

# FRANCHISE DOCKET



**EXPRESS**

KIOSK

**Counter**

**Counter  
+Moto**



**The taste that lingers...**



## The Rich Heritage of Kumbakonam Filter Coffee

Coffee is something of a cultural icon in Kerala, Andhra, Karnataka and Tamil Nadu. It is customary to offer a cup of coffee to any visitor. Coffee was originally introduced by Baba Budan to South India in the 17th century and became very popular under the British Rule. Until the middle of the 20th century traditional households would not use granulated sugar but used jaggery or honey, instead in coffee.

South Indian Kumbakonam Filter Coffee, is a coffee made using unadulterated milk, sugar, and coffee extract. This extract is made from dark roasted coffee beans in the proportion of (70%-80%) and chicory (20%-30%). This type of coffee preparation is popular in the south Indian states of Tamil Nadu, Karnataka & Andhra Pradesh. The most commonly used coffee beans are Arabica and Robusta, they are grown in the hills of Tamil Nadu (Nilgiris District), Karnataka (Kodagu District), and Kerala (Malabar region). These coffee beans are roasted at an optimum temperature and then ground to obtain the filter coffee powder.

Kumbakonam Filter Coffee or the south Indian filter coffee is prepared with a metal vessel that has two cylindrical cups, the upper cup has a one of which has a pierced bottom through which the coffee brew percolates and gets collected in the bottom cup. The upper cup consists of two removable parts namely a pressing disc with a central, a stem handle, and a covering lid. (Vietnamese use a similar device to brew coffee.)

The upper cup is filled with freshly ground coffee and is mixed with chicory. The powder is then compressed with the stemmed disc to spread it evenly across the cup's pierced bottom. The pressed disc is left alone and boiling water is then poured inside. The lid is then placed on top, and the vessel is left in place to slowly collect the coffee extract into the bottom cup. The chicory helps in holding the hot water longer, extracting more flavour from the coffee powder. The brew obtained by this method is stronger than the western "drip style" coffee.

Traditional Kumbakonam Filter Coffee is served in a Dabarah (or) Davarah a brass cup and saucer set. The resulting extract is very potent, and is consumed by adding some of it to a cup of boiling milk with sugar. The coffee is drunk from the tumbler made of brass or steel, by cooling first with a dabarah - 'davarah': a metal saucer with lipped walls. This Coffee is then served after pouring to and fro between the dabarah and the tumbler in huge arc-like motions. This serves in mixing the ingredients thoroughly; cooling the hot coffee down to the optimum temperature; and aerating the mix without adding extra water.

- A term high-quality coffee is often interchangeable with Filter coffee. Milk certified as pure with a lactometer was called degree milk and was mistaken as a thermometer. Coffee prepared with degree milk came to be known as degree coffee.
- An alternative explanation for Filter coffee is chicory beans being used to make the coffee. The South Indian pronunciation of chicory transformed finally into degree.
- Yet another explanation for degree coffee is that, when coffee is decocted for the first time, it is called as the first degree or simply as the "Degree Coffee". This gives a strong flavour and strength to mix with milk without diluting the taste. In many households, in the earlier days, coffee was decocted for a second or third time using the same initial load; this came to be known as the second degree coffee and naturally, is not as strong as the first degree coffee. Economically better households drank first degree or the famous "Degree Coffee" only.
- There is a Kannada name for coffee "Boondh Bisneeru". "Bisneeru" meaning "hot water," thus leading to speculation that the terms may be connected. Though these terms are not used currently, they were used by ladies two generations ago. Interestingly, the Srilankan Tamil name for coffee is "Kottai Vadineer".



## BRAND PRODUCTS

**Kumbakonam Filter Coffee (Ordinary) – Rs.15**

**Kumbakonam Filter Coffee (Special) – Rs.25**

**Special Variety coffee – Rs.25**

**(Chukku Coffee, Malli Coffee, Milagu Coffee, Coconut Milk Coffee, Royal Coffee)**

**Ordinary Tea – Rs.10**

**Tamilnadu special snack items (10 nos)** – will be supplied upon enrolment and payment

**Combo packs of the above** – will be supplied upon enrolment and payment Coffee Powder, Roasted Beans, Decoction, etc will be supplied for retailers only. The above prices may vary based upon geographic location and franchisee type

## LOCATION REQUIREMENTS

### Property

To own a franchise of KUFICO – Kumbakonam Filter Coffee, here are the minimum requirements:

1. Property Size – 10 ft x 10 ft (Total 100 sq.ft.)
2. Parking Space – if required
3. High Visibility

The prospective franchisee can gather a set of 5 – 8 locations and then upon first clearance of proposal, an executive from KUFICO will approve one particular location for the prospective franchisee. A prospective franchisee must get an in principle approval letter from the owner of the property stating that the owner agrees to rent/lease out the property for this purpose to the prospective franchisee upon acceptance of agreeable terms. In case of own property then the prospective franchisee himself/herself must provide the same letter. The sample of this in-principle letter is available in Appendix 1.

