
www.kodagufiltercoffee.com
KODAGU
FILTER COFFEE
Welcome to
KODAGU
FILTER COFFEE
A TRADITION IN EVERY SIP
PREMIUM COFFEE BEANS
FROM THE HILLS OF KODAGU
TRADITIONAL FILTER PROCESS
RICH AROMA TIMELESS TASTE

KODAGU
FILTER COFFEE

THE STORY OF KODAGU FILTER COFFEE

HISTORY | LEGACY | UNIQUENESS

www.kodagufiltercoffee.com

Nestled in the Western Ghats of Karnataka, Kodagu's cool hills, monsoon rains and lush green forests created the perfect conditions for coffee. Over generations, coffee became more than a crop — it became a part of the land, the livelihoods and the warm hospitality of the people of Kodagu.

A RICH HISTORY



1600s

Coffee takes root in Karnataka through the legacy of Baba Budan, who is believed to have brought coffee seeds to India.



1800s

Coffee estates began to expand in Coorg (Kodagu) due to its ideal climate, fertile soil and natural shade tree ecosystem.



1850s

Early commercial coffee estates were established around Mercara (Madikeri) and nearby regions, shaping Kodagu as a prominent coffee growing area.



Today

Kodagu continues to be one of India's most renowned coffee growing regions, known for its rich flavour, quality beans and sustainable practices.

WHAT MAKES KODAGU FILTER COFFEE UNIQUE?

WESTERN GHATS TERROIR

High altitude, cool climate, rich soil and abundant rainfall give a distinct rich flavour.

SHADE-GROWN PLANTATIONS

Grown under natural shade trees, which enhance bean quality and preserve eco-balance.

ARABICA & ROBUSTA

A unique blend of high-quality Arabica and Robusta beans grown in the region, offering a bold aroma and smooth taste.

GROWN WITH NATURE'S FINEST

Coffee grows alongside pepper, cardamom and native shade trees, enriching the soil and the flavour naturally.

A HERITAGE SHAPED BY THE HILLS. A FLAVOUR ROOTED IN TRADITION.

KODAGU FILTER COFFEE | A TRADITION IN EVERY SIP

KODAGU
FILTER COFFEE

www.kodagufiltercoffee.com

OUR VISION

"To take the authentic Kodagu Filter Coffee to every home in India."

We started this company with a vision to share the rich tradition, taste and culture of Kodagu Filter Coffee with every family across India.



From KODAGU to EVERY HOME in India

TRADITION
Bringing the authentic taste of Kodagu to modern India

PEOPLE
Let every Indian family experience good coffee, every day

NATIONWIDE PRESENCE
Building a trusted coffee brand in every city and town

OUR MISSION
To preserve the legacy of Kodagu Filter Coffee, create sustainable opportunities and make it accessible to every household in India through quality, consistency and trust.

OUR BELIEF
Good coffee brings good conversations, stronger relationships and happier homes. We believe every home in India deserves a cup of authentic Kodagu Filter Coffee.

KODAGU
FILTER COFFEE

OUR OUTLET MODELS

www.kodagufiltercoffee.com

FLEXIBLE MODELS TO SUIT DIFFERENT LOCATIONS AND INVESTMENT PLANS



KIOSK MODEL

- Compact & Space Efficient
- Lower Investment
- Ideal for Malls, Offices & High Footfall Areas



GARDEN CAFÉ MODEL

- Open & Relaxing Ambience
- Perfect for Families & Groups
- Great for Resorts, Parks & City Outskirts



HIGHWAY CAFÉ MODEL

- High Visibility & Easy Access
- Ideal for Travellers & Tourists
- Perfect for Highways & Interstate Routes

One Brand • Multiple Formats • Pan India Reach

KODAGU
FILTER COFFEE

OUR MENU

www.kodagufiltercoffee.com

TRADITIONAL FLAVOURS • FRESHLY SERVED • ALWAYS A GOOD IDEA

COFFEES



- Filter Coffee
- Black Coffee
- Strong Coffee
- Milk Coffee
- Hazelnut Coffee
- Vanilla Coffee
- Caramel Coffee
- Classic Coffee

COLD COFFEES



- Classic Cold Coffee
- Chocolate Cold Coffee
- Hazelnut Cold Coffee
- Vanilla Cold Coffee
- Caramel Cold Coffee
- Mocha Cold Coffee
- Iced Black Coffee
- Cold Coffee Frappe

SNACKS (FRIED ITEMS)



- Samosa
- Mirchi Bajji
- Onion Pakoda
- Aloo Bonda
- Cutlet
- French Fries
- Spring Roll
- Bread Pakoda

SANDWICHES



- Veg Sandwich
- Cheese Sandwich
- Masala Sandwich
- Grilled Sandwich
- Corn Sandwich
- Paneer Sandwich
- Club Sandwich
- Special Sandwich

OTHER SNACKS



- Cookies
- Khari
- Muffins
- Tea Cake
- Dry Snacks
- Namkeen
- Toast
- Buns



Premium Ingredients | Authentic Taste | Traditional Recipes | Freshly Served | Great Food Brings People Together

KODAGU
FILTER COFFEE

www.kodagufiltercoffee.com

OUR FRANCHISE PACKAGE

BE A PART OF A TIMELESS COFFEE TRADITION

₹ 5,00,000 + GST

Start your own Kodagu Filter Coffee outlet with a trusted brand and proven model.





