



BREWTOPIA

Brewtopia Coffee

Launch your own Coffee Cafe

Brewtopia is a premium coffee bar experience founded in Narnaul. With state-of-the-art machines, the finest coffee beans, and warm hospitality, Brewtopia offers a high-quality environment for people to work, meet, or unwind.

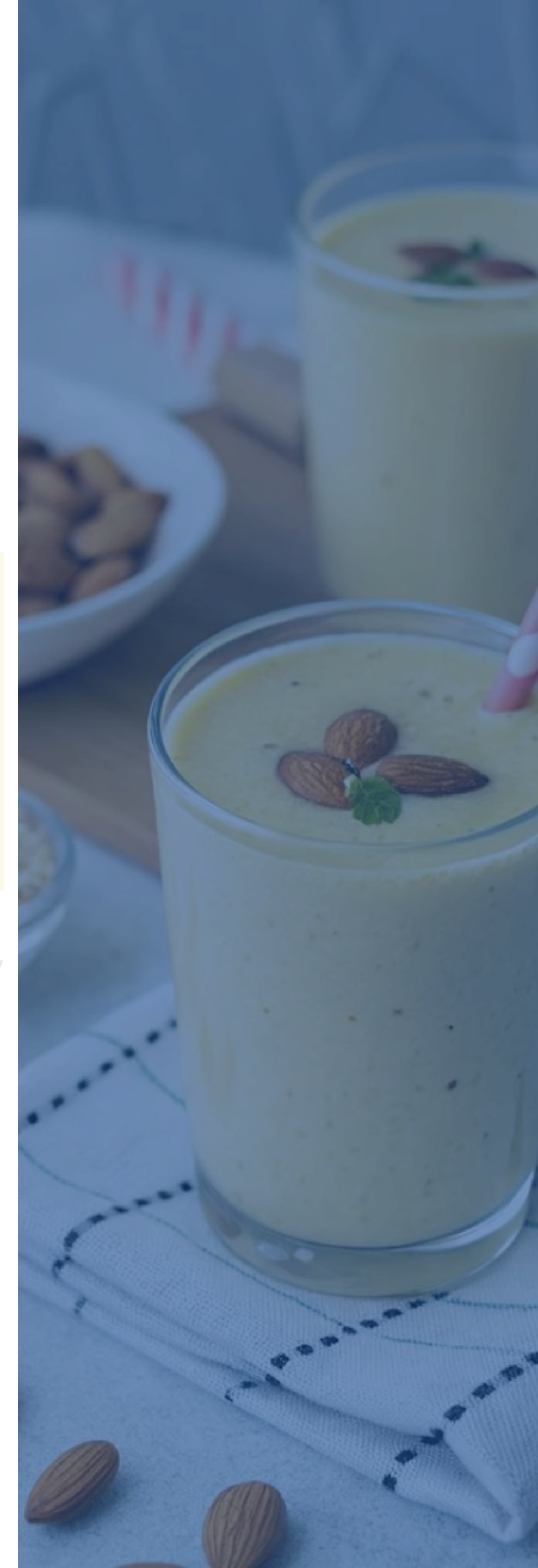


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About us – How it all began

Brewtopia is a premium coffee bar experience founded in Narnaul. With state-of-the-art machines, the finest coffee beans, and warm hospitality, Brewtopia offers a high-quality environment for people to work, meet, or unwind.

Every café has coffee, but only a few brew community, creativity, and comfort together.



Mission: To make premium coffee culture accessible across India — one meaningful sip at a time.



Founded in 2020, Brewtopia has grown into 5 vibrant franchises, each



From a single idea in Narnaul to 5 thriving franchises — we're just getting started.

 **Brewtopia HQ, Narnaul, Haryana**

Why Brewtopia?

