

Brewed Leaf partners with Village Food Courts for its retail expansion across India

Village Food Courts comes to a Brand Partnership Deal with Siliguri Based Tea Start-up
Brewed Leaf to open Brewed Leaf Brand's Tea kiosk Across India

BRAND PARTNERSHIP



**OPS & SCM
CENTRAL
KITCHEN**



**25+
LOCATIONS
REAL ESTATE**



**USD 20 Mn.
COMMITTED
CAPITAL**

“ VFC is delighted to onboard Brewed Leaf in our exclusive brand portfolio. We plan to open 25+ Brewed Leaf tea café in next two years ”

Alok S Pandey

Vice President
Village Food Courts



“ Brewed Leaf enters diversified growth phase with our partnership with VFC. We hope to create amazing user experience for our products through our tea cafés ”

Vaibhav Jajoo

Founder
Brewed Leaf

**SOURCING
WITHIN
96 HOURS
OF HARVEST**

Fresh

**5+ MN
CUPS OF
TEA SOLD**



**250+
PARTNER
TEA GARDENS**



Siliguri, West bengal Nov 1, 2022 ([Issuewire.com](https://www.issuewire.com)) - India's own homegrown tea start-up Brewed Leaf has announced a strategic partnership with New Delhi-based Village Food Courts for starting its premium 'chai-adda' business across the Country.

Tea is the second most popular drink in the world after water. Globally, India is ranked as one of the top five tea exporters in the world. The tea market in India was worth USD 15.6 Billion in 2022 and the tea industry is expected to grow at a CAGR of 5.5% over the next few years.

Brewed Leaf is a premium Indian tea brand that is focused on driving business through D2C and e-commerce channels and has clocked a gross order volume of INR 2.5 Crores+ over the last 2 years, while collectively serving 35000+ kgs worth of tea across its website, and online marketplaces and other distribution channels. The company offers a wide range of premium teas directly sourced from over 250+ tea plantations (chai bagaan) spread across India, from Darjeeling and Assam in the east to the Nilgiris in the south.

Vaibhav Jajoo (Founder, of Brewed Leaf) says; "At Brewed Leaf, we strongly believe in the health benefits of our 100% natural and chemical-free teas. Our partnership with Village Food Courts adds the 'F&B retail' dimension to our growth strategy and will help us reach a wider audience and create experiences around our brand and products. We hope to achieve pan-India coverage in the next 2 years."

In less than 18 months since inception VFC already has a committed capex of USD 20+ Mn across 20+ projects in NCR, Chennai, Pune, Chandigarh, Guwahati, Baroda, etc. It is targeting 200+ locations across local shopping malls, airports, highways, and delivery kitchens over the next 5 years.

Alok S Pandey (Vice President, of Village Food Courts) says, "India is a chai nation; hence we were cautious in choosing the right partner for our chai business. VFC's ethos is centred around fresh and healthy food and we are glad to share the same values with Brewed Leaf. Our chai-adda will be an ode to the true chai lovers and will have a delectable range of premium teas served with desi street food snacks".

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