

# Mud Cups

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## Franchise Proposal



[www.mudcups.in](http://www.mudcups.in)



# About **Mud Cups**

Mud Cups cafe Joint Franchising Company is a rapidly growing and innovative business that has taken the cafe Industry by storm. Mud Cups Founded in 2020 and has garnered a loyal customer base and is now expanding its reach through franchising.



# Why Mud Cups

- Customer Favorite Destination
- Unique Taste and Secret Recipes
- Appealing Eye Betraying Ambience
- Flexible Franchising Approach
- Proven Business Model
- Proximity to Target Audience
- Profit Potential

*Mud Cups intent is to generate en-tea-entrepreneurs by providing end to end support.*



# Our Reach

OUTLETS

**55+**

OUTLETS

**25K+**

CUPS SALES  
EVERY DAY

**5M**

TEA SERVED



**BECOME AN EN-TEA-PRENUER !**

# Our Franchise Models



## Mud Cups **MINI**



## Mud Cups **EXPRESS**



## Mud Cups **CUSTOMISED**





Mud Cups

# MINI MODEL

Mud Cups Mini Tea Joint model is a compact, efficient, and scalable version. It offers a focused menu and quick service.

# Less Investment

**5,97,999/- (Exclusive GST)** is the investment required to start a unit franchise of Mud Cups Mini. It includes the franchise fee, marketing fee and the complete start-up kit, and an initial stock to start the business.

*It excludes the shop's Deposite/Rent, woodwork, plumbing, and electric work as these are depending on the actual location.*

#No hidden charges

# High Profit Margin

Profit margin ranges from 30% to 60%. The average return on investment will be 6 months to one year.

#No sales percentage #No profit sharing with us

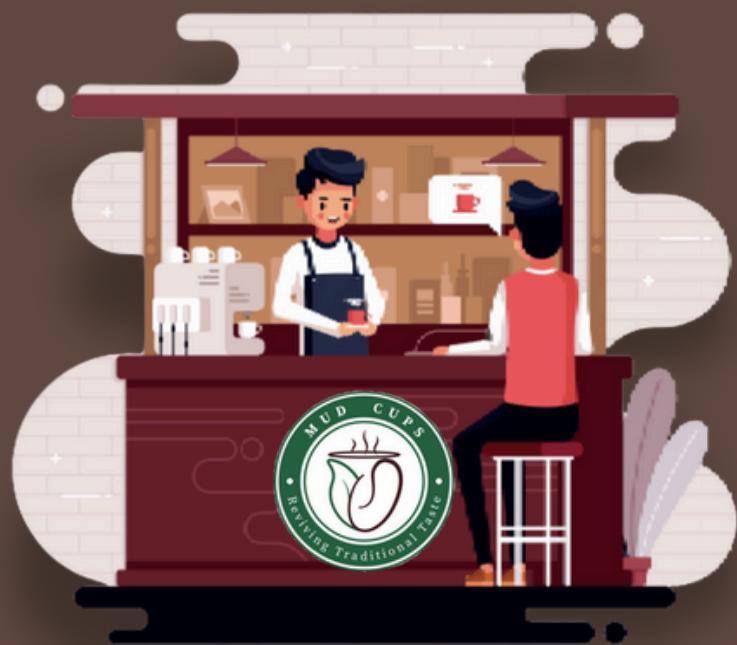


ìn Mud Cups Mini is Royalty Free ñ

# Mud Cups

# MINI

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# What You Have to do





# Space



# Interiors



# Kitchen

Minimum of 100 sqft outlet at a prime location which can be near to bus stops, highways, main roads, hospitals, colleges or IT campuses etc.

