



TOM N TOMS COFFEE





INDIA FOR COFFEE

- India has population of 1.37 Billion people
- There are more than 50 urban areas in the country with population more than 1 million.
- More than 70% of the population is below age 40.
- Highest number of middle income group population globally.
- Per capita has been on a steady incline with stable economy.



INDIA FOR COFFEE

- Indian coffee beans can majorly be divided into Arabica and Robusta, with production reaching 319,500 M.
- Top Producers of coffee in india are Karnataka, Kerala. Tamil Nadu, Andhra Pradesh. ...
- *Indian coffee consumption is at its nascent stage with per capita consumption of 100 grams, with a estimation of increase to 250 grams in next decade.*



BARISTA

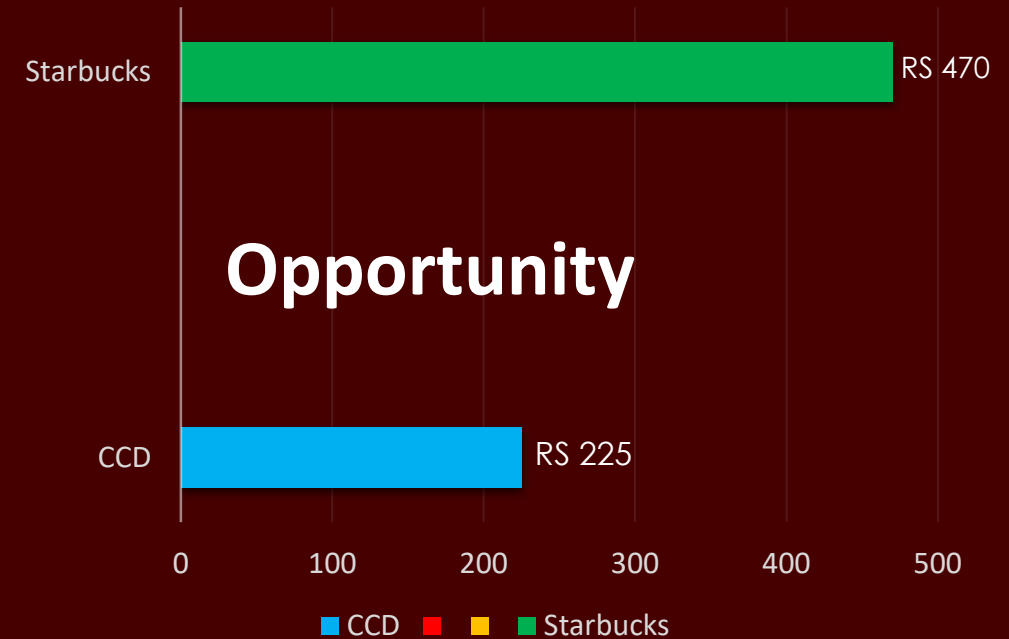
CURRENT MARKET SCENARIO

- Unorganised sector controls about 90% of the retail coffee market.
- Organized market is growing by 100% year on year.
- Cafe Coffee Day, with its network of 1,742 cafes pan- India in over 245 cities, has seen coffee sales soar from over 1.6 billion cups per annum in fiscal 2017 to over 2 billion cups per annum in fiscal 2018. Tata Starbucks has grown its customer reach to 2,50,000 customers a week across its network of 128 stores in seven cities within six years of entering the India market in October 2012.
- Current brands present in market Cafe Coffee Day, Starbucks, Barista Coffee, Costa Coffee, Coffee Bean Tea Leaf, Mc Cafe ETC.

MARKET OPPORTUNITIES

- Currently Starbucks is positioned as a premium coffee chain and has an average bill size of 470 INR, Where as Barista Coffee, Di Bella Coffee, Costa Coffee has and average bill size of 300 – 320 INR.
- Cafe Coffee Day is a go to brand for people due to its vast network of stores and has an average bill size of 225 INR.
- There is a clear market opportunity for a brand to place itself between these two positions and a luxury coffee chain to stand above Starbucks.

