

Nothing Before Coffee (NBC) hits century in India with opening of its 100th outlet in Vadodara

14 August 2025 | News

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India's dynamic and fast-growing QSR coffee chain, Nothing Before Coffee (NBC), proudly announces the grand opening of its landmark 100th outlet in Vadodara, Gujarat, marking a defining milestone in its pan-India expansion journey. Since its inception in Jaipur in 2017, NBC has quickly evolved into a vibrant national brand, bringing premium, accessible café experiences to metros as well as Tier-2 and Tier-3 including 36 cities across 14 states including Rajasthan, Uttar Pradesh, Gujarat, Madhya Pradesh, Karnataka, Chhattisgarh, Punjab and more.

Nothing Before Coffee has further raised 2.3 million in a Pre-Series A funding round, led by Prath Ventures. The round also saw participation from SYL Investments recently this year, owing to their commitment to redefine India's café culture by focusing on Tier-II and Tier-III cities—a segment largely untapped by premium coffee players.

Founded in 2017 in Jaipur by Ankesh Jain, Anand Jain, Akshay Kedia, and Shubham Bhandari, Nothing Before Coffee has rapidly evolved from a small, cozy café into a national brand with a footprint of 100 outlets across India. At the heart of NBC's success is its mission to serve high-quality, accessible coffee in vibrant spaces that resonate with India's youth.

To celebrate this historic achievement, NBC invites coffee lovers across India to redeem an exclusive Rs 100 celebration offer at any of its outlets nationwide. Customers simply need to follow NBC's official Instagram handle (@nothingbeforecoffeeindia) and DM 100 stores to instantly receive the offer via the NBC app - underscoring the brand's dedication to customer-first engagement and accessibility.

NBC's ambitious roadmap aims to solidify its position as India's most beloved homegrown café brand, particularly in markets often overlooked by established chains.

The QSR chain is on a fast-paced growth trajectory, aiming to establish 80+ NBC stores across India by FY2026, further strengthening its presence in metropolitan hubs and expanding deeper into both metropolitan and emerging cities (Tier-I and Tier-II markets). These new openings will mark an important milestone for the brand, demonstrating its continuous efforts to

cater to the growing demand for premium coffee experiences. The new outlets are designed to offer a welcoming and exceptional coffee experience, building on the brand's commitment to quality and customer satisfaction.

“Our vision is to make Nothing Before Coffee India’s most loved homegrown coffee chain by delivering authentic, affordable, and culturally resonant café experiences. Reaching our 100th store is both a proud and humbling milestone, born from our mission to bring quality coffee to every corner of India, from bustling metros to emerging towns.

This Rs 100 offer is our way of expressing heartfelt gratitude for the incredible support of our customers. By combining affordability, uncompromising quality, and deep cultural relevance, especially in Tier-II and Tier-III markets - we have laid a foundation for sustained growth. With strong unit economics and unwavering consumer trust, we are now poised to scale rapidly. The capital we’ve raised recently is further enabling us to invest in technology, talent, and new formats, unlocking our next chapter as we work toward making NBC the most loved and accessible coffee experience in India.” Akshay Kedia, Co-founder, Nothing Before Coffee.

In a market traditionally dominated by premium global chains and metro-centric models, NBC is carving out its niche with a “youth-first” approach, offering high-quality, affordability, and cultural relevance in beverages served within aesthetically designed, vibrant spaces that function as social hubs for India’s growing aspirational class. At the heart of NBC’s success is its commitment to “Nothing Before Customer,” exemplified through the outlets that guarantee consistent, high-quality coffee and a welcoming community environment. While most players are concentrating on Tier-I cities and premium offerings, NBC is disrupting the market with accessible pricing, India-centric coffee innovations like the thickest & creamiest “Shrappe” (a desi twist on a frappe), and aspirational café spaces that serve as community hubs for young consumers.