## MARKET

Location of the property is preferred in the following places::

- Malls
- Highway Hotels Supermarkets
- IT company cafeteria
- Near Corporate Companies Airports
- Railway Stations
- Bus Terminus or other standalone locations where the minimum footfall is 3000 per day.

## FRANCHISEE SUPPORT

### Marketing

Local Marketing is to be done by the individual franchisee owners to promote the business National/Regional Marketing will be done by KUFICO to promote the brand for 10 outlets together (on chargeable basis)

### Training

Adequate training shall be provided to all franchisee staff on a chargeable basis (one time FOC)

# KUFICO PROGRAMS

## FOFO Model (Franchise Owned Franchise Operated Model)

### A: KUFICO Kiosk

KUFICO Kiosk – designed to be put up in corporate offices, IT Companies, Educational Institutional Canteens, etc (can be add on to existing franchisee).

Products Supplied: Coffee Powder (basic)

Items Supplied	: Kiosk (if required), Limited Items and Branding Board
Co-branding	: Allowed
Snacks and Food Items	: Outside local vendors permitted
Min off take requirement	: 50 kgs coffee powder / month – cash & carry
Validity	: 36 months (renewable based on performance)
Renewal	: Rs.5000/- (Yearly after Agreement Validity)
Price	: Rs.100000/- (Refundable - Rs.5000)
Economics	: 170 cups/kg of coffee powder

### B: KUFICO Express

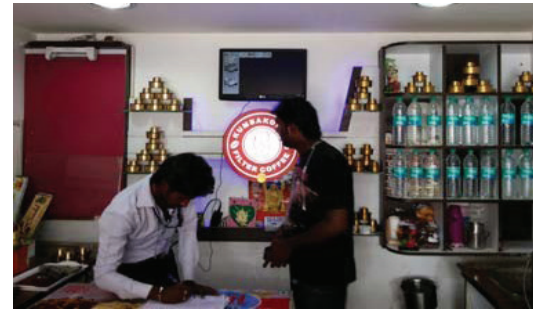
KUFICO Express – designed as add on stall outlets for hotels, restaurants, mall food courts, bakery, IT cafeteria and quick service avenues – shop in shop business models.

Products Supplied: Coffee Powder

Items Supplied	: Stall (if required), Limited Items, Branding Board and Basic Interiors
Co-branding	: Allowed
Snacks and Food Items	: Outside local vendors permitted
Min requirement	: 75 kgs coffee powder / month – cash & carry
Validity	: 36 months (renewable based on performance)
Renewal	: Rs.10000/- (Yearly after Agreement Validity)
Price	: Rs.300000/- (Refundable - Rs.25000)
Economics	: 170 cups/kg of coffee powder



**OUTLET PHOTOS**



## **CONTACT US**

**Sales: 73050 96856**  
**sales@kumabakonamfiltercoffee.com**

**CRM: 96001 14696**  
**crm@kumabakonamfiltercoffee.com**

**Admin: 73977 69071**  
**admin@kumabakonamfiltercoffee.com**

**Marketing: 78450 77793**  
**marketing@kumabakonamfiltercoffee.com**

---

## **MODES OF PAYMENT**

**CARD**  
**ONLINE**



**CHEQUE OR DD IN FAVOR OF**  
**Kumbakonam Filter Coffee Pvt Ltd**  
**HDFC Bank Account# 59290090090091**  
**IFSC Code: HDFC0000675**  
**Branch : Gopalapuram, Chennai**

---

**CORPORATE OFFICE ADDRESS**  
**Kumabakonam Filter Coffee Private Limited**  
**Phase 1, 99, Old Mahabalipuram Rd,**  
**Industrial Estate, Perungudi,**  
**Chennai, Tamil Nadu 600096**  
**ww.kumabakonamfiltercoffee.com**

---

