

TFM Sky Lounge & Open Air Theatre Franchise

www.tfmskylounge.in





Introduction

There has never been a better time to start your very own TFM. We started in Dec 2020 with our first Rooftop Cafeteria & Open Air Theatre in Andhra Pradesh at Anantapur and since then our journey has been exciting and leading us to other locations. (Mainly tier 2 cities).





About Us

TFM is larger than life. It is as extraordinary as it is magical. It is as mystical as it is marvelous. TFM Sky Lounge, a pioneer in Sustainable Rooftop cafeteria is an innovative extension to the open/ rooftop lounge Concept for cities and towns. TFM Sky Lounge stands out among a plethora of Continental Cafes, restaurants and Coffee hubs - thanks to the bespoke food menu, beverage menu and barbeque menu made for an all-day experience.

Interiors and spaces carved to compliment mind blowing experience. Backed by a seasoned and experienced crew that has long nurtured their art and skills, TFM Sky Lounge offers an unparalleled experience.



At TFM, we create expansive spaces with a galvanizing ambiance, trippy music, and a bespoke menu for an unforgettable experience. Whether you're a coffee addict, a casual visitor, or out with friends, our upbeat vibe caters to all. Backed by meticulous planning and a proven business model, we ensure seamless service, great times, and magical moments.



WHO ARE WE

TFM is a wonderland of Rooftop/Open to sky Cafeteria, an iconic spot for all food and coffee lovers. Started in 2020 at Anantapur, it defined the new cool with its levitating range of food and hip ambience.

TO BECOME PART OF COMMUNITY

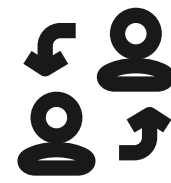
01



FRANCHISE APPLICATION

First, fill out the form available below. Please be as detailed as possible in providing relevant background experience and financial resources.

02



APPROVAL PROCESS

Our franchising department will review the application with consideration of the applicant's business experience. We will then follow up to see that basic franchise requirements can be met.

03



SITE SEARCH

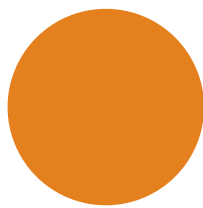
Once your application has been approved, we will connect you with a real estate agent in your area to scout for a lucrative site. It would be a highly selective location, with high traffic, new infrastructure, adequate parking space, and large enough to meet our size requirements.

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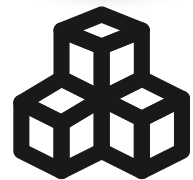


CONSTRUCTION

Our corporate team will assist in the construction of the store. A blueprint will be mocked up to make sure the store is consistent with the TFM brand. A list of proper equipment, materials, and interior design will be provided.



05



CORPORATE TRAINING

Corporate trainers will be on hand to teach the owner, manager, and entire staff our standard procedures.

06



STORE OPENING

Our corporate team will visit during the store's soft opening to ensure a smooth transition. At the end of this process, we expect store employees to be fully prepared to handle business operations.

07



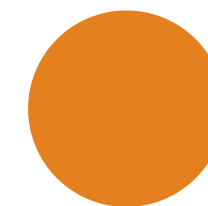
ONGOING SUPPORT

Once your store is up and running, our warehouse will provide you with ongoing fulfilment of store supplies. Additional training & customer service management will be available virtually. Product development and marketing campaigns will be implemented to promote interest in the business.



OUR VISION

We aspire to be a market leader in the OTS Rooftop Cafeteria in all the emerging cities in and around southern India and expand to 10 operational locations by 2027. Bringing new lifestyle culture to the untapped markets and building a sustainable business model for the growth of community and culture.



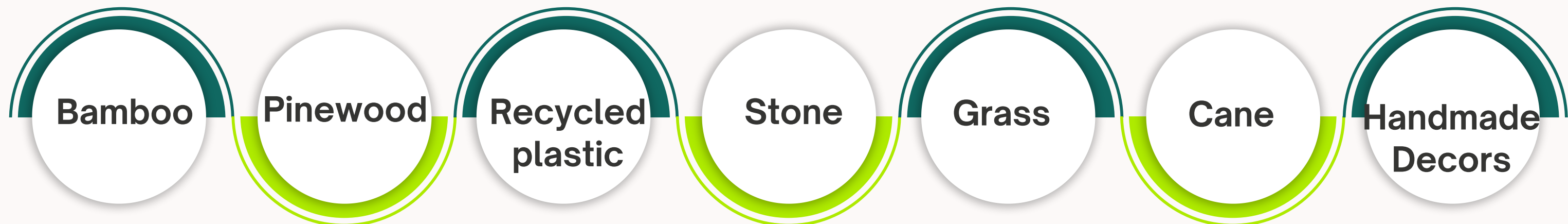
TFM flagged off with Anantapur, now opened recent branch in Kurnool (as White fox) which is administered independently. All the franchises of TFM will be having something unique about them that makes them stand out, among which the most spoken is its sustainable construction and interiors.