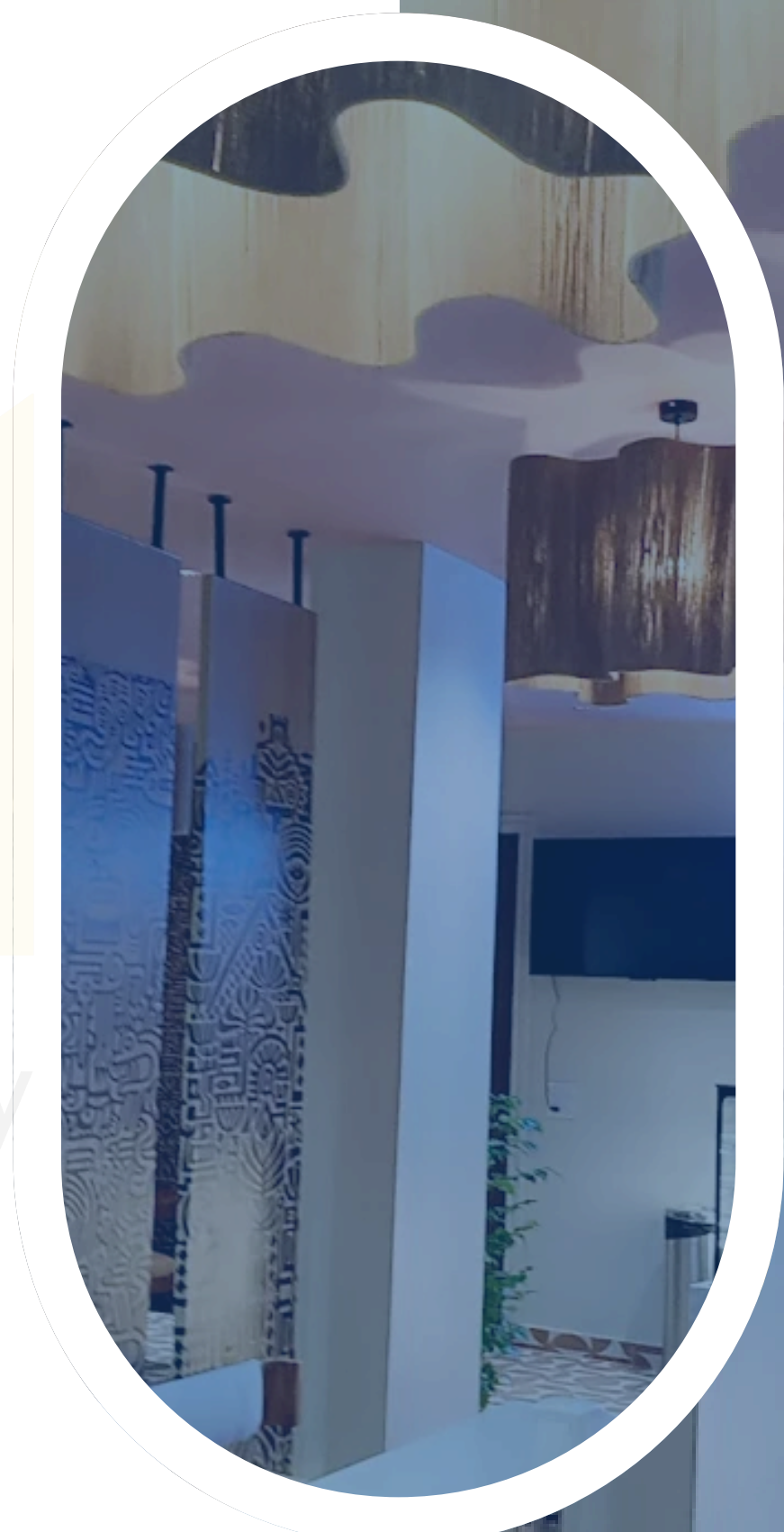
- We don't just serve coffee — we create moments that matter.
- Ethically sourced, premium Arabica & Robusta beans
- Barista-grade tech for consistency
- Designed for comfort, conversations & co-working
- The place you visit once and never forget.



The **coffee revolution** brewing in north india

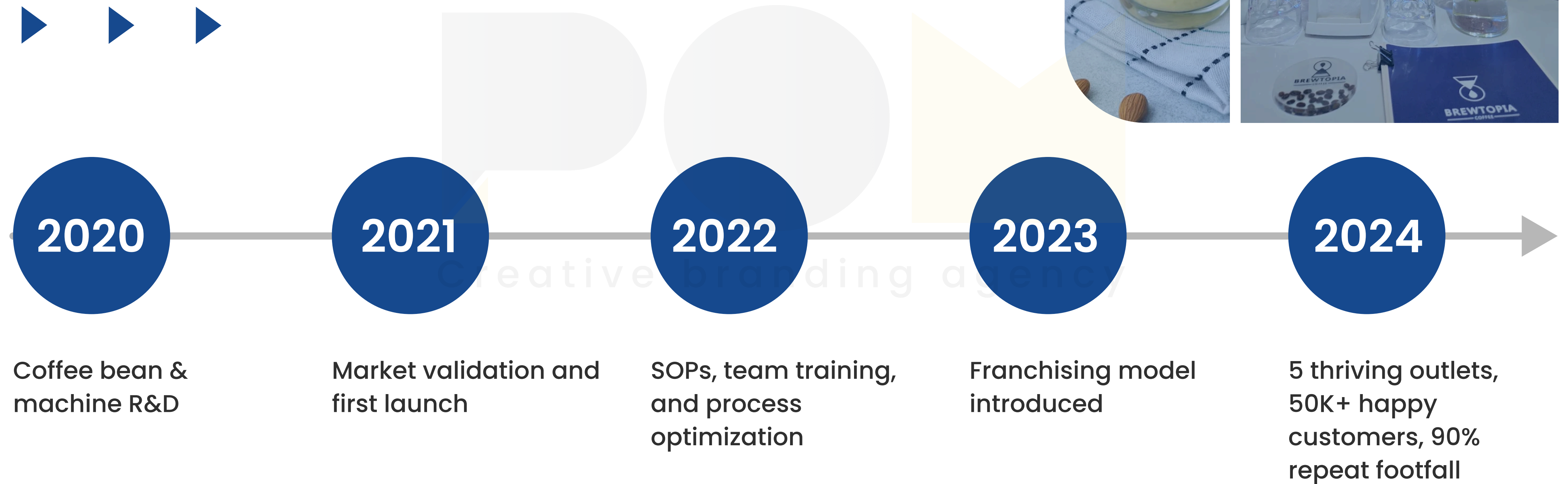
- Coffee market growing at 12–15% YoY
- Tier 2 & Tier 3 cities = untapped potential
- Target cities: Rohtak | Hisar | Jaipur | Alwar | Meerut
- Millennials + Gen Z = Coffee-as-a- lifestyle generation
- Café culture = Instagram culture

The café is no longer just a beverage stop — it's a social identity.



