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From Fashion to Fermentation The Story Behind India's New Sachet-Format Kombucha Brand



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From Fashion to Fermentation The Story Behind India's New Sachet-Format Kombucha Brand



For most people, a probiotic tablet is just something you take and forget about. For Nisha, it became the question that eventually led her to build a brand. After years of battling recurring infections and a gut health crisis brought on by a demanding new lifestyle, she went looking for a more natural alternative. That search ended up becoming **Cha Cha Boocho**, a sachet format kombucha brand now trying to bring fermented wellness into everyday Indian routines.

Nisha's journey to Cha Cha Boocho didn't begin in a laboratory or a food business. It began with a simple desire to understand her own health better.

Before Cha Cha Boocho, Nisha was building a career in fashion design, with ambitions of launching her own label. A move to Dubai for a new job brought an exciting new chapter, but also a hectic schedule that left little room for self-care.

“Between work, family, and a small baby, my own health slowly took a back seat,” says Nisha. “I started falling sick on and off. Antibiotics and strong medication became part of my routine, and I could feel my gut health taking a hit.”

She was prescribed probiotics in tablet form, which helped, but left her wanting something more sustainable. “I wanted to understand my body better, and find a natural, everyday way to support my gut, rather than depend on a pill,” she says.

Discovering Kombucha

Nisha began experimenting with fermentation at home, making kanji, kefir and curd, alongside yoga, strength training and clean eating. It was during this period of rediscovery that she came across kombucha.

“It just clicked,” she recalls. “Here was a naturally fermented drink that was refreshing and delicious, and rooted in the idea of nurturing the gut, not just treating a problem after it appeared. I began wondering why shouldn't something like this be easier for people in India to enjoy every day.”

But she also recognised that introducing kombucha to Indian consumers would take more than simply importing an existing product. It needed to be convenient, suited to Indian tastes and built for real Indian lifestyles. That realisation became the starting point for Cha Cha Boocho.

Building a Product for the Indian Market

Nisha worked closely with dieticians and food technologists over the course of a year, running trials to develop a formulation and flavour profile suited to the Indian palate. What she arrived at was a convenient sachet format – India's new sachet-format kombucha, manufactured in India – that does away with the need for bottles, refrigeration planning or preparation.

“No bottles to carry, no preparation to plan, no complicated routine, just fermented wellness in a convenient sachet,” says Nisha. “Pick it up, carry it, and refresh.”

Positioning Cha Cha Boocho as an Everyday Alternative

The brand is positioning itself as a better-for-you alternative to sugary colas and everyday beverages, targeting consumers navigating busy office hours, travel and packed schedules. According to the company, the drink is designed to be enjoyed alongside or after meals, as part of a fermented-foods routine that supports gut health.

“Life today is busy, long office hours, meetings, commutes, travel. Taking care of our health can feel like just another task on an already packed schedule,” says Nisha. “Cha Cha Boocho is built so that it doesn't have to be. It's designed to be convenient, portable and ready when you are.”

A Personal Mission

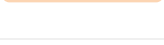
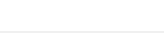
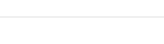
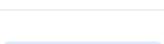
For Nisha, the brand remains closely tied to her own journey from illness to recovery. *“[Cha Cha Boocho](https://chachaboochoa.com/) was born from my own experience, from being a busy mother and working woman who had lost touch with her health, to someone who rediscovered the simple power of fermentation,” she says. “It's a reminder that sometimes, in the middle of taking care of everyone else, we need to come back and take care of ourselves too*

For more details, contact:

