LOVE TEA?

WHY NOT JOIN US TO “**CHAI SUTTA BAR**”?

After water, tea is the most consumed beverage across the world. And, according to an IBEF report, India ranks second in tea production. Seeing “chai anywhere and everywhere”, the two friends Anubhav Dubey and Anand Nayak decided to start a tea-cafe chain in Indore in 2016 with an initial capital of Rs 30 lakh.

They decided to give their chain an unusual name: “﻿Chai Sutta Bar”, seems interesting to hear right? this name created an unusual feeling of what is so special in this, which leads to a great marketing for the duo’s initial start-up days. From one outlet in 2016, the young entrepreneurs have come a long way. Over the years, CSB has scaled to more than 200 outlets in 100 cities in India. Of these, 195 are franchisee models and five are owned by the company.

One more interesting part of the startup is that the company sources about three lakh kulhads every day from 500 potter families which provides employment and a decent earning for the potters . The business started with simple chai served in kulhad, and gradually added other flavours such as Adrak Chai, Chocolate Chai, Masala Chai, Elaichi Chai, Tulsi Chai, Kesar Chai, etc to their menu.

CSB has achieved a sale of approx “100 crores” through their outlets as stated by Anubhav dubey.

So, what’s next?

Chai Sutta Bar announces the launch of its tea brand, Maatea, after seven years of successfully serving tea to tea lovers at Chai Sutta Bar. **Maatea** is positioned as natural, high-quality tea at an affordable price. Starting their venture in Indore, the heart of Madhya Pradesh, to gradually expand to Rajasthan and Chhattisgarh. ‘Maatea’ has swiftly becoming the preferred choice for tea lovers.

“Each tea leaf undergoes processing without the addition of special ingredients or additives”, stated by the founders of Maatea(CSB). The branded focuses on providing high quality tea equipped with iron and fibre segregators, ensures the highest standards of quality. The zero-human interface in their packaging process maintains the integrity of the tea leaves, providing customers with an unmatched tea-drinking experience. In addition, Chai Sutta Bar expressed their confidence in the brand’s potential to expand globally.

Warning! Fun Fact ahead:-

Chai Sutta Bar has launched ‘Free Hugs for Everyone’ campaign at its main outlet in Indore. The campaign aims to spread love and kindness by bringing together people from all walks of life. It encourages individuals to hug those around them, regardless of their race, religion, or gender identity. The brand stated that the goal behind the campaign is to create an inclusive and welcoming environment where everyone feels accepted and appreciated.

This Campaign is highly appreciated by their consumers and give them a boost in their sales and marketing. People take selfies with the outlet and share on social media by tagging the tea franchise as a gesture of appreciation to the brand.