



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.

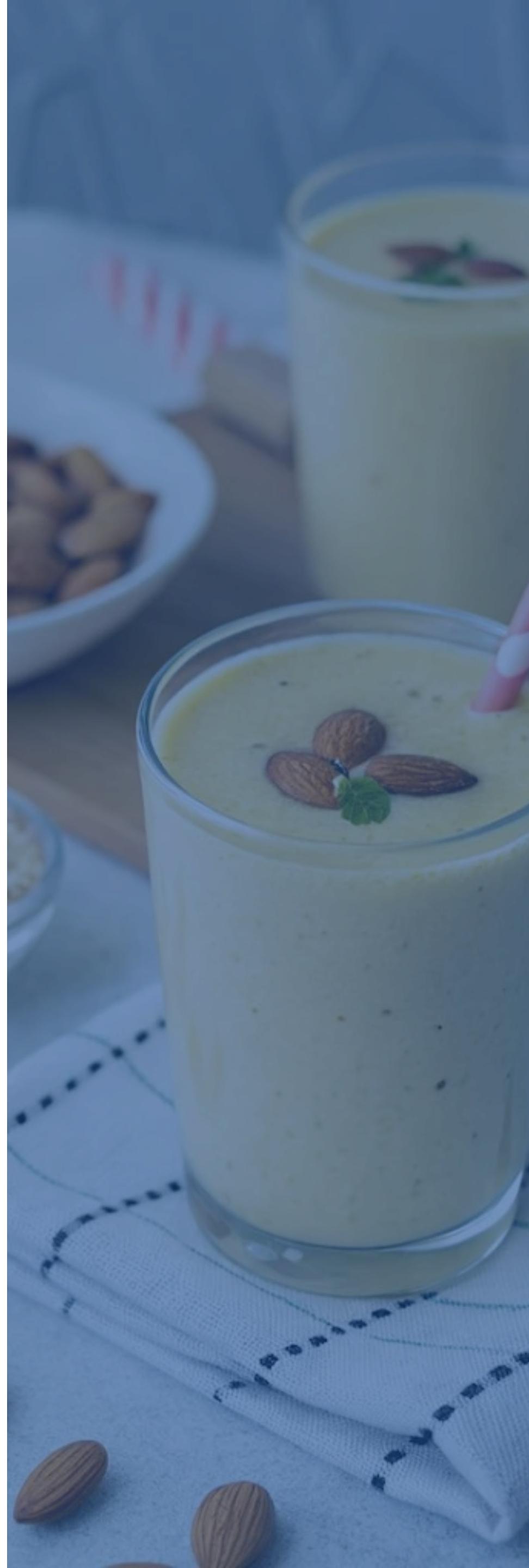


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About us – How it all began

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.

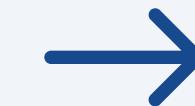
Every café has coffee, but only a few brew community, creativity, and comfort together.



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?

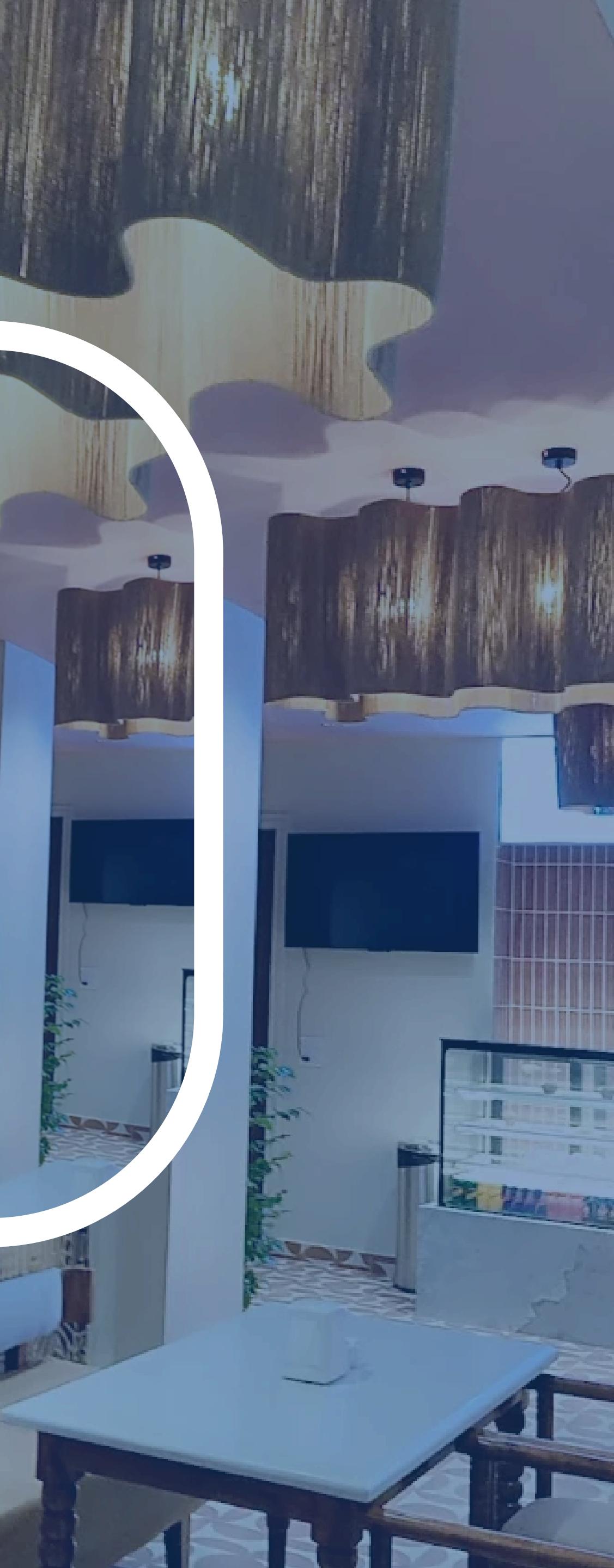
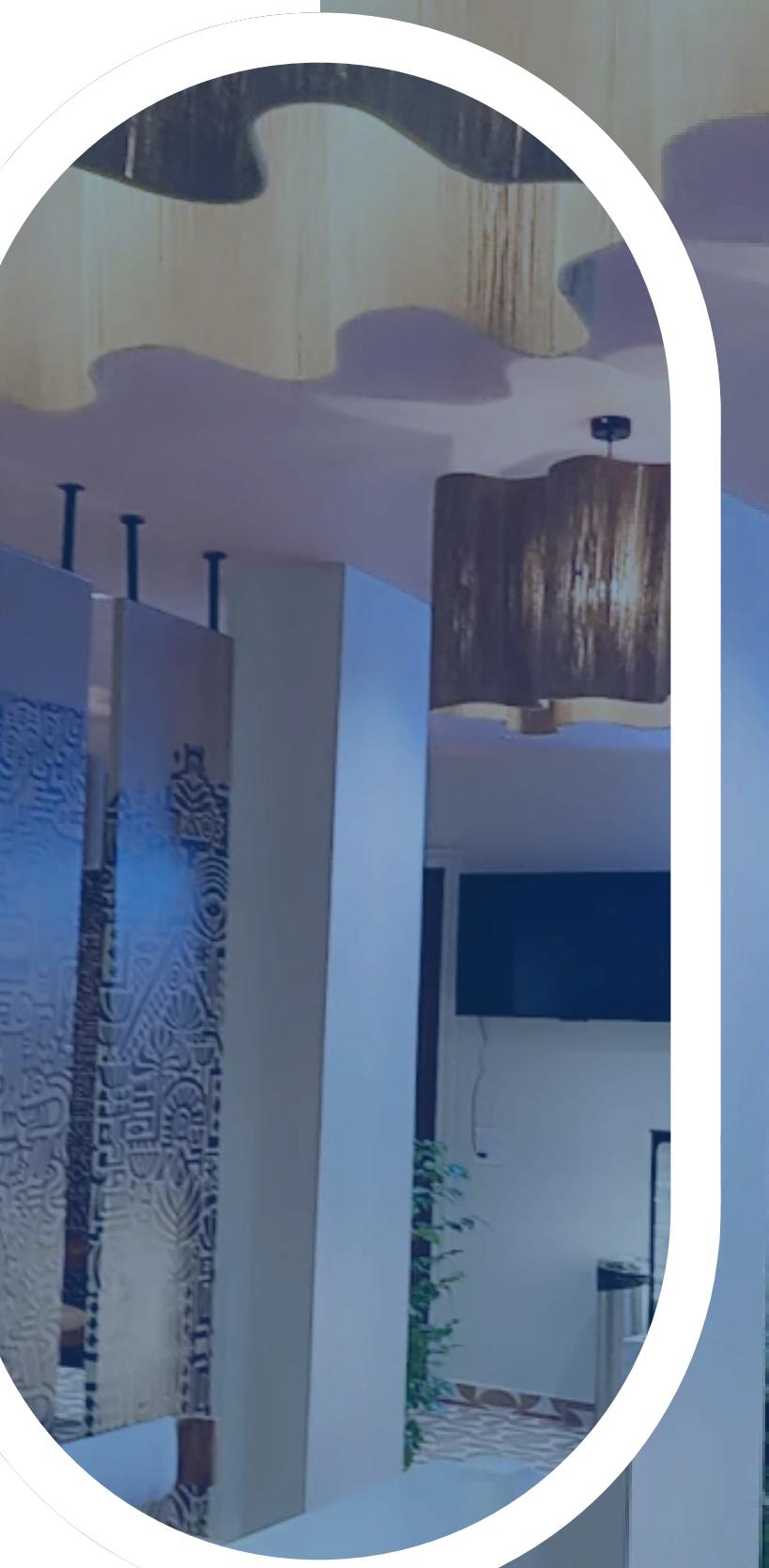
- We don't just serve coffee — we create moments that matter.
- Ethically sourced, premium Arabica & Robusta beans
- Barista-grade tech for consistency
- Designed for comfort, conversations & co-working
- The place you visit once and never forget.



