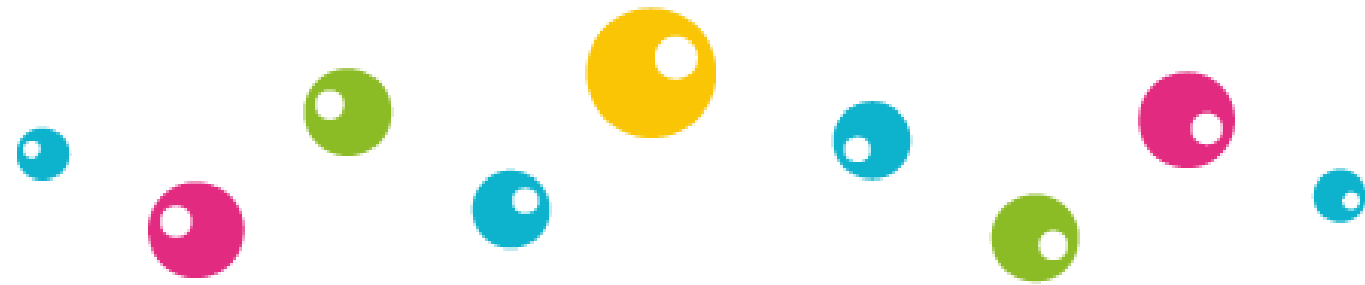




BLC
Better Life Chennai
Aiming to make lives better...

BRAND PRESENTATION



 [@drubbleschennai](https://www.instagram.com/drubbleschennai)

