

Indore · Founded 2022

Kaapi & Co.

Specialty coffee cafés for India's next
twenty cities

Problem

Young India has fallen in love with café coffee, but outside the metros there is almost nowhere to get it.

- ◆ Branded cafés open in metros first
- ◆ Local cafés serve instant coffee and inconsistent food
- ◆ Students and professionals in Tier-2 cities travel or go without

107 g today; Coffee Board target 250 g

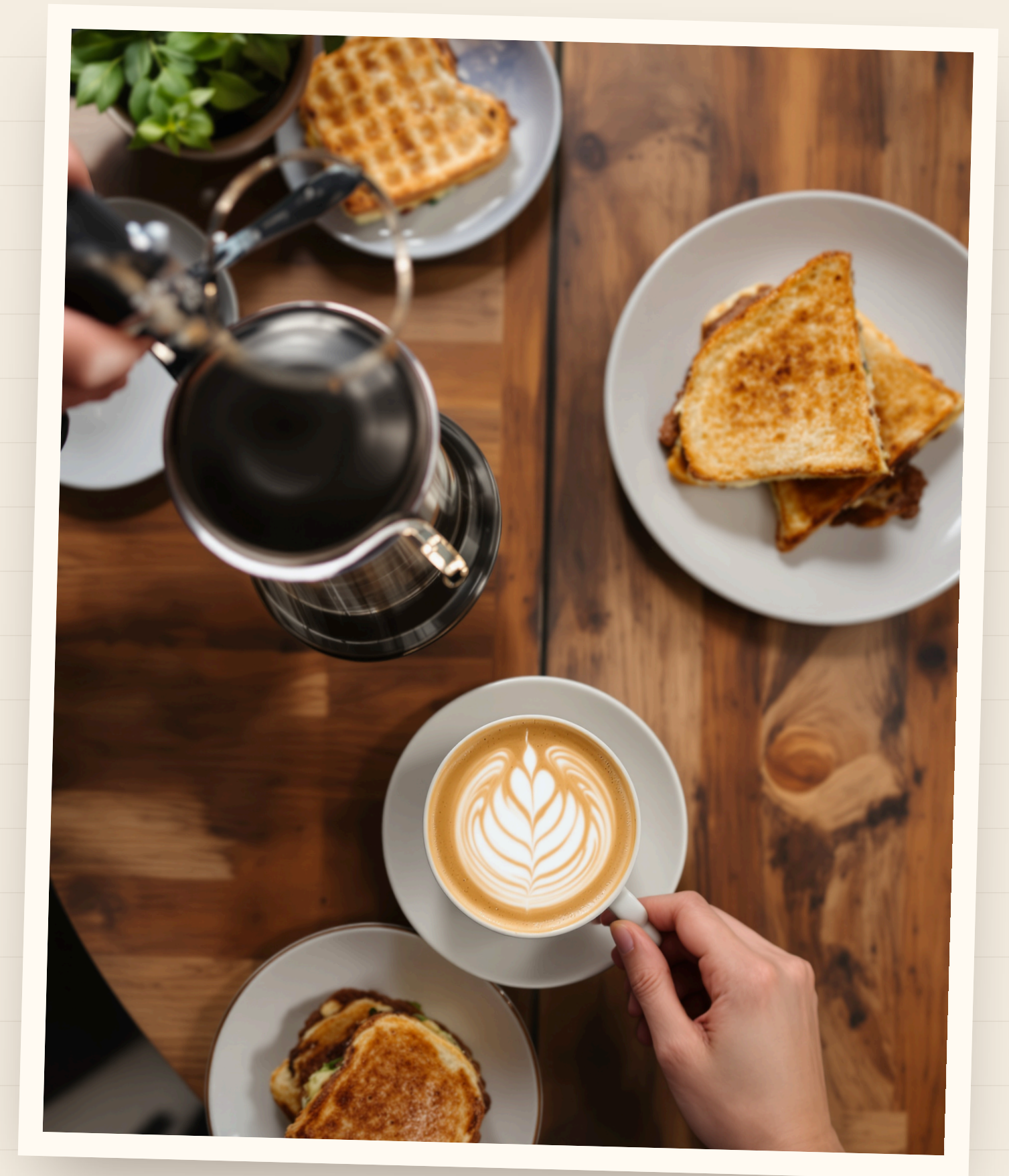
Coffee per person per year

Coffee Board 10-year plan (Drishti IAS summary) · 2024

Solution

Kaapi & Co. opens specialty cafés in Tier-2 cities, with coffee roasted from Indian estates, a menu built for local tastes, and metro quality at Tier-2 prices.

- Single-estate Indian coffee, roasted weekly