Website: <https://chachaboochoa.com/>

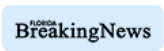
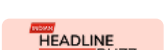
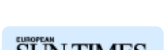
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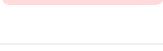
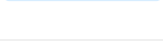
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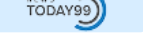
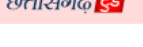
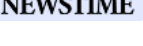
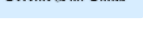
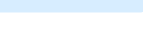
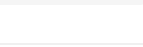
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1.		Google	95	89	369.5M	View Release
2.		Yahoo	93	75	239.8M	View Release
3.		Business Standard Finance/Finance	90	63	39.7M	View Release
4.		Tribune News And Media	87	57	13.6M	View Release
5.		ANI News And Media	79	58	2.2M	View Release
6.		Lokmat English News Portal	53	51	1.9M	View Release
7.		Latestly_ News Portal	67	57	337.8K	View Release
8.		World News Network News Portal	<25	38	150K	View Release
9.		Wisconsin Journal News Portal	<25	<25	144.4K	View Release
10.		India Global Live News Portal	25	27	14.9K	View Release
11.		Indian Press Wire News Portal	30	26	14.8K	View Release
12.		Brief Buzz News Portal	<25	<25	14.6K	View Release
13.		Insightful News News Portal	<25	30	14.6K	View Release
14.		Indian Economic Observer News Portal	30	34	14.6K	View Release
15.		India Times Online News Portal	29	28	14.5K	View Release
16.		The India Watch News Portal	26	<25	14.4K	View Release

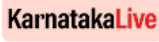
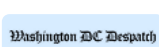
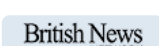
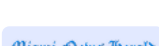
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18.		Karnataka News Network News Portal	28	28	14.4K	View Release
19.		Delhi News Daily News Portal	29	28	14.3K	View Release
20.		Gossip Today News Portal	<25	27	14.3K	View Release
21.		Standard Today News News Portal	<25	25	14.3K	View Release
22.		Traveller News India News Portal	<25	28	14.2K	View Release
23.		India Buzz News News Portal	25	27	14.1K	View Release
24.		Andhra News Digest News Portal	30	<25	14.1K	View Release
25.		Latest News Today News Portal	<25	28	13.9K	View Release
26.		India Latest News News Portal	27	<25	13.9K	View Release
27.		Latest News Himachal News Portal	27	28	13.8K	View Release
28.		India Live News Feed News Portal	27	28	13.8K	View Release
29.		Indian Press Coverage News Portal	26	28	13.7K	View Release
30.		India Tribune Times News Portal	28	<25	13.7K	View Release
31.		India Breaking Buzz News Portal	30	25	13.7K	View Release
32.		Newz Today 24 News Portal	<25	<25	13.6K	View Release
33.		News India Connectivity News Portal	27	25	13.5K	View Release
34.		District Daily News News Portal	28	28	13.3K	View Release

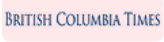
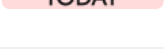
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36.		News Indian Bulletin News Portal	26	30	13.2K	View Release
37.		Odisha News Hour News Portal	30	30	13.2K	View Release
38.		Quick News Now News Portal	<25	30	13.2K	View Release
39.		India Brief Update News Portal	30	29	13.1K	View Release
40.		India Press Dispatch News Portal	28	<25	13.1K	View Release
41.		Uttarakhand News Wire News Portal	28	25	13.1K	View Release
42.		Sandwich News Portal	27	26	13K	View Release
43.		Goa New Time News Portal	26	25	12.9K	View Release
44.		India Bulletin News News Portal	26	26	12.9K	View Release
45.		India Today Times News Portal	28	30	12.9K	View Release
46.		India Wire News News Portal	30	30	12.7K	View Release
47.		News India News Portal	<25	26	12.6K	View Release
48.		Indian Pulse Media News Portal	28	29	12.5K	View Release
49.		India Mirror News News Portal	30	26	12.5K	View Release
50.		India Career Week News Portal	<25	30	12.4K	View Release
51.		France Network Times News Portal	<25	37	12.4K	View Release
52.		USA Report News Portal	<25	<25	12.4K	View Release

