

KARNATAKA CO-OPERATIVE MILK PRODUCERS FEDERATION LIMITED

KMF Complex, P.B.No.2915, Dr.M.H.Marigowda Road, Bengaluru – 560 029

El: 080-26096782/851, Fax:080-25536105

e-mail: director.marketing2@kmf.coop, visit at: www.kmfnandini.coop

Expression of Interest (EOI) Document

KARNATAKA CO-OPERATIVE MILK PRODUCERS FEDERATION LTD.

KMF Complex: Dr. M. H. Marigowda Road, DRC Post, Bangalore-560 029.

Tel: 080-26096782/851 fax: 080-25536105,

e-mail: director.marketing2@kmf.coop, kmfmktgexport@gmail.com visit at: www.kmfnandini.coop

No.: KMF/MKTG/EOI/N.cafe moo/ 2023

Date-26-09-2023

EXPRESSION OF INTEREST (EOI)

Karnataka Co-operative Milk Producers Federation Ltd (KMF) Bangalore is the second largest Co-operative Milk Producers Federation in India and is marketing milk and milk products in the brand name of “**NANDINI**” across India. KMF has successfully started Nandini Café moo outlets and recently expanded the same by opening the outlet at Dubai recently. Nandini Café Moo a young brand conceived after years of planning and passion, wherein it brings

- Entire Nandini range products sold at the outlets.
- Serve dishes/snacks that are prepared with premium quality ingredients to the customers.
- Covers a wide range of dishes from Pizzas to waffles to filter coffee, milk shakes, and more.
- Comes with varieties of Ice-cream recipes with its Scooping that suits all age group.

All the varieties of recipes are prepared using Nandini Milk and milk Products to satisfy the taste buds of all ages and establishing/starting the same requires no franchisee/royalty fee with minimum risk because of its proven business techniques and also it's a profitable and high business margin venture.

KMF intends to open these outlets at Famous temples/Tourist places of India namely viz., Golden Temple, Siddi Vinayaka Temple, Shirdi Sai baba Temple, Somanth Temple, Vaishnodevi temple, Kashi Vishwanath Temple, Jagannath Temple, Dakshineshwara kali temple, Sree Padmanabha Swamy temple, Madurai Meenakshi Temple, Ujjain Mahakaleshwara Temple, Srikalahasti, Srisailam, Agra, Wagah Border and also other temples/tourist attractions in India which has large number of Pilgrims visiting these temples.

In this regard KMF invites Expression of Interest (EOI) from interested individuals/Entrepreneurs who are interested to be a part of KMF in setting up the Nandini Café moo outlet under Franchisee model. Interested candidates may submit their expression of interest with relevant details and a brief write up on their experience and suitability for this on or before 15.10.2023 to director.marketing2@kmf.coop, kmfmktgexport@gmail.com.

For any clarification, Contact Director (Marketing-2) - KMF, at the above numbers during office hours.

The EOI document can be downloaded from our website: www.Kmfnandini.coop. KMF reserves the right to accept or reject any or all applications without assigning any reasons thereof.

Sd/-
Managing Director

Information Memorandum

1.1 Background

Karnataka Cooperative Milk Producers' Federation Limited (KMF) is the Apex Body of Karnataka representing Dairy Formers' Co-operatives. It is the second largest dairy co-operative amongst the dairy cooperatives in the country after AMUL dealing in Milk & Milk products. In South India it stands first in terms of procurement as well as sales. One of the core functions of the federation is marketing of milk and milk products. The brand "Nandini" is the household name for Pure and Fresh milk and milk products.

Presently, KMF is procuring on an average 90 Lakhs ltrs./day and is being disposed off in different forms viz., market milk, curd, butter, ghee, Milk powder and 65 other products. Further, it is engaged in manufacturing of Nandini brand.

Preamble:

Karnataka Cooperative Milk Producers' Federation Limited (KMF) is the Apex Body of Karnataka representing Dairy Formers' Co-operatives. It is the second largest dairy co-operative amongst the dairy cooperatives in the country after AMUL dealing in Milk & Milk products.

