DATA REPORT · 2026-10-30

# Kaapi & Co.

Specialty coffee cafés for India's next twenty cities

Café chain / specialty coffee · Food & beverage / restaurant / cloud kitchen · Growth · Indore

Sample company. The market facts are real and sourced below; the company, its team and its figures are illustrative — modelled on the industry figures cited, and checked for consistency like any client deck.

## Key numbers and how they were worked out

| METRIC | VALUE | HOW |
|---|---|---|
| Monthly revenue | **₹1.5 Cr** | Revenue in 2026-09 |
| Annual run-rate | **₹17.5 Cr** | Latest month × 12 |
| Monthly growth (avg, last 3 months) | **5.1%** | (2026-09 ÷ 2026-06) ^ (1/3) − 1 |
| Growth, year on year | **88%** | 2026-09 vs 2025-09 |
| Revenue, last 12 months | **₹13.4 Cr** | Sum of the last 12 months |
| Runway | **24 months** | Cash in bank ÷ net monthly burn |
| Gross margin | **68%** | Given by the company |
| Revenue per outlet (monthly) | **₹10.4 L** | Orders per day × ticket × 30 ÷ outlets |
| Food + rent | **41%** | Food cost % + rent % |

| FOOD & BEVERAGE / RESTAURANT / CLOUD KITCHEN METRIC (GIVEN BY THE COMPANY) | VALUE |
|---|---|
| Outlets / kitchens | 14 |
| Orders per day (all outlets) | 1680 |
| Average ticket | ₹290 |
| Food cost | 29% |
| Rent as % of revenue | 12% |

| FOOD & BEVERAGE / RESTAURANT / CLOUD KITCHEN METRIC (GIVEN BY THE COMPANY) | VALUE |
|---|---|
| Payback per new outlet | 16 months |

## Monthly revenue

| MONTH | REVENUE | CHANGE |
|---|---|---|
| 2025-09 | ₹77.67 L | — |
| 2025-10 | ₹82.85 L | 6.7% |
| 2025-11 | ₹85.6 L | 3.3% |
| 2025-12 | ₹92.31 L | 7.8% |
| 2026-01 | ₹94.9 L | 2.8% |
| 2026-02 | ₹1.02 Cr | 7.1% |
| 2026-03 | ₹1.06 Cr | 4.3% |
| 2026-04 | ₹1.13 Cr | 7.0% |
| 2026-05 | ₹1.17 Cr | 3.5% |
| 2026-06 | ₹1.26 Cr | 7.1% |
| 2026-07 | ₹1.31 Cr | 3.9% |
| 2026-08 | ₹1.39 Cr | 6.3% |
| 2026-09 | ₹1.46 Cr | 5.0% |

## The plan

| YEAR | REVENUE | EBITDA | GROWTH |
|---|---|---|---|
| FY27 | ₹26 Cr | ₹1.3 Cr | 1.5× today's run-rate |
| FY28 | ₹48 Cr | ₹4.8 Cr | 1.8× |
| FY29 | ₹82 Cr | ₹10.6 Cr | 1.7× |

# Market

TAM ₹5,279 Cr · SAM ₹1,320 Cr · SOM ₹90 Cr. 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.

| FACT | FIGURE | SOURCE | CHECKED |
|---|---|---|---|
| Branded coffee shop outlets in India | **5,339** | World Coffee Portal, Project Café India 2025, 2025 https://www.worldcoffeeportal.com/News/india-a-branded-coffee-shop-market-brimming-with-potential | Found in search results; source page to be opened |
| Forecast branded outlets | **Over 10,000 by end-2030 (13.2% a year)** | World Coffee Portal, 2030 https://www.worldcoffeeportal.com/News/india-a-branded-coffee-shop-market-brimming-with-potential | Found in search results; source page to be opened |
| India coffee retail chains market | **US$628.5 million → US$1,331.5 million by 2033** | IMARC Group, 2024 https://imarcgroup.com/india-coffee-retail-chains-market | Found in search results; source page to be opened |
| Average spend per café visit | **₹660.86** | World Coffee Portal (via Comunicaffe), 2025 https://www.comunicaffe.com/?p=200140 | Found in search results; source page to be opened |
| Coffee per person per year | **107 g today; Coffee Board target 250 g** | Coffee Board 10-year plan (Drishti IAS summary), 2024 https://www.drishtiias.com/daily-updates/daily-news-analysis/india-s-10-year-coffee-growth-plan/print_manually | Found in search results; source page to be opened |

