

India's  
Most Low Budget &  
Southindia's Best Coffee & Tea  
**FRANCHISE**

**2.75 Lakhs** +18%GST

NO ROYALTY • EQUIPMENTS INCLUDED • HIGH RETURNS



सत्यमेव जयते

Government Of India  
Registered

*fssai*  
Certified



25+ FRANCHISEE'S BOOKED IN  
20 MONTHS APR 2024 TO DEC 2025



@SALEM

# ABOUT US

The Visionary Behind KOKaapi

Welcome to **KOKaapi**, where tradition meets innovation. Established in Salem by **SankarKannan**, **KOKaapi** is a celebration of authentic South Indian filter coffee and tea. Built on quality, consistency, and cultural pride, the brand has evolved from a local café into a growing franchise network across **Tamilnadu**, redefining the modern beverage experience.

## Mr. SankarKannan, B.Sc., MBA

*(Founder & Managing Director)*

**Mr. SankarKannan**, *Founder and Managing Director* of **KOKaapi**, is a purpose-driven entrepreneur with a clear vision to institutionalize the rich legacy of South Indian filter coffee. Established in Salem, **KOKaapi** was conceptualized to bridge tradition and modern consumer expectations through a scalable and professionally managed franchise model.

With a strong emphasis on operational discipline, brand consistency, and partner success, **Mr. SankarKannan** has led **KOKaapi's** transformation into a growing franchise network across **Tamilnadu**. His leadership reflects a commitment to sustainable growth, innovation, and long-term value creation.

Guided by his strategic foresight and passion for excellence, **KOKaapi** continues to emerge as a trusted beverage brand that honors tradition while embracing progress.



Certified



Government Of India

Registered



Registered



95%

**Proven Franchise Success Model**

A Good Day Begins with KOKAAPI

# WHAT DO YOU REQUIRE TO START?

**Minimum 80-100 Sq. Feet**

**Recommended 150-200 Sq.ft**

On the Ground Floor | Preferably Main Road Facing |  
Near to Schools, Colleges, Residential Buildings, Bus Stands  
& Corporate Offices | Basically High foot fall area, shopping  
Malls and Market Areas | With Water Connection and three  
Phase Electricity Connection.



## KOKaapi Franchise Cost

Rs.2,75,000 + Taxes for all the Equipment's, Services and  
Support Provided by the KOKaapi Franchise.

- Attractive ROI
- Great Margins
- Operational Support
- Marketing & Advertising
- Staff Training



## Interior & Exterior Setup Cost

Approximately 25K to 50K to be spent on the Electricity,  
Plumbing and Customer Seating Furniture for 4-8 People etc