- An average bill of ₹290
- Compact 900 sq ft cafés that pay back in about 16 months



Market

A ₹5,279 Cr market, ₹1,320 Cr we can serve

India coffee retail chains market in 2024 (IMARC, US\$628.5 million at ₹84 per US\$); serviceable: Tier-2 and Tier-3 cities (25%, our estimate); our 5-year goal: about 7% of that.

US\$628.5 million $\square$ **US\$1,331.5 million by 2033**

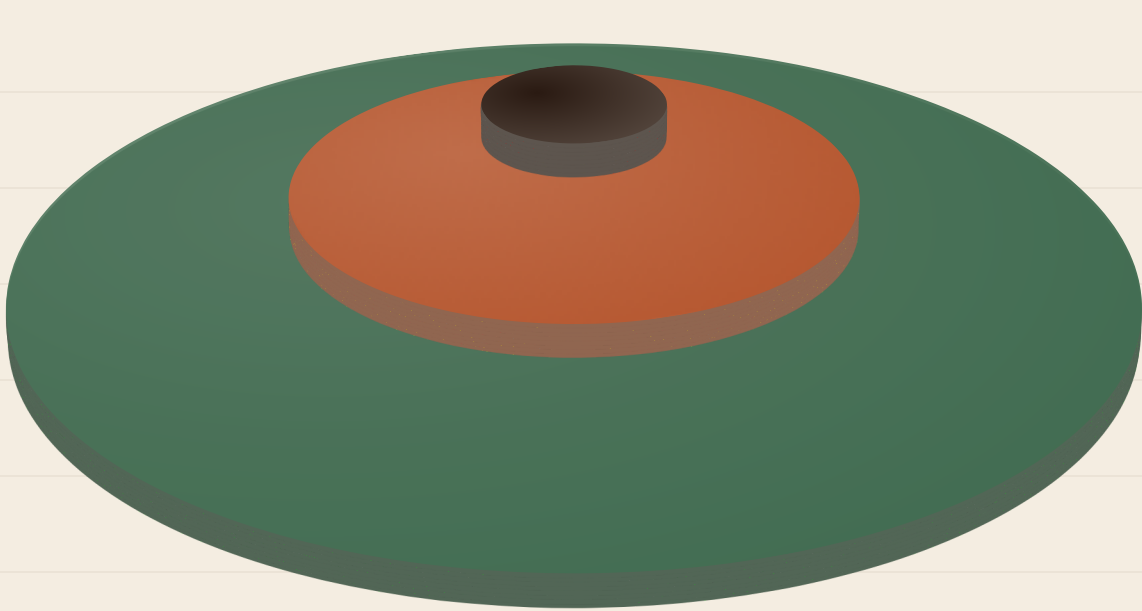
India coffee retail chains market

IMARC Group · 2024

₹660.86

Average spend per café visit

World Coffee Portal (via Comunicaffe) · 2025



- Total market (TAM)
₹5,279 Cr
- Serviceable (SAM)
₹1,320 Cr
- Within reach (SOM)
₹90 Cr

Business model

We earn on every cup and plate, at a 68% gross margin.

Each café does about ₹10.4 lakh of revenue a month.

