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Manam Chocolate Secures $9 Million in Equity Investment from Omnivore

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Manam Chocolate, Indiaâ??s leading premium craft chocolate brand (owned by Distinct Origins Pvt Ltd) has successfully raised $ 9Mn in equity investment in a Series A funding led by Omnivore with participation from Turner Morrison consortium.

Founded in 2021 by Hyderabad-based entrepreneur Chaitanya Muppala, Indiaâ??s first Level 3 Certified Chocolate Taster accredited by the International Institute of Chocolate and Cacao Tasting (IICCT, USA), the company has, in a short span of time, established itself as a leading Indian craft chocolate brand, winning numerous global awards for its products. Manam Chocolateâ??s experiential retail destinations include Eldeco Centre, Saket, New Delhi; the one-of-its-kind Manam Chocolate Karkhana, in Banjara Hills, Hyderabad and the Manam Chocolate Beverage Bar in Knowledge City, Hyderabad. Manam Chocolate also offers pan-India delivery through D2C channels.

The latest capital infusion will be utilised to accelerate the companyâ??s aggressive expansion plans with the launch of new retail spaces in the Delhi NCR region in the course of the next 12 months.

Manam Chocolate takes ownership of the entire value chain - from cacao farming and fermentation to chocolate making and the creation of an ever-growing collection of confections. The process begins at the source through its parent company, Distinct Origins Pvt. Ltd., which partners with a network of over 250 member farmers cultivating more than 3,000 acres of cacao farms in the West Godavari District of Andhra Pradesh, Indiaâ??s largest cacao-growing region. At the heart of this origin story is the Distinct Origins Cacao Fermentery, located in Tadikalapudi, West Godavari - a state-of-the-art facility, one of the largest in the world. Here, science-led interventions and proprietary technology are used to unlock the full flavour potential of Indian cacao. This pioneering work has been instrumental in revealing a previously untapped spectrum of Indian cacao profiles.