

#startupoftheday 93- Drinktales

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Inception- 2020



Reinventing one cocktail at a time

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Location- New Delhi

Domain- Beverages

Founders- Aakriti Goyal, Bhanujeet Choudhary and Tulika Priya

Total team strength- 10

Total funds raised- Rs 36.5 lakh from angel investors for 3% of equity

Investors- Investment bankers, entrepreneurs, senior corporate profiles

Revenue generated since inception- Rs 30-40 lakh

Key Highlights-

- First cocktail mixer in India in powered format.
- Started with a portfolio of 5 cocktail mixer flavours and then expanded into garnishes and bar tools

- To expand in 500+ retail stores pan India, develop more interesting products related to party and develop as a D2C brand

Founder Speaks-

"With the acceptance of social drinking, cocktail & beer brands have mushroomed in the country over the last 2 years. This growth has expanded the experience of consumers as well as the market for cocktail mixer and related industry in India."

- **Aakriti Goyal, Co-Founder, Drinktales, New Delhi**

L-R- Tulika Priya, Aakriti Goyal, Bhanujeet Choudhary