Our growth story

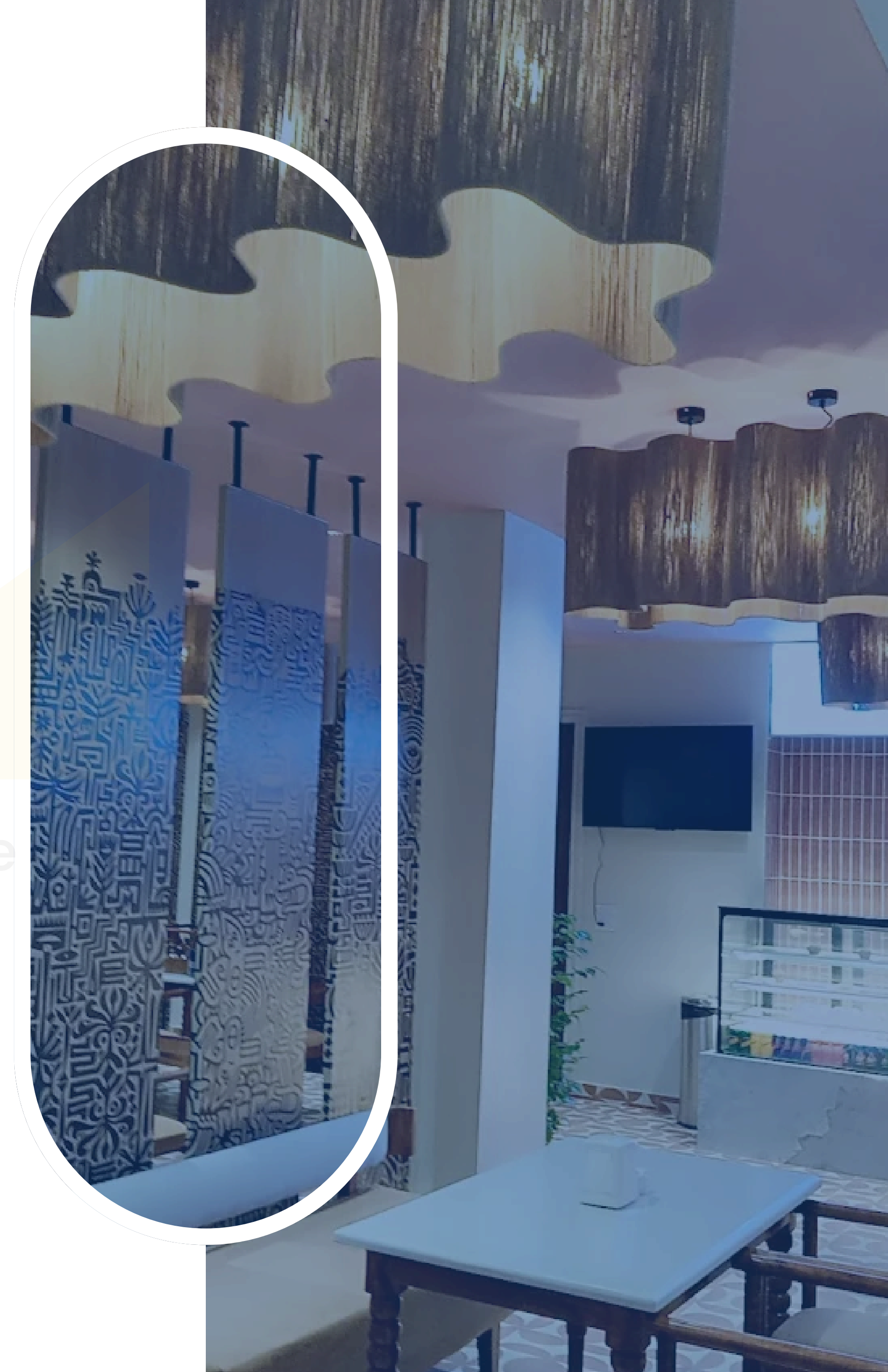
5 years of brewing success



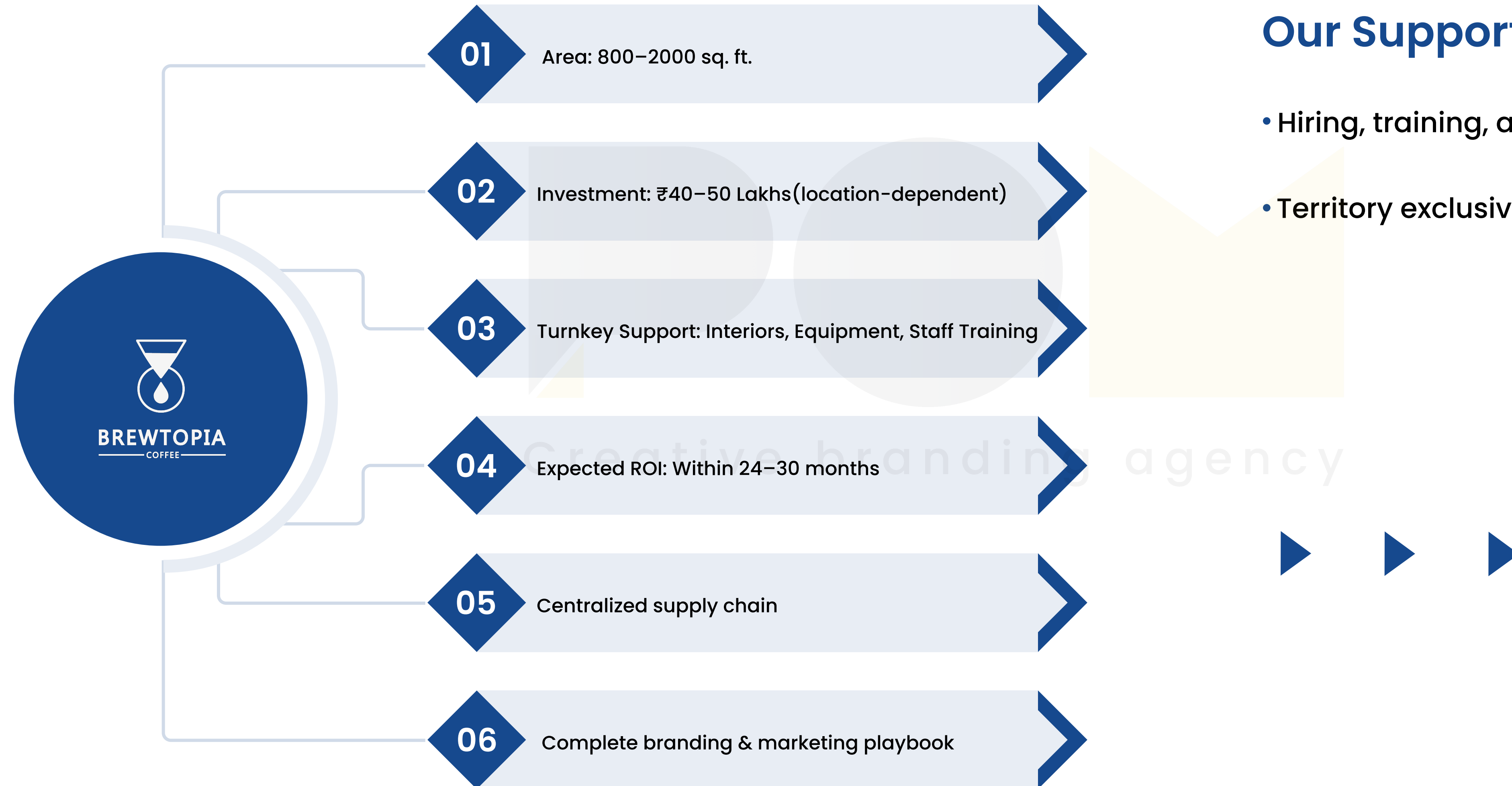
From Narnaul to North India's next big coffee name.

Our menu crafted for every mood

- Bestsellers & Crowd Favorites:
- Signature hot & cold brews
- Nutella Mocha | Biscoff Cappuccino | Ferrero Frappe
- Gourmet Sandwiches & All-day Breakfasts
