



TM

The Lounge

Café

EXPRESS

entrepreneur

the Retailer

Coffee Cart

MOTO COFFEE

KIOSK

*the taste that lingers...*



## **ENQUIRY KIT CONTAINS**

KUFICO Lounge  
KUFICO Café  
KUFICO Express  
KUFICO Retailer  
KUFICO Entrepreneur  
KUFICO Kiosk  
KUFICO Coffee Cart  
KUFICO Moto Coffee

## **Contents**

1. Brand Heritage
2. Brand Owner
3. Brand Products
4. Location Requirements (Market, Property)
5. Franchisee Support (Marketing, Training)
6. KUFICO Programs
7. Outlet Photos
8. Financial Requirments (Networth, Investment, ROI)\
9. Franchisee Requirments (Legal, Manpower)
10. Appendix
11. Application



## Brand Heritage

### *The Rich Heritage of Kumbakonam Filter Filter Coffee*

Coffee is something of a cultural icon in Kerala, Andhra, Karnataka and Tamil Nadu. It is customary to offer a cup of coffee to any visitor. Coffee was originally introduced by Baba Budan to South India in 17th century and became very popular under the British Rule. Until the middle of the 20th century traditional households would not use granulated sugar but used jaggery or honey, instead in coffee.

South Indian Kumbakonam Filter Coffee, also known as Filter Coffee is a sweet milky coffee made from dark roasted coffee beans (70%-80%) and chicory (20%-30%), especially popular in the southern states of Tamil Nadu, Karnataka & Andhra Pradesh. The most commonly used coffee beans are Arabica and Robusta grown in the hills of Tamil Nadu (Nilgiris District, Yercaud and Kodaikanal), Karnataka (Kodagu, Chikkamagaluru and Hassan), and Kerala (Malabar region). Outside India, a coffee drink prepared using a filter may be known as Filter Coffee or as Drip Coffee as the water passes through the grounds solely by gravity and not under pressure or in longer-term contact.

Kumbakonam Filter Coffee is brewed with a metal device that resembles two cylindrical cups, one of which has a pierced bottom that nests into the top of the "tumbler" cup, leaving ample room underneath to receive the brewed coffee. The upper cup has two removable parts: a pierced pressing disc with a central stem handle, and a covering lid. (A similar device is used to brew Vietnamese coffee.)

The upper cup is loaded with fresh ground coffee mixed with chicory (~2 tablespoons of mixture per serving). The grounds are gently compressed with the stemmed disc into a uniform layer across the cup's pierced bottom. With the press disc left in place, the upper cup is nested into the top of the tumbler and boiling water is poured inside. The lid is placed on top, and the device is left to slowly drip the brewed coffee into the bottom. The chicory sort of holds on to the hot water a little longer, letting the water extract more flavour from the coffee powder. The brew is generally stronger than western "drip style" coffee.

Traditional Kumbakonam-style Dabarah (or) Davarah and tumbler placed with the open end facing down as customary. The resulting brew is very potent, and is traditionally consumed by adding 1–2 tablespoons to a cup of boiling milk with the preferred amount of sugar. The coffee is drunk from the tumbler (although a word of English origin, it seems to be the most commonly used name for this vessel), but is often cooled first with a dabarah - "dabarah" (also pronounced in some regions as 'davarah'): a wide metal saucer with lipped walls. Coffee is typically served after pouring back and forth between the dabarah and the tumbler in huge arc-like motions of the hand. This serves several purposes: mixing the ingredients (including sugar) thoroughly; cooling the hot coffee down to a sipping temperature; and most importantly, aerating the mix without introducing extra water (such as with a steam wand used for frothing cappuccinos). An anecdote related to the distance between the pouring and receiving cup leads to the coffee's another name "Meter Coffee".

- A term often heard for high-quality coffee is Filter coffee. Milk certified as pure with a lactometer was called degree milk owing to a mistaken association with the thermometer. Coffee prepared with degree milk became known as degree coffee.
- Another explanation for Filter coffee is that chicory beans were used to make the coffee. The South Indian pronunciation of chickory became chigory then digory and finally degree.
- Yet another explanation is that, when coffee is decocted for the first time, it is called as the first degree or simply as the "Degree Coffee". This has the strongest flavour and the necessary strength to mix with milk without watering down the taste. In less affluent households, in earlier days, coffee was decocted for a second or third time from the same initial load; this became the second degree coffee and naturally, is not as strong. Affluent households drank first degree or the famous "Degree Coffee" only.
- Interestingly, there is a Kannada name for coffee "Boondh Bisneeru". "Bisneeru" sounds a great deal like "bisi neeru," or "hot water," thus leading to speculation that the terms are connected. Although not used currently, this was used by ladies two generations ago. The Srilankan Tamil name for coffee is "Kottai Vadineer".



## Brand Owner

### ***From the desk of Mr. Ranjith Baba***

*Serial Entrepreneur, Brand Owner of Kumbakonam Filter Coffee™*

Dear **KUFICO Franchisee**,

With immense pleasure the young and energetic team of Kumbakonam Filter Coffee™ welcomes you to the **biggest standalone south indian concept based coffee shop chain in India**. Our brand boasts some of the most traditional south indian coffees along with **unique south indian food products** served in a contemporary format.

