

India's Most Affordable **FUSION CAFÉ**

(Franchise Proposal)

A Venture of Virrgo Network

About us



At **Goldy's Cafe**, we believe that great food and great vibes should be accessible to everyone. Established with a vision to redefine cafe culture in India, we bring you a unique chef-less, automated kitchen model that delivers consistent taste, zero wastage, and lightning-fast service, all at affordable prices.

Backed by the trusted **Virrgo Network**, **Goldy's Cafe** isn't just a place to grab a bite; it's a space to create moments. Whether you're catching up with friends, working remotely, or just taking a break, our cozy ambiance and thoughtfully crafted menu offer the perfect blend of comfort and creativity.

Our menu features a delicious mix of fusion beverages and food items tailored for the Indian palate. From creamy coffees and tea to quick bites of Munching Burgers, Cheesy & Spicy Pastas, Garden Fresh Sandwiches, Mouthwatering Pizzas, and the Signature Wraps, every item is made with love, care, consistency, and zero compromise.

We are proud to empower our young staff with a streamlined POS system and automated processes that minimize human error while maximizing efficiency. With plans to expand through franchising, **Goldy's Cafe** is not just a brand — it's a growing family.



23+ **Years**
F&B EXPERIENCE

What Do You Require to Start?



Minimum 350 Sq. Ft. Area Recommended 500 Sq. ft. Area

On the Ground Floor, Preferably Main Road Facing... Near Schools, Colleges / Institutions / Universities, Residential Buildings, Bus Stands, Highways, Metro stations, Railway Stations, Corporate Offices, IT Campuses, Shopping Malls, and Market Areas. Extra requirements will be a water Connection and three-phase electricity Connections.



Goldy's Cafe Franchise Cost

Rs. 10,00,000/- + Taxes for all the Kitchen Equipment, Technical Services, and Support by **Goldy's Cafe - Franchise Operation Team.**

Interior & Exterior Setup Cost

Approximately **2 Lakhs** to be spent on the Interior & Exterior Setup by you for a **350 – 500** Square Feet Space.

(Main Board, Counter Furniture, Kitchen Workstation, Seating Furniture for 15-20 People, etc.)

DESIGNS & GUIDELINES PROVIDED BY GOLDY'S CAFE TEAM.



Commitment to Learn & Grow

At **Goldy's Cafe**, we expect franchisees to embrace our values, maintain operational excellence, manage finances responsibly, engage with the local market, and adhere to ethical standards. Even as a secondary income source, a commitment of 5-6 hours weekly is essential for oversight and success.



Why Choose **Goldy's Cafe**?



Low Investment

Most Affordable
Setup cost Pan India



Quickest ROI

Return on Investment
in 8-10 Months



0% Wastage

Unique Efficient
Raw Materials



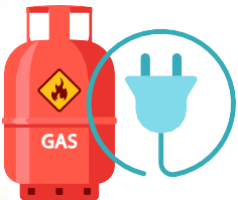
NO ROYALTY MODEL



50-60%
AVERAGE
GROSS PROFIT



Low Risk
Minimized Risk
Management



**Gas &
Electric**

Both Options Available



Tech Enabled
Data & Inventory
Management



**NO HIDDEN
FEES**

100%
TRANSPARENCY

What You Get?

- Cafe Kitchen Equipment.
- Startup Franchise Kit.
- Menu Variety & Customization.
- Government FSSAI Registration Café.
- Decor Plan & Layout Guidelines Owner.
- Training and Staff Hiring support.
- Staff Training & Management Guidelines.
- Day-to-Day Cafe Maintenance Planner.
- Online Nation-Level Digital Branding.
- Local Marketing Action Plan.
- POS & Inventory Management System.
- Swiggy & Zomato Registrations.
- Franchise License for 2 Years.
- Franchise Helpline Support

All the Items & Services
Mentioned
below in the Proposal are
Included in the

FRANCHISE COST



Cafe Kitchen Equipment's



TEA/COFFEE MACHINE
INCLUDED



DEEP FREEZER 95-100 LTR
INCLUDED



REFRIGERATOR 190 L
INCLUDED



COMMERCIAL FRYER
INCLUDED



COMMERCIAL BLENDER
INCLUDED



PIGEON INDUCTION STOVE
INCLUDED



COMMERCIAL GRILLER
INCLUDED



ELECTRIC CHOPPER
INCLUDED



PIZZA OVEN
INCLUDED

BRANDED
EQUIPMENT'S
USED FOR DEEP
FREEZER / FRIDGE
CHOPPER /
BLENDERS.

