



DEATH BY COFFEE

**ISSUED BY: DEATH BY COFFEE
FOUNDED BY: AMRITPAL SINGH
(AN IIT DELHI ALUMNUS 2021 BATCH)**

FRANCHISE DISCLOSURE DOCUMENT (FDD)

**MADE
FOR
COFFEE
LOVERS**

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1. ABOUT THE BRAND – DEATH BY COFFEE

'Death By Coffee' is an emerging and bold cold coffee brand that believes great coffee should not be a luxury.

Our aim is to bring the rich, extravagant, and overpriced café experience to the streets in a way that is affordable, accessible, and still premium in quality.

We're building a community of coffee lovers who can enjoy our signature drinks without burning a hole in their pockets. With **3** successful carts already running at unique and strategic locations in Indore, our brand is expanding through franchising opportunities across Madhya Pradesh, beginning with Indore.



2. FRANCHISE MODELS OFFERED

We offer two unique models for our franchise partners based on available space and investment:

A. CART MODEL – STREET CART FORMAT

This format is ideal for individuals looking to start small with low investment but high potential. These carts are street-smart setups, best suited for areas with high foot traffic like markets, colleges, parks, and tourist spots.

- Requires at least 40–60 sq. ft. space
- Easy to install and operate
- Flexible and portable



OUTLET NO 1. SILICON CITY. INDORE

B. SHOP/KIOSK MODEL – FIXED RETAIL FORMAT

This model is for those who already have a shop or want to set up inside food courts, marketplaces, or outside malls. It allows for more variety in menu, seating space (optional), and higher revenue potential.

- Requires at least 150-200 sq. ft. of space
- Professional interiors and better storage
- Strong branding and longer customer engagement



3. TOTAL INVESTMENT RANGE

The investment amount covers all key areas: branding, documentation, licensing, machinery, furniture/carts, raw materials, and marketing and training support.

Here is the estimated investment:

FRANCHISE MODEL	FRANCHISE FEES	SETUP & INVENTORY COSTS	ESTIMATED INVESTMENT
CART MODEL	₹20,000	₹80,000	₹1.0 LAKH
SHOP MODEL	₹50,000	₹1.5 LAKH	₹2.0 LAKHS

This range gives you flexibility based on your city, location, and budget. A more premium look will cost slightly more, while a basic but clean setup can reduce cost.



4. INCLUDED EQUIPMENT & SETUP

Once you finalize your model, we guide you with equipment selection and setup support. The estimated equipment list is given below:

Cart Model Equipment (₹1.0 Lakh):

- Newly Fabricated Metallic Cart with Proper Light Work
- Unique Graphics designed by us on Vinyl Base (Premium)
- 1 Sujata Frootmix 900 W Smart Mixer Grinder
- 2 Original Sujata Mixer Jars (1.75L) for multiple orders
- 1 Deep Freezer/Fridge for Freezing Milk (We only use Frozen Amul Gold Milk)
- Other Utensils & Ice - Storage Boxes with our Brand Labels
- Brand Stickers for our unique Cups (Waterproof)
- 2 Printed Brand T-Shirts & 2 Printed Brand Caps
- Zomato registration and Online orders support provided
- Disposables and Packaging materials also provided
- Unique and Secret Flavours Bottles and Recipes provided



Shop Model Equipment (₹2.0 Lakhs):

- Specialized Graphics and Interior Designing done for Café
- Café furniture and setup according to taste and location
- 1 Sujata Frootmix 900 W Smart Mixer Grinder
- 2 Original Sujata Mixer Jars (1.75L) for multiple orders
- 1 Deep Freezer/Fridge for Freezing Milk (We only use Frozen Amul Gold Milk)
- Other Utensils & Ice - Storage Boxes with our Brand Labels
- Brand Stickers for our unique Cups (Waterproof)
- 2 Printed Brand T-Shirts & 2 Printed Brand Caps
- Zomato registration and Online orders support provided
- Disposables and Packaging materials also provided
- Unique and Secret Flavours Bottles and Recipes provided



5. TRAINING & BRAND SUPPORT

You will never be alone in this journey.

We ensure every franchise partner is supported fully during setup and even after launch. We want every one of our franchisees to grow at a fast pace.

