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NEWS | BEVERAGES

Boba Bhai enters multi-channel model with RTD canned bubble teas

Eyes 20 per cent sales from new channels

By **Sanjiv Das** | May 22, 2025



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Eyes 20 per cent sales from new channels

Boba Bhai, India’s fastest-growing Korean fusion food brand, has officially entered the multi-channel with the launch of its ready-to-drink (RTD) canned bubble teas. The brand is now expanding its reach to modern retail and q-commerce platforms to cater to the fast-paced, convenience-first Indian consumer.

The newly launched canned teas are now live on Blinkit and Zepto, with plans to go live on Instamart soon. The products are currently available across 70+ cities and are being rolled out in top-performing urban centres. Designed to meet both impulse and habitual beverage consumption, the ready-to-drink offerings are targeted at Gen Z and young millennials seeking not just hydration but also fun, flavorful, and aesthetically pleasing beverages. This move marks Boba Bhai’s transition from a QSR-focussed brand to a full-scale beverage brand.

“We’re not just building a beverage product; we’re creating a brand that reflects the evolving tastes, lifestyles, and aspirations of modern Indian consumers. With the rise of quick commerce and on-demand convenience, our entry into the ready-to-drink space was a natural next step,” said Dhruv Kohli, Founder, Boba Bhai. “These canned bubble teas allow us to extend the Boba Bhai experience beyond our QSRs into living room fridges, work pantries, retail shelves, and eventually, global markets. We see this format contributing nearly 20 per cent of our overall beverage revenue in the next 12 to 15 months. It’s about being present where today’s consumer shops, relaxes, and refreshes and ensuring that every sip feels indulgent, aesthetic, and unmistakably Boba Bhai,” he added.

The company’s current multi-channel presence includes 57 QSR outlets across nine cities, a robust aggregator presence via Swiggy and Zomato, and now a strong push into quick commerce through Blinkit, Zepto, and soon Instamart. In addition, Boba Bhai is in advanced talks to scale retail distribution across supermarkets, kirana stores, and multiplexes nationwide. In terms of new products, the brand’s roadmap includes new milk teas, seasonal SKUs, functional beverages, and even a K-Coffee range, staying true to its Asian-inspired ethos and Indian flavour innovation.

Read online: https://nuffoodsspectrum.in/news/15/22371/boba-bhai-enters-multi-channel-model-with-rtd-canned-bubble-teas.html

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