



Madras Coffee House

FRANCHISE PRESENTATION

ABOUT



Madras Coffee House is an Indian filter coffee chain of outlet across India. MCH has more than **70** outlets across India and is the leading filter coffee brand.

#RealFlavourOfMadras - the community of filter coffee lovers across the country

Madras coffee house chain is known for its high quality filter coffee and seamless product experience while serving the customer with best coffee and snack experience. Madras Coffee House has given a new definition to the filter coffee experience.

It is not just a place where you go and grab a coffee and leave, but it is a place to have conversations, taste the best filter coffee and build relationships while enjoy a huge range of products to devour on.



மெட்ராஸ் காஃபி ஹவுஸ்

Madras Coffee House

PURE FILTER COFFEE & MORE...



P. Prasanna Venkatesh
Founder



M. Kumaaravelan
Founder

OUR FOUNDERS



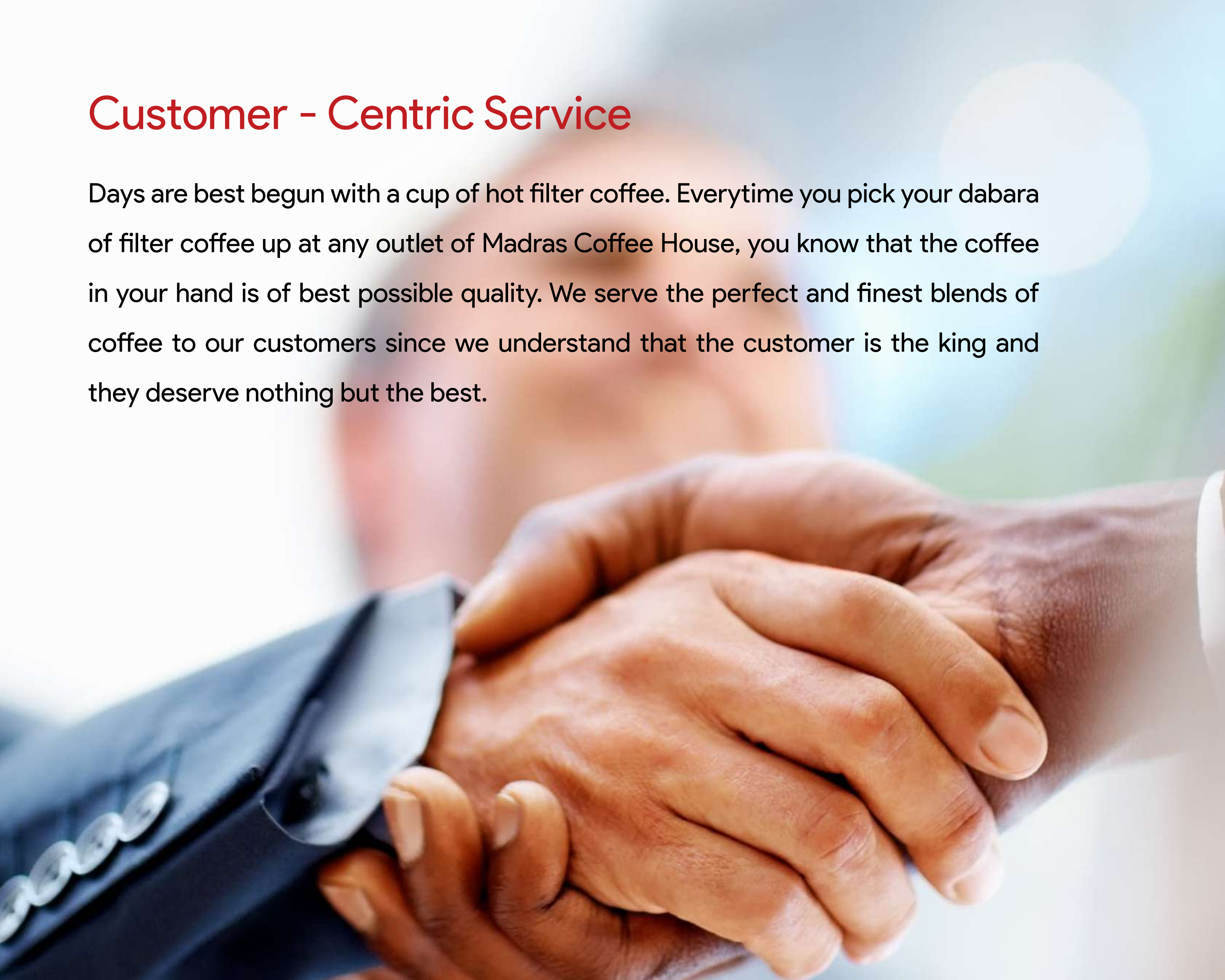
Days are best begun with a cup of hot filter coffee. Every time you pick your dabara of filter coffee up at any outlet of Madras Coffee House, you know that the coffee in your hand is of best possible quality. We serve the perfect and finest blends of coffee to our customers since we understand that the customer is the king and they deserve nothing but the best.

