

Investor Deck

Franchise Investment Opportunity





Brand Overview

Brewtopia is a premium coffee bar experience founded in Narnaul. With state-of-the-art machines, the finest coffee beans, and warm hospitality, Brewtopia offers a high-quality environment for people to work, meet, or unwind.



Brand Overview

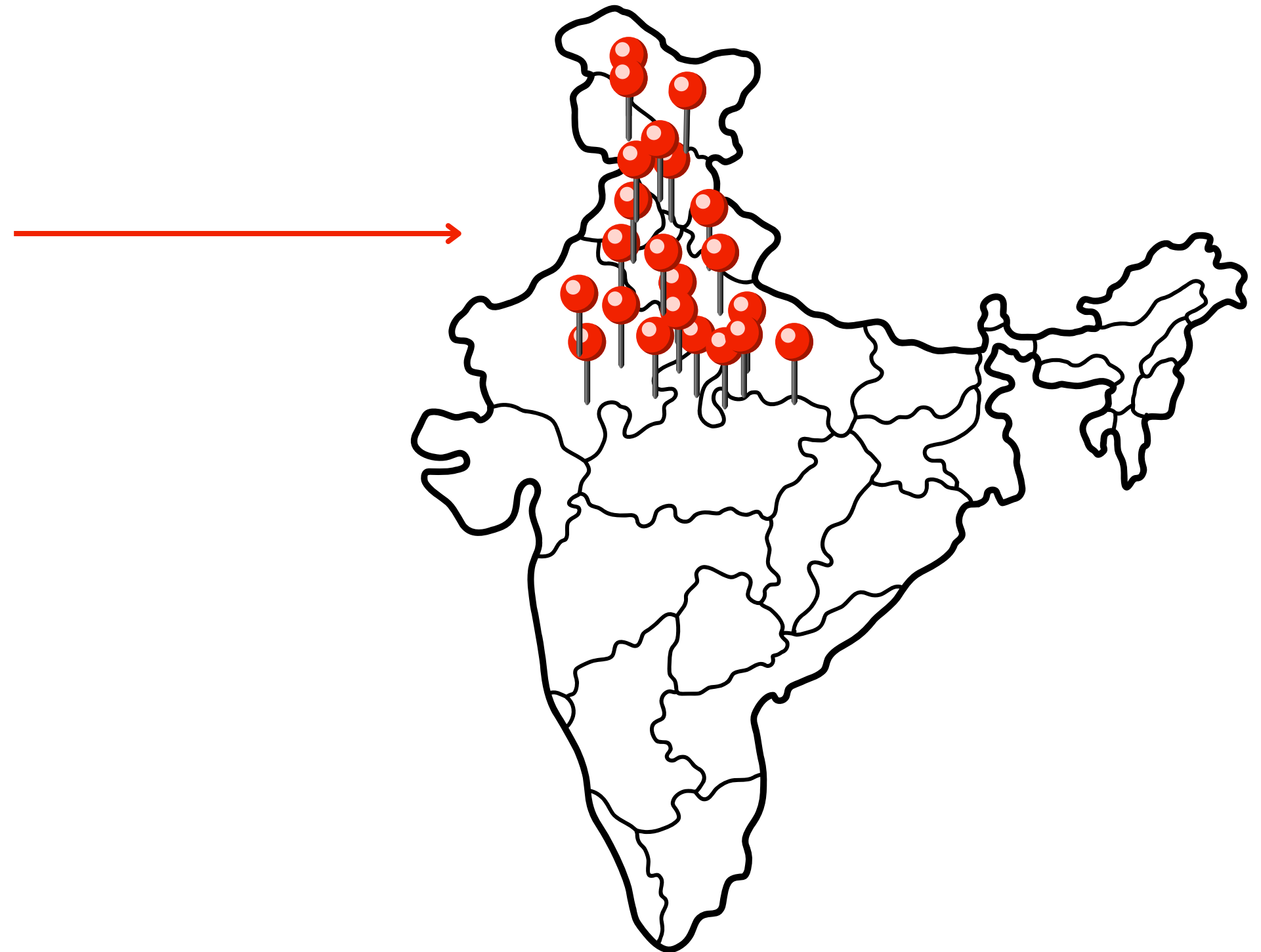
It's not just a café – it's a community hub.

- **Top-tier coffee equipment**
- **Premium Arabica/Robusta blends sourced globally**
- **Curated interiors for comfort and aesthetic appeal**
- **Multi-occasion hangout: work, socializing, or family time**
- **Community-first culture with modern café hospitality**



THE NORTH INDIAN MARKET IS UNDERGOING A COFFEE CULTURE TRANSFORMATION.