Important: Brand Items Subject to
Availability as per our Delivery Partners

amazonbasics



BLUE STAR

SAMSUNG

Whirlpool
CORPORATION

KENT
Smart Chef
Appliances

Godrej

ORPAT®

Startup Franchise Kit



GOLDY'S CAFE 5
APRON'S
INCLUDED



GOLDY'S CAFE 5
BRAND TEES
INCLUDED



GOLDY'S CAFE CAPS
5 PCS
INCLUDED



GOLDY'S CAFE TEA CUPS
100 PCS
INCLUDED



GOLDY'S CAFE PACKAGING
100 PCS
INCLUDED



GOLDY'S CAFE COFFEE CUPS
100 PCS
INCLUDED



ML MEASURE'S
INCLUDED



Return On Investment (ROI)



50-60%

**HIGH MARGIN
PROFIT**

**OUR ROBUST R&D ON MENU CUSTOMIZATION, AFFORDABLE
RAW MATERIAL SUPPLY, AND RECOMMENDED MENU PRICE
RESULTS IN 50-60% GROSS PROFIT MARGIN**

Our Standard Operating Procedures (SOP) Ensures

20-30%
**MAKING
COST**



Our Franchise Model Ensures ROI within 8-12 Months

We Guide You and not limit you

We Make Sure Our Franchise Partners have full freedom to operate their centers.



We Advise you on the Menu Pricing, Final Decision on Setting the Menu Price is always yours.



Tea



Shakes



Coffee



Lassi



Burgers



Sandwiches



French Fries



Snacks

WITH A VAST VARIETY OF FLAVORS & ITEM VARIATION GOLDY'S CAFE MENU IS SERVICEABLE PAN INDIA



MENU CUSTOMIZATION

WE AT GOLDY'S CAFE GIVES YOU A COMPLETE SETUP GUIDE AS PER YOUR SPACE TO ENSURE BRAND DESIGN CONTINUITY AND THE LOWEST INVESTMENT POSSIBLE FOR THE SETUP.

Goldy's Cafe Gives You Freedom in MENU to have



Select an All Pure Veg Menu if you want to

Add any Local Items in menu as per your Local Area



Add on Seasonal Menu available on request



THE GARDEN TO PREMIUM TASTE



BOOSTS IMMUNITY



100% NATURAL TEA

WE SOURCE GRADEN FRESH TEA FROM TEA ESTATES FROM MUNNAR AND IMPORT FROM IRAN. OUR TEA'S NOT JUST TASTE GREAT BUT ARE NATURAL & THE PREMIUM PLANTATIONS OF EACH SEASON.

Government FSSAI Registration



We Get Your FSSAI Registration Completed Hassle Free

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



We help you with only obtaining the Necessary Certifications and Licenses to Operate in Compliance with Government Regulations.



**TIME SAVED IS
MONEY EARNED**



Cafe Decor & Layout Guidelines

We at **Goldy's Cafe** give you the guidelines on how to design your Cafe with **Minimum Effort** and **Cost**. Our Thematic Design lets you keep your cafe simple and elegant.

GOLDY'S CAFE



THE MOST IMPORTANT ASPECT OF THE CAFE SETUP & MAINTENANCE IS TO KEEP IT HYGIENIC AND SPACIOUS FOR PEOPLE TO HANG OUT.



**MAIN LED CAFE
BOARD DESIGN**



**MINIMAL PER SQ.FT
COST ANALYSIS**



**COUNTER FURNITURE
DESIGN & LAYOUTS**



**CAFE WALLPAPER &
KITCHEN DESIGNS**



**CUSTOMER SEATING
LAYOUT PLANS**



**TV MENU DIGITAL
DISPLAY FILES**

To Enable Quick Setup we process all agreements & paper work online via digital



Owner Training & Staff Hiring



We Can Help You Hire

**COMPLETE GUIDE ON HOW TO HIRE/SOURCES
TO HIRE/HIRING CONDITIONS/STAFF JOINING
AND DOCUMENT PROCEDURE**

Cafe Maintenance Planner

We provide a comprehensive day-to-day planner to Manage Hygiene and Systematic Staff Management as per Industry Standards.



