

**Nukkad Café®**  
A Space to Connect

Bring  
a Sip of  
*Happiness*  
to your Nukkad

**Franchise  
Opportunity**

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





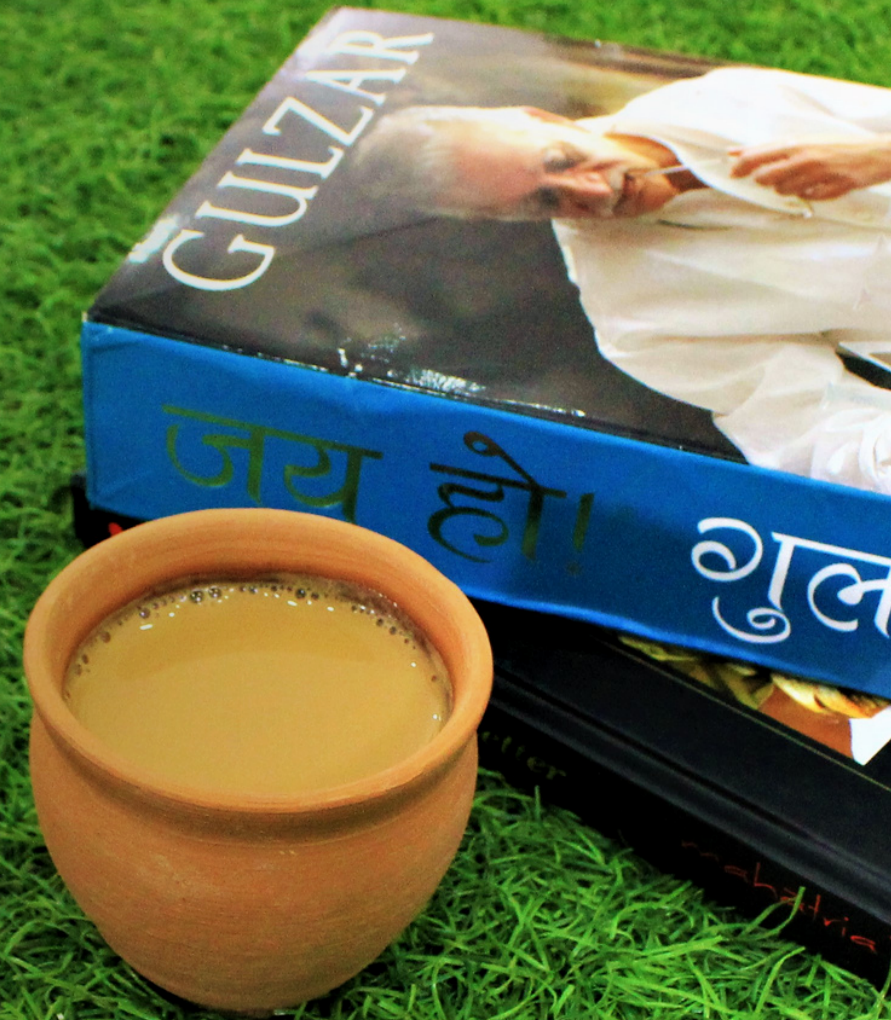
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## A BOOK CAFE AND COMMUNITY SPACE

Life is simple, such as sipping chai, reading a book, laughing over a joke, sharing a pizza, singing with friends, and playing games. Nukkad Cafe attempts to inspire and bring contentment. It is a cafe and space with a holistic approach, helping you experience life's various colors.

Everything that anyone does should aim to be happy, blissful, and feel at peace. This is precisely what Nukkad Cafe strives to deliver by weaving simple experiences together and spreading happiness around.

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# A BRAND THAT EVENTUALLY BECOMES THE DNA OF THE CITY

Not every cafe that sells chai, becomes the part of the city's culture and people's everyday life. With chai as our colleague, we intend to add value to the city we serve.

In it's journey, Nukkad Cafe marks some milestones, which also becomes the milestones for the city at large. Here's a few of them:

- Pune's First cafe with food, community space, events, library, co-working and stay options.
- Pune's First cafe to be awarded as Best Book Cafe by Pune Mirror in 2022. This officially creates an industry in the city, call as "Book Cafe".
- The only book cafe and community space in Pune with 3 outlets in the city.
- Introduced chai innovation "Dum Chai". The only cafe in Pune and perpahs in India, which serves "Dum Chai"
- Oldest venue for Stand-up Comdey in Pune.
- The cafe runs, Pune's biggest Poetry Club.



## A COMPLETE ECO-SYSTEM



### Food

From Chai to Pulao. Must try Innovative Dum Chai, Masala Chai, Fried Pizza, Grilled Sandwich, Creamy Pasta and more. [Menu](#).

### Community Events

Live Music, Networking, Art Workshops, Stand-up Comedy, Literature Meets, Games and [more](#) at Nukkad Cafe & Partner Venues

### Books

[Library](#)  
[Book Store](#)  
[Online Store](#)  
[Kindle Books](#)

### Co-Space

Space to work, do projects, ideation or just to be with yourself.

### Merchandise

[Coffee and Tea Packs](#)  
Snacks Packs

### Stay

Air BnB  
Hostel  
Paying Guest

### Talent Clubs

Our own talent groups, host meetups across the city. [Poetry Club](#) and Book Club



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## LOCATION

The only book cafe and community space in Pune, with 3 outlets



### The Origin

Viman Nagar, Pune  
[Map](#)



### Rooftop

Prabhat Road, Pune  
[Map](#)



### The Heritage

Aundh, Pune  
[Map](#)

Go to any outlet, you will find the vibes, calmness and serenity for your moments.  
[More Details](#)

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## WHY NUKKAD CAFE

### Holistic Approach

Touches various aspect of customer experience

### Innovation

Masala Chai  
Dum Chai<sup>®</sup>

### Process

Defined recipes and process to follow

### Multiple Streams

The model in-builds more than one source of revenue.

### Secure Identity

Registered Trademark  
Domain Ownership  
DLT Registered  
WhatsApp Greentick

### Low-Skilled Staff

Less dependency on highly skilled staff. Semi-skilled people is all we need.

### Taste of Food

A taste that last longer with people.

### Awards

Best Book Cafe in Pune 2022  
by Pune Mirror

### Technology

Business runs on best of the technology like Zoho, DotPe, Petpooja,



## BUSINESS MODEL



### Thela Point

Kiosk with few focused items like Chai, Bun Maska and merchandise

### Dum Chai Outlet

An exclusive kiosk of Dum Chai, with few other chai options and merchandise



### The Center

"The Center" intends to become a part of everyday life for the people who live in that vicinity. Services it provides are:

Food, Books, Merchandise, Events, Co-Space and Talent Clubs



### The Eco-system

"The Eco-system" aims to provide many options to people to reflect and connect with oneself & it's tribe. Services it provides are:

Food, Books, Merchandise, Events, Co-Space, Talent Clubs, Stay and Mini Theater. The model is also designed to meet the evolving needs of the people



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## SOCIAL COMMUNITY



@nukkadpune



@nukkadpune



@nukkadpune



@nukkadcafe



Nukkad Cafe

## CONTACT



Scan to  
save contact



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