

Aappa Filter Coffee

Franchise Proposal

Brew India.
Serve the World.





ABOUT US

Aappa Filter Coffee is Pune's very own celebration of India's traditional filter coffee culture. Known for our live decoction brewing, authentic taste, and curated beans from Karnataka, Kerala, Tamil Nadu, and Andhra Pradesh, we aim to bring the soul of Indian coffee to every corner of Pune and beyond.




VISION & MISSION

Vision

To be the world's No.1 coffee-serving company
- Indian in soul, global in presence.

Mission

Combine traditional brewing with modern café culture, supported by a profitable franchise model.



FRANCHISE OPPORTUNITY IN PUNE

We are inviting passionate foodpreneurs, hospitality enthusiasts, and investors to join our Pune expansion. The city's food culture is vibrant, with high footfall zones at:

- ☛ Food gullies in FC Road, JM Road, Baner, Kothrud, and Camp
- ☛ Food courts in Phoenix Marketcity, Westend Mall, Seasons Mall, Amanora
- ☛ Corporate parks like Hinjewadi IT Hub, EON IT Park, Magarpatta, SB Road Tech Parks
- ☛ Prominent shopping hubs: Laxmi Road, MG Road, Koregaon Park, Aundh Central

Our vision is to place Aappa Filter Coffee at every high-footfall food junction, serving both daily commuters and coffee lovers.

PUNE FRANCHISE INVESTMENT MODEL (USD)

Option A: Standard Setup (Street Location / Office Parks)

- ☛ Franchise Fee: Rs. 3,00,000 + GST
- ☛ Furniture & Interior Cost: Rs. 4,00,000 - Rs. 5,00,000
- ☛ Equipment & Machinery: Rs. 4,00,000
- ☛ Initial Raw Material Stock: Rs. 2,00,000
- ☛ Opening & Marketing Cost: Rs. 50,000
- ☛ Total Investment: Rs. 13.5 - 14.5 Lakhs
- ☛ Royalty: 4% on monthly gross sales

Option B: Mall Setup (Food Courts / High-End Retail)

- ☛ Franchise Fee: Rs. 5,00,000 + GST
- ☛ Other costs remain the same
- ☛ Space Required: 80-150 sq. ft.

Why partner with AAPPA FILTER COFFEE ?

- ☛ Strong Pune brand recall and loyal local customer base
- ☛ Compact, efficient setup perfect for high-rent areas
- ☛ 7 signature decoction styles using south Indian beans
- ☛ Coffee + snacks = high repeat business
- ☛ End-to-end training, branding, and marketing support

FRANCHISE SUPPORT

- ☛ Store setup and interior guidance
- ☛ Staff hiring and training
- ☛ Raw material procurement
- ☛ Brand POS, menu, and cafe collaterals
- ☛ Launch and marketing strategy
- ☛ Ongoing business mentoring



OUR EXISTING LOCATIONS IN PUNE

- ☯ Inside Deccan Gymkhana Club
- ☯ Near More Vidyalaya Kothrud
- ☯ Donje , Khadakwasla
- ☯ Tilak Tank, Karve Road
- ☯ Prestige Point, Shukrawar Peth
- ☯ Wadgav Sheri
- ☯ Nal Stop, near Ranka Jewellers
- ☯ SNTD, Erandvane

Contact

- ☯ **Email:** franchise@appafiltercoffee.com
- ☯ **Website:** www.appafiltercoffee.com
- ☯ **Phone:** +91 75880 14870
- ☯ **HQ:** Pune, India | Dubai Franchise Office: Launching Soon