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



2020

Coffee bean &
machine R&D

2021

Market validation and
first launch

2022

SOPs, team training,
and process
optimization

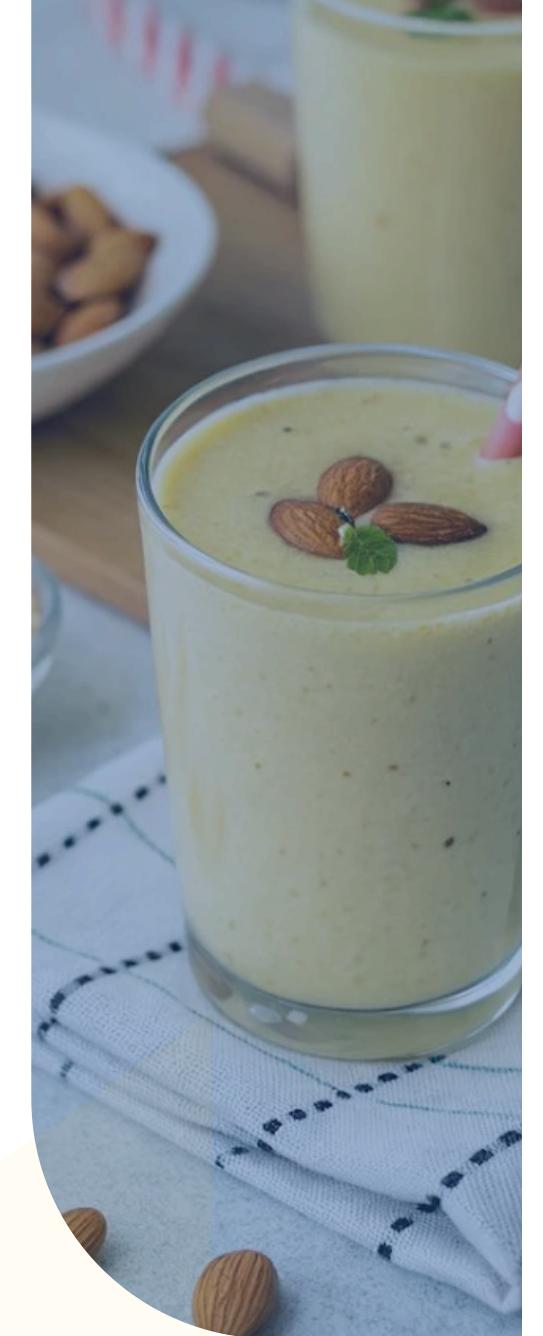
2023

Franchising model
introduced

2024

5 thriving outlets,
50K+ happy
customers, 90%
repeat footfall

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

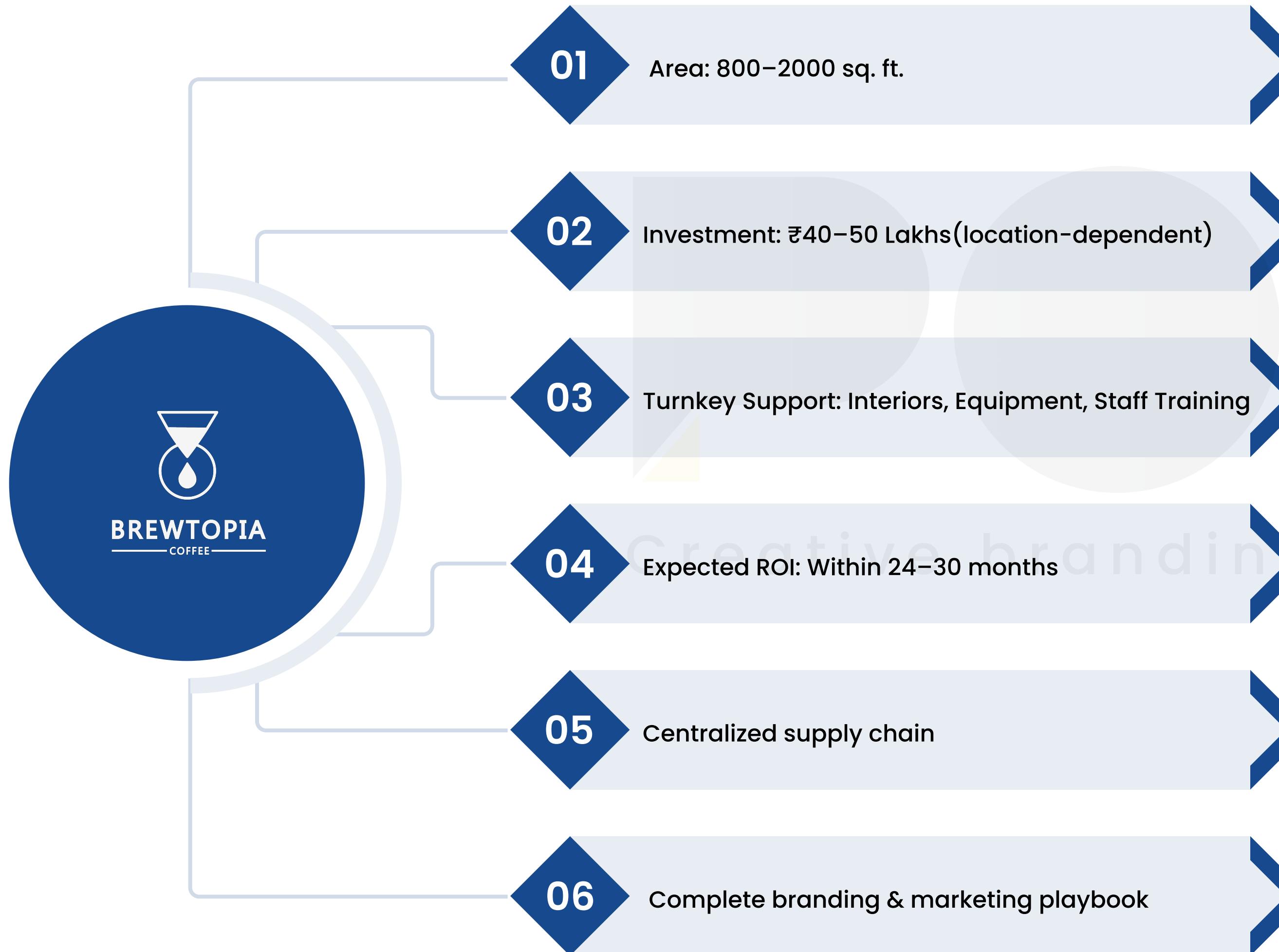


Our menu crafted for every mood

- 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



Our Support Includes:

- Hiring, training, and SOP systems
- Territory exclusivity

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



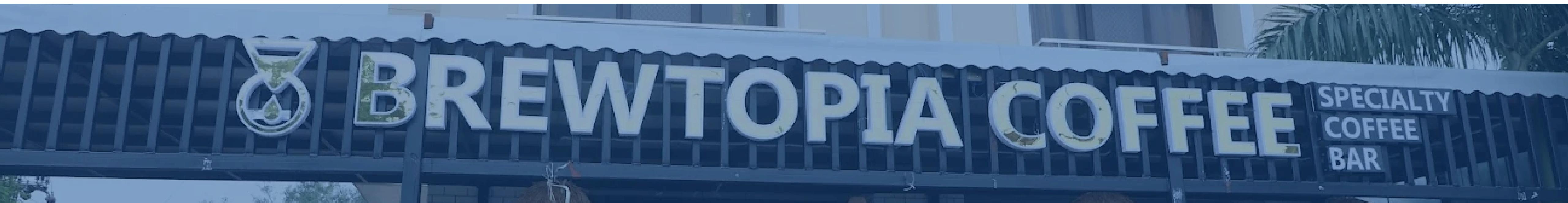
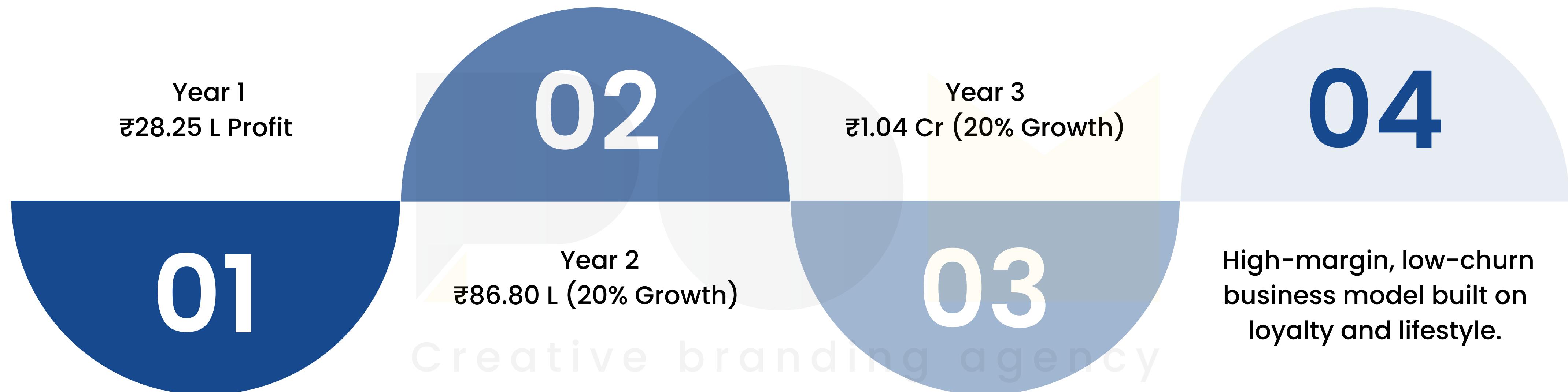
Monthly Expense
7,06,250 INR



