

Barista



Proposition to  
Partner for Growth



PIONEERS OF  
CAFÉ CULTURE  
IN INDIA,  
BARISTA

STARTED IN  
2000



**BARISTA**

## **OUR VALUES**

### **LEADERSHIP**

Drive business goals by dedication & excellence in execution

### **INTEGRITY**

Transparency & honest of risks & productivity

### **RESPONSIVENESS**

Listen to needs and deliver our best

### **RESPONSIBILITY**

lead with an attitude of ownership



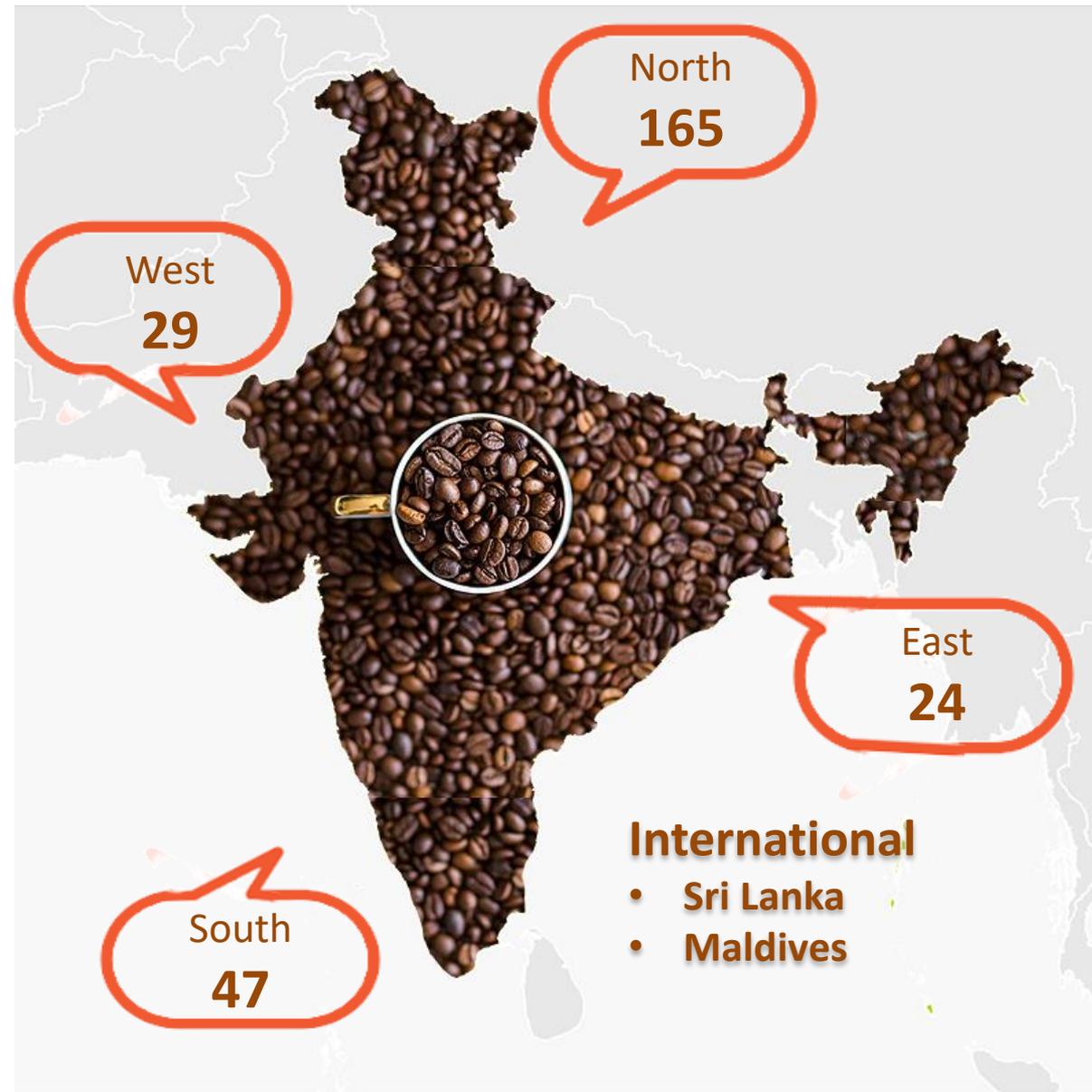
## **OUR PHILOSOPHY**

Drive the channel business of growth where our partners co-exist & co-prosper

## **VISION & MISSION**

As a Pioneer of true Italian coffee culture in India we continue to strive to brew new taste & experiences for our guests on every visit.





