



Brand Name: Brownland Coffee

Established: 2020

Head Office: Civil Lines, Raipur, Chhattisgarh – 492001

Current Presence: 7 outlets across Raipur, Chhattisgarh

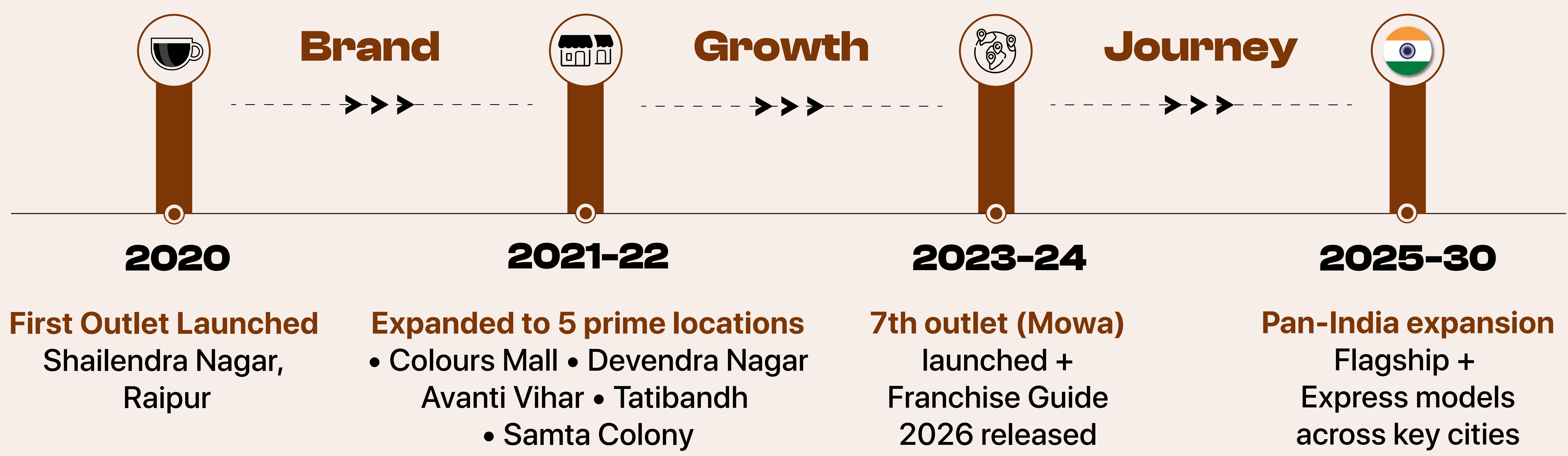
Franchise Model: FOFO (Franchise Owned, Franchise Operated)

India's Pocket-Friendly Coffee Shop Franchise

Started in Raipur in 2020, Brownland Coffee has grown into a premium café brand with **7 successful outlets**. Built on a smart QSR model, the brand combines specialty coffee, quick service, and profitable operations. With a **vision of 100+ cafés across India** by 2030, Brownland is now inviting franchise partners to grow with us.



Mr. Anshul Kotecha
Founder



Key Products

- Hot Coffees & Brews
- Cold Coffees & Iced Brews
- Sandwiches & Quick Bites
- Signature Shakes & Desserts
- Special Add-Ons & Tea Range