ESTABLISHED BRAND
Be a part of a trusted and growing coffee brand.

PROVEN BUSINESS MODEL
Simple operations with attractive returns.

COMPLETE SUPPORT
Training, setup guidance and ongoing support.

HIGH DEMAND
Filter coffee loved across all age groups in India.

PAN INDIA OPPORTUNITY
Be a part of our expansion across India.

A Profitable Business with a Rich Tradition

INVEST IN
KODAGU FILTER COFFEE FRANCHISE TODAY

KODAGU
FILTER COFFEE

www.kodagufiltercoffee.com

OUR PACKAGE INCLUDES

EVERYTHING YOU NEED TO START A SUCCESSFUL KODAGU FILTER COFFEE OUTLET

BRANDING (BOARDS & SIGNAGE)



- Main Front Board (Acrylic / 3D)
- Menu Boards
- Wall Theme & Branding Interiors
- Round Logo Board / Hanging Logo
- Lollipop Board & Direction Signage
- Complete Brand Identity Setup

KITCHEN EQUIPMENT



- Commercial Coffee Boiler (12 Ltr)
- Milk Boiler (5 Ltr)
- Coffee Decoction Unit
- Commercial Induction Stove
- Irani Bowls, Cups & Saucers
- Display Counter / Serving Counter
- Dustbin, Spoons, Measuring Bowls
- All Essential Kitchen Accessories

MENU & TRAINING



- Standardised Recipes
- Barista & Staff Training
- Outlet Operations Training
- Menu Preparation & Presentation
- Quality, Hygiene & Consistency
- Ongoing Support & Guidance

PROMOTIONS



- Digital Marketing Support
- Social Media Promotions
- Launch Campaign Templates
- Local Area Promotion Guidance
- Menu Designs & Creatives
- Festive & Seasonal Campaign Support

COMPLETE BUSINESS SUPPORT

PROVEN MODEL

QUALITY ASSURANCE

TRAINING & HANDHOLDING

LONG TERM GROWTH OPPORTUNITY

INVEST ONCE. GET A COMPLETE SETUP. START YOUR KODAGU FILTER COFFEE OUTLET WITH CONFIDENCE.

BRANDING (BOARDS & SIGNAGE)

www.kodagufiltercoffee.com

COMPLETE SIGNAGE SOLUTIONS TO CREATE A STRONG BRAND PRESENCE FOR YOUR OUTLET

1 MAIN BOARD
(KODAGU FILTER COFFEE)



Premium Acrylic 3D Illuminated Main Board
"KODAGU FILTER COFFEE"

2 ROUND LOGO BOARD
(HANGING / SIDE MOUNT)



Round Logo Board
(Side Mount / Hanging)

3 MENU BOARDS
(DIGITAL / PRINTED)



Menu Boards with Custom Design,
Items & Pricing (Digital or Printed)

4 FLEX LOLLIPOP (FABRIC BANNER)
(COST EFFECTIVE & EYE-CATCHING)



WALL THEME BANNERS (2 PIECES)



Wall Theme Banners (2 Pieces)
For Interior Branding

KODAGU
FILTER COFFEE

KITCHEN EQUIPMENT

www.kodagufiltercoffee.com

HIGH QUALITY & COMMERCIAL GRADE EQUIPMENT FOR A SMOOTH OUTLET OPERATION

- DURABLE & RELIABLE
- EASY OPERATION
- CONSISTENT QUALITY
- IDEAL FOR HIGH VOLUME OUTLETS

1 12 LITERS PRADEEP MILK BOILER (INSULATED)



12 Liters Capacity
Insulated Milk Boiler
(For Continuous Service)

2 5 LITERS PRADEEP MILK BOILER (INSULATED)



5 Liters Capacity
Insulated Milk Boiler
(For Special Tea / Coffee)

3 PRADEEP 3500 MAH INDUCTION COOKER



Commercial Induction Cooker
3500 MAH
(High Performance)

4 PRADEEP COFFEE DECOCTION UNIT (5 LITERS)



5 Liters Coffee Decoction Unit
(For Authentic Filter Coffee)

5 IRANI BOWLS & ACCESSORIES



Irani Bowls, Serving Bowls
& Accessories
(For Traditional Serving)

