

A close-up photograph of a white ceramic coffee cup tilted on its side. The cup is resting on a surface covered with coffee beans and grounds. The background is a warm, brownish-orange color. The text "India Coffee Industry" is overlaid in white, sans-serif font across the center of the image.

# India Coffee Industry



# Story

## Then

- Indian Muslim saint, Baba Buda began planting coffee in 1670.
- Regulation of exports began in 1972 under the Coffee Board of India.

## Now

- It has spread and become popular.
- India is the 6<sup>th</sup> largest coffee producer in the world.



# Flavor

- Coffee in India is known for its sweetness compared to others which are acidic and bright.

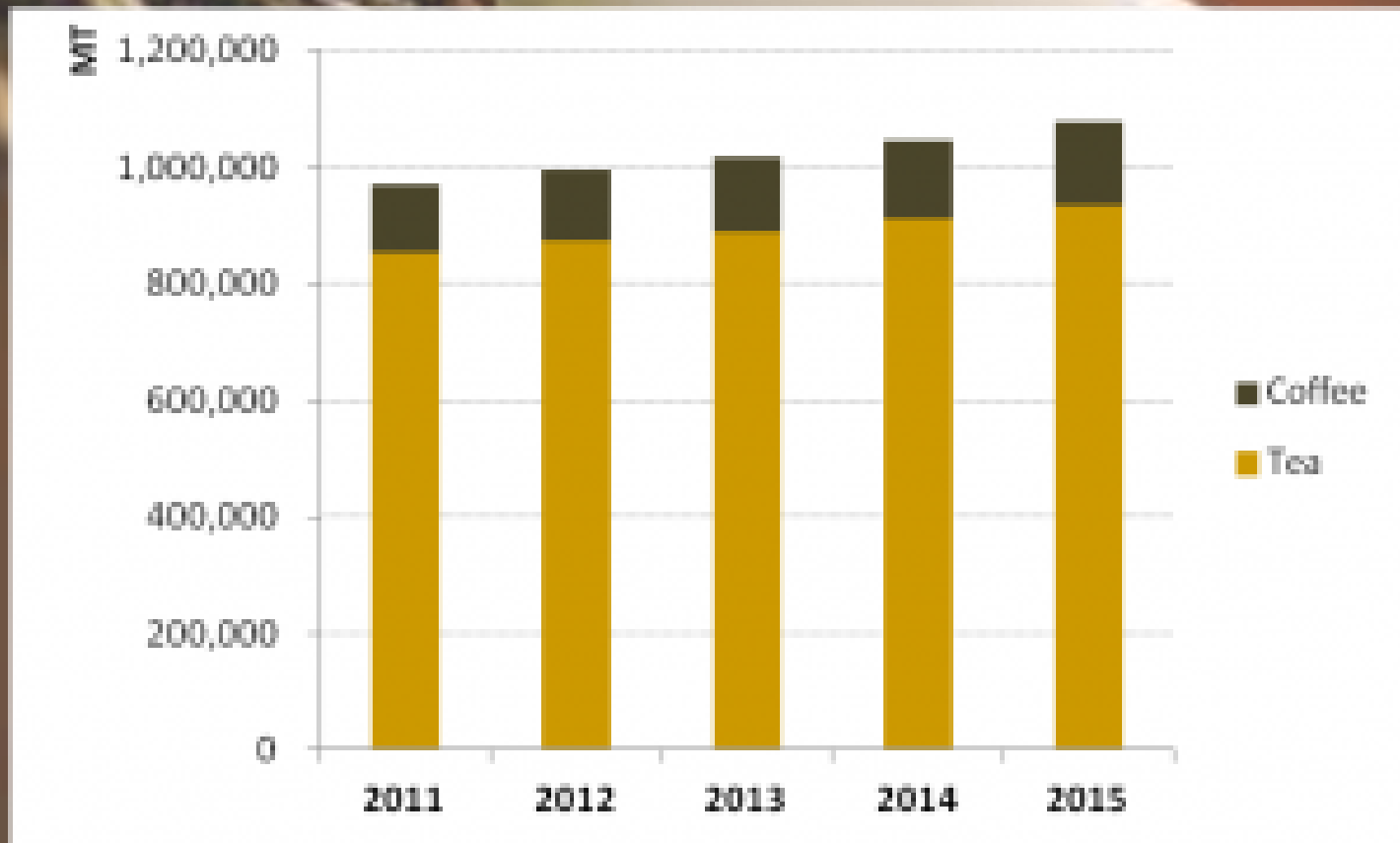




# Tea vs. Coffee

- Per capita consumption of coffee is only 85 grams.
- India is more of a tea drinking nation.
- The India International Tea & Coffee Expo started in 2009. In 2015, it will include an exhibition, conference, seminar, championship and various award functions.

# Primer Consulting Projection





## Price

- Prices are typically affordable. Price for a cup of coffee ranges from Rs 50 to Rs 200
- Government policy does not call for much price change.





