has received positive reviews from customers who value natural and sustainable products. The company's commitment to using natural ingredients and avoiding artificial additives has resonated with health-conscious consumers, and their flavorful and refreshing beverages have garnered a loyal following.

RATINGS

One of the flagship products of Pipal Tree Beverage is their almond milk, which is made from high-quality almonds sourced from local farmers in India. The company also offers other plant-based milk alternatives such as oat milk, coconut milk, and cashew milk. All of these products are vegan, dairy-free, and lactose-free, making them suitable for people with dietary restrictions.

Apart from producing innovative plant-based milk alternatives, Pipal Tree Beverage is also committed to sustainable practices. The company works with local farmers to

source their ingredients, reducing their carbon footprint by minimizing transportation costs. Additionally, they use glass bottles for packaging, which are eco-friendly and can be reused.

In terms of ratings, Pipal Tree Beverage has received positive feedback from consumers for their high-quality products and commitment to sustainability. It has 4.5 rating in total

CONCLUSION

Pipal Tree Beverage is a start-up founded by Satish Negi and Jasmeet Khanna that produces and sells natural and healthy beverages made from traditional Indian ingredients. The company has gained popularity in the Indian market and has received several accolades for its innovative approach to beverage production.

One of the key strengths of Pipal Tree Beverage is its focus on using natural ingredients and traditional Indian recipes to create unique and healthy beverages. This approach sets the company apart from other beverage manufacturers that often use artificial flavours, colours, and preservatives in their products. By offering natural and healthy options, Pipal Tree Beverage appeals to health-conscious consumers who are looking for alternatives to sugary drinks and artificially flavored beverages.

Another strength of the company is its commitment to sustainability. Pipal Tree Beverage uses eco-friendly packaging materials and has implemented sustainable production practices to minimize its environmental footprint. This focus on sustainability resonates with consumers who are increasingly concerned about the impact of their purchasing decisions on the environment.

In conclusion, Pipal Tree Beverage is a promising start up that has demonstrated a commitment to producing natural and healthy beverages using traditional Indian recipes. The company's focus on sustainability and eco-friendly practices also sets it apart from other beverage manufacturers. While the company faces several challenges, its unique approach to beverage production and marketing should position it for continued success in the Indian market and beyond.

CHAAYOS: A CONTEMPORARY VERSION OF THE LOCALLY FOUND TEA STALLS

Prof. (Dr.) Poorva Ranjan and Mehek Kaur

ABOUT THE COMPANY

Chaayos is an Indian tea cafe chain that was founded in 2012 by Nitin Saluja and Raghav Verma. The company is based in Gurgaon, Haryana, and has over 100 cafes across India. It is a popular brand known for its range of tea-based beverages, snacks, and meals.

The founders of Chaayos, Nitin Saluja and Raghav Verma, are both engineers who left their corporate jobs to pursue their passion for tea.

Chaayos' menu is centered around tea-based drinks, which include classic chai, masala chai, ginger chai, and lemon chai, as well as a variety of iced teas and cold brews. The cafe also serves a range of snacks and meals, such as sandwiches, parathas, and pasta, which are designed to complement the drinks. The company places a strong emphasis on using high-quality ingredients, such as hand-picked tea leaves and fresh herbs and spices.

One of the unique features of Chaayos is its customizable menu, which allows customers to create their own unique tea blends by selecting from a range of tea bases, spices, and flavours. This feature has been very popular with customers and has helped to differentiate Chaayos from other tea cafes.

In addition to its retail locations, Chaayos has also expanded its presence through partnerships with other businesses. The company has collaborated with food delivery services, such as Zomato and Swiggy, to offer its menu to a wider audience. It has also partnered with airports, shopping malls, and other high-traffic areas to open kiosks and pop-up stores.

Despite facing stiff competition from other tea cafe chains, such as Chai Point and Tea Trails, Chaayos has managed to establish itself as a leading player in the Indian tea cafe market. The company has received funding from investors such as Tiger Global and SAIF Partners, and has reported strong revenue growth in recent years. It has also received several awards for its innovative approach to tea culture, including the Best Tea Cafe Chain award at the Times Food and Nightlife Awards.

Overall, Chaayos has successfully blended traditional Indian tea culture with modern cafe trends, creating a unique and popular brand. With its focus on high-quality ingredients, customizable menu, and technology-driven customer experience, the company is well-positioned for continued growth in the Indian market and beyond.

ABOUT THE FOUNDER

Chaayos is an Indian tea cafe chain that was founded by Nitin Saluja in 2012. Nitin Saluja was born and raised in Delhi, India. He completed his engineering degree from IIT Bombay and then worked for a few years in the corporate sector before deciding to start his own business.

