



®

A Coffee that Changes Lives



Welcome to
nature lovers paradise

Araku Valley





Araku Valley



About Araku Valley

India is a land of natural beauty known for its lush green forests, breath taking mountains, magnificent valleys and some major rivers. The Araku Valley is one of such locations that is treasured by nature lovers and trekkers. It is surrounded by stunning waterfalls, verdant green fields and gushing streams.

The unparalleled beauty of the hill station rising to a height of 5,000 feet is further enhanced by the thematic lighting, intoxicating the sensibilities of tourists. The heartening landscapes of Araku exude a sense of scenic charm that attracts tourists from India and the rest of the world.

Araku Valley is also famous for its rich coffee plantations. The aroma of fresh coffee beans is in the air of Araku throughout. The coffee plantations have been responsible to a large extent for the rehabilitation of the many tribes that stay in and around Araku Valley.

It was in 2007 that the first organic coffee brand by tribal growers was launched in India. This organic brand was named **Araku Emerald** and it enjoys global popularity.

Coffee grown in Araku valley

Type	: ARABICA & ROBUSTA
Variety	: S.5 , S.9, S.11 and S.795
Elevation	: 800 -5000 MSL (mean sea level)
Cultivation area	: 1.5 lakh acres
Farmers involved	: 1,00,000 families
Production	: 14,000 metric tons per annum
Cultivation type	: Organically cultivated





PASSION LED US HERE





Our passion is to enhance
ARAKU VALLEY COFFEE,
as one of the Speciality
Coffee from INDIA.



Our philosophy is simple -



Connect Tribal farmers/growers to get market access & increased price



It's all about the passion and commitment towards building and improving tribal farmer's income sources by purchasing coffee directly from the farmer, process and ship it to the customer at their doorstep . Our vision & goal is to provide specialty coffee in every cup which is originated at Araku Valley and known as one of the best shade -grown, 100% Natural, Organically cultivated & one the GI tagged Indian Coffee.

How are we different?

1. We work with farmers directly and are committed for the betterment of Tribal Farmers & Coffee grower's livelihood in this region (covering 120kms of coffee plantation from Narsipatnam to Anantha hills, Araku valley) & extend our foot prints in other GI tagged coffee regions in India.
2. We adopted villages where coffee is produced in various altitudes and aiming to build a market for Single origin coffees which is at great demand in domestic & international markets.
3. We have prepared a unique blend for serving the best south Indian filter coffee which is well appreciated for the last 7+ years by all the coffee lovers.
4. While we promote Araku valley coffee, a certain % of revenue goes for Tribal farmers welfare like free medical camps , support local doctors to take care of small needs like spectacles for senior citizens , medical equipment like oxygen concentrators & anything which is a real need of the hour to save tribal farmers lives.
5. We support in building next generation women in tribal region to become successful entrepreneurs.





