



# BREWED LEAF

An Investment Proposal



# COMPANY OVERVIEW

Brewed Ventures is a **direct-to-consumer** Indian tea brand.

On a mission to disrupt the 200+ years traditional tea industry by building an **ecosystem** combining capabilities from sourcing to distribution.

The Company was started in August 2020 by a young, enterprising individual, Vaibhav along with his mother (investor) and brother (co-founder).

The office is located in the heart of Siliguri making it easily accessible.

**3300+ sq. ft. factory** along with the **warehouse** is located in Industrial Area, Eastern Bypass – Siliguri that is a 30 mins drive from the office.

A well-rounded team with experience in product, tea industry, supply chain, marketing, import & exports.

## Recognitions:

- Nominated among India's Top 500 Startup's in 2020
- Recognized by startupindia and M Junction (Tea Board)

# 17

Operational  
Months

# 21

Member  
Team

# 132+

Years cumulative  
experience







# MARKET GAPS

## INDIA

- I. Prolonged Supply Chain of 12-24 weeks
- I. Use of artificial additives
- I. Poor quality tea leaves
- I. Expensive pricing due to commission of multiple middlemen
- I. Unavailability of fresh tea hampering freshness and taste





## BREWED VENTURES THE OPPORTUNITY

- I. Sourcing tea directly from gardens
- I. 96 hours delivery cycle from time of harvest of the leaves
- I. Nil involvement of middlemen ensuring affordability & quality
- I. No addition of artificial flavours or additives
- I. Freshest tea directly from the garden to consumer





# OUR USP



Freshest Garden  
To Cup Tea



Removing Multiple  
Middlemen



Quality & Freshness



In-House Expert  
Blending



No artificial Colour,  
Flavour or Essence



100%  
natural



Leveraging  
Technology



Shrinking the Supply  
Chain by 88%



96 hr delivery cycle from  
time of harvest of the  
leaves



Tea Distribution in  
India & Global Export



# FOUNDING TEAM



**Vaibhav Jajoo**

Founder

Hotel Management graduate with 3 years of hospitality experience at Hotel Royal Orchid and owner of Pitchers (Irish Restro Bar) based out in Bangalore ;and a deep passion for brewing tea



**Lalita Devi Jajoo**

Investor

Housewife



# TEAM



**Avijit Dey**

Tea Master

Holding an MSc in Botany and a rich experience of 30+ years in Tea industry, he has several awards in his kitty and launched the world's first processed Olive Tea

Worked with Chai Chun, Olivia, Assam Tea company, Belgachi Tea Estate, Baruapara Tea Factory, Annapurna Tea Factory, Gatik Tea, Pioneer Tea



**Saugata Sen**

CGM

Go getter marketing professional with 8+ years of experience in FMCG, Imports & Exports having a PG Diploma in Mass Communication & Public Relations

Worked with Berlia Tea & Chai Chun



**Rajat Jajoo**

Co-founder

Hotel Management graduate with exposure to on ground business management having worked for 2 years

Worked with JW Marriott & Shangri-La



# OUR ECOSYSTEM



**Brewed Leaf**

**Product**

**Premium Tea Brand  
Pan India & Exports**



**City Leaf**

**Product**

**Mass Market Brand  
Pan India**



**Tea Man**

**Retail**

**Chain of Kiosks & Cafes  
Pan India**





# INDIA - TEA MARKET

- Consumption volume of **1.1 million tons** of tea in 2020
- Projected to grow at a CAGR of nearly **4.2%** from 2022-2027
- **Second largest tea producer** in the world with an expectation to attain **1.4 million tons** by 2026

