टी केटली®

#AapliKettly

BUSINESS PROPOSAL 2026 - 27

From the House of Vardhaman Group of India



#AapliKettly

Brand Introduction

Tea Kettly is a budget-friendly concept offering hot and cold beverages, snacks, and bakery items at affordable prices. Built on the principle of requiring minimum space while generating maximum profit, we provide a modern twist on traditional business. Established in 2019, Tea Kettly was created to give young entrepreneurs and homemakers the opportunity to start a highly profitable small business.



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Our Story

Coming from the house of the Vardhaman Group of India, Tea Kettly combines special tea blends, a pleasing atmosphere, and innovative interiors to deliver a great customer experience. Led by Director Vardhaman Bamb, our goal is to reach both rural and urban areas with our unique menus. To ensure top-tier quality and cleanliness, we operate an in-house manufacturing facility for our bakery products, tea, coffee powder, and snacks in a highly hygienic environment.



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Mission

To provide a one-stop solution for customer cravings with varieties of authentic teas, appetizing drinks, snacks, and bakery products at a reasonable price, alongside excellent service and hygiene.



Vision

To engage food lovers from all over the world with the authentic taste of our tea and savouries, creating a lifetime relationship with our customers.

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Core Brand Values & Support



High Returns

A model specifically designed for minimum investment and high returns.



Customized Design

We provide full technical, designing, and store setup support with a customized concept for your location.



Operational Excellence

We offer comprehensive store operation management training and ongoing store monitoring.



Marketing & Growth

Benefit from our dedicated marketing support and exciting seasonal product launches to keep customers coming back.

Business Model Overview
(Tea Kettly Kiosk)

Category	-	Details
Brand Name	-	Tea Kettly
Industry	-	Foods & Beverages
Franchisee Type	-	FOFO (Franchisee own Franchisee operated)
Space Required	-	Min. 60 Sq Ft
Menu Offering	-	Varieties of Tea, Coffee, Tea Time Snacks, Cold Beverages and Bakery.
Available Areas	-	Maharashtra, Gujarat, Karnataka, Uttar Pradesh, Hyderabad, Bihar, Bengal, Odisha, Jharkhand & Madhya Pradesh.



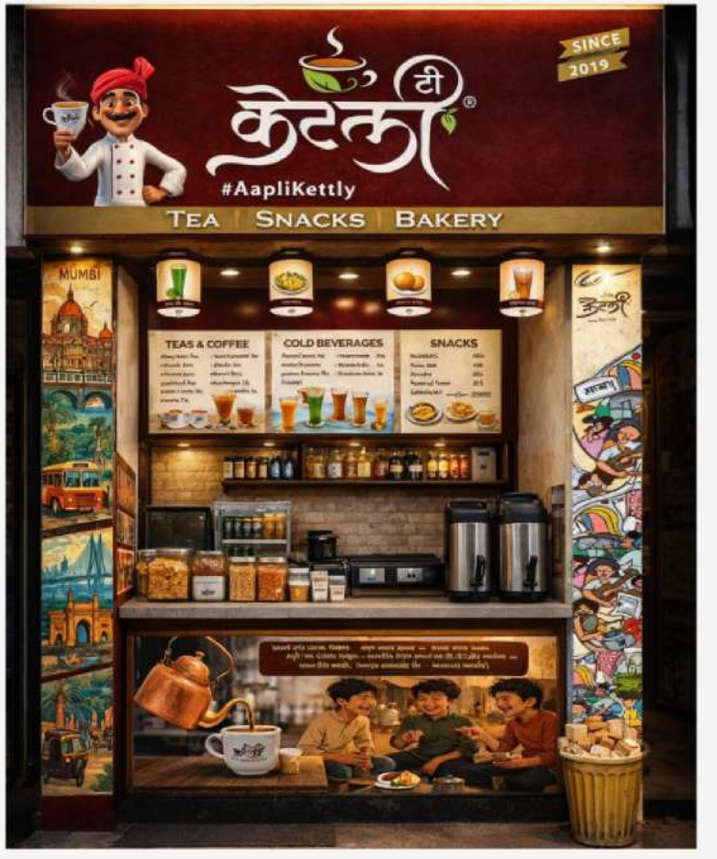
Investment Details

Minimum Area Required	Total Investment
Min. 60 Sq Ft	Rs. 4,00,000 + GST

Agreement Period	Expected ROI
3 Years (Renewable)	12 Month

Business Model Overview
(Tea Kettly Amruttulya)

