



Proudly *Indian.*  
Honestly *crafted.*

SERVING INDIA'S BEST COFFEE





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01

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*about*

**BLUETOKAI**

WE  
♥  
INDIAN  
COFFEE  
FARMERS



# WHO *we are*

We are India's largest specialty coffee company that has directly worked with more than 80 of India's best coffee farms.

Our mission since we started has stayed the same: Introduce our customers to the estates we directly buy our coffee from, roast the beans with care, and make high-quality coffee more accessible through our products and cafes. The coffee we roast is the coffee we love to drink, and we hope you like it too.

**4**  
*roasteries*

**100+**  
*cafés across 10 cities*

**2200+**  
*B2B partnerships*

**5 MILLION+**  
*cups of coffee served*

**1.2 MILLION+ KGS**  
*coffee roasted*

**60 MILLION+**  
*cups brewed using  
Blue Tokai coffee*

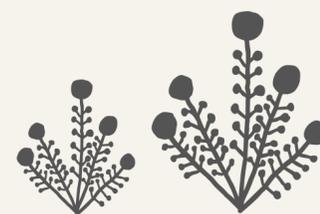


## *our* **VALUES & BELIEFS**

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At Blue Tokai Coffee Roasters, we follow a simple set of values that drive us to do better everyday.

- **TRANSPARENCY** is at the forefront of whatever we do.
- **A CULTURE OF CONSTANT LEARNING** is the key to always pushing the coffee experience forward to delight customers
- **SERVING GOOD COFFEE** goes way beyond just sourcing the best beans.
- **HIGHEST STANDARDS** of service and safety are followed without compromise.



# SUSTAINABILITY

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It is our endeavour to use eco-friendly methods and packaging material, as much as possible. Our takeaway glasses are fully biodegradable, with cups made of paper and the lids made out of cornstarch.

We also welcome people to bring their own coffee mugs/tumblers and offer a discount, as an appreciation for helping us in this endeavour. We offer brewed coffee residue as compost for plants, free of charge, at our cafes.

We encourage our customers to return the outer packaging material of our Easy Pour drip bags to us, and gratify them for each packet, thus collecting similar disposable packaging material together for proper processing.

We are proud to be home to India's first home-compostable specialty coffee capsules.



02

*full-stack*

COFFEE COMPANY



Blue Tokai is the only full-stack specialty coffee company at scale in and from India, that operates across all levels of the coffee value chain.



• FARM INTERVENTION AND SCORING BEANS



• PROFILE ROASTING



• PACKAGING



• BREWING AND SELLING AT CAFES



# FARM *to* CUP

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As the only full-stack Indian specialty coffee company, we are truly able to provide a fully traceable farm-to-cup journey to our customers with each cup of coffee.

- **IDENTIFY** and maintain long term relationships with over 50 Indian coffee farms.
- **SOURCE** each lot through an in-house team of Q-graders to ensure only high-quality specialty grade lots are procured through several rounds of cupping.
- **ROAST** each batch of fresh coffee beans carefully to highlight their unique attributes.
- **QUALITY CONTROL** and consistency is ensured by cupping batch of roasted coffee again, before it reaches our cafes.



03

*our*  
**CAFES**

ब्लू टोकाई  
काँफी रोस्टर्स

BLUE TOKAI  
COFFEE ROASTERS

A UNIT OF MUHAVRA ENTERPRISES PVT. LTD.





## *our* PRESENCE

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Our 100+ cafes across 10 cities are an extension of our promise to deliver India's best coffee experience, no matter where you are.

All our cafes are a reflection of our core values and beliefs and we are committed to elevating India's out-of-home coffee experience, one cafe at a time.

- DELHI
- GURUGRAM
- NOIDA
- MUMBAI
- BENGALURU
- KOLKATA
- PUNE
- CHANDIGARH
- HYDERABAD
- MOHALI



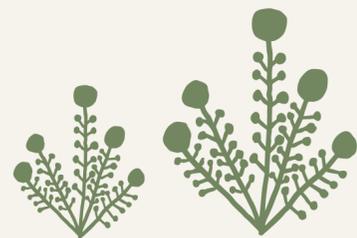
# Blue Tokai in JAPAN

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We are the only specialty coffee roasters in Japan that finds its roots in a coffee producing nation.

We enjoy a loyal foreign expats customer base here in India, with Japanese patrons being the largest segment. The country has a unique coffee culture and it was only natural for us to take India's most loved specialty coffee brand internationally, with Japan as our first stop.

