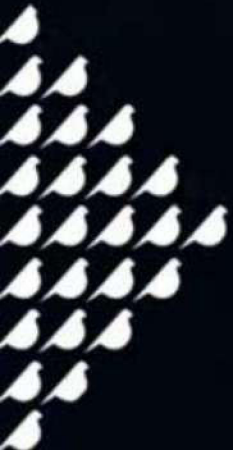




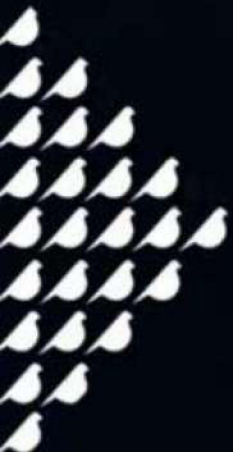
## Investor Presentation

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## Table of Content

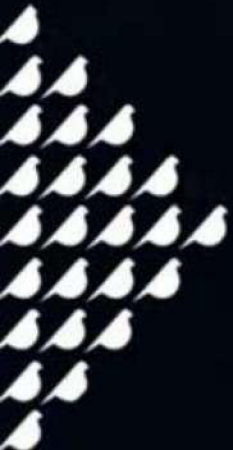
- Introduction – What is Finch Brew Café , it's offerings
- Industry & Opportunity – How you can grow with us
- Business Mode – Why you should partner with us



finch

finch  
*Brew Cafe*

INTERNATIONAL CUISINE |  
CRAFT BEER | VIBRANT AND  
CONTEMPORARY AMBIENCE



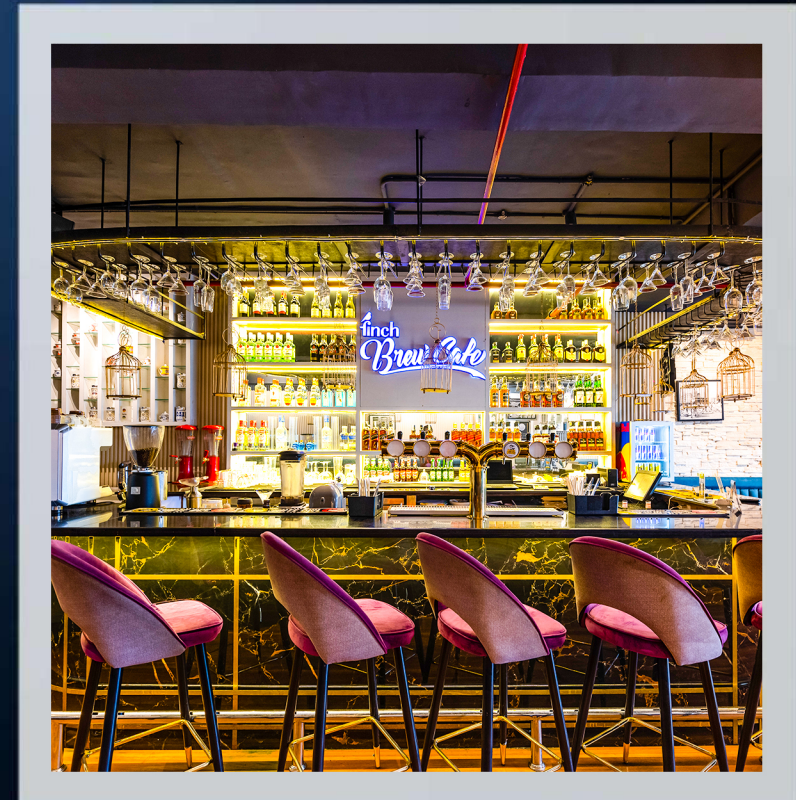
## About Finch Brew Cafe

### Welcoming Environment for socializing!

The Finch Brew Café is a distinctive destination, an amalgamation of international cuisine along with crafted beers and drinks.

We use top quality ingredients in our food and beverages, offer freshly prepared cuisine.

Our team strive to provide one-on-one services and create a welcoming environment for customers to enjoy their socializing experience



**INTIMATE | COMFORTABLE |  
FRIENDLY ENVIRONMENT**



## Our Offerings



**Good Food**  
Taste of  
different cultures



**Majestic Ambience**  
Welcoming environment for  
socializing



**Craft Beer**  
Freshly Brewed Beer  
Destination

## Our Presence

In your daily busy life, The Finch Brew Café offers you the most relaxing place for socializing.

Currently, we have our outlet in Powai Mumbai.

We will be soon coming up with outlets in Jalandhar and Amritsar.

