



FRANCHISE OPPORTUNITY



Reach out to us at: info@coffeedude.in

A Unit of Bean Scene Pvt. Ltd.



ABOUT US

Rooted in the vision and values of Late Mr. Kaushal Misra, Coffee Dude was founded by Mr. Kartik Misra with a foundation in specialized coffee machinery and premium bean retail. This expertise transitioned into the café segment with a landmark 24/7 - 100% vegetarian kiosk at a major government hospital—a milestone that defined the brand's dedication to providing comfort and quality when it is needed most.

Fuelled by a passion for meaningful social connections, the brand flourished across Lucknow with multiple outlets, becoming one of the city's most trusted coffee destinations. In December 2025, Coffee Dude marked a new era of growth by launching its 2,500 sq. ft. flagship café in Noida, showcasing an elevated ambiance and expanded offerings. Building on this momentum, the brand strengthened its homegrown roots in June 2026 by expanding its Gomti Nagar presence in Lucknow to a sprawling 2,000 sq. ft. space. Today, driven by innovation and a community-first approach, we continue to evolve—integrating technology and adapting to modern preferences while staying true to our core pillars of quality and connection.



Kartik Misra, Founder





OUR VISION & MISSION

Driven by a legacy of excellence and a passion for community, Coffee Dude is more than just a café; it is a movement dedicated to redefining the coffee experience for the modern Indian consumer. From our humble beginnings in specialized machinery to our rapid expansion across North India, we remain steadfast in our commitment to quality, accessibility, and the art of the perfect brew.



Our Vision



To cultivate and elevate coffee culture by creating welcoming spaces where every gathering, conversation, and connection is enriched by exceptional coffee, a thoughtfully designed environment, and accessible pricing.

Our Mission



To establish a strong PAN-India presence within the next five years and become the café brand people love most — a destination where meaningful connections flourish, comfort comes naturally, and every cup creates a memorable experience.



MARKET ANALYSIS

India's café sector is booming due to rising middle-class consumption and a shift toward premium social spaces. Coffee Dude is strategically positioned to capture this growth by offering high-quality, 100% vegetarian experiences that balance premium aesthetics with accessible pricing for long-term loyalty.



Target customer segments

We serve students, professionals, and families seeking "Value for Money." While our roots included essential service points, our current focus is on high-footfall urban social hubs, exemplified by our 2,500 sq. ft. flagship locations.



Competitive landscape

We differentiate through technical coffee expertise and a strictly vegetarian commitment. Our move toward vertical integration ensures superior quality and cost control compared to traditional chains.



Trends in the market relevant

The industry is pivoting toward specialty roasts and artisanal food—core pillars of our 2026 roadmap. Our upcoming in-house roastery and bakery segments meet the growing demand for brand transparency and premium retail.



BUSINESS MODEL

Franchise Owned Franchise Operated (FOFO) Model

The Coffee Dude FOFO model empowers partners to run a standalone outlet in three formats—Kiosk, Prime or High Street—backed by the brand's 100% vegetarian philosophy and technical expertise. Turnkey investments of 28.64, 39.37 and 49.98 Lakhs target diverse demographics through value-driven pricing, achieving monthly gross sales of 6, 9 and 12 Lakhs.

Profitability is maximized via optimized operating costs and a first-year royalty holiday, facilitating ROI in 33, 28 and 25 months and annual profits of 16.47, 24.70 and 32.93 Lakhs. Future-proofed for 2026, the model integrates an in-house roastery and artisanal bakery to boost margins and unlock new retail revenue streams.





INVESTMENT & FINANCIALS



The Coffee Dude franchise model is built on a foundation of transparency and sustainable profitability, offering partners a clear roadmap from initial setup to long-term success. By balancing a comprehensive startup package with a high-yield revenue strategy and dedicated brand assistance, we ensure that every standalone outlet is positioned for rapid growth in the competitive café market.

Initial investment required

Coffee Dude standalone outlets come in three formats—Kiosk, Prime and High Street—with turnkey investments of 28.64, 39.37 and 49.98 Lakhs, covering the franchise fee, premium equipment, complete interior fit-outs and operational setup.