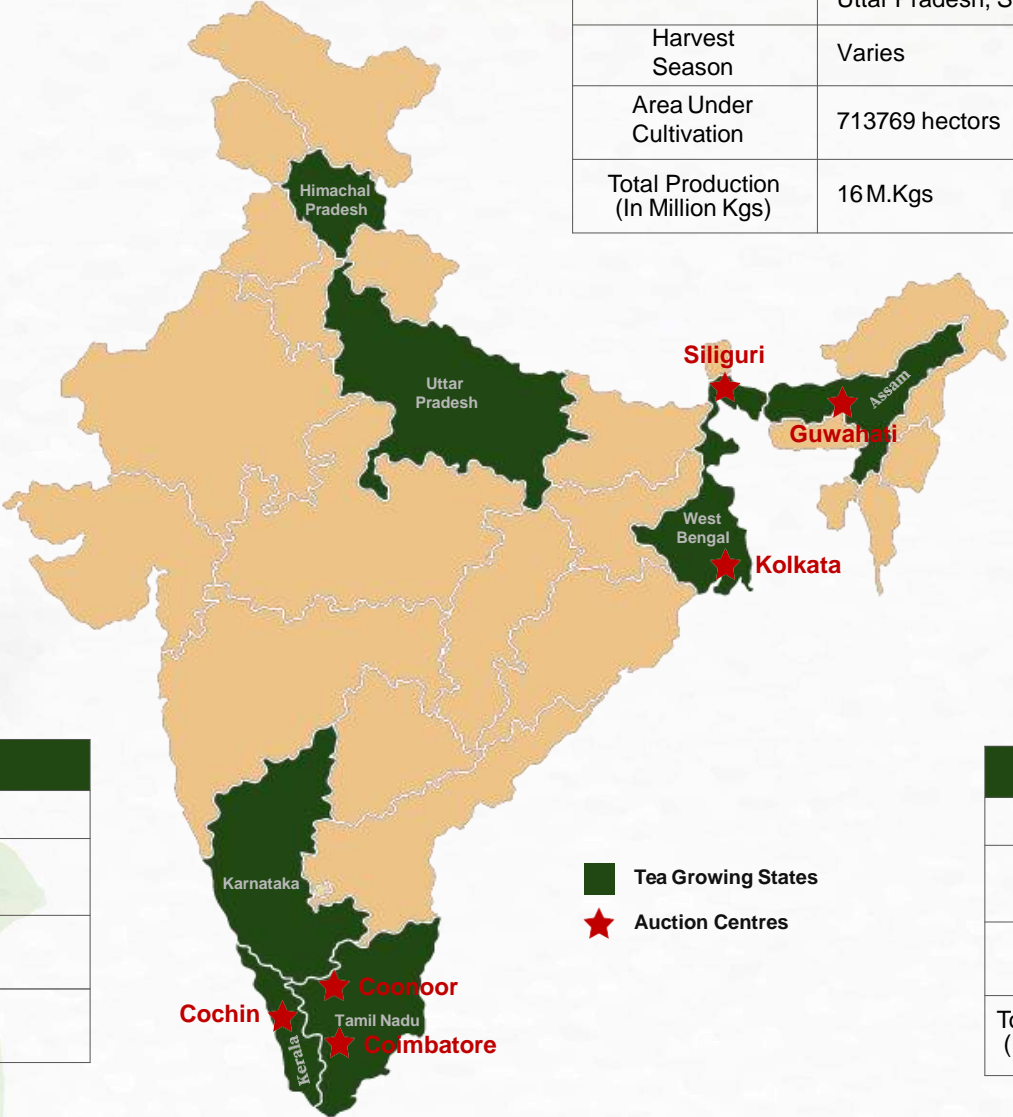
## Market Drivers

- Tea loving Indians
- Demand for Healthier Drinks
- Consumption of new varieties
- Growing consumer awareness of the benefits of tea
- Consumer preference for packaged tea brands
- Proliferating online retail channels
- Cafes focused on serving the beverage





# INDIA - TEA PRODUCING STATES



Others (North India)	
Region	Tripura, Arunachal Pradesh, Himachal Pradesh, Uttar Pradesh, Sikkim, Manipur & Nagaland
Harvest Season	Varies
Area Under Cultivation	713769 hectors
Total Production (In Million Kgs)	16M.Kgs

Assam	
Region	Assam Valley, Cachhar
Harvest Season	April to November
Area Under Cultivation	32214 hectors
Total Production (In Million Kgs)	588M.Kgs

South India	
Region	Tamil Nadu, Kerala, Karnataka
Harvest Season	Throughout the year
Area Under Cultivation	119740 hectors
Total Production (In Million Kgs)	232M.Kgs