-  COFFEE BAR MARKET GROWING AT 12–15% YOY
-  SURGE IN TIER 2–3 DEMAND: NARNAUL, ROHTAK, HISAR, MEERUT, PANIPAT, JAIPUR, ALWAR, ETC.



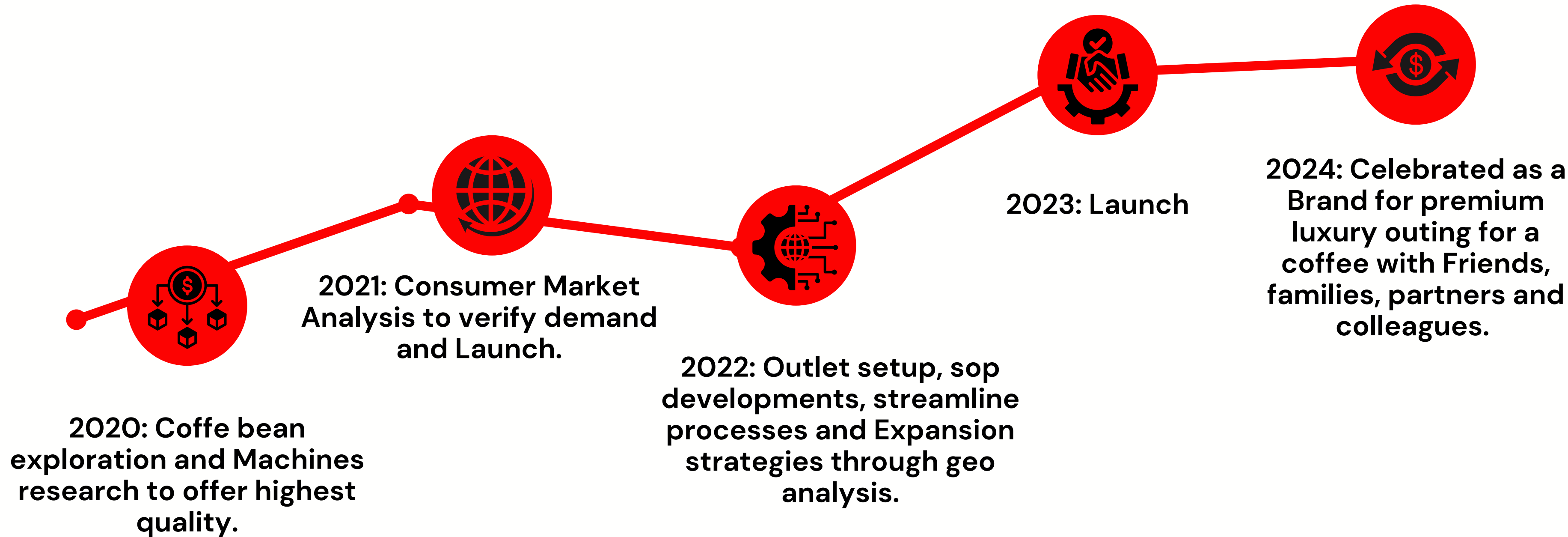


Why Now? – Coffee Culture Boom in North India

- 🧑💻 Millennials & Gen Z fueling the rise of coffee as a lifestyle.
- 🏢 Rise in co-working, café work culture, solo diners, and urban nuclear families.
- 📸 Café aesthetics = social media magnet

Growth Story

5 Years of Growth and Momentum



Menu Details

Something for Every Palate

Signature Coffee Brews (Hot/Cold)

House Mocktails

Loaded Sandwiches, Wraps, Maggi Bowls

All-day Breakfasts

Seasonal Specialties & Dessert Pairings



Coffee & Beverage

MENU

BRW
TOPIA

HOT TEA

Green tea

A healthy sip

₹69

Lemon tea/honey

Hot light and zest lemon tea

₹79

HOT COFFEE

Espresso (Black shot)

Ask for a 30ml coffee shot with some flavors of espresso - Hazelnut, caramel, Irish, Vanilla

REGULAR — LARGE
₹89 ₹119

Macchiato

Espresso shot with creamy milk foam

REGULAR — LARGE
₹119 ₹149

Cappuccino

Espresso with steamed milk with a creamy layer of foam with some flavours of Hazelnut, Carmel, Irish, Vanilla, Chocolate