# Growth

- Coffee drinking is expanding.
- Coffee retail is growing at 10 to 12 percent a year.
- Top Coffee Brands in India:
  - Nescafe
  - Tata Coffee
  - BRU

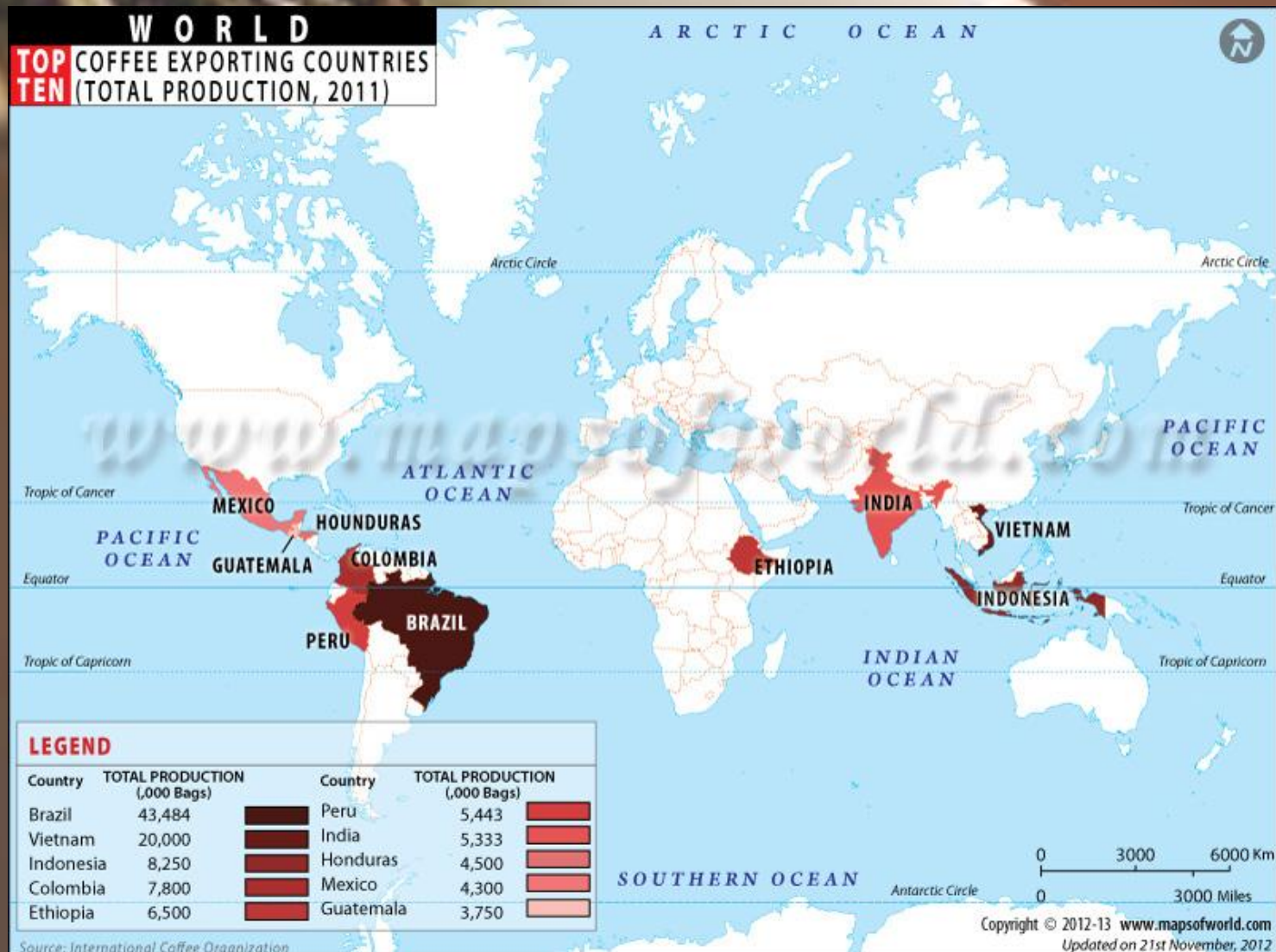
# Starbucks Coffee



- The most famous coffee chain in the world entered India in 2013. The menu caters to Indian tastes as well.



# Economics of Coffee





# Establishments

- The Coffee Board of India :
  - Promotion, sale and consumption
  - Conducting coffee research
  - Financial assistance to small coffee growers
- The Indian Coffee House was started in 1957 and has expanded across the country.



# Success Factors

- Friendly people
- Different types of cafes located in many places
- Locations are strategic to the market (E.g.. near colleges)
- Promotions like “Coffee Day”
- Re-branding





# Conclusion

- “In India... A lot does happen over coffee”
- References:
  - <http://www.promarconsulting.com/company-news/will-india-become-a-coffee-country/>
  - <https://www.mapsofworld.com>
  - <http://prurgent.com/2014-07-14/pressrelease352923.htm>
  - [www.bloomberg.com/quote/TCO:IN](http://www.bloomberg.com/quote/TCO:IN)
  - <https://www.capitaliq.com/>