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Pitch Deck

CONFIDENTIAL INVESTOR PRESENTATION

Capital Raise Proposal



INTRODUCTION

P - Promoting

H - Humanity

U - Unity

G - Growth

A - Awareness

T - Transformation



Building India's Cashless, App-Led, MSME-Powered Café-Commerce and Product Branding Ecosystem

- Raise : ₹10 Crores
- Equity Offered : 25%
- Post-Money Valuation : ₹40 Crores
- Target Launch Geography : Telangana First
- Technology Launch Target : Within 4 months from funds raised
- Business Form : Partnership firm, proposed private limited conversion for equity investment and board governance





Investor Snapshot

Particular	PKC Position
Core Identity	Branding Company + Café Franchisor + Sales Solutions Provider
Business Model	App-based, cashless, franchise-commerce and product distribution ecosystem
Target Manufacturers	MSMEs, women startups, grassroots innovators, compliant manufacturers
Consumer Interface	PKC App + PKC Outlets + District Distributor Network
Transaction Model	Strictly online and traceable - zero cash
Loyalty Model	Pure Karma Coin

Particular	PKC Position
Outlet Revenue Model	Franchise setup premium + app-based sales + outlet margin settlement
Product Revenue Model	11% to 20% gross margin on PKC-branded products
Outlet Setup Margin	20% to 30%, treated as centralized setup / loyalty premium
Digital Display Ads	Primarily 100% PKC revenue; minor seasonal sharing with outlet owner
Google / Meta / Social Monetization	100% PKC revenue
Referral / Affiliate / Commission Revenue	100% PKC revenue
Current Outlets	4 setup-ready franchise outlets
Current Distributors	5 appointed district distributors
Pipeline	400+ outlet and distributor aspirants in progressive communication
Funding Ask	₹10 Cr for 25% equity

The Investment Thesis

PKC is not building a conventional chai outlet chain. PKC is building a cashless, app-led, multi-category retail commerce network where each PKC outlet acts as:

- A café outlet
- A retail pickup point
- A local fulfillment node
- A digital display advertisement point
- A PKC-branded product sales point
- A customer acquisition center
- A Pure Karma Coin redemption point
- A local demand-data capture point
- A product trial and repeat-purchase engine

PKC's deeper investment thesis is that a chai-led daily footfall model can be converted into a high-frequency consumer commerce and data-backed monetization platform.

- The chai is the entry product.
- The app is the transaction backbone.
- The Pure Karma Coin is the retention hook.
- The outlet is the physical trust point.
- The distributor network is the offline scale channel.
- The digital display is the advertisement asset.
- The customer data is the targeting advantage.
- The MSME product pipeline is the supply-side moat.

WHAT PKC ACTUALLY IS : Phugat Ki Chai is a three-layer company.

Layer 1: Branding Company

PKC identifies quality and futuristic high-demand products manufactured by MSMEs, women startups, grassroots innovators, and compliant vendors. PKC then creates or manages the brand identity, label design, packaging material, marketing material, visual aids, digital promotion, app listing, channel strategy, customer positioning, and sales execution.

Layer 2: Café Franchisor Company

PKC offers franchise outlets to café franchise aspirants. PKC sets up the outlet end-to-end, including electrical works, interiors, equipment deployment, stock/inventory, menu boards, digital displays, exterior boards, branding, operating process, training, recipes, accounting system, and customer handling.

Layer 3: Sales Solutions Providing Company

PKC sells and distributes products through its own app, outlets, district distributors, retailers, B2B channels, e-commerce channels, Government e-Marketplace, exports, digital ads, affiliate channels, referral channels, and service-booking channels.

THE MARKET PROBLEM

India has a massive number of small manufacturers, women-led businesses, MSMEs, home-grown innovators, local product creators, and grassroots entrepreneurs. Many of them can produce good-quality products, but they cannot convert those products into scalable consumer brands.

Their common problems are:

- 1.No professional brand identity
- 2.No attractive label design
- 3.No strong packaging strategy
- 4.No consumer positioning
- 5.No digital marketing system
- 6.No app-based customer acquisition
- 7.No repeat-purchase loyalty mechanism
- 8.No distributor appointment structure
- 9.No district-wise retail supply chain
- 10.No organized B2B sales support
- 11.No e-commerce execution support
- 12.No export-readiness support
- 13.No access to daily-footfall retail points
- 14.No customer data to understand demand
- 15.No marketing budget to compete with large brands

AT THE SAME TIME, FRANCHISE ASPIRANTS ALSO FACE SERIOUS PROBLEMS:

1. They do not know how to set up a branded outlet.
2. They are dependent on multiple vendors.
3. They face inventory confusion.
4. They face quality inconsistency.
5. They lack customer acquisition support.
6. They operate with cash leakage risk.
7. They struggle with staff training and SOPs.
8. They cannot build technology-backed customer retention.
9. They do not have a strong product basket beyond food and beverage.
10. They have limited revenue streams compared to platform-based retail models.

PKC solves both sides by becoming the centralized brand, setup, supply, app, loyalty, marketing, distribution, and monetization platform.

The PKC Solution

PKC provides an A-to-Z Branding, Franchise, Sales and Customer Retention Operating System.

PKC handles:

1. Product selection
2. Brand naming
3. Label design
4. Packaging material planning
5. Marketing material creation
6. Visual aids
7. Product storytelling
8. Digital marketing
9. App listing
10. Website presence
11. Customer acquisition
12. Customer retention
13. Loyalty coin integration
14. Franchise outlet placement
15. District distributor appointment
16. Retailer distribution
17. B2B sales
18. E-commerce sales
19. GeM sales
20. Export support
21. Digital display advertisements
22. App subscriptions
23. Social media monetization
24. Affiliate and referral monetization

The manufacturer's responsibility remains focused on:

- Quality production
- Compliance
- Delivery timeline
- Batch-level traceability
- Manufacturing discipline
- Product safety
- Replacement and recall cooperation where applicable

Product Commercialization Examples

Example 1: ZAMCHAI

ZAMCHAI is a tea powder brand manufactured by Pooja Traders, a women startup, and branded and marketed by Phugat Ki Chai.

