

Company Snapshot	
Name	Desi Tea Time Limited
CIN	U55101TS2017PLC185249
Incorporated	2017
Headquarters	Telangana
Promoters	Suresh Tangella
Sector	QSR
ISIN	INEOJZW01020

Financials (In Cr.)			
Particulars	FY22	FY23	FY24
Revenue	28.21	30.71	45.95
EBITDA	2.29	2.78	4.73
PAT	1.20	1.05	2.14
EPS	0.12	0.11	0.22

Note: FY24 figures are estimates based on available data.

Valuation Metrics	
Metrics	Value
Last Deal Price	₹39/share (05 May 2025)
Implied Market Cap	₹381 Cr.
P/E Ratio (FY24)	~177.27x
Book Value	2.92
P/B Ratio	~13.36x

Valuation metrics are based on available market data and may vary.

Shareholding Pattern	
Shareholder Category	% Holding
Promoters	93.21%
Others	6.79%

Tea Time Overview and Key Details

1. Business Overview

Desi Tea Time Ltd. is India’s fastest-growing tea franchise chain, offering a low-cost, high-return model to aspiring entrepreneurs. The brand operates on a robust franchise network across Tier 2 and Tier 3 cities and specializes in serving affordable tea-based beverages and light snacks.

- Product Focus : Chai, milkshakes, snacks.
- Franchise Count : 3,500+ outlets across India.
- Model : Asset-light franchise-based expansion.

2. Investment Rationale

- Scalable Model : Low setup cost (~₹3–5L per outlet) encourages rapid growth.
- Asset-Light Franchise Strategy : Strong cash flows with minimal capex.
- Strong Unit Economics : Break-even for most outlets within 6–9 months.
- High Brand Recall : Particularly in semi-urban and rural India.

3. Key Risks

- Franchise Quality Control : Rapid scale can dilute brand experience.
- Commoditized Market : Competes with local tea stalls and emerging QSRs.
- Raw Material Sensitivity : Price volatility of tea, milk, and packaging.
- Unlisted Liquidity : Shares available only via secondary platforms until IPO.

4. IPO Timeline & Exit Options

- Expected IPO : No news available.
- Pre-IPO Funding : Raised undisclosed amount in 2023.
- UnlistedZone Platform : Shares are available for trading.
- IPO Valuation Target : Depending upon growth and market conditions.

5. UnlistedZone View

Tea Time has created a strong brand in the value QSR segment with an extremely efficient franchise model. It presents a compelling opportunity for long-term investors betting on India's consumption and entrepreneurship wave. However, execution at scale and quality assurance remain key challenges.

6. Disclosures & Data Sources

Sources : Company website, UnlistedZone.

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