# Competition

- **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

# Consistency checks

All checks passed: use of funds adds to 100%, TAM ▒ SAM ▒ SOM, months in order, runway and plan growth within normal ranges.

## Assumptions

- Company, team and figures are a sample. Market sizes are the cited published figures; the Tier-2/3 share (25%) is our estimate.
- Conversion at ₹84 per US$.
- 120 orders per café per day at ₹290 ▒ about ₹10.4 lakh per café per month; for comparison, Third Wave Coffee made ₹268.6 crore from about 240 outlets in FY25 (about ₹9.3 lakh per outlet per month).
- Our ₹290 average bill is below the ₹660.86 average café spend reported nationally, reflecting Tier-2 pricing.

## Narration

**01 · TITLE**

This is Kaapi & Co. Specialty coffee cafés for India's next twenty cities. We are raising 18 crore rupees to get to the next stage.

**02 · 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. Coffee per person per year: 107 g today; Coffee Board target 250 g, according to Coffee Board 10-year plan (Drishti IAS summary).

**03 · 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 rupees. Compact 900 sq ft cafés that pay back in about 16 months.

**04 · MARKET**

The total market is about 5279 crore rupees a year. of which 1320 crore rupees is the part we can serve. and we aim to win 90 crore rupees of it in the next few years. India coffee retail chains market in 2024 (IMARC, US$628.5 million at 84 rupees per US$); serviceable: Tier-2 and Tier-3 cities (25 percent, our estimate); our 5-year goal: about 7 percent of that. India coffee retail chains market: US$628.5 million ▒ US$1,331.5 million by 2033, according

to IMARC Group. Average spend per café visit: 660 rupees.86, according to World Coffee Portal (via Comunicaffe).

**05 · BUSINESS MODEL**

We earn on every cup and plate, at a 68 percent gross margin. Each café does about 10 rupees.4 lakh of revenue a month. Pricing starts at 160 rupees – 220 rupees for Pour-over / cappuccino.

**06 · TRACTION**

We are at 17.5 crore rupees of annual run-rate. growing 5.1 percent a month on average over the last three months. 14 cafés in 4 cities serve about 1,680 orders a day. Revenue grew from 78 rupees lakh to 1 rupees.46 crore a month in a year. Every café profitable at store level within 5 months. 38 percent of orders from members of our loyalty app.

**07 · UNIT ECONOMICS**

Revenue per outlet (monthly) is 10.4 lakh rupees. Food + rent is 41 percent. Gross margin is 68 percent.

**08 · 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 rupees lakh a month. Today 62 percent come from Walk-ins, 24 percent come from Delivery apps, 14 percent come from Office orders.

**09 · COMPETITION**

Customers today choose between Tata Starbucks, Third Wave Coffee, Blue Tokai, Local cafés. 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 percent below buying roasted beans. Rent at 12 percent of revenue.

**10 · TEAM**

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.

**11 · FINANCIALS**

We made 13.4 crore rupees in the last twelve months. at a gross margin of 68 percent. Our plan takes revenue to 82 crore rupees by FY29, with EBITDA of 10.6 crore rupees. Today we have about 24 months of runway.

**12 · THE ASK**

We are raising 18 crore rupees as Series A. to fund the next 24 months. 60 percent goes to 22 new cafés, 15 percent goes to Roastery, 15 percent goes to Team.

**13 · THANK YOU**

Thank you for your time. We would love to tell you more about Kaapi & Co.

Prepared with AirTikal Pitch from information provided by the company (a sample). Not an offer of securities.