- Seasonal desserts paired to perfection



The Brewtopia franchise model



Financial snapshot



Setup Investment:
₹38–50 Lakhs



Avg. Monthly Revenue:
12,75,000 INR



Profit Margin:
25–30% by Year 2



Payback Period:
2–2.5 years



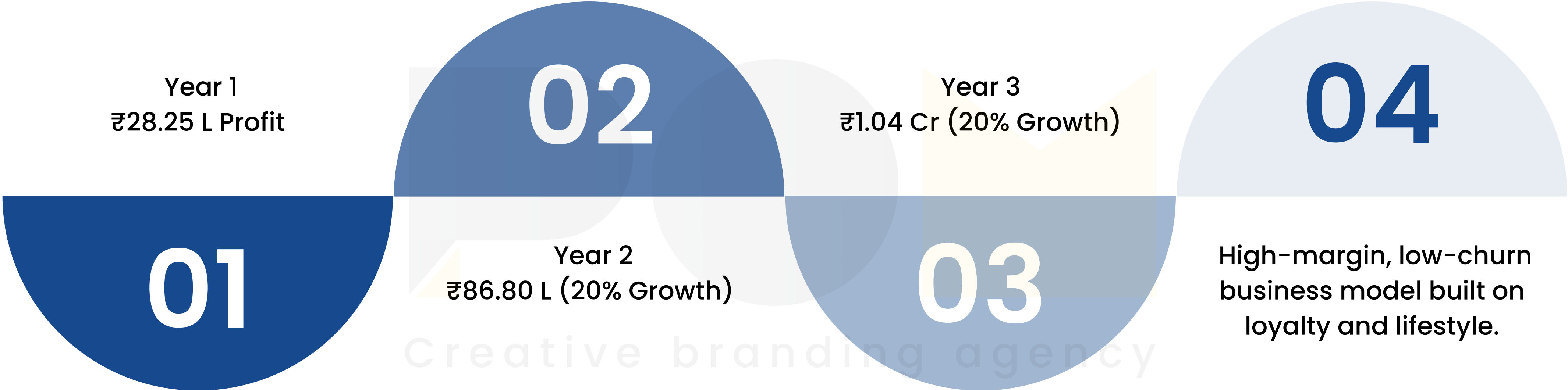
Monthly Expense
7,06,250 INR



A model designed to serve both —
coffee lovers and smart investors.

