

Third Wave Coffee joins OnePlus anniversary celebrations with 'OnePlusBrewmance' campaign



Dais World | 11/12/2024 07:02 PM

Curates unique offerings and community initiatives to celebrate 11 years of OnePlus

Two beloved brands synonymous with quality and innovation, **Third Wave Coffee** and **OnePlus India** are coming together to mark OnePlus' 11th brand anniversary with a celebration of creativity, community and craftsmanship. This unique collaboration, aptly named **#OnePlusBrewmance**, is designed to bring together the passionate communities of both brands through a series of exciting initiatives. Starting 7th December, the campaign promises to leave a lasting impression - because that's what you get when great coffee meets smart tech!

Telling us more about this partnership, **Rajat Luthra, CEO, Third Wave Coffee**, said, "At Third Wave Coffee, we believe in creating meaningful connections through shared experiences. The **#OnePlusBrewmance** collaboration is about more than just celebrating milestones - it's about an opportunity to explore the intersection of coffee and technology in fresh, exciting ways. This campaign brings together two communities, united by a passion for quality and innovation. We wish OnePlus India continued success and are thrilled for our customers to engage with both brands in a truly unique and inspiring way."

Both Third Wave Coffee and OnePlus India have long been committed to enhancing their communities' experiences, offering opportunities to engage in creative and meaningful ways. This partnership is a testament to their shared values of innovation, quality, and bringing joy to their loyal followers.

"Innovative tech and a steaming cup of coffee are two things that fuel a great start to most of our days. And that is why we're thrilled to celebrate 11 years of OnePlus' 'Never Settle' journey in collaboration with Third Wave Coffee", says **Ishita Grover, Director of Marketing, OnePlus**

India. She further adds, *“This partnership embodies the shared values of quality, innovation, and a strong sense of community that both our brands are built upon. Through #OnePlusBrewmance, we’re bringing together our passionate communities to create memorable experiences that unite them over groundbreaking technology and exceptional coffee. We’re confident that this collaboration will leave a lasting impression and redefine how the OnePlus Community connects with their favorite Third Wave brew.”*

As part of this celebration, OnePlus India and Third Wave Coffee’s communities can partake in experiences like #TakeAShot through a social media contest inviting the OnePlus community to capture & share moments of them enjoying their favorites at Third Wave Coffee. For photography enthusiasts, there is an exclusive Phone Photography workshop, designed to let participants capture their moments better with high-performance OnePlus smartphone devices. There are a lot more exclusive offerings designed especially for the brands’ communities. From limited-edition co-branded merchandise that reflects unique aesthetics of both brands, to offers and more - there’s something for everyone. Stay tuned for updates on both OnePlus and Third Wave Coffee’s social media pages, as more surprises will be revealed throughout the month.

About Third Wave Coffee

Third Wave Coffee is a coffee and food QSR brand founded by Sushant Goel, Anirudh Shama and Ayush Bathwal in 2017. With a commitment to quality and innovation, the homegrown coffee QSR chain has rapidly expanded to over 116+ stores nationwide, earning a reputation as the fastest-growing coffee brand in the country. Third Wave Coffee is dedicated to providing a high-quality coffee-first experience to its customers across the country with a specific focus on high-quality beans, convenient locations and a technology-enabled consumer experience.

About OnePlus India

OnePlus is a global technology company challenging conventional concepts of technology. Created around the ‘Never Settle’ mantra, OnePlus creates exquisitely designed devices with premium build quality and high-performance hardware. OnePlus thrives on cultivating strong bonds and growing together with its community of users and fans.

Reach out to us at [PR Desk](#)

Read more on our Partner sites: [Growth Reports Business](#) | [The Progress Catalyst](#)

Get rewarded for your reading habits on the [Dais World app!](#)