KMF intends to open these outlets at Famous temples/Tourist places of India namely viz., Golden Temple, Siddi Vinayaka Temple, Shirdi Sai baba Temple, Somanth Temple, Vaishnodevi temple, Kashi Vishwanath Temple, Jagannath Temple, Dakshineshwara kali temple, Sree Padmanabha Swamy temple, Madurai Meenakshi Temple, Ujjain Mahakaleshwara Temple, Srikalahasti, Srisailam, Agra, Wagah Border and also other temples/tourist attractions in India which has large number of Pilgrims visiting these temples.

1.2 Scope under this EOI:

KMF intends to open these outlets at Famous temples/Tourist places of India namely viz., Golden Temple, Siddi Vinayaka Temple, Shirdi Sai baba Temple, Somanth Temple, Vaishnodevi temple, Kashi Vishwanath Temple, Jagannath Temple, Dakshineshwara kali temple, Sree Padmanabha Swamy temple, Madurai Meenakshi Temple, Ujjain Mahakaleshwara Temple, Srikalahasti, Srisailam, Agra, Wagah Border and also other temples/tourist attractions in India which has large number of Pilgrims visiting these temples.

Form – 1 Format for Applicant
Covering Letter Format for submitting EOI

[Date]

[Place]

To,

The Director (Marketing -2),
Karnataka Co-operative Milk Producers Federation Limited,
KMF Complex, P.B.No.2915,
Dr. M. H. Marigowda Road,
Bengaluru – 560 029

Sir,

Sub: Submission of EOI for establishing Nandini Café Moo at (Destination)-reg.

In response to the advertisement inviting EOI from the interested individuals/Entrepreneurs for “Opening of Nandini Café Moo outlets at Famous Temples/Tourist Attractions”, I/We would like to submit my/our EOI for the proposed outlet along with all the requisite documents.

I/We have gone through and fully understood all information provided in the EOI Document. KMF and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify documents and information submitted in connection with this EOI.

I understand that, KMF may, in its absolute discretion, reject or accept any Application.

I declare that all statements made by me and all the information pursuant to this letter of Application are complete, true and accurate to the best of my knowledge and belief.

Signature of Applicant

Form -2

Profile of Applicant

1	Details of the Applicant	
a	Name of the Applicant	
b	Nature of the Applicant	Individual/Firm/Company/Others
c	Address of the Applicant	
d	If Company/Firm Year of commencement of business	
e	If Company/Firm Registration Number and Detail	
f	PAN number & details	
g	GST Registration details	
2.	Details of concept person for communication:	
a.	Contact Number (land line)	
b.	E-mail address	
3.	Place at where the outlet is to be opened	
a.	Place	
b.	Location of the site wherein the outlet is to be opened	
c.	Is the site Own or Rented	
d.	Dimension of the Site/Shop	

1 Any other particulars in support of capability of the Applicant

Signature of the authorized
Signatory with name & seal

Form - 3

Documents to be furnished

1. Photos of the Shop/Site.

CHECK LIST

Sl.No.	Particulars	Remarks
1	Form – 1 Format for Applicant Covering Letter Format for submitting EOI	
2	Form -2 Profile of Applicant	
3	Form – 3 Documents to be furnished	

Signature of the authorized
Signatory with name & seal



Nandini

Cafè *moo*

flavors of life



FRANCHISE BROCHURE

www.cafemoo.in

ABOUT KMF

Karnataka Cooperative Milk Producers' Federation Limited (KMF) is the Apex Body for the dairy co-operative movement in Karnataka. It is the second largest dairy co-operative amongst the dairy cooperatives in the country. In South India it stands first in terms of procurement as well as sales. One of the core functions of the Federation is marketing of Milk and Milk Products. The Brand "Nandini" is the household name for Pure and Fresh milk and milk products. KMF has 14 Milk Unions covering all the districts of the State which procure milk from Primary Dairy Cooperative Societies(DCS) and distribute milk to the consumers in various Towns/Cities/Rural markets in Karnataka.

