

BREWING STORIES SINCE 2017

~ NOTHING BEFORE COFFEE ~[®]

FAST GROWING COFFEE CHAIN

*Brewing
stories*



www.nothingbeforecoffee.com

+91 97824 85948

f | @ /nothingbeforecoffeeindia

OUR JOURNEY & MILESTONES





OUR VISION

Brewing stories into everyday lives of our customers, inspiring our people, and growing our community.

OUR MISSION

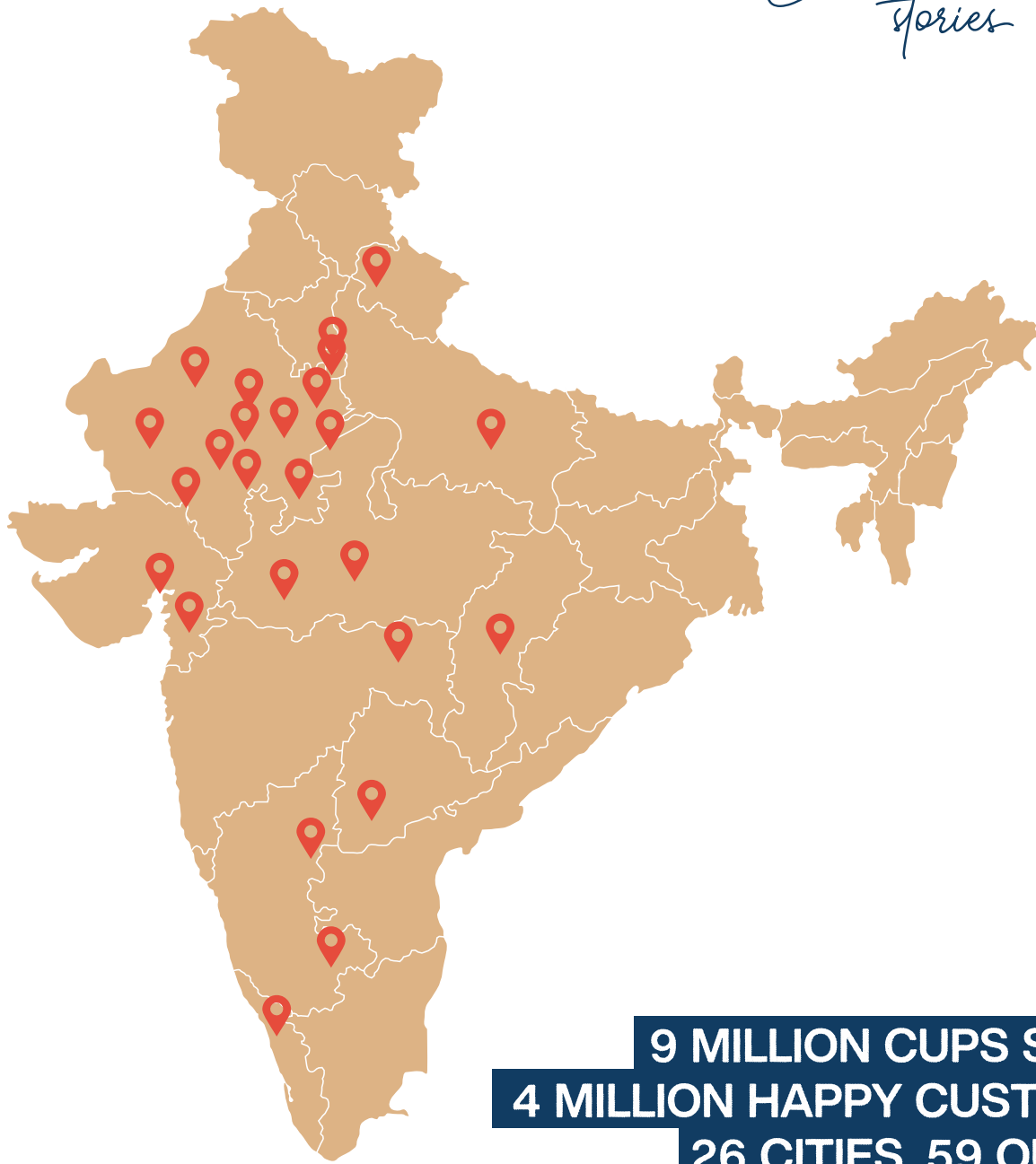
To provide best overall experience by committing to our values as we grow.