An MOU to Establish **Women-Driven 100 Coffee Shops** in AP

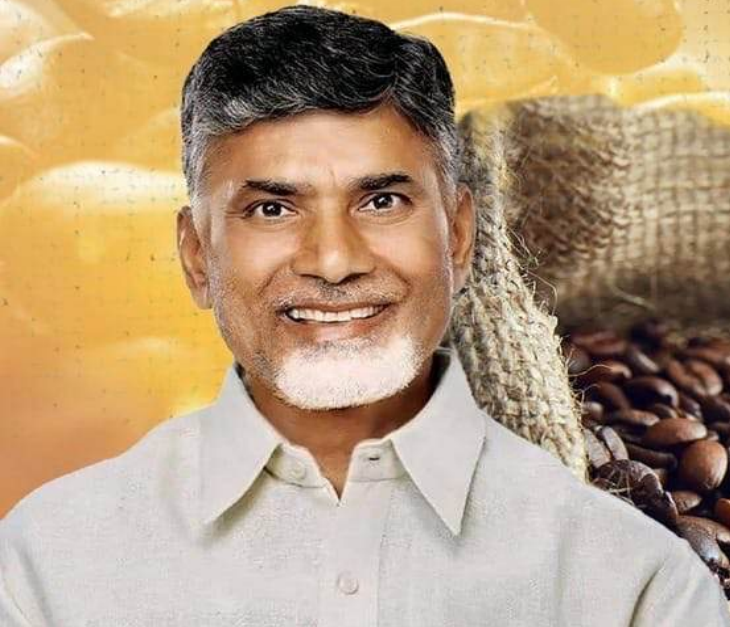


డాక్టరా మహిళలకు ఉపాధిగా అరకు కాఫీ తొలి విడతగా 100 అరకు కాఫీ జెట్‌లెట్స్

అరకు కాఫీ జెట్‌లెట్స్
ఏర్పాటు కోసం
మహిళలకు బ్యాంకు
రుణాలు

ఇది మరో స్టార్‌బక్స్
కావాలని ఆకాంక్షించిన
చంద్రబాబు గారు

అరకు కాఫీకి పాతికేళ్ల
క్రితమే బ్రాండ్ ఇమేజ్
తెచ్చిన చంద్రబాబు గారు





Franchise Opportunities

Opportunities



Premium Coffee shop
INR. 16 lakhs



EV-Mobile coffee shop
INR. 9 lakhs



National Highway coffee shop
INR. 9 lakhs



Coffee Kiosk / Store
INR. 7 lakhs

Note :

1. All Prices are excluding taxes.
2. Franchise agreement is for 2 years which is not transferrable.
3. Documents required for bank loans can be provided too.

Available at
**Opp. INORBIT Mall
Hyderabad**

NATIVE ARAKU COFFEE

ilabs



Price: ₹ 16 lakhs
Dimensions : 20 x 20 ft



PREMIUM COFFEE SHOP



First of its kind in
Indian coffee,
**EV- COFFEE ON
WHEELS**



Price: ₹ 9 lakhs
Dimensions : Standard Size



EV ~ Coffee on wheels



Available at
Annaram highway
Andhra Pradesh

ARAKU COFFEE

NATIVE

For Franchise
93325 59999

నేటివ్
అరకు కాఫీ



Price: ₹ 9 lakhs
Dimensions : 15 x 20 ft

**National Highway Coffee Shop
with EV charging point**





నేటివ్ అరకు కాఫీ

NATIVE ARAKU COFFEE

in association with
SERP-DRDA

Store Contact: Yohanu - 9705228748

నేటివ్ అరకు కాఫీ

Store
Yohanu
9705228748

in association with
SERP-DRDA

Joy of giving back to the society

Price: ₹ 7 lakhs

Dimensions : 15 x 15 ft



COFFEE KIOSK/SHOP



Franchise offering



PRODUCTS	Coffee Kiosk	National highway Coffee Shop	PREMIUM Coffee shop	EV - Mobile Coffee shop
Branding for the coffee Shop				
Interior	✓	✓	✓	✓
Exterior	✓	✓	✓	✓
Equipment				
Milk boilers – 2	✓	✓	✓	✓
Decoction makers – 2	✓	✓	✓	✓
Chiller Fridge -1	✓	✓	✓	✓
Sandwich maker - 1	✓	✓	✓	✓
Waffle maker - 1	✗	✓	✓	✓
Milk shake grinder – 1	✓	✓	✓	✓
Induction base & cookery – 1 set				
Micro-oven	✗	✓	✓	✓
Deep fryer	✗	✓	✓	✓
Security				
CC Camera	✓	✓	✓	✓
Billing				
Billing Software	✓	✓	✓	✓
Cash Counter	✓	✓	✓	✓
Lenovo Tab	✗	✓	✓	✓