REGULAR — LARGE
₹109 ₹149

Cafe Mocha

Enjoy cafe latte with chocolate

REGULAR — LARGE
₹149 ₹189

Biscoff Cappuccino

Enjoy cappuccino with flavor lotus biscoff

REGULAR — LARGE
₹169 ₹229

Classic hot Chocolate

Get hot creamy milk with melted chocolate

REGULAR — LARGE
₹159 ₹199

Hot Rocher

Hot creamy milk with crunch of ferrero rocher

REGULAR — LARGE
₹199 ₹249

Americano

Espresso coffee shot with hot water

REGULAR — LARGE
₹109 ₹129

Affogato

Enjoy espresso with vanilla ice cream

REGULAR — LARGE
₹189 ₹199

Cafe La瑤瑤e

Espresso with steamed milk with a thin layer of foam

REGULAR — LARGE
₹109 ₹149

Nutella Cappuccino

Cappuccino with nutella

REGULAR — LARGE
₹169 ₹229

Add onFlavours

Hazelnut/Caramel/Vanilla/Irish/Cinnamon

₹40

Hot Nutella

Hot creamy milk with flavor of nutella

REGULAR — LARGE
₹179 ₹229



Contact :- 9462000214

www.brewtopiacoffee.in



ICE TEA

Lemon Iced Tea

Get a refreshing iced tea with citrus flavour of lemon

REGULAR — LARGE
₹109  ₹139 


Lemon Mint Iced Tea

Ge lemon ice tea with flavor and fragrance of mint

REGULAR — LARGE
₹129  ₹159 

Cranberry/peach/ Ginger iced tea

Get a refreshing iced tea with the flavor of Cranberry/Peach/Ginger

REGULAR — LARGE
₹129  ₹159 

Red Bull Iced Tea


We have ice tea with red bull

LARGE
₹229  ₹299 

COLD BLAST

Classic Cold Coffee

Get a smoother and strong coffee flavor

REGULAR — LARGE
₹159  ₹189 

Oreo Frappe

Cafe frappe with crunch of choco brownie

REGULAR — LARGE
₹179  ₹219 

Brownie Frappe

Cafe frappe with crunch of coco brownie

REGULAR — LARGE
₹179  ₹219 

Biscoff Frappe

Cafe frappe with flavor of lotus biscoff

REGULAR — LARGE
₹159  ₹199 

Cafe Frappe

Rich creamy and milder coffee flavour

REGULAR — LARGE
₹169  ₹199 

Choco Frappe

Cafe frappe blend with chocolate

REGULAR — LARGE
₹179  ₹219 

Nutella Frappe

Cafe frappe with rich intense nutella flavor

REGULAR — LARGE
₹199  ₹249 

Add on Icecream

Add some icecream for extra flavor

₹40

COLD BREW/ICED COFFEE

Espresso on Rock

Rich espresso with full of ice

REGULAR — LARGE
₹119  ₹139 



Iced La瑤瑤e

Rich espresso with chilled milk over the ice

REGULAR — LARGE
₹149  ₹169 



Iced Americano

Rich espresso with chilled water over the ice

REGULAR — LARGE
₹129  ₹149 

Spanish La瑤瑤e

Espresso with condensed milk over the ice

REGULAR — LARGE
₹189  ₹199 

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Iced Cafe Mocha

Iced latte with chocolate flavor

REGULAR ~~169~~ LARGE ~~189~~

Cranberry/Orange/ Tonic Espresso

Espresso with cranberry/orange/
juice or tonic water over the ice
cube

REGULAR ~~179~~ LARGE ~~199~~

Vietnamese

Cold brew serve with condensed
milk and ice

REGULAR ~~229~~ LARGE ~~259~~

Virgin Mojito

Chilled mint mojito flavor made
using syrurp, fresh lemon and fresh
mint leaves

REGULAR ~~119~~ LARGE ~~139~~

Green Kiwi Lemonade

A refreshing drink with the combi-
nation of kiwi and green apple

REGULAR ~~149~~ LARGE ~~179~~

Passion Fruit Lemonade

A refreshing drink with the combi-
nation of passion fruit and peach

REGULAR ~~149~~ LARGE ~~179~~

Blue Ocean

A refreshing flavor of mint, ice,
lemon and blue lagoon

REGULAR ~~159~~ LARGE ~~189~~

Green Goddess

A drink with combination of green
apple, pineapple and a pinch of black
salt

REGULAR ~~149~~ LARGE ~~179~~

Nutella Iced Mocha

Iced latte with nutella flavor

REGULAR ~~199~~ LARGE ~~239~~

Cold Brew

Black-delicate and complete drink

REGULAR ~~199~~ LARGE ~~239~~

Mocktail

Flavor Mojito

Cranberry, strawberry, watermelon,
orange, green kiwi, green apple,
passion fruit, peach

