



**MADRAS  
COFFEE HOUSE™**

**PURE  
FILTER  
COFFEE  
SNACKS**

# COMPANY PROFILE



# SOUTH INDIA'S FILTER COFFEE ICON







**Madras Coffee House** has emerged as the best South Indian filter coffee brand with its authenticity towards its deliverables and customer centric business model.

Madras Coffee House is an Indian filter coffee chain with outlets across India.

MCH has more than

**90+ outlets** across India

and is the leading filter coffee brand.



# BEST AND AFFORDABLE

The idea of Madras Coffee House started with a spark of providing the best south indian filter coffee affordable for everyone. This idea initiated the Madras Coffee house in 2010. The idea later elaborated to provide from best filter coffee to best snacks at an affordable price.



**Madras Coffee House**

**PURE FILTER COFFEE & MORE...**





# CUSTOMER IS THE KING





# QUALITY

**'A PATH TO A PERSON'S HEART IS THE STOMACH'**

Madras Coffee House believes in it firmly. To satisfy one's stomach MCH never compromises with the quality as MCH believes in quality over quantity.

MCH uses everything in high quality from raw materials to packages. To make sure the customer is validated with the price they pay and feel assured.



**REAL FLAVOUR OF  
MADRAS**





# HYGIENE

**A HYGIENE ENVIRONMENT IS THE FIRST STEP TOWARDS A HEALTHY ENVIRONMENT.**

Keeping this in mind Madras Coffee House maintains a hygienic outlet everywhere with strict monitoring.

Our staff are the communicators of our hygiene policy as you can't never see our staff without a head cap, glove or a mask.

Thus, providing a best environment for the customer to relax and share some stories over a coffee.





# SPECIAL AND SPECIFIC

MCH caters a specific variety of eateries in every outlet which are handpicked by our team with a conscious of healthy prospect towards the customer.

The quality, taste and health are the most concerned before launching any new snack or drinkables.