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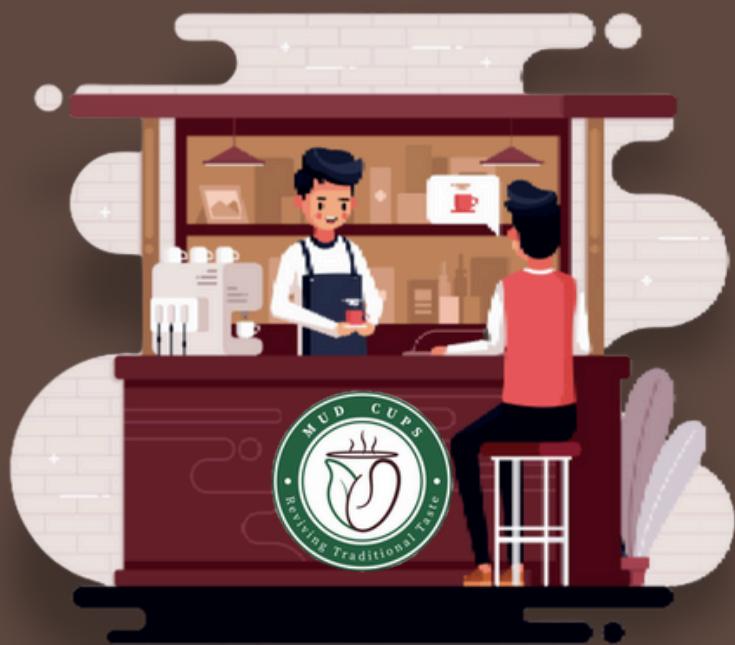
The franchise has to arrange the tile flooring, water connection, kitchen woodwork, and electricity the rest brand will take care.

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Two manpower is required to run the business and manage the kitchen. The head chef of the brand will train them within 5 days.

# Mud Cups

## MINI



## What We Provide



# Boards

SHOP

# Kitchen

Outlet name board, lollipop board, menu board, and other designing boards will be installed by Mud Cups professionals.

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Front synthetic starch, a decorative bell and an attractive light etc.

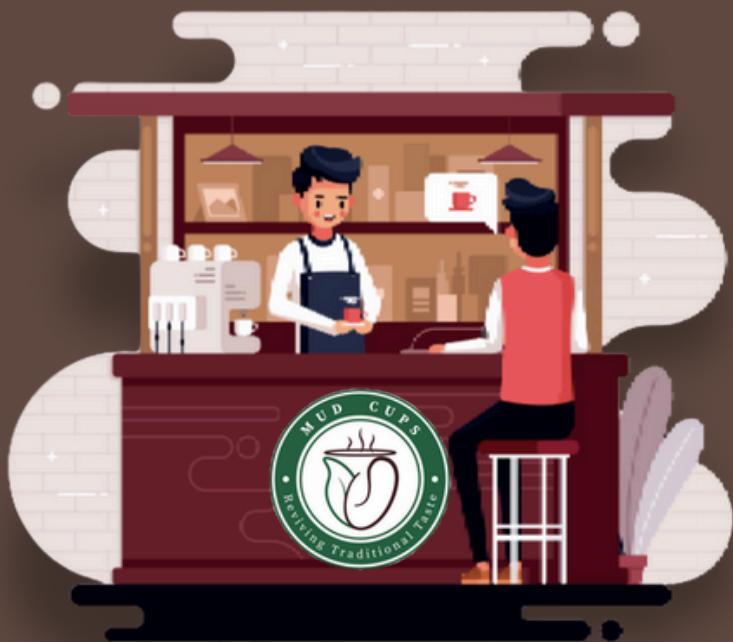
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Fridge, Deep freezer, Fryer, Tea Making Machine, stove, mud cups and other utensils etc.

# Mud Cups

# MINI

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## Our Menu

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Mud Cups Mini is driven by its commitment to serving the best Tea and Snacks at reasonable prices. Mud Cups has a Menu ranging from Tea and Bajji to other authentic Cold Beverages like Buttermilk, Sharabattu, Ragi Malt, Etc.

# TEA



We started Mud Cups to revive the traditional taste of India - serving the best tea in mud cups or kullads with a range of flavors. Be it the traditional tea blended with Indian spices or our concoction with lemon and ginger, Customers are bound to fall in love. Come experience the magic of tea!

*Must try: Chocolate tea, Tandoori tea, and everyone's favorite masala tea!*

# COFFEE

For those who do not like tea, no worries - we have exceptional coffee to revitalize customers throughout the day.

*Must try: Dry Ginger Coffee.*



## OTHER BEVERAGES

We also have a variety of options to satiate customers' thirst, A vessel of health by reviving the authentic traditional drink of South India, which is stored in a mud Pot! There is no better refreshment drink than one can experience!

*Must try: Ragi Malt and Sharabhattu.*

# BAJJI

An authentic taste of hot Bhajji which is revived from the old traditional tea joint culter, which is the perfect combination for tea.