OUR VALUES

CARE | Recognition | Teamwork | Accountability | Result
Positive Energy | Simplicity | Executional Excellence



*Brewing
stories*



**9 MILLION CUPS SERVED.
4 MILLION HAPPY CUSTOMERS.
26 CITIES. 59 OUTLETS.**

INDIAN CITIES

AHMEDABAD
AJMER
ALWAR
BANGALORE
BEAWAR

BHARATPUR
BHILAI
BHILWARA
BHOPAL
BIKANER

DEHRADUN
DELHI
GURUGRAM
HYDERABAD
INDORE

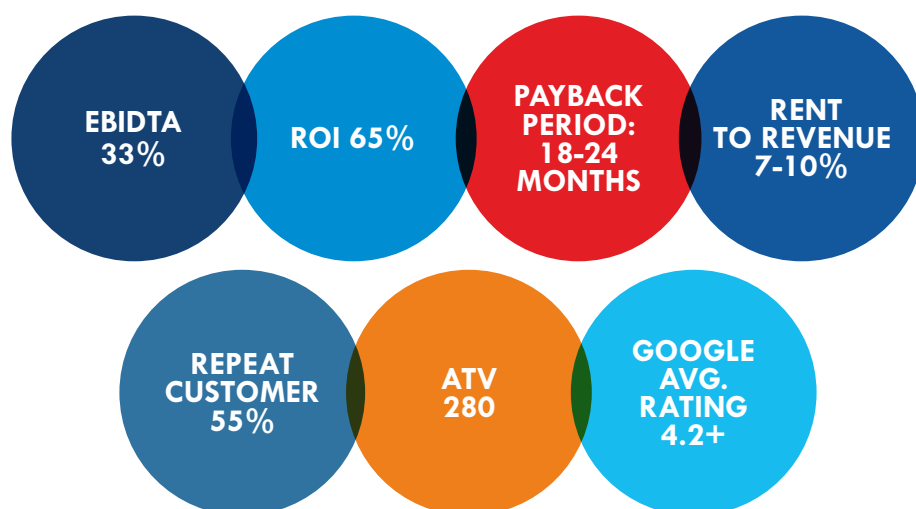
JAIPUR
JODHPUR
KOTA
KOZHIKODE
LUCKNOW

NAGPUR
RAICHUR
RAIPUR
SIKAR
SURAT
UDAIPUR

~ NOTHING BEFORE COFFEE® ~

BECOME A FRANCHISE PARTNER

Investment INR: 35 Lacs Approx



FRANCHISE MODEL INVESTMENT REQUIREMENT

Heads Investment (Rs. 35 Lacs Approx.)

FRANCHISEE FEES	Rs. 8 Lac
MACHINERY & EQUIPMENTS	Rs. 10 - 12 Lac
INTERIOR COST (500 SQ FT)	Rs. 11 - 13 Lac
ROYALTY % ON NET SALES PER MONTH	10%
SECURITY DEPOSIT	Rs. 3 Lac

Additional cost – Franchise Fees & Royalty are GST Exclusive

Additional Costs & Considerations

- We ask for a refundable Interest Free Security Deposit of Rs. 3 Lacs 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.