WHAT IS SUSTAINABLE CONSTRUCTION?

A holistic process aiming to restore and maintain harmony between the natural and the built environments, creating the settlements that affirm human dignity and encourage economic equity.

We are pioneers in practical usage of sustainable materials in our construction and designs. These can achieve aesthetic appearance and also attain weather proof conditions with necessary treatments done.

Sustainable materials that we use



TFM ANANTAPUR IS CROWNED THE BIGGEST ROOFTOP CAFETERIA CUM OPEN AIR THEATRE IN ENTIRE SOUTHERN AP, WITH A SEATING FOR OVER 200 PEOPLE, SPREAD OVER A CANVAS OF 8000 SFT.



KEY FIGURES

TFM IS HOME TO MANY PATRONS WHO VIBES WITH ITS BEST LOUNGE CULTURE AND OPEN TO SKY THEATRE EXPERIENCE.

TYPE – ROOFTOP/OTS

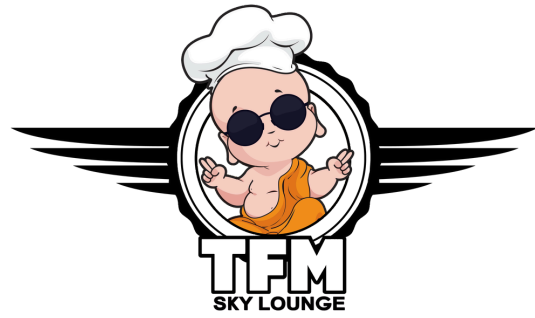
PATRONS SERVED – 3 LAC+

ANANTAPUR - Average Footfall 300 per day.

KURNOOL - Average Footfall 350 per day.



*We are known for our quality of food
and service we provide*

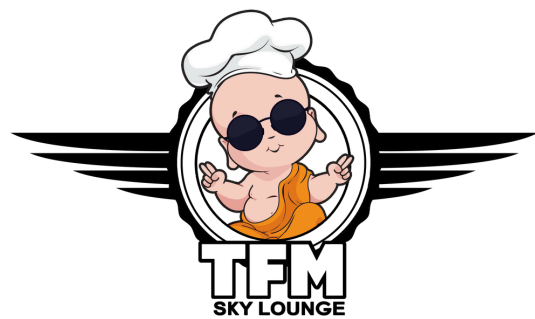


TFM Menu and Its Specialty:

Our Menu consists of vast number of food and beverages, from Continental to Italian, Cappuccino to various Mocktails & Thick shakes, Quick Bites to Steaks, Fried Chicken to barbeque, High protein salads to keto diet, different region biryanis, etc.

BELOW ARE SOME OF OUR SPECIAL ATTRACTIONS:

- We make the place well attractive with top notch interiors, using majority natural elements that gives aesthetic appearance.
- We have Big open-air theatre with large screen consisting minimum dimensions of 12feet tall and 20 feet wide.
- We have a separate section of BBQ & Biryani, where we follow traditional cooking methods on firewood and serve BBQ hot on live charcoal platters.
- We organize movie nights- every Friday night or occasionally.
- We have vast options of free gaming like- PlayStation, Foosball, Air Hockey, Billiards, carrom board, and many other table games.
- Team TFM is well equipped with top notch staff consisting of Baristas, Chefs, Mixologists and managers.



HOW MUCH TO INVEST

It will vary by location and size, but typically starts from INR 70-80 lacs for a Tier 2 and from INR 2-2.5 Cr for a Metro, this includes Set up cost, Franchise Fee, Training and other costs

70-80
lacs

.....● **New Tier II Cities**

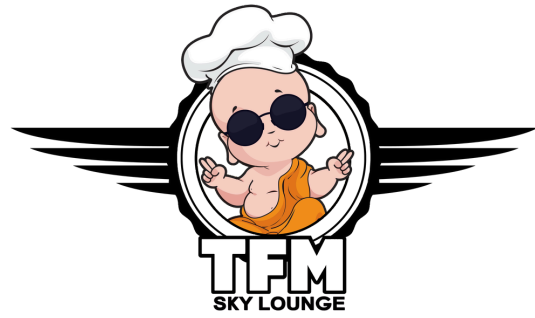
2.0 - 2.5
Cr

.....● **Metropolitan Cities**

ROYALTY FEE: The continuing services, or “royalty fee” is 5% of your gross sales excluding taxes and tips. This fee entitles you to use the TFM Sky Lounge trademark, use of a distinctive system, marketing assistance, staffing assistance, ongoing business development, brand support, new menus, counseling and other benefits that come with being a TFM Sky Lounge franchise.

