



*Brewing since 2017*

~ NOTHING BEFORE COFFEE ~<sup>®</sup>

# INDIA'S FAST GROWING COFFEE CHAIN

  /nothingbeforecoffeeindia

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# OUR STORY

For the longest time people in every part of country have been drinking the powdered coffee beverages perceived to be actual brewed coffee.

NBC wanted to come to the market and educate people about the difference in quality brewed coffee & household coffee powder and to offer the real coffee taste to the coffee enthusiasts all around.

# OVER THE YEARS

## OUTLETS

NBC is present at 40 outlets in 22 cities Rajasthan, Gujarat, Madhya Pradesh, Karnataka, Telangana, Maharashtra & Delhi NCR with a huge customer base.

## EVENTS & EXPO

We have participated in celebrated events like the Jaipur Literature Festival(JLF), JAS (Jewellers Association Show). Experience in quick deliveries in high footfall events.

## WEDDINGS & OUTDOOR CATERING

We regularly cater in weddings and outdoor caterings around the city.



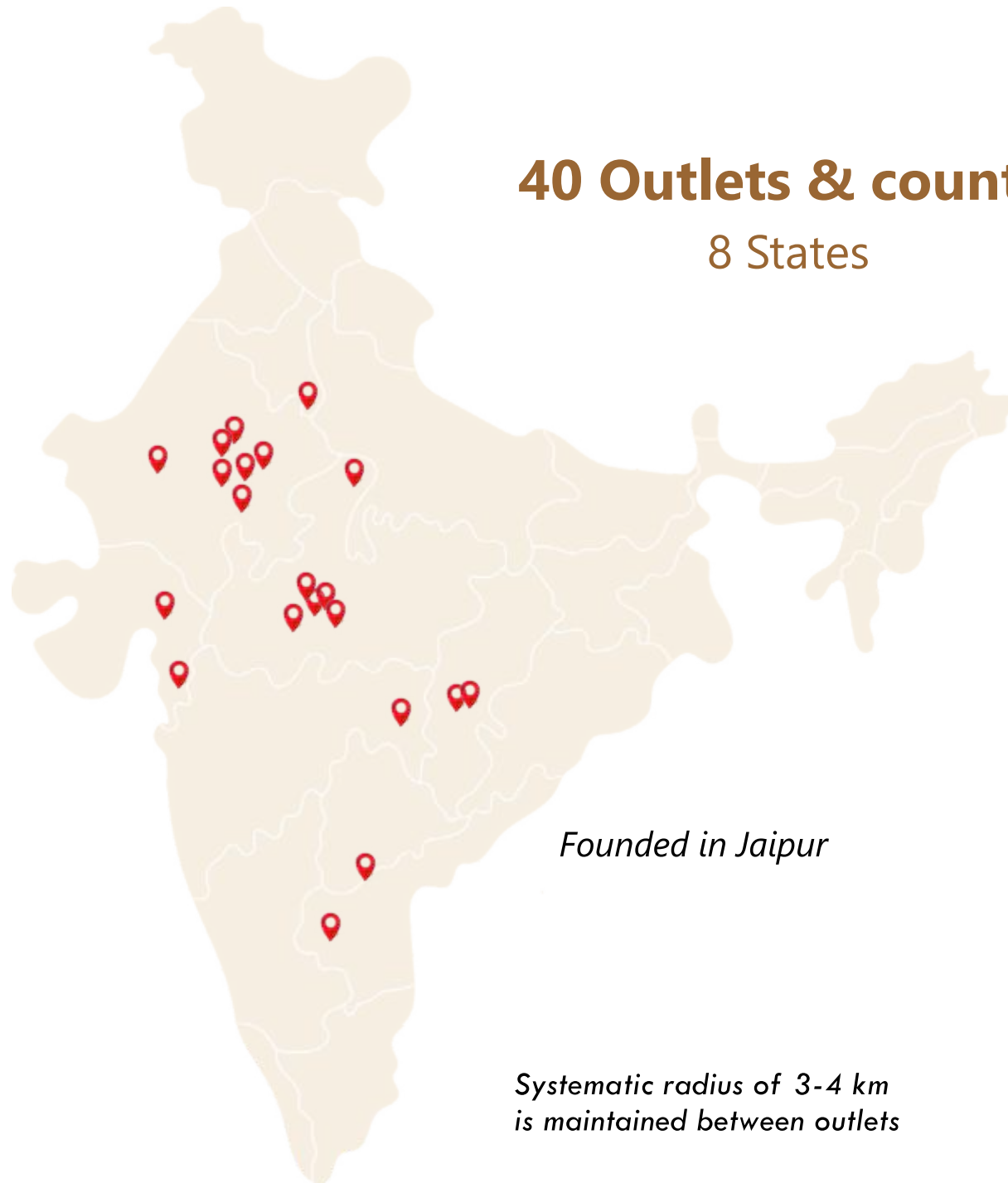
# OUR VISION

- As part of our brand expansion, within the next 1 year by end of Dec '23 we plan to set foot in other cities of Rajasthan, Gujarat, Madhya Pradesh, Karnataka, Telangana, Maharashtra, Punjab & Delhi NCR maintaining a sustainable Y-O-Y growth
- Opening outlets in all the high footfall hubs for maximum customer conversion rate.
- Increasing the trend of coffee on-the-go through increased customer engagement.
- To develop a culture of coffee in a chai centric nation.
- Stand for a brand that provides high quality, flavorful beverages in economical prices and spread awareness about brewed coffee.
- Our customers range from 15 to 55 years with about 15% of them paying a repeat visit at least 4 times a week which amounts to 80% of our total revenue.



# 40 Outlets & counting

8 States



*Founded in Jaipur*

*Systematic radius of 3-4 km  
is maintained between outlets*

# N&C

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- |           |            |
|-----------|------------|
| HYDERABAD | JAIPUR     |
| DELHI     | RAICHUR    |
| BHILWARA  | HYDERABAD  |
| KOTA      | NAGPUR     |
| UDAIPUR   | RAIPUR     |
| BHILAI    | BIKANER    |
| AJMER     | GANGANAGAR |
| JODHPUR   | GURGAON    |
| SURAT     | ALWAR      |
| INDORE    | AHMEDABAD  |
| BHOPAL    |            |

# Typical Qualities We Look For

## Personal Qualities

Entrepreneurial, creative, customer friendly, and Approachable – we place a lot of importance on Quality, consistency in product, hygiene and connect with the consumer

## Commitment

An ideal franchisee is one who is willing to spend time at the outlet and contribute to its success

## Business Acumen

The franchisee should have a sound understanding of the local market, along with basic business acumen

## Ethical

We are proud of our business ethics and it is imperative that a franchisee has the same set of values