The NBC Advantage

Wide Brand Presence

Robust Supply Chain Management

Versatile Model High Competency

PoS Setup, Software Support

Regular Training Support with LMS **Loyal Customer Base**

High Sales & Margin **100% Pure Vegetarian**

Global Quality Local Pricing

360 Degree Brand Setup Assistance

Continuous Sales, Marketing and Quality Audit Support

TECH ENABLED - LOYALTY REWARDS APP (ANDROID/IOS)



REGISTERED USERS 75,500 +

ACTIVE USERS 25,000 +

APP STORE RATING 4.5

GOOGLE APP STORE 3.9



NBC

Brewing stories



**DOWNLOAD
THE APP
NOW!**



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

FINANCIAL CREDIBILITY AND NET WORTH

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

BUSINESS ACUMEN

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

PRIOR EXPERIENCE

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

ETHICAL

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

DESIRABLE ATTRIBUTES IN FRANCHISEES

Criteria for Site Selection

KEY CONSIDERATION

- Ground floor property in case of high street
- Clear Property Title
- Total area available - preferably between 500 square feet 700 square feet (the latter in case a warehouse/storage option is not available)
- Frontage of the property preferably 18 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 14 KW 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.



INTELLECTUAL PROPERTY RIGHTS



NOTHING BEFORE COFFEE

NBC

SHRAPPE (OUR THICK FRAPPE SECTION)

BREWING STORIES

INDIA & EUROPE

MARKETING ENDEAVORS

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



T A G L I N E

Brewing stories

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.

AWARDS & RECOGNITIONS



Food connoisseur award 2022 & 2023 consecutive

35 under 35 Entrepreneur 2023



FRANCHISE TESTIMONIALS

Sneh Kasilwal

Having the privilege of being a franchisee owner of 5 NBC stores, I am genuinely grateful for the outstanding partnership with the brand. Choosing NBC as a franchise opportunity has been a game-changer for me. Their continuous guidance and partnership have been the cornerstone of my success, enabling me to achieve a fast return on investment (ROI).



Divija Goyal

As a proud owner of four NBC franchise stores, I can confidently say that my journey with the brand has been nothing short of extraordinary. The brand into consistent sales and growth for my stores. I highly recommend NBC to anyone seeking a rewarding and profitable franchise experiences strong market presence and customer loyalty have translated.



Shreyash Dadeech

Shreyash, the proud proprietor of the captivating NBC Gurgaon outlet. With the success of Gurgaon location, I can confidently say that NBC is a great Franchise opportunity. Just after the launch of Gurgaon outlet, I did not hesitate for a single second to confirm the second outlet in Lucknow. I'm really proud to be a part of this family.



Shruti

Becoming a franchisee has exceeded all my expectations. The guidance and expertise provided by the NBC have been invaluable in establishing and growing my business. The brand reputation and proven systems have helped me attract a loyal customer base. I am grateful for the endless support and opportunities that being a franchisee has brought me.

Darshita

I am thrilled to be a part of Nothing Before Coffee. The franchise opportunity has given me the tools and resources to run a successful business. From initial training to ongoing support, NBC has been there every step of the way. Being a franchisee of NBC has truly been a rewarding and fulfilling experience.

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SAMPLE MENU



HOT COFFEE (BLACK)

	BLEND	100% ARABICA
ESPRESSO [COFFEE SHOT 60 ML]	70	100
AMERICANO [BLACK COFFEE]	80	110
MACCHIATO [FOAM ON SHOT]	80	110
SIGNATURE AFFAGATO [NO MILK]	90	120
IRISH COFFEE [NO MILK]	100	130

HOT COFFEE (WITH MILK)

	BLEND	100% ARABICA
CAPPUCCINO	90	120
CAFE LATTE	90	120
CAFE MOCHA	110	140
CARAMEL CAPPUCCINO/LATTE	110	140
HAZELNUT CAPPUCCINO/LATTE	110	140
TIRAMISU CAPPUCCINO/LATTE	120	150
VANILLA CAPPUCCINO/LATTE	110	140
IRISH CAPPUCCINO/LATTE	120	150
NUTELLA CAPPUCCINO	140	170
LOTUS BISCOFF CAPPUCCINO	160	190
CLASSIC CAPPUCCINO	60	90