“A model designed to serve both — coffee lovers and smart investors.”

Growth and profitability projection



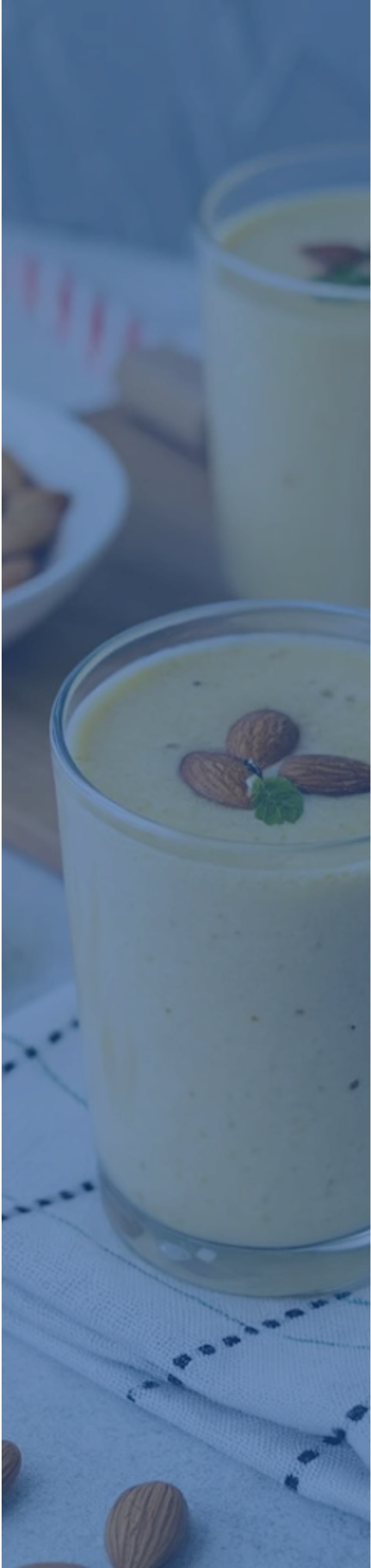
Cost breakdown

| Particulars | Estimated Amount (INR) |
|---------------------------------|------------------------|
| Franchise Fees (Non-refundable) | 10,00,000 INR |
| Interior Setup & Civil Work | 10,00,000 INR |
| Kitchen Equipment & Machinery | 8,00,000 |
| Furniture, Fixtures & Signage | 5,00,000 INR |
| POS System, Billing & CCTV | 2,00,000 INR |
| Rental and security | 3,00,000 INR |



Cost Incurred on monthly basis

| Opex | | |
|-------------------------------|-------------------------------|------------------------|
| Salaries | 1,00,000 INR | |
| Rent | 1,00,000 INR | |
| Local Marketing | 25,000 INR | |
| Electricity + Water | 30,000 INR | |
| Raw Material | 25% of Revenue | 3,18,750 |
| Misc | 20000 | |
| Packaging Material | On Actual Charges | |
| Zomato and Swiggy commissions | 30% Of Revenue from platforms | 1,12,500 |
| Total | 7,06,250 INR | On Anticipated Revenue |



Catering and bulk order / Online aggregators / All streams of income



Catering & Bulk Orders

We cater to bulk orders for parties, corporate events, and special occasions with customizd menu options.



Online Aggregators

Digital platforms like Swiggy and Zomato connect us with customers for online, ordering, delivery, and payments.



All Streams of Possible Income

Diversified revenue channels through multiple service formats.