REGULAR ~~139~~ LARGE ~~159~~

Red Berry Lemonade

A refreshing drink with the combi-
nation of cranberry and watermelon

REGULAR ~~149~~ LARGE ~~179~~

Espresso Lemonade

Our lemonade has caffeine

REGULAR ~~149~~ LARGE ~~179~~

Black Masala

A delicate balance of sweetness and
spice with flavor of blackcurrent

REGULAR ~~159~~ LARGE ~~189~~

Southern Spice

A delicate balance of sweetness,
tangy and spicy with flavor of
passion fruit

REGULAR ~~149~~ LARGE ~~179~~



Passion Sour

A combination drink of red bull with passion fruit and lemon

REGULAR LARGE
₹199 ₹229

SHAKES

Vanilla Shake

A reach blend of vanilla

REGULAR LARGE
₹129 ₹149

Strawberry Shake

Strawberry flavor blend with vanilla

REGULAR LARGE
₹149 ₹179

Mango Shake

You can taste mango anytime

LARGE REGULAR
₹149 ₹

Oreo Shake

Crunch it! Drink it!

REGULAR LARGE
₹149 ₹169

Blueberry Shake

A flavor of blueberry with vanilla

REGULAR LARGE
₹169 ₹189

Red Velvet Shake

This is for red velvet lovers

REGULAR LARGE
₹199 ₹239

Nutella Shake

This is for nutella lovers

REGULAR LARGE
₹199 ₹249

Cheese Cake Shake
Biscoff/Nutella

This is for nutella or cheese cake lovers

REGULAR LARGE
₹199 ₹239

Add on Icecream

Add icecream for exta flavor

₹40

Chocolate Shake

As chocolate as it can

REGULAR LARGE
₹149 ₹179

Pineapple Shake

A rich blend of pineapple flavor with vanilla

REGULAR LARGE
₹149 ₹179

KitKat Shake

Crunch of kitkat with vanilla

REGULAR LARGE
₹159 ₹189

Mango Oreo Crunch

Let twist oreo with mango

REGULAR LARGE
₹189 ₹199

Hazelnut Shake

Vanilla shake flavored with hazelnut

REGULAR LARGE
₹199 ₹239

Brownie Shake

Chocolate taste with crunch of brownie

REGULAR LARGE
₹199 ₹239