Currently we have a roastery through which we fulfill the demand for our online orders, a store-in-store cafe and regular pop-ups.



# COFFEE. *Culture. Community.*

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We enjoy creating spaces with a welcoming, customer-first environment. Our cafes serve as workspaces for meetings, warm abodes to meet friends and family, also the perfect place to grab a quiet cup of coffee with a book. Our promise of a great brew is fueled by rigorous and frequent training and upskilling of our baristas and state-of-the-art equipment to brew India's best coffee. We maintain the highest hygiene and safety standards, and are proud to have been certified with ISO 22000:2018.

Our spaces, packaging and digital design are a tribute to Indian art. Our designers are constantly inspired by local artisans and native art forms and the music we play in our cafes is powered by contemporary Indian indie musicians through a project called PlayBarProject, curated by Pagal Haina.

We hope to be synonymous with three things, today and for years to come, Coffee, Culture and Community.



**KALA GHODA,  
MUMBAI**



**KORAMANGALA,  
BENGALURU**



**NIBM ROAD,  
PUNE**





**BELAPUR,  
MUMBAI**



**RAJOURI,  
DELHI**

04

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*our*  
**FRESH  
OFFERINGS**





# HOT BREWS

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Our expertly brewed hot coffees are offered both white and black, crafted with our house blend, Silver Oak Blend.

- **ESPRESSO**
- **AMERICANO**
- **POUR OVER**
- **CORTADO**
- **FLAT WHITE**
- **CAPPUCCINO**
- **LATTE**
- **HOT CHOCOLATE**
- **MOCHA**



# COLD BREWS

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A range of iced coffees are offered to suit a varied customer palette.

- ICED ESPRESSO
- ICED AMERICANO
- ICED POUR OVER
- COFFEE TONIC
- COLD BREW COFFEE
- ICED MOCHA
- ICED LATTE
- AFFOGATO
- ICED CAPPUCINO
- VIETNAMESE STYLE ICED COFFEE