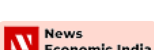
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53.	India Bulletin Live	India Bulletin Live News Portal	27	26	12.4K	View Release
54.		Maharashtra Portal News Portal	27	27	12.4K	View Release
55.		UP Today News Portal	<25	30	12.3K	View Release
56.		Florida Breaking News News Portal	<25	37	12.3K	View Release
57.		Reach News News Portal	<25	29	12.3K	View Release
58.		Trend tellers News Portal	<25	29	12.3K	View Release
59.		Federald Espatch News Portal	<25	26	12.2K	View Release
60.		UAE Times News Portal	<25	<25	12.2K	View Release
61.		India Buzz Feednews News Portal	29	29	12.2K	View Release
62.		The Daily Glimpse News Portal	<25	29	12.2K	View Release
63.		Gujarat Watch News Portal	30	<25	12.2K	View Release
64.		Indian Headline Buzz News Portal	28	29	12.1K	View Release
65.		Jharkhand India News Agency News Portal	26	30	12.1K	View Release
66.		Rajasthan Headlines News Portal	27	26	12.1K	View Release
67.		India Latest News Feed News Portal	27	28	12.1K	View Release
68.		European Sun Times News Portal	<25	32	12.1K	View Release
69.		India Flash Bulletin News Portal	30	25	12K	View Release
70.		Express Times News News Portal	<25	28	12K	View Release

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72.		Indian News Daily Update News Portal	30	29	11.9K	View Release
73.		The Quick Update News Portal	<25	29	11.8K	View Release
74.		England News Portal News Portal	<25	38	11.8K	View Release
75.		Srilanka Island News News Portal	<25	37	11.8K	View Release
76.		News India Network News Portal	25	27	11.7K	View Release
77.		South India News News Portal	<25	32	11.7K	View Release
78.		East Coast American News News Portal	<25	36	11.7K	View Release
79.		EastasiaII Newsportal News Portal	<25	27	11.7K	View Release
80.		Richmond Evening News News Portal	<25	37	11.7K	View Release
81.		Patrolling Wire News News Portal	<25	29	11.7K	View Release
82.		The Hindustan Express News Portal	27	26	11.6K	View Release
83.		Chronicle Today News News Portal	<25	<25	11.5K	View Release
84.		India Pulse Update News Portal	27	<25	11.5K	View Release
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86.		Rajasthan Ki Khabar News Portal	<25	37	11.4K	View Release
87.		Punjab Live News Portal	25	37	11.4K	View Release
88.		Birmingham All News Network News Portal	<25	37	11.4K	View Release

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90.		Delhi Live News News Portal	<25	34	11.4K	View Release
91.		India press Coverage News Portal	25	27	11.4K	View Release
92.		Indian Former News Portal	26	28	11.3K	View Release
93.		News India Web News Portal	<25	25	11.3K	View Release
94.		News Today99 News Portal	<25	<25	11.2K	View Release
95.		Karnataka News Room News Portal	27	25	11.2K	View Release
96.		Indsider India Times News Portal	<25	26	11.1K	View Release
97.		Chhattisgarh Today News Portal	<25	33	11.1K	View Release
98.		White House News Time News Portal	<25	36	11.1K	View Release
99.		Toronto Sun Times News Portal	<25	31	11.1K	View Release
100.		Kashmir Breaking News News Portal	<25	30	11.1K	View Release
101.		North East Times News Portal	26	33	11.1K	View Release
102.		India Flash News News Portal	26	30	11K	View Release
103.		India Briefings News Portal	25	26	11K	View Release
104.		New York Despatch News Portal	<25	32	10.9K	View Release
105.		West Minster Times News Portal	<25	<25	10.9K	View Release
106.		Capitol Hill Reporter News Portal	<25	37	10.9K	View Release

