

Mud Cups

Franchise Proposal

Franchise
business that
works.



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 Deposit/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

Mud Cups Mini is Royalty Free



Mud Cups

MINI



What You Have to do





Space

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.



Interiors

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



Kitchen

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

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



Interiors

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



Kitchen

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

Mud Cups

MINI



Our Menu

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

COFFEE

Bun Maska
Bun Butter Jam
Filter Coffee
Bun Gulkar
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



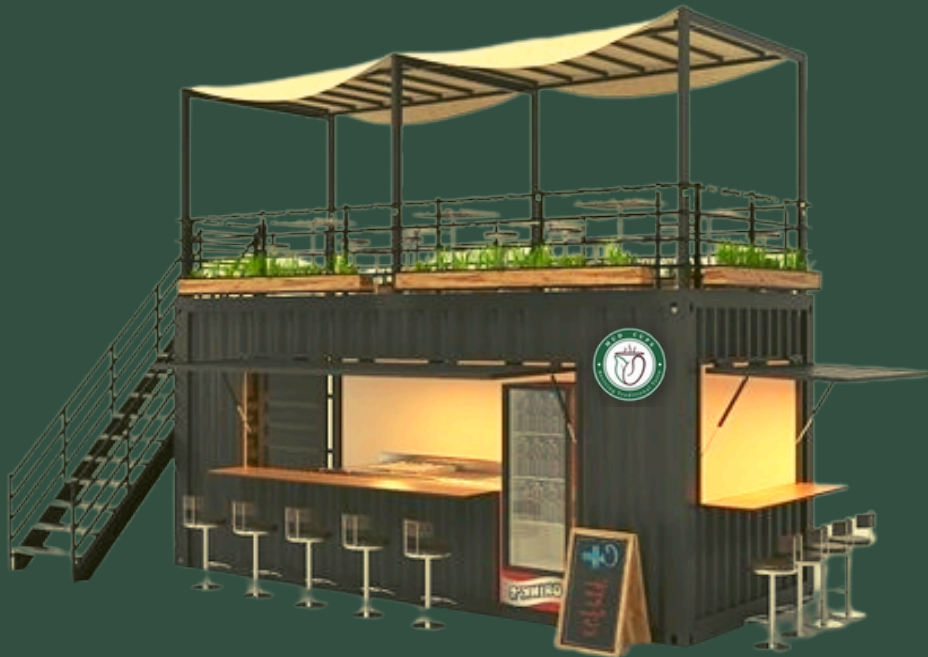
Mud Cups



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

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



Kitchen

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.

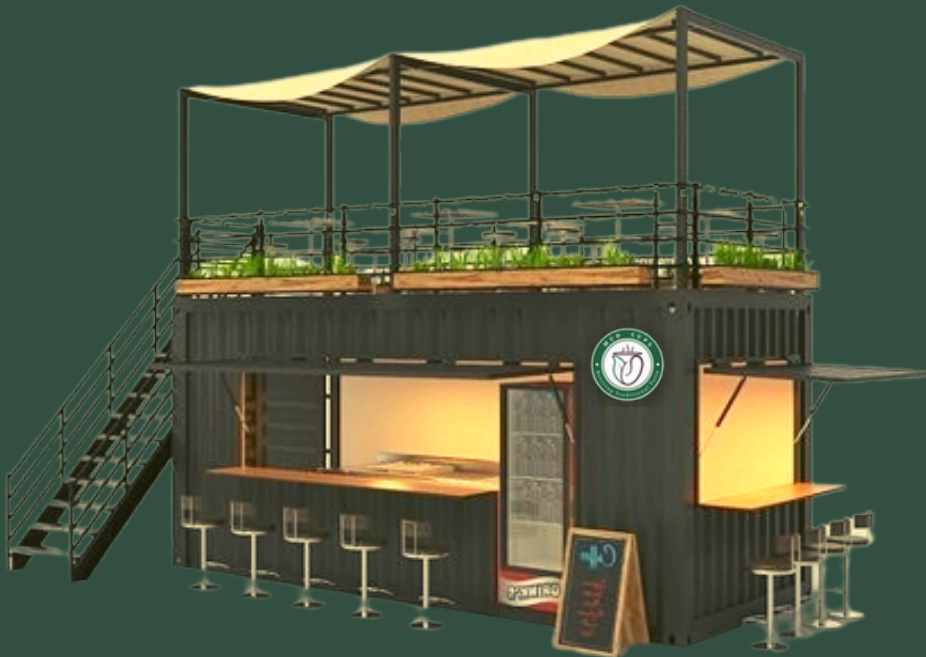


Setup

- 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**

**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, lollypop 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).