Franchisor Support

Partners receive end-to-end assistance, including site feasibility, architectural 3D layouts, and staff training. Ongoing support includes supply chain management, marketing collateral, and technical expertise.

Break-even point

Profitability is accelerated by a first-year royalty holiday, allowing partners to recoup costs faster. Based on an average of 100, 150 and 200 daily orders for the three models, the store achieves operational break-even within its initial months.

Return on Investment (ROI)

The three formats target ROI in 33, 28 and 25 months. With monthly gross sales of 6, 9 and 12 Lakhs and optimized operating costs, investors can expect annual profits of 16.47, 24.70 and 32.93 Lakhs.



INVESTMENT
ESTIMATE

Ideal Investment Estimate* — Format Comparison (figures in ₹)										
S. N.	CATEGORY & DESCRIPTION	KIOSK (400–500 Sq.ft.)			PRIME (500–700 Sq.ft.)			HIGH STREET (1000 Sq.ft.)		
		Exclusive	GST	Total	Exclusive	GST	Total	Exclusive	GST	Total
1	Franchisee / License Fee (GST 18%) One-time fee, non-refundable, for 3+3+3 years	₹5,00,000	₹90,000	₹5,90,000	₹6,50,000	₹1,17,000	₹7,67,000	₹8,00,000	₹1,44,000	₹9,44,000
2	Fit-outs, Full Interior Setup & Related Works Complete turnkey interior & related works	₹11,50,000	included	₹11,50,000	₹16,10,000	included	₹16,10,000	₹23,00,000	included	₹23,00,000
3	Design Consultation Architect/Ops site visit, feasibility, layout, 3D designs & supervision	—	—	Part of Interior	—	—	Part of Interior	—	—	Part of Interior
4	Branding Signage, posters/wallpaper, indicators, launch material, menu printing	—	—	Part of Interior	—	—	Part of Interior	—	—	Part of Interior
5	Equipment (GST 18%) Detailed specifications shared post sign-up	₹7,50,000	₹1,35,000	₹8,85,000	₹11,00,000	₹1,98,000	₹12,98,000	₹12,50,000	₹2,25,000	₹14,75,000
6	Crockery & Cutlery Can be supplied at extra cost if required	₹50,000	₹9,000	₹59,000	₹65,000	₹11,700	₹76,700	₹75,000	₹13,500	₹88,500
7	POS & Software (GST 18%) Computer hardware, software, printer etc.	₹85,000	₹15,300	₹1,00,300	₹85,000	₹15,300	₹1,00,300	₹85,000	₹15,300	₹1,00,300
8	Miscellaneous (All Local Purchases) Local purchase quantities & price may vary	₹50,000	included	₹50,000	₹55,000	included	₹55,000	₹60,000	included	₹60,000
9	Licenses & Misc. Statutory licenses & miscellaneous	₹30,000	included	₹30,000	₹30,000	included	₹30,000	₹30,000	included	₹30,000
	GRAND TOTAL	₹26,15,000	₹2,49,300	₹28,64,300	₹35,95,000	₹3,42,000	₹39,37,000	₹46,00,000	₹3,97,800	₹49,97,800

*Figures are indicative and may vary by city, location, area and time. Coffee Dude (A Unit of A Bean Scene Pvt. Ltd.) reserves the right to revise these rates.



The background is a solid dark red color. In the top left corner, there is a black coffee cup with a white lid and a red circular logo that says "COFFEE DUDE". In the top right corner, there are several yellow and orange swirls and a large yellow semi-circle. In the bottom left corner, there are more yellow and orange swirls. In the bottom right corner, there is a white coffee cup with a clear lid and a straw, also with a red circular logo that says "COFFEE DUDE".

OPERATIONS & SUPPORT



What support franchisor provides

We provide a comprehensive turnkey solution, including site feasibility studies, 3D architectural renders, and intensive staff training. Partners benefit from established supply chains, marketing collateral, and continuous technical expertise to ensure seamless operations



Site selection criteria & setup process

Success begins with the right location. We assist in identifying high-footfall spaces in premium markets. Our team manages the entire setup, from civil works to professional barista equipment installation.