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

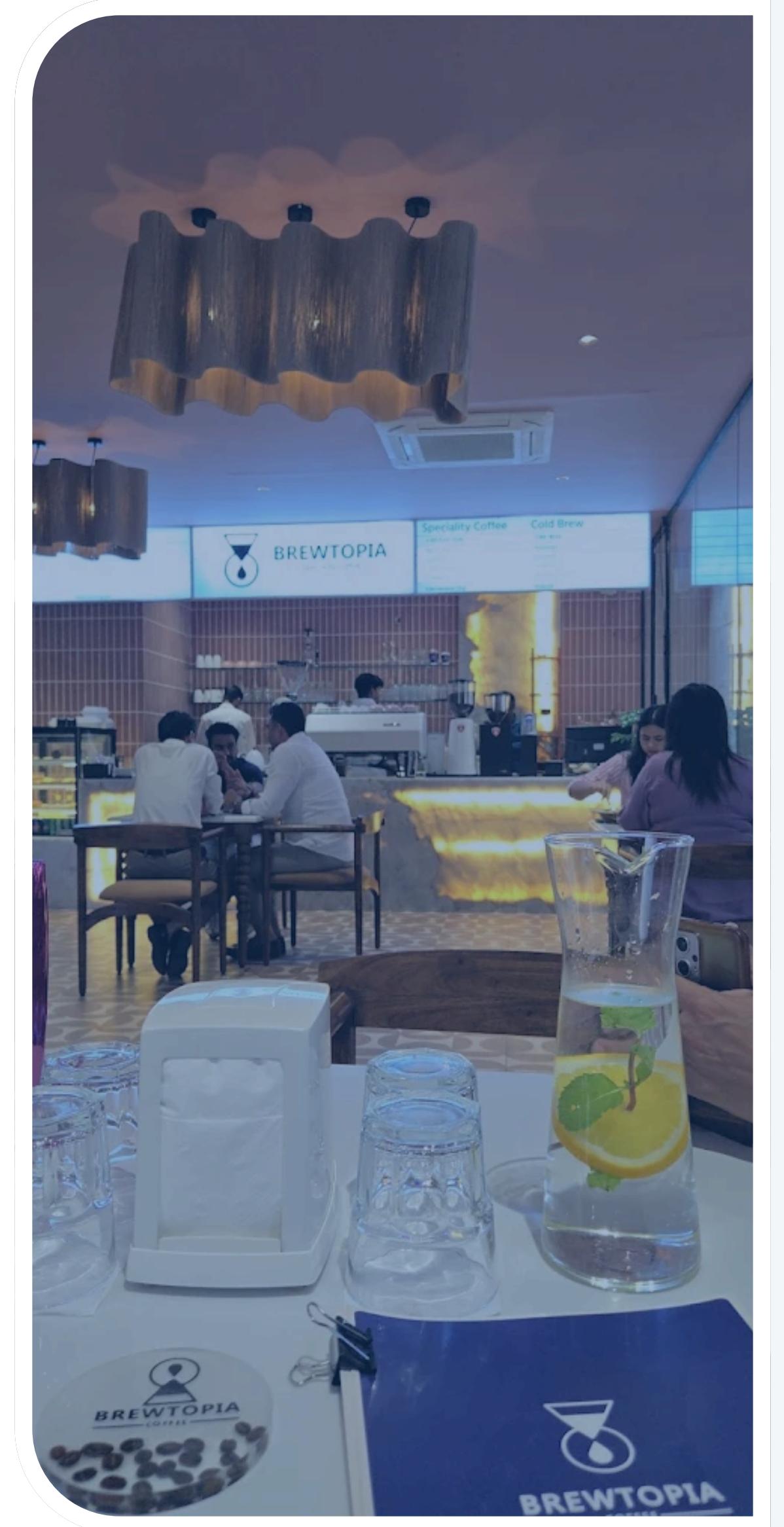
“A model designed to serve both – coffee lovers and smart investors.”

Growth and profitability projection



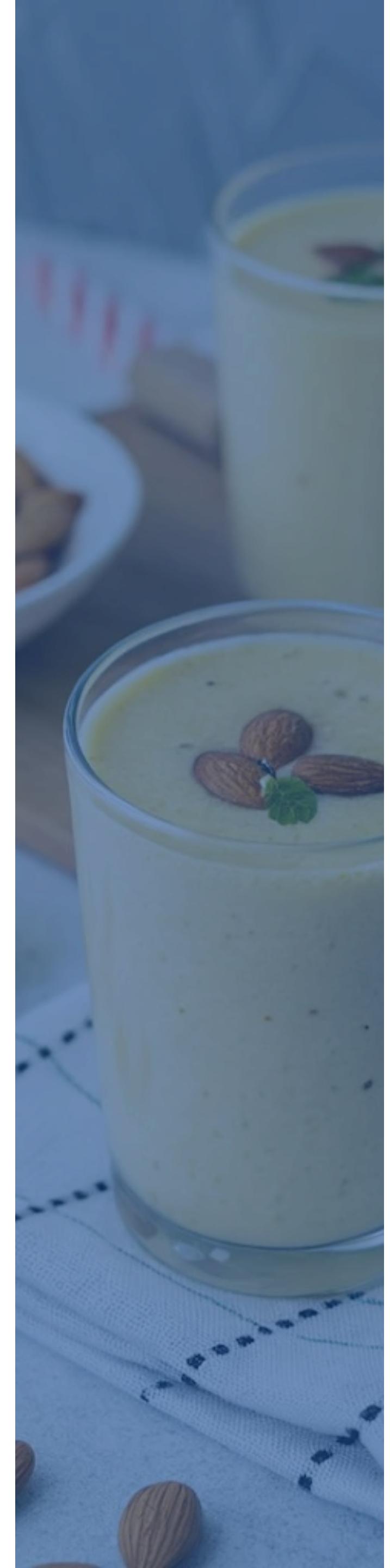
Cost breakdown

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

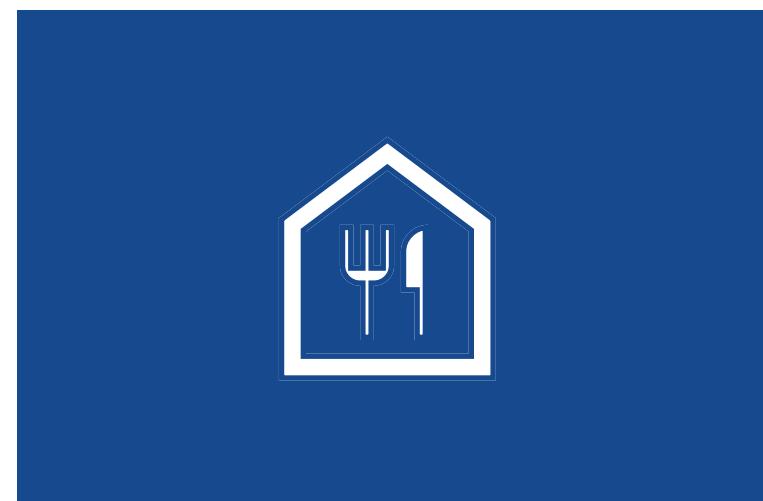


Cost Incurred on monthly basis

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 customized 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