PKC's role:

- Branding
- Label positioning
- Packaging presentation
- Sales channel creation
- Outlet placement
- App listing
- Distributor supply support
- Customer claim-code integration
- Digital marketing
- Repeat-purchase strategy

Example 1: CARRIECO

CARRIECO is an eco-friendly paper bag brand manufactured by Ritish Traders, another women startup, and branded and marketed by Phugat Ki Chai.

PKC's role:

- Eco-friendly brand positioning
- Packaging and sales presentation
- Institutional use-case positioning
- Retail distribution
- B2B sales opportunity
- Outlet-level visibility
- App-based demand generation

Transparency Principle

PKC does not hide the manufacturer. The product label clearly mentions the manufacturer and PKC's role as "Branded and Marketed By Phugat Ki Chai."

This gives PKC a trust-based positioning: manufacturer transparency + professional branding + centralized marketing.

Why PKC Is Not Just a Café

PKC earns from a much wider model:

A normal chai café mainly earns from:

Chai, Coffee, Snacks, Franchise fees, Outlet sales margin

1. Franchise setup margin
2. Product branding margin
3. PKC-branded product gross margin
4. Outlet/app transaction contribution
5. District distributor sales margin
6. B2B sales margin
7. E-commerce sales margin
8. GeM sales margin
9. Export margin
10. App subscription income
11. Digital display advertisement income
12. Google monetization
13. Meta monetization
14. Website monetization
15. YouTube monetization
16. Social media collaboration income

17. Affiliate revenue
18. Referral commission
19. Online course income
20. Online clothing margin
21. Service booking commission
22. Electronics/gadget sales contribution
23. Healthcare/diagnostic referral income through compliant partners
24. Insurance referral income through licensed partners
25. Real estate referral income through compliant partners
26. App/website developer lead commission
27. Handling charge income on high-frequency chai claims

PKC is therefore positioned as a platform-commerce company with a café-led customer acquisition engine.

Current Traction: PKC has already moved beyond concept stage.

Traction Area	Current Status
Date of commencement	Apr 26, 2025
Current legal form	Registered partnership firm
Compliance base	Food license, MSME, Startup India/DPIIT, GST, TAN, PAN, trade license and related compliances as represented by management
Current account	Union Bank of India
Current office	Minerva Complex, Sarojini Devi Road, Secunderabad
Franchise outlets onboarded	4
Franchise outlets setup status	Setup ready
District distributors appointed	5
Outlet/distributor pipeline	400+ progressive communications
Product examples	ZAMCHAI, CARRIECO, BAKSHIRA, AQUA CAL+, BEEGEL, POPPUPS, ETC.,
Vendor network	PAN India potential vendor network built through dealings and purchases
App strategy	Own tech team to be hired; Android and iOS app to be built
App launch target	Within 4 months from fund raise
Launch geography	Telangana first

Current Outlet Status: PKC has already onboarded and setup-ready 4 outlets.

Outlet	Amount Received	Setup Cost	Status
Nizamabad	₹50,000	₹3,00,000	Setup ready
Kamareddy	₹10,00,000	₹9,00,000	Setup ready
Chaitanyapuri Metro,	₹1,75,000	₹3,00,000	Setup ready
BN Reddy Nagar,	₹50,000	₹3,00,000	Setup ready
Total	₹12,75,000	₹18,00,000	Setup ready

Investor Interpretation

The first four outlets were onboarded at early-stage introductory and relationship-building pricing.

This helped PKC create:

- Initial franchise traction
- Outlet setup proof
- Market confidence
- Demonstration assets
- Local brand presence
- Franchisee interest pipeline

From the next phase onward, PKC's policy is:

- No outlet setup below ₹5 Lakhs.

The future outlet setup model carries
20% to 30% gross margin.

Why Outlets Are Waiting for Launch

The four outlets are setup ready, but operations are waiting for the PKC app. This is intentional. PKC does not want to begin with a traditional cash-counter model and later convert to app-based operations. The operating discipline is being built from day one.

PKC outlet launch requires:

- Customer app
- QR code billing
- Online payment integration
- Outlet order validation
- Inventory acknowledgement module
- Outlet margin settlement module
- Pure Karma Coin wallet
- Product claim-code engine
- Digital display ad scheduling
- Subscription module
- Admin dashboard
- Payment reconciliation system

PKC's launch delay is therefore not an operational weakness. It is a deliberate decision to preserve the zero-cash, app-first, data-backed business architecture.

Zero-Cash Transaction Model : PKC operates on a strict zero-cash policy.

Every transaction must be online, traceable and recorded. This applies to:

- Customer purchases
- Outlet collections
- Distributor payments
- Vendor payments
- Franchise setup payments
- App subscriptions
- Digital display ads
- Inventory settlements
- Outlet margin settlements
- B2B sales
- E-commerce sales
- Service booking commissions
- Referral and affiliate settlements

Investor Advantage - The zero-cash model creates:

- Strong audit trail
- Lower leakage risk
- Better investor visibility
- Better banking discipline
- Better GST and tax traceability
- Higher transaction confidence
- Cleaner revenue recognition
- Improved valuation defensibility
- Easier future due diligence
- Stronger governance base after private limited conversion

Customer Journey : The PKC customer journey is fully app-led.