**DESIGNS & GUIDELINES PROVIDED BY KOKAAPI TEAM.**



A Good Day Begins with KOKAAPI

# WHY CHOOSE KOKAAPI ?



**NO EXPERIENCE REQUIRED**

## No ~~Chef~~ ~~Master~~ Required

Easy to operate • Minimal training needed



## Fastest Payback Model

ROI Within **8-10 Months**  
Designed for quick returns



## Zero Material Wastage

Smart Portion Control System  
Every gram counts



## Low Risk Model

System-Driven Operations



# NO ROYALTY




## Scalable Franchise Model

Grow from 1 to Multiple Outlets



## High Profit Potential

**50-60%**  
Average Gross Margin



## Gas & Electric

Both Options Available

# ONE TIME INVESTMENT

A Good Day Begins with KOKAAPI

# WHAT YOU GET? KITCHEN EQUIPMENT'S



**INDUCTION STOVE  
INCLUDED (2 QTY)**



**FILTER COFFEE MACHINE  
INCLUDED**



**MICROWAVE SOLO  
INCLUDED**



**MIXER JUICER  
INCLUDED**



**REFRIGERATOR 185~190 L  
INCLUDED**



**HEATER SHOWCASE 3X4 FT  
INCLUDED**



**SANDWICH GRILLER  
INCLUDED**



**COMMERCIAL FRYER  
INCLUDED**



**BEVERAGE FLASK 3+ LTR  
INCLUDED**

A Good Day Begins with KOKAAPI

# WHAT YOU GET KITCHEN EQUIPMENT'S? KITCHEN MATERIALS INCLUDED

| Utilities                    |                          |                             |
|------------------------------|--------------------------|-----------------------------|
| Dabaara set - Tumbler        | Knief                    | Vadikatti - Small           |
| Dabaara set - Dabara         | Spoon Stand              | Vadikatti - Big             |
| Tea Tumbler Glass            | SS Scissor               | Vadikatti - Steel           |
| Tea Lemon Glass Cup          | Masala Box               | Ural Kal (Inji Smasher)     |
| MilkShake Glass Tumbler      | Yellow Plates - Sandwich | Peeler                      |
| Juice Tumbler Glass          | Silver Spoon - Big       | PL Brush                    |
| Weight Scale Machine         | Silver Spoon - Small     | Carrot/Beatroot slicer      |
| Box for ingredients - Big    | Sugar Spoon              | Mayonise Box                |
| Box for ingredients - Medium | Plastic Plate            | SS Bajji Karandi            |
| Box for ingredients - Small  | Puffs Silver Plate       | Menu Card Stand             |
| Peg Measurer                 | Lemon squeezer           | Jar Bottle for Snacks Glass |
| Measuring Jar                | Potato Mixer (Norukkal)  | Cleaning Plastic Tray       |
| SS Mug - Big                 | Oil Box                  | Nakin Holder                |
| SS Mug - Small               | Tawa                     | Dustpin                     |
| SS Milk Paathiram            | SS Dosa Karandi          | Service Plate               |
| SS Milk Paathiram LID        | Ice Cube - Tray          | Iddukki                     |
| SS Tea Pan                   | SS Bajji Mavu mixer      |                             |

| Packing Material        |
|-------------------------|
| Spoon Wood - Medium     |
| Parcel Box 450gm        |
| Straw                   |
| Bio Paper Cup           |
| Parcel Cup              |
| Brown Cover - S (9X13)  |
| Brown Cover - M (12X19) |
| Brown Cover - B (18X24) |
| Carry Bag -1kg - 10X13  |
| Paper Plate 7No         |
| Tissue                  |
| Ketchup                 |
| Dispensor               |
| Cello Tape              |
| Mayonise - Eggless      |

| Start Up - KIT         |                         |
|------------------------|-------------------------|
| Coffee Powder (250gm)  | Giner & Lime Syrup      |
| Tea Powder (250gm)     | Lime & Mint Syrup       |
| Yalakai Powder (100gm) | Chocolate               |
| Masala Tea Powder      | Stawberry Crush         |
| Green Tea Tip          | Pineapple Crush         |
| Horlicks Rs.5          | Orange Crush            |
| Boost Rs.5             | Mango Crush             |
| Sukku Coffee Powder    | Butterscotch Crush      |
| Honey                  | Blackcurrant Crush      |
| Sabja Seeds            | Green Apple Crush       |
| Badam Powder           | Kiwi Crush              |
| Thattuvada Powder      | SweetCorn               |
| Bajji Mavu (500gm)     | Sandwich Box            |
| Panipuri               | Thattuvada Chatni - Red |
| Panipuri Powder        | Thattuvadaa Set         |
| Rose Milk Syrup        | Muruku                  |
| Pista Milk Syrup       | Sandwich Bread          |
| Blue Curacao Syrup     |                         |



**DELIVERY FREE FREE FREE**  
WITHIN TAMILNADU

A Good Day Begins with KOKAAPI

# WHAT YOU GET ?

## INTERIOR EXTERIOR DESIGN



LED Board 2 X 8 FT  
**INCLUDED**



LOLLYPOP LED BOARD  
**INCLUDED**



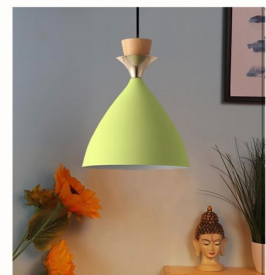
INTERIER SETUP WODDEN TABLE 5FT  
**INCLUDED (3 QTY)**



LED LOGO  
**INCLUDED (2 QTY)**



HANGING LIGHT  
**INCLUDED**



HANGING LIGHT  
**INCLUDED (2 QTY)**

A Good Day Begins with KOKAAPPI

# ROI ON SALES PROJECTION



**PRICES CHANGES FROM PLACE TO PLACE - WE AT KOKAAPI, WE GUIDE YOU WITH THE MOST EFFECTIVE PRICING STRATEGY TO MAXIMIZE SALES, WHILE THE FINAL MRP DECISION REMAINS ENTIRELY WITH YOU**