# DIRECTORS

---

M. KUMAARAVELAN

PRASANNA VENKATESH



**Madras Coffee House**

**PURE FILTER COFFEE & MORE...**





# THE MCH EMPIRE

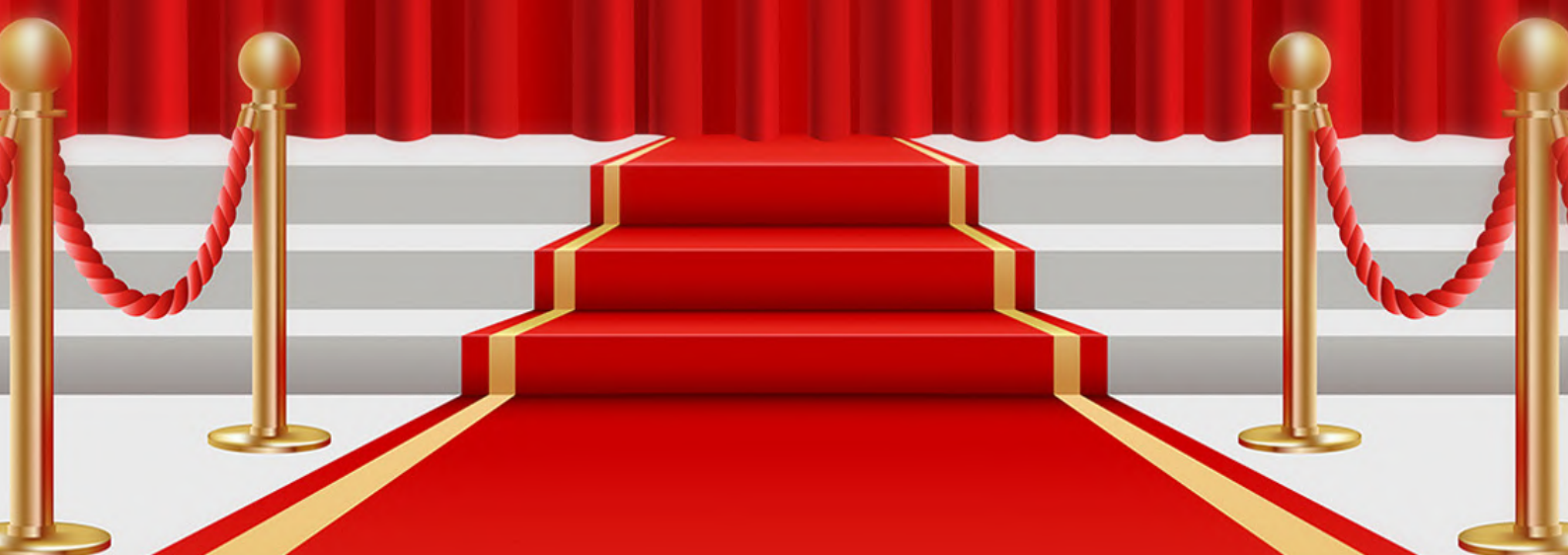
A FASCINATING COFFEE  
EXPERIENCE MORE THAN

**120+ OUTLETS**

TO CHOOSE FROM



# AWARDS





# CELEBRITIES





# IN THE PRESS

## Fancy a tinge of saffron in your tea?



**Roshni Balasubramanian**

Eight years ago, when two friends-cum-entrepreneurs M. Kumaravelan and Prasanna Venkatesh didn't know where to go to drink a good cup of hot filter coffee, they started Madras Coffee House—a brand that sells authentic quality filter coffee in modern kiosks. Since then, the filter coffee on-the-go concept has caught up in the city, making them one of the most popular names among coffee-lovers and coffee connoisseurs.

Now, the brand not only boasts 75 outlets but has also introduced a one-of-a-kind tea—Saffron tea, for the first time in India. As we head to their flagship store in Hazratganj road, to get a taste of their newest beverage, we are welcomed by Kumaravelan and Prasanna. Enthused about the recent launch of the saffron tea, Kumaravelan says, "About two years ago, we had 10 outlets. Now, we have expanded to 72 in Chennai in India. In fact, our visit to Dubai sparked this idea of making saffron tea."



different proportions of saffron and other components. But it was all worth it. We have received good feedback so far," beams Prasanna.

The saffron essence is made exclusively for Madras Coffee House in Kashmir and sent on requirement basis. "It's authentic saffron. We wouldn't settle for anything but the best for our customers," he asserts. As he directs Anandhi and Mathiashanthi to prepare a delectable number of saffron tea, and everything from the process to the aroma is pure bliss. Mathiashanthi explains the process: "Measurement is everything. Starty ml of tea deoction, half spoon sugar, 50 ml milk and three drops of saffron essence is what it takes to make this tea," she says, and hands us the shiny tumbler. As we take our first sip, the natural, refreshing taste of tea and the warmth of the saffron essence blends perfectly and is comforting. And before we know it, we have already gulped it all down: "Everyone loves our outlet for the coffee. Now, tea will get its due recognition too!" says Kumaravelan.

With their outlets doing phenomenally well even outside Chennai in cities like Hyderabad, Delhi and Dubai, we ask, what next? Put comes the reply: "We are planning kiosks at three metro stations—St. Mount, Meenambakkam and Little Mount (Saidapet). We are also planning to introduce packed tea varieties for people who want lunch-on-the-go. That will be launched soon," shares Prasanna.

(The Saffron tea is priced at ₹25 and is available at all Madras Coffee House outlets)

## Aromas of Madras!!

After the recent outbreak of cappuccinos, espresso and lattes, Chennai's beloved filter coffee is back with a bang in trendy on-the-go kiosks with Indian snacks to accompany Madras



## மெட்டர்கள் காபி ஹவுஸ் Madras Coffee House™ PURE FILTER COFFEE & MORE...



Coffee House was found by restaurateur and entrepreneur, M. Kumaravelan and co-founded by young entrepreneur Prasanna Venkatesh in the year 2010. The first outlet was launched in Chennai One IT Park at Perungudi. Now they have more than 50 outlets across Chennai and they are planning to expand across India.

Madras Coffee House was started seven years ago when two friends wanted to drink coffee and didn't know where to go. "Kumaravelan and Prasanna love filter coffee and found that it was too expensive in hotels and not affordable for many people. So they planned a coffee shop, something priced in between, offering good quality and hygienic coffee.

"We aim to serve the best south Indian filter coffee to all coffee lovers. We strive to prove that having a cup of coffee with friends and family shouldn't be pretentious with unreasonable prices, fancy decor and mediocre snacks."

hangout places like malls, theatres, corporate offices, etc." says M. Kumaravelan.

"We offer one of the best South Indian filter coffee and snacks. We never compromise on quality of the products we use in our kitchen, we are very conscious about preparing for our customers in a hygienic manner. At Madras Coffee House, our menu and staff will make you feel welcome with our inherent South Indian hospitality. Visit one of our various branches across the city and treat yourself and your family and friends as you breathe in the aroma of our special filter coffee, take a sip, close your eyes and savor the taste of one of the world's best south Indian filter coffee. We also have a wide range of snacks to elevate the taste of our filter coffee," says M. Kumaravelan.

For more information, contact:  
Address: Vel Chakra Coffee Private Limited,  
16/31, Kandappa Chetty Street,  
Kothaval Bazaar, Chennai - 600001.  
www.madrascoffeehouse.com  
M. Kumaravelan:  
kumaravelan@madrascoffeehouse.com  
Prasanna Venkatesh:  
prasanna@madrascoffeehouse.com



www.newschannel9.com

Express **Expresso** FEATURES

சாத்திரம் அழகி மகா  
Madras Coffee House  
PURE FILTER COFFEE & MORE...