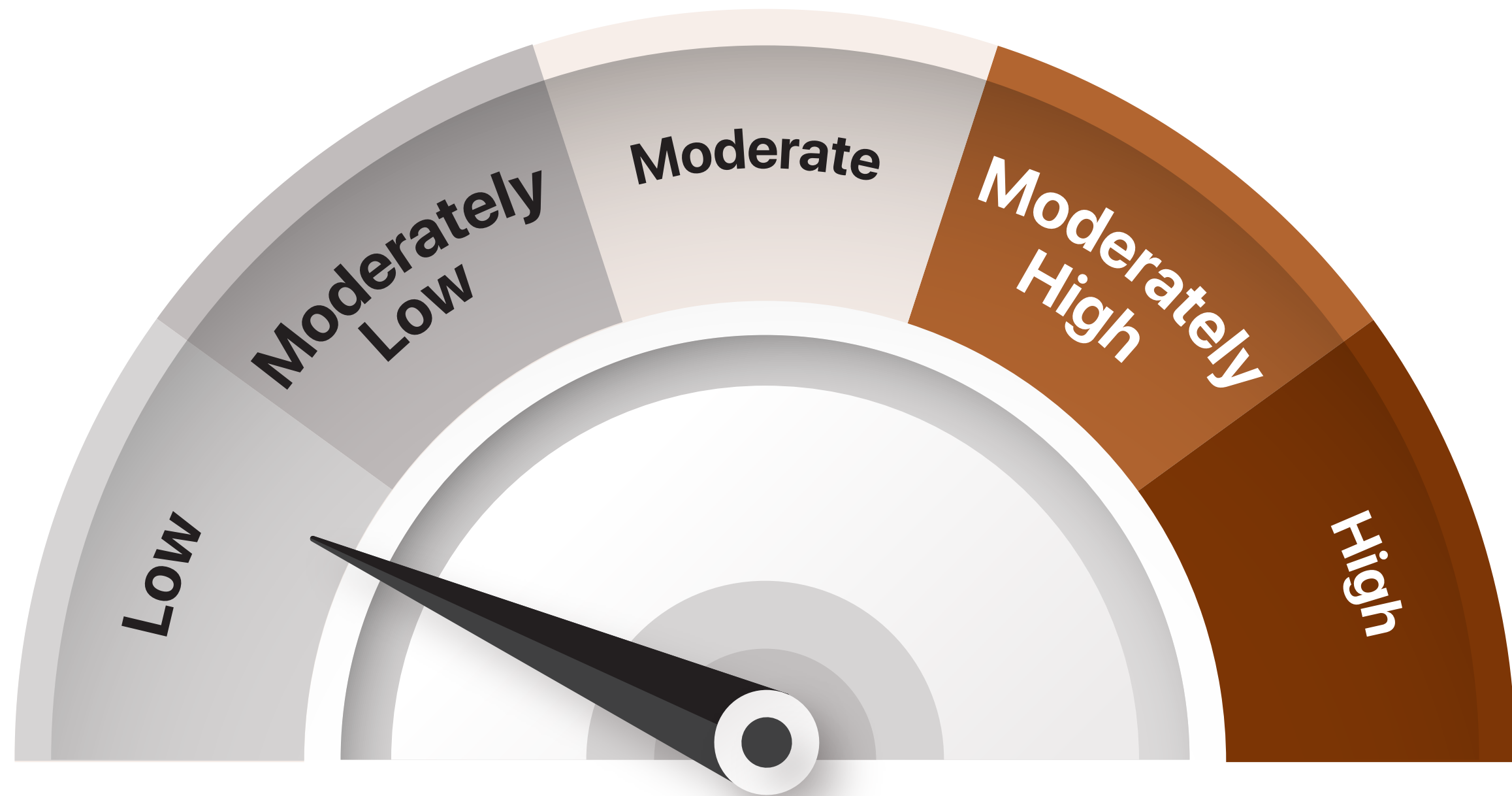


₹ Average Order Value: ₹100 | 📋 High-Margin Menu Mix | 🤝 Low Wastage Setup

Market Opportunity

- India's café & QSR market growing 10–12% YoY
- Strong demand from students, professionals & millennials
- Huge growth potential in Tier 2 & Tier 3 cities
- Compact café formats deliver higher efficiency with lower overheads

Risk Meter



Investment Breakdown

Component	Amount / Details
Franchise Fee	₹5 Lakhs (One Time)
Setup Cost	₹3 Lakhs - ₹4 Lakhs (Express / Kiosk); ₹5 Lakhs - ₹6 Lakhs (Compact Café); ₹7 Lakhs - ₹9 Lakhs (Flagship)
Royalty	₹10,000 per month (Fixed — No percentage sharing)
ROI Timeline	3 – 12 months (model-dependent)
Setup Area	150- 200 sq. ft. (Express) 250-300 sq. ft. (Compact) 400–600 sq. ft. (Flagship)
Model Type	Compact Café / Takeaway + Limited Seating
Includes	Branding, Training, Interior Assistance, Marketing Support

Earning Potential & ROI Scenarios

Based on average ₹ 100 ticket size and standard footfall projection.

Scenario	Scenario 1	Scenario 2	Scenario 3
Daily Orders	100	150	200
Gross Sales/Year	₹36.5 L	₹54.7 L	₹73 L
Net Profit/Year ~	₹9.7 L	₹17.8 L	₹26.4 L
ROI Period	~10 months	~5 months	~3–4 months

Store Formats & Setup

Format	Express / Kiosk	Compact Café	Flagship (2025)
Area	150–120 sq. ft.	250–300 sq. ft.	400–600 sq. ft.
Focus	Quick service + delivery	On-the-go + Sit-and-Sip	Full café + extended menu
Franchise fee	₹5 Lakhs	₹5 Lakhs	₹5 Lakhs
Civil & Interior Cost	₹3 Lakhs - ₹4 Lakhs	₹5 Lakhs - ₹6 Lakhs	₹7 Lakhs - ₹9 Lakhs
Equipment Cost	₹6 Lakhs	₹6 Lakhs	₹6 Lakhs
ROI Timeline	3–6 months	6–10 months	10–12 months
Ideal For	Malls, Colleges, Busy Markets	High Streets, Residential Hubs, Corporate Zones	High Streets, Residential Hubs, Corporate Zones

Fixed Royalty Advantage

Every Brownland partner pays only a Fixed ₹10,000 per month royalty — No hidden charges, no percentage sharing. At Brownland, we believe every franchise partner should grow without the burden of percentage royalties. You focus on creating exceptional café experiences — we handle the brand, marketing, and growth systems.

Why Partner With Brownland Coffee?



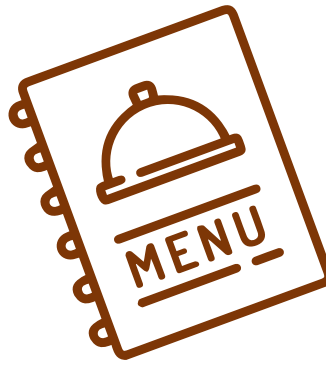
Scalable Growth Model



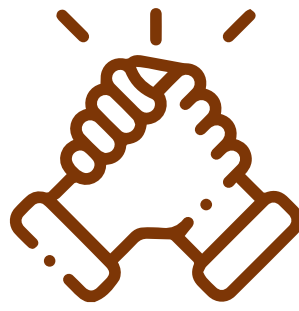
Low Investment, High Returns



Fixed Royalty Model



Proven Menu & Operations



Complete Training & Setup Support



Nationwide Visibility

 @brownlandcoffee |  www.brownlandcoffee.com |  +91 6265 470873

Disclaimer:

This document has been prepared by The Franchise Insider, a research-based advisory firm, for informational and illustrative purposes only. All information, projections, and data presented have been sourced from the brand owner and publicly available online resources. This should be viewed as a research-style fact sheet and does not constitute an offer, solicitation, or guarantee of returns or business success. Financial projections are indicative and subject to change based on market conditions and operational factors. Prospective investors must carry out their own due diligence and consult with professional advisors before making any business decisions. Neither the brand nor any advisor, including The Franchise Insider, shall be held responsible for business outcomes or investment decisions made by the reader.