1. Customer downloads PKC app.
2. Customer registers using mobile number and email.
3. Customer browses products.
4. Customer selects nearest outlet or doorstep delivery.
5. Customer adds items to cart.
6. Customer pays online.
7. PKC app generates QR code.
8. QR code is delivered to customer through app, WhatsApp and email.
9. Customer visits outlet and shows QR code or chooses delivery.
10. Outlet scans QR code.
11. App validates order and payment.
12. Outlet hands over goods.
13. Order is marked complete.
14. Outlet owner becomes eligible for margin settlement.
15. Customer earns Pure Karma Coins.
16. Customer uses coins according to subscription plan.
17. PKC captures consent-based purchase, locality and product demand insights.

This creates a continuous loop:

Purchase → Coins → Repeat Visit → App
Engagement → Product Discovery → Ad Exposure
→ Repeat Purchase

Pure Karma Coin Loyalty Engine

For every ₹1 spent, the customer receives 1 Pure Karma Coin in the PKC app wallet.

Coin Utility - Pure Karma Coins can be used only for:

- Irani chai claims
- Digital display ads, subject to plan eligibility
- Bakery benefits under Platinum and Diamond plans
- Coin Restrictions
- Pure Karma Coins are:
- Not cash
- Not cryptocurrency
- Not securities
- Not transferable
- Not withdrawable
- Not redeemable for real money
- Not usable outside PKC-approved benefits
- Subject to 90-day expiry
- Reversed on refund or cancellation
- Controlled by subscription plan limits

Strategic Purpose - Pure Karma Coin is not only a discount tool. It is a retention engine. It helps PKC drive:

- Repeat outlet visits
- App engagement
- Chai-led daily footfall
- Product discovery
- Subscription upgrades
- Digital display ad usage
- Offline-to-online customer conversion
- Customer behavior analytics

Irani Chai Unit Economics

Particular	Value
Selling price per Irani chai	₹25
Coin redemption requirement	25 Pure Karma Coins
Direct cost per chai	₹12.50
Gross margin before outlet payout	₹12.50
Outlet owner margin	₹5.00
PKC retained contribution on paid chai	₹7.50
PKC retained contribution percentage	30% of selling price

Paid Chai Economics - When chai is paid through cashless customer billing:

- Customer pays ₹25.
- Direct cost is ₹12.50.
- Outlet owner gets ₹5.
- PKC retains ₹7.50 contribution.

Coin - Claimed Chai Economics When chai is claimed through Pure Karma Coins:

- Customer pays through 25 coins.
- PKC bears direct chai cost of ₹12.50.
- PKC pays outlet margin of ₹5.
- Total loyalty cost to PKC is ₹17.50 per claimed chai.

Investor Interpretation - Pure Karma Coin creates a loyalty cost, but that cost is controlled by:

- Subscription limits
- Coin expiry
- Available coin balance
- Handling charges after 10 chais per day in higher plans
- Customer repeat purchase behavior
- Subscription revenue
- Advertisement revenue
- App monetization
- Product margin

Subscription Plans

Plan	Price	Validity	Chai Benefit	Digital Display Ad Benefit	Bakery Coin Benefit
Basic	Free	Ongoing	1 Irani chai per day through coins	No	No
Silver	₹116 + GST	90 days	2 Irani chais per day through coins	1 ad per year	No
Gold	₹1,116 + GST	90 days	Unlimited chai through coins	4 ads per year	No
Platinum	₹11,116 + GST	90 days	Unlimited chai through coins	12 ads per year	Up to ₹100/day on bakery purchase above ₹200
Diamond	₹1,11,116 + GST	90 days	Unlimited chai through coins	24 ads per year	Up to ₹250/day on bakery purchase above ₹500

Subscription Strategy

- Basic users create app adoption.
- Silver users create low-ticket paid conversion.
- Gold users create heavy chai usage and ad engagement.
- Platinum users create business-class utility.
- Diamond users target institutions, seller groups, offices and high-usage business customers.

Handling Charges

Plan	Handling Charge Rule
Gold	From 11th chai claim on same date, ₹5 handling
Platinum	From 11th chai claim on same date, ₹3 handling
Diamond	From 11th chai claim on same date, ₹2 handling

Paid Subscription Revenue Logic

Paid subscriber split used for projection:

Plan	Share of Paid Subscribers
Silver	50%
Gold	30%
Platinum	15%
Diamond	5%

Weighted average subscription revenue per paid subscriber:

Plan	Calculation
Silver	$50\% \times ₹116 = ₹58$
Gold	$30\% \times ₹1,116 = ₹334.80$
Platinum	$15\% \times ₹11,116 = ₹1,667.40$
Diamond	$5\% \times ₹1,11,116 = ₹5,555.80$
Weighted revenue per 90 days	₹7,616
Annualized revenue per paid subscriber	₹30,464

Investor Note

This is one of PKC’s strongest financial levers. However, because Platinum and Diamond plans are premium-priced, the investor model should be validated through:

- High-frequency chai users
- Digital display ad users
- Group subscription use cases
- Institutional sales
- Business users
- Seller groups
- Local advertisers

App User Growth Plan

Year 1 is treated as app development, testing, campaign and installation-drive preparation year.

Year	Registered Users	Monthly Active Users	Paid Subscribers
Year 1	0	0	0
Year 2	100,000	60,000	6,000
Year 3	500,000	300,000	30,000
Year 4	1,000,000	600,000	1,200,000
Year 5	2,000,000	1,200,000	200,000
Year 6	4,000,000	3,000,000	300,000
Year 7	10,000,000	8,000,000	1,000,000

App Growth Drivers

- Outlet footfall
- Free chai claim attraction
- Pure Karma Coin earning
- Product code claims from offline retail purchases
- Distributor-led retailer sales
- Digital marketing
- Referral campaigns
- Social media promotions
- Birthday and business ad display utility
- Subscription benefits

Franchise Outlet Model : PKC sets up the entire outlet.