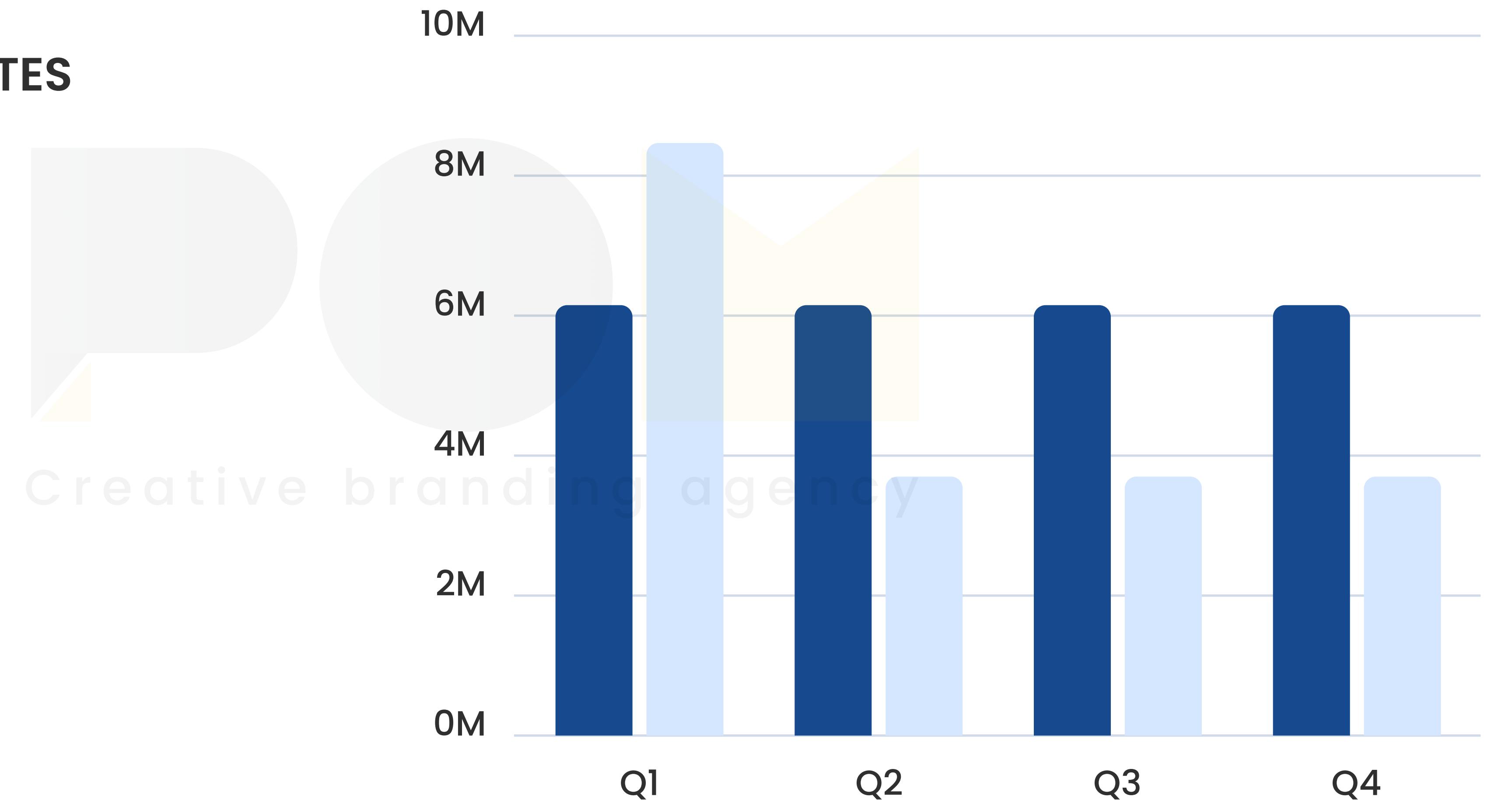
Alacarte	
AOV	600
AON	50
Daily anticipated revenue	30,000
MRR	9,00,000
Aggregator Platforms + Online POS	
AOV	500
AON	25
Daily anticipated revenue	12,500
MRR	3,75,000
Total Revenue	
TR	(Alacarte(AOV X AON) + Aggregator platform (AOV X AON)) X 12 1,53,00,000 INR

