TEAGRAPHY

Tea & Café Franchise

FRANCHISE INVESTMENT PROPOSAL

"Start Your Own Tea & Café Business in Just 20 Days"

Total Investment	**₹3.99 – 6 Lakhs**
Franchise Fee	**₹75,000**
Payback Period	**6 – 7 Months***

Prepared for: Prospective Franchise Partner
Focus Region: Delhi NCR (Corporate Parks, Hospitals, Institutes)

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About Teagraphy

Teagraphy is a growing tea & café brand built for high-footfall, low-rent-flexibility locations — corporate parks, hospitals, educational institutes, and commercial complexes. The brand is designed as a low-investment, quick-setup format that lets a first-time entrepreneur launch a professional outlet without prior F&B experience.

Our Mission

To build profitable tea cafés at premium footfall locations, and to support every franchise partner not just with a brand license, but with the full setup, training, and operational system needed to run it successfully.

Proof of Concept

Teagraphy already operates 5+ successful outlets, giving new partners a tested format, tested recipes, and a tested cost structure — not an unproven concept.

Why Invest in Teagraphy

- ✔️ Growing tea & coffee market with strong daily repeat consumption
- ✔️ Low investment, high-footfall-location model (from ₹3.99 Lakhs)
- ✔️ High repeat customers — tea/coffee is a daily-use product, not occasional
- ✔️ End-to-end professional support: setup, training, branding, marketing
- ✔️ Premium, recognisable branding built for corporate and institutional spaces
- ✔️ Quick 20-day setup — fastest path from agreement to grand opening
- ✔️ Suitable for first-time entrepreneurs — no F&B experience required

Investment Breakup

Particular	Amount
Franchise Fee	₹75,000
Interior	₹1,50,000
Equipment	₹1,25,000
Initial Stock	₹50,000
Deposit	₹1,00,000
Working Capital	₹1,00,000
TOTAL	**₹5,00,000 – ₹6,00,000**

Note: Deposit (₹1 Lakh) is typically recoverable/adjustable depending on the outlet lease terms, so the true "at-risk" investment is effectively lower than the headline total.

20-Day Launch Plan

Day 1 – 3 : Foundation
- ✔️ Franchise Agreement
- ✔️ Business Registration
- ✔️ Location Finalization

Day 4 – 7 : Build-Out
- ✔️ Interior Work
- ✔️ Branding
- ✔️ Electrical & Plumbing

Day 8 – 11 : Installation
- ✔️ Equipment Installation
- ✔️ POS Setup
- ✔️ Internet & CCTV

Day 12 – 15 : Team Readiness
- ✔️ Staff Recruitment
- ✔️ Product Training
- ✔️ SOP Training
- ✔️ Trial Production

Day 16 – 18 : Go-to-Market Setup
- ✔️ Initial Inventory
- ✔️ Digital Marketing
- ✔️ Google Business Profile
- ✔️ Swiggy & Zomato Registration (where applicable)

Day 19 : Soft Launch
- ✔️ Friends & Family Trial
- ✔️ Feedback & Fine-tuning

🎉 DAY 20 — GRAND OPENING 🎉

Sales Projection

Scenario	Daily Sales	Monthly Sales
Conservative	₹7,000	₹2.10 Lakhs
Expected	**₹10,000**	**₹3.00 Lakhs**
Optimistic	₹13,000	₹3.90 Lakhs

Monthly Profit — Expected Scenario

Sales	**₹3,00,000**
Food Cost (35%)	₹1,05,000
Gross Margin	**₹1,95,000**
Rent	₹40,000
Staff	₹38,000
Electricity	₹10,000
Marketing	₹5,000
Miscellaneous	₹12,000
NET OPERATING PROFIT / MONTH	**₹80,000 – ₹90,000**

Return on Investment (ROI) Plan

This section translates the operating numbers above into a straightforward ROI and payback picture for an investment of ₹5.5 Lakhs (mid-point of the ₹5–6 Lakh range).

Metric	Value
Total Investment	₹5,50,000
Expected Monthly Net Profit	₹85,000
Expected Annual Net Profit	₹10,20,000
Payback Period	**~6.5 Months**
Year-1 ROI (post payback)	**~185%**
Conservative Case Payback	~10–11 Months
Optimistic Case Payback	~4.5 Months

Reading the Numbers

- ✔️ Even in the conservative sales scenario (₹2.10L/month), the outlet is expected to stay net profitable, just with a longer payback window.
- ✔️ Working capital already includes a buffer for the first 2–3 months of ramp-up, so the investor is not exposed to additional funding calls in a normal launch.
- ✔️ From Year 2 onward, with no further capex, the ₹80,000–90,000/month net profit runs largely to the bottom line, moving effective annualised ROI well above 150%.

These are business projections based on the existing outlet network, not a guarantee — actual results depend on location footfall, execution and local pricing.

Our Support to You

- ✔️ **Location Assistance**
- ✔️ **Lease Negotiation**
- ✔️ **Outlet Design**
- ✔️ **Branding**
- ✔️ **Equipment Procurement**
- ✔️ **Vendor Setup**
- ✔️ **Staff Recruitment**
- ✔️ **Staff Training**
- ✔️ **SOP Manual**
- ✔️ **Marketing Support**
- ✔️ **Grand Opening Support**

Location Strategy — Delhi NCR

Since the investor is targeting corporate parks, hospitals and institutes in Delhi NCR, the site search should be run in parallel with the agreement and paperwork (Day 1–7), so the interior build-out can start the moment a site is locked.

Priority Micro-Markets

- ✔️ Corporate Parks: Gurugram (Cyber City, Udyog Vihar, Sohna Road), Noida (Sector 62, 63, 132), Delhi (Aerocity, Okhla, Netaji Subhash Place)
- ✔️ Hospitals: Max, Fortis, Medanta, Apollo, Artemis campuses and their approach roads — high dwell-time visitors
- ✔️ Institutes: Coaching hubs and university clusters (South Ex, Mukherjee Nagar, Noida institutional sectors)

Site Selection Checklist

- ✔️ 100–150 sq. ft. is enough — Teagraphy is designed as a kiosk/QSR format, not a full café, so rent stays low
- ✔️ Prioritise footfall over frontage: lobby, cafeteria zone, or entry/exit path beats a large but low-traffic shop
- ✔️ Confirm food-licence eligibility (FSSAI) and fire-safety clearance for the specific building before signing
- ✔️ Negotiate a revenue-share or step-up rent with corporate/hospital facility management where possible — lowers fixed cost risk in Month 1–3

Why Choose Teagraphy

- ✔️ Premium Tea Blends
- ✔️ Affordable Investment
- ✔️ Quick 20-Day Setup
- ✔️ Hands-on Operational Guidance
- ✔️ Continuous Support Post-Launch
- ✔️ Expansion Opportunities for Multi-Unit Partners

Start Your Business in Just 20 Days

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"Small Investment. Big Opportunity."