



TRIBES ARAKU COFFEETM

WWW.TRIBESHOPY.COM



**Tribes
Arakü**
COFFEE



ABOUT US

OUR ORIGIN

Tribes Araku Coffee comes from the hills of Araku Valley, where our tribal farmers grow coffee with care and tradition. We are part of this tribal community, and we personally collect the coffee cherries from G.Madugula, Paderu, Araku Valley, Dumbriguda, Chintapalli, Koyyuru, Hukumpeta, Pedabayalu, Munchingiputtu, Ananthagiri, Gudem local farmers to ensure freshness and fair support. Our origin is rooted in the land, the people, and the rich culture of Araku Valley.

OUR MISSION

Tribes Araku Coffee comes from the hills of Araku Valley, where our tribal farmers grow coffee with care and tradition. We are part of this tribal community, and we personally collect the coffee cherries from local farmers to ensure freshness and fair support. Our origin is rooted in the land, the people, and the rich culture of Araku Valley.



TRIBES ARAKU COFFEE™

MENU

Coffee

Filter Coffee	30.00
Premium Filter Coffee	40.00
Sukku Coffee	30.00
Black Coffee	30.00
Bellam Coffee	25.00
Cold Coffee	40.00
Caramel Iced Latte	99.00

Hot Milk

Plain Milk	20.00
Pepper Milk	25.00
Bellam Pepper Milk	25.00
Badam Tea	25.00
Horlicks	25.00
Boost	25.00
Hot Chocolate	60.00



Hot Coffee

Cappicciono	99.00
Latte	99.00
Mocha	99.00
Mocha Latte	99.00
Signature Coffee	99.00
Americano	99.00
Bulletproof Coffee	99.00

Coffee Frappe

Iced Latte	99.00
Iced Americano	99.00
Iced Mocha	99.00
Coffee Frappe	99.00
Chocochip Coffee	99.00
Frappegato	99.00
Affegato	99.00

Add-Ons

Vanilla	12.00
Caramel	12.00
Hazelnut	12.00
Chocolate/Mocha	12.00
Butterscotch	12.00
Almond	12.00
Chinamon	12.00
Stawberry	12.00
Blueberry	12.00
Coffee Beans	1799.00
Filter Coffee Powder	1799.00
Instant Coffee Powder	2100.00



Small Bites

French Fries	69.00
Veg Sandwich	59.00
Corn Sandwich	79.00
Paneer Sandwich	89.00
Chicken Sandwich	49.00
Onion Samosa	12.00
Raagi Biscuits	15.00

Antibodies

Tulasi Green Tea	25.00
Lemon Tea	25.00
Lemon Tea	25.00
Lemon Grass Tea	25.00
Ginger Lemon Tea	30.00
Chamomile Tea	25.00
Green Tea	25.00

Tea

Dum Tea	99.00
Ginger Tea	99.00
Black Tea	99.00
Pepper Tea	99.00
Elaichi Tea	99.00
Masala Tea	99.00
Bellam Tea	99.00

Small Plates

Berry Blast	79.00
Virgin	69.00
Limemint	69.00
Blue Berry	69.00
Green appale	69.00
Watermelon	69.00
Strawberry	69.00

Milk Shakes

Oreo	99.00
KitKat	99.00
Chocochip	89.00
Vanilla	79.00
Chocolate	79.00
Butterscotch	79.00
Caramel	99.00



TRIBES ARAKU COFFEETM

Bullet Points

- Organic farming with natural profiles
- At 900–1100m elevation
- GI Tag in 2019 by Govt of India
- Organic manures and shade-tree leaf litter
- Around 1.5 lakh tribal farmers primary livelihood



TRIBES ARAKU COFFEE

FRANCHISE OPPORTUNITY

Start your dream business with a well-known brand, a ready-to-use system, and full support from our professional team. It's time to be your own boss!

- ✓ Proven Business Model
- ✓ Training and Support
- ✓ Marketing Support
- ✓ Potential For Faster ROI



