

Siliguri Based Tea Start-up Brewed Leaf raises Undisclosed amount in seed funding from ITI Growth Opportunities Fund

India's own homegrown tea start-up, Brewed Leaf, has announced that it has raised an undisclosed amount in its latest seed round. The funding round saw participation from Mr. Mohit Gulati, General Gartner & CIO, ITI Growth Opportunities Fund.



BREWED LEAF

Brewed with Love

Siliguri, West bengal Nov 25, 2022 ([Issuewire.com](https://www.issuewire.com)) - [Brewed Leaf](#) is a New Age full hybrid Direct to Consumer Tea Brand, on a mission to disrupt the 200+ Years old Traditional Tea brands via an Integrated supply chain.

Founded by [Vaibhav Jajoo](#) (23) & [Rajat Jajoo](#) (21), from Siliguri, West Bengal.

India is among the top 5 tea exporters in the world making about 10% of the total exports. In the year 2021, the total value of tea exports from India was around US\$ 687.9 million. Indian Assam, Darjeeling, and Nilgiris tea are considered one of the finest in the world.

India's own homegrown Tea Start-up, [Brewed Leaf](#) has announced that it has raised an undisclosed amount in its latest seed round. The funding round saw participation from [Mr Mohit Gulati](#) General Gartner & CIO, [ITI Growth Opportunities Fund](#). The company plans to utilize the fresh funds to establish a strong market presence across India and expand its innovative product line and invest in R&D.

[Brewed Leaf](#) has been making waves in the Tea industry with its disruptive and ground-breaking Hybrid Direct to Consumer model. The company offers a wide range of premium teas, all directly to the consumer through its website and mobile app. The team at Brewed Leaf is passionate about making a difference and empowering people to take back control of their health.

With a goal to make Tea accessible to everyone, [Brewed Leaf](#) has built an integrated supply chain that connects the tea estates of Assam, Darjeeling and Nilgiris in India with the Consumers Directly.

[Brewed Leaf](#) is currently available in 30+ tea variants. With a strong focus on quality, the company intends to make tea available in more variants and geographies over the coming years. We are excited to see Brewed Leaf make a significant impact in the Tea industry and commend them on their effort to bring about disruption.

Brewed Leaf Co-Founder, Rajat Jajoo believes that the Tea industry is ripe for disruption and that his company is well positioned to take on the market."We are excited to partner with Mr Mohit Gulati & Team, who is highly invested in our vision of changing the tea landscape in India. We are confident that with their support, we will be able to scale up our business quickly and make a significant impact in the market."

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

Commenting on the Investment, Vaibhav Jajoo, Founder of Brewed Leaf, said "We at Brewed Leaf believe that a fresh cup of brewed tea when made with love has the power to revitalize the human spirit. Enhance the mind and bring balance to the soul. To address the gap and make Tea lovers & Consumers aware of what they consume, we have introduced 30+ natural products after more than eight months of extensive research where we use different types of Tea & Herbs to create amazing blends, Our signature blend~ 7 Spice Masala Chai has been well appreciated by everyone since our inception."

At present, Brewed Leaf offers 50+ SKU's, available from their own website, and e-commerce marketplaces like Amazon, and Flipkart & other Marketplaces. To further provide ease to their customers, they are also coming up with their Chain of Brewed Leaf Tea Cafés & kiosks across the country in a strategic partnership with Village Food Courts (Village Groupe). In the future, they also plan to expand with more products in the other category and fulfil the unmet needs of Tea Lovers. Focused on pan-India growth at the moment, the Siliguri-based start-up is also eyeing to expand its footprint globally in the coming years.

About Brewed Leaf:

Started by Vaibhav Jajoo (23) & Rajat Jajoo (21).as sourcing Teas for colleagues, a brand Brewed Leaf was formed. Brewed Leaf is a tea company with the objective to provide healthier and more accessible tea for everyone. Born in 2020, Brewed Leaf is the brainchild of Mr Vaibhav Jajoo, someone who believes that tea is not just a beverage, but an essential part of our culture. The idea came to him while he was working in the Hospitality industry.

People used to often approach him and ask where he was from and his answer always filled them with a sense of wonder. Coming from Darjeeling, the Queen of Hills, Tea is something that he has always had the freshest straight from the source. Our founder was always passionate about making this home-known beverage healthier and more accessible for the people.

The idea of Brewed Leaf's conception stemmed from his sheer love and passion for tea. He worked on it for several months, researching and tasting it before finally launching the venture in 2020. The name Brewed Leaf reflects our belief that tea is not just a beverage but also an essential part of the culture. Being from Darjeeling, one can see this sense of wonderment written all over him

Darjeeling has long been home to tea cultivation and production. With its perfect rainfall and high altitudes, it is the best place for growing tea. It is truly remarkable that one can find all kinds of varieties here ranging from green tea to black tea to white tea. With every cup, you are sure to savour some new flavour or fragrance that will leave you wanting more.

Our company dedicates itself to providing you with all kinds of tea. With its main objective being to bring the best of teas from Darjeeling, Brewed Leaf promises to give you some of the finest beverages that will not just quench your thirst but also exhilarate your senses. All it needs is one sip for you to fall in love

The team has the perfect combination of knowledge and experience which is being utilized to nourish your Tea needs.

Brewed Leaf aims at providing you with some of the best varieties that are not just limited to green tea but also to white tea, oolong tea, black tea or Speciality teas. We make sure that our teas are healthy for consumption. With all our teas being 100% natural, you can be sure that they are in fact good for your health.

Brewed Leaf's tea is specially made to be healthy and organic in nature. We provide the perfect blend of the finest tea leaves with just the right amount of water which will not burn or scald them. Our blend of tea is one of a kind and consists of a mixture of all the best varieties of Darjeeling.

We use teas that are 100% organic in nature, free from pesticides or any other harmful chemicals which makes them all the more beneficial for your health.

Brewed Leaf's special blends not only promise to give you healthier beverages but will also leave you wanting more. The uniqueness lies in their taste which makes them different from all others that claim to sell organic tea options. With each sip, you can experience an exhilarating newness that will keep you coming back again.

Brewed Leaf aims to give you a new and exciting experience with its beverages which will not just quench your thirst but also refresh and rejuvenate you.



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