Karnataka Dairy Development Cooperation(KDDC), the first ever World Bank/ International Development Agency funded Dairy Development Program in the country started in Karnataka on co-operative lines with the organisation of Village Level Dairy Co-operatives in 1974.

KMF Highlights

- The Brand "nandini" is the household name.
- 2nd Largest Dairy Co-op in India.
- Commitment to the Farmer.
- Milk Surplus throughout the year.
- 60+ products in more than 190 SKUs.
- More than 14000 Milk Societies.
- KMF makes INR 15 Crore payments/day to its farmers.
- More than 22 lakh Producer Members.
- Procure 6.6 million Kgs of Milk per Day.
- KMF & Member Unions Turnover-More than 15,000 Cr.

Units

- Mother Dairy, Yelahanka, Bangalore.
- Nandini Hi-Tech Product Plant, Channarayapatna.
- Nandini Milk Products, KMF Complex, Bangalore.
- Cattle Feed Plants at Rajanukunte/Gubbi/Dharwad/Hassan/Shikaripura.
- Nandini Sperm Station (formerly known as Bull Breeding Farm & Frozen Semen Bank) at Hesaraghatta.
- Nandini Packaging Film Plant at Munnekolalu, Marathhalli.
- Central Training Institute, Bangalore & Training Institutes at Mysore/Dharwad.
- Ice Cream Plant, Bellary.

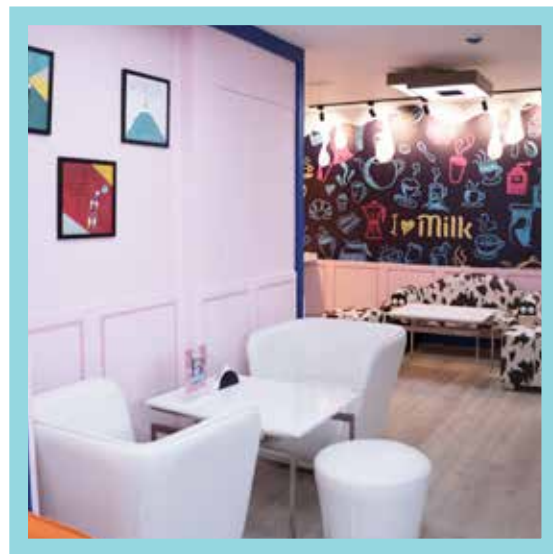


ABOUT CAFE MOO

From the house of KMF, we introduce to you - Nandini CafeMoo café. It is a young brand that was conceived after years of planning and has been built with at most care and passion. Nandini CafeMoo café offers a unique experience of food and dairy products to its customers. All of the dishes are prepared with premium quality ingredients to provide the customers with the best experience possible. All our products are made from Nandini dairy ingredients and we cover a wide range of dishes from pizzas and waffles to filter coffee, milkshakes, and more.

With the soothing ice cream parlour themed ambiance and delicious recipes on the menu, Cafe Moo is a must visit place. We offer a wide range of products that suits all age group, the food here is incredibly delicious and nutritional as well. The interior and infrastructure of CafeMoo set the stage and the feel of the space complement every affair.

We offer take away and online delivery of food as well.



WHY US



No franchise fee & No royalty



Wide spectrum of food products.



Profitable and high margin business.



KMF legacy since 1974



Minimum risk with proven business techniques.



Efficient business model by experienced marketing and merchandising tools.