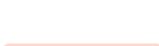
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108.		West Bengal Khabar News Portal	26	25	10.9K	View Release
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110.		Mountain View Sentinel News Portal	<25	36	10.9K	View Release
111.		Telangana Journal News Portal	<25	30	10.9K	View Release
112.		Buffalo Despatch News Portal	<25	<25	10.9K	View Release
113.		News Wave India News Portal	28	27	10.8K	View Release
114.		India News Junction News Portal	29	26	10.8K	View Release
115.		Washington Dc Despatch News Portal	<25	36	10.7K	View Release
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119.		Indian Daily Press News Portal	30	28	10.6K	View Release
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122.		Miami News Herald News Portal	<25	36	10.5K	View Release
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124.		Wall Street Sentinel News Portal	<25	<25	10.5K	View Release

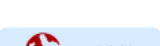
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128.		Story India News Portal	<25	25	10.4K	View Release
129.		India Today Updates News Portal	29	30	10.4K	View Release
130.		India News Break News Portal	27	<25	10.3K	View Release
131.		Indian News Channel News Portal	29	30	10.3K	View Release
132.		Times Of India Daily News Portal	25	<25	10.3K	View Release
133.		Bihar Times News Portal	<25	30	10.3K	View Release
134.		Maldives Star Plus News Portal	<25	26	10.3K	View Release
135.		Himachal Patrika News Portal	<25	30	10.3K	View Release
136.		Vancouver Herald News Portal	<25	<25	10.3K	View Release
137.		Bihar 24x7 News Portal	<25	37	10.2K	View Release
138.		Maharashtra Samachar News Portal	<25	29	10.2K	View Release
139.		Vanakkam Tamil Nadu News Portal	<25	38	10.2K	View Release
140.		Haryana Today News Portal	<25	34	10.2K	View Release
141.		India Current Update News Portal	25	<25	10.2K	View Release
142.		Andhra Pradesh Mirror News Portal	<25	31	10.1K	View Release

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146.		San Francis Costar News Portal	<25	<25	10.1K	View Release
147.		Los Angeles Evening Despatch News Portal	<25	36	10.1K	View Release
148.		Standard News Wire News Portal	25	27	10K	View Release
149.		London Channel News News Portal	<25	37	10K	View Release
150.		News Economic India News Portal	<25	26	10K	View Release
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152.		Business Line Print News Portal	<25	28	9.9K	View Release
153.		Scroll India News News Portal	<25	28	9.9K	View Release
154.		Daily News India Online News Portal	<25	26	9.8K	View Release
155.		Madhya Pradesh News Tribune News Portal	26	<25	9.7K	View Release
156.		News India Live News Portal	28	25	9.7K	View Release
157.		India Live News News Portal	27	26	9.6K	View Release
158.		Odisha News Voice News Portal	30	29	9.6K	View Release
159.		Report World News Portal	<25	27	9.5K	View Release
160.		Nagaland News Watch News Portal	27	25	9.4K	View Release

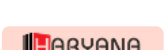
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163.		News India Point News Portal	30	26	9.2K	View Release
164.		Telangana News Spot News Portal	28	28	9.1K	View Release
165.		India News Nation News Portal	28	27	9.1K	View Release
166.		The India Talks News Portal	26	<25	9.1K	View Release
167.		India Flashnewsfeed News Portal	27	<25	9K	View Release
168.		Tech Times News News Portal	<25	26	9K	View Release
169.		India Buzz Times News Portal	25	28	9K	View Release
170.		India Reporter Live News Portal	30	26	8.9K	View Release
171.		Punjab News Network News Portal	26	<25	8.7K	View Release
172.		Now Report News Portal	<25	25	8.7K	View Release
173.		News India Times News Portal	30	27	8.6K	View Release
174.		India Press Buzz News Portal	27	25	8.6K	View Release
175.		The Report Net News Portal	<25	28	8.6K	View Release
176.		India Times News News Portal	30	28	8.6K	View Release
177.		New India 24x7 News Portal	26	25	8.5K	View Release
178.		Nagaland News 24x7 News Portal	27	25	8.4K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
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180.		Bihar News Watch News Portal	28	29	8.4K	View Release
181.		Indian World News News Portal	<25	28	8.4K	View Release
182.		India Wire Channel News Portal	27	25	8.4K	View Release
183.		Himachal Pradesh News Flash News Portal	30	27	8.4K	View Release
184.		Tripura News Point News Portal	25	30	8.3K	View Release
185.		Punjab News Update News Portal	28	30	8.3K	View Release
186.		India Post Daily News Portal	26	29	8.3K	View Release
187.		The Report World News Portal	<25	27	8.3K	View Release
188.		Tamilnadu News Update News Portal	28	25	8.2K	View Release
189.		Mizoram News Pulse News Portal	26	25	8.2K	View Release
190.		Maharashtra NewsFlash News Portal	27	30	8.2K	View Release
191.		India Today Daily News Portal	26	26	8.2K	View Release
192.		Himachal News Report News Portal	28	27	8K	View Release
193.		Daily Indiane News Portal	29	26	8K	View Release
194.		India 24x7 News News Portal	27	26	7.9K	View Release
195.		Post Times News News Portal	<25	30	7.9K	View Release
196.		Rabale News Portal	28	25	7.8K	View Release