Armed with rich expertise in south indian coffee and creating a unique blend that maintains the traditional taste of south indian filter coffee, we at Kumbakonam Filter Coffee™ offer you a wide range of services and revenue models which will help you fasten your path to success in the coffee industry.

To extend our **deepest gratitude** to you for considering our brand of franchise, we reward you with discount coupons and gifts. As an icing on the cake, if you like our brand and if you are totally satisfied with our services, we also provide discounts through our **unique referral program**. For every friend you refer for franchisee for our brand, you get **Rs.5000** discounted on your bill. Further more, when you complete all formalities within 1 week of payment of advance, you get an additional **10% discount on cost of interiors and construction bill**.

On this note, we once again welcome you to our family of *Kumbakonam Filter Coffee™*  
Please feel free to call us anytime for any sort of help.

Our **landline number** is **044-64584888**.

Alternatively you can reach us through email [info@kumbakonamfiltercoffee.com](mailto:info@kumbakonamfiltercoffee.com).

For feedback and suggestions, you can email me directly at [ranjithbaba@kumbakonamfiltercoffee.com](mailto:ranjithbaba@kumbakonamfiltercoffee.com)

Happy Coffee Drinking!

Regards,

**RANJITH BABA**

Brand Owner

*Kumbakonam Filter Coffee™*





## Brand Products

***Kumbakonam Filter Coffee (Ordinary) – Rs. 15***

***Kumbakonam Filter Coffee (Special) – Rs. 25***

***Special Variety coffee – Rs. 25***

***(Chukku Coffee, Malli Coffee, Milagu Coffee, Coconut Milk Coffee, Royal Coffee)***

***Ordinary Tea – Rs. 15***

***Tamilnadu special snack items (10 nos) – will be supplied upon enrolment and payment***

***Combo packs of the above – will be supplied upon enrolment and payment***

*Coffee Powder, Roasted Beans, Decoction, etc will be supplied for retailer only.*

*The above prices may vary based upon geographic location and franchisee type*

## Location Requirements

### ***Property***

To own a franchise of KUFICO – Kumbakonam Filter Coffee, here are the minimum requirements:

Property Size – 10 ft x 10 ft (Total 100 sq.ft.)  
Parking Space – if required  
High Visibility

The prospective franchisee can gather a set of 5 – 8 locations and then upon first clearance of proposal, an executive from KUFICO will approve one particular location for the prospective franchisee.

To prospective franchisee must get an in principle approval letter from the owner of the property stating that the owner agrees to rent/lease out the property for this purpose to the prospective franchisee upon acceptance of agreeable terms.

In case of own property then the prospective franchisee himself/herself must provide the same letter. The sample of this in-principle letter is available in Appendix 1.

### ***Market***

Location of the property is preferred in the following:

Malls  
Highway Hotels  
Supermarkets  
IT company cafeteria  
Near Corporate Companies  
Airports  
Railway Stations  
Bus Terminus or other standalone locations where the minimum footfall is 3000 per day.

## Franchisee Support

### ***Marketing***

Local Marketing is to done by the individual franchisee owners to promote the business  
National/Regional Marketing will be done by KUFICO to promote the brand for 10 outlets together (on chargeable basis)

### ***Training***

Adequate training shall be provided to all franchisee staff on a chargeable basis (one time FOC)



## KUFICO Programs

### A: KUFICO Lounge

KUFICO Lounge – designed as full fledged premium lounge with LIVE Coffee center

Products Supplied: Coffee Powder, Food Items (full range)

Items Supplied: All equipments & identity boards

Co-branding: NOT Allowed

Snacks and Food Items: Only KUFICO Items

Min requirement: 30 kgs coffee powder / month + satisfactory snacks offtake

Validity: 12 months (renewable based on performance)

### B: KUFICO Café

KUFICO Café – designed as full fledged café and quick service restaurant business model

Products Supplied: Coffee Powder, Food Items (half range)

Items Supplied: All equipments & identity boards

Co-branding: NOT Allowed

Snacks and Food Items: Only KUFICO Items

Min requirement: 30 kgs coffee powder / month + satisfactory snacks offtake

Validity: 12 months (renewable based on performance)

### C: KUFICO Express

KUFICO Express – designed as add on stall outlets for hotels, restaurants, mall food courts, bakery, IT cafeteria and quick service avenues – shop in shop business models

Products Supplied: Coffee Powder

Items Supplied: Stall (if reqd), Limited Items, Branding Boards

Co-branding: Allowed

Snacks and Food Items: Outside local vendors permitted

Min requirement: 30 kgs coffee powder / month – cash&carry

Validity: 12 months (renewable based on performance)

### D: KUFICO Retailer

KUFICO Retailer – designed to be retailer catering to raw coffee powder demands

Products Supplied: Coffee Powder (full range) – instant, filter, custom, decoction, roasted beans

Items Supplied: All equipments & identity boards

Co-branding: NOT Allowed

Snacks and Food Items: Not Applicable

Min requirement: 100 kgs coffee powder / month

Validity: 12 months (renewable based on performance)