## MILK BASED TEA

Classic Tea  
Masala Tea  
Ginger Tea  
Elaichi Tea  
Hot Chocolate Milk  
Hot Chocolate Tea

## WATER BASED TEA

Lemon Tea  
Ginger Tea  
Tulsi Tea  
Ice Tea

## HEALTHY BEVERAGES

Sharabattu  
Buttermilk  
Khashaya  
Ragi Malt  
Devine Drink

## SNACS

Bajji  
Cookies  
Chocolate chit  
Halkowa  
Butter Bun  
Bun Omlette  
Bun Puff  
Coconut Bun  
Cream Bun  
Maggie  
Bun Maska

## COFFEE

Bun Butter Jam  
Filter Bun Coffee  
Ginger Coffee

**MudCups**  
**Mini menu**  
**price range is**  
**from 10 rs to**  
**99 rs.**



# Smart Investment

## STRONG PROFIT

Our specialized professional team made an accurate analysis of the economics of the franchise unit by analyzing the target market, product cost, and other fixed and variable costs.

*If a franchise outlet is making an average sale of 10,000/- each day and 300000/- for a month, after paying inventory and other fixed costs, the franchisee can earn a profit of around 100000/month\*.*

# ROI (RETURN ON INVESTMENT)/PROFIT MARGINS

	Case 1	Case 2	Case 3	Case 4	Case 5	Case 6
EVERYDAY SALES	4,500	6,000	8,000	10,000	15,000	20,000
MONTHLY SALES	1,35,000	1,80,000	2,40,000	3,00,000	4,50,000	6,00,000
INVENTORY COST	54,000	72000	96,000	1,20,000	1,80,000	2,40,000
GROSS MARGIN (MONTHLY SALES - INVENTORY COST)	81,000	1,08,000	1,44,000	1,80,000	2,70,000	3,60,000
FIXED COST						
RENT	15,000	15,000	15,000	20,000	25,000	25,000
STAFF EXPENSE	15,000	20000	20000	30,000	30,000	30,000
GAS AND ELECTRICITY	5,000	5,000	5,000	8,000	10,000	12,000
TOTAL FIXED COST	35,000	40,000	40,000	58,000	65,000	74,000
TOTAL PROFIT* (GROSS MARGIN - TOTAL FIXED COST)	46,000	68,000	1,04,000	1,22,000	2,05,000	2,93,000



# Mud Cups

## **EXPRESS MODEL**



Mud Cups Express model is a revolutionary tea joint model that takes the concept of convenience and open ambience to a whole new level. Inspired by the idea of mobility and flexibility, this innovative model utilize containers as the foundation for our tea joints, providing a unique and captivating experience for customers.

# Mud Cups **EXPRESS**



## What You Have to do





# Space



# Kitchen



# Setup

Minimum of 850 sqft - 1200 sqft empty space required on highways or in any prime areas.

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The franchise has to hire 3 chefs to manage the kitchen and one manager. The brand will provide the training for 30 days which includes classroom training and on-the-job training.

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- FLOORING (PAVER BLOCKS)
- CEMENT WORK
- WELDING WORK (FIRST FLOOR)
- PLUMBING WORK
- ELECTRIC WORK
- CC CAMERA
- ADVANCE
- LAND LEVELING AND CLEANING
- ELECTRICITY CONNECTION
- DRAINAGE CONNECTION
- WATER SUPPLY
- STAFF ROOM ADVANCE (IF APPLICABLE)
- PLANT POTS

# Mud Cups **EXPRESS**

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## What Support We Provide



## **Container**

Brand will provide approved vendor details to purchase customized designer Iron container which is 20/8 ft\* for the kitchen setup. Which has perfect space for the kitchen set up in accordance with our menu and equipment. Interior of the container is made ready by the approved vendor. (Payment will be made by franchisee/You).

## **Boards**

Brand will provide approved vendor details to purchase Outlet name board, lollipop board, menu board, and other design boards (Payment will be made by franchisee/You).

## **Kitchen Equipment**

Brand provides kitchen equipment that includes machinery like Milk Boilers, Pizza Machine, Frying Machine, Coffee Filter, Deep Freezer, Refrigerator, Sandwich Maker, and other utensils, etc (Payment will be made by franchisee/You).

## **Start-up Kit**

Brand will provide approved vendor details purchase purchase all the inventory items (Payment will be made by franchisee/You).