FRANCHISE FEE

Based on the level of support TFM Sky Lounge intends to provide to its franchisees, the Franchise fee for a startup franchise (Individual) is INR 10 lacs or 10 percent of the Project Cost, whichever is higher.



TFM AVAILABILITY OPTIONS

Total Size	Kitchen	Seating Capacity	Budget
2500 - 3000 sft	300 sft	40-50 PPA	50 Lakhs
5000 - 7000 sft	300+100 sft	130-150 PPA	1.0 - 1.20 Cr & above
10,000 & above	500+200 sft	200+ PPA	1.40 - 1.50 Cr & Above

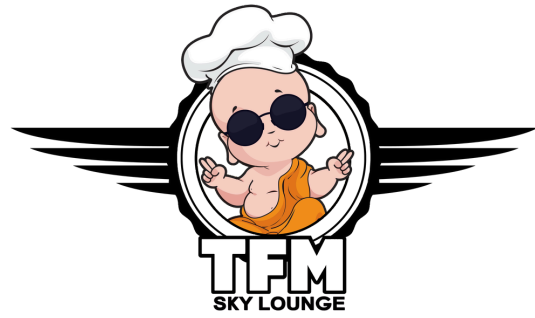
- ROI - Return of Investment 20-24 months
- Profit margin 30-35 %



OUR SUPPORT SYSTEM

OPERATIONAL SUPPORT: TFM Sky Lounge management will provide ongoing training and support in many areas critical to the success of the franchisee's business, including unit operations and maintenance, customer-service techniques, product ordering, suggested pricing guidelines, and administrative procedures

- **SITE SELECTION:** Before approving a site for the TFM outlet, TFM management will provide franchisees with guidelines and resources in scouting the ideal location.
- **ACCOUNTING/ AUDIT/ LEGAL:** Reporting directly to administration, this department is responsible for the financial and legal oversight of franchisees.
- **MARKETING SUPPORT:** TFM management coordinates the development of advertising materials and strategies for the benefit of all members of the franchise network. It will also supply franchisees with consumer marketing plans and materials for use at the local or regional level, and retains the right to approve all local advertising materials that the franchisee chooses to develop.



OUR SUPPORT SYSTEM

- **ONGOING RESEARCH AND DEVELOPMENT:** TFM management continues to research methods and techniques for franchise operations (including purchasing and promotional schemes) that enhance unit-level profitability and better overall growth.
- **OVERALL PROGRAM OVERSIGHT:** TFM management provides the overall coordination and planning for the TFM Sky Lounge franchise system.

QUALIFICATIONS REQUIRED TO OWN TFM FRANCHISE

At TFM, we believe in fostering relationships for/on mutual benefits. Therefore, every member who joins our family is vetted for a lot of factors but at the top stands their love for F&B. Commitment to full-time business with a proven track record of business leadership and experience is a primary factor. As someone who'd be working in a consumer-facing setup, we want members of the TFM clan to be self-motivated, self-driven and enthusiastic at the prospect of not just getting into the business of F&B, but in the business of creating good times.



Founder

Kishan Reddy, the visionary founder of TFM Sky Lounge, revolutionized rooftop dining by introducing vibrant cafés across Towns & cities. His concept blends socially engaging spaces with sustainable construction, creating urban hubs where people connect over great food and breathtaking views. With a focus on eco-friendly design and cultural experience.



Kishan Reddy, founder of TFM Sky lounge



Our Team

At TFM Café, our team blends passion and craftsmanship to create an unforgettable experience. Our Head Chef crafts bold flavors, while our Mixologist curates innovative drinks. With our skilled crew, who perfect every dish, and our expert Barista, who elevates every coffee, we bring warmth and creativity to every moment.





THANK YOU

TFM



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<https://www.tfmskylounge.in/>

Fill the form below for more details

<https://forms.gle/S33XzqeFCeeahEUc6>