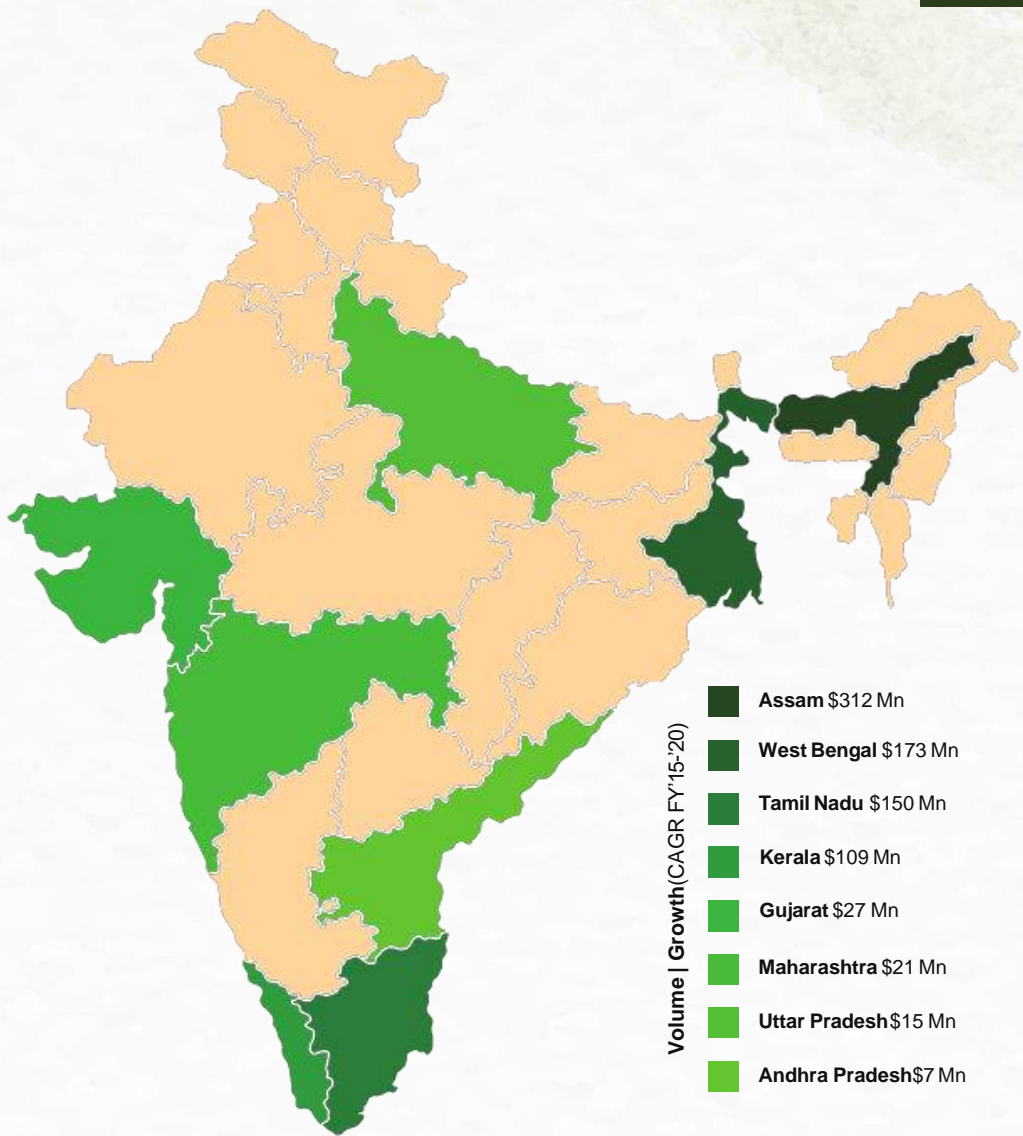
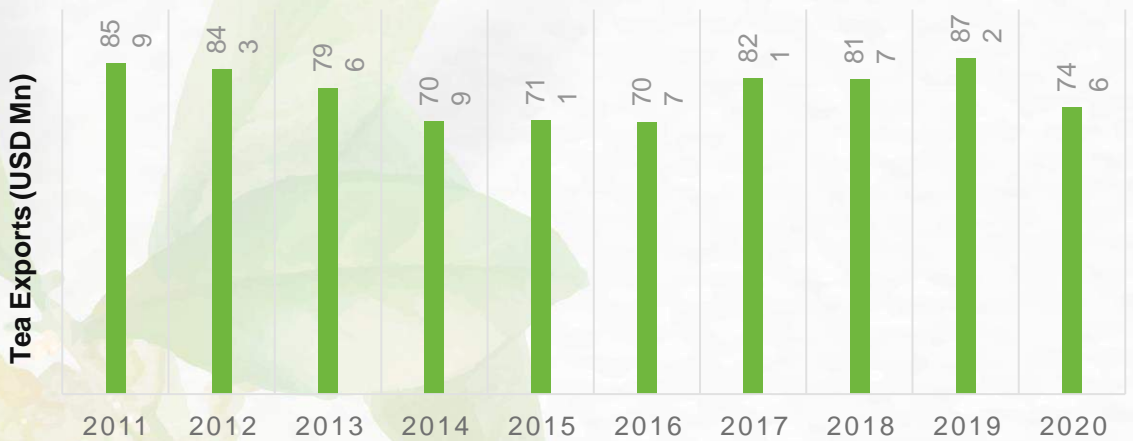
West Bengal	
Region	Darjeeling, Dooars & Terai
Harvest Season	April to November
Area Under Cultivation	115095 hectors
Total Production (In Million Kgs)	276M.Kgs





# INDIA – GLOBAL EXPORTS

- India stands **fourth** in terms of tea exports
- **Assam** is the **largest largest exporter of tea in India** with 40% of the country's overall tea exports
- Wide acceptance of Indian tea leaves owing to the quality and freshness
- Iran imported the highest worth of tea and Russia imported the highest volume of tea
- India Tea Exports between 2011-2020





