

THE SILVER TIP TEA

BOUTIQUE & CAFÉ

"Brewing Success Together"

FRANCHISE BUSINESS PROPOSAL • CONFIDENTIAL • 2026–2027

1. COMPANY OVERVIEW

The **Silver Tip Tea** is a premium tea and snack retail brand committed to delivering authentic tea experiences through carefully selected premium tea blends, highly hygienic food preparation, and customer-centric service rituals.

Our vision is to establish a vibrant, nationwide chain of modern Tea Boutiques where customers can enjoy premium specialty teas, freshly prepared snacks, and a unique, inviting café atmosphere that serves as a perfect third-space between work and home.

"Every Cup Tells a Story." — We fuse tradition with modern retail efficiency to scale India's most beloved daily ritual.

2. FRANCHISE CONCEPT

THE SILVER TIP TEA BOUTIQUE model is inspired by a modern premium retail structure, combining live quick-service beverage fulfillment with packaged retail sales to maximize footfall engagement and amplify profitability per square foot.

Core Café Offerings

- ✓ **Premium Brewed Tea & Chai:** Authentic, aromatic brews.
- ✓ **Signature Crafted Tea Blends:** Exclusive brand recipes.
- ✓ **Freshly Prepared Savory Snacks:** Hygienic and quick-serve.
- ✓ **Rapid Takeaway & Delivery Services:** Optimized operational workflow.

Retail & Experience Verticals

- ✓ **Curated Tea-Tasting Experience**
- ✓ **Packaged Tea Loose-Leaf Sales**
- ✓ **Bespoke Artisanal Gift Packs**
- ✓ **Corporate Occasion Gifting Kits**

3. INVESTMENT STRUCTURE

Our financial framework is structured to lower entry barriers for passionate entrepreneurs while establishing premium infrastructure standards.

INVESTMENT PARTICULARS	AMOUNT (₹)
Initial Premium Product Stock & Ingredients	₹ 50,000
Comprehensive Store Branding, Counter Setup & Interior Theme Work	₹ 2,70,000
Refundable Interest-Free Security Deposit	₹ 1,00,000
Total Initial Investment Required	₹ 4,20,000

4. SPACE & INFRASTRUCTURE REQUIREMENTS

To preserve brand reputation and streamline operations, prospective locations must strictly adhere to the following setup parameters:

- **Carpet Area:** 150–300 Square Feet minimum.
- **Location Type:** High-footfall prime commercial markets, corporate office hubs, high-density residential streets, or tech parks.
- **Floor Preference:** Prominent Ground Floor visibility with clean, unhindered frontage layout.
- **Utility Systems:** Robust electricity connection capacity, dedicated operational running water inlet, and safe commercial drainage.
- **Customer Lounge Area:** Optional, customizable based on available real estate footprint.

5. COMPREHENSIVE FRANCHISEE BENEFITS

Brand & Marketing Support

- Authorized right to use protected brand assets.
- Tailored store digital menu boards & layout vectors.
- Localized social media promotional support.
- Standardized pre-launch advertising materials.

Operational & Supply Support

- Expert floor plan layout and workflow setup.
- Rigorous kitchen staff & customer service training.
- Provision of comprehensive SOP manual handbooks.
- Uninterrupted premium tea raw inventory supplies.

6. PRODUCT PORTFOLIO MATRIX

Our inventory is optimized around high-margin staples alongside premium, specialized upgrades to consistently drive ticket size.

Premium Beverages

- Assam CTC Strong Chai

- Authentic Darjeeling Leaf
- Premium House Blends
- Exotic Flavoured Teas
- Organic Green & Herbal Teas
- Exclusive Speciality Infusions

Fresh Accompanying Snacks

- Artisanal Bakery Cookies
- Freshly Toasted Sandwiches
- Crispy Regional Pakoras
- Premium Classic Namkeens
- Curated Seasonal Quick Bites

Packaged Retail & Gifting

A high-margin vertical boosting average cart spend significantly during festive seasons:

- **Branded Tea Pouches:** Take-home packs for daily brewing consumption.
- **Curated Gift Packages:** Beautifully assembled retail boxes for premium celebrations.
- **Corporate Gift Gifting:** Tailored bulk bundles customized explicitly for business presentation needs.

7. REVENUE MODEL STRATEGY

The Silver Tip Tea outlets drive financial sustainability via four clear revenue pillars:

- **A. Beverage Volume Sales:** Daily recurring transactions from walk-in and delivery customers.
- **B. Fresh Food Pairings:** Immediate side item cross-selling alongside tea fulfillment.
- **C. Packaged Retail Units:** Premium packed loose leaf purchases designed for off-site enjoyment.
- **D. Corporate Bulk Commitments:** Local business partnerships, office pantry contracts, and seasonal event orders.

8. ESTIMATED BUSINESS PERFORMANCE

PERFORMANCE INDICATORS	ESTIMATED METRIC / VALUE
Average Estimated Daily Gross Revenue	₹ 4,000 – ₹ 8,000
Estimated Monthly Gross Revenue Run-rate	₹ 1,20,000 – ₹ 2,40,000
Healthy Operational Gross Margins	40% – 60%
Expected Capital Payback Window Range	12 – 18 Months

* Disclaimer: Final real-world financial performance maps closely to exact storefront location, immediate market competition, footfall conversion rates, operational efficiency levels, and ongoing hyper-local marketing execution.

9. SECURITY DEPOSIT & AGREEMENT TENURE POLICY

Security Deposit Terms

The Franchisee shall submit a refundable security balance of ₹ 1,00,000. This capital remains safely deposited with the company throughout the active operational agreement term, does not accumulate any interest, and is fully refundable within sixty (60) days of clean contract expiration, subject to the resolution of any material product damage or outstanding credit liabilities.

Agreement Franchise Term

The standard initializing agreement span covers **3 Years** from signing. This contract is seamlessly renewable upon mutual corporate consent, subject to continuous adherence to established performance benchmarks and ecosystem standards.

10. MANDATORY COMPLIANCE & LICENSING

The operating franchise entity is fully obligated to independently secure, renew, and explicitly display all legally required local administration frameworks:

- FSSAI Food Operator License
- Local Municipal Trade License
- GST Registration Network (as applicable)
- Shop & Establishment Act Registration

11. PRIMARY TERMS & LEGAL COVENANTS

1. Procurement Exclusivity: All premium branded raw teas, specialized packaging elements, and customized printed materials must be sourced exclusively from the parent company or authorized supply channels.

2. Operations Audits: The brand retains complete right-of-entry permissions to perform unannounced hygiene, recipe conformity, and presentation audits regularly.

3. Confidentiality Frameworks: The operating partner shall keep all culinary preparations, custom recipe structures, supply costs, and proprietary training blueprints strictly confidential indefinitely.

4. Assignment Restraints: The operating license granted is entirely non-transferable and cannot be assigned, sold, or shared with third parties without written authorization.

FRANCHISE APPLICATION FORM

Please fill out the following fields clearly in block letters and attach the required legal documents.

Full Applicant Name:

Mobile Contact Number:

Primary Email Address:

Proposed Store Location / City:

**Available Store Carpet Area
(Sq.Ft.):**

**Liquid Capital Investment
Capacity:**

Target Launch Date:

Solemn Declaration:

I hereby explicitly confirm that all informational declarations shared within this intake form are authentic and accurate to the best of my current knowledge. I completely agree to follow all operational compliance guides, standard recipe metrics, brand hygiene mandates, and standard commercial conditions laid out by The Silver Tip Tea parent organization.

Applicant Signature

Date / Place

THE SILVER TIP TEA

"Every Cup Tells a Story."

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