Category	-	Details
Brand Name	-	Tea Kettly
Industry	-	Foods & Beverages
Franchisee Type	-	FOFO (Franchisee own Franchisee operated)
Space Required	-	Min. 100 Sq. Ft.
Menu Offering	-	Varieties of Tea, Coffee, Tea Time Snacks, Cold Beverages, Bakery and Tea powder.
Available Areas	-	Maharashtra, Gujarat, Karnataka, Uttar Pradesh, Hyderabad, Bihar, Bengal, Odisha, Jharkhand & Madhya Pradesh.



Investment Details

Minimum Area Required	Total Investment
Min. 100 Sq. Ft.	Rs. 4,00,000 + GST

Agreement Period	Expected ROI
3 Years (Renewable)	12 Month

Business Model Overview
(Tea Kettly Modern)

Category	-	Details
Brand Name	-	Tea Kettly
Industry	-	Foods & Beverages
Franchisee Type	-	FOFO (Franchisee own Franchisee operated)
Space Required	-	Min. 200 Sq Ft
Menu Offering	-	Varieties of Tea, Coffee, Snacks, Cold Beverages, Bakery and Tea powder.
Available Areas	-	Maharashtra, Gujarat, Karnataka, Uttar Pradesh, Hyderabad, Bihar, Bengal, Odisha, Jharkhand & Madhya Pradesh.



Investment Details

Minimum Area Required	Total Investment
Min. 200 Sq Ft	Rs. 5,00,000 + GST

Agreement Period	Expected ROI
3 Years (Renewable)	12 Month

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Menu List

TEAS	-	₹12 To ₹40
COFFEE	-	₹25 To ₹50
COLD BEVERAGES	-	₹15 To ₹50
SNACKS	-	₹20 To ₹70
BAKERY	-	₹6 To ₹12
TEA POWDERS	-	₹100 To ₹150



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What You Get In This Setup

- **Complete Store Setup:** Store ambiance and interiors, bringing the unique Tea Kettly concept to life.
- **Equipment:** All necessary machinery and equipment required to operate the menu.
- **Technology:** Complete IT support and online platform integration.
- **Training:** Expert training in store operation management to ensure smooth daily running.

Note:
Setup costs may vary slightly depending on your store conditions. Initial raw material stock is billed separately. GST is applicable as per actuals, and transportation of materials to your location is extra.



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Your Journey To Opening
(Franchisee Inauguration Procedure)

1. **Initial Discussion**
(Business Model + ROI Explained)

2. **Location Shortlisting**
(2–3 Options Shared)

3. **Site Inspection & Approval**
(Footfall + Rent + Visibility Check)

4. **Franchisee Proposal**
(Investment + Terms & Conditions)

5. **Agreement Signing & Booking Payment**
(LOI / Franchisee Agreement)

6. **Outlet Layout & Design**
(Civil, Electrical, Branding)

7. **Interior Work & Setup**
(2D / 3D Plan, Branding Theme)

8. **Interior Work & Setup**
(Civil, Electrical, Branding)

9. **Equipment Installation**
(Kitchen + Billing machine + Signage)

10. **Raw Material Dispatch**
(Opening Stock Kit)

11. **Staff Training**
Providing necessary training to your operational team.

12. **Pre-Launch Testing**
(Menu + Equipment Testing)

13. **Marketing & Promotions**
(Social Media + Opening Offers)

14. **Grand Opening**

15. **Post-Opening Support**
(Audits + Marketing + Supply Chain)

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PUNE HEAD OFFICE

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