## **Sitting Arrangement**

Brand will provide approved vendor details to purchase Chairs and Tables for the sitting arrangements which are made up of wood and in the combination of 2 seatings and 4 seatings for families/group's of friends (Payment will be made by franchisee/You).



## ASSISTANCE & SETTING UP - ENTIRE OUTLET

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Help in finalizing a prime location with our specialized market research team and designing the complete outlet. Effective launching strategy implementation by our launch team.

## MARKETING SUPPORT

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Marketing and Advertising guidance and knowledge transfer about local promotions, brand positioning, etc. Use of brand name and reputation, slogans, and trademarks.





## RESEARCH & DEVELOPMENT

The central team's research and development will enable all franchisee partners to keep up with the latest market development with respect to menu, advertising, and growth.

## TRAINING SUPPORT & SUPPLY CHAIN



Management support including initial management training for 15 days and chefs training support for 45 days. Inventory supply which includes sourcing cost-effective raw materials through a trusted and reliable network.



# PROJECT COST - MUD CUPS EXPRESS

[BELLOW COSTING IS EFFECTIVE FOR 1200 SQFT]

**Investment cost – 20 to 25Lakhs\***

There are many variable expenses in this model: Land leveling, Land cleaning, Electricity connection, Water connection, and Drainage system, etc. Hence, the exact costing budget will be provided after finalizing the location.

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**The unit Mud Cups Express model franchise cost is  
Rs,6,00,000/- + GST only(Non refundable)**

**Note:** The Brand cost amount of Rs 6,00,000/- which is included in the above estimation of 20L to 25L.

# Mud Cups

# EXPRESS



## Our Menu

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Our Menu has 100 + varieties which range from coffee, tea, and other cold beverages to quick bites, Pizza, burgers, Pasta, etc. In Mud Cups all age groups can find something for everyone. The brand caters to all age groups and people belonging to all walks of life.



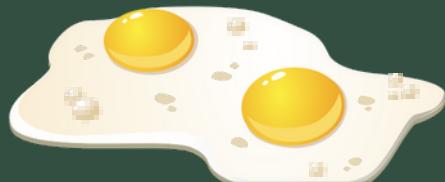
# TANDOORI CHAI



Watch our chefs whip their magic as they pick out the mud cups from a boiling pot of Coal. The steaming cup of chai will make customers feel at the top of the world.

## QUICK BITES

Range of quick bites from different variety of buns, sandwiches to hot corns to varieties of eggs. Cheesy fries with a hot cup of tea makes customers feel the top of the world.



## HOT BEVERAGES

Dark chocolate mixed with milk which customers experience finger-licking taste is one of the fastest sellers on our menu.



## PIZZA/PASTA /BURGERS

A perfect blended Sauces and spices which gets prepared at our central kitchen makes pizzas, Pastas and Burgers tastier that customers can never forget.





## TEA TONES

Normal Tea  
Elaichi Tea  
Ginger Tea  
Masala Tea  
Black Tea  
Green Tea  
Mint Tea  
Jaggery Tea  
Honey Lemon Tea  
Rose Tea  
Tandoori Tea  
Hibiscus Tea with Honey  
Ice Tea  
Kashmiri Kawa  
Chocolate Tea  
Hot Badam Milk  
Hot Chocolate Milk

## LASSI

Plain Lassi  
Rose Lassi  
Mango Lassi  
Banana Lassi

## CRAVY COFFEE

Black Coffee  
Special Filter Coffee  
Jaggery Coffee  
Ginger Coffee  
Cold Coffee

## MILK SHAKES

Butterscotch  
Chocolate  
Kit Kat  
Oreo  
Cold Horlics  
Cold Boost  
Cold Badam  
Cold Bournvita  
Chocolate Shake  
Orio Milkshake  
KitKat Milkshake  
Butterscotch with Icecream  
Mango Crush  
Rose Milkshake  
Pista Milkshake  
Banana Milkshake

## COLD TIK TOK

Butter Milk  
Lemon Juice  
Pudina Lemon Juice  
Watermelon Mojito  
Mint Mojito  
Blue Lagoon  
Green Virgin  
Mango

## SOSI SANDWICH

Bread Butter Jam  
Veg. Sandwich  
Egg Burji Sandwich  
Corn Peri Peri Sandwich  
Corn Peri Peri Cheese Sandwich  
Paneer Sandwich  
Paneer Cheese Sandwich  
Chocolate Sandwich  
Peanut Nutella  
Choco Peanut Nutella Sandwich  
Chilly Cheese  
Aloo Chutney

