



COCONUT  
CLOUD TREE





# Welcome To Coconut Cloud Tree

**Coconut Cloud Tree (CCT)** established in September 2023 is a unique business specializing in products made entirely from coconuts.

CCT is a pioneering force in the coconut-based food and refreshments industry, dedicated to delivering organic, non-GMO products with zero preservatives, all produced sustainably.

Our offerings are 100% natural, vegan, and crafted from fresh, tender coconuts, embodying a commitment to quality and sustainability.



## VISION

To be a global leader in the coconut refreshment industry, expanding our reach with innovative products and unique consumer experiences that promote a healthier, more sustainable world.



## MISSION

To revolutionize the food industry by providing healthy, sustainable, and delightful coconut-based refreshments that enrich family health and offer a taste of paradise without leaving the city.



## VALUES

- Integrity: Committing to the highest standards of quality and sustainability in every product.
- Innovation: Continuously enhancing our offerings to exceed consumer expectations.

## ABOUT US

With several thriving outlets in Mumbai and plans to expand across multiple states, we're excited to announce the launch of our franchise program throughout India.

Our products are known for their rich, creamy texture and numerous health benefits, ensuring a delightful culinary experience while promoting wellness.

At CCT, sustainability and health are at the core of our mission.





## SIGNATURE PRODUCTS

### Coco Crystal Cream



### Fresh coco milk



### Coco bliss candy





# FRESH MOJITO'S



## Pineapple Coco Mojito

Pineapple May reduce cancer risk. Pineapple juice contains various antioxidants, including vitamin C and beta-carotene, which may help to protect against cancer.



## Watermelon Coco Mojito

Watermelon is rich in amino acid called citrulline that may help to move blood through your body and can lower your blood pressure. Your heart also enjoys the perks of all the lycopene that watermelon contains. Studies show that it may lower your risk of heart attacks.



## Lemon Mint Coco Mojito

Supports weight loss: Lemon juice has been shown to aid in weight loss by improving metabolism and suppressing appetite.



## Berries Coco Mojito

High in Antioxidants. Berry juice is packed with antioxidants, which help to protect the body against free radicals and oxidative stress, reducing the risk of chronic diseases like cancer, heart disease, and cognitive decline.




# OUR MENU



# COCONUT CLOUD TREE

enquiry@coconutcloudtree.com

 coconut\_cloud\_tree



## Lemon Mint Coco Mojito

Rs. 90

- 1.Helps to control weight.
- 2.Improves digestion.
- 3.Helps in preventing kidney stone.
- 4.Supports heart health.
- 5.Beneficial for skin.



## Watermelon Coco Mojito

Rs. 90

- 1.Helps to stay hydrated.
- 2.Helps in regulating body temperature.
- 3.Beneficial for bones and joints.
- 4.Helps in relieving muscle soreness.
- 5.Helps in digestion.



## Berries Coco Mojito

Rs. 90

- 1 Acts as an antioxidant.
- 2 Helps in maintaining blood pressure activity.
- 3 Provides benefit to livers health.
- 4 Provides benefit to lungs health.
- 5 Helps in lowering cholesterol level.



## Pineapple Coco Mojito

Rs. 90

- 1.Treats cold and cough.
- 2.Prevents Hypertension.
- 3.Good for teeth.
- 4.Reduces risk of blood clots.
- 5.Treats ACNE and has Anti-ageing properties.
- 6 Cures inflammation in scalp.

# Coco Mojitos

## Our Signature Products



## Coco Crystal Cream

Rs. 60

### 5 ESSENTIAL ELECTROLYTES

- 1 Sodium
- 2 Magnesium
- 3 Calcium
- 4 Potassium
- 5 Vitamin



## Coco bliss candy

Rs. 90

For coconut ice cream Indulge in the creamy richness of our coconut ice cream, made from luscious coconut milk for a tropical escape with every spoonful. Refreshingly cool and delightfully sweet, it's the perfect treat for coconut lovers.



## Fresh coco milk

Rs. 90

1. Acts as a source of energy.
2. Helps to improve digestion.
3. Prevents viral infections.
4. Helps in managing anxiety.
5. Cures bacterial infections.



# Launching Soon

# Candies



# Milestones Achieved

**Achivement  
made in 2023**

46,200+  
Products  
Sold



BKC Exhibition Centre, Mumbai



MUMBAI **FRANCHISE  
INDIA 2024**



**WORLD'S LARGEST FRANCHISE  
& RETAIL SHOW!**

**29<sup>th</sup>- 30<sup>th</sup> NOV, 2024**

JIO WORLD CONVENTION CENTRE, MUMBAI



# India's First Café Chain providing a Beach like Experience

Feel the  
sand  
below  
your  
feet ...



