Aappa Filter Coffee

Dubai Franchise Proposal





- 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.

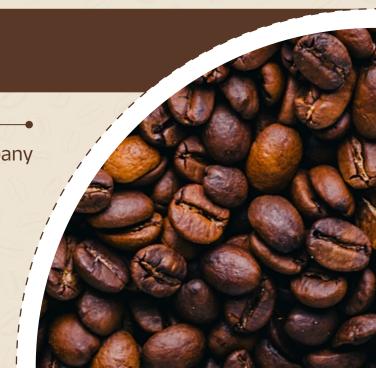
VISION & MISSION

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

- 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 Cro

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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