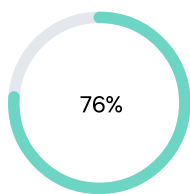
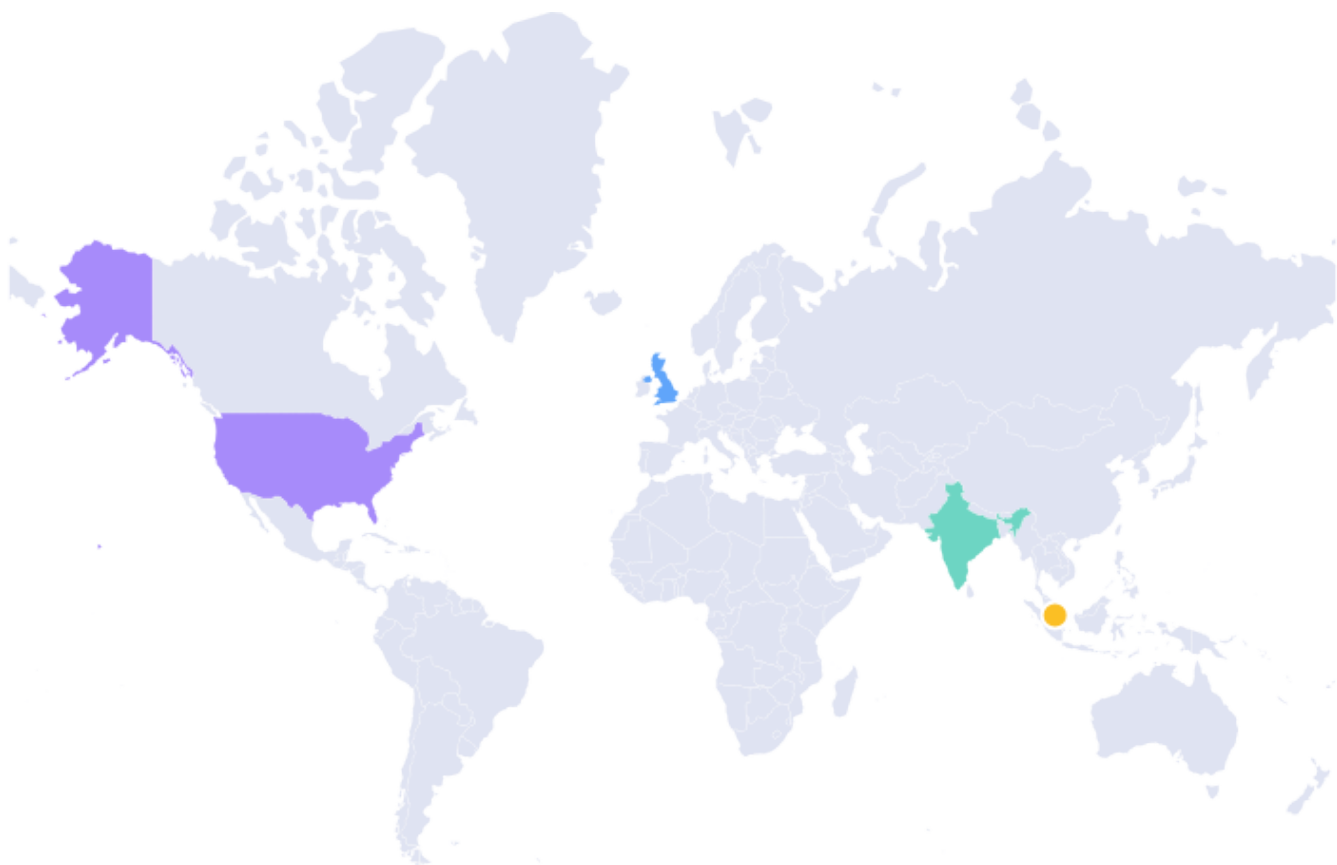
#	Logo	Media	DA	PA	Potential Audience	PR Links
197.		Mizoram News Voice News Portal	30	29	7.8K	View Release
198.		India Globe Today News Portal	30	25	7.8K	View Release
199.		India News Portal News Portal	27	30	7.7K	View Release
200.		India Watch Daily News Portal	25	<25	7.7K	View Release
201.		India Today Live Update News Portal	26	<25	7.6K	View Release
202.		News Indian Line News Portal	26	30	7.6K	View Release
203.		Indian Headline News News Portal	28	29	7.5K	View Release
204.		Goa News Online News Portal	27	29	7.5K	View Release
205.		Indian News Views News Portal	25	28	7.4K	View Release
206.		Indian News Update News Portal	30	<25	7.4K	View Release
207.		News Today Pro News Portal	<25	<25	7.4K	View Release
208.		Latest News Karnataka News Portal	29	25	7.4K	View Release
209.		Indian For Media News Portal	30	29	7.3K	View Release
210.		The News India Now News Portal	27	<25	7.3K	View Release
211.		Indian Express Newsfeed News Portal	28	30	7.3K	View Release
212.		Jammu and Kashmir News Report News Portal	27	30	7.3K	View Release
213.		Indian News Beat News Portal	28	26	7.2K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
214.		India Watch Live News Portal	30	27	7.2K	View Release
215.		News India Headline News Portal	27	28	7.2K	View Release
216.		Rajasthan News Time News Portal	28	26	7.1K	View Release
217.		India Live News Today News Portal	25	30	7K	View Release
218.		Jharkhand News Hub News Portal	28	27	7K	View Release
219.		Indian press Connect News Portal	30	30	6.9K	View Release
220.		The India Brief News Portal	27	<25	6.8K	View Release
221.		Indian Express News News Portal	30	30	6.8K	View Release
222.		India World News News Portal	<25	28	6.6K	View Release
223.		Chhattisgarh NewsLine News Portal	29	<25	6.6K	View Release
224.		News Indian Link News Portal	26	28	6.6K	View Release
225.		India Buzz Channel News Portal	28	28	6.6K	View Release
226.		News Pulse India News Portal	27	<25	6.5K	View Release
227.		News Eagle India News Portal	30	30	6.4K	View Release
228.		India latest News Update News Portal	29	<25	6.4K	View Release
229.		India Press Journal News Portal	27	30	6.4K	View Release
230.		Mizoram News Buzz News Portal	27	26	6.4K	View Release
231.		News India Talks News Portal	30	29	6.4K	View Release

