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# Nothing Before Coffee receives Rs 3.7 Cr funding

Plans for 160 Stores by December 2026

By **Sanjiv Das** | March 2, 2026




Nothing Before Coffee

> WordPress post #39120

*Plans for 160 Stores by December 2026*

India’s QSR coffee chain, Nothing Before Coffee (NBC), has captured national investor attention following its appearance on Episode 11 of Bharat Ke Super Founders. The Jaipur-based brand underpinned a robust model focused on Tier-II, and Tier-III markets, creating spaces that resonate deeply with India’s accessible coffee and youth culture.

Fueling this momentum, NBC has received two significant on-air commitments:

- Aditya Singh, Founder of All in Capital, offered Rs 50 lakh for 0.27 per cent equity
- A structured market offer of Rs 3.2 crore was proposed in the form of debt with a 12 per cent revenue
  share.

These endorsements came from a distinguished panel including Dr A Velumani, Nitish Mittersain, Shanti Mohan, and other prominent voices from India's startup ecosystem.

"Our journey has always been about taking premium coffee to the heart of India, beyond metros, into the cities where young India is discovering its love for quality brews," said Akshay Kedia, Co-founder, Nothing Before Coffee. "The response on Bharat Ke Super Founders validates what we've built: a brand with strong unit economics, deep consumer connects, and a clear vision for profitable scale. We're building more than a coffee chain; we're building a community hub for aspirational India. With a clear roadmap to 400 stores by 2029. We're excited to accelerate from here and emerge as India's 'Most Loved Coffee Café Brand'."

Operating under a COCO (Company Owned Company Operated) model, NBC has outlined an ambitious national expansion roadmap:

- 400 stores by 2029
- Next 100-store milestone by 2027
  Beyond physical expansion, NBC is strengthening its revenue streams through strategic initiatives:
- Subscription-led growth with the newly launched Super Coffee Pass (priced at Rs 1,799 with
  benefits worth Rs 3,600)
- App-driven customer engagement to build digital loyalty

- Product innovation with new beverage variants
- Community-focused in-store activations that transform cafes into social hubs
- Backend supply chain optimisation to support scale

“Our appearance on Bharat Ke Super Founders was a pivotal moment for us, not just for the investment validation, but for affirming that our thesis of building for Bharat is exactly where the future of consumption lies. At Nothing Before Coffee, we've always believed that great coffee shouldn't be a metro-only luxury. The response from the investors and the viewership reinforces that our disciplined approach, profitable unit economics, 100% EBITDA-positive stores, and a deep connect with young India is the right formula for sustainable national scale. Said Ankesh Jain, Co-Founder, Nothing Before Coffee.”

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