OUR TRADITIONAL FILTER COFFEE



Customer - Centric Service

Days are best begun with a cup of hot filter coffee. Everytime you pick your dabara of filter coffee up at any outlet of Madras Coffee House, you know that the coffee in your hand is of best possible quality. We serve the perfect and finest blends of coffee to our customers since we understand that the customer is the king and they deserve nothing but the best.



We have spread over 70 outlets all over the country to provide the best filter coffee experience for everyone. The coffee is not only available at stores, but we also offer to deliver it to your homes through Swiggy, Zomato and UberEats.



SAMOSA



FRANCHISE OWNER TESTIMONIALS

Akash B

Nungambakkam (Loyola College) Chennai

When we started looking for franchises, we knew Madras Coffee House was the one for us because of their focus on quality and customer-focused operational practice. The stock management with them has been a godsend as we never have to stress about the stocks as the MCH team takes care of literally everything. I'm super happy that we chose to partner with them.



Sudhakar K & Magitha M

Anna Nagar East, Chennai

We've wanted to work with a brand that has an audience across the world. One such product is filter coffee as it is a representation of South India amongst foreign countries as we have heard it from foreigners asking about filter coffee in the USA. That's when we knew our brand was this instinctually. The team of Madras Coffee House is simply amazing. The team leaders work tirelessly to make our work easier and to keep us at ease all the time. It's hard to find a brand that's this capable and this profitable. Our plans are to expand to more franchises in the coming months!



Pradheep D

Pondi Bazaar, Marina Mall, Besant Nagar, Hosur, SIPCOT

Madras Coffee House is the best investment I've made in my life. The owners are like friends to me. They guide me not just with Madras Coffee House but with all my business ventures. The best thing about being a part of the franchise is that everything is systematic and therefore I have no worries to run the business and the system takes care of itself. I'm extremely comfortable and happy to be a part of the MCH family.



VADA





“ My filter coffee experience with MCH has been amazing. The taste of the coffee has no match whatsoever. Growing up in Chennai, MCH has been the sole saviour for my filter coffee cravings.”

V. Ramachandran
Chennai



“ I love the filter coffee from MCH very much. I always come here with friends and family to enjoy a nice round of evening snacks with a hot cup of filter coffee. Literally everyone in my family is a fan of the filter coffee and MCH is our only go-to destination. ”

A. Ashok Kumar
Madurai

TESTIMONIALS



“I've never had a Filter coffee as good as Madras Coffee House. The taste consistency is simply amazing and any store I visit, I get to relish the same rush of adrenaline without any compromise in quality. That is one of the biggest reasons why I love the MCH brand.”