HOT CHOCO

HOT CHOCOLATE	130
★ HOT NUTELLA	150
HOT ROCHER	170

HOT TEA

LEMON TEA	70
GREEN TEA	70

ICED TEA

★ LEMON ICED TEA	100
PEACH ICED TEA	110
STRAWBERRY ICED TEA	110
CRANBERRY ICED TEA	120
★ WATERMELON ICED TEA	120
REDBULL ICED TEA	180

100% VEGETARIAN

*PRICES ARE EXCLUSIVE OF GST

Lotus Biscoff
Shrappe

COLD COFFEE SHRAPPE®

OUR VERY OWN THICK FRAPPE

★ CREAMY SHRAPPE	150
★ CARAMEL SHRAPPE	160
CHOCO PASSION	160
CHOCO SHRAPPE	160
★ HAZELNUT SHRAPPE	170
IRISH SHRAPPE	170
DOUBLE CHOCO CHIP SHRAPPE	170
TIRAMISU SHRAPPE	170
NUTELLA SHRAPPE	180
OREO SHRAPPE	180
★ LOTUS BISCOFF SHRAPPE	200
BROWNIE SHRAPPE	200
SIGNATURE FRAPPE (100%ARABICA)	180



ICY COFFEE

ICED COFFEE	100
ICED AMERICANO	100
★ ICED VANILLA	120
★ ICED MOCHA	120
ICED CARAMEL	120
COLD BREW	130
(CLASSIC/APPLE/ORANGE)	
VIETNAMESE ICED BREW	150
(SHAKEN NOT STIRRED)	

SHAKES

CHOCOLATE SHAKE	150
BLACK CURRENT SHAKE	150
STRAWBERRY SHAKE	150
BUTTERSCOTCH SHAKE	150
OREO SHAKE	160
KITKAT SHAKE	170
★ NUTELLA SHAKE	180
BELGIUM CRUNCHY SHAKE	180
★ REDVELVET SHAKE	180
★ BROWNIE SHAKE	180
BLUEBERRY SHAKE	200
LOTUS BISCOFF SHAKE	200
ROCHER SHAKE	220

BRAIN FREEZERS

ICY BLUE	100
LITCHI SLUSH	100
GALAXY MOCKTAIL	130

Brownie
Shake



Oreo Shake + topping



Cappuccino

MOCKTAILS

CLASSIC LEMONADE	100
VIRGIN MOJITO	110
★ BLACK CURRENT MOJITO	110
STRAWBERRY MOJITO	110
GREEN APPLE SODA	110
★ WATERMELON LITCHI PUNCH	120
REDBULL MOJITO	210



FOOD

VEG BURGER	100
BRUSCHETTA	110
KOREAN BUN	130
PLAIN CHEESE MAGGIE	60
TANDOORI MAGGIE	120
PERI PERI MASALA MAGGIE	140
GARLIC BREAD	120
MASALA GARLIC BREAD	140
VEGETABLE WRAP	150
VEGETABLE TANDOORI PANEER WRAP	180
NACHOS BHEL	170
SUPREME VEGGIE PANINI	210
PIZZA PANINI	220
PANEER DELIGHT PANINI	250
MARGHERITA PIZZA WITH BASIL	180
FARMHOUSE PIZZA	200
TANDOORI PANEER DELIGHT PIZZA	240
FRENCH FRIES SALTED	120
FRENCH FRIES PERI PERI	140
CHEESY FRENCH FRIES	170

NOTHING BEFORE COFFEE®

NOW GLOBAL IN PORTO, PORTUGAL

AGORA ABERTO NO PORTO, PORTUGAL.



LET'S BREW SUCCESS STORIES WITH NBC

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