Revenue vs Opex

Q1 - Q4 IN COME UPDATES

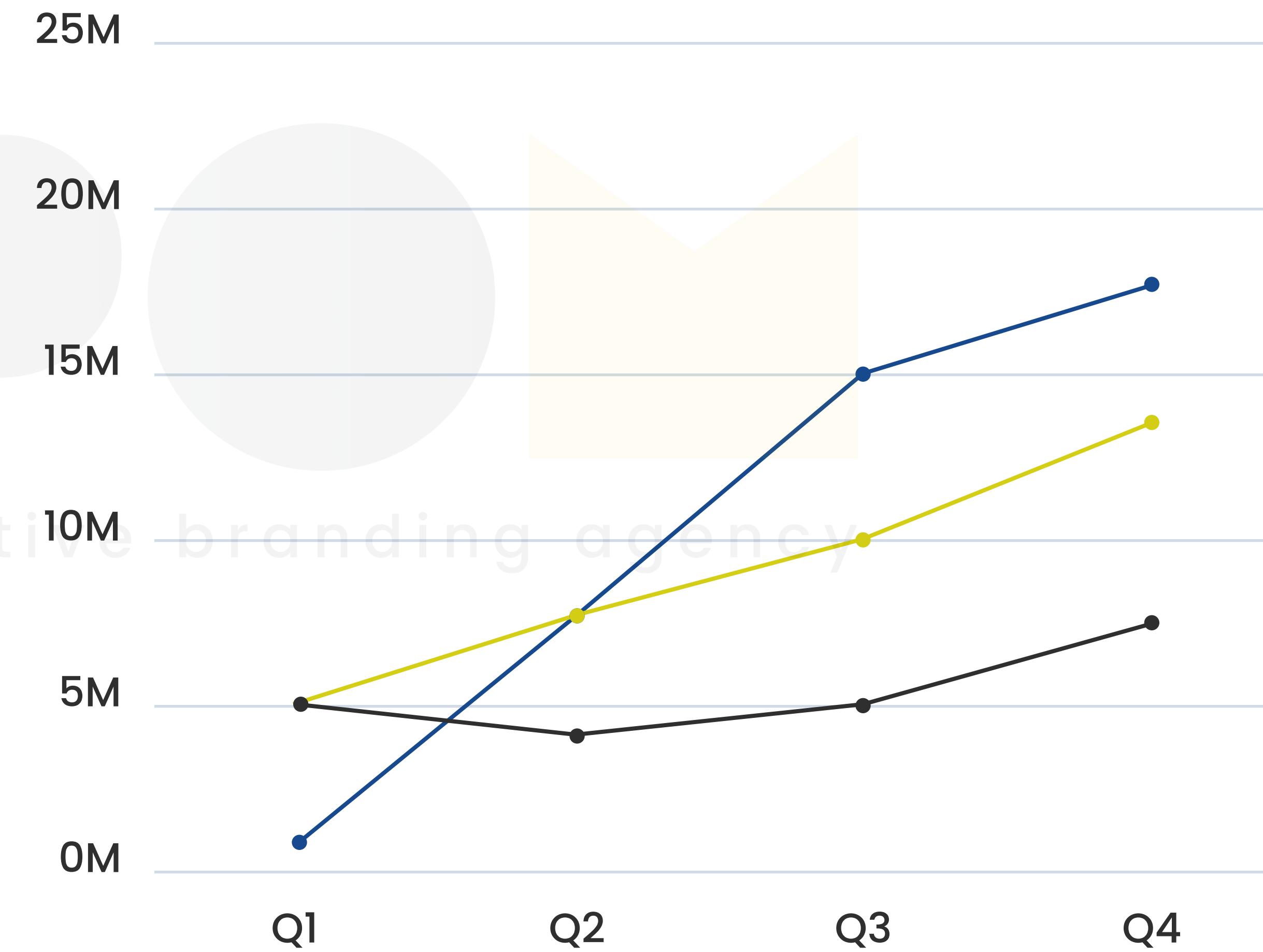
Opex vs Revenue Calculations

- Inflow
- Outflow





Revenue summary