### E: KUFICO Entrepreneur

KUFICO Entrepreneur – designed for first generation small entrepreneurs and provide additional business income to work from home individuals or additional business revenue for existing retailers

Products Supplied: Coffee Powder

Items Supplied: Identity Banner

Co-branding: NOT Allowed

Snacks and Food Items: NA only beverages

Categories: Silver, Gold, Platinum

Min requirement: 10 kgs coffee powder / month

Validity: 12 months (renewable based on performance)



#### **F: KUFICO Kiosk**

*KUFICO Kiosk – designed to be put up in corporate offices, IT companies, educational canteens, etc (can be add on to existing franchisee)*

*Products Supplied:* Coffee Powder (basic)

*Items Supplied:* All vending machine equipments

*Co-branding:* NOT Allowed

*Snacks and Food Items:* Not Applicable

*Min offtake requirement:* 100 kgs coffee powder / month – cash&carry

*Validity:* 12 months (renewable based on performance)

*Price:* Rs.50000/- (all non refundable)

*Economics:* 200 cups/kg of coffee powder

Production Cost per cup: Rs.5

#### **G: KUFICO Coffee Cart**

*KUFICO Cart – designed to be a mobile street hawker and can be deployed in high volume areas instantaneously (can be add on to existing franchisee)*

*Products Supplied:* Coffee Powder (full range), Food Items (part)

*Items Supplied:* Coffee Cart + BiCycle & Identity boards

*Co-branding:* NOT Allowed

*Snacks and Food Items:* NA

*Min requirement:* 20 kgs coffee powder / month

*Validity:* 12 months (renewable based on performance)

#### **H: KUFICO Moto Coffee**

*KUFICO Moto – designed to be a mobile coffee outlet that can be easily deployed in high volume areas (can be add on to existing franchisee)*

*Products Supplied:* Coffee Powder (full range)

*Items Supplied:* Van (Tata 207), Boiler, Dabara Set, Filter machine, Billing Machine, Branding boards

*Co-branding:* NOT Allowed

*Snacks and Food Items:* Not Applicable

*Min requirement:* 60 kgs coffee powder / month

*Validity:* 12 months (renewable based on performance)



## Outlet Photos







## Financial Requirements

### *Investment*

A: Kumbakonam Filter Coffee™ LOUNGE: **Rs.4 lakhs + variable cost**

- i) COFFEE SHOP EQUIPMENTS + Franchise Fee – **4 lakhs**
  - Milk Boiler
  - Dabara Set
  - Freezer refrigerator
  - Induction Stove, Serving Tray
  - Percolators
  - 0.25 kg coffee filter, Milk Vessels + Lid
  - Insect Machine
  - Gas Stove
  - Billing M/C
  - Table and chairs (furnitures)
  - Staff Uniform
  - TV
  - Grinding Machine
  - Hoppers
  - Weighing Machine
  - Sealing Machine
  - Vending Machine & Miscellaneous items
- ii) Interior Cost – 6 lakhs  
(includes branding boards, identity boards, electrical, plumbing, flooring, false ceiling)
- iii) Total Shop Advance: Rs. 5 lakhs (projected) (refundable)  
– landowner to provide basic setup
- iv) Working capital Rs.1 lakh for purchase of coffee and snacks (Cash and Carry model).
- v) Incidental Expenses: Rs.1 lakh (marketing)

Total Cost of Investment: i + ii+ iii + iv + v = **Rs.17 lakhs** (This is the outer limit, depending upon area and location, total costs may start from Rs.13 lakhs)

This cost is applicable for the region Chennai only. Rest of Tamilnadu and Other states within India – investments may vary. International franchisee investments may vary from country to country. The investment structure and fee may vary based on the time of allocation of franchise and other factors affecting forex rates.

### **ROI (Return of Investment)KUFICO Lounge - Bare minimum calculation**

Sample Returns: (these are indicative figures, not actual)

Fixed Cost per month

Rent (Rs.30000), Salary (Rs.45000), EB Utilities Royalty & Marketing (Rs.35000) = Total Fixed Cost:  
Rs.1,10,000/-

Total Revenue per month

Avg Product Price Rs.40

Total no. of sales per day = 150

Total Revenue per day = 150 x Rs.25 = Rs.3750 (Rs.25 is actual margin – cost / coffee)

Total Revenue per month from coffee = 30 days x Rs.3750 = Rs.1,12,500

Nett Revenue from snacks, coffee powders = Rs.75,000 (Total revenue = Rs.1,87,500)

Net margin – Rs.77,500 approx

Return of Investment – 21 months

Sale of coffee/tea for corporates will warrant faster ROI. Increased entrepreneurial efforts to bring in more customers will warrant faster ROI. Mainting high quality, hygiene and high customer satisfaction levels will warrant faster ROI. This is a sample calculation only, the results may vary from one franchise to another and from one location to another.



