INDUSTRY VISIT - BLUE TEA INDIA

REPORT

As part of its ongoing initiative to expose students to real-world entrepreneurial journeys, the society organized an industry visit to Blue Tea India on **23rd June 2026**, a Kolkata-founded D2C startup known for pioneering the flower-tea category in India. Co-founded in 2018 by Sunil Chandra Saha and Nitesh Singh, Blue Tea built its brand around butterfly-pea-flower infusions and has since scaled to a presence across a dozen-plus countries, with a farmer-first sourcing model connecting the business to several hundred flower growers. The startup gained wider recognition following its appearance on Shark Tank India, where it secured investment from Aman Gupta.

The visit gave participants a firsthand look at how a bootstrapped, India-born D2C brand builds product, supply chain, and market presence from the ground up - offering a valuable contrast to the theoretical frameworks discussed in the classroom.

Visit Highlights

- A guided walkthrough of Blue Tea's operations, covering how the brand sources butterfly-pea flowers from contract and partner farmers and processes them into its signature teas.
- An open interaction with the founding team, who shared the brand's origin story, the early struggles of building a new tea category in India, and lessons from scaling into international markets.
- A candid discussion on the brand's Shark Tank India experience - how the founders prepared for the pitch, negotiated the deal, and used the exposure to accelerate growth.
- Insights into the farmer-partnership model and how it has shaped Blue Tea's sourcing, branding, and sustainability narrative.
- An interactive Q&A session where participants asked the founders about D2C growth strategy, brand-building on a limited budget, and navigating early product-market fit.

Participant Experience & Impact

For most participants, this was a rare opportunity to move beyond case studies and interact directly with founders who had built a consumer brand from scratch. The founders' openness about early setbacks - including the challenges of onboarding farmers to a completely new crop and category - resonated strongly with students, offering a grounded, unfiltered view of entrepreneurship. Many participants noted that hearing the Shark Tank negotiation story first-hand, directly from the founders, added a layer of insight that no classroom discussion could replicate. Overall, participants described the visit as one of the most engaging and memorable sessions of the term, citing the accessibility of the founders and the authenticity of the conversation as key takeaways.

Conclusion

The industry visit to Blue Tea India offered participants a rich, real-world perspective on building a niche D2C brand in a competitive market - from product innovation and farmer partnerships to fundraising and scale. The direct interaction with the founders made the experience especially valuable, translating an inspiring growth story into practical, actionable learning.

As the visit concluded, participants left with a renewed appreciation for the grit and resourcefulness required to build a brand from the ground up, along with a stronger sense of what it takes to turn a novel idea into a globally recognized product.