Ongoing operational standards & quality control

We maintain excellence through periodic audits and standardized SOPs. With the 2026 roastery launch, we ensure consistent flavor profiles and premium ingredient quality, safeguarding the brand's 100% vegetarian promise across all outlets.

PRICING STRATEGY

Coffee Dude employs a value-driven and competitive pricing strategy designed to deliver a premium café experience—complete with high-quality products and a welcoming ambiance—at accessible price points. By positioning itself as a provider of superior coffee and freshly prepared food that remains affordable for a broad demographic, the brand ensures its "Value for Money" status within the local market.

This approach is reinforced by market-aligned pricing benchmarked against regional and national chains, alongside a tiered product range that caters specifically to students, professionals, and families alike. Looking forward, Coffee Dude is set to enhance its cost efficiency and pricing flexibility through vertical integration; the establishment of an upcoming in-house roastery will optimize input costs and heighten quality control.

Ultimately, this strategic balance of quality, affordability, and sustainable profitability solidifies Coffee Dude as the preferred destination for everyday coffee rituals.





RISK & OPPORTUNITIES

Investing in a franchise requires a clear understanding of the evolving market landscape. By identifying potential challenges early and mapping out clear avenues for expansion, we ensure our partners are equipped for both resilience and long-term capital appreciation.



Potential risks

Market fluctuations and rising raw material costs present operational challenges. We mitigate these through stringent supply chain management, diversified menu offerings, and vertical integration to stabilize margins.



Growth opportunities & scalability

Our FOFO model is designed for rapid multi-unit expansion. With the upcoming roastery and artisanal bakery, partners can unlock high-margin retail streams and scale across PAN-India markets.



ROI SHEET



FRANCHISE MODELS — MONTHLY ROI COMPARISON			
PARTICULARS	KIOSK	PRIME	HIGH STREET
<i>Carpet Area</i>	<i>500 SQFT</i>	<i>700 SQFT</i>	<i>1000 Sq.ft.</i>
Average Revenue per Order	200	200	200
Average Orders / Day	100	150	200
Average Sales per Store / Day	20,000	30,000	40,000
Days in Month	30	30	30
Sales per Month	6,00,000	9,00,000	12,00,000
Gross Sales	6,00,000	9,00,000	12,00,000
GST (5%)	28,571	42,857	57,143
Net Sales	5,71,429	8,57,143	11,42,857
Food Cost (40% of Gross Sales)	2,40,000	3,60,000	4,80,000
Fixed Cost (Rent + CAM)	60,000	90,000	1,20,000
Staff Salary	90,000	1,35,000	1,80,000
Electricity & Water	27,000	40,500	54,000
Diesel / Petrol	3,000	4,500	6,000
Repair & Maintenance	1,620	2,430	3,240
Printing & Stationery	600	900	1,200
Communication Expenses	1,200	1,800	2,400
Local Store Marketing	3,000	4,500	6,000
Pest Control	960	1,440	1,920
Cleaning & Janitorial	4,020	6,030	8,040
A.M.C.	1,200	1,800	2,400
Credit Card / Service Charges	1,620	2,430	3,240
Total Operating Cost	1,34,220	2,01,330	2,68,440
Total Expenses	4,34,220	6,51,330	8,68,440
Total Monthly Profit	1,37,209	2,05,813	2,74,417
Total Yearly Profit	16,46,508	24,69,756	32,93,004
Estimated Investment	30,00,000	40,00,000	50,00,000
ROI Period (Months)	33 MONTHS	28 MONTHS	25 MONTHS
Royalty	Year 1 – No Royalty Year 2 onwards – 10% + GST (Of Gross Sales)		

THANK YOU SO MUCH!



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Disclaimer:

The financial figures and projections presented above are based on historical averages and specific operational assumptions. They are intended for illustrative purposes only and do not constitute a guarantee of future performance or profit. Actual results may vary based on location, local market conditions, management efficiency, and unforeseen operating costs. Potential franchisees are advised to conduct their own independent due diligence and consult with financial and legal advisors before making any investment.