



PREMIUM



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 Premium Model



FRANCHISE OWNED FRANCHISE OPERATED (FOFO)	
Model Name & Industry	Tea Kettly Premium (Food, Beverages & Retailer)
Shop Area	150 SQFT.
Setup	6,00,000/- + GST
Franchisee fee & Terms	2,00,000/- + GST For 5 Years
Monthly Profit	1,00,000/-
Licenses	GST, FSSAI, Shop Act Advertisement, Fire License, Health/Trade
Store Timings	6 AM To 9 PM
Products	Teas, kulhad Special Menu, Hot & Cold Beverages, Tea With Snacks, All Time Favourite Cake & Cookies, Premium Tea Powder
ROI	12 to 15 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	1,00,000
Interior Decoration & Store Branding, Furniture, Kitchen Equipment	3,00,000
Marketing & Event Expesens:- Online, Offline & Store Opening Event	60,000
Software, Billing POS Machine, CCTV, Sound System	60,000
Kitchen Utensils, House Keeping Material, Stationary, Staff Uniform	60,000
Interior Designer Fees	20,000
	6,00,000

•Transportation, Training and Statue charges Extra.

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.
- As per location & condition of store, civil works will be handled by mutual decision between the Franchise owner & Franchiser

Tea Kettly Premium Model

TEA'S

केटली स्पेशल चहा	रु १२/-	आरोग्य टी	रु १०/-
मसाला चहा	रु १२/-	दार्जिलिंग टी	रु २०/-
गुळ्याचा चहा	रु १२/-	लेमन टी	रु २०/-
बिना साखरेचा चहा	रु १५/-	ग्रीन टी	रु २०/-
आल्याचा चहा	रु २०/-	रोझ ब्लॅक टी	रु २०/-
केटली फुल चहा	रु २०/-		

KULHAD SPECIAL MENU

देसी कुल्हड चहा	रु २०/-	शाही ठंडाई	रु २०/-
देसी कुल्हड कॉफी	रु २०/-	झायफ्रुट केशर मिल्क	रु २०/-

HOT & COLD BEVERAGES

केटली फुल कॉफी	रु १५/-	वॉटरमेलन ड्रीक्स	रु २०/-
कोल्ड कॉफी	रु ३०/-	लेमन ग्रास आईस टी	रु ३०/-
लिंबू शरबत	रु १०/-	आम पन्ना आईस टी	रु ३०/-
काला खट्टा शरबत	रु २०/-	हॉट बदाम मिल्क	रु ३०/-
मसाला पेरु शरबत	रु २०/-	ओरीओ शोक	रु ४५/-
कोकोनट ड्रीक्स	रु २०/-	पानी बॉटल	रु १०/-
ऑरेंज ड्रीक्स	रु २०/-		

ALL TIME FAVOURITE CAKE & COOKIES

वर्धमान क्रंच	रु ६/-	स्विसबेरी कुकीज	रु ६/-
मख्खनवाला टोस्ट	रु ६/-	करेला कुकीज	रु ६/-
उस्मानिया कुकीज	रु ६/-	क्रीम रोल	रु १२/-
जॅंगरी ओट्स कुकीज	रु ६/-	फ्रुटीला फींगर केक	रु १२/-
कोकोनट कुकीज	रु ६/-		

मख्खनवाला टोस्ट फॅमिली पॅक रु २४०/- क्रीम रोल फॅमिली पॅक रु २४०/-

TEA WITH SNACKS

पोहा	रु २०/-	केटली आलु पराठा	रु ४०/-
उपमा	रु २०/-	केटली मिसळ पाव	रु ६०/-
पाईनअॅप्पल शिरा	रु २०/-	हॉट स्वीट अॅन्ड	
केटली वडापाव	रु २०/-	सॉल्ट बन मस्का	रु २५/-
केटली समोसा	रु २०/-	हॉट गुलकंद बन मस्का	रु ३०/-
केटली साबुदाणा वडा	रु ३०/-	हॉट मॅनगो बन मस्का	रु ३०/-

PREMIUM TEA POWDERS

गोल्डन सीटीसी	रु १००/-	मसाला टी	रु १२०/-
गोल्डन सोना डस्ट	रु १००/-	ग्रीन टी	रु १२०/-
केटली फॅमिली		इम्युन बुस्टर	
मिक्चर नं १	रु १००/-	आरोग्य टी	रु २००/-

सर्व प्रकारचे चहा व चहा पावडर पार्सल मिळेल.



Tea Kettly Products



KETTLY SPECIAL CHAHA



MASALA CHAHA



GULACHA CHAHA



ALYACHA CHAHA



KETTLY FULL CHAHA



BINA SAKHARECHA CHAHA



DESI KULHAD CHAHA



DESI KULHAD COFFEE



SHAHI THANDAI



DRYFRUIT KESAR MILK



KETTLY FULL COFFEE



IMMUNE BOOSTER AAROGYA TEA



DARJEELING TEA



GREEN TEA



LEMON TEA



ROSE BLACK TEA



COLD COFFEE



HOT BADAM MILK



LIMBOO SHARBAT



KALA KHATTA SHARBAT



MASALA PERU SARBAT



COCONUT DRINKS



ORANGE DRINKS



WATERMELON DRINKS



LEMON GRASS ICE TEA



AAM PANNA ICE TEA



OREO SHAKE



POHA



UPAMA



PINEAPPLE SHEERA



KETTLY VADA PAV



KETTLY SAMOSA



KETTLY SABUDANA VADA



KETTLY ALOO PARATHA



KETTLY MISAL PAV



HOT SWEET & SALT BUN MASKA



HOT GULKAND BUN MASKA



HOT MANGO BUN MASKA

RETAIL COUNTER PRODUCTS



VARDHAMAN CRUNCH



MAKKHANWALA TOAST



JAGGREY OTTS COOKIES



OSMANIA COOKIES



KARELA COOKIES



COCONUT COOKIES



SWISSBERRY COOKIES



CREAM ROLL



FRUITILA FINGER CAKE



KARELA COOKIES



MAKKHANWALA TOAST FAMILY PACK



CREAM ROLL FAMILY PACK



GOLDEN CTC



GOLDEN SONA DUST



MASALA TEA



FAMILY MIXTURE NO 1



GREEN TEA



IMMUNE BOOSTER AAROGYA TEA

"These are all chefless products & prepared in house specially only for our franchisees"



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.

 //vardhaman.group

 sales@vardhaman.group  8956447037

 /vardhaman.group.india  /vardhaman.group.india/

 //twitter.com/vardhaman_tea

 //Vardhaman Group of India