



# REELS CAFE

Swaad se Karengesab ka Swagat

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## 1. The Only Café that Celebrates Cinema

## REELS CAFE

With a lively, cinematic theme, Reels Cafe is designed to captivate film lovers and foodies alike.

Our menu; curated with a range of cuisine; including an expansive selection of beverages; is designed for the adventurous palate.

Our focus goes beyond food - to creating an ambience where every bite is a blockbuster moment, choreographing memories you would love to keep coming back to.



Movie-themed Ambience



Contemporary Cuisine



Bollywood Night

Space: 1250 sq. ft. | Seating: 30 pax | Filmy themed Cuisine | Reels Point | Events Point

Investment Starts: ₹35 Lakhs

“Swaad se Kareng Sab ka Swagat”



## 2. The Culinary Hotspot - Filmy Food Point

## REELS CAFE



Greet your mornings with a refreshing sip of the world famous Dilmah Tea from shores of Ceylon or the traditional Narasu Coffee from our very own Tamil Nadu and Ooty. Making a delectable combination with signature Idlis and Dosas curated by our team of chefs from Chennai.



Find your daytime meandering along an all-day breakfast complete with Sausages, Eggs, Hashbrowns garnished in handpicked sauces and spices from Goa. Appealing to all age groups, our gourmet Pizzas and Burgers will bring you tinge of Italian essence, thanks to our Master Chefs from the Caserta and Naples.



Once again unsettle your adventures streak with our exquisite potpourri of handcrafted dishes from the Indi-Fusion Palate with Chinese Chakhna, Cigarillos, Bunny Chow and Nasi Goreng to name a few.



Our celebrity Chef Sanyal has another few surprises up his sleeve with special Filmy and Celebrity inspired menu for the local diaspora with his signature dishes.

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### 3. The Reels Point - “Sahab Main to Actor Ban Gaya ”

**REELS CAFE**

Wish there was a way to make professional reels and short videos without having to invest in expensive gadgetry? Or there was a way to take your talent with content, style and substance to the world? To intezaar kaisa? Lights! Sound! Camera! Action!



**The Regional Reels Hub**

Comfortable seating arrangement, ambient lighting and indulgent food options to give you a relaxed and delightful space to think, create and broadcast.



**Reels Point**

The Reels Point also offers you a platform to present your work to the world of Television and Cinema, all while relishing the delectable ensemble from the filmy menu at Reels Café.



**Commercial Grade Reels Infra**

Arrive at the Reels Point and Reels Cafe, and get infrastructure such as Drones, Green wall, Tracks, Gbs, Microphones and Cinematic Lights and take flight with your imagination, ambition and content. This could be your starting point to stardom.

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#### 4. The Evening Hub - Sports, Music, Comedy

#### REELS CAFE



Big Screen Cricket Watch



Bollywood Evenings



Karaoke

- Reels Cafe reels in the finest in entertainment and leisure alongside indulgence in gourmet delights. Greet your evenings with Comedy Nights, Bollywood Nights, Group Karaoke, Reels of the Month, Catch the Star contents, and abundance of activities where patrons could win a moment with their favourite celebrities online.
- **“Khel Khel Main”** - Get together with your friends to cheer up for your favourite players and teams with the year around Sports Calendar on telecast at our big screen. Sip, bite, cheer, dive into mesmerising flavours of our momos selection, or celebrate the boundaries with our molten flowing chocolava cupcakes.
- **“Rockstar”** - From the beats of 'Jahan Char Yaar Mil Jaayein' to 'Dil Chahta Hai' to 'Zindagi Na Milegi Dobaara' - Unleash the friendship spirit with group karaoke, selfies and reels for personal memories or professional audition reels. Welcome Fridays and Saturdays with your besties.
- **“Mera Naam Joker”** - What's a filmy cafe without a hint of comedy, drama, satire and standup acts - get set to showcase your talent at the cafe to our patrons every Sunday afternoon.

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## 5. Film, Food or Franchise - Yaaron main to (Raees) Ban Gaya

**REELS CAFE**

Standout in your circle of friends with this outstanding business opportunity to put together your city's most happening and sought after filmy spot - Reels Cafe. *Aisa Mauka Fir Kahan Milega?*

**Attractive Returns | Low Investment | High Engagement | City's Finest Spot | Break Even in 24 months | F&B Sports | Karaoke | Bollywood Nights | Standup Comedy**

## 6. Potential Earnings Illustration

Particulars (1250 Sq. Ft. Revenue)	Monthly P & L (per Franchise)
F&B	₹ 3,00,300
Bollywood Night	₹ 42,900
Reel Point	₹ 65,689
<b>Total Reels Café revenue</b>	<b>₹ 4,08,889</b>
Expenses	
F&B expenses	₹ 1,06,260
Infrastructure/Setup Cost (Event Point)	₹ 5,693
Reels point Expenses	₹ 14,524
<b>Total Reels Café COOS</b>	<b>₹ 1,26,477</b>
Reels café Em cost	₹ 69,757
Misc. Expenses	₹ 27,830
<b>Total employee cost and other Expenses</b>	<b>₹ 97,587</b>
<b>Total Expenses</b>	<b>₹ 2,24,064</b>
<b>EBIT</b>	<b>₹ 1,84,825</b>

Reels Point is a part of CITARA family - [www.citara.org](http://www.citara.org) founded and supported by likes of actress Padmini Kolhapure, MTV star Rannvijay, actress Padamshree Shobhana (Iconic actress of South India), & Artha Capital. One of a it's kind training canter in Goa, CZMS - India's only app based unit management system, AI & Chatbot based Hyper Local Promotion System ensure that our Franchisee is the "MAHARAJA" of his town.

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Backed by a robust team and a cinematic vision, we bring consistency and creativity to every aspect of our café – from packaging and plating to social media communication, product names, and in-store design. Every detail reflects our love for cinema, making Reels Cafe Zone a true hangout destination for Gen Z and Gen X alike.



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