# TRACTION

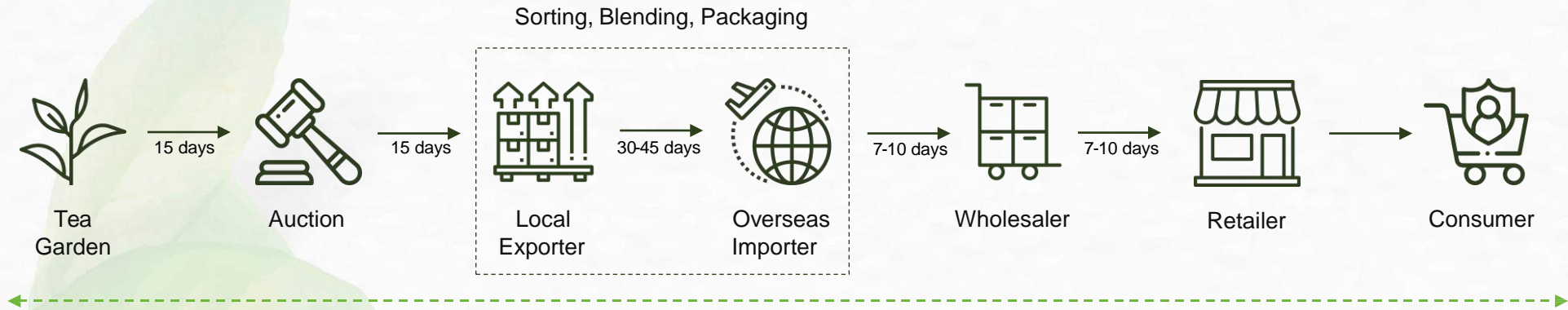


2020 (Aug-March)	Sold around 20,000 kgs of tea in India and Abroad
2021 (April-Nov)	Sold around 40,000 kgs of tea in India and Abroad
2022	Expanding reach to Iran, Iraq, Turkey & Australia





# VALUE CHAIN



Market players goes through **7 complicated steps** from sourcing to distribution within **12-24 weeks of cycle time**

Brewed Ventures go through **3 simple steps** from sourcing to distribution within **1 week of cycle time**



- Eliminated Middle Men, broking Houses & blending Houses
- Directly sourced from gardens enabling last mile delivery and reducing time by 88%



# ABOUT – BREWED LEAF

A new age tea brand **redefining the 200+ years tea industry by integrating procurement and supply chain to reduce lead cycle time by 88%.**

We procure and deliver one of the **best handpicked teas from boutique tea estates** across India and provide premium quality tea leaves with one-of-a-kind **integrated delivery solution**

Continuous research & development on flavours with a current pool of **50+ flavours.**

Serving varieties across CTC, Black Tea, Green Tea, White Tea, Tisane, Matcha, Exclusive Teas and Health & Wellness Teas

## Target customers:

- All age groups
- Global Market
- Gifting Market
- Corporate Offices
- Hotels & Cafes (HoReCa)







# BREWED LEAF - EXPANSION PLAN

Year 1 – 50 SKU's
Year 2 – 80 SKU's
Year 3 – 100 SKU's
Year 4 – 120 SKU's

SKU'S

Monetization Channels		Online Website
		Exports
		Premium Online Aggregators – Grofers, Big Basket etc
		Premium Offline Aggregators - Hyper City, Big Basket
		Brewed Wines & Beers- Premium Wine Stores

# ABOUT – CITY LEAF

The Common Man's - City Leaf, focuses on the **mass tea consuming population** of India, who prefer milk based tea

We are looking to tap into the **88%** of the total households in India that consume tea on a daily basis

The brand caters to **General Market** and **Modern Trade**

With the plan to expand from **5 to 15 SKUs** in the next 5 years



Shakti



Kadak



Gold



Royal Masala Chai





# CITY LEAF - MONETIZATION CHANNELS



 **Retail Distributors**



 **Mass Market Offline  
Stores- D-Mart, Jio Mart**



 **Wholesale Export  
Market**



 **Local Supermarket  
Chains**

# ABOUT – TEA MAN

**Tea Man** is a chain of **luxury kiosks and cafes** with a vision to have **2000+ outlets** PAN India serving the mass population with **affordable beverage & snack** options.

**Kiosks** catering to **high footfall zones** and **Cafes** nested at **prime locations**.

Currently in conversation with **Darjeeling Himalayan Railway Division of Northeastern Railway** to set up kiosks.