ARR MRR
TRR



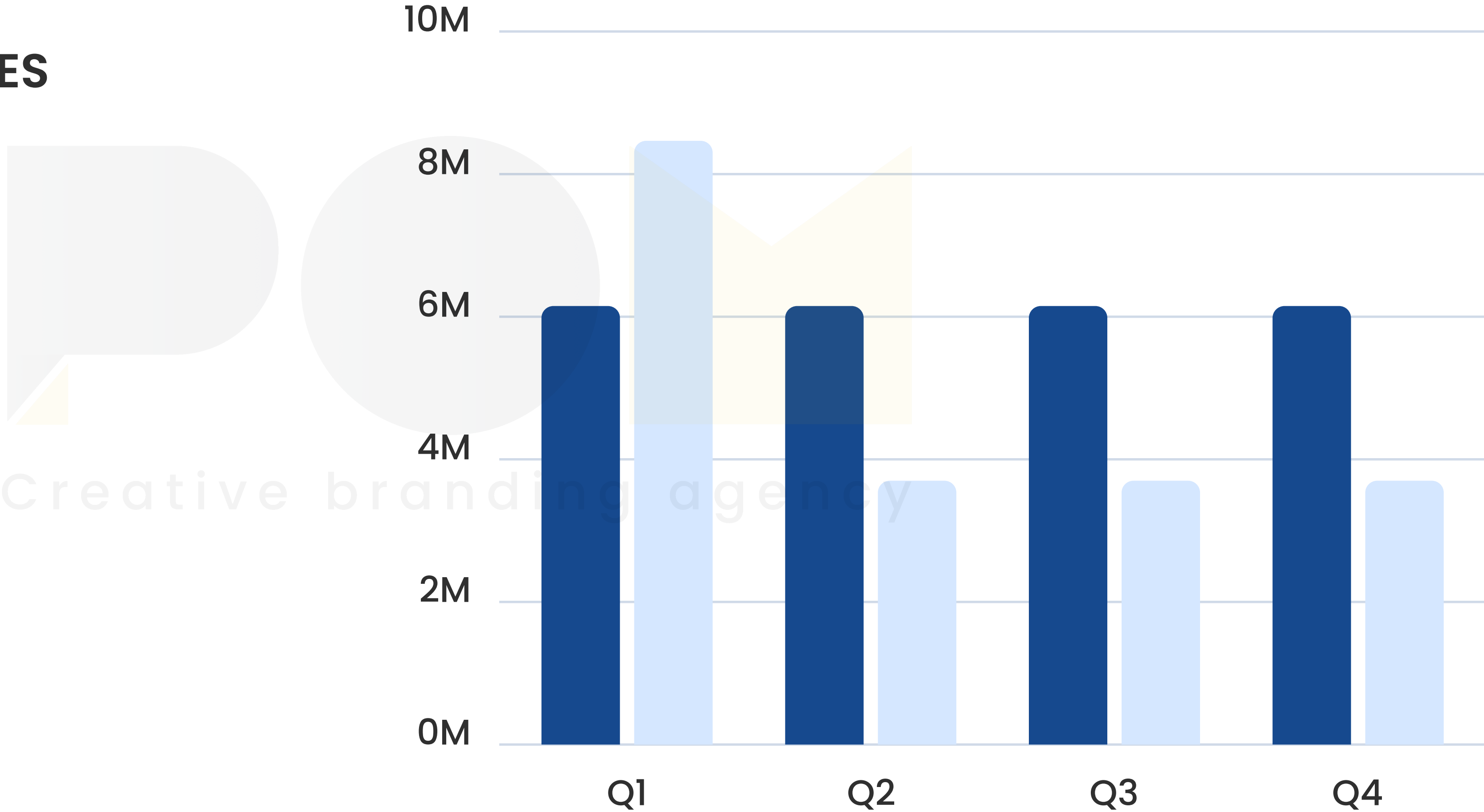
| Alacarte | | |
|-----------------------------------|-----------------|---|
| AOV | 600 | |
| AON | 50 | |
| Daily anticipated revenue | 30,000 | |
| MRR | 9,00,000 | |
| Aggregator Platforms + Online POS | | |
| AOV | 500 | |
| AON | 25 | |
| Daily anticipated revenue | 12,500 | |
| MRR | 3,75,000 | |
| Total Revenue | | (Alacarte(AOV X ANO) + Aggregator platform (AOV X AON)) X 12 |
| TR | 1,53,00,000 INR | |