Profit margins

Profit Margin

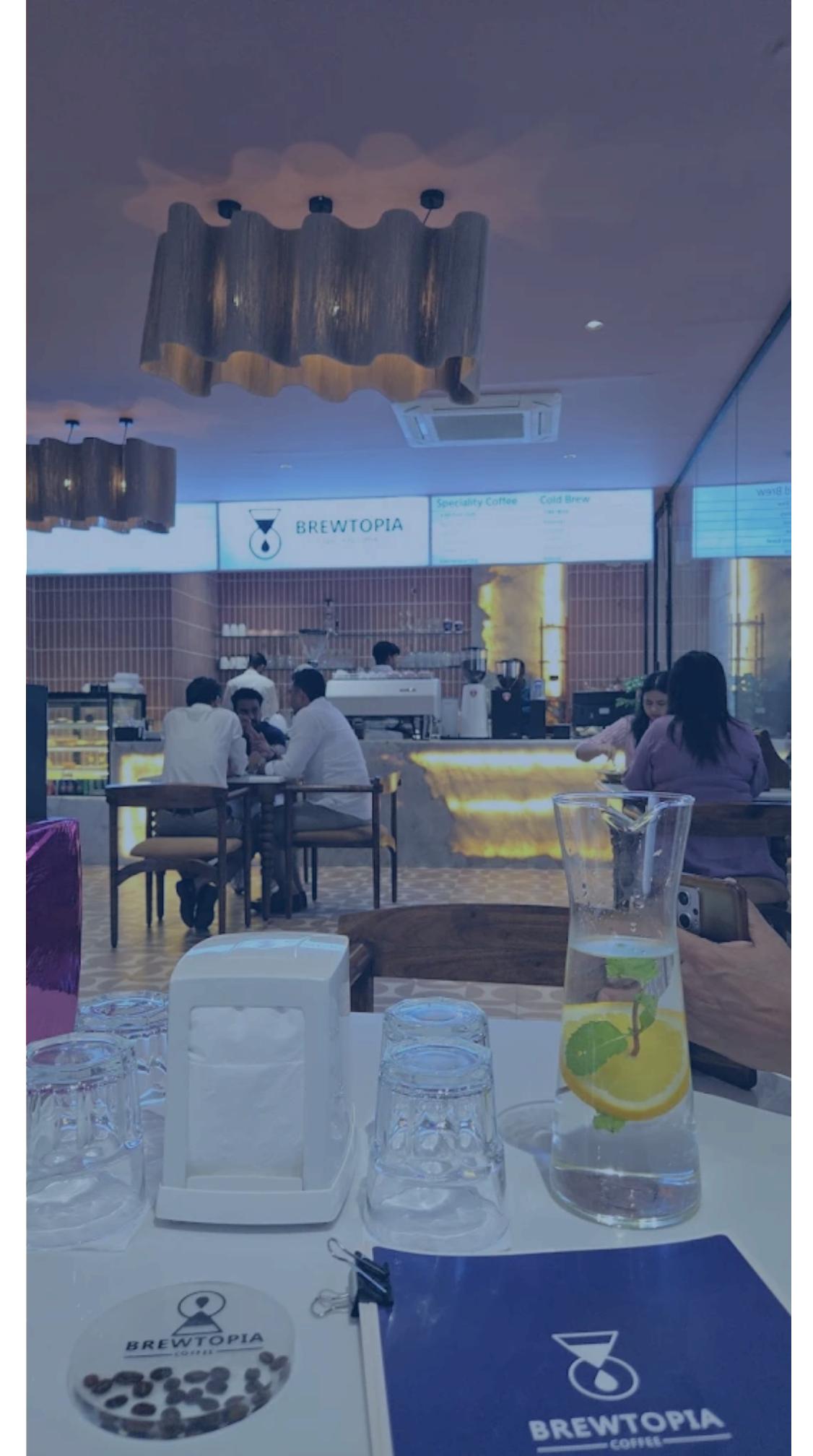
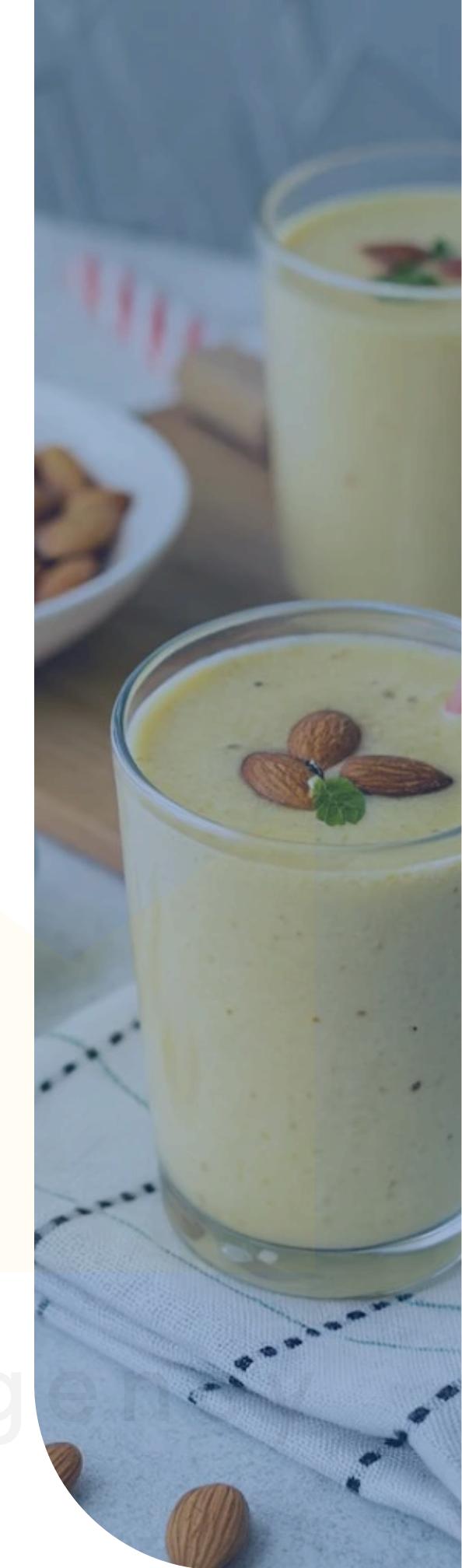
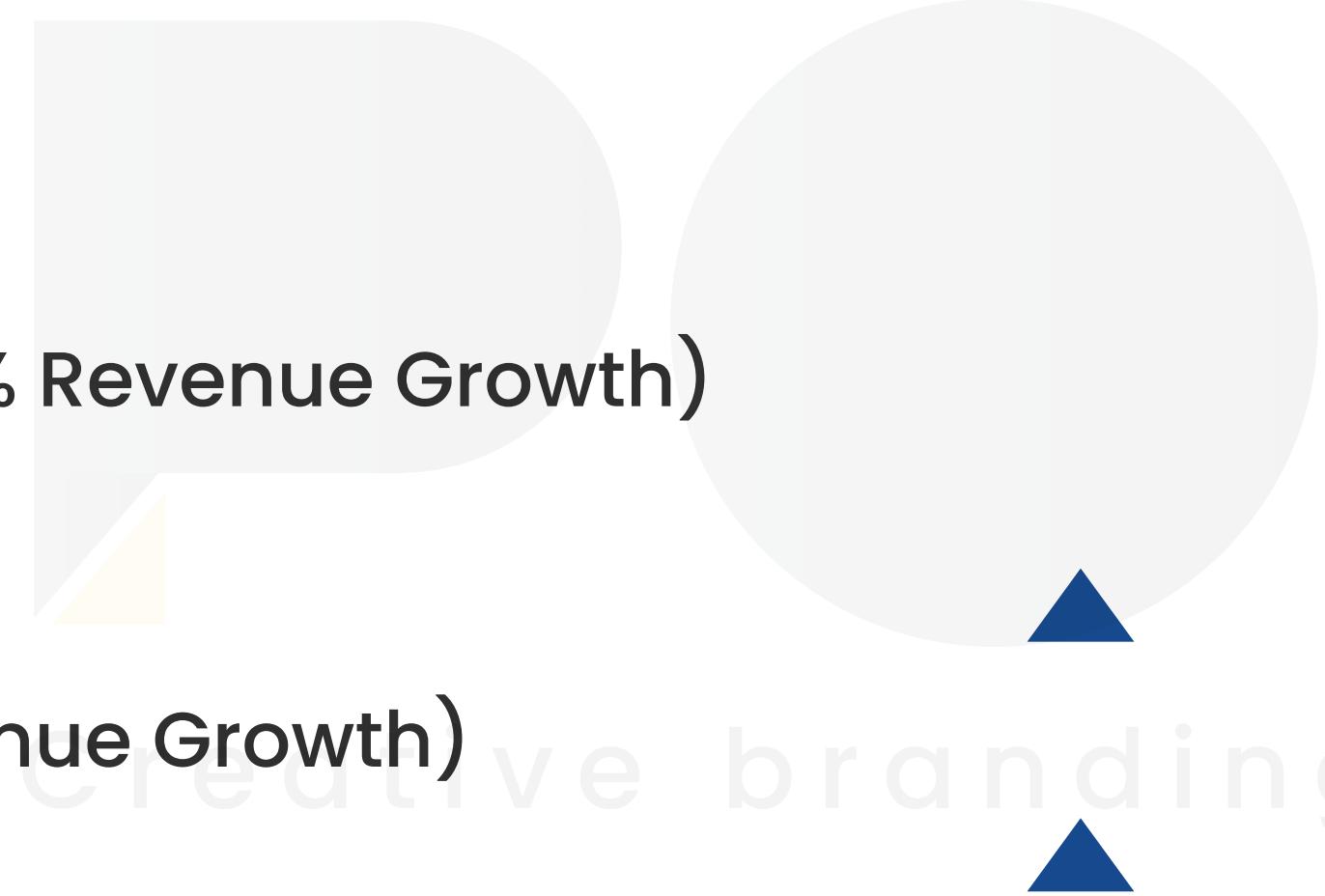
28,25,000 INR