## Prior Experience

While not a necessity, we prefer a franchisee who has prior experience in the food sector

## Financial Credibility and Net Worth

Besides financial credibility, we would Recommend a franchisee who preferably Owns the place where the outlet will be established


## Desirable Attributes in Franchisees



# Franchise Model – Investment Required

## Heads Investment (INR Lac)

<b>Interior cost</b>	8-10 Lacs
<b>Equipment and Collaterals</b>	9-10 Lacs
<b>One-time Franchise Fee</b>	7 Lacs
<b>Project Management Cost</b> (Supervising and managing outlet construction and related requirements)	1 Lac
<b>Royalty % on Net sales per month</b>	10% + GST
<b>Security Deposit</b>	3 Lacs
<b>Total Investment of Franchisee (excl. tax)</b>	30 Lacs Approx



### Additional Costs and Considerations

\* We ask for a refundable Security Deposit of INR 3 lac (interest free) to be kept with our company for the duration of the franchise agreement. This deposit is refunded in full, after adjusting for dues (if any), at the expiration of the franchise agreement

\*\* As with all businesses, we recommend keeping a working capital for set up, licenses, raw material purchases, security deposit on property and any other out-of-pocket expenses (travel/lodging/training of projects/construction teams), as required

## Criteria for Site Selection

### KEY CONSIDERATION

- Ground floor property in case of high street
- Proper property title
- Total area available – preferably between 400 square feet and 600 square feet (the latter in case a warehouse/storage option is not available)
- Frontage of the property (square feet) – preferably 15 feet length
- Height of the ceiling below beam level
- Parking space 8-10 cars & 2 wheeler easy accessible parking
- Sanctioned electricity load (3 phase with 12KW load)
- Availability of water inlet and outlet
- Air-conditioning provision
- Power back-up provision
- Distance from main road, accessibility and visibility of the location
- Preferable shop facing N,W,E
- Dense location with residential, school, colleges & other institutions
- Registered lease agreement min. 5 years.



# Become a Franchise Partner

*Investment 30 Lacs approx.*

## Nothing Before Coffee's Advantage

/ WIDE BRAND PRESENCE

/ VERSATILE MODEL

/ COMPETENCY

/ LOYAL CUSTOMER BASE

/ HIGH SALES

/ SWIFT DISPENSING MECHANISM

our team





# OUR HIGHLIGHTS

We introduce occasion specific cups & material to engage customers with emotional connect.



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# OUR TAG LINE

Says much about how a cup coffee can start a story for a lifetime. This tag line present at every outlet in form of signage acts as the trending brand photo corner.

*Brewing stories*



# INTELLECTUAL PROPERTY RIGHTS

NOTHING BEFORE COFFEE

NBC

SHRAPPE  
(OUR THICK FRAPPE SECTION)

BREWING STORIES