CONTACT US

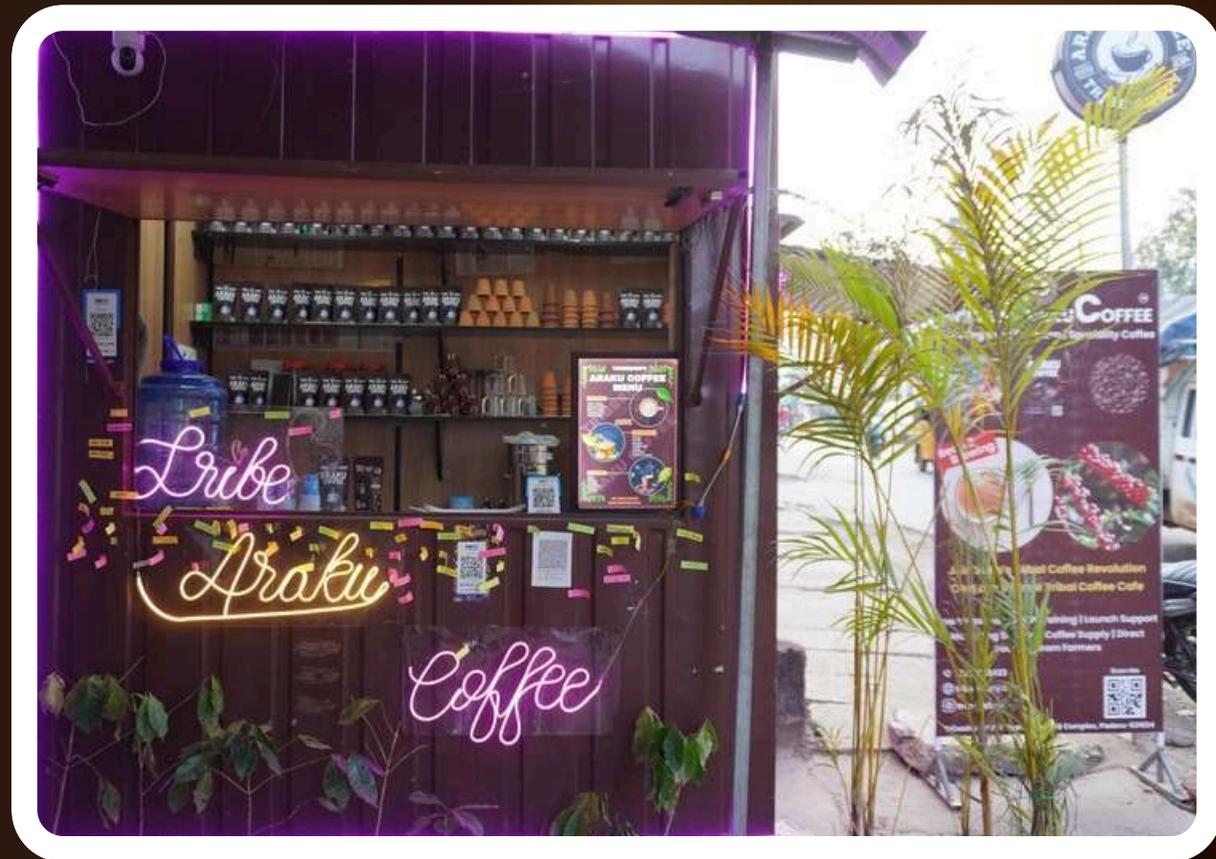
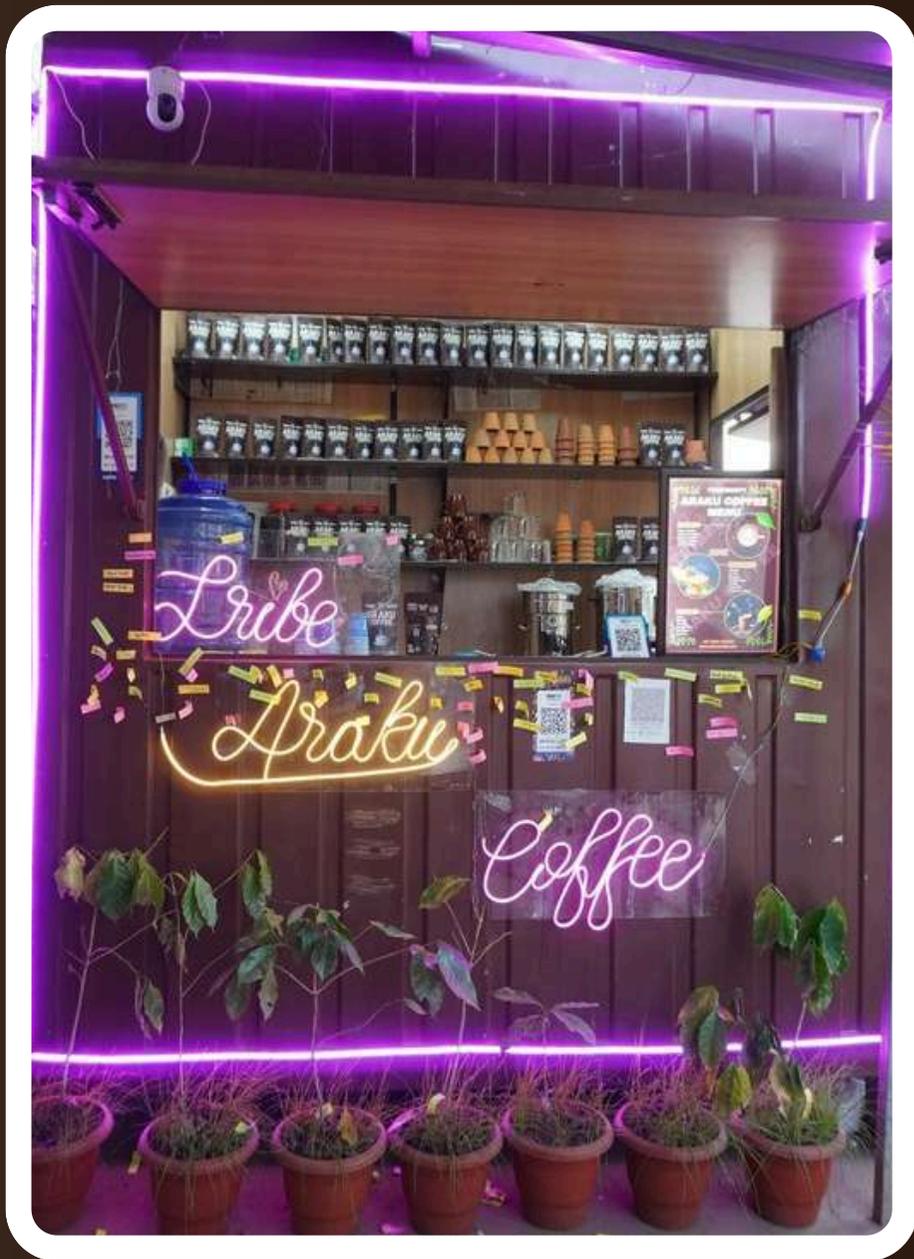


