

**DATE**

April 11, 2018

**SECTORS**

Consumer, Leisure & Retail

**DEAL TYPE**

Private Capital

**DEAL LOCATIONS**



**DEAL TEAM**



**Klaas Oskam**  
Managing Director



**Meherzad Kelawala**  
Managing Director

# DC Advisory advised Chai Point on its Series C investment from Paragon Partners, Eight Roads, Saama Capital & DSG Consumer Partners

**CHAI POINT**



DC Advisory India is pleased to announce that its client Chai Point (Mountain Trail Foods Pvt. Ltd.), India's leading omni-channel tea brand, has received a Series C growth investment to further expand its business from Paragon Partners and its existing investors, Eight Roads, Saama Capital & DSG Consumer Partners.

Chai Point is focused on owning the "ritual of chai" for the white-collar segment through its multi-channel go-to-market strategy consisting of: stores, online deliveries and IOT enabled integrated chai and coffee dispensers. Chai Point's revenues have grown 300% over the past two years and this current growth financing round enables the company to further accelerate its growth trajectory going forward.

The Consumer, Retail & Leisure practice at DC Advisory India strives to be the advisor of choice to companies in the E-Commerce, Food, Beverage & Agriculture and Travel sectors globally.

It was a pleasure working with the DC Advisory India team led by Klaas Oskam and Meherzad Kelawala. The team has profound knowledge of the consumer sector, understood our business and executed a robust end-to-end process. They worked tirelessly and provided valuable guidance and support during the entire process, helping us realize the desired growth financing round.

Amuleek Singh Bijral

Founder and CEO of Chai Point