MADRAS FILTER COFFEE

Cafe Presentation

WWW.THEMADRASFILTERCOFFEE.COM

About Us:

The " Madras Filter Coffee" was founded by a team of coffee lovers. We are dedicated to crafting the perfect blend of hand-picked coffee beans and chicory, all roasted to perfection. Our brand is built on the foundation of the tradition, trust and entrepreneurial skills. We take pride in curating the finest South Indian Filter Coffee experience for you.

MENU

COFFEE

FILTER COFFEE	:	25 - 00
PREMIUM COFFEE	:	30 - 00
BELLAM COFFEE	:	25 - 00
SUKKU COFFEE	:	25 - 00
SPL SUKKU COFFEE	:	30 - 00
BLACK COFFEE	:	25 - 00

MILK

HOT MILK	:	15 - 00
SUKKU MILK	:	20 - 00
HORLICKS	:	20 - 00
SP HORLICKS	:	30 - 00
BOOST	:	20 - 00
SP BOOST	:	30 - 00
BADAM MILK	:	20 - 00
HOT CHOCOLATE	:	35 - 00

TEA

SP. TEA	:	15 - 00
BELLAM TEA	:	20 - 00
BADAM TEA	:	20 - 00
LEMON TEA	:	25 - 00
GREEN TEA	:	20 - 00
SPL. MASALA GREEN TEA	:	20 - 00
BLACK TEA	:	20 - 00

SPL. ROSE MILK	:	75 - 00
SPL. BADAM MILK	:	75 - 00
SPL. PISTA MILK	:	75 - 00

LASSI

PLAIN LASSI	:	50 - 00
MASALA LASSI	:	60 - 00
STRAWBERRY LASSI	:	60 - 00
MANGO LASSI	:	60 - 00
PINEAPPLE LASSI	:	60 - 00

COLD COFFEE

COLD COFFEE	:	100 - 00
CHOCOLATE COLD COFFEE	:	120 - 00
ROASTED HAZELNUT SHAKE	:	120 - 00
IRISH CREAM	:	120 - 00

MILK SHAKES

OREO MILKSHAKE	:	120 - 00
KIT KAT MILKSHAKE	:	120 - 00
CHOCOLATE MILKSHAKE	:	100 - 00
MANGO MILKSHAKE	:	100 - 00
STRAWBERRY MILKSHAKE	:	100 - 00
PINEAPPLE MILKSHAKE	:	100 - 00
VANILLA MILKSHAKE	:	100 - 00
SPL.ROSE MILKSHAKE	:	100 - 00
BLACK CURRANT MILKSHAKE	:	100 - 00

MOJITO

BLUE CURACO	:	70 - 00
MINT MOJITO	:	70 - 00
KIWI MOJITO	:	70 - 00
LYCHEE MOJITO	:	70 - 00
MASALA LEMONADE	:	70 - 00

FOR FRANCHISE - 915 383 7777

GOOD VIBES & GOOD COFFEE

WE SERVE VARIOUS MILK BEVERAGES RANGING FROM PIPING HOT FILTER COFFEE TO COLD COFFEE,
TEA AND HOT FLAVOURED MILK TO MILK SHAKES ALONG WITH VARIOUS SNACK OPTIONS FOR CUSTOMER TO MUNCH.

Our Products

Image Gallery of our Cafes

Image Gallery of our cafes

MURUGAN DHABA

hybrid

Madras Filter coffee and Murugan Dhaba on highways we serve breakfast tiffins, lunch and dinner along with cafe house

Grand Opening

Franchise Opportunity

Empower your Entrepreneurial Spirit with the "Madras Filter Coffee" Franchise. Madras Filter Coffee, is here to offer you an exciting franchise opportunity in the world of South Indian Filter Coffee. Join us in bringing the magic of authentic South Indian coffee to new communities and be a part of our growing family.

PREMIUM QUALITY

MADRAS FILTER COFFEE

Why Choose Us

01 Unique coffee blend

Our blend combines the finest Arabica and Robusta beans from South India's premier estates, offering a harmonious fusion of flavours

02 Brand recognition

As a "Madras Filter Coffee" franchisee, you'll be a part of our thriving business and have the privilege of delivering the perfect aroma and masterful blend to your local community.

03 Proven success

We have a track record of success with growing and profitable franchise presence in the market

04 Flexibility

We offer various franchise models like Kiosks, small café, full café

05 Support and Training

We provide comprehensive support and Training to ensure your success in the competitive coffee industry.

06 Successful Business Model

Ours is a tried and tested business model with a success ratio of almost 100% The Madras Filter coffee outlet requires a minimum space of 70 sq ft to 300 ft and is proving to be lucrative with high Returns on Investment and an approximate overall profit margin of 48-84%

Franchise Requirments

Store Guidelines :

- 70 – 100 sq ft required in a prime location
- Visibility of the store must be ensured 3 phase electricity and proper water facility of in and out is required
- Preferable locations : Busy crowded junctions, hospitals and medical areas, attachments with restaurants & tiffin centres, malls and other commercial areas, highways

Man Power :

- A minimum of two persons are required to operate the store
- No professional master is required
- It is complete formula base cooking and essay to operate

Franchise Terms:

- Our team will finalize the store location
- We will supply the raw materials
- Our professionals will provide Training

Franchise Fee : 4.5 Lakhs + 18% GST

Fee includes:

- Brand Fee
- On Site Training
- Marketing

Cafe model : 100sft

Capital : 8 lakhs

Kiosk model : 70-100sft

Capital : 9.5-10 lakhs

Total Investment Details

- Franchise Fee : 4.5 lakhs
- Equipments & Intial Raw Materials: 2 lakhs
- Cafe Model: 1.5 lakhs
- Kiosk Model: 4.5- 5 lakhs
- Royality of 3%
- Post franchise support service

* Capital mentioned includes everything to start the outlet (Franchise fee, Equipment, Interior etc..)
* Total Investments mentioned here are approximate figures and might vary depending on the space, location, and the prevailing market price

INCOME:

GROSS SALE

250 (coffee cups) X 25 =6,250

Per day gross sale

6,250 x 30 days

1,87,500/- per month gross coffee sale.

EXPENDITURE

Salary	:	25,000
Rent	:	25,000
Electricity	:	10,000
Miscellaneous	:	5,000
Raw Materials	:	80,000

Total Expenditure = 1,45,000/- per Month

Gross Sale – Expenditure = 42,500/- (profit)

The figure mentioned above is only by selling Hot coffee

Apart from this there are multiple products to warrant additional sales which generate profit

The calculation mentioned is only an approximation, and it depends on the Prevailing raw material price of the day, sales volume, etc

Our Customer Review

superior
strong heavenly traditional
mellow delicious perfect
flavorsome arabica exceptional
fresh bold balanced
amazing rich addictive roasted
robust aromatic quality aroma nutty
unique dark satisfying brewing
flavorful
loving authentic fragrant
superb excellent refreshing
premium

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