Online rating | Delivery partners | Reviews



zomato

Din in - 4.0  
Delivery - 4.2



SWIGGY

3.9



AMRITSAR  
JALANDHAR  
GOLF CITY



## Our Value Proposition

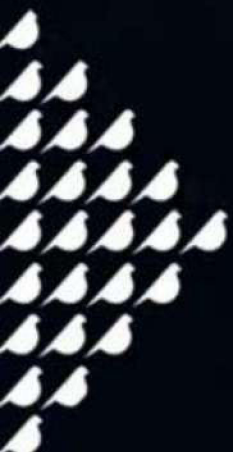
Finch Brew Café  
Format : Craft Beer |  
650– 1000 sq. ft.



Socialising Place |  
Attractive Price Points |  
Quick catchup place |  
Craft Beer & Curated  
drinks

## Table of Content

- Introduction – What is Finch and Finch Brew Café | our offerings
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# PBCL industry in India is growing at 9%...

There is enough room for growth in this opportunistic market...



Market Share of PBCL Industry is 12% in the Organized Food Service Market.



## Frequency of eating out and expenditure on food are low and have room to grow;



## Per capita expenditure on meals outside home



Source - NRAI - Indian Food Service Report 2019

# Accelerated shift from standalone to chain market in the post Covid world...

PBCL Organized Industry  
(share of the overall organized market)

	Market share	CAGR
Standalone Market	12%	11%
Chain Market	6%	23%

In India, the share of organised chain market has increased significantly in the past: Covid-19 has further accelerated the shift

Indian Alcohol market is 3rd largest in the world at INR 2587 bn.



## Growth Pillars for PBCL Industry

- Young Population
- Disposable Income
- Urbanization
- Trend of social drinking
- Trend of night life
- Mid-week professional gathering



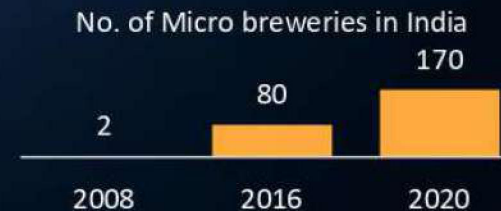
# With increasing disposable income and urbanization... increasing demand for Craft Beer paving the way for Micro-brewery business...

## Global Craft Beer Market 2021

India is witnessing high growth... Craft beer market is amounted INR 44 bn



Microbreweries proliferated in India in a decade, mostly located in Bengaluru, Gurgaon, Mumbai and Pune.



The craft beer market in US \$27.6 Bn. i.e., INR 2042 Bn

The craft beer market in EMEA is expected to reach \$38.36 Bn. i.e., INR 2838 Bn.

The craft beer market in APAC \$16.26 i.e., INR 1205 Bn. Craft beer market share in India is around 2-3%

The Europe dominates the global Craft Beer market and is expected to retain its dominance by 2025

# ...craft beer is now becoming the choice of Indians' ...



India has seen huge increase in craft beer sales, due to consumers' change in taste India is now a home of approx. than 200 micro breweries.



Today's millennials are no longer satisfied with regular bottled beers. Looking for fresh flavors, fresh tastes, and unique ingredients.



Craft beer sales support local economies including farmers and distributors



Wide range of flavour. There is a beer for every occasion.



Craft Beer made of healthier ingredient and complements well with exotic food category



Craft breweries have a smaller carbon footprint than large scale breweries



...the western culture and the quest for constant wanting something new have led to the huge shift... with millennials sitting on the driving seat.

#### Customer Segmentation

- With most urban consumers, especially young population, open for experiments and exotic flavours are opting for such products, the country will see a huge growth in the overall category growth.

#### Growth Factors

- Freshly brewed beer is demonstrating healthy growth. In future due to the higher consumption of beer in pubs/bars/restaurants, the demand for freshly brewed beer is likely to increase.

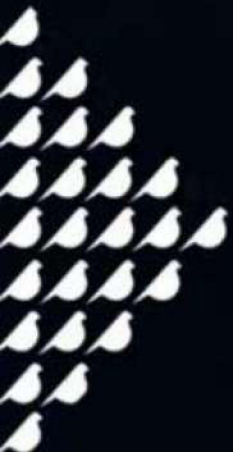
#### Changing Preferences

- Demand for Craft beer is driven by health-conscious consumers and moderate drinkers who opt for lower alcohol options for their social interactions both professional and personal.