Nitin's passion for tea inspired him to start Chaayos. He believed that tea was an integral part of Indian culture, and wanted to create a place where people could enjoy different varieties of tea along with snacks. Nitin envisioned Chaayos as a modern and innovative tea cafe chain that offered a wide range of tea blends and customized tea options to cater to the diverse tastes of Indian consumers.

Nitin's background in engineering helped him to develop Chaayos' unique technology-enabled ordering system. The system allows customers to customize their tea according to their preferences, including the strength, sweetness, and milk content. This feature became one of the key factors that differentiated Chaayos from other tea cafes in India.

Since its inception in 2012, Chaayos has grown rapidly and currently operates over 100 cafes across India. Nitin's vision and innovative approach to the traditional tea culture have been instrumental in Chaayos' success. He has received several awards and recognition for his contribution to the Indian tea industry.

Nitin Saluja's entrepreneurial journey with Chaayos is an inspiration to many aspiring entrepreneurs in India. His passion, vision, and innovative ideas have not only transformed the tea culture in India but also contributed to the growth of the country's economy.

MISSION AND VISION

The company's vision is to become the largest and most loved tea brand in India by offering high-quality, customizable tea blends and providing an exceptional customer experience.

Chaayos is passionate about tea and aims to offer a unique experience to tea lovers by creating a blend of traditional and modern tea culture. The company sources tea leaves from the best tea gardens in India and blends them with natural ingredients to create unique tea blends that cater to the diverse tastes and preferences of its customers. Chaayos also offers a range of food items that complement their tea blends, including sandwiches, wraps, and desserts.

The company's mission is to provide an experience that is reflective of Indian culture and traditions. It wants to create a space where people can come together and connect over a cup of tea. The company aims to offer a personalized experience to each customer, allowing them to customize their tea blends with various ingredients, including ginger, lemon, and honey.

Chaayos is also committed to sustainability and social responsibility. The company sources its tea leaves directly from farmers, ensuring that they receive fair prices for their produce. It also works to reduce its carbon footprint by using eco-friendly packaging and recycling waste.



Figure 1: Business Model of Chaayos

Source: <https://studiousguy.com/chaayos-business-model/>

PRODUCT LINE

The product line of Chaayos is centered around its wide variety of tea-based beverages, which include both traditional and modern tea blends. The company sources its tea leaves from various regions of India, ensuring the highest quality and authenticity of its teas.

Some of the most popular teas offered by Chaayos include the classic masala chai, ginger chai, tulsi chai, and green tea. In addition to these traditional teas, the company also offers a range of modern tea blends such as the chocolate chai, kulhad chai, and rose chai. These teas are served in various styles, including hot, iced, and blended.

Apart from tea, Chaayos also offers a range of snacks and light bites to complement its beverage offerings. These include samosas, sandwiches, parathas, and cakes, among others. The company also has a dedicated breakfast menu that features items like eggs, oatmeal, and waffles.

To cater to the diverse tastes and preferences of its customers, Chaayos also offers a customizable menu. Customers can choose the type of tea they want and customize it with different flavours, sweeteners, and add-ins like ginger, lemon, and honey.

Overall, the product line of Chaayos is focused on providing customers with a unique and personalized tea-drinking experience that blends traditional Indian tea culture with modern flavours and techniques. The company's emphasis on high-quality ingredients and customization options has helped it gain a loyal following among tea lovers in India.

REVIEWS

The company has garnered mixed reviews from customers. Some customers have praised the quality of tea, snacks, and the overall ambiance of the café, while others have expressed disappointment with the service and pricing.

Many customers have appreciated the concept of customizing their tea as per their taste preferences. Chaayos offers a variety of tea options such as masala chai, green tea, herbal tea, and others, and customers can choose the level of sweetness, milk, and other ingredients to suit their taste buds.

They attract customers, especially the Indian street food-inspired snacks like vada pav, bun maska, and samosas. The company has also introduced some fusion snacks that are well received by the customers.

On the downside, some customers have criticized the high prices of the beverages and snacks. The prices of the items on the menu are comparatively higher than those of other local tea vendors. Some customers have also complained about the service, stating that the staff is not very attentive and the orders take a long time to be prepared.

Another criticism that Chaayos has faced is regarding hygiene and cleanliness. Some customers have reported instances of unclean tables and utensils, which can be a major turn off for many people.

CONCLUSION

The company's success can be attributed to their innovative approach to traditional Indian tea, as well as their focus on customer satisfaction. Chaayos has introduced several innovative tea-based products such as Kulhad Chai, Desi Chai, and their signature Masala Chai, which has been well received by customers.

