



# GOT TEA



## GLOBAL BUBBLE TEA MARKET

**The Worldwide bubble tea market is expected grow from \*USD 2.46 billion in 2023 to 4.08 billion by 2030 at a CAGR of 7.51%.** As industry expert mentions there is something in bubble tea that sets apart from other coffee and tea. Mostly popular among under-30s the visually appealing nature of bubble tea has contributed to bubble tea popularity on social media.

What had originally started in East Asia has now reached the North America, Europe, South Asia and growing fiercely.

“Coffee and bubble tea target audiences are very different”

Bryan Loo, Founder, Tealive

“Our confidence level is high that South Asia is next major market for bubble tea globally”

Kody Wang, Deputy Director of Business Development, CoCo Fresh Tea & Juice

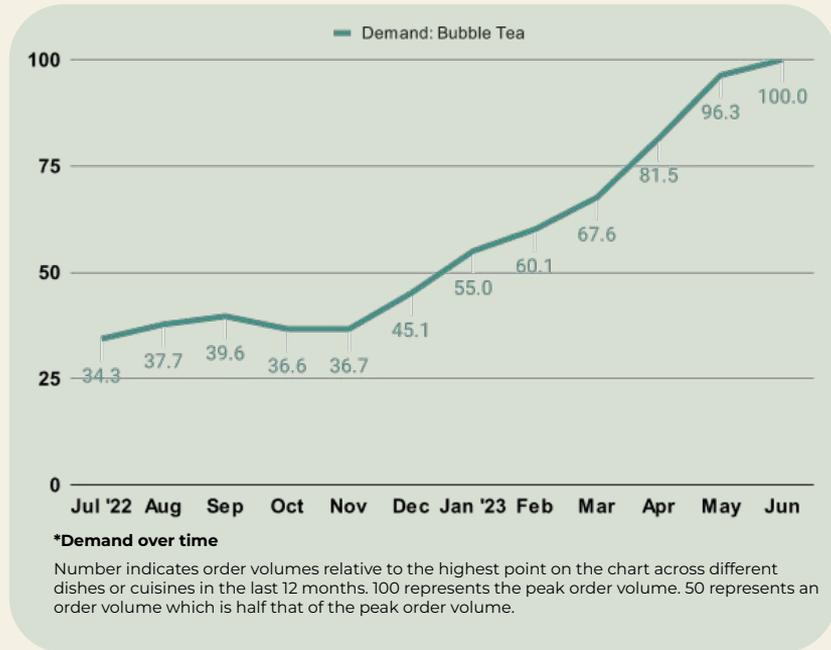


## BUBBLE TEA IS THE NEXT NEW BEVERAGE IN INDIA

Like the rest of the world bubble tea is the latest sensation in India, driven by the substantial population of Gen Z and Millennials who are not only dining out more frequently but also exploring new international beverages. **As Zomato Food Trends shows, the bubble tea demand has significantly increased this year.**

We foresee ongoing growth in the bubble tea market, driven by its diverse beverage options and strong customizability to cater to diverse palates.

### Latest Zomato Food Trends



## WE ARE ONE OF THE PIONEERS OF INDIA'S BUBBLE TEA MARKET

Got Tea has been at the forefront of building India's bubble tea market. **Since November 2020, we have proudly served over 3.4 lakh cups bringing joy to every customer.** Our continuous efforts to advance the taste, quality, and consistency of the products have set the high standards in the market.

By consistently enhancing our products and expanding our market ecosystem, we will continue to make significant strides to create bubble tea as a major beverage category.



# VISION & MISSION



**Building India's Bubble Tea Culture**



**High quality selected beverages for all palates**



**Set the standards for bubble tea**

## CORE VALUES



### Quality

Strive to set high standards



### Memorable Experience

Believe that good experiences are always remembered



### Diversity

Welcome everyone from different backgrounds



### Friendship

Develop a long lasting relationship

# OUR PRODUCTS

## Customizable

Tea, Coffee, Fruit, Indulgent flavours

Vegan | cold / hot | sweetness | ice level |  
drink size | toppings



Providing customizable options  
increases the chances of  
customers **finding their regular  
go-to drink.**

## Unique / Authentic

Taste | Ingredients | Experience



Branding, store interior and  
product curation collectively adds  
to **unique and authentic bubble  
tea experience.**

## In-house Production

All recipes are fully developed in-house  
using local & fresh ingredients



Handcrafting everything in-house  
to ensure that the level of quality  
and authenticity cannot be easily  
replicated

# STORE EXPERIENCE

Experience



Ambience



Product Curation



Interactive & Fun



# CUSTOMER VALIDATION

**Our customers have rated the products and services as 4.53+ across all channels (Google, Zomato, Zomato dine-in, Swiggy) and with this amazing result we have seen our company-wide retention rate grow from 23.4% to 30.2%**

**The taste was just so soul-satisfying and deeply nourishing to my emotional wellbeing.** It wasn't too sweet, I got the rich taste of black tea, it was just milky enough, the boba pearls were a perfect medium size, correctly soft and chewy, and the beverage all in all was greater than the sum of its parts.

- Ishita Gambhir

They have the best bubble tea in Delhi and really nice food and desserts too. You can come and eat a full meal here, I would really recommend. Really pleasant atmosphere, good seating places, friendly staff... My whole family loves Got Tea and we come here at least once a week. Also available on Swiggy or Zomato and is delivered quickly and fresh. I personally would really recommend trying the Peachy Oolong bubble tea

- Nigora Sachdeva

**You guys are godsent, please sustain this place, I'll legit consult ya if you need me to, I NEEEEED bubble tea in my life.** Just went in the other day and went for my usual matcha, and tried their croffles (it's like a croissant made love to a waffle and had a love child) which were amazeballs btw, and a must try.

- Lubhashi Jain

This place transports you out of this world. A quaint cafe with its signature teas. It took me back to Japan and forget my problems for a while. Great place to relax and unwind!

- Maithili Bandarkar



## GOT TEAM / CO-FOUNDERS



**Yusung**

Product  
Brand

**Associate, TKN Advisors**  
**Business Strategy Manager, FSS**  
**Assistant HR Manager, POSCO**

New York University '17  
**Woodstock School '11**

Building leadership skills as a school president and a project manager, Yusung is a natural leader who enjoys turning ideas into reality. Got Tea was started when

Yusung moved back to India after conversing with Armaan about the lack of bubble tea options in India.



**Armaan**

Finance  
Tech

**CTO, Herringbone & Sui**  
**Senior Software Engineer,**  
**VoiceIt Technologies**

St. Olaf College '15  
**Woodstock School '11**

As a software engineer Armaan has always been passionate about building products & solving complex problems. After returning to India from the U.S. he noticed a gap in the market for authentic bubble tea. This yearning for his favourite beverage led him to search for a solution, thus, sparking the idea behind *Got Tea*.



**Joseph**

Operation  
Supply Chain

**Co-Founder,**  
**RPS Films**

Delhi University '15  
**Woodstock School '11**

An extrovert and film lover, Joseph co-founded RPS Films at the age of 22. With over 7 years of experience in managing a business, it was time for a new challenge. Starting the physical store to now managing the operations, he enjoys the grit required behind the scenes to make Got Tea a pan-India company.

**Join us in building “India’s new beverage” market**



**GOT TEA**  
Bubble Brew Co.

## MARKET DATA REFERENCE:

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