

PRESS RELEASE



**Namma Café – Another job-creating idea from
CK Kumaravel, the co-founder of Naturals,
India’s Largest Salon chain.**

CK Kumaravel & CK Dhamyanthi, the father-daughter duo, launched Namma Café in Chennai in October 2020. The café bridges the gap between high-end coffee shops and roadside tea-kadai! With Namma Café CK Kumaravel, the co-founder of Naturals Salon chain, entered the food business along with his daughter Dhamyanthi.

His franchising method has helped create 400 plus successful women entrepreneurs and 10000 jobs in beauty care business. CKK says “organizing the local tea shop is a much bigger opportunity because it not just creates number of franchise partners but also creates a large number of local jobs”.

Namma Café offers an eclectic range of signature tea mixes like the Sukku Malli Tea, Karupatti Tea, Turmeric Tea etc. that will be fulfilling experience for tea lovers. The best part is not just the fact that you get an amazing range of tea to pick from but also that you get it starting from Rs 10/-.

Quick bites likes Veg puffs, Osmania biscuits, the classic Bun Butter Jam etc., are bound to make tea breaks worth the time.

In December 2020, CKK and CK Dhamyanthi announced the launch of yet another insightful initiative to create jobs called Cyclepreneur. CK Dhamyanthi says “Cyclepreneur will not just help existing tea sellers but also those who want to take up selling tea on cycles as a business model. Namma Café will provide the tea seller with the cycle, tea, coffee and snacks which they can sell in the neighborhood”.

Apart from this, Namma Café has also created a space for Tamil books called Namma Library. Customers will have a range of Tamil books, from Tamil literature to pulp fiction to read at Namma Café.

CKK signs off by saying “Our goal is to create 1000 Namma Café outlets and 2000 Cyclepreneurs by 31st December 2021”.

<https://www.nammacafe.in/>

Some Media Links:

<https://www.youtube.com/watch?v=knhYg4KPhR0&t=9s>

https://www.youtube.com/watch?v=rodheF_bzc0

<https://www.youtube.com/watch?v=Ckw0B-mLKhA&t=9s>

<https://www.youtube.com/watch?v=U2zp2zQsaKg&t=39s>

<https://www.youtube.com/watch?v=7UHWgZGyfTo&t=19s>

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