

Sri Narasu's Coffee Expands Beyond Tamil Nadu, Enters Karnataka, Kerala & Andhra Pradesh

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Sri Narasu's Coffee Company Pvt. Ltd., South India's iconic authentic coffee brand with a legacy spanning a century, highlighted its aggressive pan-India expansion plan, and strengthened its distribution network and opening its first store in Bengaluru, to be followed by Amaravati. The brand expands its footprint into Kerala, Karnataka, and Andhra Pradesh, after creating a significant foothold in Tamil Nadu, with 78 company-owned stores and 180 SKUs, including a range of products in Coffee, Tea, and other food products in the FMCG category. The company is known for its high-quality gold standard coffee blend.

The move is part of the company's strategic expansion plan for the year, after Tamil Nadu, Kerala, Karnataka, and Andhra Pradesh are the next big markets for coffee consumption. Narasu's Coffee is favourably positioned to acquire a significant market share in these regions, with its strategic geographic location – Salem being at the centre for these connecting states. Bengaluru currently has one store, and the Amaravati store is set to open in the next 2-3 months. Each store will host a range of products, including their premium coffee blend, instant coffee, and freeze-dried variants. Similarly, the company plans to enhance its existing distribution of 42 distributors to 150 by the fiscal year end.

Narasu's Coffee has an extensive portfolio in the instant coffee segment, which includes - Pure Instant Coffee range, Master's Extra Strong, Insta Strong Coffee range and Freeze-dry segment. The price points range from Rs. 560 to Rs. 3340 per kg. and caters to consumers from all economic strata.

Sivanantham, Chairman, Sri Narasu's Coffee: "Our journey has been built on the pillars of ethics, reliability, and integrity values that have earned us the trust of millions of families who have made Sri Narasu's Coffee a part of their daily lives across generations. Our focus remains firmly on the future without compromising on the standards and the commitment to

quality that has defined us since 1926. We believe in growth with responsibility and will ensure that our consumers always get value for their spend. Consumer satisfaction is a non-negotiable virtue at Narasu's.

Srudheep S, Managing Director, Sri Narasu's Coffee: "To sustain a legacy for nearly a century requires deep respect for our roots and an unyielding commitment to quality. We have spent decades building an unassailable foundation in Tamil Nadu in product integrity, supply chain discipline, and consumer trust. Today, we have a strong network of distributors and dealers, we see immense potential in the southern region and aspire to capture a significant market share. Our vision is clear: to bring the authentic South Indian coffee experience to every modern kitchen across India and beyond.