B: Kumbakonam Filter Coffee™ CAFÉ: **Rs.2.5 lakhs + variable cost**

- i) COFFEE SHOP EQUIPMENTS + Franchise Fee – **2.5 lakhs**
  - Milk Boiler
  - Dabara Set
  - Freezer
  - Induction Stove
  - Serving Tray
  - 0.25 kg coffee filter
  - Milk Vessels + Lid
  - Insect Machine
  - Gas Stove
  - Billing M/C
  - Software
  - Table and chairs (furnitures)
  - Staff Uniform
  - TV
- ii) Interior Cost – 2 lakhs  
(includes branding boards, identity boards, electrical, plumbing, flooring, false ceiling)
- iii) Total Shop Advance: Rs. 2 lakhs (projected) (refundable)  
– landowner to provide basic setup
- iv) Working capital Rs.0.25 lakh for purchase of coffee and snacks (Cash and Carry model).
- v) Incidental Expenses: Rs.0.25 lakhs (marketing)

Total Cost of Investment: i + ii+ iii + iv + v = **Rs.7 lakhs** (This is the outer limit, depending upon area and location, total costs may start from Rs.5 lakhs)

This cost is applicable for the region Chennai only. Rest of Tamilnadu and Other states within India – investments may vary. International franchisee investments may vary from country to country. The investment structure and fee may vary based on the time of allocation of franchise and other factors affecting forex rates.

#### **ROI (Return of Investment)KUFICO Café - Bare minimum calculation**

Sample Returns: (these are indicative figures, not actual)

Fixed Cost per month

Rent (Rs.15000), Salary (Rs.22500), EB Utilities Royalty & Marketing (Rs.17500) = Total Fixed Cost: Rs.55,000/-

Total Revenue per month

Avg Product Price Rs.25

Total no. of sales per day = 200

Total Revenue per day = 200 x Rs.15 = Rs.3000 (Rs.15 is actual margin – cost / coffee)

Total Revenue per month from coffee = 30 x Rs.3000 = Rs.90,000

Nett Revenue from snacks = Rs.15,000 (Total revenue = Rs.1,05,000)

Net margin – Rs.50,000

Return of Investment – 14 months

Sale of snacks and water will warrant faster ROI. Increased entrepreneurial efforts to bring in more customers will warrant faster ROI. Mainting high quality, hygiene and high customer satisfaction levels will warrant faster ROI. This is a sample calculation only, the results may vary from one franchise to another and from one location to another.



C: Kumbakonam Filter Coffee™ EXPRESS: **Rs.1.5 lakhs + variable cost**

i) COFFEE SHOP EQUIPMENTS + Franchise Fee – **1.5 lakh**

Milk Boiler  
Dabara Set  
Freezer  
Induction Stove  
Serving Tray  
0.25 kg coffee filter  
Milk Vessels + Lid  
Insect Machine  
Gas Stove  
Staff Uniform

ii) Interior Cost – Cost of stall or stall outlet – Rs.1 lakh (depending on size)

iii) Total Shop Advance: Rs. 2 lakhs (projected) (refundable)  
– landowner to provide basic setup

iv) Working capital Rs.0.25 lakh for purchase of coffee and snacks (Cash and Carry model).

v) Incidental Expenses: Rs.0.25 lakhs (marketing)

Total Cost of Investment: i + ii+ iii + iv + v = **Rs.5 lakhs** (This is the outer limit, depending upon area and location, total costs may start from Rs.4 lakhs)

This cost is applicable for the region Chennai only. Rest of Tamilnadu and Other states within India – investments may vary. International franchisee investments may vary from country to country. The investment structure and fee may vary based on the time of allocation of franchise and other factors affecting forex rates.

#### ***ROI (Return of Investment)KUFICO Express - Bare minimum calculation***

Sample Returns: (these are indicative figures, not actual)

Fixed Cost per month

Rent (Rs.10000), Salary (Rs.17500), EB Utilities Royalty & Marketing (Rs.12500) = Total Fixed Cost:  
Rs.40,000/-

Total Revenue per month

Avg Product Price Rs.20

Total no. of sales per day = 200

Total Revenue per day = 200 x Rs.10 = Rs.2000 (Rs.10 is actual margin – cost / coffee)

Total Revenue per month = 30 x Rs.2000 = Rs.60,000

Net margin – Rs.20,000

Return of Investment – 25 months

Sale of snacks and water will warrant faster ROI. Increased entrepreneurial efforts to bring in more customers will warrant faster ROI. Mainting high quality, hygiene and high customer satisfaction levels will warrant faster ROI. This is a sample calculation only, the results may vary from one franchise to another and from one location to another.



D: Kumbakonam Filter Coffee™ RETAILER: **Rs.1.5 lakhs + variable cost**

- i) COFFEE SHOP EQUIPMENTS + Franchise Fee – **1.5 lakh**
  - Coffee Grinder
  - Packing Machine
  - Weighing Machine
  - Billing M/C
  - Software
  - Table and chairs (furnitures)
  - Staff Uniform
- ii) Interior Cost – 1 lakhs  
(includes branding boards, identity boards, electrical, plumbing, flooring, false ceiling)
- iii) Total Shop Advance: Rs. 1.5 lakhs (projected) (refundable)  
– landowner to provide basic setup
- iv) Working capital Rs.0.5 lakh for purchase of coffee and snacks (Cash and Carry model).
- v) Incidental Expenses: Rs.0.5 lakhs (marketing)

Total Cost of Investment: i + ii+ iii + iv + v = **Rs. 5 lakhs** (This is the outer limit, depending upon area and location, total costs may start from Rs.3 lakhs)  
This cost is applicable for the region Chennai only. Rest of Tamilnadu and Other states within India – investments may vary. International franchisee investments may vary from country to country. The investment structure and fee may vary based on the time of allocation of franchise and other factors affecting forex rates.