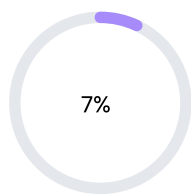
#	Logo	Media	DA	PA	Potential Audience	PR Links
232.		Weekly News Report News Portal	<25	30	6.3K	View Release
233.		India Vibes Media News Portal	26	27	6.3K	View Release
234.		The India Times Online News Portal	30	<25	6.3K	View Release
235.		India Today Headline News Portal	27	30	6.2K	View Release
236.		Indian Express Daily News Portal	27	29	6.2K	View Release
237.		India Live New Update News Portal	26	<25	6.2K	View Release
238.		Indian Express Update News Portal	25	30	6.1K	View Release
239.		India Wire Media News Portal	28	27	6K	View Release
240.		Haryana News Line News Portal	29	28	6K	View Release
241.		India Today Newsflash News Portal	28	27	5.9K	View Release
242.		News Mirror News Portal	<25	27	5.9K	View Release
243.		India Global News News Portal	30	<25	5.8K	View Release
244.		Manipur News World News Portal	30	26	5.8K	View Release
245.		News Wires News Portal	27	29	5.8K	View Release
246.		The Indian Post Online News Portal	26	<25	5.8K	View Release
247.		India Forbes News News Portal	<25	27	5.7K	View Release
248.		My News Today News Portal	28	25	5.7K	View Release
249.		State Newz News Portal	27	28	5.7K	View Release