Chaayos' expansion plans have been steady, with the company focusing on opening stores in high footfall areas and targeting working professionals and students. The company has also introduced a mobile app to enhance the customer experience, providing customers with the convenience of ordering and customizing their tea online.

Overall, Chaayos has established itself as a prominent player in the Indian tea industry, and their unique approach to tea customization has helped them to differentiate themselves from other players in the market. With continued innovation and focus on customer satisfaction, Chaayos is well-positioned for further growth and success.

BIRA 91: THE RAGE AMONGST URBAN MILLENNIALS OWING TO ITS DELICIOUS BEERS

Dr. Shalini Gautam and Mehek Kaur

ABOUT THE COMPANY

Bira 91 is a craft beer company that was founded in 2015 by Ankur Jain, a beer lover and entrepreneur. The company is based in New Delhi, India and has quickly become one of the fastest-growing beer brands in the country. The name "Bira" is derived from the Hindi word "bira," which means "small" or "little."

The company's goal is to provide high-quality, innovative craft beer to Indian consumers. They believe that beer should be enjoyed for its taste and not just for its alcohol content. Bira 91 has a range of beers that are inspired by different cultures and regions around the world.

Bira 91 has been successful in tapping into the growing craft beer market in India. The company has expanded rapidly since its inception and is now available in over 30 cities across India, as well as in other countries such as the United States, Singapore, and the United Kingdom.

One of the things that sets Bira 91 apart from other beer companies is their branding and marketing strategy. The company has a distinctive, colourful logo and uses quirky, humorous advertising campaigns to target young, urban consumers. Their marketing campaigns often feature puns and play on words, such as "Imagined in India" and "Booze like a Bira."

In addition to their focus on quality beer and innovative branding, Bira 91 is also committed to sustainability. The company has implemented several eco-friendly practices, such as using recycled materials for their packaging and implementing water-saving measures in their brewing process.

Bira 91 has been successful in establishing itself as a unique and innovative craft beer brand in India and beyond. With its focus on quality, innovation, and sustainability, Bira 91 is well-positioned to continue growing and expanding its reach in the coming years.

ABOUT THE FOUNDER

Bira 91 is an Indian beer brand that was founded by Ankur Jain in 2015. Jain, who was born and raised in India, had a passion for beer and had previously worked in the United States in the technology industry. He returned to India with the goal of creating a beer that would appeal to the Indian palate and offer a unique drinking experience.

Jain started by researching the beer market in India and found that there was a gap in the market for a craft beer that was flavorful and high quality. He decided to create a beer that would appeal to the young,

Jain spent several years researching and developing the recipe for Bira 91, working with master brewers in Belgium to create a beer that would be both refreshing and flavorful.

In 2015, Bira 91 was launched in India and quickly gained a following among young, urban consumers. The beer was marketed as a premium brand, with a distinctive logo and packaging that stood out on the shelves.

Today, Bira 91 is one of the most popular beer brands in India, with a presence in over 30 countries around the world. Jain continues to oversee the company's operations, working to expand the brand and bring new and innovative products to the market.

Bira 91, Jain has also founded several other companies, including a venture capital firm that invests in technology start-ups. He is considered to be one of India's most successful entrepreneurs, and his story has inspired many other young people to pursue their dreams and start their own businesses.

GROWTH

One of the key factors contributing to the growth of Bira 91 is its innovative marketing strategy. The company has focused on creating a strong brand identity that appeals to young, urban consumers. Bira 91 has leveraged social media and other digital platforms to reach its target audience, and has also created unique experiences for customers through events and collaborations with other brands.

Another important factor in Bira 91's growth has been its focus on quality and innovation. The company has introduced a wide range of craft beers with unique flavours and styles, which have helped it to differentiate itself in a crowded market. Bira 91 has also invested heavily in its brewing facilities and processes to ensure that its products meet high standards of quality.

Bira 91 has been aggressive in pursuing new markets both within India and abroad. The company has opened multiple breweries in India, including in major cities like Delhi, Mumbai, and Bangalore. Bira 91 has also expanded to several international markets, including the US, UK, and Singapore. The company has established partnerships with distributors and retailers in these markets, and has focused on building a strong brand presence through targeted marketing and events.

Bira 91's growth can be attributed to a combination of factors, including its innovative marketing strategy, focus on quality and innovation, and aggressive expansion plans. The company has established itself as a leading player in the craft beer industry in India and has made significant strides towards becoming a global brand (Malik, 9 March 2023).