Franchise offering



PRODUCTS	Coffee Kiosk	National highway Coffee Shop	PREMIUM Coffee shop	EV - Mobile Coffee shop
Utensils				
Basic Utensils for coffee making (Stainless Steel set)	✓	✓	✓	✓
Distributors connect				
Coca-Cola	✓	✓	✓	✓
Millet Cookies	✓	✓	✓	✓
Bakery products	✓	✓	✓	✓
Merchandise - Retailing				
Coffee powders	✓	✓	✓	✓
Signature collection coffees	✓	✓	✓	✓
Sustainability products (coffee mugs)	✓	✓	✓	✓
Coffee chocolates	✓	✓	✓	✓
Furniture				
Outside -High rise – Table - 2	✓	✓	✓	✓
Basic chairs & tables	✗	✓	✓	✓
Product display racks- 1	✓	✓	✓	✓
Hi-rise chair for counter - 1	✗	✓	✓	✓
Small stools - 4	✗	✓	✓	✓

COFFEE SHOP-MENU - tentative

(based on the location few menu items will change)



Hot Coffee	Price
South Indian Filter Coffee (120ml)	40/-
South India Filter Coffee (100ml)	30/-
Black Coffee	50/-
French Press black coffee - Live	50/-

TEA - Premix	Price
Ginger Tea - 120 ml	20/-
Masala Tea - 120 m	20/-
Lemon Tea - 120 ml	25/-
Plan tea - 120 ml	20/-

MILK	Price
Immunity Booster: Hot Milk with Pepper & turmeric (Organic)	25/-
Horlicks / Complain / Boost	20/-
Badam / Kesari Milk (Cold)	50/-

RETAIL - Merchandise	% share
Premium Coffee powders	18%
Signature collection	20 %
Eco-friendly Products	20%
Chocolates	20%
Other new products	20/-

Kids Favourite	Price
French fries	50/-
Veg Nuggets / Cheese Bytes	70/-
Chicken Nuggets	90/-
All varieties of ice-creams	-
All varieties - Milk shakes	-

Combo- based on location	Price
French fries + Ice cream	120/-
French Fries + Filter Coffee/ South Indian filter/ Ice cream	70/-
Veg Nuggets / Cheese Bytes + Vanilla milk shake	140/-
Chicken Nuggets + Vanilla Milk shake	160/-
Chicken Nuggets + Any Coffee	110/-

Snack Combo : French Fries + Veg nuggets / Cheese bytes /Ice cream	99/-
French Fries +Chicken nuggets	129/-

Take away will be Charged additional.

Revenue Projections & Profits

Sales vs expenditure vs margins



SALE	3 lakhs	4 lakhs	5 lakhs
RAW MATERIAL (stocks)	₹1,65,000	₹2,20,000	₹2,75,000
STAFF - 2 members	₹30,000	₹30,000	₹30,000
RENT (infra)	₹25,000	₹30,000	₹40,000
ELECTRICITY	₹8,000	₹10,000	₹15,000
ROYALTY	₹10,000	₹10,000	₹10,000
MISC	₹5,000	₹10,000	₹10,000
TOTAL EXPENSES	₹2,43,000	₹3,10,000	₹3,80,000
EXPECTED MARGINS	₹57,000	₹90,000	₹1,20,000

Note:

1. The franchise agreement is for 2 years
2. You can achieve ROI in 12- 18 months based on the sale trends mentioned above.
3. Real time support from the team is always our top priority.



Your success is our success & we will work together to build the brand



*the search
for perfection*



Our Selective Collection

South Indian Filter Coffee



Black Coffee



Instant Coffee



Our Premium Collection



Green Coffee Beans

Roasted Coffee Beans





Signature Collection



**Coffee/Rice Husk -
Small Coffee Cups**



**Coffee Husk
- Retro Cup**



**Our Sustainable
Collection
Made of Waste Husk**

Coffee Husk - Mug



**Coffee / Rice Husk
- Small Coffee Cups**





WE THANK YOU



for joining hands in building tribal farmers ecosystem



Our endeavour :

Every farmer should get what they deserve & by partnering with us as Franchisee, you are indirectly contributing to many tribal farmers income source.

Reach us at : NATIVE ARAKU COFFEE PVT LTD

Contact : Ram Kumar Varma P

Call : +91 - 9332559999

Email : info@nativearakucoffee.com

web : www.nativearakucoffee.com