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# Brand can leverage on franchising to capture the opportunity of opening 50+ cafes across India



## KEY ROLES

- Strategic – Ability to capture best locations at competition pricing
- Operations – Outlet operations, client interaction, Inventory planning & management - key role for Franchisee
- Marketing – Location has to be with captive high footfall | Malls | Travel retail | High streets | Corporate hubs | Education
- Financial – High Investment for running the premises and carrying out the operational cost

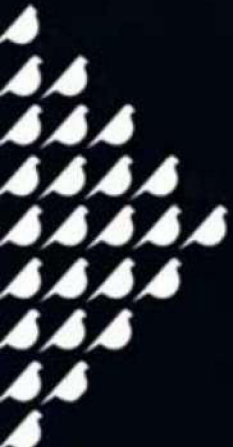


## Roll-out Plan | Key markets

Top 35-40 cities present immediate & sustainable opportunity...

*\* For Alcohol Restricted Areas : We can offer the same formats without Alcohol but with similar experience and International mixology...*

Target Market	
North	Delhi   Jaipur   Chandigarh   Ludhiana   Amritsar   Dehradun   Shimla   Lucknow   Kanpur   Agra
West & Central	Mumbai   Pune   Nagpur   Nashik   Ahmedabad   Surat   Vadodara   Rajkot   Indore   Bhopal   Jabalpur   Goa
South	Bengaluru   Mysore   Chennai   Coimbatore   Madurai   Kochi   Hyderabad   Vizag   Vijayawada   Warangal   Guntur
East	Kolkata   Raipur   Patna   Ranchi   Jamshedpur   Guwahati   Bhubaneshwar





## Key Support Functions

A franchise network only succeeds when the franchisor is experienced, dedicated and selfless when it comes to supporting its partners. Here's a brief summary of what you can expect from the team.

### Site Selection and Build-Out Assistance

- Our franchise team will provide experienced guidance in the selection of your Finch site and we'll advise you in the design and buildout of the club, including prototypical architectural plan with suitable sound system.

### Complete Pre-Opening Training

- Comprehensive training will be provided to ensure you and your staff are fully ready before your grand opening.

### Our Confidential Operations Manual

- You'll receive a copy of our detailed reference guide including exclusive recipes, kitchen prep steps, quality control guidelines, job descriptions and much more.

### Ongoing Training and Field Support

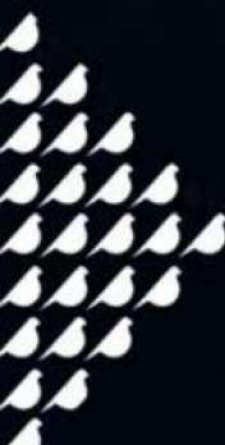
- We'll send representatives out to visit you on a regular basis and provide remote support whenever you need it.

### Event planning assistance

- You'll have access to our most reliable contacts with negotiated pricing and terms for organizing the live concerts.

### Marketing Guidance

- From logos and templates to review of marketing materials; we'll help with initial and ongoing promotion of your club.
- We're committed to ensure your grand opening is a huge success and we'll provide the support you need.



# Finch | Great Opportunity | Growing Industry

Growing Affluence | Best Fit format | Attractive ROI

## INDIA ADVANTAGE

- India is a young country with growing affluence
- Growing demand for Low alcoholic beverages
- Increasing Trend of Socializing
- Shift of Professional Meetings from typical conference rooms to Classic Lounges with Low alcoholic beverages
- From 2 to 170 microbreweries in a decade

## FINCH STRENGTH

- Strong National and International Band contacts
- Well-trained Chef to replicate the authentic taste
- Expertise in designing the best ambience with effective sound system
- Experienced team in organizing regular food halls
- Efficient training system to deliver the Brand knowledge and experience

## FRANCHISE BENEFITS

- Multiple formats
- High demanding Global cuisine
- Exciting revenue | profit potential
- Large experienced team to help overcome daily operational hurdles
- Complete support from brand to organize daily events
- Marketing Support | Organizing events support | Organizing Food Halls support

## Contact Us

 +91 91369 14858 / +91 98208 86707

 [info@finchbrewcafe.com](mailto:info@finchbrewcafe.com)

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



Grab the opportunity to be the part of the most experienced Brand in the highly growing Industry...

The text 'THANK YOU!' is displayed in a playful, hand-drawn style. Each letter is cut out from a yellow sticky note and is pinned to a dark blue background with a small blue pushpin. The notes are arranged in two rows: 'T H A N K' on the top row and 'Y O U !' on the bottom row. The edges of the sticky notes are slightly irregular, giving them a realistic appearance.

THANK  
YOU!