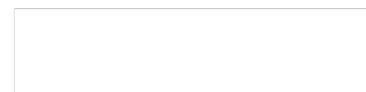


ASSISTANCE & SETTING UP - ENTIRE OUTLET

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

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*

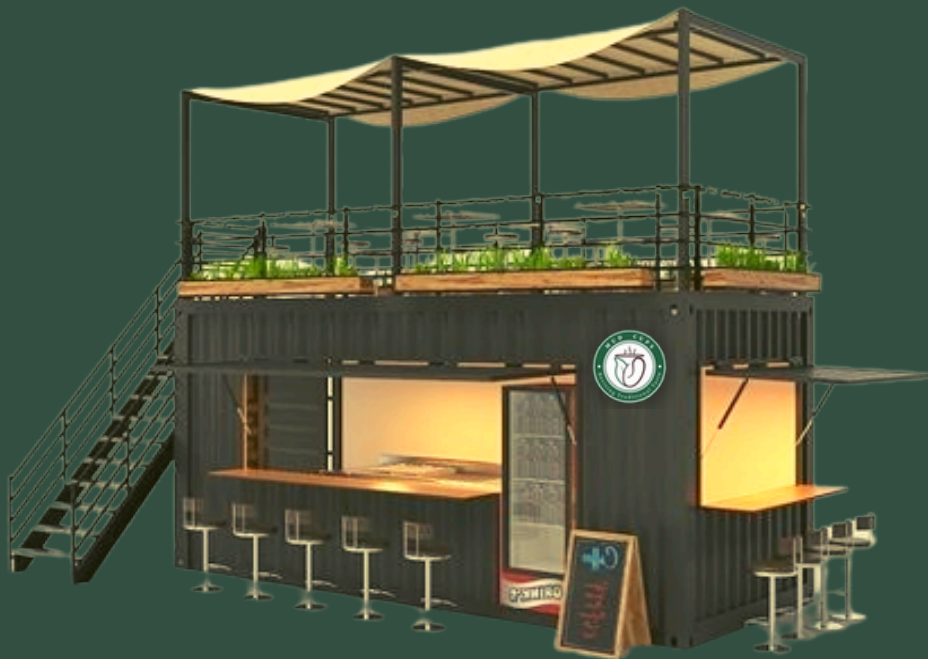
There are many variable expenses in this model: Land leveling, Land cleaning, Electricity connection, Water connection, and Drainage system, etc. Hence, the exact costing budget will be provided after finalizing the location.

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

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

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 Lollypop

BUN BLAST

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

EGG PANDA

Plain Omelette
Masala Omelette
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

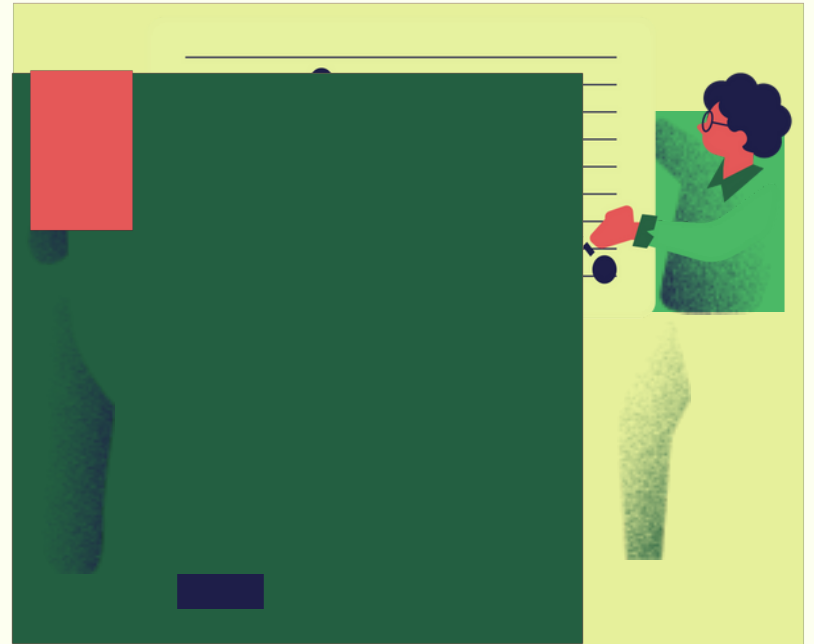
Extra Cheese
Extra Mayo

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 EXPENESES		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



Our Menu

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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