#	Logo	Media	DA	PA	Potential Audience	PR Links
250.		India state News News Portal	25	26	5.7K	View Release
251.		Indian Focus News News Portal	25	29	5.6K	View Release
252.		India Story Line News Portal	30	28	5.5K	View Release
253.		State News Today News Portal	<25	27	5.5K	View Release
254.		News Indian Pulse News Portal	28	29	5.5K	View Release
255.		Sikkim News Update News Portal	30	25	5.4K	View Release
256.		India Globalnews News Portal	<25	29	5.4K	View Release
257.		Report India News Portal	<25	30	5.3K	View Release
258.		Rapid Report News Portal	<25	25	5.3K	View Release
259.		India Breaking News Line News Portal	26	25	5.3K	View Release
260.		Meghalaya News Daily News Portal	28	<25	5.2K	View Release
261.		India Viral Newsnow News Portal	30	29	5.1K	View Release
262.		News India Connect News Portal	30	30	5.1K	View Release
263.		Nagpur Project News News Portal	<25	29	5.1K	View Release
264.		Kerala News Journal News Portal	27	30	5.1K	View Release
265.		Haryana News Time News Portal	27	26	5K	View Release
266.		Odisha Post News Portal	25	38	1.1K	View Release

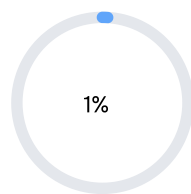
●●● DISTRIBUTION DEMOGRAPHY



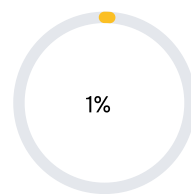
INDIA



UNITED STATES



UNITED KINGDOM



SINGAPORE

SENTIMENT ANALYSIS

Neutral

Score 5 / 10

Category: Health-focused Beverage Innovation



SENTIMENT

The article discusses the creation of a kombucha brand that emphasizes gut health and wellness, which is directly relevant to the Food & Beverage industry. The sentiment is positive as it highlights a personal journey of health improvement and innovation in beverage options.



CAMPAIGN RATING

Fair



URL ANALYSED

10



44/100

CAMPAIGN SCORE



PERFORMANCE

44%

— SCORE BREAKDOWN

SENTIMENT	SEO	AUTHORITY	TRAFFIC
5/10	11/20	18/20	3/20
SOURCE	COVERAGE	PLACEMENT	
1/10	0/10	6/10	



SEO Strength

SCORE 11/20

TARGET KEYWORD	USAGE
kombucha	0 Times

ASSESSMENT

The article effectively uses the target keyword 'kombucha' in the title and H1, and includes it naturally in the body. However, it lacks sufficient subheadings and could benefit from more depth in covering related topics and answering reader questions.

