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TABP Snacks & Beverages raises $3Mn to expand Bharat-focused beverage brand

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Coimbatore-based TABP Snacks and Beverages, a leading beverage manufacturer catering to Bharat's needs, has raised $3 million (around Rs 26 crore) in a funding round led by LC Nueva. The recent funding round also included participation from Entrust Family Office and investors Arun Mukherjee and Soumya Malani. This investment comes as the FMCG challenger brand focuses on tapping into India's rapidly growing mass-market beverage sector.

Founded in 2018 by Prabhu Gandhikumar and Brindha Vijayakumar, a husband-and-wife engineer duo, TABP has carved out a unique niche in the value beverage market. The company transforms popular local street drinks into hygienic, standardised, and affordable packaged formats aimed at bottom-of-the-pyramid consumers.

The startup is part of the emerging wave of Bharat-focused FMCG companies leveraging regional taste profiles, price sensitivity, and trust-building through hygiene and safety promises.

TABP will use the capital to expand distribution across southern and eastern states, introduce new beverage formats, and scale manufacturing capacity. The company recorded Rs 212 crore in sales in FY24-25, up from â?¹ four crore in FY19, and aims to cross Rs 800 crore in sales over the next three years before expanding to pan India and exploring a public listing.

â??Indiaâ??s beverage revolution wonâ??t be defined by metros alone but by consumers of Bharat. For millions of consumers in tier-2 towns, industrial belts, and rural markets, there is still a gap between taste, hygiene, and affordability. Our goal is to deliver quality beverages that feel aspirational yet remain accessible,â? said Prabhu Gandhikumar, co-founder and CEO of TABP.