


#ApliKettly
AMRUTTULYA



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 experiences smooth service of supply chain and development & facilities.
- We have number of health conscious Teas like herbal tea, green tea specially 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 store.
- Promotion of tea, bakery & seasonal products with planned marketing strategies.
- Store to store monitoring of sale and preparation case study.
- All time CCTV monitoring of store.
- Digital Marketing on various digital & social media platforms to promote the 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	<ol style="list-style-type: none"> 1. All products are prepared by brand in-house production 2. Our products are prepared with Quality Assurance & Quality Improvement 3. 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

• Statue as per requirement.

Important Note:

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



DESI KULHAD COFFEE



ROSE BLACK TEA



LEMON TEA



HOT BADAM MILK



LIMBOO SARABAT



COCONUT DRINKS



ORANGE DRINKS



WATERMELON DRINKS



PINEAPPLE SHEERA



POHA



UPAMA



HOT SWEET & SALT BUN MASKA



OSMANIA COOKIES



MAKKHANWALA TOAST



CREAM ROLL



FRUITILA FINGER CAKE



KARELA COOKIES



TEA'S

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 ड्रीक्स	रु २०/-
ऑरेंज ड्रीक्स	रु २०/-
वॉटरमेलन ड्रीक्स	रु २०/-
पानी बॉटल	रु १०/-

TEA WITH SNACKS

पोहे	रु २०/-
उपमा	रु २०/-
पाईनअॅपल शिरा	रु २०/-
हॉट स्वीट अॅन्ड 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 फ्रींगर 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

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