***ROI (Return of Investment) KUFICO Retailer - Bare minimum calculation***

Sample Returns: (these are indicative figures, not actual)

Fixed Cost per month  
Rent (Rs.10000), Salary (Rs.15000), EB Utilities Royalty & Marketing (Rs.10000) = Total Fixed Cost:  
Rs.35,000/-

Total Revenue per month from coffee shop  
Total Revenue per month from coffee retail  
1500 kg per month \* Rs.40 (margin per kg) = Rs.60000/-

Net margin – Rs.25,000  
Return of Investment – 20 months

Sale of snacks and water will warrant faster ROI. Increased entrepreneurial efforts to bring in more customers will warrant faster ROI. Mainting high quality, hygiene and high customer satisfaction levels will warrant faster ROI. This is a sample calculation only, the results may vary from one franchise to another and from one location to another.



E: Kumbakonam Filter Coffee™ ENTREPRENEUR: **Rs.10000\*** + variable cost

Silver Plan – Rs.10000/- worth coffee powder per month offtake and sales min reqd. (10% discount)

Gold Plan – Rs.25000/- worth coffee powder per month offtake and sales min reqd. (15% discount)

Platinum Plan – Rs.50000/- worth coffee powder per month offtake and sales min reqd. (20% discount)

i) Working capital Rs.0.25 lakh for purchase of coffee and snacks (Cash and Carry model).

ii) Incidental Expenses: Rs.0.25 lakhs (marketing)

Total Cost of Investment: i + ii+ iii + iv + v + vi = **Rs.0.50 lakhs** (This is the outer limit, depending upon plan, total costs may start from Rs.10000 only)

This cost is applicable for the region Chennai only. Rest of Tamilnadu and Other states within India – investments may vary. International franchisee investments may vary from country to country. The investment structure and fee may vary based on the time of allocation of franchise and other factors affecting forex rates.

### ***ROI (Return of Investment)KUFICO Entrepreneur - Bare minimum calculation***

Sample Returns: (these are indicative figures, not actual)

Total Revenue per month (Silver/Gold/Platinum Plan)

Avg Product Margin Rs.40/60/80 per kg

Total no. of sales per day = 5 kg

Total Revenue per day = 5 x Rs.40/60/80 = Rs.200/300/400

Total Revenue per month from coffee = 30 x Rs.200/300/400 = Rs.6,000 / Rs.9,000 / Rs.12,000

Net margin – Rs.6,000 / Rs.9,000 / Rs.12,000

Sale of snacks and water will warrant faster ROI. Increased entrepreneurial efforts to bring in more customers will warrant faster ROI. Mainting high quality, hygiene and high customer satisfaction levels will warrant faster ROI. This is a sample calculation only, the results may vary from one franchise to another and from one location to another.



F: Kumbakonam Filter Coffee™ KIOSK: **Rs.0.75 lakh + variable cost**

- i) COFFEE SHOP KIOSK EQUIPMENT + Franchise Fee – **0.75 lakh**
- ii) Working capital Rs.0.25 lakh for purchase of coffee and snacks (Cash and Carry model).
- iii) Incidental Expenses: Rs.0.25 lakhs (marketing)

Total Cost of Investment: i + ii+ iii = **Rs.1.25 lakhs** (This is the outer limit, depending upon area and location, total costs may start from Rs.0.5 lakhs)

This cost is applicable for the region Chennai only. Rest of Tamilnadu and Other states within India – investments may vary. International franchisee investments may vary from country to country. The investment structure and fee may vary based on the time of allocation of franchise and other factors affecting forex rates.

### ***ROI (Return of Investment)KUFICO Kiosk - Bare minimum calculation***

Sample Returns: (these are indicative figures, not actual)

Fixed Cost per month

Rent (Rs.20000) Salary (Rs.12500), EB Utilities Royalty & Marketing (Rs.2500)

Total Fixed Cost: Rs.35,000/-

Total Revenue per month

Avg Product Price Rs.10

Total no. of sales per day = 500

Total Revenue per day = 500 x Rs.5 = Rs.2500 (Rs.5 is actual margin – cost / coffee)

Total Revenue per month from coffee = 30 x Rs.2500 = Rs. 75,000

Net margin – Rs.40,000

Return of Investment – 4 months

Sale of snacks and water will warrant faster ROI. Increased entrepreneurial efforts to bring in more customers will warrant faster ROI. Maintaining high quality, hygiene and high customer satisfaction levels will warrant faster ROI. This is a sample calculation only, the results may vary from one franchise to another and from one location to another.