 96544 00871 / 96771 95104

 gmani@betterlifechennai.in

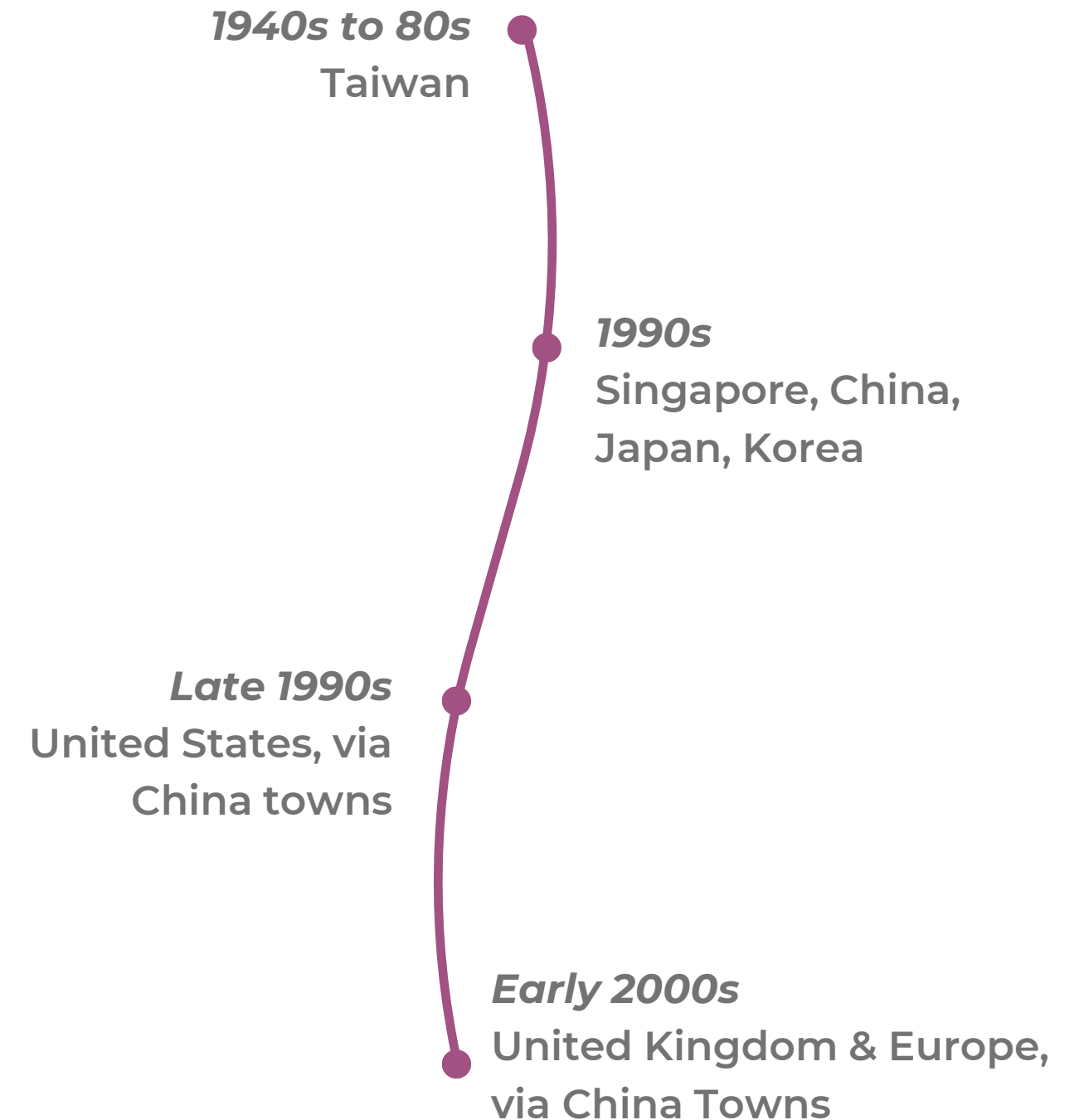
 <http://drubbles.in/>



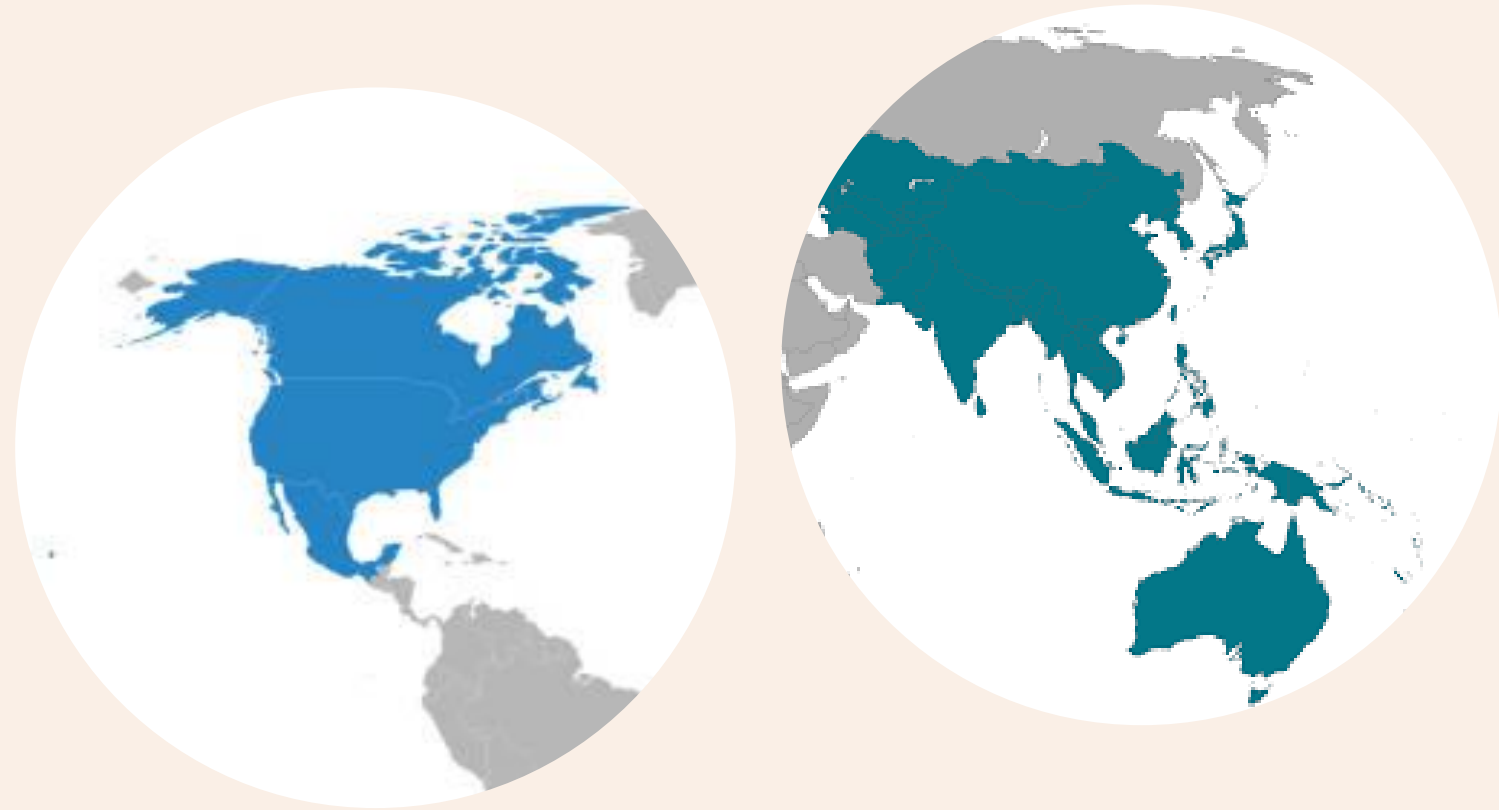
A Snack & Drink in One!

