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Boba Bhai launches packaged bubble tea on quick commerce

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By **Shraddha Warde** | February 25, 2025



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Boba Bhai, India's largest Korean fusion food brand, has launched its packaged bubble tea on Blinkit, making it the first-ever Indian brand to bring bubble tea to the quick commerce segment. This launch marks a significant step in expanding access to bubble tea, allowing consumers to enjoy their favourite boba beverages within minutes.

Boba Bhai's packaged bubble tea is crafted using high-quality, locally sourced ingredients. The brand has introduced signature flavours, including Mango with Passion Fruit Popping Boba and Nata de Coco, Wildberry with Cranberry Popping Bubbles and Nata de Coco, and Guava Chilli with Peach Popping Boba and Nata de Coco, each carefully curated to cater to a diverse range of taste preferences. Understanding the needs of quick commerce, Boba Bhai has developed a ready-to-drink, shelf-stable product with a shelf life of 270 days. The packaging is designed to maintain freshness and spill-proof sealing to ensure a seamless delivery experience.

"Bubble tea has moved from being a niche offering to a mainstream favourite in India. By launching on quick commerce platforms, we are not only making bubble tea more accessible but also pioneering a new category within the quick commerce space. Our goal has always been to create a premium, Made-in-India bubble tea experience and this launch is a testament to that vision, Dhruv Kohli, Founder, Boba Bhai commented on the launch.

Compared to traditional sales channels, quick commerce is expected to contribute 10 per cent of Boba Bhai's overall sales. Following the success of this launch, Boba Bhai is set to expand into Mumbai, Bangalore, Delhi, Gurgaon, Noida, Hyderabad, Chennai, Kolkata and Pune with plans to roll out new flavours and limited-edition variants soon.

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