Unwind  
with  
Every  
Sip....

CCT provides the unique Tropical Experience offering All Natural and Preservative Free Foods & Refreshments for the Entire Family



# Our Retail Franchise Stores



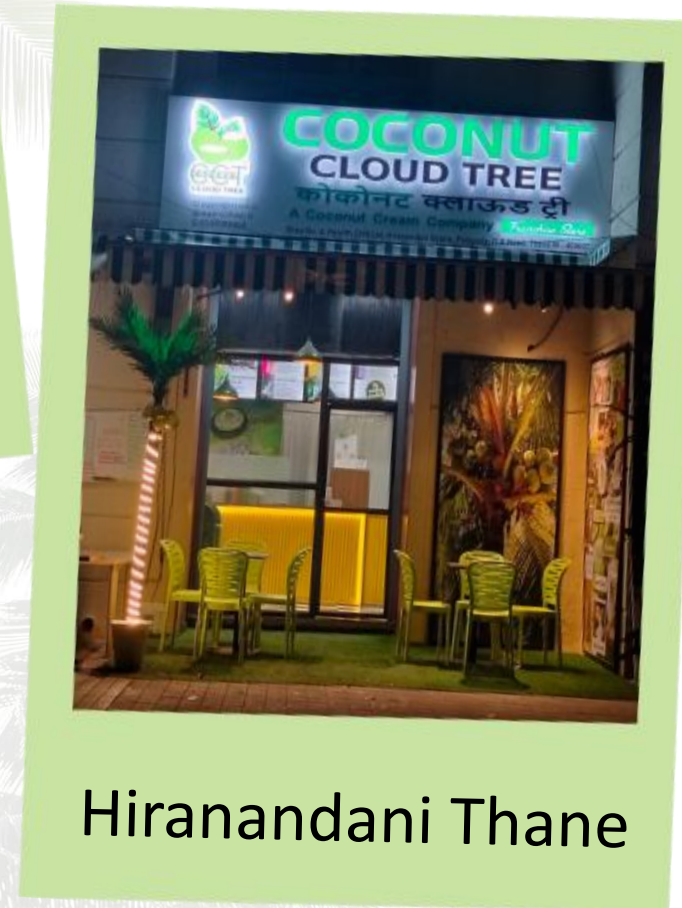
JP North Store



Shanti Park Store



Mulund, Mumbai



Hiranandani Thane



# What separates CCT from the Rest...

Our products are 100% organic and non-GMO, offering the cleanest and most refreshing taste with zero preservatives.

Unmatched Purity and Taste

First in the market to provide a beach-like environment in our retail franchise stores, enhancing the consumer experience and creating a unique tropical escape.

Beach-Themed Experience

Not only do we ensure eco-friendly production, but we also actively support local communities, particularly by empowering women and promoting sustainable agricultural practices.

Strong Social and Environmental Commitment

Rich in essential nutrients and healthy fats, our products promote improved heart health and metabolic rate, appealing to health-conscious consumers.

Health and Nutritional Benefits

A significant portion of our workforce is women, emphasizing our commitment to social responsibility and community development.

Women Empowerment





# FRANCHISE PROPOSAL



<sup>TM</sup>  
**COCONUT**  
**CLOUD TREE**

# CCT Franchise Terms (Café)

- CCT is offering exclusive license to operate a retail franchise outlet in Café format to sell to products.
- The products would be sold exclusively from Café only.

## Initial Investment Breakdown

Particulars	Amount (₹)*
Interior & Furniture	8,75,000
Franchisee Fee	3,00,000
Machinery & Equipment	2,00,000
Branding (Interior & Exterior)	35,000
Opening Ceremony (incl. products)	40,000
Software charges & POS Hardware	25,000
Small Wares	25,000
<b>TOTAL</b>	<b>15,00,000</b>

## Investment & ROI For CCT Franchise Store (Café)

Particulars	Amount (₹)
Model	FOFO
Area Required	350 sq. ft. - 500 sq. ft.
Seating (Inside)	8 - 14 people
Seating (Outside)	4 - 6 people
Investment Amount	₹15,00,000
ROI	12 - 24 Months
Agreement Period	5 years (Charges applicable for renewal)

**Minimum Investment,  
Big Returns**

Regular Supply of Fresh Products  
From Central Kitchen in Your City

**Be a part of India's first ever coconut-based products chain  
and cafe serving preservative free & fresh products.**




# Franchise Store (Café) Projections

Below is an illustration of the monthly average revenue, expenses and profit from a CCT Franchise Store.