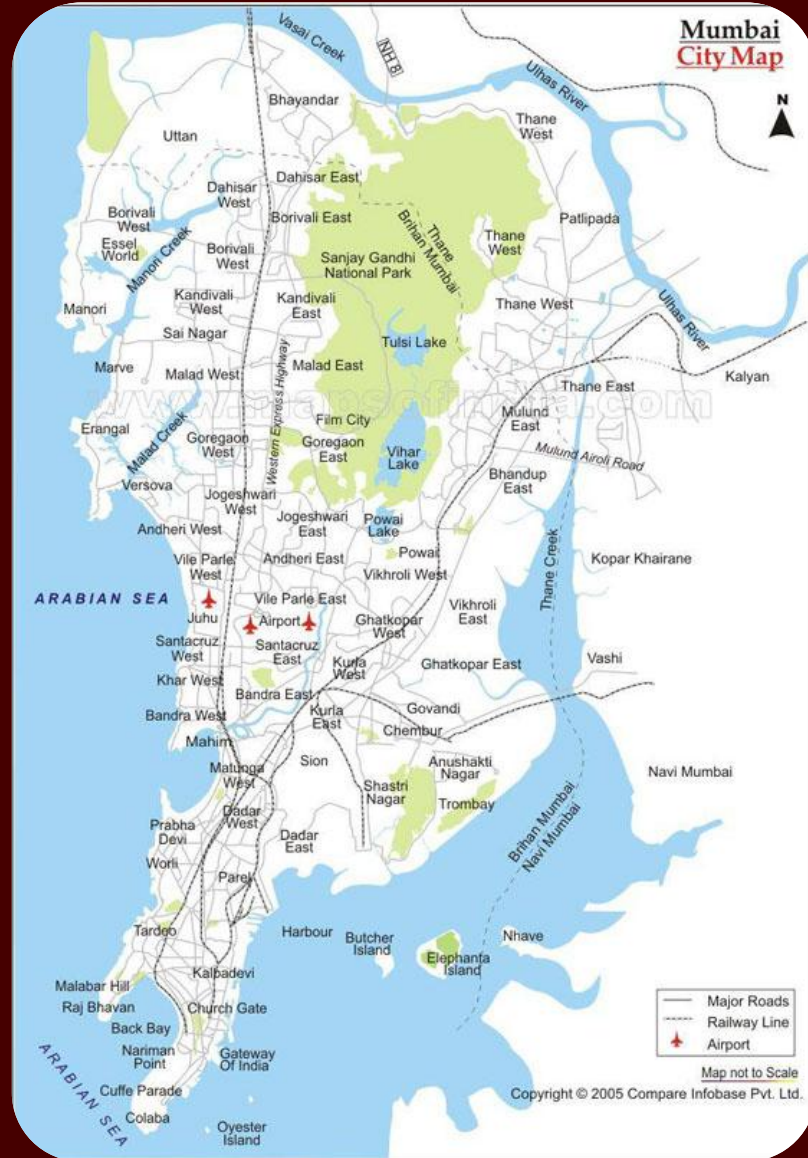
Average Bill Size



OUR PROPOSAL



- We would like to get associated with Tom n Toms Coffee and create a synergy for their india operations.
- Open in 4 Cities- Mumbai, NCR Delhi, Chandigarh, Bangalore.
- To start with 18 stores in first 2 years:
 - Mumbai MMR 5 Stores
 - NCR Delhi 5 Stores
 - Bangalore 5 Stores
 - Chandigarh 3 Stores
- We would also like to open stores in Domestic and International Airports of the same cities. These will be over and above the stores in the City limits.



MUMBAI (MMR)

- Mumbai Metropolitan Region comprises of Mumbai, Navi Mumbai & Thane.
- Its the most populated and most urban city of the country, with population of 20+ million people.
- Its the commercial capital of the country and rapidly growing city of the country.
- We propose to start our operations here and expand it to satellite cities like Pune and Nashik.
- We would start with 5 stores, Mumbai has a capacity absorb 50 stores in future.

NEW DELHI (NCR)

- National Capital Region comprises of Delhi, New Delhi, Gurugram, Ghaziabad, Noida, Faridabad.
- This is the national capital and has a population of 20+ million people, the city is home to all the ministries and has developed into an IT hub for the country.
- We propose to start with 5 stores here and then expand to satellite cities like Agra, Mathura & Jaipur in future.
- NCR Delhi can absorb up to 50 stores in future.