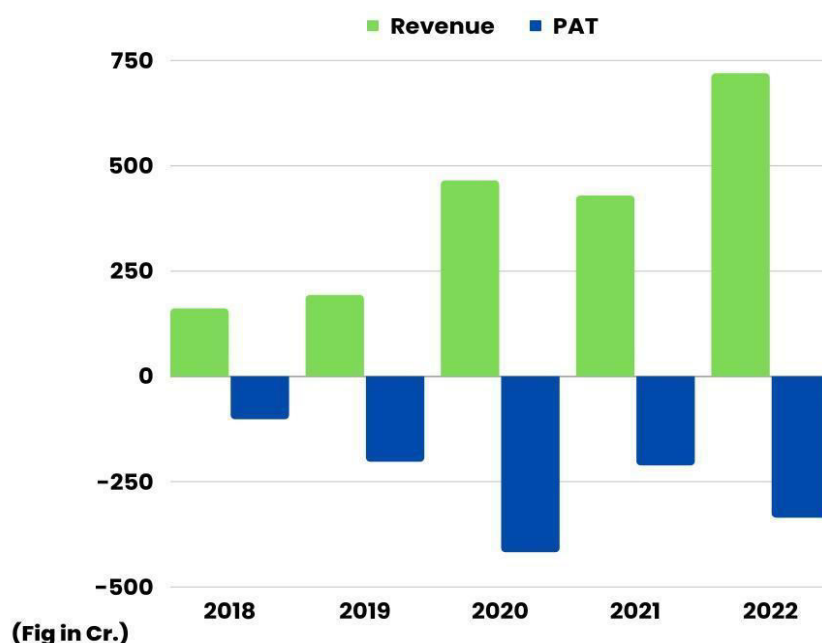


Figure 1: Share price from 2018-2022

Source: <https://unlistedzone.com/shares/bira-share-price-buy-sell-unlisted-shares/>

MISSION AND VISION

MISSION

Bira 91's mission is to revolutionize the Indian beer industry by creating a unique and memorable experience for its customers through the use of high-quality ingredients, innovative brewing techniques, and a commitment to sustainability. The company's goal is to become the preferred beer brand in India by offering a diverse range of craft beers that cater to the tastes and preferences of Indian consumers.

VISION

Bira 91's vision is to become a global craft beer brand that represents the unique flavours and culture of India. The company's aim is to build a strong presence in the Indian market while expanding its reach internationally. Bira 91 strives to be recognized as a company that values creativity, innovation, and sustainability.

PRODUCT LINE

Bira 91 offers a wide range of beer products that are suitable for different occasions and taste preferences. Their product line includes:

Bira 91 White - This is a Belgian-style wheat beer that is light and refreshing with a citrusy flavour and aroma.

Bira 91 Blonde - This is a lager-style beer that is crisp and clean with a hint of bitterness.

Bira 91 Light - This is a low-calorie beer that is brewed with a blend of malted barley and wheat, making it a healthier option for beer drinkers.

Bira 91 Strong - This is a high-alcohol beer that is brewed with a combination of malted barley and hops, giving it a strong and rich flavour.

Bira 91 IPA - This is an India Pale Ale that is brewed with a blend of hops that give it a strong bitterness and a fruity aroma.

Bira 91 Boom - This is a sparkling wheat beer that is infused with fruit juice, making it a sweet and refreshing drink.

Bira 91 Malabar Stout - This is a dark beer that is brewed with a blend of roasted malts and has a rich, chocolaty flavour.

REVIEWS

Bira 91 offers a range of craft beers that cater to different tastes and preferences. The company uses high-quality ingredients to produce its beers, which are brewed using traditional methods. Their beers are known for their bold flavours and aromas, which make them stand out from other commercial beers.

One of the most popular Bira 91 beers is the Bira Blonde, which has a light and refreshing taste. The beer has a crisp finish and a low bitterness level, making it an ideal choice for those who prefer milder beers. Another popular beer is the Bira White, which has a fruity and spicy flavour profile.

Bira 91 has also launched a line of IPAs (India Pale Ales), which are known for their hoppy flavour profile. The company's IPA range includes the Bira 91 Boom, Bira 91 IPA, and Bira 91 The Indian Pale Ale. These beers are perfect for those who enjoy strong and bold flavours.

Bira 91 has established itself as a prominent player in the craft beer market in India. Its focus on quality, flavour, and branding has helped it attract a loyal following of beer enthusiasts. If you are looking for a unique and flavorful beer, Bira 91 is definitely worth a try.