PLAN / PRODUCT	PRICE
Pour-over / cappuccino	₹160 – ₹220
Cold brew	₹240
Food (sandwiches, bakes)	₹120 – ₹280

Traction

₹17.5 Cr

Annual run-rate

₹17.5 Cr annual run-rate, growing 5% a month

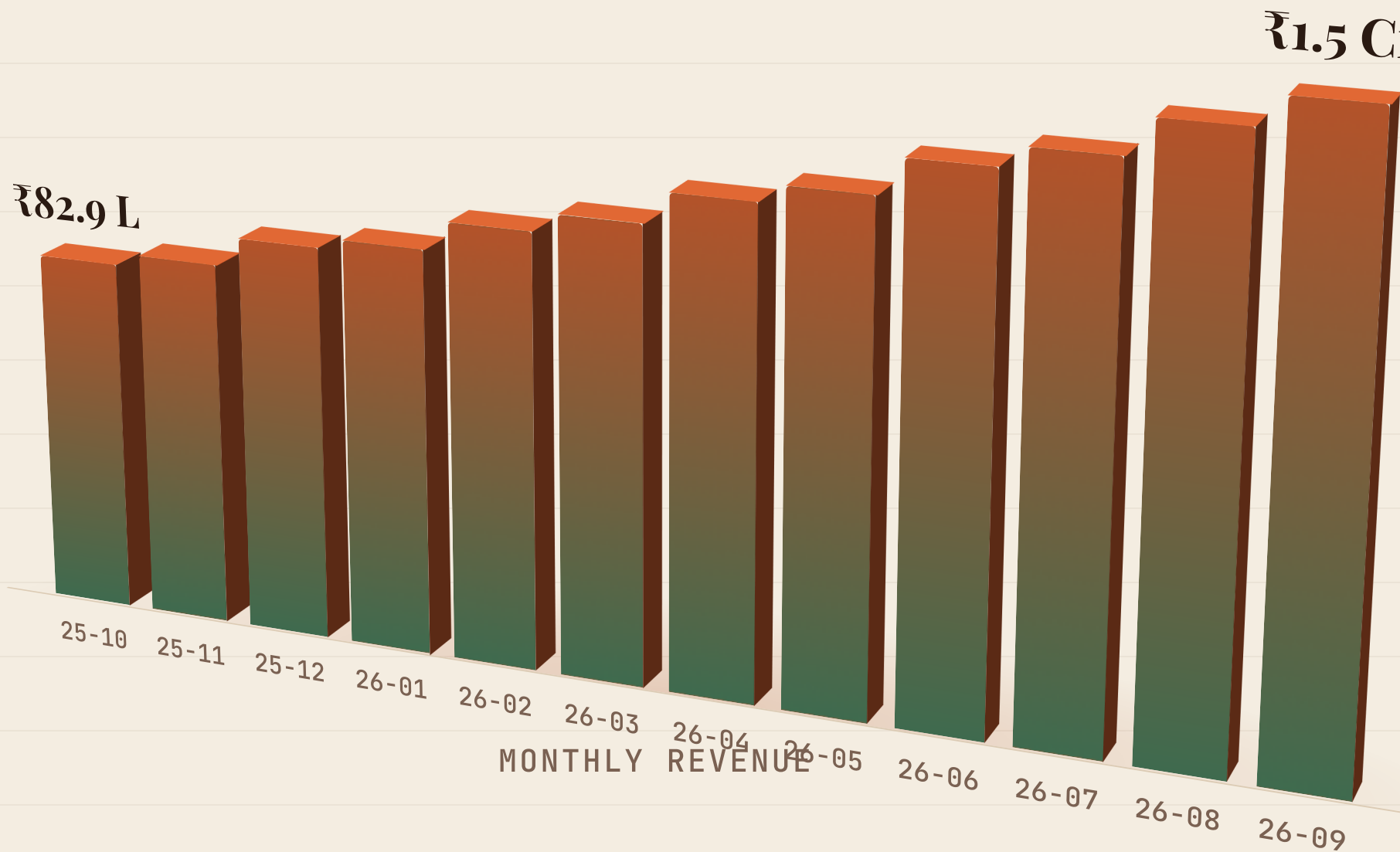
- Every café profitable at store level within 5 months
- 38% of orders from members of our loyalty app

5.1%

Avg monthly growth

14

Outlets / kitchens



Unit economics

Revenue per outlet
(monthly): ₹10.4 L

₹10.4 L

Revenue per outlet (monthly)

Orders per day × ticket × 30 ÷ outlets

68%

Gross margin

Given by the company

41%

Food + rent

Food cost % + rent %

Kaapi & Co.