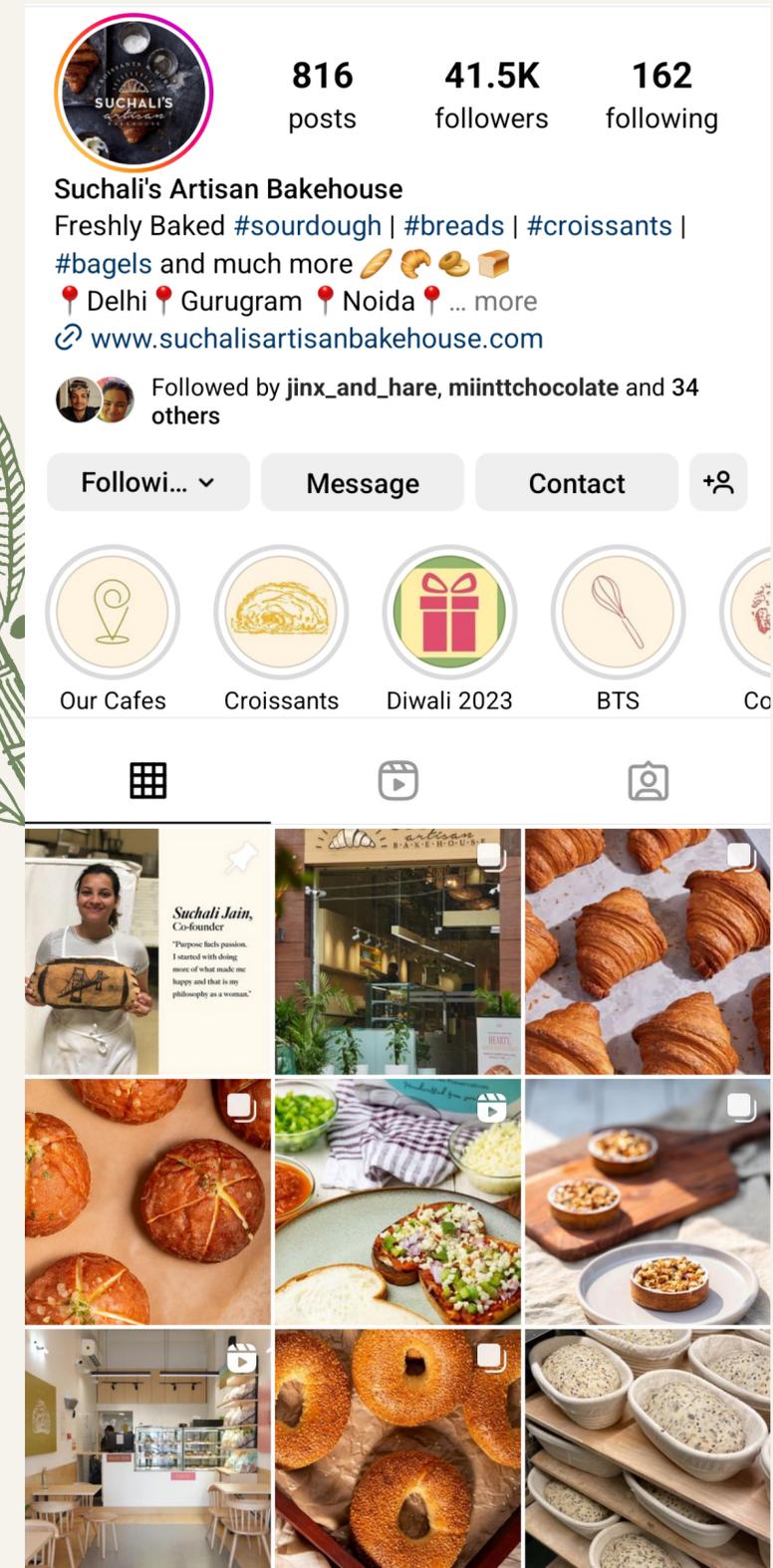


# Our inhouse BAKERY



Founded in 2018, we are India's largest artisanal bakehouse with presence in 7 cities and are constantly striving to bring the best to your table. Guided by exquisite craftsmanship and a focus on customer delight, we use no shortcuts, mixes and preservatives.

We believe in the magic of baking which results in a great loaf interwoven with tradition and creativity. Using fresh ingredients of the highest quality, we create naturally leavened sourdough breads and baked goods with their own individual identity, feel and taste.





## *fresh* **SWEET BAKES**

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Pairing freshly baked sweet food offerings truly elevates the customer's coffee experience.

Over years, we have seen customers devour items like almond croissants, cookies, cream and caramel filled croissants, muffins, tea cakes, cruffins and more.



## *fresh* SAVOURY BAKES

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A staple with coffee, our delicious savoury bakes complement the cup of coffee excellently.

The hot favourites range from butter croissants, a wide variety of bagels, roasted vegetable croisstatas, sourdough loaves, baguettes, and more.



# SANDWICHES, PIZZAS *and more*

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We offer a wide range of freshly made items for our customers to enjoy the baked products in a variety of ways. Sandwiches made in croissants, sourdough breads, ciabatta and bagels, sourdough pizzas, and in-house lavaash, crackers and dips.

These products are enjoyed equally in the cafe and as takeaway and delivery options.



*our*  
**RETAIL  
OFFERINGS**





# COFFEE *products*

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## ROASTED COFFEE

Enjoy delicious, quick and uncomplicated craft coffee in 4 easy steps.



## EASY POUR

Enjoy delicious, quick and uncomplicated craft coffee in 4 easy steps.



## COLD BREW CANS

Enjoy specialty cold brew in a can, available in six delicious flavours.



## CAPSULES

Our biodegradable and home-compostable capsules come in four delicious variants and can be used in Nespresso or other compatible machines.



## COLD BREW BAGS

Steep, sleep and savour. Each batch makes 3 glasses of cold brew coffee.

# OTHER offerings

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## **BREWING EQUIPMENT**

A wide selection of coffee brewing equipment and accessories for all home-brewing needs.



## **GIFTS**

Fully customisable gift sets featuring our coffee, coffee products, gourmet bakes, and more.



## **COFFEE STARTER KITS**

Curated starter kits to help kickstart your specialty coffee journey, with detailed brewing guides.



## **MERCHANDISE**

Tees, tote bags, stationary, coffee journals and more, that make for great souvenirs.

# THE *founders*

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**BLUE TOKAI COFFEE ROASTERS**



**SHIVAM SHAHI**  
NIT Surathkal,  
Uni. of Alberta

**NAMRATA  
ASTHANA**  
Vanderbilt University

**MATT  
CHITHARANJAN**  
NYU, Uni. Of British  
Columbia