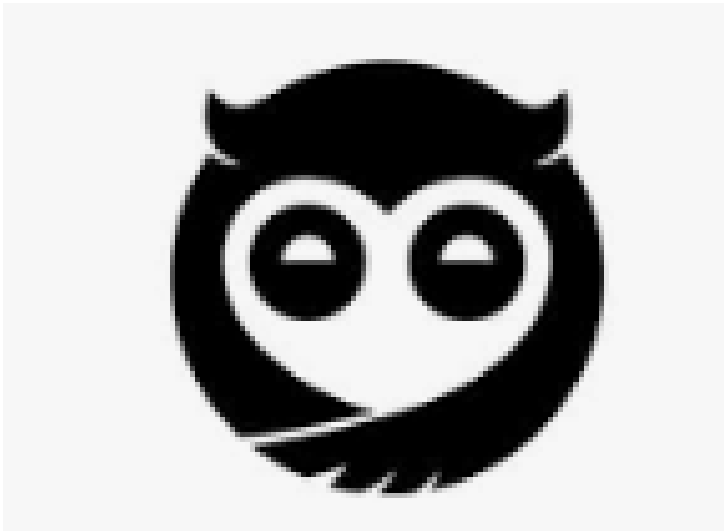


#startupoftheday 121- Sleepy Owl

22 February 2022 | News

Inception- 2016



A homegrown Indian coffee brand

Inception- 2016

Location- New Delhi

Domain- Beverages (coffee)

Founders- Ajai Thandi, Arman Sood and Ashwajeet Singh

Total team strength- 100

Total funds raised- Rs 63.5 crore

Investors- DSG Consumer Partners and Rukam Capital

Revenue generated since inception- NA

Key highlights-

- Became the first brand to introduce India to the concept of Cold Brew Coffee, and has been a proud pioneer in this space

- Brand stands 5 years strong with a compelling product portfolio of Cold Brew Packs, Hot Brew Bags, Ground Coffee, Read-to-Drink Iced Cold Brew, Instant Coffee and a range of coffee merchandise
- Sleepy Owl's Premium Instant Coffee is made with its signature 100% Arabica beans, and uses Microground Technology, which consists of 95% soluble coffee crystals and 5% freshly roasted high-quality beans.
- In the next 5 years, the aim is to make Sleepy Owl a household name and continue to innovate with product offerings consistently

Founder Speaks-

"Coffee drinking has seen a substantial shift in culture over the past few years. A beverage that was limited to being a novelty in cafes, is now being consumed in every other household, which is a huge change for a tea-drinking nation like India. The rise in the number of homegrown coffee roasters across India is a testament to this. This encourages brands like us to constantly innovate and experiment with new products."

- Ajai Thandi, Co-founder, Sleepy Owl Coffee, New Delhi