Biscoff Shake

Crunch of biscoff cookie with vanilla

REGULAR LARGE
₹249 ₹279

Ferrero Rocher Shake

Ferrero rocher+vanilla+nutella=
Ferrero rocher shake

REGULAR LARGE
₹199 ₹239





Coffee & Beverage

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IMPLEMENTATION PLAN



Franchise Model (Dine in) & Investment Requirements

Taxes Calculations are excluded and are APA



RETURN
ON
INVESTMENT

Capex

Opex

INVESTMENT REQUIRED DINE-IN MODEL

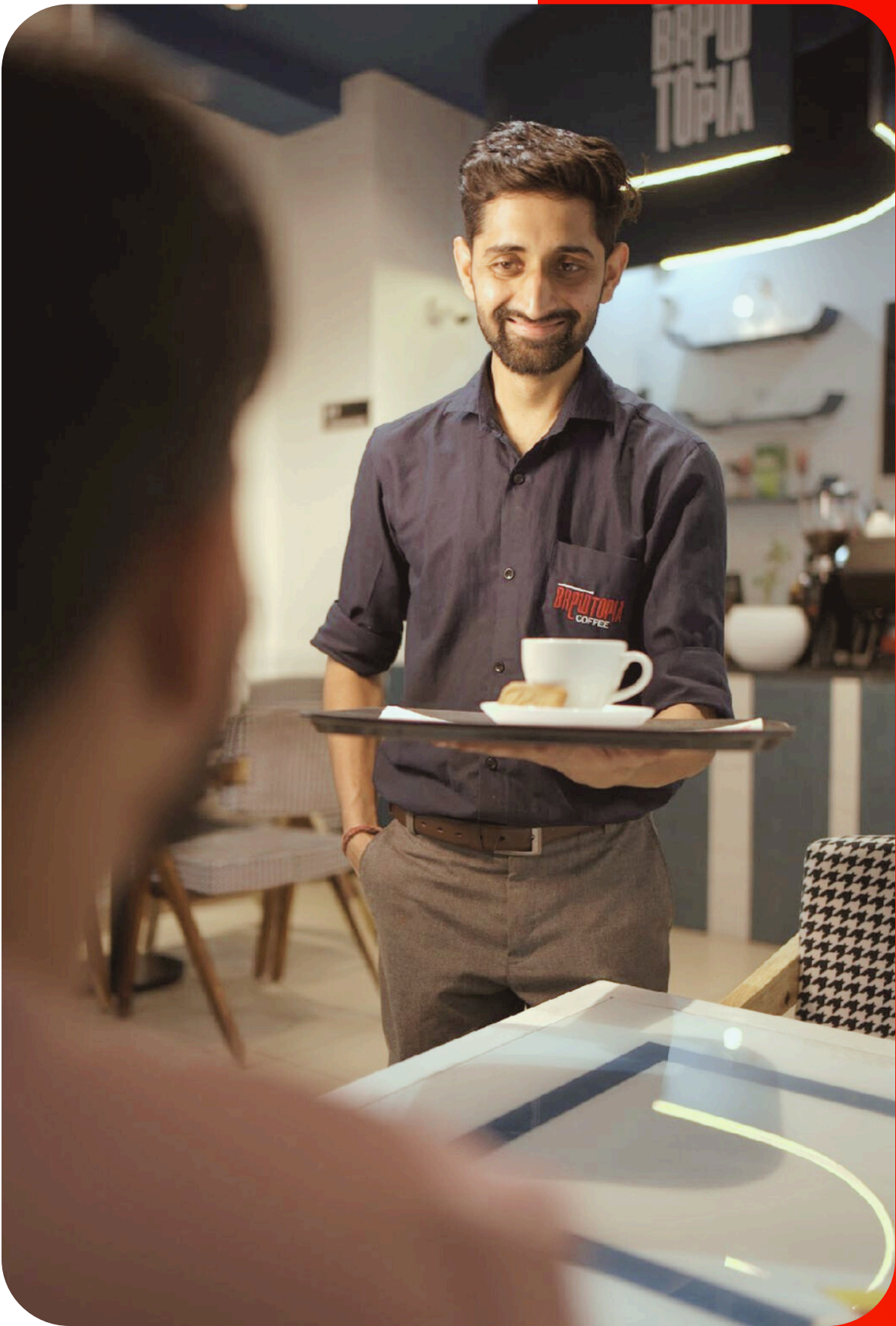
Area required: 800 sqft to 2000 sqft

Investment Plan: ₹.40.00 to ₹.50.00 lakhs - depends on the market rates of Operations.



COST BREAKDOWN - SETUP

Particulars	Estimated Amount (INR)
Franchise Fees (Non-refundable)	10,00,000 INR
Interior Setup & Civil Work	10,00,000 INR
Kitchen Equipment & Machinery	8,00,000
Furniture, Fixtures & Signage	5,00,000 INR
POS System, Billing & CCTV	2,00,000 INR
Rental and security	3,00,000 INR



**COST INCURRED ON MONTHLY BASIS TO KEEP
THE BUSINESS OPERATIONAL
EXPRESS MODEL**

Opex		
Salaries	1,00,000 INR	
Rent	1,00,000 INR	
Local MARKETING	25,000 INR	
Electricity + Water	30,000 INR	
Raw Material	25% of Revenue	3,18,750
Misc	20000	
Packaging Material	On Actual Charges	
Zomato and Swiggy commissions	30% Of Revenue from platforms	1,12,500
Total	7,06,250 INR	on anticipated revenue





Catering & Bulk Orders

We cater to bulk orders for parties, corporate events, and special occasions with customized menu options.



Online Aggregators

Digital platforms like Swiggy and Zomato connect us with customers for online, ordering, delivery, and payments



All Streams of Possible Income

Diversified revenue channels through multiple service formats.