## BUSY BURGER

Veg Aloo Tikki Burger  
Veg Twin Burger  
Egg Burger  
Tower Burger  
Mud Cups Special Burger

## FRIES FASHION

Plain French Fries  
Peri Peri Fries  
Mexican Fries  
Cheese Peri Peri Fries  
Loaded Fries  
Fries Platter

## QUICK BITES

Paneer Lollipop  
Egg Lollipop  
Potato Bites  
Crispy Corn  
Potato Wedges  
Veg Finger  
Vada Pav  
Veg Nuggets  
Cheese Nuggets  
Nuggets Lollipop

## BUN BLAST

Bun Butter Jam  
Bun Muska  
Bun Gulkand  
Bun Nuttela  
Bun Egg Fry

## EGG PANDA

Plain Omlette  
Masala Omlette  
Bread Omelette  
Bread Mayo Omelette  
Bun Egg Fry

## ROLLS ROYS

Veg Roll  
Veg Cheese Roll  
Egg Roll  
Egg Cheese Roll  
Paneer Roll  
Paneer Cheese Roll  
Schewan Paneer Roll

## MAZZA MAGGIEE

Veg Maggie  
Egg Maggie  
Corn Maggie

## MAZZA MOMO

Veg Momos (Fried)  
Paneer Momo (Fried)

## HEALTHY BITES

Sprout Masala  
Peanut Masala  
Butter Corn

## PARATHA

Aloo Paratha  
Gobi Paratha  
Paneer Paratha  
Dal Paratha  
Green Aloo Paratha  
Sattu Paratha  
Cheese Paratha

## PIZZA PARADISE

Mexican Pizza  
Italian Pizza  
Corn Cheese Pizza  
Double Cheese Margaria  
Paneer Pizza  
Greek Pizza

## PASTA PORSH

Indian Masala Pasta  
Creamy Pasta

## ICE AGE

Madka Icecream  
Mud Cups Special Icecream

## ADD ONS

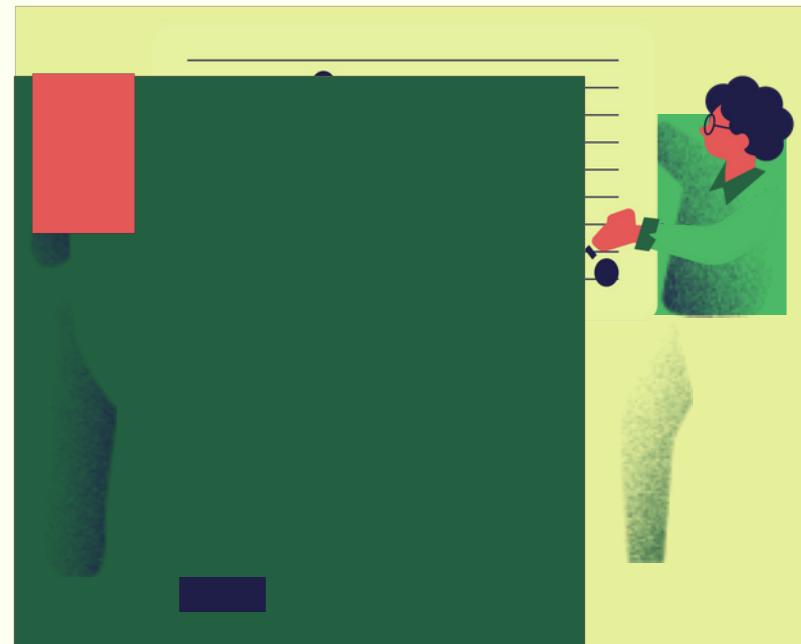
Extra Cheese  
Extra Mayo

## PARCEL CHARGES

# Smart Investment

## STRONG PROFIT

Our specialized professional team made an accurate analysis of the economics of the franchise unit by analyzing the target market, product cost, and other fixed and variable costs.