PKC handles:

- | | | | |
|-------------------------|-----------------------|-----------------------------------|---------------------------------------|
| 1. Electrical works | 6. Hoardings | 11. Recipes | 20. QR billing process |
| 2. Interior works | 7. Menu boards | 12. Staff training | 21. App-based order handover |
| 3. Equipment deployment | 8. Branding material | 13. Outlet operations training | 22. Centralized supply chain |
| 4. Digital displays | 9. Visual identity | 14. Accounting process | 23. Inventory acknowledgement process |
| 5. Exterior boardings | 10. Initial inventory | 15. Customer relationship process | 24. SOP implementation |

Franchisee Responsibility

- The franchisee must operate the outlet according to PKC rules.
- The franchisee cannot purchase even small operating items from outside vendors unless PKC gives written approval.
- This creates brand consistency, procurement control, transaction discipline and quality uniformity.

Future Outlet Pricing

Outlet Format	Area	Fee Charged to Franchisee	PKC Cost	Gross Profit	Gross Margin
Mini Outlet	Up to 400 sq ft	₹5 Lakhs	₹4 Lakhs	₹1 Lakh	20%
Standard Outlet	Around 1,000 sq ft	₹15 Lakhs	₹12 Lakhs	₹3 Lakhs	20%
Premium Outlet	2,000+ sq ft	₹50 Lakhs	₹40 Lakhs	₹10 Lakhs	20%
Flagship Outlet	10,000 sq ft	₹2 Crores	₹1.60 Crores	₹40 Lakhs	20%

Why Setup Margin Is Defensible? The setup margin is not just markup. It represents:

- Centralized procurement premium
- Brand-standardization premium
- Vendor coordination premium
- Design and execution premium
- SOP implementation premium
- Quality-control premium
- Outlet launch-readiness premium
- Franchise loyalty premium

OUTLET EXPANSION PLAN

Year	New Outlets During Year	Total Outlets by FY-End
Year 1	7	11
Year 2	12	23
Year 3	13	36
Year 4	14	50
Year 5	15	65
Year 6	16	81
Year 7	19	100

Investor Interpretation

The outlet expansion plan is not unrealistic hyper-scaling. It is structured and phased. PKC is targeting 100 outlets over 7 years, not thousands of outlets without operating control. This supports:

- Better quality control
- Stronger app adoption
- Controlled franchise onboarding
- District-level distributor alignment
- Stronger auditability
- More disciplined cashless implementation
- Better investor governance

OUTLET SETUP REVENUE PROJECTION

Year	Setup Revenue	Setup Cost	Setup Gross Profit
Year 1	₹0.45 Cr	₹0.36 Cr	₹0.09 Cr
Year 2	₹1.35 Cr	₹1.08 Cr	₹0.27 Cr
Year 3	₹1.50 Cr	₹1.20 Cr	₹0.30 Cr
Year 4	₹1.65 Cr	₹1.32 Cr	₹0.33 Cr
Year 5	₹2.15 Cr	₹1.72 Cr	₹0.43 Cr
Year 6	₹2.30 Cr	₹1.84 Cr	₹0.46 Cr
Year 7	₹4.50 Cr	₹3.60 Cr	₹0.90 Cr

Investor Message

Outlet setup revenue is useful, but PKC is not dependent only on setup fees. The larger value is created after outlet activation through:

App orders

Product sales

Subscriptions

Digital ads

Coin redemption

Distributor-led demand

Customer retention

OUTLET SALES ASSUMPTIONS

Scenario	Daily Sales per Outlet
Conservative	₹10,000
Base Case	₹25,000
Aggressive	₹50,000

Particular	Value
Operating days per month	30
Operating days per year	360
Daily customer capacity target	300 customers
Average order value target	₹100

Base Case annual sales per outlet:

$$₹25,000 \times 360 = ₹90 \text{ Lakhs per outlet per year}$$

Outlet Sales Mix

Category	Share of Outlet Sales
Irani chai and hot beverages	20%
Bakery items and cakes	50%
PKC-branded products	10%
Packed food, organic and essentials	10%
Gift articles and water bottles	5%
Electronics and gadgets	3%
Others	2%
Total	100%

Strategic Meaning

- The outlet is not only a beverage counter.
- Half of the expected sales come from bakery and cakes. Another meaningful portion comes from PKC-branded products, packed goods, organic products, essentials, gifts, water bottles, electronics and gadgets.
- This makes the outlet a multi-category fast-moving retail point, not only a chai point.

Product Margin Model

Product / Revenue Area	Gross Margin
PKC-branded products	11% to 20%
Base Case PKC-branded	15%
Bakery	20%
Packed food	10%
Organic food	15%
Essential goods	5%
Gift articles	20%
Water bottles	11%
Gadgets	20%
Clothing	20%
Outlet setup/inventory billing	20% to 30%

Investor Message

PKC earns modest but repeatable margins on products. The margin model is strengthened because PKC also earns from subscriptions, digital ads, affiliate income, social monetization and referral revenue.

Outlet/App Transaction Contribution

PKC's outlet/app retained contribution is calculated after product cost and outlet owner margin.

Category	Sales Mix	PKC Retained Margin Assumption	Weighted Contribution
Chai / hot beverages	20%	30%	6.00%
Bakery	50%	12%	6.00%
PKC-branded products	10%	10%	1.00%
Packed / organic /	10%	7%	0.70%
Gift articles / water	5%	10%	0.50%
Electronics / gadgets	3%	15%	0.45%
Others	2%	15%	0.30%
Blended PKC Retained	100%		14.95%

For every ₹100 billed through PKC app/outlet commerce, PKC retains approximately ₹14.95 before corporate operating expenses.

