



TEA'S • SNACK'S • BAKERY

BUSINESS PROPOSAL

2024

FROM THE HOUSE OF VARDHAMAN GROUP OF INDIA



TEA'S • SNACK'S • BAKERY



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 those 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.



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.



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.



Tea Kettly Financial Model

TYPE	DETAILS
Brand Name	Tea Kettly
Industry	Food & Beverages
Founded	2019
Project By	Vardhaman Group Of India
Corporate Office & Factory	Akurdi, Pune, Maharashtra
Number Of Locations	Over 50 +
Area Served	Maharashtra, Karnataka, Uttar Pradesh, Gujrat Expanding In North 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. 150-250 Sq. Ft.
Store Ambiance & Interiors	Rs. 3-4 Lacs (As Per Floor Area)
Machinery & Equipment	Rs. 1.5-2.5 Lacs (As Per Floor Area)
IT Support & Online Platforms	50,000/-
Agreement Period	6 Years, Renewable
Total Initial Investment	Rs. 5 Lacs To Rs. 7 Lacs
ROI	12 months

Note: Store operations services and facilities monthly charges extra.



Tea Kettly Financial Model





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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 65 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



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Tea Kettly Menu

TEA'S



₹ 12

Kettly Dum Chaha



₹ 12

Kettly Masala Chaha



₹ 15

Gulacha Chaha



₹ 20

Bina Sakharecha
Chaha



₹ 20

Mumbai Kadak Chai



₹ 25

Hot Coffee



₹ 20

Lemon Tea



₹ 25

Rose Black Tea



₹ 25

Green Tea



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Tea Kettly Menu

HOT & COLD DRINKS



₹ 15

Limboo Sarbat



₹ 25

Kala Khatta Sarbat



₹ 25

Gulabi Peru Sarbat



₹ 25

Desi Jeera



₹ 45

Thick Cold Coffee



₹ 59

Masala Dudh



₹ 59

Mango
Milk Shake



₹ 59

Chocolate
Milk Shake



₹ 59

Strawberry
Milk Shake



Tea Kettly Menu

TEA WITH SNACKS

 ₹ 10 Idli Chutney	 ₹ 18 Tasty Vadapav	 ₹ 20 Chatpata Samosa
 ₹ 25 Pohe	 ₹ 25 Upma	 ₹ 25 Sheera
 ₹ 25 Idli Chutney and Sambar	 ₹ 30 Bun Maska	 ₹ 36 Sabudana Vada
 ₹ 49 Aalo Paratha	 ₹ 59 Mix Veg Paratha	 ₹ 69 Paneer Paratha
 ₹ 45 Puneri Bhel	 ₹ 80 Jhatka Tarri Misal	

Tea Kettly Menu



ALL TIME FAVORITE COOKIES



₹ 6

Vardhaman
Crunch Cookies



₹ 6

Jaggery Oats
Cookies



₹ 6

Almond
Coconut Cookies



₹ 6

Makkhan
Toast



₹ 10

Cheesy Chaska
Maska Cookies



₹ 10

Mixed Fruit
Butter Cookies



₹ 10

Vanila Almond
Slice Cake



₹ 12

Crispy Cream Roll



₹ 12

Frutilla Finger Cake



₹ 25

Veg Masala Puff



₹ 30

Paneer Puff



₹ 30

Dry fruit Mava Cake



₹ 120

Almond Slice Cake



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Tea Kettly Menu

PREMIUM TEA POWDERS



₹ 100

Vardhaman
CTC Tea



₹ 100

Vardhaman
Dust Tea



₹ 100

Family
Mixture No1



₹ 120

Vardhaman
Masala Tea



₹ 150

Tulsi Green Tea



₹ 200

Immunity
Booster Tea



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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.



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