Café



Kiosk







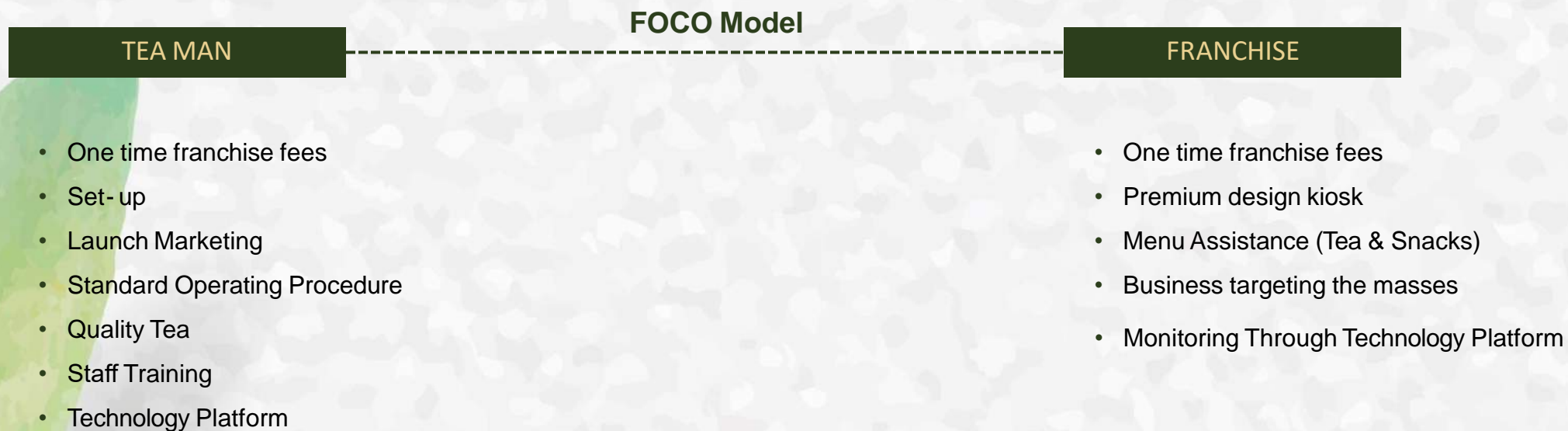
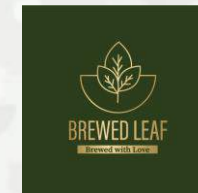
# FRANCHISING

The franchise model is backed by a strong technology platform that will help monitor sourcing to operations

'Tea Man' is focussing on 'Empowering Women'

An all women staff team

1% of total profit to be donated to an NGO who are working on Women Empowerment



# COMPETITOR ANALYSIS

	Brewed Ventures	Vahdam	Tea Box	TGL	Unorganized Players
<b>SKU's</b>	150+	100+	100+	200+	50+
<b>Customized</b>	Customized based on customer preferences	No customization available	No customization available	No customization available	No customization available
<b>Business Model</b>	Product & Retail	Product	Product	Product	Product & Retail
<b>Tea Leaf Quality</b>	Clears the 85 point checklist by the Tea Master	Clears the 85 point checklist by the Tea Master	Clears the 85 point checklist by the Tea Master	Clears the 85 point checklist by the Tea Master	No checklist verification
<b>Pricing</b>	Most affordable	Moderate	Expensive	Most expensive	Moderate
<b>Artificial Colour, Essence, Preservatives</b>	No Artificial Colour, Essence, Preservatives	Added preservatives (colour, flavours, essence)	Added preservatives (colour, flavours, essence)	Added preservatives (colour, flavours, essence)	Highest amount of added preservatives (colour, flavours, essence)
<b>Integrated Supply Chain</b>	Integrated supply chain reducing delivery time by 88%	Integrated supply chain reducing delivery time by 80%	Integrated supply chain reducing delivery time by 80-85%	Longer lead cycle time	Longer lead cycle time



