



Madras Coffee House

FRANCHISE PRESENTATION

ABOUT



Madras Coffee House is an Indian filter coffee chain of outlet across India. MCH has more than 130 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.

OUR TRADITIONAL FILTER COFFEE





THE MCH PROMISE

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.

SAMOSA



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 130 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.



WADDA





“ 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?

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.



Company known for its integrity and transparency.

MENU

Samosa

Vada

Rose Milk

Filter Coffee

Ragi Biscuit

Cocktail Samosa

Maşala Vada

Cinnamon Tea

Kulipaniyaram

Karathattai

Jamun

Cutlet

Corn

Coconut Bun

Butter Biscuit

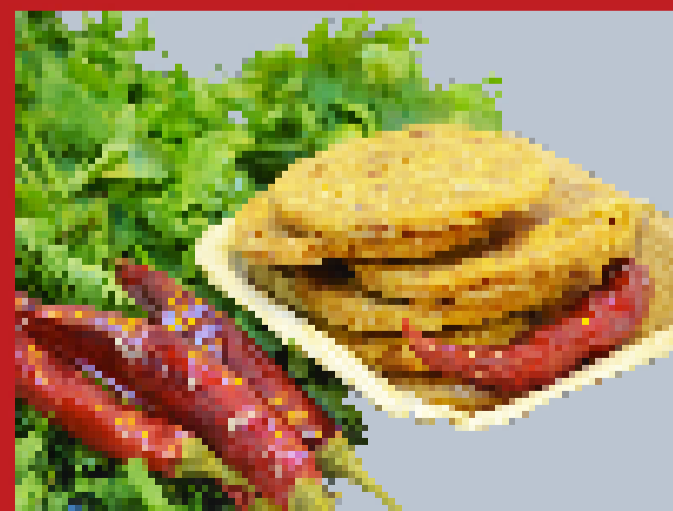
Brown Bread

Banana Cake

Aloo Bonda

Channa

Veg Roll



CAPITAL REQUIREMENT

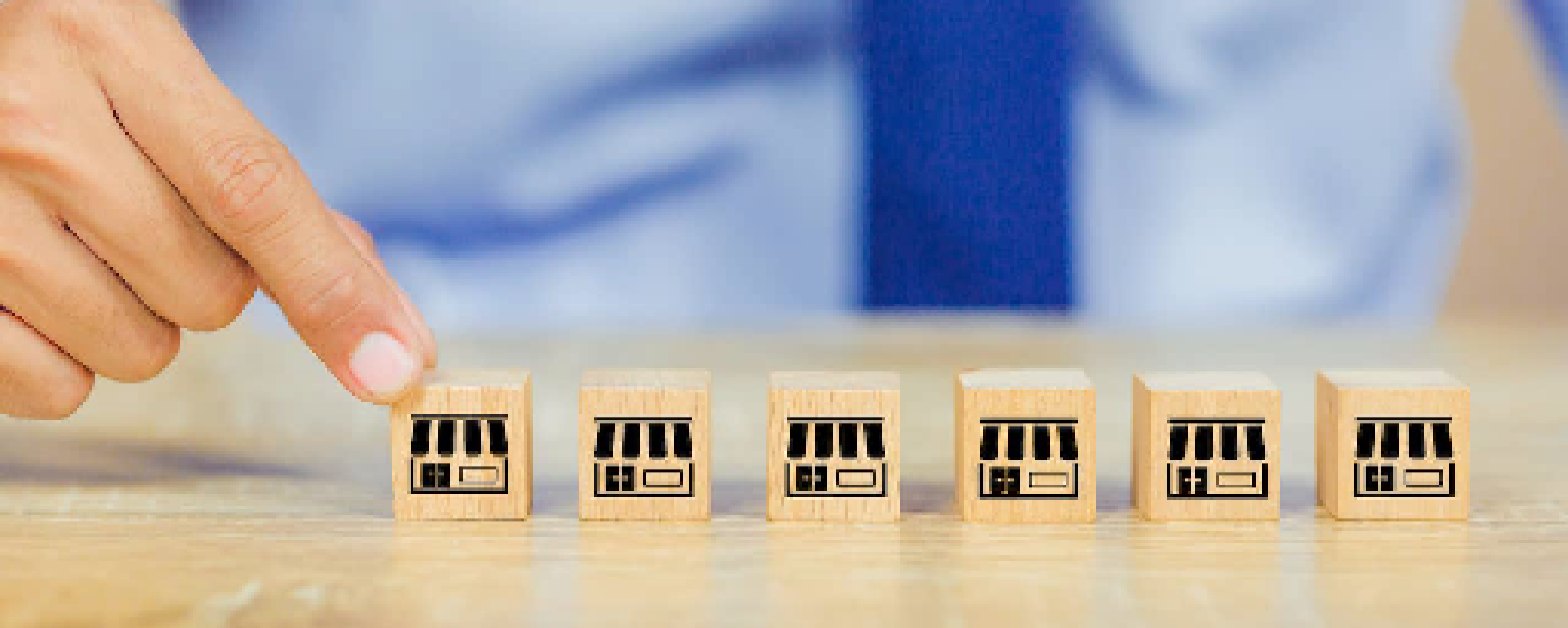
Total investment required to start a “**Madras Coffee House**” outlet will be around 14 to 16 lakh, which includes everything to start the outlet (equipment, interior, kiosk, rental advance, franchise fee...)



INVESTMENT DETAILS

Franchise fee is	Rs. 4,00,000/- + 18% GST
Kiosk or Shop interior	Rs. 4,00,000/- to 6,00,000/-
Branding	Rs. 2,00,000/-
Equipments	Rs. 4,00,000/-
Rental advance	Rs. 2,00,000/- to 3,00,000/- (approx)





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

Hand picked coffee beans, freshly brewed for your taste.



Create memories.
Coffee is the answer.



Sending you reminders
to have hot Maduz



*A glass of butter milk
every day will put your stress 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



CONTACT US

kumaaravelan@madrascoffeehouse.com

prasanna@madrascoffeehouse.com

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