ONE ORDER, ITEMISED

Coffee & food, one average order ₹290

Ingredients (29%) -₹84

Rent (12%) -₹35

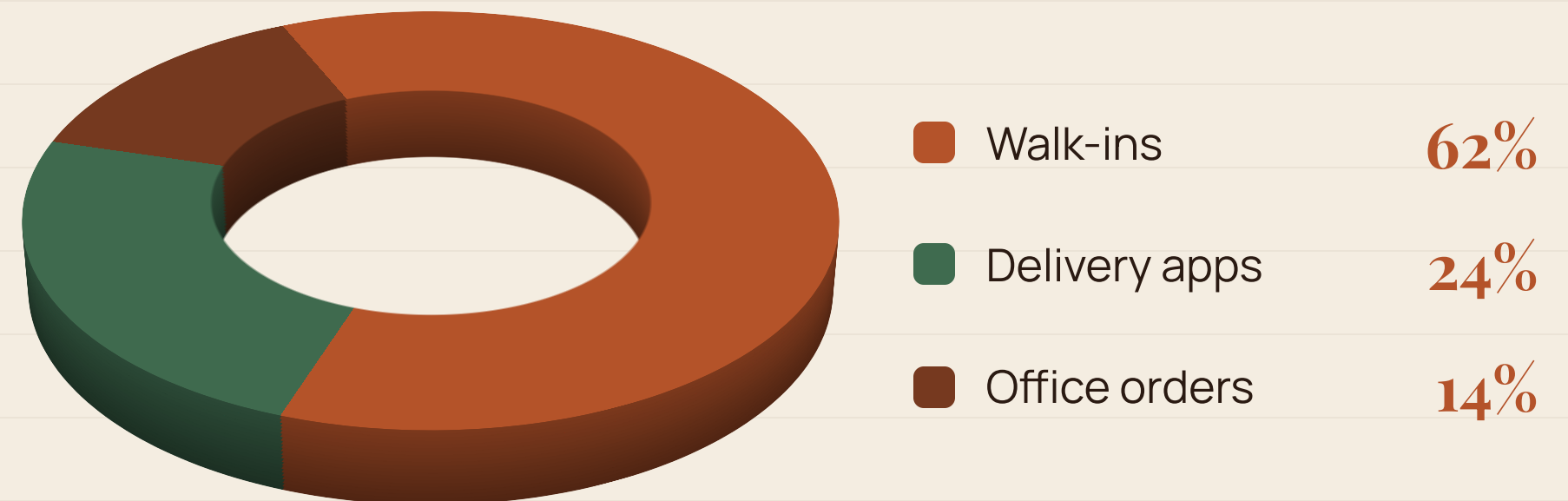
Left for staff, power & profit ₹171

Thank you · visit again

Go-to-market

We open where students and offices meet, build a loyal base through the app, and add a second café in a city once the first passes ₹9 lakh a month.

- ◆ Walk-ins: High-street and college-area locations
- ◆ Delivery apps: Cold brew and food travel well
- ◆ Office orders: Bulk orders for meetings and events



WHERE CUSTOMERS COME FROM

Competition

We are built for Tier-2 cities from day one: smaller cafés, lower rents and prices that fit local wallets.