Staff Training (Offline & Online)



Our Chef-less Model Makes it a breeze to manage and run a cafe with no need to hire a chef or cooks



**Raw Materials
Managing Training**

**Recipe
Management**

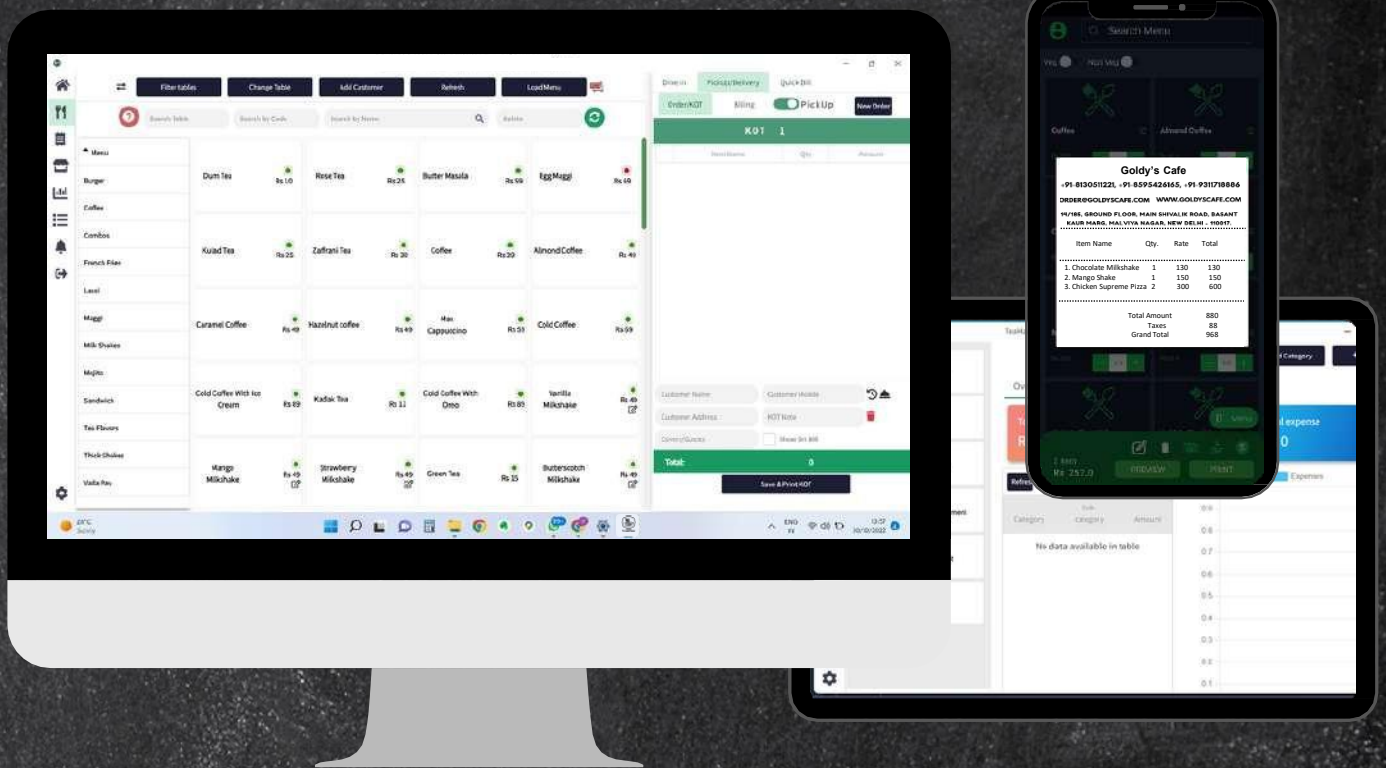
**Packing & Billing
Training**

Goldy's Cafe Menu can be Executed by even a Fresher within 24 Hours of training.