R. Gayathiri
Trichy



“We are all ardent coffee drinkers in my gang and MCH has been our hangout spot for quite a long time. We have made conversations and grown our friendships over the time in Chennai. We have had filter coffee in literally every outlet of MCH there is. Now that they are expanding to different cities, we plan to travel in the future also.”

C. Karthikeyan
Kumbakonam

TESTIMONIALS

ROSE MILK



WHY CHOOSE US? |



Company known for its integrity and transparency.

Getting the authentic, traditional filter coffee experience is one of the signature highlights of Madras Coffee House. We're proud to bring you the best experience for your palate and your soul. Drink coffee made the traditional way, right in Madras! Make sure to stop by Madras Coffee House for a perfect cup of coffee. With over years of experience serving in traditional filter coffee brewing, Madras Coffee House is presently one of the best places in Tamil Nadu that produce freshly brewed South Indian filter coffee.



THE BRAND KNOWN ACROSS INDIA



Beyond just a memorable logo, the brand value of Madras Coffee House is known and has extended its wings across India for the quality of coffee that is being served. Our coffees are experts at captivating the customers through the richness in every sip and the strong aroma that gives a blissful experience for everyone who desires freshly made South Indian filter coffee.

BEST TASTE ACROSS ANY BRAND

The moment of joy that one experiences while smelling the scent of the distinctive aroma of coffee is just priceless. That is where Madras Coffee House positions itself in a unique place in the hearts of customers serving the best coffee taste across any other brand. We are aimed to brew every cup of coffee sweeter and more enjoyable that is blended with tradition and ensure the customers deserve the best quality of perfect coffee.





Market leader in the filter coffee segment.



Success ratio is almost 100%.



Highest Return on Invest in the industry.



Continuous support from the company.



Provision of sufficient manpower and backup from the company.

MENU

Samosa

Rose Milk

Ragi Biscuit

Masala Vada

Kulipaniyaram

Jamun

Corn

Butter Biscuit

Banana Cake

Channa

Vada

Filter Coffee

Cocktail Samosa

Cinnamon Tea

Karathattai

Cutlet

Coconut Bun

Brown Bread

Aloo Bonda

Veg Roll



CAPITAL REQUIREMENT

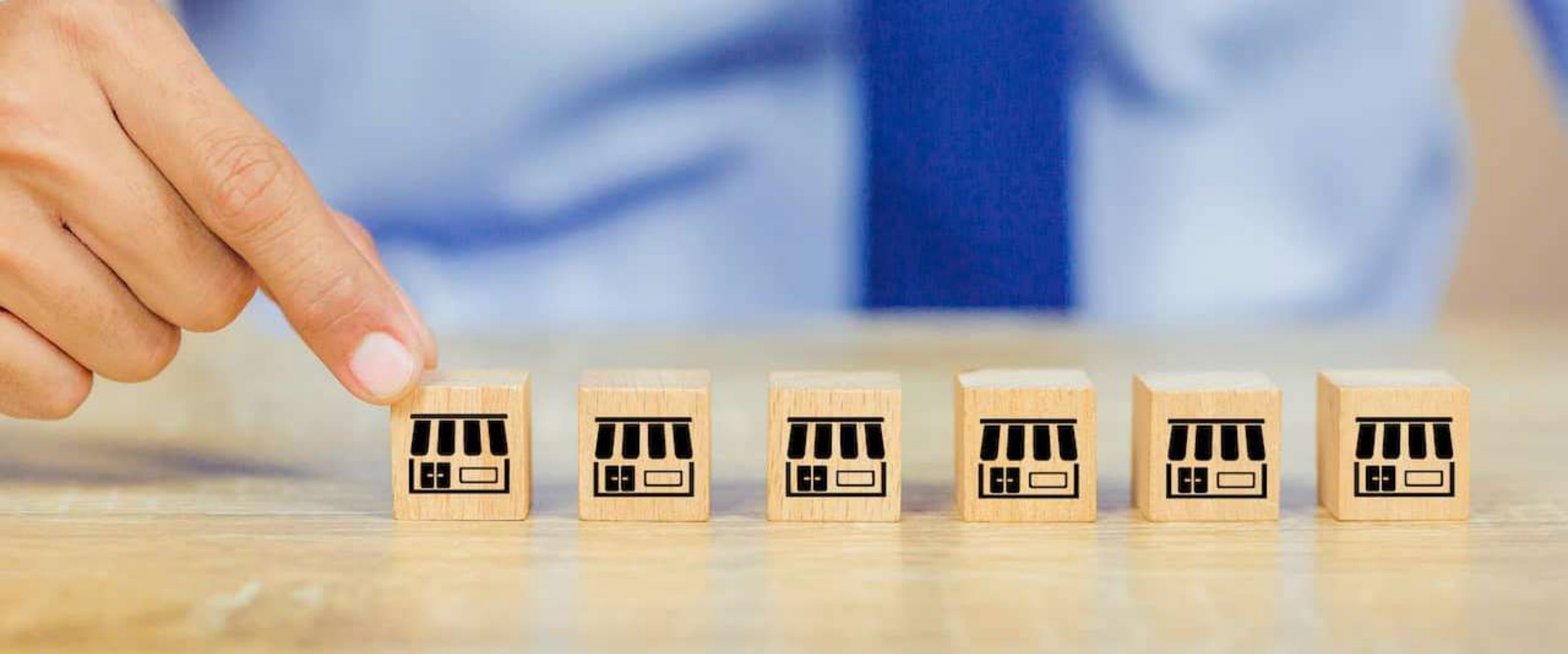
Total investment required to start a “**Madras Coffee House**” outlet will be around 10 to 12 lakh, which includes everything to start the outlet (equipment, interior, kiosk, rental advance, franchise fee...)