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

86,80,000 INR

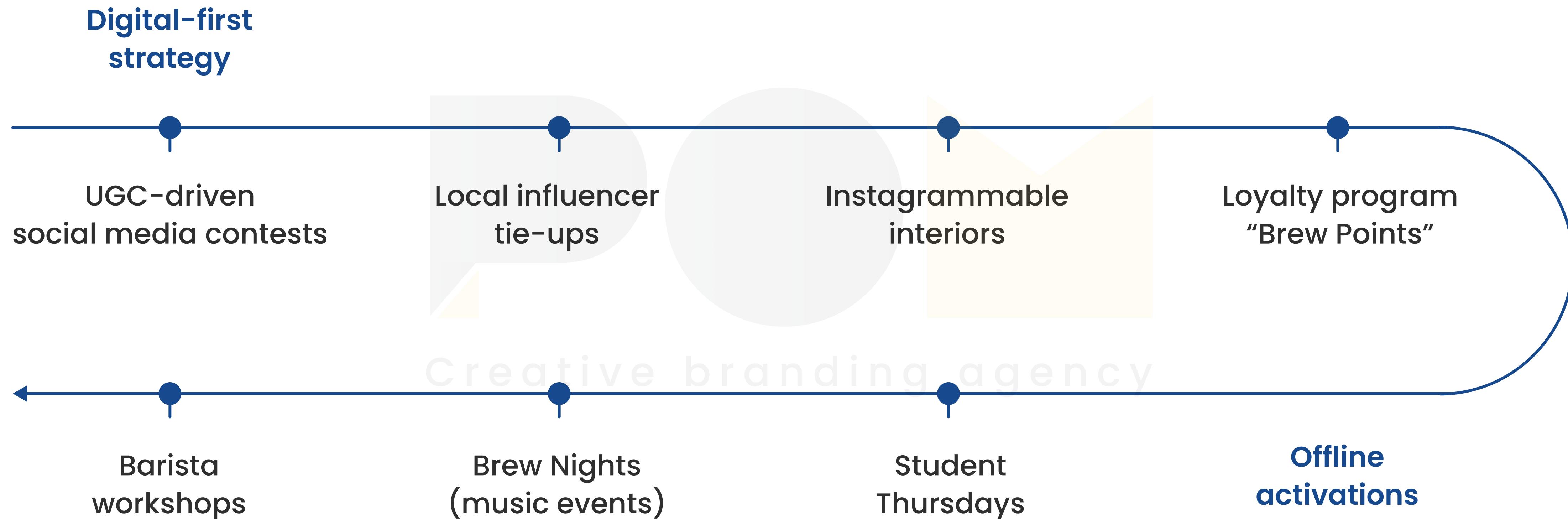
Profit Margin Year 3 (20% Revenue Growth)

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."

