



TEA'S • SNACK'S • BAKERY

# **BUSINESS PROPOSAL**

## **2023**

FROM THE HOUSE OF VARDHAMAN GROUP OF INDIA



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## About Us

“Tea Kettly” (Tea, Snacks & Bakery) is a budget size concept and has started their operations from 2019, which aims to provide opportunity for young entrepreneurs and home makers who want to start their business in a small space with handsome profit.

“Tea Kettly” is the modern form of traditional business and the best quality of tea is enhanced by making a special blend of tea powder. “Tea Kettly” has made available varieties of teas, snacks and bakery products to relish the customers with affordable rates with minimum space & with maximum menus.

Tea kettly’s special tea blends, pleasing atmosphere and innovative interiors combine to create a healthy experience. “Tea kettly” motive is to reach the rural as well as urban areas through its unique menus. We have inhouse manufacturing facility of bakery products & snacks items which is made under the supervision of master chef which provide good quality and best taste to our customers.

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## Mission

To provide a one-stop solution for customer's cravings with varieties of authentic teas, appetizing Drinks, Snacks & Bakery products at a reasonable price and excellent service with hygiene.

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## Vision

To engage food lovers from all over the world with the authentic taste of our tea and savouries to create a lifetime relationship with our customers.



# Key Facts About Tea Kettly (FOFO)

TYPE	DETAILS
Trade Name	Tea Kettly
Industry	Food & Beverages
Founded	2019
Corporate Headquarters	Pune
Number Of Locations	Over 50+
Area Served	Maharastra, Karnataka, Uttar Pradesh, Gujrat Expanding In North and South As Well
Models	FoFo (Franchisee Own Franchisee Operated)
Menu Offering	Varieties Of Tea, Snacks And Bakery
website	teakettly.com

TYPE OF FEE	COST AND OTHER DETAILS
Floor Area	Min. 150 Sq. Ft.
Store Ambiance, Interiors & Concept Cost	Rs. 3-4 lacs (As Per Floor Area)
Machinery & Equipment	Rs. 2-2.5 Lacs (As Per Floor Area)
IT Support & Online Platforms	50,000/-
Agreement Period	6 Years, Renewable
Total Initial Investment	Rs. 5.5 Lacs to Rs. 7 Lacs
ROI	9-12 months


























Undoubtedly, the fast-food industry is growing at rapid pace but very few of franchises were able to cop up with the expansion and be a profitable chain for long. And, Tea Kettly chain has mastered its basics that grew from single outlet to over 50 plus outlets. The profitability of Tea Kettly chain may vary depending on several factors such as outlet's geographical locations, city, and capability of franchisee to control its expenses. Nevertheless, Considering the exponential rise in the food industry, minimal investment with high ROI, robust supply chain, robust presence in market, loyal customer base, Chef less products, training & support, and regular food innovations.

## On-the-job Training

Tea Kettly provides adequate on-the-job training. Especially in areas like soft skills, how to deal with customers, how to meet your sales targets, etc. This training is provided to all franchise employees for 7 days. Moreover, we promise 24\*7 support and training to support your daily operations. It is important to note that all these training and support costs are included in the franchise cost of Tea Kettly Thus, you will not be paying anything extra for training and support. This is actually a great feature of this franchise model.



# Tea Kettly (FOFO) Menu

TEA'S	TEA WITH SNACKS	HOT & COLD DRINKS
 <b>Rs.12</b> <b>KETTLY DUM TEA</b>  <b>Rs.12</b> <b>KETTLY MASALA TEA</b>  <b>Rs.15</b> <b>GULACHA CHAHA</b>  <b>Rs.20</b> <b>MASALA GULACHA CHAHA</b>  <b>Rs.20</b> <b>BINA SAKHRECHA CHAHA</b>  <b>Rs.20</b> <b>MUMBAI KADAK CHAI</b>  <b>Rs.20</b> <b>LEMON TEA</b>  <b>Rs.20</b> <b>ROSE BLACK TEA</b>  <b>Rs.20</b> <b>HOT COFFEE</b> PARCEL CHARGES EXTRA	 <b>Rs.10</b> <b>IDLI CHUTANY</b>  <b>Rs.20</b> <b>IDLI SAMBAR CHUTANY</b>  <b>Rs.20</b> <b>GARMA GARAM KANDE POHE</b>  <b>Rs.20</b> <b>KHAMANG RAVA UPMA</b>  <b>Rs.20</b> <b>PINAPPLE ORANGE SHEERA</b>  <b>Rs.25</b> <b>SWEET &amp; SALT HOT BUN MASKA</b> PARCEL CHARGES EXTRA	 <b>Rs.15</b> <b>LIMBOO SARBAT</b>  <b>Rs.20</b> <b>KALA KHATTA SARBAT</b>  <b>Rs.20</b> <b>MASALA PERU SARBAT</b>  <b>Rs.20</b> <b>ORANGE SARBAT</b>  <b>Rs.20</b> <b>DESI JEERA SARBAT</b>  <b>Rs.40</b> <b>THICK COLD COFFEE</b>  <b>Rs.49</b> <b>MANGO MILK SHAKE</b>  <b>Rs.49</b> <b>CHOCOLATE MILK SHAKE</b>  <b>Rs.49</b> <b>ROSE MILK SHAKE</b>  <b>Rs.49</b> <b>MASALA DUDH</b> PARCEL CHARGES EXTRA - KULHAD CHARGES EXTRA Rs. 5

ALL TIME FAVORITE COOKIES	PREMIUM TEA POWDERS
 <b>Rs.6</b> <b>VARDHAMAN CRUNCH COOKIES</b>  <b>Rs.6</b> <b>JAGGERY OATS COOKIES</b>  <b>Rs.6</b> <b>ALMOND COCONUT COOKIES</b>  <b>Rs.6</b> <b>KARELA COOKIES</b>  <b>Rs.6</b> <b>MAKKHAN TOAST</b>  <b>Rs.10</b> <b>CHEESY CHASKA MASKA COOKIES</b>  <b>Rs.10</b> <b>MIXED FRUIT BUTTER COOKIES</b>  <b>Rs.10</b> <b>PINEAPPLE COCONUT SLICE CAKE</b>  <b>Rs.12</b> <b>CRISPY CREAM ROLL</b>  <b>Rs.12</b> <b>FRUTILA FINGER CAKE</b>  <b>Rs.25</b> <b>DRYFRUIT MAWA CAKE</b>	 <b>Rs.100</b> <b>VARDHAMAN CTC</b>  <b>Rs.100</b> <b>VARDHAMAN DUST</b>  <b>Rs.100</b> <b>FAMILY MIXTURE NO 1</b>  <b>Rs.120</b> <b>VARDHAMAN MASALA TEA</b>  <b>Rs.150</b> <b>TULSI GREEN TEA</b>  <b>Rs.200</b> <b>IMMUNITY BOOSTER TEA</b>





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### PUNE HEAD OFFICE

Sector No. 173/2, Pandharkar Nagar, Near Beena English School,  
MIDC, Akurdi, Pune 411035. Maharashtra. INDIA.

### MUMBAI OFFICE & WEARHOUSE

Shop No 15, Ground Floor, Shah Complex III, Plot No. 2, Sector 13,  
Palm Beach Road, Sanpada, Navi Mumbai 400705.



[sales@vardhaman.group](mailto:sales@vardhaman.group)



9112230606



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