Outlet/App Sales Contribution Projection

Year	Average Active Outlets	Outlet/App Gross Transaction Value	PKC Retained Contribution
Year 1	0	₹0.00 Cr	₹0.00 Cr
Year 2	17	₹15.30 Cr	₹2.29 Cr
Year 3	29.5	₹26.55 Cr	₹3.97 Cr
Year 4	43	₹38.70 Cr	₹5.79 Cr
Year 5	57.5	₹51.75 Cr	₹7.74 Cr
Year 6	73	₹65.70 Cr	₹9.82 Cr
Year 7	90.5	₹81.45 Cr	₹12.18 Cr

Outlet sales contribution grows steadily, but the outlet's strategic importance is larger than its direct transaction contribution because it drives:

- App adoption
- Coin redemption
- Advertisement visibility
- Customer trust
- Product pickup
- Product trial
- Local market data
- Subscription conversion

District Distributor Network

Particular	PKC Model
Distributor appointment fee	₹0
Expected monthly sales per distributor	₹4 Lakhs to ₹12 Lakhs
PKC gross margin	11%
Distributor margin	20% fixed gross
Retailer margin	Up to 40%
Vendor credit to PKC	30 days
PKC credit to distributor	21 days
Distributor to retailer	As per distributor's will and wish
Payment mode	Digital only

PKC has already appointed distributors in:

1. Hyderabad District
2. Nizamabad District
3. Hanumakonda District
4. Bhuvanagiri Yadadri District
5. Rangareddy District

Strategic Benefit

Distributor sales convert offline retail buyers into PKC app users through product batch and unique code coin claims.

Distributor Expansion Projection

Year	Active Distributors	Average Monthly Sales per Distributor	Annual Distributor Sales	PKC Gross Contribution at 11%
Year 1	11	₹4 Lakhs	₹5.28 Cr	₹0.58 Cr
Year 2	24	₹5 Lakhs	₹14.40 Cr	₹1.58 Cr
Year 3	48	₹6 Lakhs	₹34.56 Cr	₹3.80 Cr
Year 4	100	₹7 Lakhs	₹84.00 Cr	₹9.24 Cr
Year 5	150	₹8 Lakhs	₹144.00 Cr	₹15.84 Cr
Year 6	300	₹10 Lakhs	₹360.00 Cr	₹39.60 Cr
Year 7	600	₹12 Lakhs	₹864.00 Cr	₹95.04 Cr

District distributors expand PKC beyond outlet locations.
Every distributor increases:

- Product reach
- Retailer penetration
- App claim-code users
- PKC-branded product movement
- Customer data
- Repeat purchase potential
- Local market visibility

Digital Display Advertisement Network - Each PKC outlet is planned with:

Strategic Value - Digital displays convert outlet walls into recurring ad inventory. PKC can monetize:

- Local business ads
- Birthday wishes
- Anniversary wishes
- Seller promotions
- Institutional ads
- Product launch ads
- Event announcements
- Festival campaigns
- PKC product promotions
- App subscription promotions

Particular	Input
Screens per outlet	4
Ad slots per screen	8
Total ad slots per outlet	32
Paid slot assumption	₹15,000 per slot per
Occupancy assumption	100% in Base Case
Free customer coin-based ads	Yes
Paid commercial ads	Yes
Display coverage	All outlets
Outlet owner share on normal days	2%
Outlet owner share during rainy/winter seasons	10%
Seasonal sharing period	6 months
Average annual outlet owner share	6%
PKC net retention	94%

Digital Display Ad Revenue Projection

Year	Average Active Outlets	Gross Digital Ad Revenue	PKC Net Ad Revenue
Year 1	0	₹0.00 Cr	₹0.00 Cr
Year 2	17	₹9.79 Cr	₹9.20 Cr
Year 3	29.5	₹16.99 Cr	₹15.97 Cr
Year 4	43	₹24.77 Cr	₹23.28 Cr
Year 5	57.5	₹33.12 Cr	₹31.13 Cr
Year 6	73	₹42.05 Cr	₹39.53 Cr
Year 7	90.5	₹52.13 Cr	₹49.00 Cr

Digital display ads are one of PKC's high-margin revenue streams. Unlike product sales, advertisement revenue does not require inventory purchase. It depends on outlet count, footfall, screen visibility, advertiser demand and app-based booking.

B2B, E-Commerce, GeM and Export Sales

Year	B2B / E-Commerce / GeM / Export Sales	PKC Contribution Margin	PKC Contribution
Year 1	₹0.50 Cr	14%	₹0.07 Cr
Year 2	₹2.00 Cr	14%	₹0.28 Cr
Year 3	₹5.00 Cr	14%	₹0.70 Cr
Year 4	₹10.00 Cr	14%	₹1.40 Cr
Year 5	₹20.00 Cr	14%	₹2.80 Cr
Year 6	₹35.00 Cr	14%	₹4.90 Cr
Year 7	₹60.00 Cr	14%	₹8.40 Cr

PKC intends to sell branded and selected products through:

- B2B institutional buyers
- E-commerce marketplaces
- PKC app direct commerce
- Government e-Marketplace
- Export opportunities
- Bulk retailer supply
- Corporate and institutional orders

Google, Meta, Website, YouTube and Social Monetization

Year	Average MAU	Annual Monetization per Average MAU	Revenue
Year 1	0	₹0	₹0.00 Cr
Year 2	30,000	₹10	₹0.03 Cr
Year 3	180,000	₹12	₹0.22 Cr
Year 4	450,000	₹15	₹0.68 Cr
Year 5	900,000	₹18	₹1.62 Cr
Year 6	2,100,000	₹21	₹4.41 Cr
Year 7	5,500,000	₹24	₹13.20 Cr

PKC retains 100% of Google, Meta, website, YouTube and social monetization revenue. This revenue is expected from:

- Website traffic
- App traffic
- Social media reach
- Product content
- YouTube videos
- Brand collaborations
- Sponsored posts
- Local business campaigns
- PKC product promotion content
- Customer engagement content

Affiliate, Referral and Commission Revenue

Year	Average MAU	Annual Commission Revenue per Average MAU	Revenue
Year 1	0	₹0	₹0.00 Cr
Year 2	30,000	₹20	₹0.06 Cr
Year 3	180,000	₹30	₹0.54 Cr
Year 4	450,000	₹45	₹2.03 Cr
Year 5	900,000	₹60	₹5.40 Cr
Year 6	2,100,000	₹75	₹15.75 Cr
Year 7	5,500,000	₹90	₹49.50 Cr

PKC's app users and outlet customers become a targeted audience base for multiple partner services. PKC monetizes lead connection, not by becoming an unlicensed regulated seller.