Origin of Bubble Tea

Bubble Tea or Boba Tea



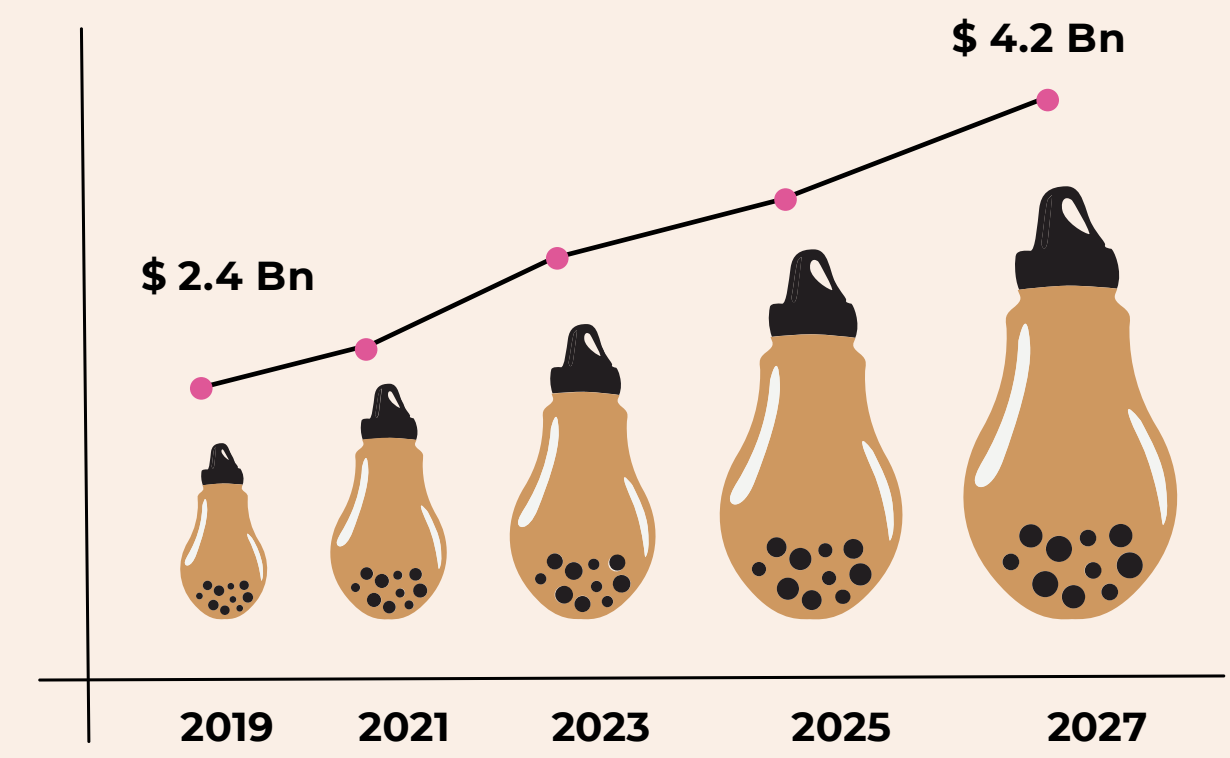
Bubble Tea Market



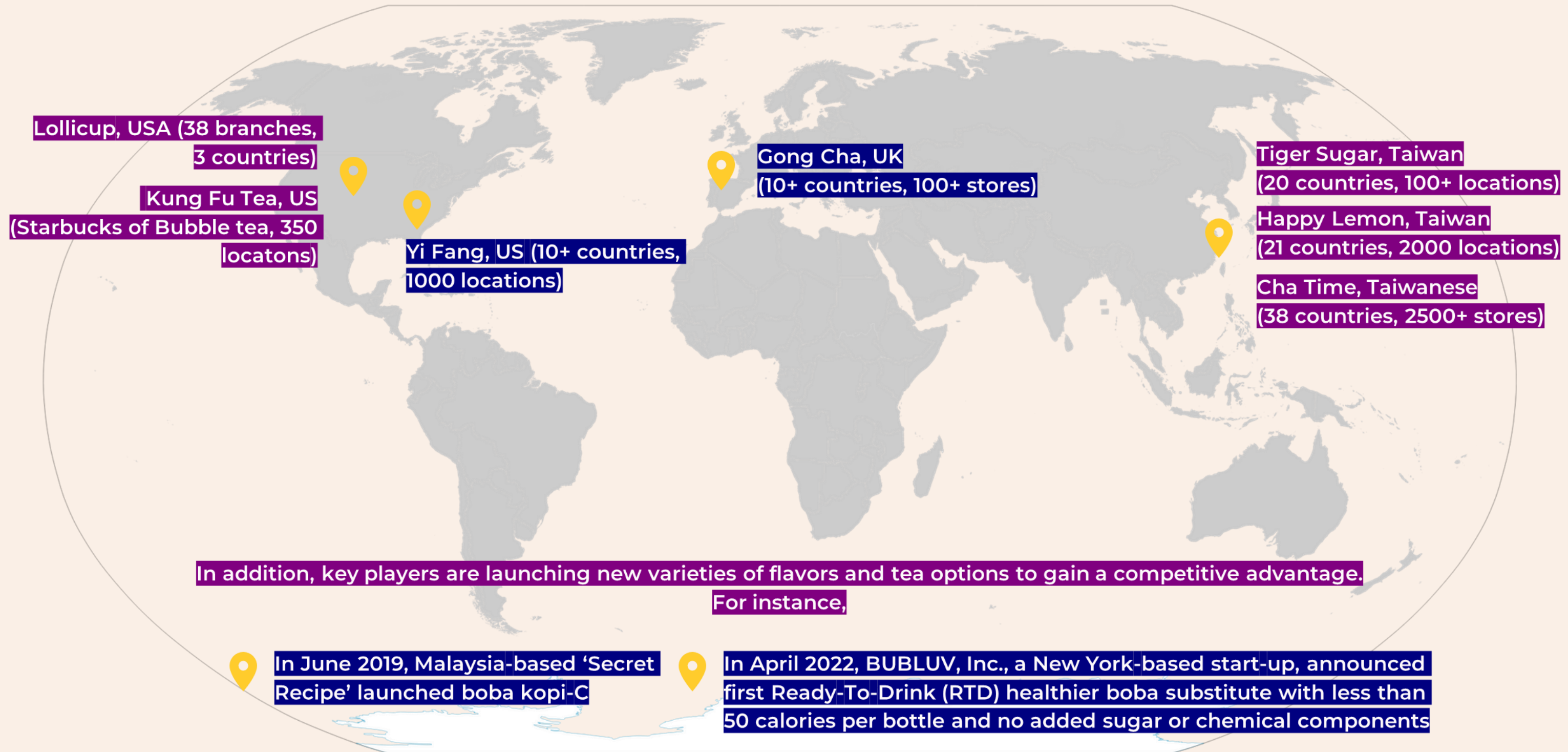
- North America, in 2022 accounted for over 36% overall market share, due to high demand of fruit teas*
- Asia-Pacific expected to register fastest growth rate from 2023-2029*

Projected Global Growth

Bubble Tea Market to reach **4.2 Billion USD** by 2027* (CAGR 8.3%)



Major International Players - HQ





Dr Bubbles India Footprint



45+ stores pre-covid

12 current stores

Headquartered in Chennai

Owned by Better Life Chennai

Unique & Innovative range of products

Bubble tea

Bubble Shakes

American Waffles & Bubble Waffles

Baby Pancakes

Sundaes & Waffle Nachos



DR BUBBLES - India's largest bubble tea brand!

Buyer Persona



Hip & Happening

- Ages 20-29
- Employed individuals or young couples
- Higher disposable income
- Looking for “new” experiences
- Looking for places to “hang-out” with friends or to work
- Medium to High usage of Social Media



Teeny Bopper

- Ages 13-19
- Funded by parents
- Looking for “new” experiences
- Looking for places to “hang-out”
- Want to appear “cool”
- High exposure to social media
- Informed through social media



Young but initiated

- Ages 6-12
- Funded by parents
- Need constant stimulation
- Impulse buying nature
- Parents keen on “fun” experiences for their kids
- Easily excitable by new things
- Medium exposure to social media