**265** Cafes in India

Reach in 65 cities

**175** Franchise Cafes

60 opened in last 12 months

**10** International Stores

# OUR AUDIENCE

Majority of Barista guests fall with in the age group of **20 to 35 yrs** which accounts for **75%** of the overall guest count.

The guest profile is of mainly **Young Urban Professionals and Sec-A.**

■ 16-19   ■ 20-24   ■ 25-30   ■ 30-35   ■ Above 35





## Barista : Brand lineage

- Started Coffee Culture in India
- An Admired Retail Leisure Chain
- Brand with a successful run for 21 years
- Credibility in line with best in world



## Scalability of Business

- Capitalizing growth of Café Market
  - Ease of store Development
  - Expansion to multiple stores
    - E-Commerce & Delivery



## Ease of Operations

- Easy Launch and sustenance
- Support at multiple disciplines
- P&L and Optimisation Support

## Handsome ROI

- Rewarding Returns on Investment
- Tactical support to generate profitability
  - COGS and utilities control
    - Zero Based Budgeting



# Operations & Support

- *Dedicated Teams*
- *Forward Planning*



# OUR STORE FORMATS

KIOSK

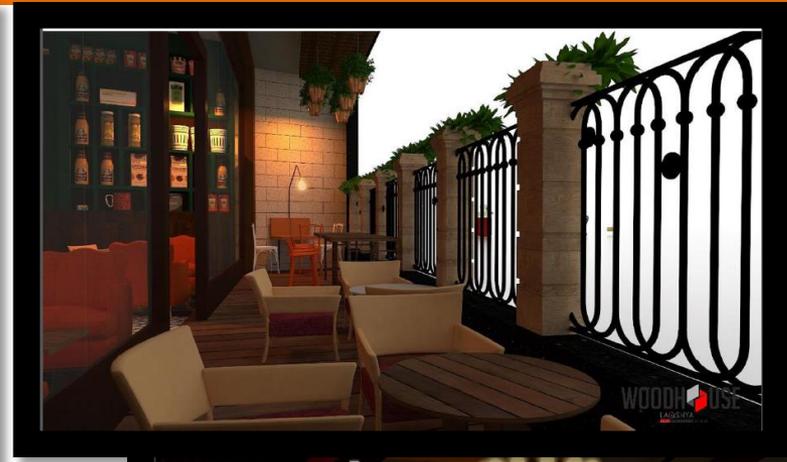


CAFE

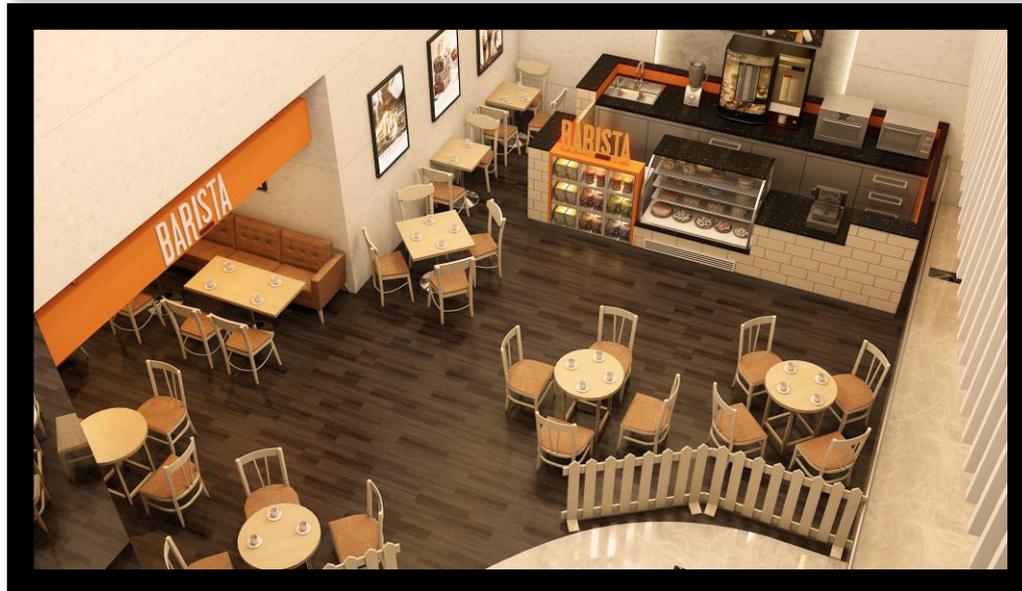


OUTDOOR





## Corporate Kiosk



## Barista Express





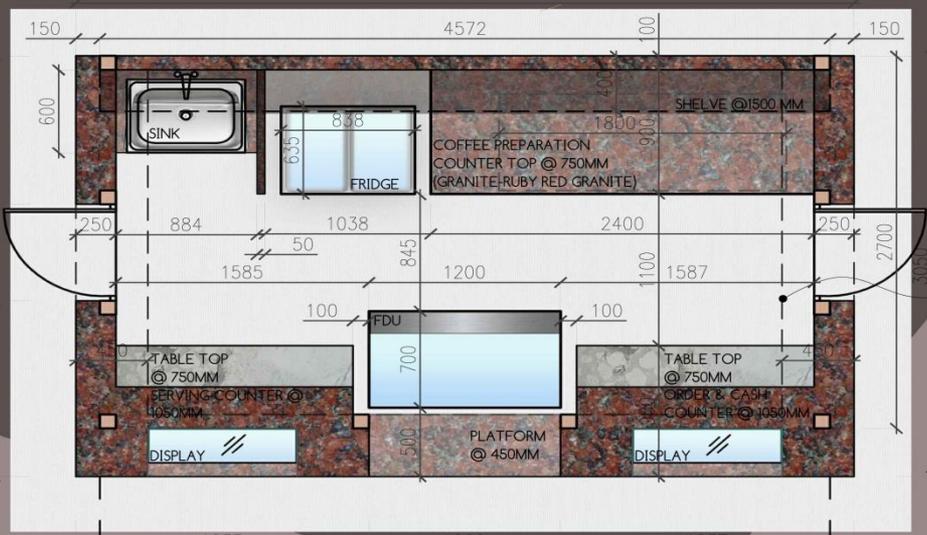