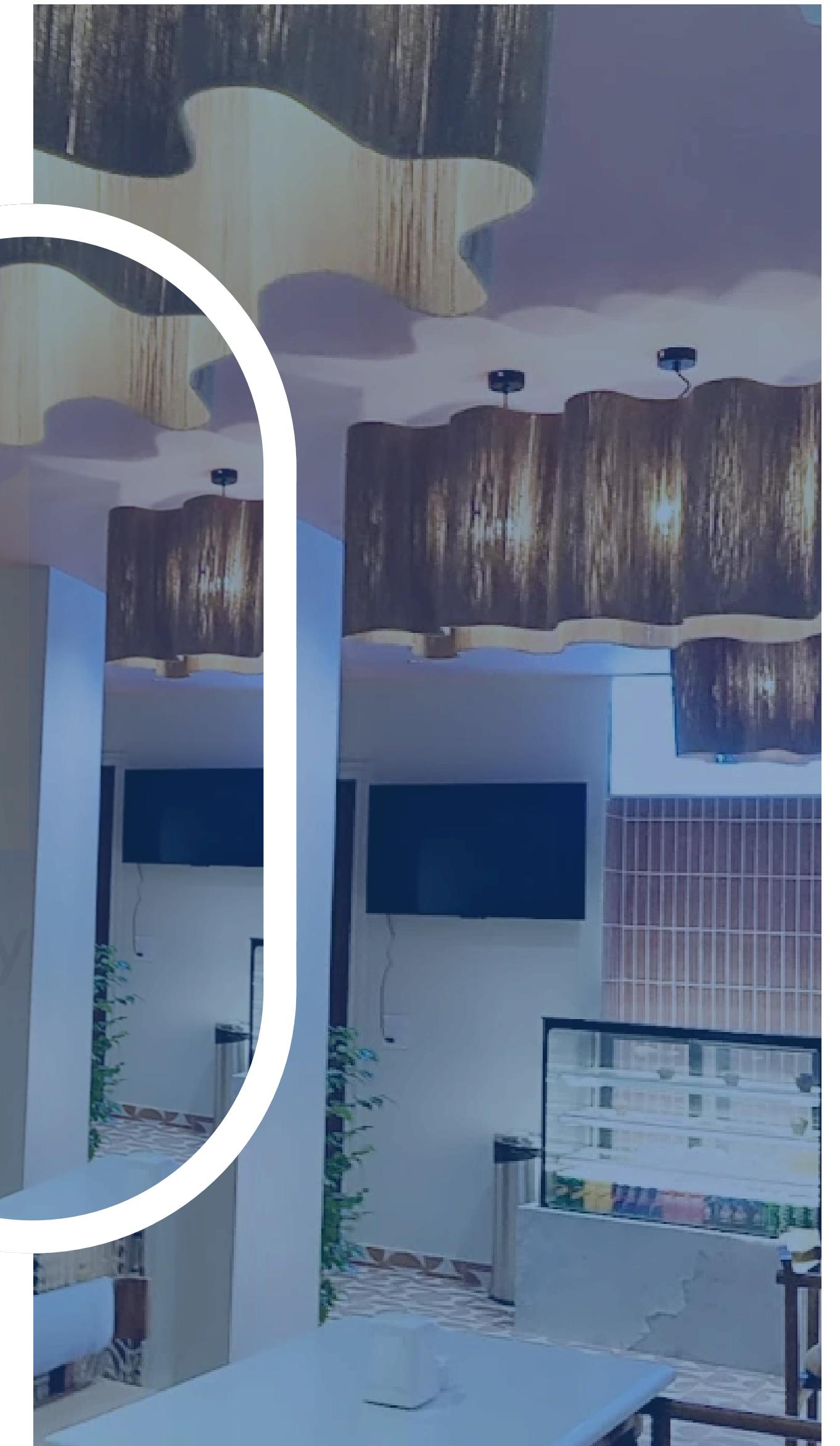
Legal & compliance

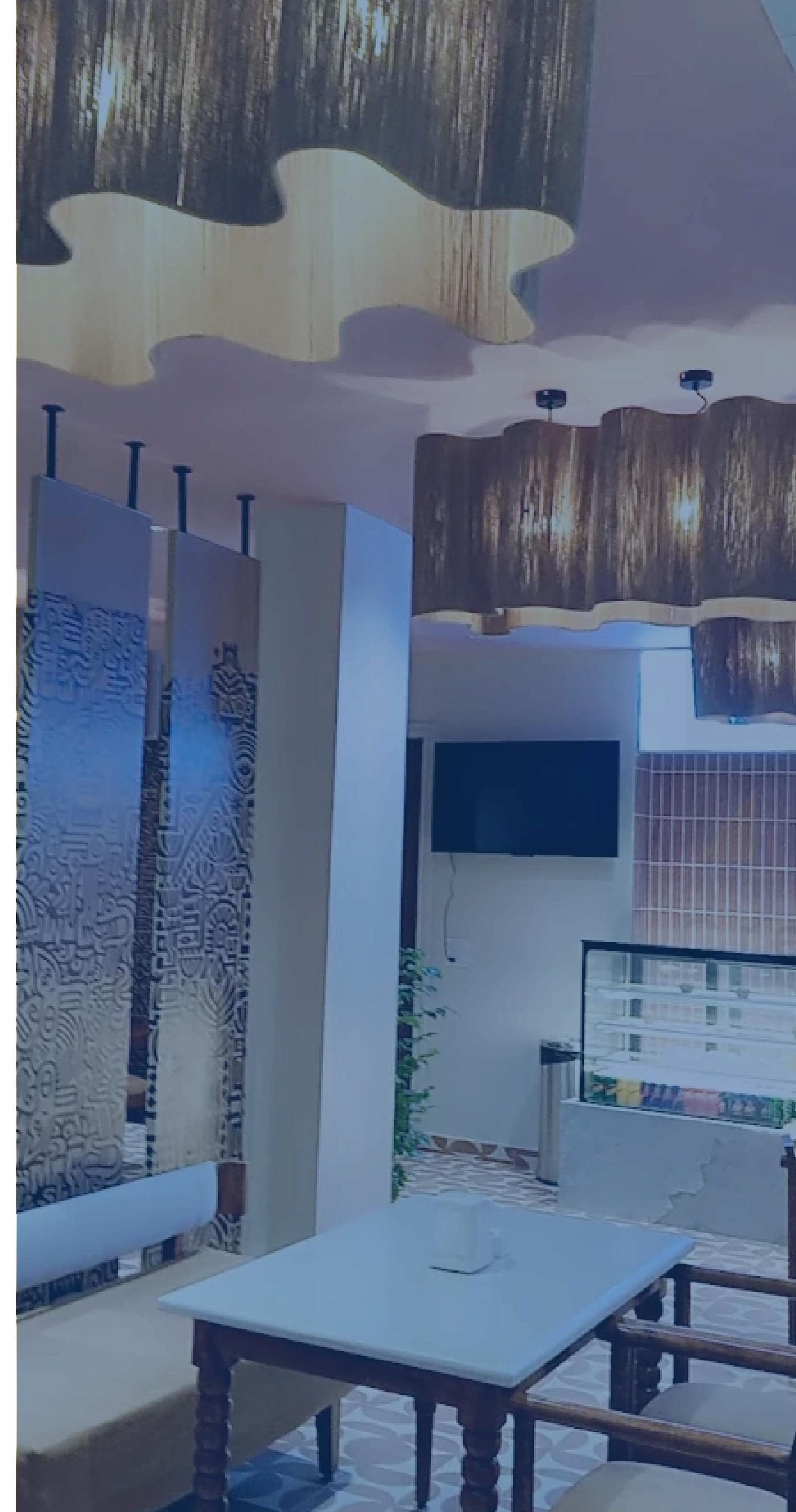
- We simplify the process for our partners.
- FSSAI | GST | Trade License | Local Permits
- Franchise & Operational Agreements
- Royalty model with transparent monthly reporting
- Compliance made easy – so you can



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.



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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."