G: Kumbakonam Filter Coffee™ COFFEE CART: **Rs.1.5 lakhs + variable cost**

i) COFFEE CART EQUIPMENTS + Franchise Fee – **1.5 lakhs**

Coffee Cart  
Milk Boiler  
Dabara Set  
0.25 kg coffee filter  
Milk Vessels + Lid  
Staff Uniform  
Bicycle

ii) Working capital Rs.0.25 lakh for purchase of coffee and snacks (Cash and Carry model).

iii) Incidental Expenses: Rs.0.25 lakhs (marketing)

Total Cost of Investment: i + ii + iii + iv = Rs.2 lakhs (This is the outer limit, depending upon area and location, total costs may start from Rs.1 lakhs)

This cost is applicable for the region Chennai only. Rest of Tamilnadu and Other states within India – investments may vary. International franchisee investments may vary from country to country. The investment structure and fee may vary based on the time of allocation of franchise and other factors affecting forex rates.

***ROI (Return of Investment) KUFICO Coffee Cart - Bare minimum calculation***

Sample Returns: (these are indicative figures, not actual)

Fixed Cost per month Maintenance (license) + Royalty: Rs.10,000/-

Total Revenue per month

Avg Product Price Rs.15

Total no. of sales per day = 200

Total Revenue per day = 200 x Rs.7.5 = Rs.1500 (Rs.7.5 is actual margin – cost / coffee)

Total Revenue per month from coffee = 30 x Rs.1500 = Rs.45,000

Net margin – Rs.35,000

Return of Investment – 6 months

Sale of snacks and water will warrant faster ROI. Increased entrepreneurial efforts to bring in more customers will warrant faster ROI. Maintaining high quality, hygiene and high customer satisfaction levels will warrant faster ROI. This is a sample calculation only, the results may vary from one franchise to another and from one location to another.



H: Kumbakonam Filter Coffee™ MOTO COFFEE: **Rs.8.5 lakhs + variable cost**

- i) VAN cost + licensing – **Rs.3.5 lakhs**
- ii) COFFEE MOTO SHOP EQUIPMENTS + Franchise Fee – **2.5 lakhs**
  - Milk Boiler
  - Dabara Set
  - Freezer
  - Induction Stove
  - Serving Tray
  - 0.25 kg coffee filter
  - Milk Vessels + Lid
  - Insect Machine
  - Gas Stove
  - Billing M/C
  - Software
  - Staff Uniform
- iii) Van Interior Cost – 2.5 lakhs  
(includes branding boards, identity boards, electrical, plumbing, flooring, ceiling)
- iv) Working capital Rs.0.25 lakh for purchase of coffee and snacks (Cash and Carry model).
- v) Incidental Expenses: Rs.0.25 lakhs (marketing)

Total Cost of Investment: i + ii+ iii + iv + v + vi = **Rs.9 lakhs** (This is the outer limit, depending upon area and location, total costs may start from Rs.8 lakhs)  
This cost is applicable for the region Chennai only. Rest of Tamilnadu and Other states within India – investments may vary. International franchisee investments may vary from country to country. The investment structure and fee may vary based on the time of allocation of franchise and other factors affecting forex rates.

**ROI (Return of Investment)KUFICO Moto Coffee - Bare minimum calculation**

Sample Returns: (these are indicative figures, not actual)

Fixed Cost per month

Vehicle Maintenance (Rs.35000), Salary (Rs.22500), EB Utilities Royalty & Marketing (Rs.17500) = Total Fixed Cost: Rs.75,000/-

Total Revenue per month

Avg Product Price Rs.25

Total no. of sales per day = 300

Total Revenue per day = 300 x Rs.15 = Rs.4500 (Rs.15 is actual margin – cost / coffee)

Total Revenue per month from coffee = 30 x Rs.4500 = Rs.1,35,000

Nett Revenue from snacks = Rs.15,000 (Total revenue = Rs.1,50,000)

Net margin – Rs.75,000

Return of Investment – 12 months

Sale of snacks and water will warrant faster ROI. Increased entrepreneurial efforts to bring in more customers will warrant faster ROI. Mainting high quality, hygiene and high customer satisfaction levels will warrant faster ROI. This is a sample calculation only, the results may vary from one franchise to another and from one location to another.





## Franchisee Requirements

### *Pre-requisite for Legal*

The prospective franchisee owner must get an in principle approval letter from the owner of the property. The prospective franchisee owner must get a police clearance certificate. The procedure for obtaining the same is available in Appendix 2.

The prospective franchisee owner must get appropriate NOC from local governing bodies. The sample of this in-principle letter is available in Appendix 3.