Revenue vs Opex

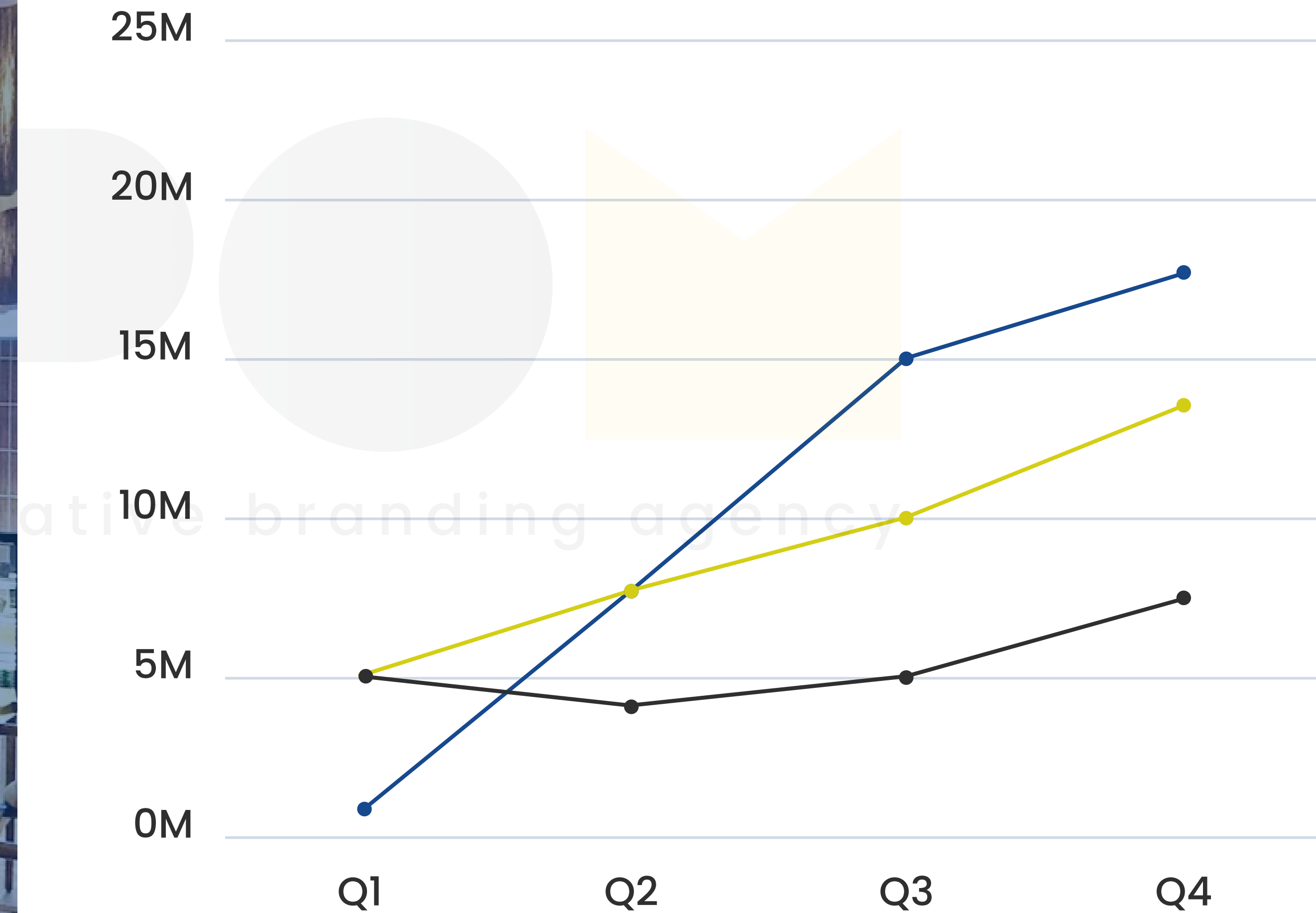
Q1 - Q4 IN COME UPDATES

Opexvs Revenue Calculations

- Inflow
- Outflow



Revenue summary



Profit margins

Profit Margin

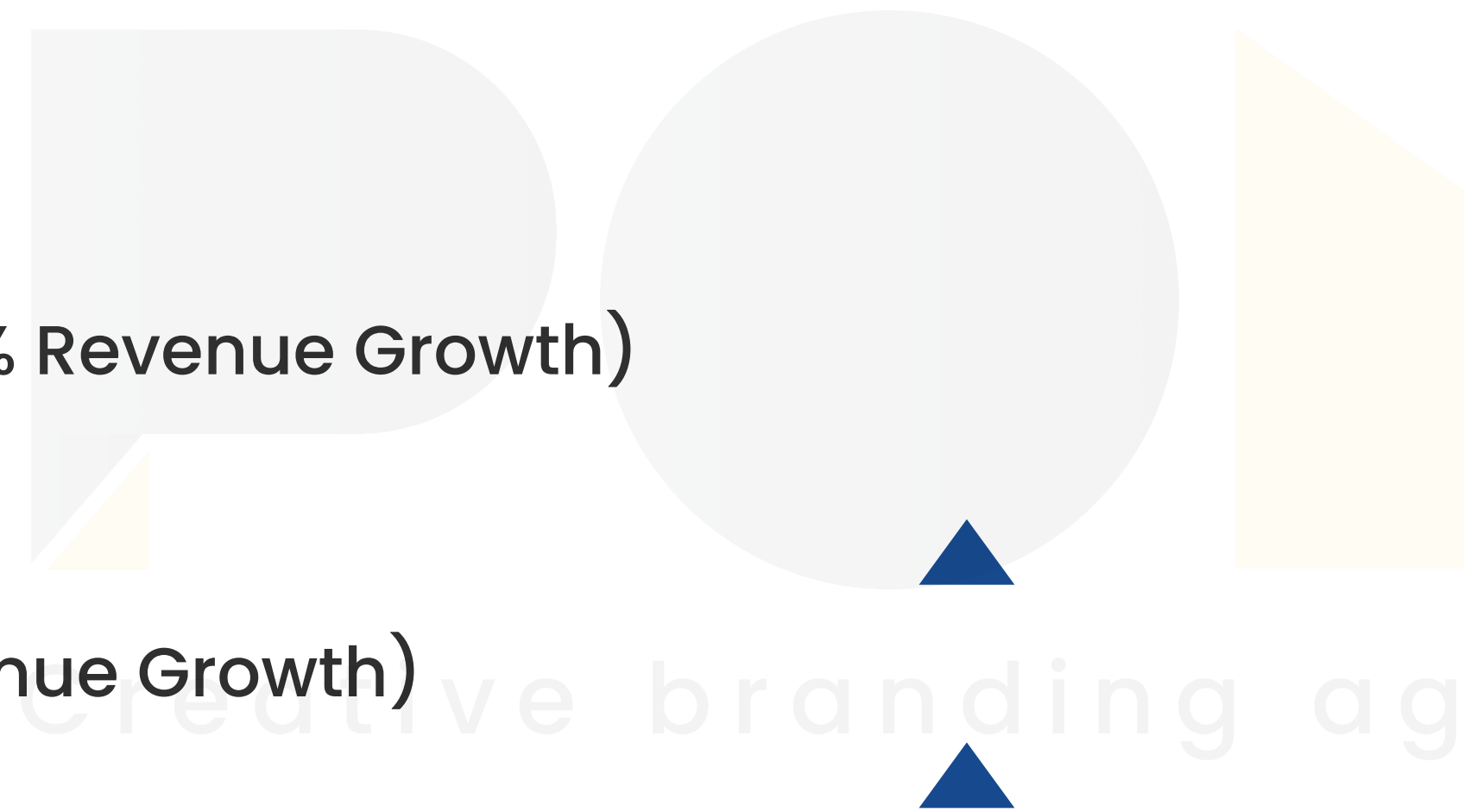
28,25,000 INR

Year 1 Profit Margin Year 2 (20% Revenue Growth)

86,80,000 INR

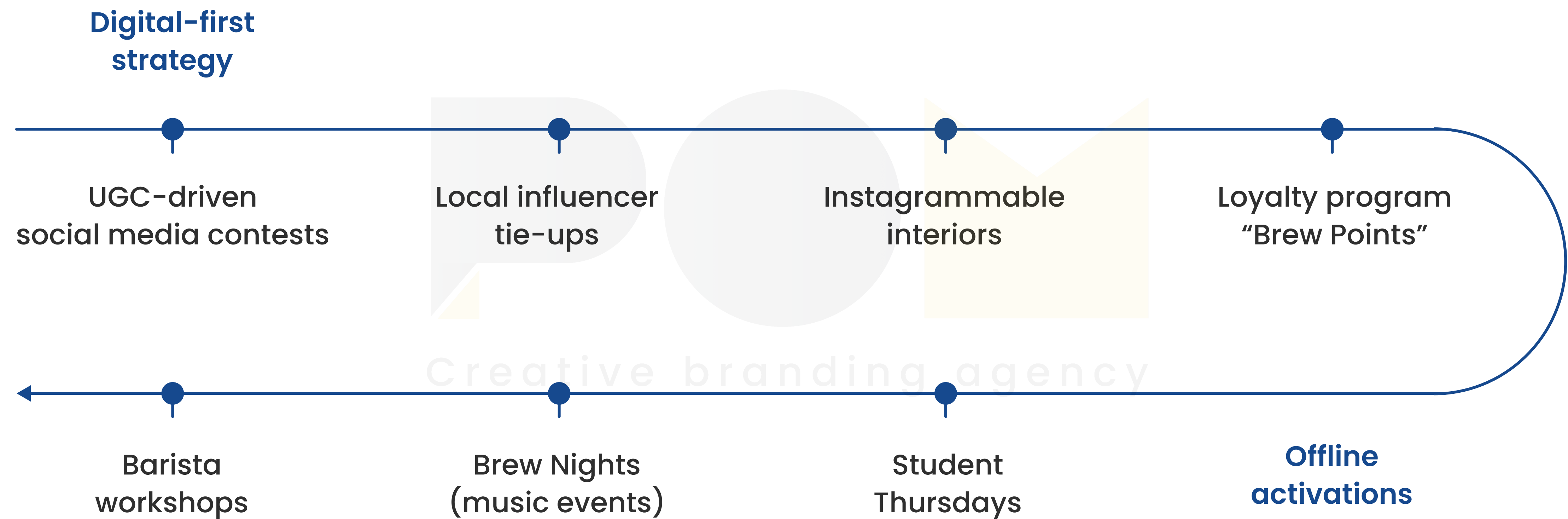
Profit Margin Year 3 (20% Revenue Growth)

1,04,16,000 INR



Profit Margins : Total Revenue – (Capex + Opex)

Marketing and brand growth engine



“Our customers don’t just drink our coffee — they promote it.”

Legal & compliance

- We simplify the process for our partners.
- FSSAI | GST | Trade License | Local Permits
- Franchise & Operational Agreements
- Royalty model with transparent monthly reporting
- Compliance made easy — so you can

Creative branding agency



“Compliance made easy — so you can focus on growth.”





The Brewtopia edge

| Element | Advantage |
|-------------|--------------------------------------|
| Product: | Barista-grade beans & crafted blends |
| Ambience: | Warm, modern, photogenic |
| Experience: | Events, co-working, & free Wi-Fi |
| Brand: | Proven Tier-2 appeal |
| Vision: | 20+ outlets by |

Brewtopia = Premium Coffee + Scalable Profitability.



Contact us:

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LET'S BREW THE FUTURE TOGETHER

Be part of India's growing coffee revolution.
Let's expand Brewtopia — from cities to communities

"Invest today. Brew memories for tomorrow."