PKC retains 100% of affiliate, referral bonus and commission income. Potential categories:

- Insurance policy referrals through licensed partners
- Real estate project referrals through compliant partners
- Electronics and gadgets affiliate sales
- Function hall bookings
- Electrician bookings
- Salon bookings
- App and website developer leads
- Hospital and diagnostic center referrals through compliant partners
- Online course referrals
- Local business service bookings

Online Courses, Clothing and Service Booking Revenue

Year	Average MAU	Annual Revenue per Average MAU	Revenue
Year 1	0	₹0	₹0.00 Cr
Year 2	30,000	₹8	₹0.02 Cr
Year 3	180,000	₹12	₹0.22 Cr
Year 4	450,000	₹18	₹0.81 Cr
Year 5	900,000	₹25	₹2.25 Cr
Year 6	2,100,000	₹32	₹6.72 Cr
Year 7	5,500,000	₹45	₹24.75 Cr

PKC can also monetize through:

- Online courses
- Online clothing sales
- Local service booking commissions
- Function hall bookings
- Professional service leads
- Small business support services

Loyalty Cost Discipline

Pure Karma Coin creates customer retention, but it also creates redemption cost.

Particular	Amount
Direct chai cost	₹12.50
Outlet owner margin	₹5.00
Total PKC cost per coin-claimed chai	₹17.50

Year	Chai Coin Redemption Cost
Year 1	₹0.00 Cr
Year 2	₹0.71 Cr
Year 3	₹4.23 Cr
Year 4	₹10.58 Cr
Year 5	₹26.38 Cr
Year 6	₹54.60 Cr
Year 7	₹142.38 Cr

PKC's loyalty cost is controlled through:

- Coin expiry after 90 days
- Coins required per chai
- Subscription limits
- Available coin balance
- Handling charges after 10 same-day chai claims in higher plans
- Fraud checks
- Refund reversal
- Non-transferability
- No cash withdrawal
- No delivery charge usage

Bakery Coin Benefit Cost - Platinum and Diamond plans include bakery benefits

Plan	Benefit
Platinum	Up to ₹100 per day through coins on bakery purchase above ₹200
Diamond	Up to ₹250 per day through coins on bakery purchase above ₹500

Plan	Actual Utilization Assumption
Platinum	₹120 per month per average active Platinum subscriber
Diamond	₹300 per month per average active Diamond subscriber

Year	Bakery Coin Benefit Cost
Year 1	₹0.00 Cr
Year 2	₹0.12 Cr
Year 3	₹0.71 Cr
Year 4	₹1.78 Cr
Year 5	₹5.15 Cr
Year 6	₹9.90 Cr
Year 7	₹25.74 Cr

Base Case Revenue Summary (All values in ₹ Crores)

Year	Setup GP	Outlet/App Contribution	Distributor Contribution	B2B/GeM/Export Contribution	Subscription Revenue	Digital Ads Net	Google / Meta/ Social	Affiliate/ Referral	Courses/ Services	Handling Charges	Total PKC Net Revenue
Y1	0.09	0	0.58	0.07	0	0	0	0	0	0	0.74
Y2	0.27	2.29	1.58	0.28	5.94	9.2	0.03	0.06	0.02	0	19.68
Y3	0.3	3.97	3.8	0.7	38.38	15.97	0.22	0.54	0.22	0.01	64.11
Y4	0.33	5.79	9.24	1.4	102.82	23.28	0.68	2.03	0.81	0.03	146.4
Y5	0.43	7.74	15.84	2.8	316.83	31.13	1.62	5.4	2.25	0.1	384.13
Y6	0.46	9.82	39.6	4.9	647.36	39.53	4.41	15.75	6.72	0.19	768.73
Y7	0.9	12.18	95.04	8.4	1,782.14	49	13.2	49.5	24.75	0.49	2,035.60

Base Case Profit Projection (All values in ₹ Crores)

Year	PKC Net Revenue	Operating Expenses	Chai Coin Cost	Bakery Coin Cost	Payment Cost	EBITDA	PAT
Y1	0.74	5.5	0	0	0.03	-4.79	-6.19
Y2	19.68	8	0.71	0.12	0.42	10.44	6.59
Y3	64.11	14	4.23	0.71	1.21	43.96	31.67
Y4	146.4	25	10.58	1.78	2.65	106.38	78.27
Y5	384.13	45	26.38	5.15	6.42	301.19	224
Y6	768.73	85	54.6	9.9	12.76	606.47	452.52
Y7	2,035.60	160	142.38	25.74	32.69	1,674.79	1,253.10

The model is loss-making in Year 1 due to build phase. Profitability begins after app launch, outlet activation, subscription conversion, digital ad booking and distributor sales.

