

Cherise revolutionises tea consumption in India; launches IoT-enabled tea vending kiosks

Wednesday, 07 July, 2021, 14 : 00 PM [IST] | Our Bureau, New Delhi

Indian startup Cherise India Private Limited, a venture set up by Parimal Shah, who is a 3rd generation tea sommelier from a family of tea farmers, has forayed into smart vending by launching a range of smart, IoT & Android based Vending machines.

It has a wide portfolio of Teas, Coffees, Soups and Milk, under the brand. The supremely user-friendly smart vending kiosks, come with its own proprietary IoT dashboard and app for monitoring the operations.

Unlike other vending operators, provides its customers with an access to the IoT vending platform that gives real time data on consumer consumption patterns, inventory and billing, all at the click of a button. The vending machines dispense home-made style Teas, Coffees, Milk and Soups in a jiffy.

Parimal Shah, founder and CEO, Cherise India Private Limited, said, "Consumers in today's day and age are knowledgeable and mature. They are aware of global trends and well connected on social media platforms. Due to such exposure, their expectations have increased phenomenally when it comes to health and hygiene. Today, consumers carefully read all the ingredients that are being used to create a food or beverage formulation. They expect that their product is made using natural ingredients and they expect honest quality first and foremost. This is exactly what Cherise delivers. Our vending technology is fully proprietary and owned by us, we have our own laboratories where we do extensive research on vending technology as well as on beverage ingredients. Our smart vending machines as well as our beverages and formulations are manufactured by us at our own plants. We do not have any 3rd party or OEM partners and we do not do any form of private labeling for anyone. We manufacture and market our own brands."

Along with the Smart vending machines, the company has formulated and launched a wide range of premium beverages in the Tea, Coffee, Milk and Soups category. These beverages are all vended through their Smart Vending machines, which makes this into an ideal printer-cartridge model. Natural and healthy beverages such as Mumbai Masala Chai, Delhi Adhrak Chai, Calcutta Elaichi Chai, Nagpuri Nimbu Chai, Bikaneri Elaichi Doodh, Gujrati Haldi Doodh, Madras Coffee and many more have been created by the food scientists at the company and are now available via the Smart Vending Eco-System and also via marketplaces like Amazon among others.

"Since we come from a family of Farmers and are Tea specialists ourselves, we understand the science behind ingredients. We are able to control and influence the supply and the quality of ingredients and this allows us to create superior tasting, 100% natural formulations and blends. Our teas and coffees taste as good as the hand-made Chai or Coffee and our vending eco-system allows us to reach the end-consumer's cup, on a daily basis," concluded Shah.