# BREWED VENTURES - GO TO MARKET STRATEGY



**1**

**Infrastructure  
Development**

**2**

**Brand  
Building**

**3**

**Sales &  
Marketing**

**4**

**Staffing**

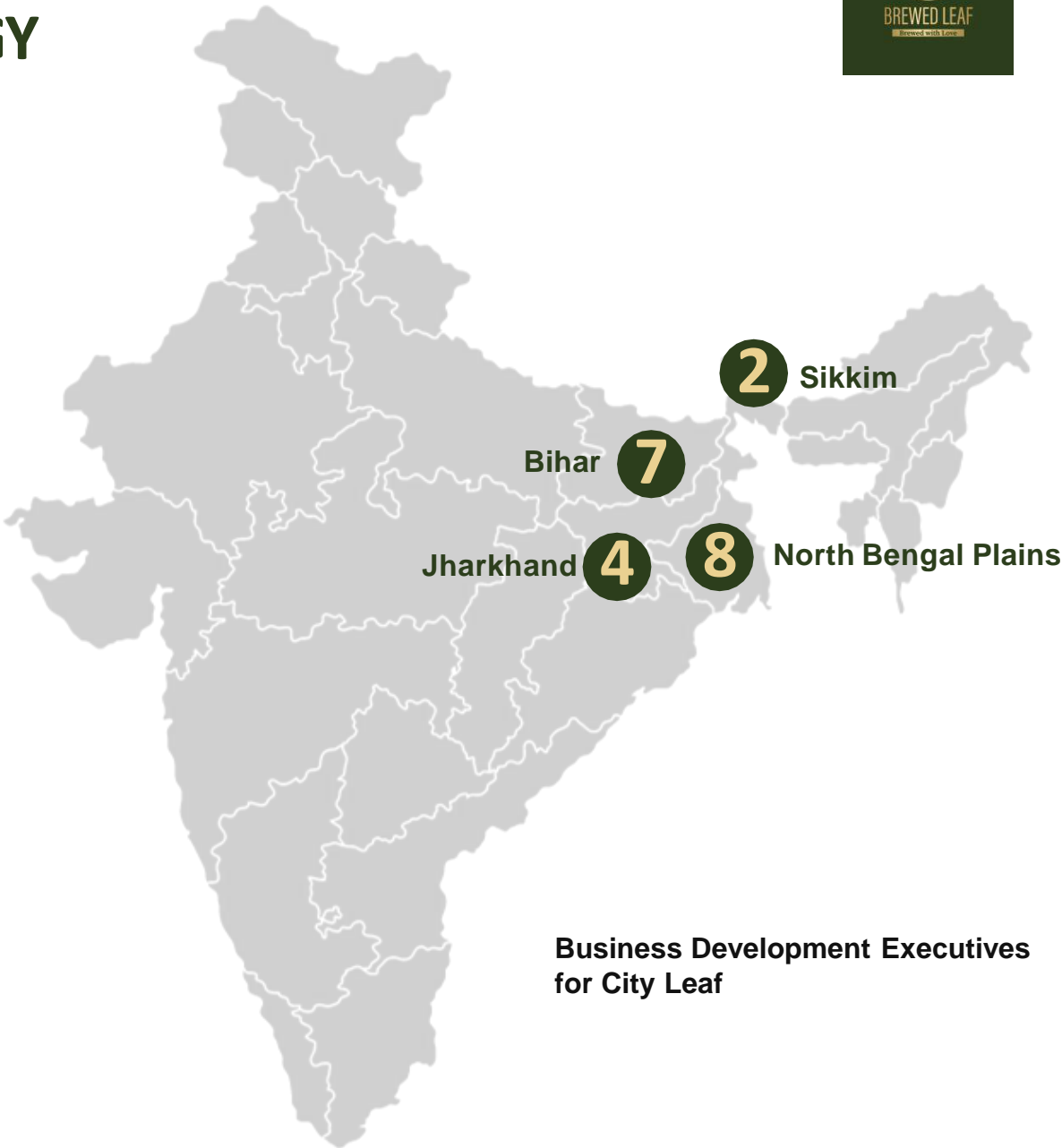


# BREWED VENTURES - SALES STRATEGY

Business Vertical	Sales Team
Brewed Leaf	<ul style="list-style-type: none"> <li>Online Sales Manager - 1</li> </ul>
City Leaf	<ul style="list-style-type: none"> <li>Senior Sales Executive - 3</li> <li>Business Development Executive - 21</li> </ul>
Tea Man	<ul style="list-style-type: none"> <li>Franchise Relationship Manager - 1</li> </ul>

## Marketing:

- Free Sampling
- Distributor Networks
- Digital Marketing - Ads on Aggregator Platforms
- Social Media Marketing
- Billboard Advertising at Kiosk & Cafes







# EXPANSION STRATEGY

- Instant Beverages (Tea, Sugar Cane Juice, Dry Fruit Milk Powder, Turmeric Latte, Coffee)
- Investment in Own Gardens
- Market

