



# BUSINESS PROPOSAL 2023



Tea Kettly (Premium) 2020





Tea Kettly (Premium) 2021

Tea Kettly" is a budget size concept which aims in providing opportunity for young entrepreneurs and home-makers who want to start their business in a small space with huge profit.

"Tea Kettly" has introduced two attractive models Tea Kettly Premium & Tea Kettly.

"Tea Kettly" is the modern form of the traditional business and the quality of tea is enhanced by making a special blend of tea powder.

Tea Kettly's special blends, pleasing atmosphere and innovative interiors combine to create a healthy experience. Tea Kettly's motive is to reach the rural areas and corporate offices through its unique models.

"Tea Kettly" has made available variety of Teas & Tea Time Snacks to relish customers' needs at affordable rate.





# **OUR** SPECIALTY

- · We have last 15 years of experience in tea trading and R&D of tea products.
- · We are giving modern appearance to the traditional tea business with long term business vision.
- · Availability of storage and transport for variety of tea powders, bakery products & raw material.
- · Master Franchisee (Branch office) is given in different cities by which our clients · Store to store monitoring of sale and preparation case study. experiences smooth service of supply chain and development & facilities.
- · We have number of health conscious Teas like herbal tea, green tea specially · Digital Marketing on various digital & social media platforms to promote the store developed to offer health benefits to our valuable customers of Chaha House.
- We have introduced our own bakery products under the Vardhaman Tea Trading Company, which is serving bakery items to Chaha House.
- Our group emphasized on the concept of "Tea-Tea Powder-Tea Time Snacks" to fulfill the requirement of franchisees.

# **FACILITIES** WE OFFER

- We offer business development facilities to franchise stores to achieve their business cycle.
- We have range of various products model wise for sale development of respective
- · Promotion of tea, bakery & seasonal products with planned marketing strategies.
- All time CCTV monitoring of store.
- · We have technical department which emphasized on sales, marketing & logistics of franchise.
- · Franchise Manager Application to maintain all record of franchise from raw material to profit/loss indication.
- · Monthly store visit to audit, inspect the store & ensure business development of Franchise.

# Tea Kettly Amruttulya

FRANCHISE OWNED FRANCHISE OPERATED (FOFO)		
Model Name & Industry	Tea Kettly Amruttulya (Food & Beverages)	
Shop Area	100 SQFT.	
Setup	3,00,000/- + GST	
Franchisee fee & Terms	1,00,000/- + GST For 3 Year	
Monthly Profit	50,000/-	
Licenses	FSSAI, Shop Act, Health/Trade, GST, Fire License, Advertisement License	
Store Timings	6 AM To 9 PM	
Products	Teas, Hot & Cold Beverages, Tea With Snacks, All Time Favourite Cookies	
ROI	9 to 12 Months	
Service	Raw Material Supply, Technical & Marketing Support	
Facilities	Business Development Store Promotion Campaigning	
Speciality	All products are prepared by brand in-house production     Our products are prepared with Quality Assurance & Quality Improvement     Seasonal products planning & launching is our speciality	

SETUP INVESTMENT	AMOUNT
Civil Work:- Painting, Plumbing, Electrical work, ACP Panneling	50,000
Interior Decoration:- Store Branding Material, Acrylic Board,	
LED Running Board, Kitchen Equipment	1,50,000
Online Marketing	20,000
Billing POS Machine, CCTV	30,000
Kitchen Utensils, House Keeping Material	30,000
Interior Designer Fees	20,000
	3,00,000

### Important Note:

• Statue as per requirement.

- 1. All shop documents, Franchise Agreement & Shop Licenses expense will be bared by Franchisee.
- 2. All prices mentioned in INR & exclusive taxes.
- 3. Profit & Investment may vary depending upon the circumstances of the location.
- 4. As per location & condition of store, local Marketing, event, transport & training will be handled by mutual decision between the Franchise owner & Franchiser. Expense will be bared by Franchise owner.





# Tea Kettly Amruttulya





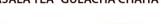




KETTLY MASALA TEA GULACHA CHAHA

**KETTLY FULL CHAHA** 

HOT COFFEE











**DESI KULHAD CHAHA** 

DESIKULHAD COFFEE ROSE BLACK TEA

**LEMON TEA** 



**HOT BADAM** MILK













LIMBOO **SARABAT** 

COCONUT **DRINKS** 

**ORANGE DRINKS** 

DRINKS







**POHA** 



**UPAMA** 



**HOT SWEET & SALT BUN MASKA** 



**OSMANIA** COOKIES



**MAKKHANWALA** TOAST



**CREAM ROLL** 



**FRUITILA FINGER CAKE** 



**KARELA** COOKIES



केटली मसाला टी	रु १२/-
गुळाचा चहा	रु १२/-
केटली फुल चहा	रु २०/-
लेमन टी	रु २०/-
रोझ ब्लॅक टी	रु २०/-

# **KULHAD SPECIAL MENU**

देसी कुल्हड	चहा	रु	२०/-
देसी कुल्हड	कॉफी	रु	२०/-

### **HOT & COLD BEVERAGES**

लिंबू शरबत	रु १०/-
केटली फुल कॉफी	रु २०/-
हॉट बदाम मिल्क	रु ३०/-
कोकोनट ड्रींक्स	रु २०/-
ऑरेंज ड्रींक्स	रु २०/-
वॉटरमेलन ड्रींक्स	रु २०/-
पानी बॉटल	रु १०/-
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## TEA WITH SNACKS

पोहे	रु २०/-
उपमा	रु २०/-
पाईनॲप्पल शिरा	रु २०/-
हॉट स्वीट ॲन्ड सॉल्ट बन मस्का	रु २५/-

# ALL TIME FAVOURITE **CAKE & COOKIES**

उस्मानिया कुकीज	रु ६/-
करेला कुकीज	रु ६/-
मख्खनवाला टोस्ट	रु ६/-
क्रीम रोल	रु १२/-
फ्रुटीला फींगर केक	रु १२/-





# **PUNE HEAD OFFICE**

Sector No. 173/2, Pandharkar Nagar, Near Beena English School, MIDC, Akurdi, Pune 411035. Maharashtra. INDIA.

# **MUMBAI CORPORATE OFFICE**

Om Plaza CHS Ltd, Plot No 96, Vashi Koparkhairane Road, Sector 2, Koparkhairane, Navi Mumbai, Maharashtra. India.