Alacarte	
AOV	600
AON	50
Daily anticipated revenue	30,000
MRR	9,00,000
Aggregator Platforms + Online POS	
AOV	500
AON	25
Daily anticipated revenue	12,500
MRR	3,75,000
Total Revenue	(Alacarte(AOV X ANO) + Aggregator platform (AOV X AON)) X 12
TR	1,53,00,000 INR



MONTHLY REVENUE



TRR(MONTHLY): 12,75,000 INR

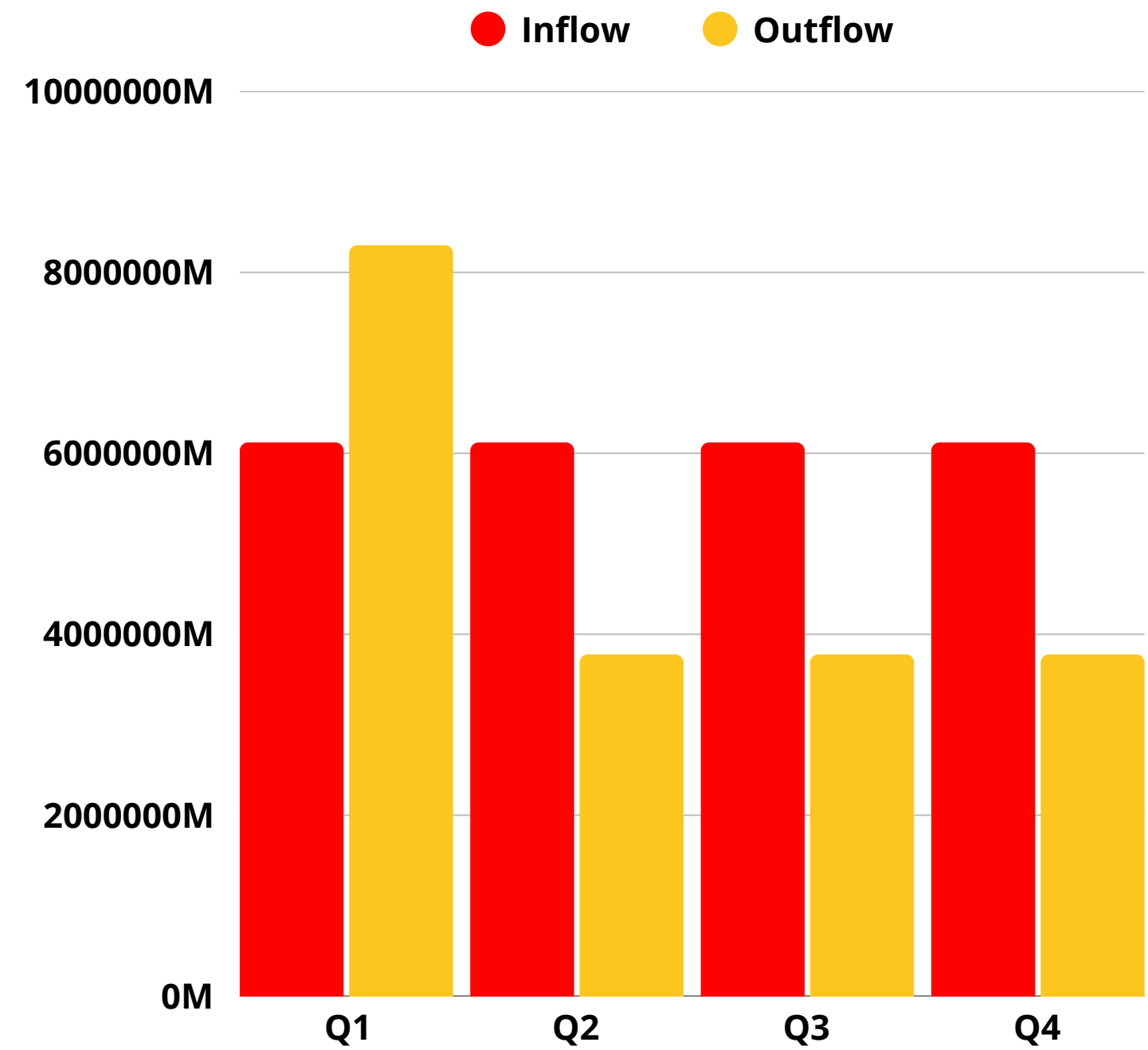
MONTHLY EXPENSE

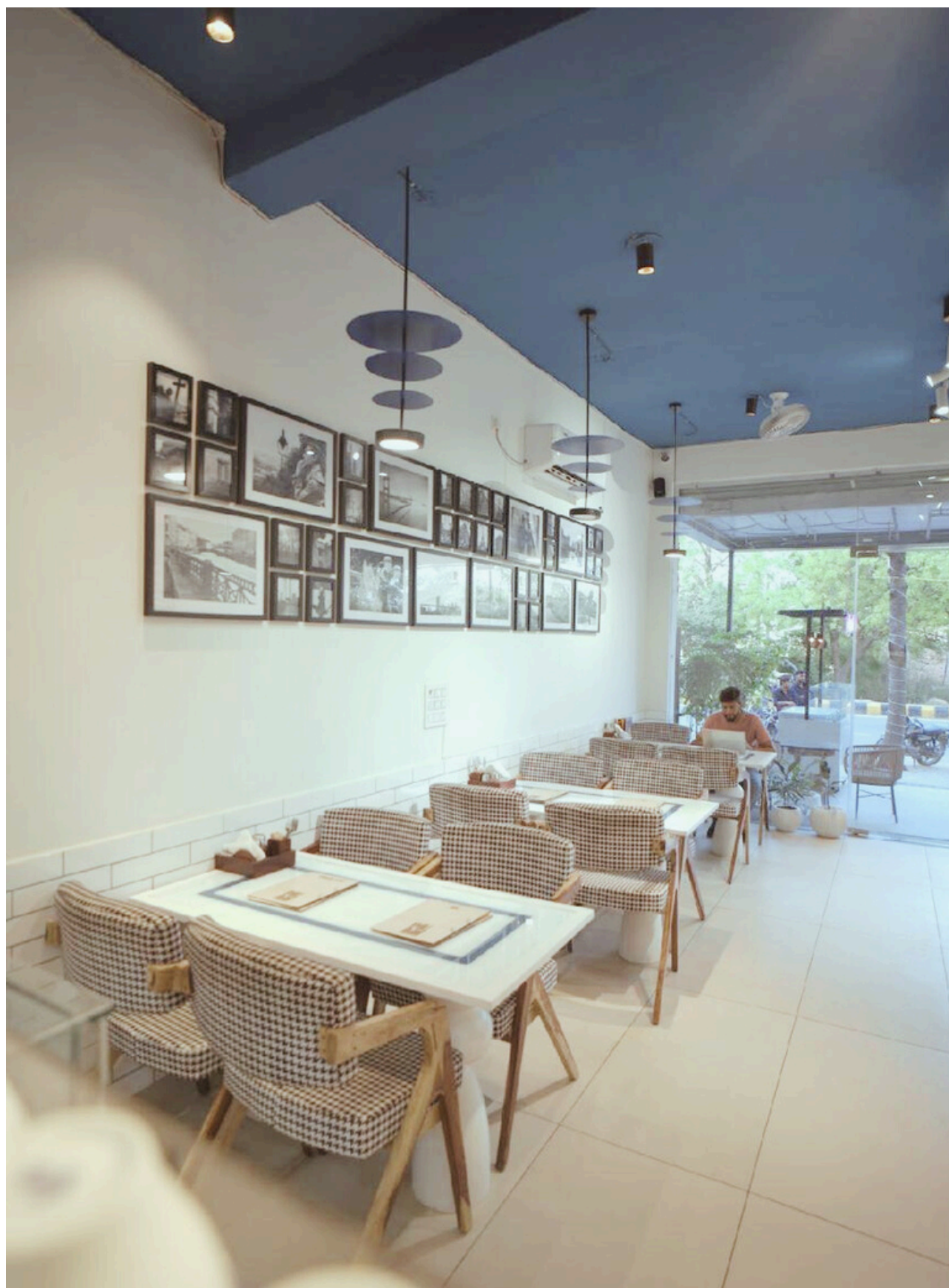
7,06,250 INR

REVENUE VS OPEX

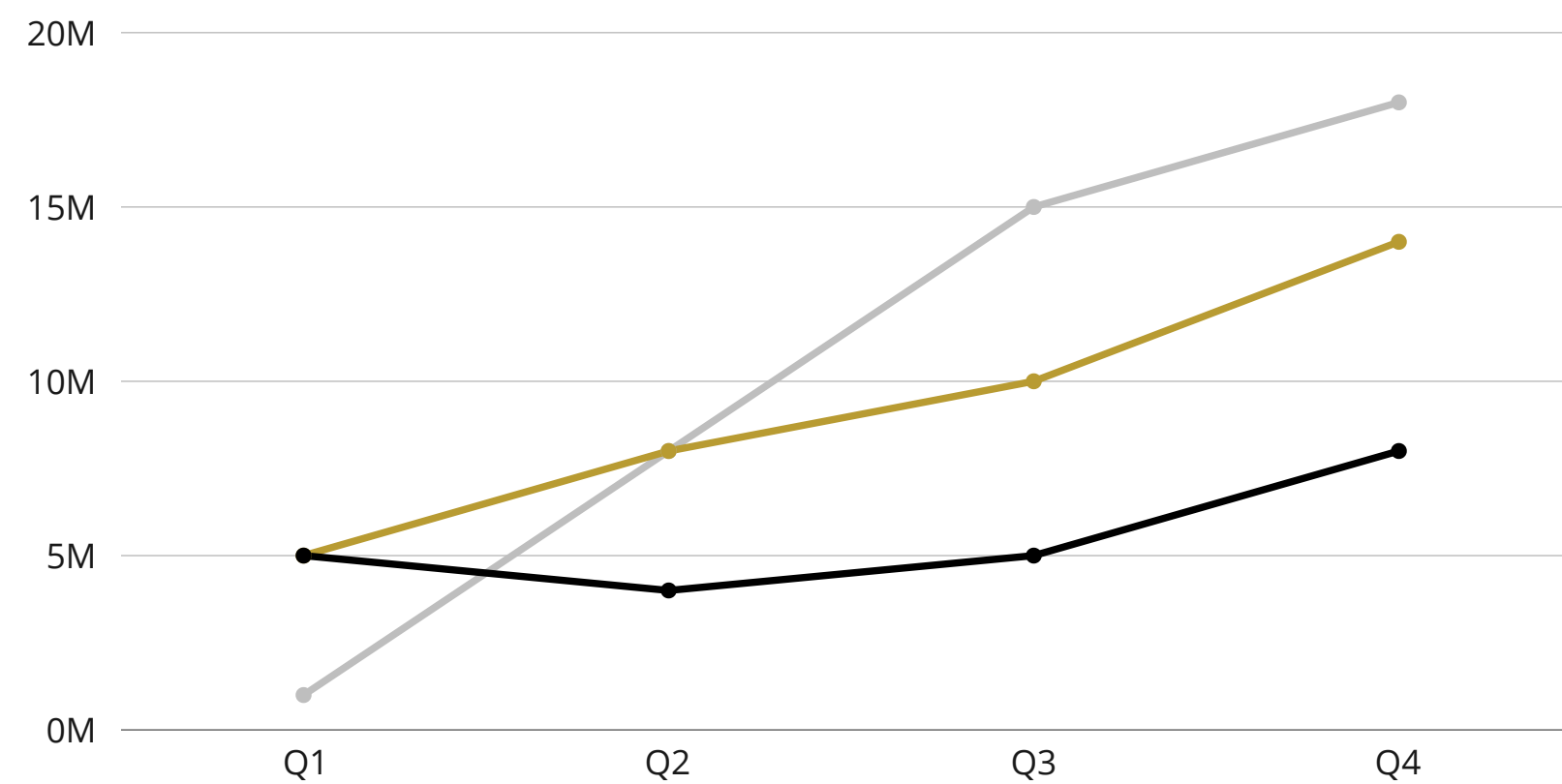
Q1 - Q4 INCOME UPDATES

Opex vs Revenue
Calculations





REVENUE SUMMARY:





Profit Margins

Profit Margin Year 1

28,25,000 INR