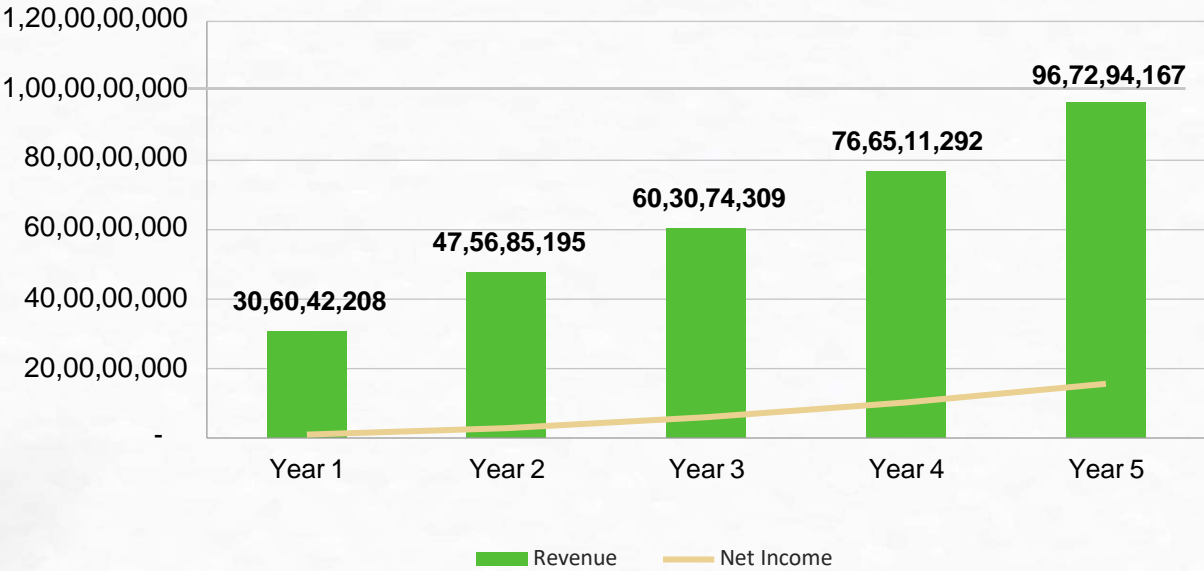
Year 1	Year 2	Year 3	Year 4	Year 5
<ul style="list-style-type: none"><li>• North East India</li><li>• East India</li><li>• Central India</li></ul>	<ul style="list-style-type: none"><li>• South India</li><li>• Central India</li></ul>	<ul style="list-style-type: none"><li>• North India</li><li>• West India</li></ul>	<ul style="list-style-type: none"><li>• International Markets - Middle East, South Asian Countries</li></ul>	<ul style="list-style-type: none"><li>• International Markets - Europe, America</li></ul>





# KEY FINANCIAL PROJECTIONS

Projected Financials

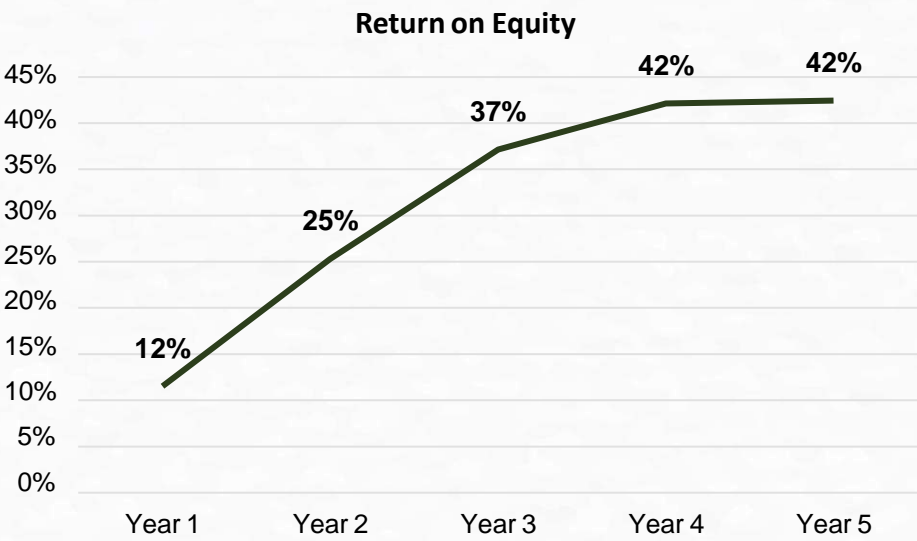
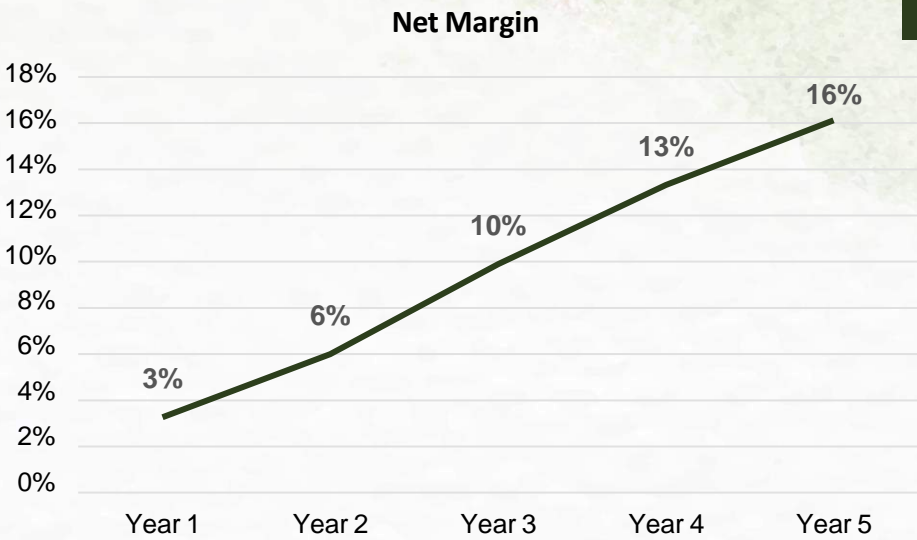
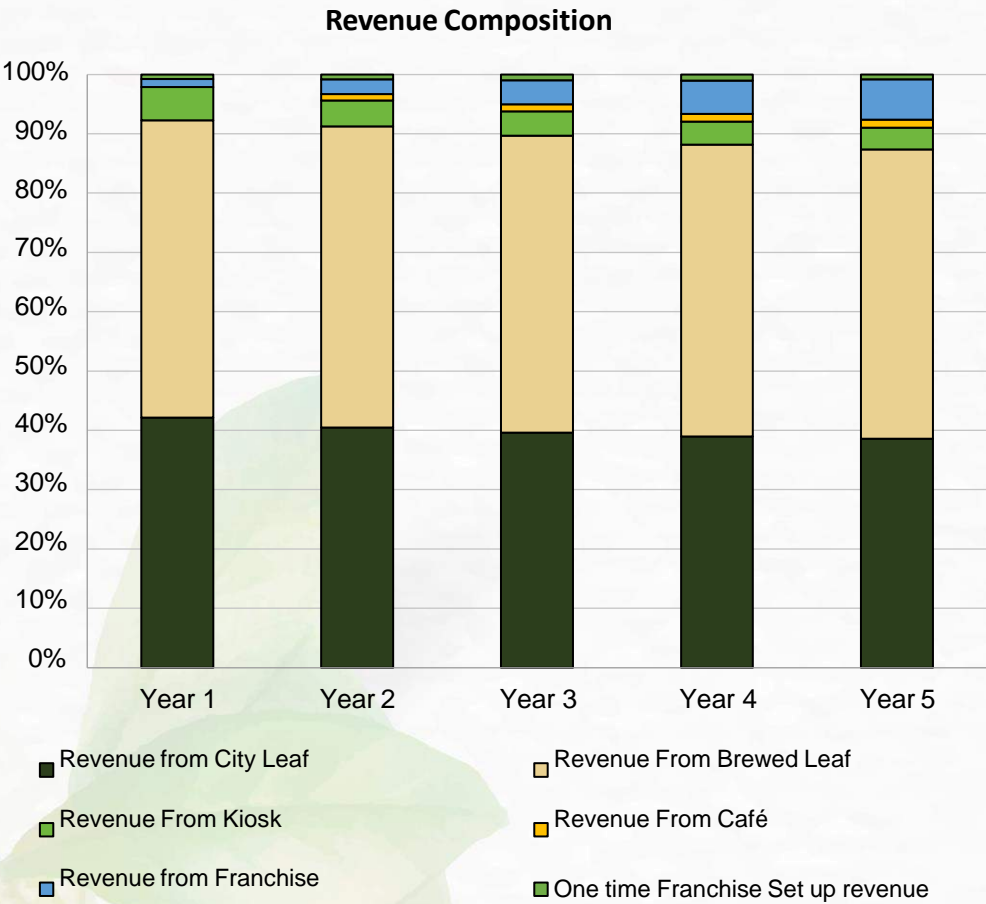