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tribeshopy.com





Tribes Araku Coffee

WHY TRIBES ARAKU COFFEE



TRIBES COFFEE UNIQUE BRAND

TRIBES ARAKU COFFEE BRINGS PREMIUM TRIBAL COFFEE FROM ARAKU VALLEY TO YOUR CITY, GIVING YOU A POWERFUL MIX OF PROFIT AND PURPOSE.



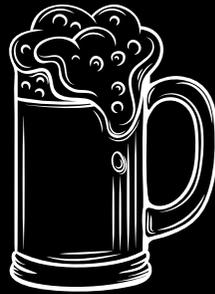
SIMPLE MENU, STRONG MARGINS

OUR FOCUSED MENU KEEPS OPERATIONS EASY, REDUCES WASTAGE, AND HELPS YOU EARN BETTER PROFIT ON EVERY CUP.



INDIA LOVES ARAKU COFFEE

USE THE POPULARITY OF ARAKU COFFEE AND TRIBAL FLAVOURS TO ATTRACT YOUTH, FAMILIES AND COFFEE LOVERS LOOKING FOR SOMETHING ORIGINAL.



HILLS TO YOUR CAFÉ

SERVE COFFEE GROWN BY TRIBAL FARMERS IN ARAKU VALLEY AND ATTRACT CUSTOMERS WITH A UNIQUE ORIGIN STORY THEY CAN FEEL PROUD OF.



MORE FORMATS, 1 STRONG BRAND

START WITH A KIOSK, SMALL CAFÉ OR FLAGSHIP OUTLET AND GROW STEP-BY-STEP WITH THE SUPPORT OF THE TRIBES ARAKU COFFEE BRAND.



JOIN WITH US

BECOME A FRANCHISE PARTNER AND BE PART OF A NATIONAL MOVEMENT TO TAKE TRIBAL ARAKU COFFEE TO EVERY CORNER OF INDIA.



GI-TAGGED SPECIALTY COFFEE

STAND OUT FROM NORMAL CAFÉS WITH GI-TAGGED ARAKU COFFEE, KNOWN FOR ITS RICH FLAVOUR, ORGANIC FARMING AND TRUSTED QUALITY.



PROFIT WITH SOCIAL IMPACT

EVERY FRANCHISE HELPS CREATE STEADY INCOME FOR TRIBAL FAMILIES, SO YOU GROW A BUSINESS THAT ALSO CHANGES LIVES.



YOUR HANDS FOR US

YOUR SUPPORT IS VERY IMPORTANT FOR THE DEVELOPMENT OF TRIBAL COMMUNITIES.