Recommended timeline of training is 3 days & Practice follow-up is 4 days

Our Training is Mandatory. It is available Online to make sure we save your time & cost in the Most Effective Manner

POS & Cafe Management System



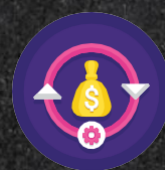
QR Code Menu & Billing with KOT



Product Cost Price Data Management



Inventory (Stock) Management & Alerts



Daily/Monthly Profit & Loss Report Access



Customer Database & Marketing Offers



Best Seller Menu Item Identification



Runs on Mobile / Tablet / Windows



Staff login & User Management



Daily Online & Offline Sales Summary

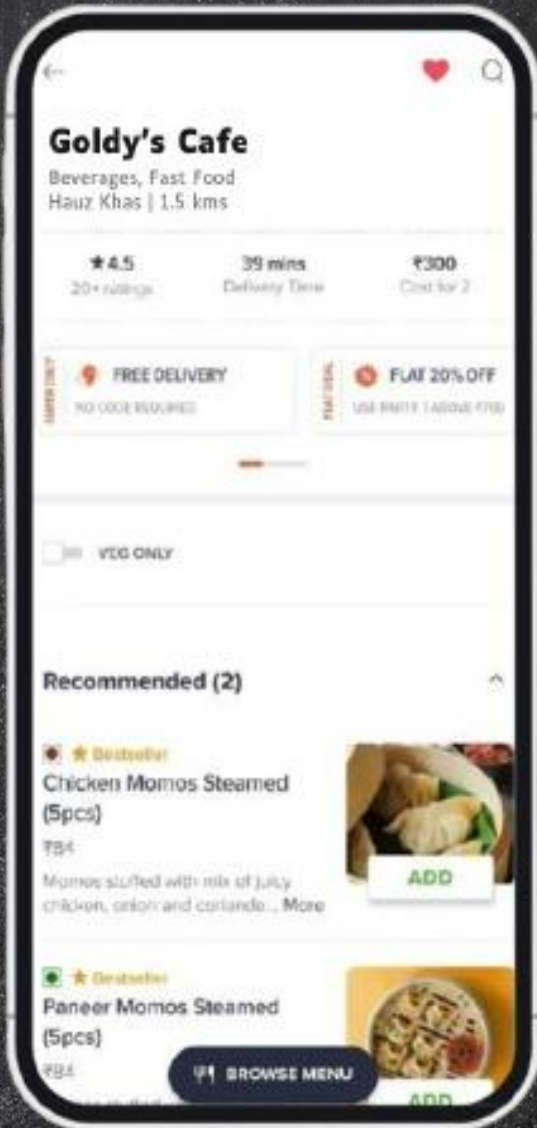


Cafe Review & Ratings Management

Swiggy | Zomato | Web Link Page

We Get Your Cafe Live on Swiggy | Zomato

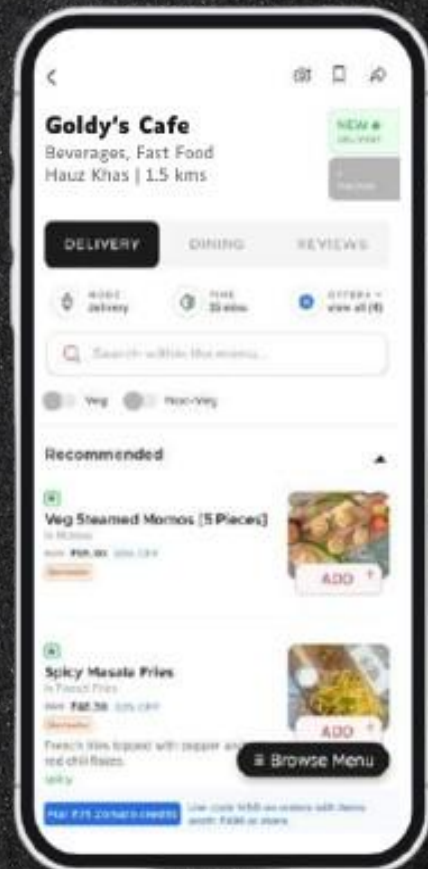
and Also Create a Customer Web Link Bio on our official Website to let Customers find all your info & links at one Place



zomato



Goldy's Cafe Online Menu
QR CODE



Please Note Swiggy & Zomato requires additional docs to be presented by each center and registration time varies according to your location



Online Pan India Digital Branding



WE AT GOLDY'S CAFE EXECUTE ONLINE DIGITAL MARKETING FOR ALL OUR CENTERS ON SOCIAL MEDIA PLATFORMS LIKE FACEBOOK, INSTAGRAM & GOOGLE SEARCH BY SOCIAL MEDIA MANAGEMENT (SMM).

