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New Delhi-based coffee startup Sleepy Owl raises $6.5 M

Sleepy Owl, a startup based in New Delhi, has raised $6.5 million in funding, led by existing investor Rukam Capital.

By **Manbeena Chawla** | November 23, 2021



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Plans to strengthen the core team

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The series A funding raised by the direct to consumer (D2C) company, which operates in the ready-to-drink coffee space, also saw participation by existing investor DSG Consumer Partners and others.

Sleepy Owl aims to solidify their core team, build a robust distribution network across India for increased demand of their brews, and firm up its marketing initiatives.

Founded in 2016, Sleepy Owl sells ready-to-drink cold brew coffees, brew boxes, brew packs and brew bags. The company was co-founded by Ajai Thandi, Arman Sood and Ashwajeet Singh. The trio gave up their corporate jobs to pursue their shared dream of building their own venture.

Read online: https://nuffoodsspectrum.in/news/15/18278/new-delhi-based-coffee-startup-sleepy-owl-raises-6-5-m.html
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