Gross Business Volume vs PKC Net Revenue (All values in ₹ Crores)

Year	Gross Business Volume / Billing	PKC Net Revenue	EBITDA	PAT
Y1	6.23	0.74	-4.79	-6.19
Y2	48.9	19.68	10.44	6.59
Y3	123.96	64.11	43.96	31.67
Y4	265.44	146.4	106.38	78.27
Y5	577.12	384.13	301.19	224
Y6	1,179.29	768.73	606.47	452.52
Y7	2,931.67	2,035.60	1,674.79	1,253.10

Conservative, Base and Aggressive Scenario (All values in ₹ Crores)

Year	Conservative Net Revenue	Conservative EBITDA	Base Net Revenue	Base EBITDA	Aggressive Net Revenue	Aggressive EBITDA
Y1	0.33	-3.82	0.74	-4.79	1.09	-6.38
Y2	5.49	1.04	19.68	10.44	28.92	16.25
Y3	16.91	6.32	64.11	43.96	90.71	63.08
Y4	38.11	16.24	146.4	106.38	204.48	149.68
Y5	97.08	47.92	384.13	301.19	527.47	414.01
Y6	194.68	95.86	768.73	606.47	1,054.93	833.18
Y7	510.71	365.04	2,035.60	1,674.79	2,784.55	2,291.39

The base and aggressive cases depend heavily on subscription conversion, digital ad occupancy, distributor growth and app adoption. Conservative case demonstrates that PKC can still build meaningful value even if adoption is slower.

Use of Funds

No.	Use of Funds	Amount
1	PKC mobile app development	₹2.00 Cr
2	Backend/admin dashboard	₹0.25 Cr
3	Customer app, outlet app, distributor module, vendor module	₹1.00 Cr
4	Payment gateway, QR, WhatsApp, email and security integration	₹0.05 Cr
5	Website development and hosting	₹0.20 Cr
6	Server, cloud, cybersecurity and maintenance reserve	₹0.50 Cr
7	Product branding, label design and packaging design	₹1.00 Cr
8	Initial packaging material and inventory support	₹1.00 Cr
9	Existing 4 outlet launch support	₹0.04 Cr
10	New outlet rollout support	₹0.06 Cr
11	District distributor expansion	₹0.10 Cr
12	Marketing and digital marketing	₹1.00 Cr
13	Social media, influencer and launch campaigns	₹0.30 Cr
14	Hiring and salaries reserve	₹1.00 Cr
15	Office infrastructure and systems	₹0.20 Cr
16	Legal, CA, CS, compliance and agreements	₹0.05 Cr
17	Trademark, copyright and IP protection	₹0.05 Cr
18	Working capital reserve	₹1.00 Cr
19	Contingency buffer	₹0.20 Cr
	Total	₹10.00 Cr

Technology Build Plan

PKC will build its own technology platform by hiring an internal tech team.

APP PLATFORMS

Android + iOS

TARGET COMPLETION

Within 4 months from the date
of funds raised

FIRST LAUNCH MARKET

Telangana

Core Technology Modules

- Customer app
- Outlet app
- Distributor module
- Vendor module
- Admin dashboard
- QR billing engine
- Payment gateway integration
- WhatsApp QR delivery
- Email QR delivery
- Pure Karma Coin wallet
- Subscription module
- Autopay module
- Product batch-code claim module
- Digital display ad booking module
- Outlet margin settlement module
- Inventory acknowledgement module
- GST invoice module
- Refund and complaint module
- Analytics dashboard
- Fraud detection layer

Why PKC Needs Capital Now

PKC has reached a point where further growth depends on technology activation. Current assets already exist:

- Four setup-ready outlets
- Five distributor appointments
- 400+ pipeline communications
- Product examples
- Vendor network
- Brand story
- Cashless operating policy
- App-based transaction strategy

The missing central infrastructure is the PKC App and backend operating system.

Capital is required now to:

- Build the app
- Launch existing outlets
- Activate distributor sales
- Implement QR billing
- Start subscription revenue
- Monetize digital displays
- Expand customer base
- Build compliance and reporting infrastructure
- Convert PKC from concept traction to operating platform

Moat and Defensibility

PKC's defensibility is not based on one product. It is based on the combination of multiple connected systems

PKC Moats

- Cashless app-based transaction discipline
- Outlet network as physical trust infrastructure
- Pure Karma Coin loyalty loop
- MSME and women startup product pipeline
- District distributor network
- Batch-code product claim system
- Digital display advertisement network
- Subscription-based customer monetization
- Centralized outlet setup and procurement
- First-party consent-based customer engagement data
- Multi-category product sales
- Multi-stream revenue model
- Offline-to-online customer conversion
- Franchise and distributor pipeline

Social Impact Angle

PKC is commercially ambitious, but it also carries a strong social-impact narrative.

PKC supports:

- Women startups
- MSME manufacturers
- Grassroots innovators
- Small vendors
- Franchise aspirants
- District-level distributors
- Local employment
- Digital payment adoption
- Transparent transactions
- Eco-friendly products
- Local product commercialization
- Customer awareness

Examples:

ZAMCHAI supports a women startup manufacturer.

CARRIECO supports eco-friendly paper bag commercialization through another women startup manufacturer.

Governance and Conversion Plan

PKC currently operates as a partnership firm. After securing genuine equity investment, PKC intends to convert into a private limited company for:

- Equity share issuance
- Board governance
- Investor rights
- ROC compliance
- Statutory audit discipline
- Structured management reporting
- ESOP and senior hiring possibilities
- Better bankability
- Corporate governance
- Scalable ownership structure

Investor Rights to Be Discussed

- Equity shareholding
- Board seat / observer right
- Information rights
- Reserved matters
- Anti-dilution rights
- Exit rights
- Founder lock-in
- Share transfer restrictions
- Future funding participation rights
- Governance rights

Final rights will be documented through legally vetted transaction documents.

