

Aappa Filter Coffee

Dubai Franchise Proposal

Brew India.
Serve the World.





ABOUT US

- India's soulful, authentic filter coffee brand - now expanding globally.
- 7 traditional filter coffee styles from Karnataka, Kerala, Tamil Nadu, Andhra Pradesh.
- 20+ exotic beans from Ethiopia, Colombia, Brazil, Kenya, and more.
- Premium South Indian café experience in Dubai.

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.





EXCLUSIVE DUBAI LAUNCH OFFER

- ☛ Franchise Fee: \$25,000 USD
- ☛ 50% OFF - Pay Only \$12,500 for the first 2 franchise partners in Dubai!
- ☛ Limited-time early mover advantage.

DUBAI FRANCHISE INVESTMENT MODEL (USD)

- ☛ Space Required: 800–1000 sq. ft.
- ☛ Equipment & Machines: \$9,000
- ☛ Interior & Furniture: \$13,000
- ☛ Initial Raw Material Stock: \$4,000
- ☛ Franchise Fee: \$25,000 (or \$12,500 for first 2)
- ☛ Pre-Launch Marketing: \$2,000
- ☛ Total Investment: \$53,000 – \$55,000
- ☛ ROI Timeline: 12–15 months | Royalty: 4%



FRANCHISE SETUP PROCESS

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- ☛ Submit Application & Token Booking
 - ☛ Site Finalization by Dubai Team
 - ☛ Sign Franchise Agreement (online/in-person)
 - ☛ 20-Day Training (Hybrid: India + Dubai)
 - ☛ Interiors & Equipment Setup
 - ☛ Grand Launch & Marketing Rollout

TARGET LOCATIONS IN DUBAI

- **Bur Dubai**
Expat Hub
- **Karama**
High Indian Footfall
- **Al Barsha / Tecom**
Tourist & Student Zones
- **Jumeirah**
Café Destination
- **Business Bay**
Corporate & Premium Crowds



Why will AAPPA FILTER COFFEE Succeed in Dubai ?

- 7 Indian filter brews + 20+ international coffee beans
- Nostalgia for UAE's 2.8M+ Indians
- Eco-conscious design: biodegradable cups, brass filters
- Unique 'Filter Coffee Theatre' with live brewing
- High-margin, low-wastage, daily-consumed product

REVENUE STREAMS

- Dine-In & Takeaway
- Retail Coffee Beans (Indian + International)
- Coffee Subscriptions (B2C & Corporate)
- Coffee Accessories & Merchandise
- South Indian Fusion Snacks & Desserts

FRANCHISE BENEFITS

- 50% Franchise Fee Discount (First 2 Only)
- Exclusive Zonal Rights
- Setup, Interiors & Licensing Assistance
- End-to-End Training (Product + People + Tech)
- POS Tech + Marketing Collateral + Brand Support



GLOBAL ROLLOUT VISION

Dubai



Abu Dhabi



Singapore



London



Toronto



New York



Sydney

Contact

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- 📍 **HQ:** Pune, India | Dubai Franchise Office: Launching Soon