| DESCRIPTION          | CASE A            | CASE B            | CASE C            | CASE D            |
|----------------------|-------------------|-------------------|-------------------|-------------------|
| <b>TOTAL REVENUE</b> |                   |                   |                   |                   |
| Avg Per Day Sales    | ₹ 5,000           | ₹ 6,700           | ₹ 7,800           | ₹ 10,000          |
| Time Frame           | 1st - 6th Month   | 6th - 9th Month   | 9th to 12th Month | 12th+ Month       |
| <b>TOTAL REVENUE</b> | <b>₹ 1,50,000</b> | <b>₹ 2,01,000</b> | <b>₹ 2,34,000</b> | <b>₹ 3,00,000</b> |

| <b>TOTAL EXPENSES</b> |                   |                   |                   |                   |
|-----------------------|-------------------|-------------------|-------------------|-------------------|
| RENT                  | ₹ 15,000          | ₹ 15,000          | ₹ 15,000          | ₹ 15,000          |
| STAFF (10K/STAFF)     | ₹ 20,000          | ₹ 20,000          | ₹ 20,000          | ₹ 20,000          |
| RAW MATERIAL          | ₹ 63,600          | ₹ 95,250          | ₹ 1,13,400        | ₹ 1,44,600        |
| ELECTRICITY           | ₹ 6,000           | ₹ 6,000           | ₹ 6,000           | ₹ 6,000           |
| ADS/MARKETING         | ₹ 1,500           | ₹ 1,500           | ₹ 1,500           | ₹ 1,500           |
| <b>TOTAL EXPENSES</b> | <b>₹ 1,06,100</b> | <b>₹ 1,37,750</b> | <b>₹ 1,55,900</b> | <b>₹ 1,87,100</b> |
| <b>PROFIT/MONTH</b>   | <b>₹ 43,900</b>   | <b>₹ 63,250</b>   | <b>₹ 78,100</b>   | <b>₹ 1,12,900</b> |

**Disclaimer:** This is a report used for indicative purpose. No part of this report guarantees sales or costs. The Revenue & Expenditures are calculated upon the reasonable assumptions derived from experience. The Success of a Franchise depends upon many factors, this report is to guide the franchise to take the path to success. The Figures will vary on different factors like pricing, service, demographics, paying capacity and most importantly location. Its advised the franchise to take advice from franchisor and then build on business plan accordingly to attain success.

**A Good Day Begins with KOKAAPI**



**KOKAAPI**

|                             |           |                          |           |                          |           |
|-----------------------------|-----------|--------------------------|-----------|--------------------------|-----------|
| <b>FILTER COFFEE</b>        | <b>15</b> | <b>BLACK COFFEE</b>      | <b>15</b> | <b>BOOST</b>             | <b>20</b> |
| <b>TEA (GINGER-YALAKAI)</b> | <b>12</b> | <b>SUKKU COFFEE</b>      | <b>15</b> | <b>BADAM MILK HOT</b>    | <b>20</b> |
| <b>MASALA TEA</b>           | <b>20</b> | <b>LEMON TEA (SUGAR)</b> | <b>15</b> | <b>LEMON TEA - HONEY</b> | <b>20</b> |
| <b>NATUCHAKRA COFFEE</b>    | <b>15</b> | <b>GREEN TEA (SUGAR)</b> | <b>20</b> | <b>GREEN TEA - HONEY</b> | <b>25</b> |
| <b>NATUCHAKRA TEA</b>       | <b>15</b> | <b>MILK</b>              | <b>12</b> |                          |           |
| <b>KOPULSE</b>              | <b>25</b> | <b>HORLICKS</b>          | <b>20</b> |                          |           |

**COLD BEVERAGES**



|                          |           |
|--------------------------|-----------|
| <b>ROSE MILK</b>         | <b>25</b> |
| <b>BADAM MILK</b>        | <b>30</b> |
| <b>PISTA MILK</b>        | <b>30</b> |
| <b>COLD COFFEE</b>       | <b>70</b> |
| <b>LIME SODA (SALT)</b>  | <b>30</b> |
| <b>LIME SODA (SUGAR)</b> | <b>25</b> |
| <b>LIME JUICE</b>        | <b>35</b> |

**SANDWICH**

|                            |           |
|----------------------------|-----------|
| <b>VEG SANDWICH</b>        | <b>50</b> |
| <b>EGG SANDWICH</b>        | <b>70</b> |
| <b>VEG CHEESE SANDWICH</b> | <b>60</b> |
| <b>EGG CHEESE SANDWICH</b> | <b>80</b> |
| <b>CORN SANDWICH</b>       | <b>70</b> |
| <b>NORKKUL SANDWICH</b>    | <b>50</b> |
| <b>NORKKUL CHEESE</b>      | <b>60</b> |
| <b>OMLETTE SANDWICH</b>    | <b>70</b> |
| <b>PERI PERI SANDWICH</b>  | <b>60</b> |



