

It's a coffee shop with a difference: Mr Bean Coffee Junction has a unique offering for coffee connoisseurs. It's a place where coffee lovers can pick and choose from a wide range of quality coffees — including Pea Berry and Plantation — and sip a cup of their preferred blend of coffee amid modern setting and soothing ambience.

Customers are offered the convenience of buying fresh roast and ground branded coffee according to their favourite blends. What makes Coffee Junction special is the fact that customers can try out different coffee blends, prepared through high quality filter coffee machines, before making a choice.

Coffee Junction stores the preferences of customers to offer them a personalised and customised service every time they visit the outlet. Managed by Tata Coffee, Mr Bean Coffee Junction offers value for money for the serious coffee drinker.

Coffee retailing is a serious thrust area for the company and plans are in place to roll out Coffee Junctions across several key markets in South India, including Bangalore, Chennai, Trichy and Vishakhapatnam.



The unique format and value added services, we hope, will go a long way in enhancing the experience of the avid coffee drinker.

MH Ashraff, managing director, Tata Coffee



Fact file

The beginning: Tata Coffee opened the first outlet of Mr Bean Coffee Junction in Kochi in 2006.

The outlet: The stand-alone outlet combines sales of roast and ground coffees with vending and retailing, all under one roof.

The spread: Two outlets, one each in Kochi and Coimbatore.





Fact file

The beginning: Launched in January 2008 in Bangalore.

The outlet: The first 'tea bar' from Tata Tea, it provides a space for the customer to relax and unwind over their favourite cuppa.

Light Bytes	
Choco-Chip Cookies	20.00
Oatmeal Cookies	20.00
Yurt Cakes	

A cup of tea is a symbol of relaxation, comfort, winding down, re-energising. Tata Tea has taken the cup of tea 'out of home' and come up with a unique concept of beverage retailing — an upmarket, trendy 'chai ka adda', a hangout that it has branded as Chai Unchai.

Chai Unchai is a unique space for the youth. It is a point of convergence for people who are out and about. The outlet caters to a distinct lifestyle need of today's youth — the need for a place to relax where there are no expectations or rules.

The unique retail format of Chai Unchai provides a place where consumers can indulge their moods, unwind and be themselves. The environment has been designed to be warm, friendly, unpretentious and fun. The outlet offers tea and other beverages, presented in contemporary and youthful hot and cold formats. Snacks to go along with the cuppa have been selected based on consumer attractiveness.

Tata Tea is looking at introducing Chai Unchai outlets across major cities and metros.



There is a huge opportunity to contemporise tea and make it a 'happening' beverage for the up and about people — the youth.
Sangeeta Talwar, ED,
Tata Tea

