

The Coffee Bean & Tea Leaf partners with Ekaagra Ostalaritza for expansion across India

05 December 2024 | News

This strategic partnership grants Ekaagra Ostalaritza Pvt Ltd exclusive rights to develop and expand The Coffee Bean & Tea Leaf brand across India



This strategic partnership grants Ekaagra Ostalaritza Pvt Ltd exclusive rights to develop and expand The Coffee Bean & Tea Leaf brand across India

The Coffee Bean & Tea Leaf, a global speciality coffee and tea house, has taken a significant step forward in its global expansion plans with the signing of a Master Franchise Agreement for India.

This strategic partnership grants Ekaagra Ostalaritza Pvt Ltd exclusive rights to develop and expand The Coffee Bean & Tea Leaf brand across India, with an ambitious plan to launch 250 caf  s over the next five years. This strategic move underscores the brand's commitment to establishing a strong presence in one of the fastest-growing coffee and tea markets in the world.

India, a country renowned for its tea culture and an emerging coffee powerhouse, presents immense opportunities for premium and experiential caf   concepts. With a rapidly evolving caf   culture and increasing demand for premium coffee and tea experiences, the market is primed for growth. Building on its initial entry into India in 2008 and a network of existing

café, The Coffee Bean & Tea Leaf is set to expand its footprint significantly. Through its partnership with Ekaagra Ostalaritza, the brand aims to introduce its globally celebrated hand-crafted coffee and tea experiences to new communities across India, solidifying its position as a key player in the country's growing speciality beverage market.