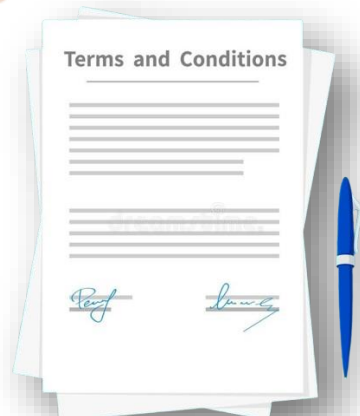
Here's what we offer:

- A step-by-step training instructions on recipes, equipment usage, and most importantly - hygiene.
- 10 days staff training where we teach everything on how to make orders and how to serve, how to talk to customers and how to retain them.
- Digital access (in form of PDFs) to menu recipes, SOPs (Standard Operating Procedures), and Customer service guidelines.
- Ongoing Marketing advice for the outlet's local promotions.
- 6-month on-call business support post launch.



6. TERMS OF AGREEMENT

- The franchise license is valid for 1 year, renewable based on performance and mutual agreement. *For renewal, the Franchise Fees needs to be repaid.*
- Franchise fee is non-refundable and includes brand rights, design kit, menu rights, training, and setup support.
- **Franchisee must follow the standard recipes and maintain the taste and quality standards of the product.**
- Brand misuse, poor hygiene, or any alteration of menu without approval will be considered a breach of agreement.
- The franchisee is responsible for all local permissions like shop licenses, FSSAI, electricity, and water connections as applicable.
- No reselling or sub-leasing of the franchise is allowed without written permission.
- In order to maintain taste and consistency, all raw materials for coffee making (including flavors, coffee pouches, chocolate syrups and other stuff) would be provided by the original franchisor. In simple words, all raw materials would be provided by our dedicated distributors only and should not be bought from any other third party sources under any circumstances.
- The Franchise should give the requirement and the material would be supplied on urgent basis in minimum time.
- Orders for refilling of any raw materials including coffee pouches, chocolates, flavors, syrups, etc. should be placed atleast 2 days in advance.



7. ROYALTY POLICY

- To support fast growth and low barrier to entry, we currently have a **ZERO ROYALTY** policy.
- This means you keep 100% of your monthly revenue.
- We reserve the right to introduce a royalty or marketing fee in the future but will apply it only to new franchises, not the existing ones.



8. EXPECTED RETURNS & PROFIT POTENTIAL

Based on existing outlets, here is the estimated expected business projection:

Cart Model

- Forecasted Monthly Sales: ₹40,000 – ₹1.2 Lakh
- Monthly Expenses: ₹15,000 – ₹35,000
- Profit Margin: 55% – 65% (Aggregate 50%)
- Break-even Period: 4 to 8 months

Shop Model

- Expected Monthly Sales: ₹60,000 – ₹2.0 Lakhs
- Monthly Expenses: ₹30,000 – ₹60,000
- Profit Margin: 40% – 60% (Aggregate 50%)
- Break-even Period: 6 to 10 months

Please note: actual results depend on location, management, footfall, weather, and local promotional efforts. We have estimated these figures based upon existing outlets responses and we do not guarantee to match the exact figures but would definitely be in close proximity to them.



9. OUR VISION

We believe that quality coffee should not be a luxury. At *Death By Coffee*, our mission is to make international-style cold coffee and trendy milkshakes and beverages affordable for every Indian — whether it's a student, a working professional, or a family visiting a street cart.

We aim to create India's fastest-growing budget coffee brand powered by real taste, real branding, and real people.



MISSION



VISION



VALUES

10. CONTACT US

Franchisor Name: Amritpal Singh (Sole Proprietor)

Brand: Death By Coffee

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Email: info@deathbycoffee.in (Official), amrit14ricky95@gmail.com (Personal)

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Website: www.deathbycoffee.in



DECLARATION

This Franchise Disclosure Document (FDD) is issued for informational purposes only and is not a binding contract. A separate Franchise Agreement will be executed upon mutual consent and confirmation of franchisee details.

SIGNATURES

Franchisor: _____

Date: _____

Franchisee: _____

Date: _____