Filter it yours!!! "We are also planning to sell small filter makers for people who don't know to make filter coffee. It will have the capacity to make coffee for three to five people. It is a way of taking this to a larger crowd. These days everyone drinks instant coffee and not many know to make filter coffee."

Adding On to the Delights!  
Want a taste of the coffee at Madras Coffee House every day? Well, you have come good news. The kiosks will be selling all very good ICQ coffee powder to customers very soon.

For Every Cup of Coffee, A Small Kiosk is Essential  
Madras Coffee House makes sure they've got a variety of small kiosks to complete your meal or satisfy your hunger

## THE 'BITTER-SWEET' BUSINESS STRATEGY OVER A CUP OF KAAPPI!

6 CHENNAI TIMES

VARIETY

# WHAT'S HOT

IF IT'S HAPPENING, IT'S HERE.

## FOR THE LOVE OF COFFEE

Savour the aroma of filter coffee at Madras Coffee House

Founded by M. Kumaravelan along with Prasanna Venkatesh in 2010, Madras Coffee House has more than 72 outlets across India and one in Dubai.

Kumaravelan and Prasanna love filter coffee, but

found that it was too expensive in hotels and many people couldn't afford it. That's when they decided to start their own chain. The team behind the chain says, "We are passionate about serving the best south Indian filter coffee to all coffee lovers. With support from our customers, we are introducing superior tea varieties, like like saffron tea and masala tea, at our stalls in Chennai."

Kumaravelan (Director) says, "We never compro-

mise on the quality of the products we use in our kitchens; we are very conscious about preparing for our customers in a hygienic manner. That's why we are growing. We recently won the Times Food & Nightlife Awards 2018's Swiggy's Public Choice Award For Delivery — Beverages. Having a cup of coffee with friends and family shouldn't be a pretentious affair, with unreasonable prices, fancy decor and mediocre snacks. That's why we've established our chain in many social hangout places like malls, theatres and corporate offices. We also have a wide range of snacks to elevate the taste of our filter coffee."



M. Kumaravelan and Prasanna Venkatesh with the award

Where: Vel Chakra Coffee Private Limited, 16/31, Kandappa Chetty Street, Kothaval Bazaar  
Call: 044 42112833

Website: www.madrascoffeehouse.com

















# CLIENT TESTIMONIALS



“I regularly come to this outlet for my daily dose of filter coffee.”

“The filter coffee here cannot be matched to anywhere at all. We keep coming here for this lovely coffee.”



“It’s a high-quality awesome coffee experience. The fact that they maintain consistency across their outlets is amazing.”



# OUTLETS

MADRAS COFFEE HOUSE

#NewOutlet



Madras Coffee House Veg. Restaurant

Phoenix Road, Clover Park, Viman Nagar, Pune, Maharashtra 411014

MADRAS COFFEE HOUSE



New outlet open now at Ashok Nagar, Chennai.

MADRAS COFFEE HOUSE



#NewOutlet

Madras Coffee House, Block 12, DLF Cybercity, 124, Shivaji Gardens, Mount Poonamalle Road, Ramapuram Chennai - 89

MADRAS COFFEE HOUSE



#NewOutlet

Radha Super Stores 48, Vairamani Complex Redhills road Lakshmiapuram, Kolathur, Chennai - 600099. (OPP Anumar koil)

MADRAS COFFEE HOUSE



MADRAS COFFEE HOUSE

#NewOutlet



Parrys Corner, Erabaluchetty Street

MADRAS COFFEE HOUSE



#NewOutlet

Yafa Towers, 18/24, Khader Nawaz Khan Rd, Thousand Lights West, Nungambakkam, Chennai, Tamil Nadu 600034

MADRAS COFFEE HOUSE



#NewOutlet

JN-road near AKC College - Rajahmundry - 533103

MADRAS COFFEE HOUSE



MCH opens doors at Tindivanam. Come say Hi.

4A/1, Mariyamman Koil Street, Tindivanam - 604001.

MADRAS COFFEE HOUSE



New outlet open now at Ashok Nagar, Chennai.

MADRAS COFFEE HOUSE





# OUR PARTNERS

## CORPORATE PARTNERS



## THEME PARK



## MALLS



## HOSPITALS



St. Isabel's Hospital  
"WHERE THERE IS GOOD TO BE DONE DO IT"

## IT PARKS



## METRO STATIONS



VADAPALAI | KILPAUK | ANNA NAGAR | THIRUMANGALAM |  
ALANDUR | CENTRAL | NEHRU PARK

## PRESENCE IN TAMIL NADU

CHENNAI | THANJAVUR | MADURAI | TRICHY | PONDICHERRY |  
THINDIVANAM | KANCHIPURAM

## PRESENCE OUTSIDE TAMIL NADU

DELHI | PUNE | BANGALORE | HYDERABAD | GUNTUR |  
YANAM | RAJAMUNDHIRI | THIRUPATHI



Thank  
you!