**SPICY**

|                               |           |
|-------------------------------|-----------|
| <b>BREAD BAJJI</b>            | <b>25</b> |
| <b>PANIPURI</b>               | <b>30</b> |
| <b>ONION BAJJI</b>            | <b>20</b> |
| <b>TOMATO BAJJI</b>           | <b>20</b> |
| <b>EGG BAJJI</b>              | <b>20</b> |
| <b>BREAD OMBLET</b>           | <b>40</b> |
| <b>FRENCH FRIES</b>           | <b>50</b> |
| <b>PERI PERI FRENCH FRIES</b> | <b>50</b> |
| <b>SWEET CORN</b>             | <b>20</b> |
| <b>CHANNA SUNDAL</b>          | <b>10</b> |
| <b>PASTA</b>                  | <b>20</b> |
| <b>CLASSIC MAGGIE</b>         | <b>30</b> |
| <b>EGG MAGGIE</b>             | <b>40</b> |
| <b>CHEESE MAGGIE</b>          | <b>45</b> |



**MOJITO**

|                          |           |
|--------------------------|-----------|
| <b>BLUE CURACAO</b>      | <b>50</b> |
| <b>STRAWBERRY</b>        | <b>50</b> |
| <b>LIME &amp; MINT</b>   | <b>50</b> |
| <b>GINGER &amp; LIME</b> | <b>50</b> |
| <b>GREEN APPLE</b>       | <b>50</b> |
| <b>CHOCOLATE</b>         | <b>50</b> |
| <b>PINEAPPLE</b>         | <b>50</b> |
| <b>MANGO</b>             | <b>50</b> |
| <b>ORANGE</b>            | <b>50</b> |
| <b>KIWI</b>              | <b>50</b> |

**SALEM SPECIAL**

|                            |           |
|----------------------------|-----------|
| <b>THATTUVADAA SET (4)</b> | <b>25</b> |
| <b>NORUKKAL</b>            | <b>30</b> |
| <b>TOMATO SET (4)</b>      | <b>25</b> |
| <b>ONION SET (4)</b>       | <b>30</b> |
| <b>GARLIC SET (4)</b>      | <b>30</b> |
| <b>EGG SET (4)</b>         | <b>30</b> |
| <b>MURUKU SET (2)</b>      | <b>20</b> |
| <b>BREAD SET (2)</b>       | <b>25</b> |
| <b>MAYONNAISE SET</b>      | <b>30</b> |
| <b>CHOCOLATE SET</b>       | <b>30</b> |

**MILK SHAKES**

|                     |           |                     |           |
|---------------------|-----------|---------------------|-----------|
| <b>VENNILA</b>      | <b>50</b> | <b>KIWI</b>         | <b>75</b> |
| <b>CHOCOLATE</b>    | <b>70</b> | <b>ORANGE</b>       | <b>75</b> |
| <b>STAWBERRY</b>    | <b>70</b> | <b>BLACKCURRENT</b> | <b>75</b> |
| <b>BUTTERSCOTCH</b> | <b>75</b> | <b>GREENAPPLE</b>   | <b>75</b> |
| <b>PINEAPPLE</b>    | <b>75</b> | <b>OREO SHAKE</b>   | <b>99</b> |
| <b>MANGO</b>        | <b>75</b> | <b>KITKAT SHAKE</b> | <b>99</b> |



# FRANCHISE IMAGES



A Good Day Begins with KOKAAPI

# Government FSSAI Registration

FSSAI Registration Made Easy & Hassle-Free



Our Experts Manage All Local Documents & Speed Up State-Level Approvals

Please Note We Include FSSAI Registration's only. No State or Central License is Executed

ALSO OUR TEAM OF EXPERTS HELP YOU GET LOCAL DOCUMENTS PROCESSED FASTER AS PER YOUR STATE & LOCAL AUTHORITIES

## Free Training & Customer Support



A Good Day Begins with KOKAPI

# THANK YOU!

Feel Free to Reach Us Incase of Any Queries  
& In regards to this Proposal



**9003858183**



97/431, Puthumariamman Kovil Street,  
Ponnamapet, Salem – 636001



[www.kokaapi.com](http://www.kokaapi.com)



[support@kokaapi.com](mailto:support@kokaapi.com)

Follow Us:  [kokaapi\\_in](https://www.instagram.com/kokaapi_in)