FRONT ELEVATION



SIDE ELEVATION

- METAL FRAMEWORK
- WOODEN BATTENS (STEAM BEECHED)
- METAL SHELVES
- PLANTER
- WOODEN COLUMNS (STEAM BEECHED)
- SHELVES AT BACK
- GRANITE TOP
- GLASS PROTECTED OF FOOD ITEMS
- BRICK TEXTURE ON FACADE
- DIFFUSED LIGHT AT THE BOTTOM

HOT AIR MS DESIGNER GRILL FOR HEAT DISSIPATION



PLAN

CAFE SEATING AREA



ISOMETRIC VIEW

PLANTER'S PLATFORM ON TOP



Store Format Specifics Metro & Non - Metro Cities				Barista
Format Category	Diner	Café	Kiosk	Express/ Express+
Area (Sqft.)	1,500 – 2,000 (Sqft.)	800 – 1,100 (Sqft.)	250-400 (Sqft.)	100-150 (Sqft.)
Investment/format (INR'Lacs)	85 – 100	35 - 40	25 – 30	14 – 16
Offerings	Full Service Menu with live Kitchen	All day Snacking	All day Snacking	Short Eats & Beverages
Preferred Locations	Malls, High Streets & Urban Eat outs	Malls & High Streets	Malls & Corporate Atriums, Hospitals, Education hubs, Airport and Similar zones	Transit Hubs, Hospitals, Education Institutes, Mall Atriums, Cineplex's and Similar Zones
<u>Non-refundable License Fee</u> Franchise Sign Up Fees/Store excludes taxes	INR 20 Lacs	Metro INR 8.5 Lacs  Non Metro INR 7 Lacs	Metro INR 8.5 Lacs  Non Metro INR 7 Lacs	Metro INR 6Lac / Kiosk <i>(Minimum 3 stores)</i>
Royalty	 <b>8% on net sales</b>			