### **Legal & Accounts Pre-requisites for KUFICO franchise:**

#### **Contact Person:**

**Legal - Mr.Saravanan 7845077795 [tso@kumbakonamfiltercoffee.com](mailto:tso@kumbakonamfiltercoffee.com)**

**Accounts – Mr. Sarathy 9282449915 [accounts@kumbakonamfiltercoffee.com](mailto:accounts@kumbakonamfiltercoffee.com)**

1. Advance Payment to be made with address proof, id proof and 4 photos of the person/s taking up KUFICO franchise
2. Franchise to locate the place within 15 days from the date of advance paid
3. Once the place is finalized and approved by KUFICO, full payment has to be done with all legal documents
  - a. Address Proof
  - b. ID proof
  - c. PAN Card
  - d. Four passport size photo
  - e. TIN Number and TAN Number
  - f. Land owner rental agreement
  - g. Police clearance certificate
  - h. NOC of local municipal body
  - i. Sanitary Certificate from municipal body
  - j. Establishment certificate from municipal body
4. After submitting the above documents, franchise agreement will be signed on the 15<sup>th</sup> day in the KUFICO head office
5. Interior works starts next day of agreement signing (estimated 30 days)
6. KUFICO inaugural date should be announced by owner of the franchise in approval with KUFICO BDM
7. Coffee preparation training, Product Sales Training, Business Development Training will be given prior a week of inauguration of the outlet
8. Establishment training and check list done before 3 days of inaugural
9. Franchise to start pre launch marketing activities (banner installation, brochure issue, local media coverup, etc.) atleast 1 week prior to the launch of the outlet.
10. All stock purchase indents to be raised 2 days before the start and all stocking to be done the day before the launch of the center.
11. Launch ceremony to be made a memorable event for all customers.
12. Royalty: 7% of total coffee sales revenue will be paid on or before 5<sup>th</sup> of the month with additional maintenance charges. Failure to pay royalty shall lead to additional interest charges with fine.
13. All payments to be made by Cheque/DD/Bank Fund Transfer (payable Chennai) only in favour of

#### ***Account Details:***

##### **OMR Escapade**

Axis Bank Account # 912020061473643

Axis Bank Velachery Branch, Chennai

IFSC UTIB0000234

#### ***Address:***

**Reg Office - Kumbakonam Filter Coffee – A unit of OMR Escapade**

#361 Madha Koil Street, Okkiyam Thoraipakkam, Chennai - 600097



## Pre-requisite for Establishment

Contact Person: Mr.Anand 7845077794 [em@kumbakonamfiltercoffee.com](mailto:em@kumbakonamfiltercoffee.com)

1. Min Area of the outlet: 10 ft x 10 ft, Permissible dimensions: 8 to 12ft length, 8 to 12ft breadth is minimum requirement and dimensions beyond this range will incur additional cost which has to be Bourne by the franchise.
2. Even cement flooring to be provided by the franchise.
3. Proper roofing to be provided by the franchise.
4. All walls should be white washed.
5. Shutter should be provided with one coat paint.
6. Single phase electricity line should be provided along with the wiring from the main board till to the outlet. COMPANY WILL NEVER WORK IN THE MAIN ELECTRICITY BOARD.
7. 10KV single phase stabilizer should be provided.
8. Water Inlet facility should be provided to the one corner of the outlet.
9. Water Drain facility should be provided from the same corner of the outlet.
10. Sun shade if required can be provided by the franchise depending upon the outlet.
11. Additional specific Pre-requisites will be given by the Establishment team for the shop identified by the franchise.
12. Parking facility for about 5 cars to be made available.
13. Generator to be provided if required by franchise.
14. 1 Legal Gas Connection to be procured by the franchise.
15. Outside Main Entrance Focus lighting (halogen 1000W – 2 nos) shall be provided by the franchise for attracting customers.
16. Neat flower pots can be provided by the franchise for demarcating the coffee shop from the rest of the shops in the area (if required)
17. All equipments carry 6 month warranty and all faults will be attended on a FREE of cost basis, beyond 6 months all faults will be Bourne by franchisee.
18. Outlet opening date should be finalized only by the Establishment manager considering three auspicious day referred by the Franchise.
19. All interior and construction activities cost will be bourne additional to the franchise fee. Separate quote shall be provided for the same.
20. All additional payments shall be made only to OMR Escapade office only.
21. All payments to be made by Cheque/DD/Bank Fund Transfer (payable Chennai) only in favour of

### **Account Details:**

#### **OMR Escapade**

Axis Bank Account # 912020061473643  
Axis Bank Velachery Branch, Chennai  
IFSC UTIB0000234

### **Address:**

**Reg Office - Kumbakonam Filter Coffee – A unit of OMR Escapade**  
#361 Madha Koil Street, Okkiyam Thoraipakkam, Chennai - 600097

## Pre-requisite for Purchase

Contact Person: Mr.Shankar 7845077793 [purchase@kumbakonamfiltercoffee.com](mailto:purchase@kumbakonamfiltercoffee.com)

1. Franchise to provide the following data:
  - a. Average coffee sales per day  
(Small90ml 15Rs. Big125ml 25Rs.)
  - b. Average Snacks sales per day  
(Small50gm 15Rs. Big250gm 75Rs.)
2. Placing orders are encouraged only once in a week.
3. Weekly indents will delivered 48 hours from the time of order
4. Products once delivered will not be back, franchisee is required to check quantity and price of bills during delivery and replacement if any will be entertained only during delivery
5. Payment mode only through NEFT AND CHEQUE, Only upon payment settlement goods will be dispatched.
6. Minimum indent order value should be 2000rs