INVESTMENT DETAILS

Franchise fee is	Rs. 3,00,000/- plus GST,
Kiosk or Shop interior	Rs. 2,00,000/- to 4.50,000/-
Equipments	Rs. 3,00,000/-
Rental advance	Rs. 1,00,000/- to 2,00,000/-





TO START A FRANCHISE

The first step will be approval of the location by the company.
Only after approval of the location the Franchisee will need to
start spending for the investment.



RETURN ON INVESTMENT

The return on investment expected to be around 50% per annum, i.e., around 6 lakhs per annum as net profit. The profit may differ depending upon the location.

Royalty will be 6% on net sales, payable monthly.

The company will provide full support (from approving the site, buying installing the equipments, interior, providing the enough staffs, training, and to maintain accounts).

ACTIVE ACROSS SOCIAL MEDIA PLATFORMS



FACEBOOK



INSTAGRAM



TWITTER



MADRAS COFFEE HOUSE

Give yourself a treat with our delicious **butter cookies**. Give your **taste buds** the attention they deserve.

MADRAS COFFEE HOUSE

Experience the richness of **strong coffee**.

MADRAS COFFEE HOUSE

Take a sip of the **delicious drink**

MADRAS COFFEE HOUSE

Handpicked **coffee beans**, freshly brewed for your taste.



Create memories.
Coffee is the answer.



Sending you reminders
to have **hot Vaduz**



*A glass of butter milk
every day will put your woes at bay!*



Dip in the delicious butter biscuits





MADRAS COFFEE HOUSE

Coffee a day brings happiness on its way



MADRAS COFFEE HOUSE

Experience the *best coffee.*



MADRAS COFFEE HOUSE

Experience the deliciousness in Rose milk



MADRAS COFFEE HOUSE

Take a break to taste the *sweet corn*



Some of our Social Media Designs





Madras Coffee House

CONTACT US

Vel Chakra Coffee Pvt Ltd.,
16/31, Kandappa Chetty street,
Kothawal Bazaar, Chennai – 600001, Tamil Nadu,

kumaaravelan@madrascoffeehouse.com | prasanna@madrascoffeehouse.com