

## #startupoftheday 10- Drunken Monkey

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**Inception:** 2016



**Brings in fresh fruit smoothies to fill the gap**

**Inception:** 2016

**Location:** Hyderabad

**Domain-** Fresh fruits-based beverages

**Founder:** Samrat Reddy

**Total team strength:** 40 people in its head office and indirectly about 450 people at its smoothie outlets across various cities

**Total funds raised:** Boot strapped

**Revenue generated since inception:** Rs 185 crore

### **Key Highlights-**

- The company boasts more than 100+ stores across the country
- Targeting about Rs 100 crore revenue for FY22
- Only beverage chain in India which does not use artificial flavours or sugar in the drinks
- Offers 200 varieties of fresh fruit smoothies

### **Founder speaks-**

*"By 2023, Drunken Monkey aims to be the leading beverage cafe across India and by 2026 be the most popular and biggest smoothie chain across the world. Over the last five years, there has been a steep increase in business catering to a healthier lifestyle including the beverage industry. But what the pandemic has done is, it has accelerated the growth by leaps and bounds and made healthy foods a necessity now. The Indian market is positioned to grow 10 fold in this domain and there is a huge market gap to be delivered to help India become a fitter and healthier nation."*

**-Samrat Reddy, Managing Director, Drunken Monkey, Hyderabad**