7. Mandatory consumable items like gloves, paper napkin, hairnet, carry bag, etc will be added to all consumable bills according to order value.
8. Adequate stock of all items should be maintained by franchise. Auditing will done by KUFICO personnel from time to time.
9. Inventory log book to be maintained by franchise.
10. (FIFO)-First in First out method has to be followed.
11. Milk to be purchased only from Authorized distributor allotted by KUFICO. Your Authorized Distributor is  
Name:  
Address:  
Mobile no:
12. All products should be bought from KUFICO only. Unauthorized product purchased is a serious offence and breach of trust and shall lead to termination of franchise
13. All payments to be made by Cheque/DD/Bank Fund Transfer (payable Chennai) only in favour of

**Account Details:**

**OMR Escapade**

Axis Bank Account # 912020061027952  
Axis Bank Velachery Branch, Chennai  
IFSC UTIB0000234

**Address:**

**Reg Office - Kumbakonam Filter Coffee – A unit of OMR Escapade**  
#361 Madha Koil Street, Okkiyam Thoraipakkam, Chennai - 600097

***Pre Requisites for Manpower***

1. Master / Housekeeping  
To make coffee and maintain cleanness and also assisting the supervisor
2. Supervisor  
To do billing/reports/sales/purchases

Female candidates are to be given more preference.

In case of multiple shifts, more staff would be required.

Prospective Franchisee must have sufficient manpower to start operations upon approval and more preference is give for prospective franchisee who will be involved as a supervisor.

Prospective Franchisee can have previous tea/coffee shop experience. But it is not a mandatory condition

Prospective Franchisee can preferably be an Income Tax assesee – but not a necessary condition

Prospective Franchisee can preferably be a degree holder – but not a necessary condition



## Appendix 1

### In principle approval letter - sample

---

<<landowner name>>

To

<<franchisee owner>>

Dear Sir,

This has reference to your visit to my property located at <<address of the property>>, in connection with your proposal for taking up the same on lease basis for operating your Kumbakonam Filter Coffee.

I am willing to offer the property (Measuring in all about <<area>> sq.ft.) on lease basis for your proposed Kumbakonam Filter Coffee franchise, subject to the terms and conditions mutually agreed upon.

We can discuss and finalize the terms and conditions of the lease. We shall fix up a date and time convenient for both of us for discussions and finalizing the lease agreement.

Thanking you,

Yours Sincerely,

<<landowner>>

Date:

Place:



## **Appendix 2**

### **Police Clearance Certificate - sample**

---

The prospective franchisee will have to go to Police Commissioners office (Intelligence Section). Then you have to give xerox copy of proof of residence along with a covering letter addressed to the Commissioner mentioning request for Police Clearance Certificate and submit the same in the IS Dept. The paper will be handed over to the person incharge of your area police station, who is sitting in the commissioner's office.

He will come to your house along with the above papers for verification. Then he will give his report to his superiors. Then only the PCC will be issued to you. It will take minimum 3 days. If you want the PCC on the same day you will have to meet the particular police personnel after submitting your papers.

Police Clearance Certificate is a legal requirement for becoming a franchisee of KUFICO.

## **Appendix 3**

### **No Objection Certificate – local municipal body**

---

<<Letterhead of local municipal body>>

NO OBJECTION CERTIFICATE will be issued to the prospective franchisee from the local municipal body. Copy of the certificate or receipt of payment for the above shall be attached along with the application for getting a franchise of KUFICO



TM

# APPLICATION FORM

Office Use Only

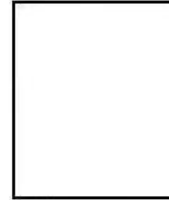
Name Of Franchise

Centre Code Franchise

Category:

- Cafe  Express  Retailer  Coffee Cart
- Moto Coffee  Entrepreneur

Photo



Please read carefully before you complete this application form  
Please complete the application form in capital letter in blue/black ink.

Date:-

### PERSONAL DETAILS

Name of Application

Father's/Husband Name

Date of Birth  E-mail .....@.....

Contact No. (Personal)

Contact No. (Reference)

Permanent Address

Name of Organization

Mailing Address

City

Language Preferd : Tamil  English

State

Pin Code

Nearest Landmark .....

Previous Industry Experience .....Year's .....

Marital Status ..... If married (occupation of spouse) .....

Terms and conditions:

- a) Advance Refund - During the unfortunate case of the customer not paying the total franchisee fee or not taking up KFC franchise, then advance amount paid by customer (Rs.50000/- or any amount collected as advance) can be refunded with a validity of 45 days from the date of payment of advance. Beyond which, the advance payment made is treated as admin and service charges for blocking the location and the same amount shall not be refunded.
- b) Refund Intimation and Payment - During the unfortunate case of the customer not taking KFC franchisee, the customer must intimate in writing within the 45 day window to claim refund. The company shall refund within 45 days from the date of receipt of letter from customer. Further documentation charges of Rs.5000 shall be deducted and balance advance amount paid shall be refunded to the customer.
- c) Franchisee Fee - In circumstances, where the customer pays the balance franchisee amount after the 45 day window, then the customer is liable to pay the increased franchisee fee applicable at that time, additionally. In other words, the franchisee fee quoted is applicable for a period of 45 days only.

**Fees Details :**  
 Amount Received : \_\_\_\_\_  
 Date: \_\_\_\_\_  
 Cheque :   
 DD :

Authorised Signatory

Signature of Franchisee