



# Franchise introduction



- **Amulya Amruttulya** is an emerging tea brand knocking hard in the food chain industry. Our brand is all set to bring the true authentic taste of tea at its best.
- **Amulya Amruttulya** was established in 2020 at Chandrapur, Maharashtra. Now network has expanded to more than 250 franchise all over India.
- **Amulya Amruttulya** is a franchise to be opened in different states throughout India, letting each street and every tea lover sip tea with an improvised taste
- **Amulya Amruttulya** was awarded the Maharashtra Best Tea Award 2024
- **Amulya Amruttulya** is a ISO Certified Company



# Mission & Vision



- **Amulya Amruttulya** is stepping ahead with a dignified aim to serve the original taste of tea, which people have forgotten with every passing year. Right from using the tea brewing processing to the flavors, we have tried our best to connect each tea lover to his or her roots. Through using the best quality tea leaves, we assure you to rejuvenate your love for tea and let you experience nostalgia.
- Each team member has joined us with a vision to serve the authentic taste of tea to each tea lover in India. We brew the tea in a way that it takes you back to the memories of your childhood relishing tea with your grandparents. We are striving hard to making every effort to help you fall in love with tea once again.







# Why Amulya Amruttulya

- Countless flavors available to enrich your love for tea
- Preserving the authentic taste of tea
- Tea for every mood and occasion
- Life-time End-to-end support in setting up & running the business.
- Amulya Amruttulya unique business model delivers high margin with a minimum investment, taking your business to a whole new level.
- Our franchise model yields good return on investment at a faster level. Thus, delivering guaranteed and greater profits
- We are a trusted, loved and recognized brand







# Market Scenario

- The tea business scenario has gone to some other level in the present food and beverage lover world.
- Keeping all the aspects in mind, we have decided to come up with a unique, taste-rich, and delectable range of beverages with our specialty- Chai (tea).
- To be a preferred tea lovers' spot in the future, we have come up with multiple flavored chai.
- Indians consume about 837,000 tons of tea every year, making it the country's most popular and beloved beverage. Chai has always been an integral part of Indian culture since British era.





# Targeted Customer

- **Amulya Amruttulya** target audience is two segments of the society, including- tea lovers who are carving for the new flavors and other is who never loved the taste of tea.
- We want to target people who never found tea an amazing way to wave off their stress and relish a calm evening.
- We have come up with unique flavors offered along with lip-smacking beverages to let people fall for tea.
- As per the current market senecio we offer more healthy chai as per the customer taste and preference we love to offer such a great taste with 100+ flavors.





# Franchise Model

- Franchise Fee - Rs. 30000 (Non-Refunable)
- Company will provide in the area of the franchise.
- We will provide training to the employees recruited by you.
- Tea powder, spices will be provided by us & this will be charged (you will have to use the milk suggested by us only).
- All the utensils, utilities, employees required in the shop will be yours.
- Area of the shop must be minimum 150 sq.ft.
- The make over of the shop takes approximately 2-3 lakh rps all done by you.
- Food License & 1 shop act license to be done by the franchise owner.
- Overall profit will be 40-50 thousand per month.





# Estimated Investment



- ACP Paneling, SS Work - 1,50,000
- Kitchen Setup - 40,000
- Other Work - 40,000
- Franchise Fee - 30,000

**Total Investment -  
Rs. 2,60,000**

## Monthly Expenses

- Shop Rent - 10,000 to 15,000
- Staff Salary (3) - 20,000
- Electricity & House Keeping - 6500 to 7000
- Bill Print Roll - 1000 to 1200

**Fixed Expenses  
per Month -  
35,000 to 43,200**



# Sales Projection

• Expected Sale Per Day	- 500 Cup/Day	- 1000 Cup/Day
• Selling Price Per Cup	- ₹ 10	- ₹ 10
• Cost Per Cup	- ₹ 5.50	- ₹ 5.50
• Gross Profit Margin Per Cup	- ₹ 4.50	- ₹ 4.50
• Gross Profit	- ₹ 67500	- ₹ 135000
• Monthly Expenses	- ₹ 33500	- ₹ 45000
<b>Gross Profit Per Month</b>	<b>- ₹ 34000</b>	<b>- ₹ 90000</b>

**Gross Profit Per Month -  
Rs. 34000 to Rs.90000 Per Month**





# Gallery





# Contact Us



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# THANK YOU