FRANCHISE REQUIREMENTS

STORE GUIDELINES

- **STORE SIZE: 80–120 SQ.FT. KIOSK OR COMPACT CAFÉ IN A PRIME MARKET AREA.**
- **LOCATION MUST HAVE HIGH VISIBILITY AND FOOTFALL WITH CLEAR FRONTAGE FOR BRANDING.**

MANDATORY UTILITIES

- **3-PHASE CONNECTION** **ELECTRICITY**
- **CONTINUOUS WATER IN AND OUT**
- **PROPER DRAINAGE AND EXHAUST/VENTILATION**
- **PREFERABLE LOCATIONS: BUSY MARKET STREETS, IT HUBS, CORPORATE AREAS, HOSPITALS AND MEDICAL CAMPUSES, MALLS, MULTIPLEXES, FUEL STATIONS AND HIGHWAY FOOD COURTS**
- **THE OUTLET MUST FOLLOW TRIBES ARAKU COFFEE STANDARD INTERIOR DESIGN, COLOUR THEME AND SIGNAGE TO MAINTAIN BRAND CONSISTENCY ACROSS ALL STORES.**

FRANCHISE TERMS

- **OUR TEAM WILL SUPPORT YOU IN FINALISING THE STORE LOCATION, LAYOUT AND EQUIPMENT LIST AS PER OUR APPROVED FORMAT.**
- **WE WILL SUPPLY CORE RAW MATERIALS:**
- **DETAILED SOPS FOR RECIPES, STORE OPERATIONS, HYGIENE AND CUSTOMER SERVICE TO ENSURE CONSISTENT QUALITY.**
- **MINIMUM 2–3 STAFF REQUIRED PER SHIFT**

FEE HEAD	AMOUNT	NOTES
INITIAL FRANCHISE FEE EQUIPMENT & MACHINES	₹3,00,000	BRAND USE LICENCE FOR 5 YEARS INCLUDES TRAINING & LUANCH SUPPORT BRAND USE LICENCE FOR 5 YEARS INCLUDES TRAINING & LUANCH SUPPORT COFFEE MACHINES, MILK BOILERS, FRIDGE, TV 43 INCH, SMALL KITCHEN ITEMS ETC
MONTHLY ROYALTY	4% OF GROSS SALES	PAID EVERY MONTH ON TOTAL SALES
TECHNOLOGY/POS	₹2000/MONTH	SOFTWARE, INVENTORY ETC

FRANCHISE FEE: 3 LAKH + 18% GST

SMALL MODEL

80-120 SQFT

INVEST-4.5 LAKH

ROYOLTY 4%

SUPPORT SERVICE

MEDIUM MODEL

144-400 SQFT

INVEST-9.5 LAKH

ROYOLTY 5%

SUPPORT SERVICE

TOTAL INVESTMENT IS APPROXIMATE AND MAY VARY BY AREA, OUTLET SIZE, AND LOCAL MARKET RATES.

INVESTMENT INCLUDES FRANCHISE FEE, EQUIPMENT, INTERIOR SETUP, INITIAL STOCK, AND BASIC LAUNCH EXPENSES.

FINAL COST WILL BE CONFIRMED AFTER SITE EVALUATION AND CURRENT MARKET PRICE ASSESSMENT.

INCOME & EXPENDITURE

GROSS SALES REVENUE	
Coffee & Bevarages (200 CUPS x ₹20) ₹4000/PER DAY	4000x30 1,20,000
Other Income 50x₹20 ₹1000/PER DAY	1000X30 30,000
GROSS TOTAL	1,40,000

MONTHLY EXPENSES	
Coffee Powder & Raw Materials	20,000
Salaries, Shop Rent, Electricity & Misc	45,000
GROSS TOTAL	65,000

GROSS SALES REVENUE	₹1,40,000
TOTAL EXPENDITURE	₹65,000

PROFIT = SALES-EXPENDITURE

PROFIT = 1,40,000-65,000

PROFIT = ₹80,000

 The value mentioned is only from selling coffee and hot coffee, and this amount is only an approximate figure.

CUSTOMER REVIEWS, CONTACT & LOCATION

5.0

RATING



Excellent
Authentic
Refreshing
Premium
Aromatic
Smooth
Rich
Unique
Natural
Flavourful
Memorable
Fantastic
Delightful
Strong
Balanced
Pure
Comforting
Lovely
Impressive
Outstanding



Tourists have shared a lot of great feedback about our coffee at my Tribes Araku Coffee cafe at PMRC Road, Paderu, ASR Dist-531024

- ✓ We tried Araku coffee during our trip and absolutely loved the rich, smooth taste
- ✓ Best coffee of our entire vacation, very fresh and naturally flavorful
- ✓ As tourists we just stopped for a quick cup, but the aroma made us stay for another
- ✓ The tribal story behind the coffee makes the experience even more special
- ✓ Tourist-friendly place and superb tribal coffee – a must-try
- ✓ Araku coffee made our morning walks in the valley even more memorable
- ✓ Natural Aromatic coffee is Araku Coffee
- ✓ Bitterness is exploring tribal farming methods



Tribes Shoppy
Tribes Araku Coffee
PMRC Road
Beside ITDA
Paderu
ASR Dist-531024



Chat with Me



Scan Me & Chat



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Some fraudsters are misusing the name “Tribes Araku Coffee” franchise and asking people for money; we have not authorised any person or agent to collect payments, so do not pay anyone without verifying our official contact details and bank account.