FOUNDER AND LEADERSHIP



Mounika Gondla

FOUNDER & MANAGING DIRECTOR

Miss Mounika Gondla completed B. Com in 2024 from Government Degree College for Women, Begumpet. She is a CA aspirant and intends to pursue CA studies in the future while building PKC into a professionally managed company. Her leadership values:

- Step-by-step growth
- Long-term thinking
- No shortcut success
- Innovation
- Compliance discipline
- Customer retention
- Women startup support
- Product ecosystem building
- Transparent transactions
- Scalable systems



Miss. Summiya Sulthana joined PKC as a Sleeping Partner with her personal savings and confidence in PKC's unique strategy. Her future role after public limited conversion will be finalized through legal documentation, mutual consent and investor-aligned structuring.



Miss. Akshita Vora is PKC's HR-Manager, actively working on SOP development for present and future employee roles and departments.



Mr. Syed Basha is Vyaparasetu Ecosystem Chief Incubation Officer - (CIO), actively working on Incubations & Setup of Outlets, App Integrations, Stakeholder Onboardings.

Key Risks and Mitigation

Risk	Investor Concern	PKC Mitigation
App development delay	Outlets cannot launch fully without app	Internal tech team, 4-month target, phased MVP
Subscription adoption risk	Premium plans need market validation	Basic/Silver entry, Gold/Platinum/Diamond business positioning
Digital ad occupancy risk	100% occupancy may take time	Local business ads, birthday ads, PKC product ads, seasonal offers
Loyalty cost risk	Free chai and bakery claims may increase cost	Coin expiry, plan limits, handling charges, fraud checks
Distributor credit risk	21-day credit may create receivables	Digital ledger, credit limits, territory monitoring
Vendor quality risk	Manufacturer quality affects brand	Vendor documentation, batch traceability, QC, recall obligations
Regulatory risk	Data, loyalty, food, e-commerce, ads	Legal, CA, CS and compliance budget allocated
Franchise consistency risk	Outlet operations may vary	Centralized procurement, SOPs, training, app-based control
Cash leakage risk	Franchise outlets may try cash sales	Strict zero-cash rule, QR-only delivery, audit trail
Working capital risk	Inventory and distributor expansion need funds	₹1 Cr working capital reserve + bank WC plan

Competitive Positioning

Most café franchise brands are primarily beverage and outlet-sales models. PKC is positioned differently.

Parameter	Conventional Café Franchise	PKC
Main identity	Café / beverage outlet	Branding + café + app commerce + distributor platform
Billing	Counter/POS-led	Customer self-billing through app
Cash model	Varies	Strict zero cash
Loyalty	Basic points/offers	Pure Karma Coin with chai, ads and bakery utility
Product scope	Mostly food and beverage	Food, bakery, essentials, organic, gadgets, gifts, PKC-branded products
Manufacturer support	Not core	Core model: MSMEs, women startups, grassroots innovators
Distributor network	Not always central	District distributor model
Digital display ads	Not core	Core monetization stream
Offline product claim	Not typical	Batch number + unique code claim
Revenue streams	Limited	Multi-stream: franchise, products, subscriptions, ads, affiliate, B2B, e-com, exports
Data advantage	Limited	App-based first-party customer engagement

Exit Possibilities for Investors

Potential future exit routes:

- Strategic acquisition by QSR brand
- Strategic acquisition by retail commerce company
- Strategic acquisition by FMCG distribution company
- Acquisition by loyalty/rewards platform
- Acquisition by app-commerce platform
- Secondary sale to larger investors
- Buyback from future profits, subject to law
- Future private equity round
- Long-term dividend model after profitability
- Public market route in long-term scale case

Potential Strategic Acquirer Interest Areas

- App user base
- Outlet network
- Distributor network
- Customer data and purchase behavior
- Digital display ad inventory
- MSME product pipeline
- Subscription revenue
- Franchise network
- Women startup ecosystem
- Cashless retail transaction model

Investor ROI Scenarios

Future Company Valuation	Investor Stake	Investor Value	Multiple on ₹10 Cr Investment
₹100 Cr	25%	₹25 Cr	2.5x
₹250 Cr	25%	₹62.50 Cr	6.25x
₹500 Cr	25%	₹125 Cr	12.5x
₹1,000 Cr	25%	₹250 Cr	25.0x
₹2,500 Cr	25%	₹625 Cr	62.5x

Approximate 7-Year IRR

Investor Exit Value	Multiple	Approximate IRR
₹25 Cr	2.5x	~14%
₹62.50 Cr	6.25x	~30%
₹125 Cr	12.5x	~43%
₹250 Cr	25x	~58%
₹625 Cr	62.5x	~80%

Why Invest Now

PKC is currently at the stage where capital can convert early traction into a structured platform.

Before Funding

- Four outlets setup ready
- Five distributors appointed
- 400+ pipeline communications
- Brand story built
- Vendor network developed
- Product examples available
- Business model designed
- Cashless policy defined
- App requirement clearly identified

After Funding

- App development begins immediately
- Android and iOS launch target within 4 months
- Existing outlets can start operations
- Distributor sales can activate
- Customer app installs can start
- Pure Karma Coin can launch
- Subscriptions can generate revenue
- Digital ads can monetize outlet screens
- Product code claims can convert offline buyers into app users
- PKC can begin structured scale

Capital Ask

Investor participation can be structured as:

- Strategic investor
- Angel investor
- Venture capital investor
- HNI investor
- Multiple investor syndicate
- Board-level investor
- Executive or non-executive director-level participation, case-to-case

PKC is raising:

₹10 Crores

Against:

25% Equity

At:

Valuation Particular	Amount
Pre-money valuation	₹30 Cr
Investment	₹10 Cr
Post-money valuation	₹40 Cr

जय हिंद
thank you



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PKC is not raising money to open only chai shops.

Phugat Ki Chai is building a commerce ecosystem where every cup of chai can become an app transaction, every app transaction can become a customer profile, every customer profile can become a repeat purchase opportunity, every outlet can become an ad asset, every product can become a branded SKU, and every district distributor can become a local growth engine.