Profit Margin Year 2 (20% Revenue Growth)

86,80,000 INR

Profit Margin Year 3 (20% Revenue Growth)

1,04,16,000 INR

Profit Margins :
TOTAL REVENUE -(CAPEX + OPEX)

Marketing & Support for Franchisees

01. Marketing Support

Digital account management and campaign execution

02. Mandatory Marketing Contributions:

To be decided as a percentage

03. Exclusive Territory Rights

Based on locality

04. Training & Operational Support:

- Standard Operating Procedures (SOPs)
- Recipe guidance and logbooks
- Staff training
- Raw material supply
- Digital marketing and POS support





Legal & Compliance



Mandatory Licenses & Permits

- ✓ GST Registration
- ✓ Local municipal permits
- ✓ FSSAI License
- ✓ Trade License

Legal Agreements for Franchisees

- ✓ Franchise Agreement
- ✓ Operational Guidelines Contract
- ✓ Financial Terms & Royalty Agreement



The Brewtopia Edge

Element	Brewtopia Advantage
Product Quality	Barista-grade beans + latest tech machines
Ambience	Premium, cozy, Instagram-worthy
Experience	Community events, free Wi-Fi, work-friendly
Menu	Diverse: hot/cold coffee, mocktails, bites
Location Strategy	Emerging cities + high-street/college zones

“Take the next step
towards a
groundbreaking
opportunity.”

☎ +91-9958336451

BRPUTOPIA
COFFEE