- ◆ Own roastery keeps coffee cost 30% below buying roasted beans
- ◆ Rent at 12% of revenue
- ◆ Café playbook opens a new outlet in 45 days

ALTERNATIVE	WHERE IT FALLS SHORT
Tata Starbucks	Metro-first; 479 stores across 80 cities (FY25)
Third Wave Coffee, Blue Tokai	Expanding from the metros outwards
Local cafés	Inconsistent quality; no own roast

Team

3 founders who have done this before



Neha Joshi

CEO

Opened 60 outlets for a national QSR brand



Karan Malhotra

COO

Ran supply chain at a packaged-food company



Siddharth Rao

Head of Coffee

Q-grader; sourced from 20 Indian estates

Financials

₹13.4 Cr

Revenue, last 12 months

Plan: ₹82 Cr revenue in FY29

68%

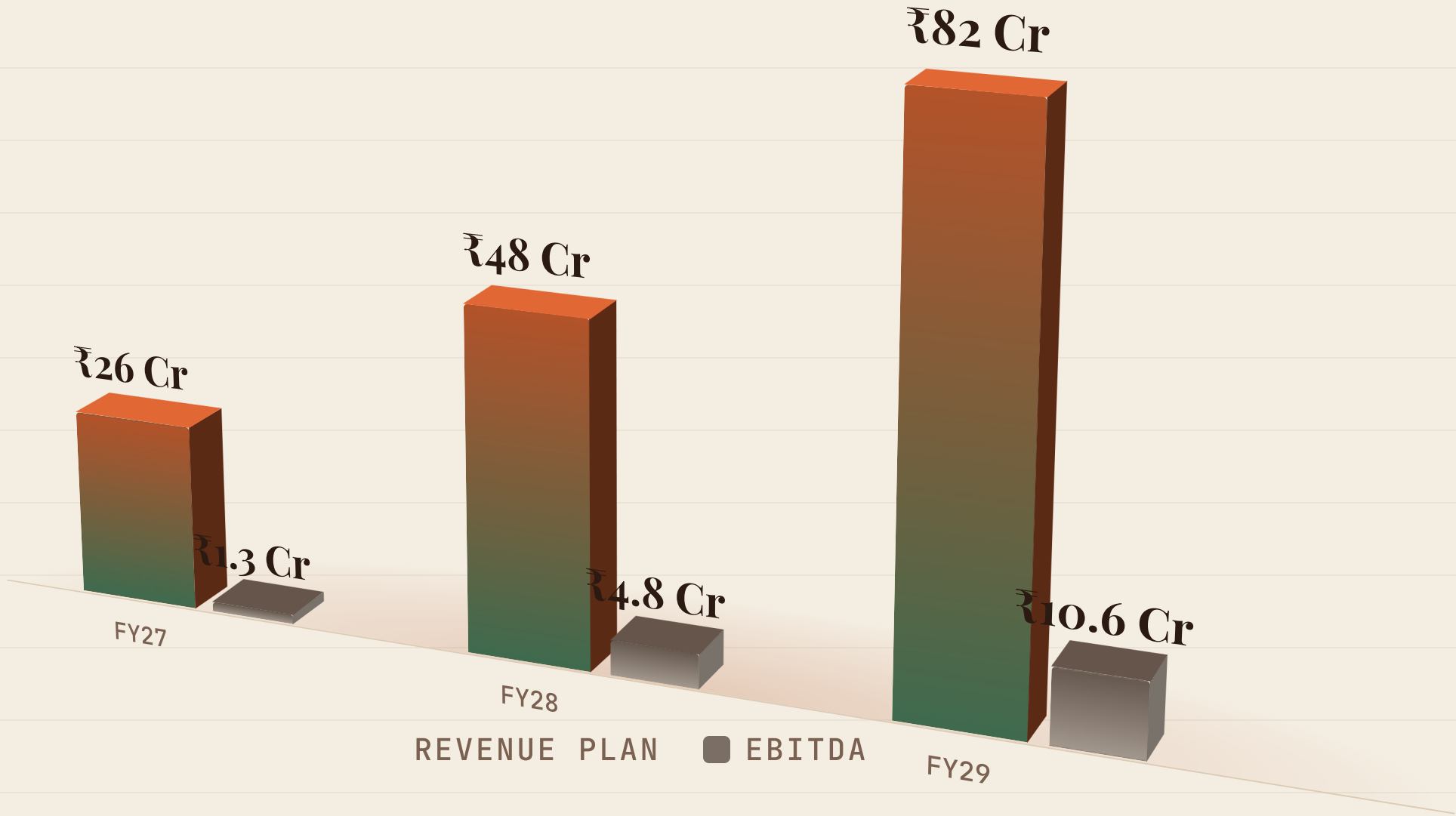
Gross margin

Given by the company

24 months

Runway

Cash in bank ÷ net monthly burn



The ask

Raising ₹18 Cr (Series A)

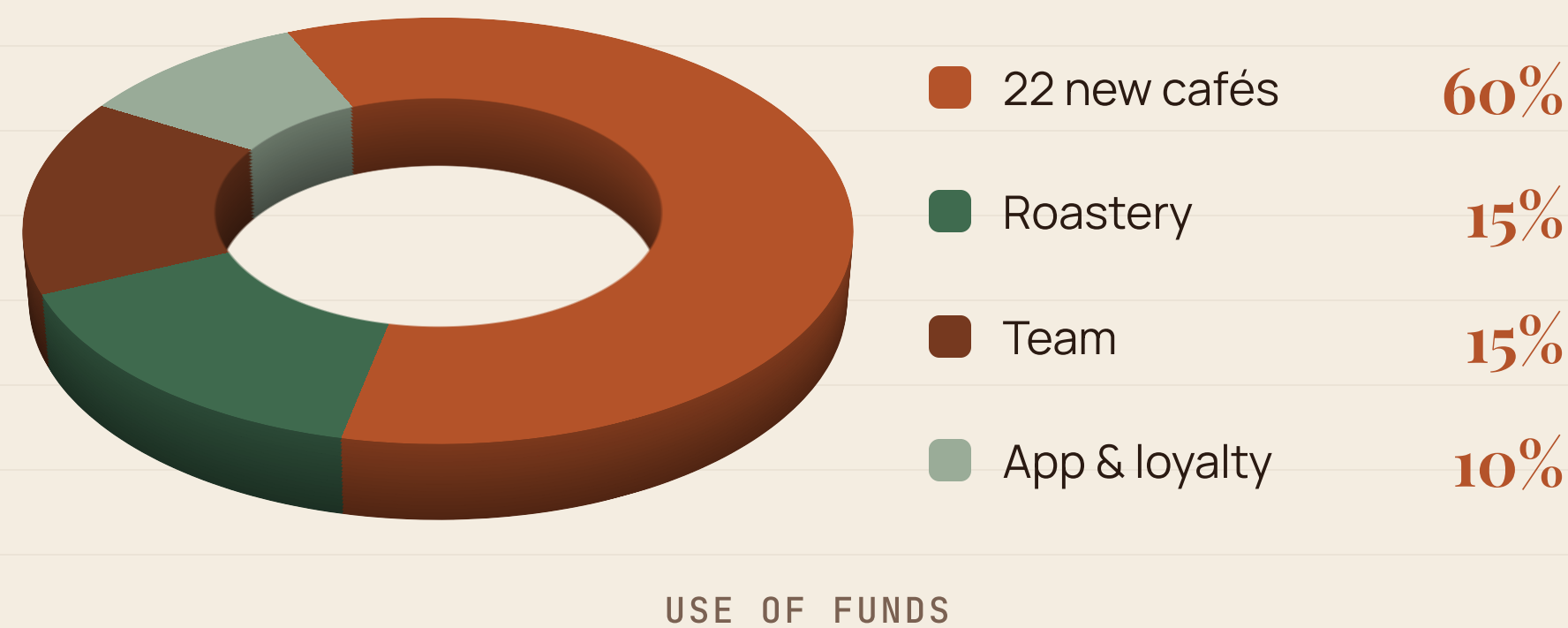
To fund the next 24 months.

₹90 Cr

Pre-money valuation

₹6 Cr from angels and a family office

Raised so far



Thank you

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