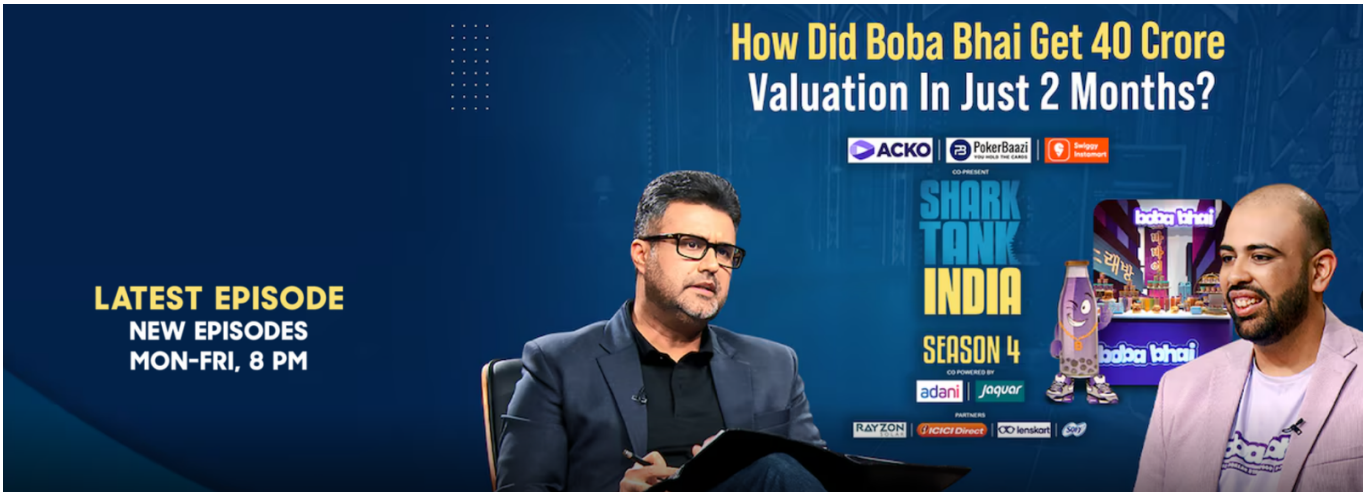
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Boba Bhai secures Rs 90 lakh investment for bubble tea revolution in India

This investment will help us scale operations, introduce new flavours, and bring the joy of Korean fusion food to even more people across India

By **Shraddha Warde** | February 10, 2025



BOBA BHAI SCREENSHOT - SONY LIV

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Boba Bhai, India’s largest Korean fusion food brand, made waves on Shark Tank India Season 4 by securing a Rs 90 lakh investment for 1 per cent equity from renowned investors Namita Thapar and Viraj Bahl. The deal underscores strong investor confidence in Boba Bhai’s growth trajectory and its potential to revolutionise the bubble tea market in India.

Boba Bhai’s pitch sparked keen interest among the Sharks, with Namita Thapar and Viraj Bahl taking the lead in investment discussions. Founder Dhruv Kohli passionately shared his vision of bringing authentic, refreshing, and innovative boba tea experiences to India. He emphasised the brand’s dedication to high-quality ingredients, distinctive flavours, and a strong community-driven ethos—key drivers behind Boba Bhai’s rapid success.

Dhruv Kohli, Founder, of Boba Bhai, expressed excitement about the milestone, stating, “Shark Tank India was an incredible platform to showcase Boba Bhai’s journey. Our goal is to bring high-quality, innovative food and beverage experiences to more people while staying true to our roots of great taste and community-driven values. This investment will help us scale operations, introduce new flavours, and bring the joy of Korean fusion food to even more people across India. We Indianise Korean flavours – Korean culture is increasing in influence, and we aim to make it accessible and enjoyable for Indian audiences.”

Read online: https://nuffoodsspectrum.in/news/15/22017/boba-bhai-secures-rs-90-lakh-investment-for-bubble-tea-revolution-in-india.html
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