# ROI (RETURN ON INVESTMENT)/PROFIT MARGINS

		Case 1	Case 2	Case 3	Case 4	Case 5	Case 6
EVERYDAY	SALE	15,000	20,000	25,000	30,000	35,000	40,000
MONTHLY	TURNOVER	4,50,000	6,00,000	7,50,000	9,00,000	10,50,000	12,00,000
PRODUCT COST (40%)		1,80,000	2,40,000	300,000	3,60,000	4,20,000	4,80,000
GROSS MARGIN		2,70,000	3,60,000	4,50,000	5,40,000	6,30,000	7,20,000
FIXED COST							
RENT		40,000	45,000	45,000	50,000	55,000	65,000
STAFF							
STAFF 1		18,000	18,000	18,000	18,000	18,000	18,000
STAFF 2		16,000	16,000	16,000	16,000	16,000	16,000
STAFF 3 (Helper)		14,000	14,000	14,000	14,000	14,000	14,000
CLEANING (Staff)		11,000	11,000	11,000	11,000	11,000	11,000
STORE MANGER		18,000	18,000	18,000	18,000	18,000	18,000
FOOD EXPENSES		12,000	12,000	12,000	12,000	12,000	12,000
STAFF ACCOMADATION		7,000	7,000	7,000	7,000	7,000	7,000
OTHER MANPOWER MISC		2,000	2,000	2,000	2,000	2,000	2,000
GAS & ELECTRICITY		10,000	10,000	15,000	18,000	20,000	20,000
ROYALTY (6% in sales)		27,000	36,000	45,000	54,000	63,000	72,000
GST		22,500	30,000	37,500	45,000	52,500	60,000
TOTAL		1,97,500	2,19,000	2,40,500	2,65,000	2,88,500	3,15,000
PROFIT	(TOTAL MONTHLY SALES - PRODUCT COST - FIXED COST)	72,500	1,41,000	2,09,500	2,75,000	3,41,500	4,05,000



# Mud Cups CUSTOMISED

A man's dream to become an entrepreneur with a cup full of ideas can be expressed here & we are here to make it happen. Breaking the stereotype of same franchise models that keep repeating in the franchise world.



# We create a model that works !

Considering:



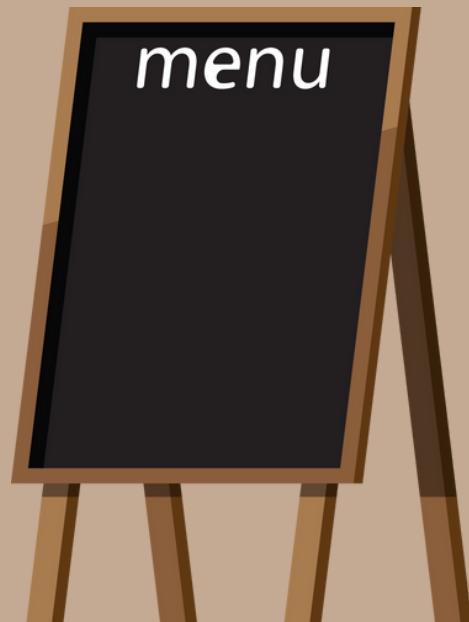
**-Your investment  
budget (starting  
from 3L to 3Cr)**

**-Your involvement  
level**

**-Demand of the  
location**

# Mud Cups CUSTOMISED

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## Our Menu

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Considering the demand of the location also the feasibility, we create a menu that will cater to all walks of life around the area.

By using the analysis of fixed cost and variable cost.

Our interest in life had always been entrepreneurship however when we were seeking guidance, we were glad that we found this opportunity with Mud Cups. We extend our heartfelt gratitude for the guidance and support from the wonderful team of Mud Cups. We are elated and extremely satisfied with our association with Mud Cups and We are sure that with them we continue to grow.

**SAGAR & HARSHITH**

VARTHUR - BANGALORE CHANNEL PARTNERS

As I am currently working in a corporate company, I always had been seeking safe investments. Here I found this opportunity to Invest in Mud cups in a corporate company where in It does not disturb my current role, I have been a sleeping partner which in fact helped me scale up my financial returns, and also it is fulfilled my dream of becoming an entrepreneur.

*I love being part of the Mud Cups family!*

**SANDEEP KUMAR**

CHANNEL PARTNER - IBM STORE

# Partners

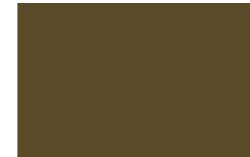
# REVIEW





Team Mud Cups

**HAPPY TO  
ASSIST YOU!**



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