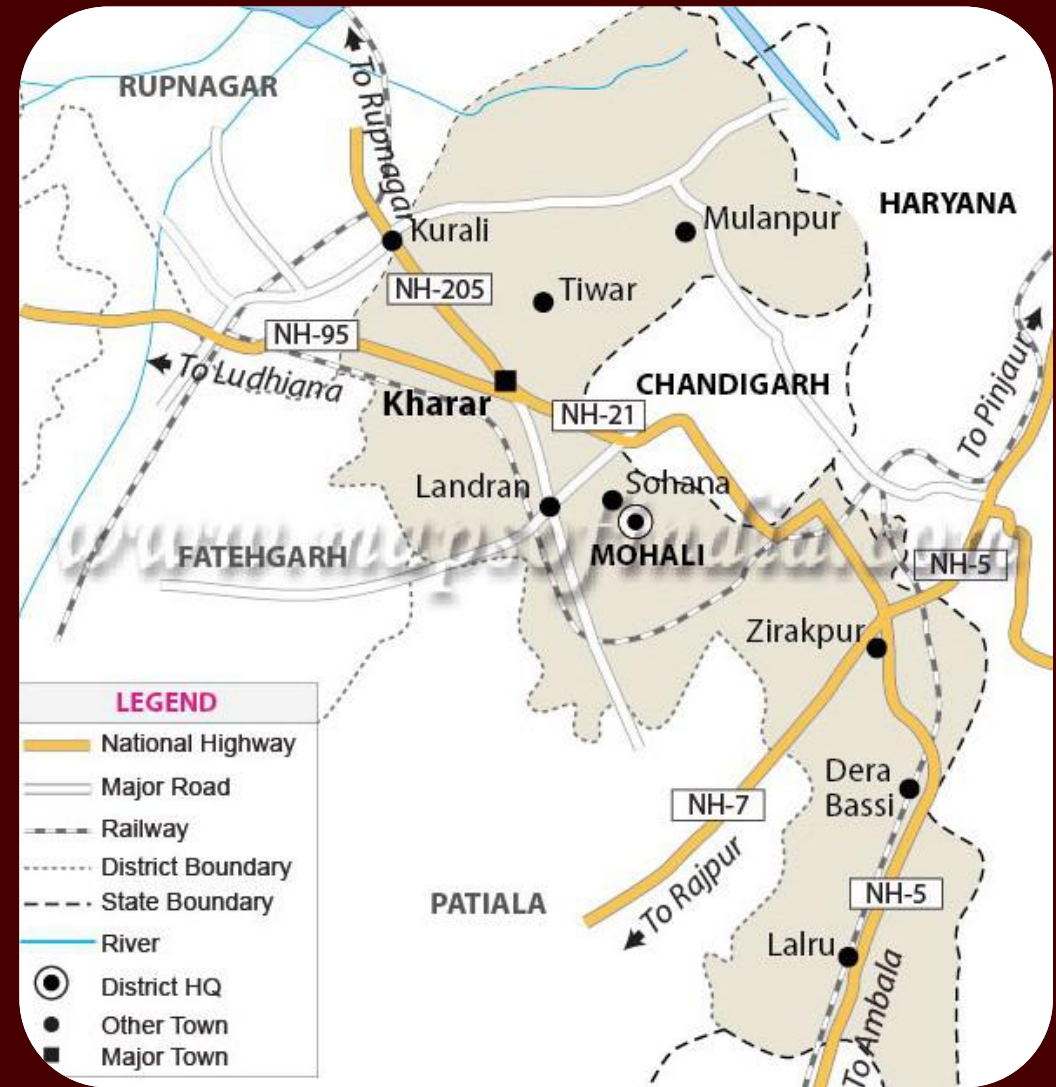


BANGALORE

- Bangalore is third most populated city of the Country and also the IT and education capital of the country.
- The biggest and the best Start-ups have taken birth in this city.
- With population of 13+ million people and every expanding the city is a growth hub.
- We propose to start with 5 stores.
- This city has the capacity to absorb 30 stores in the future.

CHANDIGARH

- The first planned city of the country boasts to be one of the richest city in the country.
- With population close to 1.5 million people the city is hub to retail & retail manufacturing of the country
- We propose to start with 3 store and expand to satellite cities like Ludhiana, Amritsar, Jalandhar, Zirakpur, Mohali etc.
- Chandigarh and its satellite cities have a growth potential of 25 stores in the future.



TARGET MARKETS

- Malls, Office Complexes, Prominent High Streets, Business centers, Premium Residential Clusters.
- Store Format – 1000 Square Feet onwards, up to 2000 Square Feet.
- Airport store of available sizes and kiosk.



Airport Kiosk.

TEAM

Rajit Mehta (MBA – MRICS)

19 years experience in retail real estate residential and commercial market. Rajit has general & strategic management expertise.

Nishant Vyas (MBA)

14 years experience in retail real estate, high street market development with mall management expertise.

Kamlesh Jain

10 years of Graphic designing and Digital Marketing expert and core competency in advertising and brand management.

Harsh Bhartiya (MBA)

5 years experience in digital medium, business development and international marketing.

Vineet Mehta (MBA in Finance)

14 years work experience is core banking and investment banking. A Finance specialist in fund raising and M&A.

THANKS