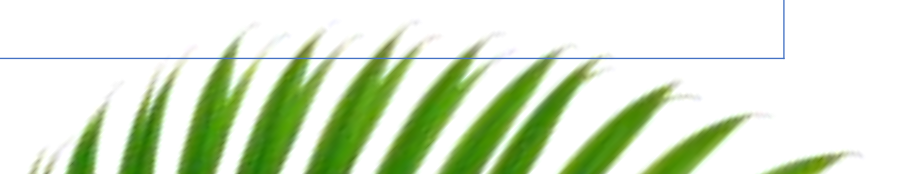
Particulars	Amount (₹)	Amount (₹)	Amount (₹)
<b>Average Monthly Revenue</b>	<b>Scenario 1</b>	<b>Scenario 2</b>	<b>Scenario 3</b>
Revenue – IN-STORE	2,97,000	4,04,100	5,67,000
Revenue – ON-LINE	1,03,950	1,40,760	1,99,800
<b>Total Revenue</b>	<b>4,00,950</b>	<b>5,44,860</b>	<b>7,66,800</b>
<b>Less: Expenses</b>			
Rent	35,000	65,000	1,00,000
Salaries	40,000	50,000	65,000
Raw Materials & Packaging Cost	2,20,644	2,94,079	4,15,368
Utilities (electricity, water, internet, etc.)	10,000	12,500	15,000
Royalty/Business Support Cost* (7%)	28,067	38,140	53,676
Miscellaneous Expenses	5000	7500	10,000
<b>Total Expenses (B)</b>	<b>3,38,711</b>	<b>4,67,219</b>	<b>6,59,044</b>
<b>Net Profit (A-B)</b>	<b>62,240</b>	<b>77,641</b>	<b>1,07,756</b>
<b>Annual Turnover</b>	<b>48,11,400</b>	<b>65,38,320</b>	<b>92,01,600</b>
<b>Annual Profit</b>	<b>7,46,874</b>	<b>9,31,694</b>	<b>12,93,072</b>
<b>Franchise Cost</b>	<b>15,00,000</b>	<b>15,00,000</b>	<b>15,00,000</b>
<b>Average Recovery Period (months)</b>	<b>24</b>	<b>19</b>	<b>13</b>

- CCT will support the franchise store by setting up an agency and central kitchen in your city and ensure continuous supply of fresh products to your store. CCT will do national branding, online marketing, training, software support, Swiggy/Zomato online sales set up and guide sales staff and local marketing activities. CCT will also actively support & guide the franchise store to ensure it is operating at its best potential and doing good business to help with our vision of providing healthy and nutritional products to the customers.

Above estimates are based on CCT franchise store current sales at current prices. CCT will soon introduce multiple niche and original products which is expected to boost sales.



Role of Franchisee	Role of Franchiser/CCT
❖ Involve a Store Manager and oversee day to day operations	❖ Supply of CCT Products & introduction of new products
❖ Adhere to SOPs and Guidelines	❖ Site Selection, set up Franchise Store including interiors, décor and appliances
❖ Co-ordinating with CCT Team for Operations, Staff and Business guidance	❖ Business support (including staff supply & training, inventory mgt., software, etc.)
❖ Ensure implementation of Local Marketing Activities	❖ Brand Marketing, Online Marketing & Local Marketing Guidance to Franchise Store
❖ Financial management, accounting & record keeping	❖ Dedicated Help-Line
❖ Maintain Good Customer Relationships & Motivate Employees and provide Feedback to CCT for initiatives	❖ Periodic audits and feedback to franchisee for improvement.





# Our Growing Presence...



Icons Represent:



**AGENCIES**



**FRANCHISE OUTLETS**

# OUR SOCIAL MEDIA PRESENCE and TESTIMONIES

**coconut\_cloud\_tree** Edit profile Share profile Contact

107 Posts 7,073 Followers 0 Following

@coconut\_cloud\_tree  
Food and drink  
CCT is a unique business specializing in products made entirely from coconut running on a FICO(Franchise Invested Company Operated) model.  
[cctfresh.in](http://cctfresh.in)

Coconut Cloud Tree

Coco Candy Mojitos Coco Milk Crystal Cream Gym refresh...

Grid Video Camera

come checkout

Mumbai's Most Famous Unique Dessert Brand

India's First Coconut Cream Brand In Mumbai

1.6 Million Views





# COCONUT CLOUD TREE

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