Projected Financials	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	33,00,000	47,56,85,195	60,30,74,309	76,65,11,292	97,27,42,266
Net Income	66000	3,33,92,309	6,40,00,020	10,69,20,892	16,54,17,877





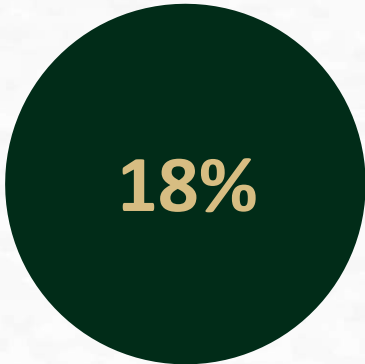
# FINANCIAL RATIOS



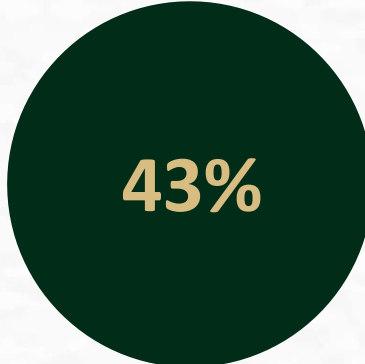


# FUND UTILIZATION STRATEGY

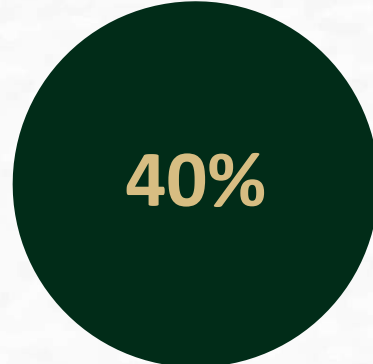
ASK  
**2.50**  
C R O R E S



CAPEX



OPEX



WORKING  
CAPITAL





BREWED LEAF

WELCOME ABOARD

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