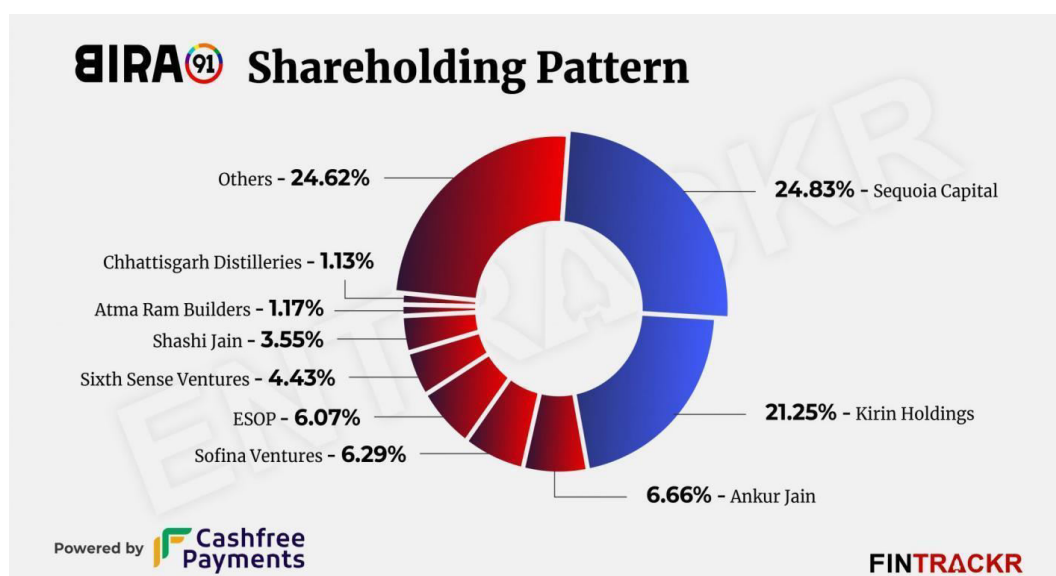


Figure 2: Shareholding Pattern

Source: <https://entrackr.com/2022/12/decoding-bira-91s-series-d-round-and-shareholding-pattern/>

CONCLUSION

Bira 91 is an Indian craft beer company that was founded in 2015 by Ankur Jain. The company has experienced rapid growth and has become a popular choice among young beer drinkers in India. Bira 91 has also expanded internationally and is now available in several countries. The company has gained a reputation for producing high-quality, flavorful beers that appeal to a diverse range of palates. Despite facing some challenges, including the impact of the COVID-19 pandemic on the hospitality Bira 91 has continued to innovate and grow, and it remains a key player in the Indian craft beer market.

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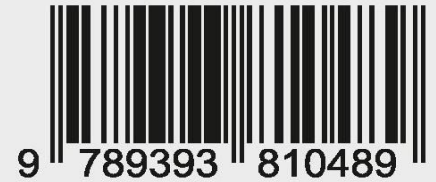
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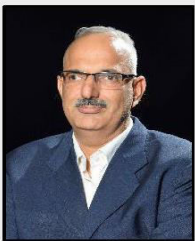
Food Entrepreneurship Startup in India

Case Bank II



The Indian culture is rooted in their food. The Indian food habits are unique, not only in their taste but also in their cooking methods. It reflects the complexities of Indian culture. The diversity in Indian culture, in terms of religion, ethnicity, language, castes, etc, gets reflected in the diverse culinary skills and food consumption. Our festivals, occasions, and rituals, all are associated with different types of foods. With the advent of globalization, Indians have accepted various food items from across the globe and “Indianized” them in their unique way.

The present book is a collection of various food entrepreneurs which have developed in the country. These entrepreneurs range from organic tea, teas with an infusion of flowers and real fruits, nutritious snacks, authentic flavors, and healthy beverages to indulgent meals, a variety of samosas, restaurant brand curators, quick and convenient Indian food, and delicious beers. The present book shows the journey of thirty-two food entrepreneurs and the challenges faced by them. Some of the food entrepreneurs are already big brands and some are taking baby steps toward success. The book will be invaluable for not only for food entrepreneurs but also for entrepreneurs, in general.



Dr Ravikant Swami has a decorated and diverse educational background—a PhD in Management, MBA and Bachelors in Economics from prestigious universities in India, and certifications and trainings from B-schools like IIM Bangalore, IIM Calcutta and IIFT New Delhi. Dr Swami has an eclectic list of subjects at his command that credit him with the excellence of a multi-variate teaching style. He has published numerous research papers and supervised PhD thesis, dissertations at MPhil as well as MBA levels. He is the honorary director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practise better teaching and assure better earning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.



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