

URU CRAFT BEER

INDIA'S NEXT CRAFT BEER UNICORN

INVESTMENT

₹25L Via AIF CAT 1 Fund
₹5Cr+ Direct Cap Table



THE BRAND

URU isn't just beer—it's **Bengaluru's cult craft experience**, now scaling into **India's most premium bottled craft beer**. Born from the massive success of URU Brewpark (Jaypee Nagar, Whitefield), we have proven traction and cult loyalty. Now, we are ready for **national expansion**.

PROVEN MODEL

Taproom First

EXPANSION

Bottled Retail '27

THE GROWTH ENGINE

₹578 Cr

From ₹36 Cr Today

₹4k Cr

From ₹65 Cr Today

20x+

Projected Return

₹33k Cr

By 2033 (24% CAGR)

WHY NOW?

- **Bira left a gap.** We are filling it with authentic, localized craft.
- **Taproom-first model** ensures loyal community before retail spend.
- Bottled launch April 2027 (KA & MH). Targeting **8+ cities by 2030**.
- High Margins: **65% in taprooms**, 30-40% in retail.

THE TEAM



Led by **Karthik Chandrasekaran**, co-founder of URU Brewpark (India's first brewery-in-a-park).

Backed by ex-Burger King, Siemens, & Uber execs.

"This team has done it before."

THE PRODUCT

- **Indianized Flavors:** Mango, Chai, Pepper, Coffee Stout.
- **Premium but Accessible:** Bold, fresh, zero preservatives.
- Brewed specifically for the evolving **Indian palate**.

#BREAKTHEEXPIRED

A cultural movement celebrating **freshness over hoarding**.

Lifecycle
33 Days

Strategy
Viral Disposal

\$ THE ASK

Raising **₹25 Cr** at **₹65 Cr pre-money**

Use of Funds: Commercial Brewery • Bottled Launch • Taproom Expansion • Brand Blitz

EARLY ANGELS GET LARGEST UPSIDE

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