FRANCHISEE BENEFITS

- POS software setup for stock management.
- Good business platform.
- Inauguration marketing support.
- Access to sell Entire KMF mechanise products.
- Good business platform for young entrepreneurs.
- Subsidy on freezers, signages and branding.*

*T&C Apply

OUR MENU

SCOOPS



Vanilla
Chocolate
Strawberry
Mango
Pista
Anjeer
Butterscotch
Kesar Pista
Kaju Draksh
Tutty Fruity
Blackcurrant
Afghan Dry Fruit

MILKSHAKES



Scotch Delight
Berrylicious
Strawberry Banana
Shaky Mocha
Namma Kaapi Shake
Salted Caramel
Choco Chip
Mint & White Chocolate Shake
Oreo Milkshake
Kitkat Choco Shake
Nandini Caramel Bite Shake
Vintage Chilli Guava Shake
Cheesey Brownie Shake
Choco Peda Shake
Mix Berry Smoothie
Crunchy Mueseli Smoothie
Banana Strawberry Smoothie

DESSERTS & SUNDAES



Crunchy Caramel
Mango Tango
Strawberry Surprise
Fruit Paradise
Oreo Blast
The Indian Connection
Gud Bud
Sundae My Style
Brownie Surprise
Death By Chocolate
Arabian Delight
Café Moo Fundae
Banana Split
Sizzling Brownie
Café Moo Grande

WAFFLES



Strawberry Fun
Mango Madness
Crunchy Butterscotch
Cinfull Honey
Choco Velvete
Banoffee
Cheesy Velvete
Choco Cheese
Fruit Riot
Peanut Crunch
Choco Dream Cream
Chocolate City
Cheesy Chocolate
Bronut Bubble
Fruit Burst

OUR MENU

HOT BEVERAGES



Filter Coffee
Jaggery Filter Coffee
Sunti Coffee
Assam Tea
Masala Tea
Saffron Tea
Badam Milk
Cappuccino
Caffè americano
Café latte
Espresso
Mochaccino
Bourbon
Hot chocolate
Butter coffee

PANINIS



Grilled Veg N Cheese
Spicy Veg N Cheese
Chocolate Banana Panini
Peri Peri Paneer Panini
Paneer Tikka Panini

SALADS



Garden Fresh & Cheese
Greenathon
Crunchy Lettuce & Paneer
Italian Veg & Mozzarella Salad

SHORT EATS



Veg & Cheese Junglee S/W
Tandoori Paneer S/W
Roasted Veg And Cheese S/W
Spinach Corn Cheese S/W
Double Cheese S/W
Chilli Garlic Cheese Toast
Supreme Garlic Bread

PIZZAS



Margarita
Veggie Treat
Farm Special
Peri Peri Paneer
Tandoori Paneer
Jain Special
Triple Cheese Pizza

BITES



Paneer Popcorn
French Fries
Peri Peri Fries
Italian Fries with Cheese
Cheese Jalapeno Fries

MARKETING SUPPORT



Centralized Marketing Team Provides Support For Designing.



Collaterals (Flyers, Banners, Billboard Designs Etc).



Planning And Execution Of Brand Campaigns.



Assisting In Store Specific Hyperlocal Campaigns.



Even Build New Revenue Channels Using Partnerships.



Pop-up Events Etc.



Collective Print And Electronic Media Adds.



Social Media Marketing.

OUR FORMATS



DINE IN

SPACE REQUIRED: Above 800sqft
SEATING CAPACITY: 30 - 35 & Above
APROX INVESTMENT: 40lakhs - 45lakhs

SEMI DINE IN

SPACE REQUIRED: 600sqft - 800sqft
SEATING CAPACITY: 20 - 25
APROX INVESTMENT: 20lakhs - 25lakhs



WHAT'S NEXT



Initial contact with franchise.



Follow up meeting with discussion in detail.



Submission of personal and business details by franchise.



Signing of MOU.



Site selection.



Determine financial outlay for franchise.



Signing franchisee agreement.



Work begins on outlet.



Staff selection and training.



Grand opening.

MERCHANDISE CATEGORIES



Good Life Milk



Ghee



Butter



Ice Creams



Sweets



Chocolates



For Franchise Enquiries
95919 94401
enquiry@cafemoo.in
www.cafemoo.in