IMPORTANT FACT: 57% OF PEOPLE ON SOCIAL MEDIA IN 2021-22 WERE INFLUENCED BY SOCIAL MEDIA & ONLINE VIA VIDEOS & MEDIA CONTENT AND GREW BRAND LOYALTY FOR FOOD BRANDS IN INDIA.

we reach a million people every month via

instagram / facebook / google



#aajkichai

#fuelyourhearts

#yaaronkishaam

#goldyscafe

#jootajapanichairani

#madraskifiltercoffee

#goldyspizza

ALL YEAR CAFE MARKETING PLAN

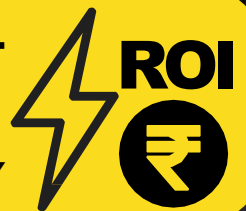


Our Efficient Marketing Team Designs Special Offers and Discounts to Increase Your Cafe Sales all round the Year, Boosting your Profits and footfall

90% of Cafe's & Quick Service Restaurants focus only on Traditional Marketing Methods like Pamphlets, Boards, and Newspaper inserts for sales, but in reality, only achieve 20-30% of the revenue of their true potential. To Overcome Goldy's Cafe has come up with a Marketing Action Plan that gets your cafe 30-50% more sales than other similar outlets.

These methods do not require you to invest a huge amount of money, but will make sure you achieve higher admissions by spending as little as possible.

**QUICKEST
AMONG
QSR'S
INDUSTRY**



Virrgo Network

INVESTING PARTNER PROGRAM

Enables Quick ROI & Minimizes Risk

(Limited Time Program to accelerate Growth & Revenue of your Cafe)



**Dedicated Helpline Support
Executive for Every Franchise**

**RESOLUTIONS TO
ANY QUERY WITHIN**

24 HOURS

*** Working Hours**



Pan India Supply Chain & Delivery Partners:

amazonbusiness

RIVIGO
MAKING LOGISTICS HUMAN

GATI KWE
Ahead in reach

Apply Today & Get All This At Only

₹ 10,00,000

~~₹ 14,99,999~~

**Offer Valid till
30th September 2025**



NO ROYALTY MODEL

**FRANCHISE
HELPLINE**



813 051 1221

TERMS & CONDITIONS

- No Hidden Cost with 100% Transparency in Terms.
- The Franchise Agreement is for 2 Years Term.
- Renewal Fee after 2 years is Rs. 2,00,000 for the Next 2 Years.
- Taxes Extra as per Government Policy & Subject to Change.
- All Payments Made are Non-Refundable.
- No Royalty Model - No Hidden Charges.
- All Policies by Goldy's Cafe are to be followed.
- Materials get dispatched within 1-2 Weeks of the final Payment.
- NEFT/RTGS and Cash Deposits on Company Account Only.
- Transport of Materials & Raw Materials by Franchisee.



ROI ON SALES PROJECTION

PRICES CHANGES FROM PLACE TO PLACE - WE AT GOLDY'S CAFE WILL ADVISE YOU THE BEST POSSIBLE PRICING STRUCTURE TO GET MAXIMUM SALES BUT FINAL DECISION ON THE MENU MRP WILL BE YOURS.

DESCRIPTION	CASE A	CASE B	CASE C	CASE D
TOTAL REVENUE				
Avg Per Day Sale	5,000	6,666	8,333	10,000
Time Frame	1 st - 3 rd Month	4 th - 5 th Months	6 th - 9 th Month	10 th Month +
TOTAL REVENUE	1,50,000	2,00,000	2,50,000	3,00,000

TOTAL EXPENSES				
RENT	25,000	25,000	25,000	25,000
Staff (12K/Staff)	24,000	24,000	36,000	48,000
RAW MATERIAL	60,000	80,000	1,00,000	1,20,000
INTERNET/WIFI	800	800	800	800
ELECTRICITY	6,000	7,000	8,000	10,000
Ads/Marketing	4000	4,000	4,000	4,000
Total Expenses	1,19,800	1,40,800	1,73,800	2,07,800
Profit / Month	30,800	59,200	76,200	92,200

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 Franchisee depends upon many factors, this report is to guide the franchisee 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 franchisee to take advice from Franchisor and then build an business plan accordingly to attain success.