6 CUPS & SAUCERS



Ceramic Cups & Saucers
(Branded)

7 STEEL CUPS & SAUCERS



Steel Cups & Steel Saucers
(For Traditional Serving)

8 CHEST FREEZER



Chest Freezer (Deep Freezer)
(For Milk, Ingredients & Storage)

9 OTHER SMALL EQUIPMENTS



- Measuring Bowls
- Spoons & Ladles
- Milk Measuring Jugs
- Plastic Containers
- Dustbin
- Serving Counter Accessories
- Cleaning Accessories
- Kitchen Utilities
- All Essential Small Equipments

KODAGU
FILTER COFFEE

OUR DIGITAL PROMOTIONS

www.kodagufiltercoffee.com

BRINGING KODAGU FILTER COFFEE CLOSER TO EVERYONE, EVERYWHERE

BRAND AWARENESS | ENGAGING CONTENT | MORE REACH | DRIVING FOOTFALL | SUPPORTING FRANCHISE GROWTH

INSTAGRAM

VISUAL STORIES THAT CREATE A BUZZ



- Reels & Short Videos
- Beautiful Food Photography
- Outlet Highlights
- Offers & Updates
- Builds Community

YOUTUBE

DETAILED STORIES THAT BUILD TRUST



- Brand Story & History
- Making Process Videos
- Outlet Walkthroughs
- Customer Experiences
- Drive Franchise Enquiries

FACEBOOK

CONNECTING WITH A WIDER AUDIENCE



- Community Engagement
- Promotional Campaigns
- Outlet Announcements
- Franchise Opportunities
- Customer Reviews
- Event Updates

AUTHENTIC BRAND PRESENCE | CONSISTENT ENGAGEMENT | INCREASED BRAND VISIBILITY | MORE CUSTOMER FOOTFALL TO OUTLETS | SUPPORTING FRANCHISE GROWTH

KODAGU
FILTER COFFEE

PROFIT CALCULATION

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BUSINESS EXAMPLE (MONTHLY)

Based on ₹20,000 Daily Business

Good Coffee Good Business



S. No.	PARTICULARS	CALCULATION / DETAILS	AMOUNT (₹)
1	**Monthly Revenue**	₹ 20,000 per day × 30 days	6,00,000
2	**Costing (40%)**	40% of ₹ 6,00,000	2,40,000
3	**Rent**	Monthly Outlet Rent	40,000
4	**Salaries**	Staff Salaries	40,000
5	**Electricity & Maintenance**	Electricity Bill, Maintenance & Other Expenses	20,000
6	**Food Wastage**	Approximate Food Wastage	20,000
	Total Expenses	2,40,000 + 40,000 + 40,000 + 20,000 + 20,000	3,60,000
	Net Profit (Monthly)	₹ 6,00,000 – ₹ 3,60,000	2,40,000

HIGH REVENUE POTENTIAL | CONTROLLED OPERATING COSTS | ATTRACTIVE PROFIT MARGINS | SCALABLE BUSINESS MODEL

TERMS & CONDITIONS

FOR THE FRANCHISE

www.kodagufiltercoffee.com



1 COMPANY APPROVED LOCATION

Franchise will be offered only at locations approved by the company. Customer's own location selection is not permitted.



2 BROAD VISIBILITY

The outlet must have broad visibility and be easily noticeable from a distance to attract more customers.



3 MAIN ROAD / HIGH-TRAFFIC AREA

Preferred locations are on main roads, highways, commercial areas or high footfall zones.



4 ROAD LEVEL OUTLET

The outlet should be at road level for easy access and better customer walk-ins. Basement or interior locations are not preferred.



5 PARKING AVAILABILITY

Adequate parking space for two-wheelers and four-wheelers should be available near the outlet for customer convenience.



6 THREE PHASE ELECTRICITY

Three phase electricity connection is mandatory to run all kitchen equipment and operations smoothly.



7 WATER SUPPLY

Continuous and adequate water supply must be available at the location for day-to-day operations and maintaining hygiene.



RIGHT LOCATION BUILDS A STRONGER BRAND

BETTER VISIBILITY DRIVES HIGHER FOOTFALL

SMOOTH OPERATIONS ENSURE BETTER PROFITABILITY

A WIN-WIN PARTNERSHIP FOR LONG-TERM SUCCESS


Good Coffee Brighter Tomorrows
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FRANCHISE OPPORTUNITY
THANK YOU
FOR BEING A PART OF OUR JOURNEY
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LET'S BREW SUCCESS TOGETHER
KODAGU
FILTER COFFEE
Good Coffee Better People
GROW TOGETHER
BREW PROSPERITY
STRONG PARTNERSHIP
A SUSTAINABLE TOMORROW