Franchise Application & Setup Process



PHASE 01

Franchise Booking is to be done with a deposit of **Rs.5,00,000** in the **Goldy's Cafe Bank Account**, followed by filling up the Application Form for which the agreement and Legal Copies can be completed via Aadhar e-Sign. **Average Time for this Phase is 1-5 Days**



PHASE 02

First Installment of **Rs.3,00,000** for the **Franchise** to be paid within **10 Days** of the Booking to prevent lapse of franchise booking. The Owner Orientation and setup guidelines are specified for the center.

Average Time for this Phase is 3-4 Days



PHASE 03

All Materials are dispatched against the **Balance Full Payment** following the Online Cafe Managing Software, and Commis Chef Training is done with Standard Operating Procedures (**SOP**).

Average Time for this Phase is 6-9 Days



PHASE 04

An online presence is created for your outlet with Swiggy / Zomato & Goldy's Cafe link page initiated & center approval is issued. The agreement period starts from the date of Inauguration & monthly monitoring with the helpline executive assigned.

Average Time for this Phase is 1-2 Days



Express Cafe Setup Process



Booking

Franchise application & welcome call + invoice with center code generation.

1



Commis Chef

Access to the commis chef training for all categories via video apps.

6



Contract

Online Agreement Signing & 1st installment followed by owner orientation.

2



Swiggy/Zomato

Registration of partner programs + Finalized menu & custom Menu PDF's.

7



Imp. Guides

Hiring guidelines, Cafe Planner, Recommended MRP, Kitchen Miscellaneous.

3



Marketing

Online marketing via social media channels, marketing planner for cafe.

8



Cafe Setup

Final payment followed by kitchen guide, Recipes and FSSAI Registration.

4



Inauguration

Final Checks and approval of cafe as per Goldy's Cafe and launch of your own cafe.

9



Material Dispatch

Complete equipment's & startup kit with custom order material dispatch.

5



Support

Monthly Data Monitoring to improve & grow.

10

Time Taken for Booking to Set Up & Inauguration of the Cafe

25 - 30 DAYS



Add on Service (Optional)

Complete Setup by the Goldy's Cafe Team is also offered in case where you wish to get the interior exterior setup done by us.



MAIN BOARD LED

Cafe's Main LED Board
Max Sized 10 Feet by 3 Feet



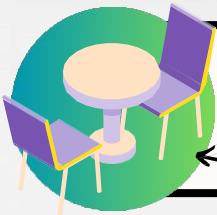
INTERIOR DESIGN

Layout as Per Goldy's Cafe Theme & Standard



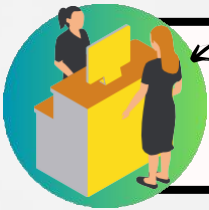
THEME PAINTING

Painting / Wallpaper as per the premise and frames for food pics and Goldy's Cafe branding



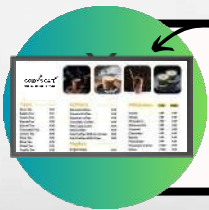
CUSTOMER SEATING

Seating Capacity 4 seat per 50 Sq.ft
post 100 Sq.ft kitchen as per Goldy's Cafe



COUNTER FURNITURE

Main Counter Billing Functioning Table
Max Sized 8 Feet by 2 Feet



TV MENU DISPLAYS

2 Nos 32 inch Menu Displays wall-mounted
Digital Display with Digital Menu Design



ASK OUR TEAM FOR “PRO SETUP” TO KNOW MORE !

Goldy's Cafe Representative will coordinate & execute the Complete Setup via local vendors in your area. The Cafe Setup begins within 5-7 days of the final payment. The prerequisites required before the Setup are PVC flooring, Ceiling, Water Inlet/Outlet, Wash Basin, Kitchen Tables and racks, and Electricity Connections (3 Phase). No Civil Work is Done by Our Team.

THANK YOU!

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



813 051 1221



859 542 6165



Click to Follow
& Like Us on



Goldy's Cafe ✓



14/185, Ground Floor, Main Shivalik Road,
Malviya Nagar, New Delhi – 110017, India.



www.goldyscafe.com | www.virrgonetwork.com



franchise@goldyscafe.com



+91-8130511221, +91-8595426165.



A VENTURE OF VIRRGO NETWORK