Well Traveled

- Ages 30+
- Travelled abroad
- Exposed to bubble tea already
- Like the product and actively looking for it
- High disposable incomes
- Prefer take-aways and online



Brand History

Founder Company (Al Zahra Mumbai)



Established in 2015 with 3 stores in Mumbai (Founder: Adnan Sarkar)

2015 to 2019
45+ Stores

Post Covid – Down to 14 stores (including own Mumbai stores)

- Expanded to 45+ Stores through aggressive franchising
- Footprint in Gujarat, Mizoram, Arunachal Pradesh, Gurugram, UP, Bihar, Bangalore, Hyderabad, Chennai*

Acquired by (Better Life Chennai LLP, Chennai)



Took 1st Franchise in Oct 2020

Opened 1st store in Nungambakkam (KNK) in Jan 2021

Second Store in Anna Nagar in July 2021

Bought out the brand in March 2023

Franchise outlet in SRM in Sept 2022

Third Store in Adyar in May 2022



Let's explore
our exciting Menu!



LYCHEE WATERMELON WITH LEMON POPPING BOBA



BUBBLE TEA

Antioxidant packed green tea, shaken with ice and fruity compote. Pair with bursting bubbles!

- | | |
|-------------------|----------------|
| Lychee Watermelon | Cranberry |
| Blueberry | Lemon Limca |
| Strawberry | Pink Guava |
| Lychee | Kiwi Pineapple |
| Green Apple | Passion Fruit |
| Mango | Peach |

Regular size: 180 | Large size : 200
Signature Bulb bottle: +30

ADD POPPING BOBA

+30



BANANA NUTELLA



NON DAIRY

MATCHA

CLASSIC MILK TEAS

Classic bubble teas shaken with ice and non-dairy milk

- | | |
|-----------------------|--|
| Hongkong | |
| Thai | |
| Vietnam Purple Taro | |
| Vanilla | |
| Japanese Matcha Green | |
| Hazelnut Coffee | |

Regular size: 200 | Large size : 230
Signature Bulb bottle: +30

ADD CLASSIC CHEWY TAPIOCA PEARLS

+40



BABY PANCAKE

9 fluffy bite-sized pancake cuties with mouth-watering toppings!

- | | |
|--------------------|-----|
| Belgian Chocolate | 130 |
| Naked Nutella | 140 |
| Strawberry & Cream | 140 |
| Blueberry & Cream | 140 |
| Banana Nutella | 150 |

ADD ICE CREAM

+30

(one scoop)



JALAPENO CHEESE - AMERICAN WAFFLE



SAVOURIES

So Cheesy....so Spicy!!!

Pick your kind of savoury waffle:

- American Waffle
- Stick Waffle
- Nacho Waffle

210

Pick your flavour:

- Cheesy Oregano | Jalapeno Cheese
- Chilly Garlic



STRAWBERRY WITH RAINBOW JELLY



NON DAIRY

BUBBLE SHAKES

Rich in taste, easy on your stomach!

- Blueberry
- Strawberry
- Lychee watermelon
- Mango
- Honeydew Melon
- Falooda
- Lychee

Regular size: 200
Large size : 220

With added ice cream - Dairy

- Chocolate
- Cold Coffee
- Oreo
- KitKat
- Vanilla
- Caramel
- Butterscotch

Regular size: 220
Large size : 250

ADD FRUIT JELLIES

+30



COOKIES & CREAM



AMERICAN WAFFLE

A square waffle, thicker, fluffier & more filling than its Belgian counterpart!

- Belgian Chocolate 180
- Chocolate Overload 180
- Sinful Nutella 180
- Classic Butter 130
- Tiramisu 160
- Blueberry & Cream 160
- Strawberry & Cream 160
- Cookies & Cream 170

ADD ICE CREAM

+30

(one scoop)



MANGO MANIA



ICE CREAM SUNDAES

Ice cream and goody happiness layered in a cup. Your trip to ecstasy land!

- Oreo
- KitKat
- Mocha
- Butterscotch
- Mango
- Strawberry

220

ADD POPPING BOBA

+30



BELGIAN CHOCOLATE



BUBBLE WAFFLE

Hongkong style waffle in a cup w/2 scoops of ice cream

- Belgian Chocolate 230
- Nutella Blast 250
- Kit Kat 230
- Oreo 230
- Red Velvet 190

HOT BEVERAGES

Classic warm drinks for a cold day!

- Hazelnut Coffee
- Hot Chocolate
- Vietnam Purple Taro
- Thai Latte
- Japanese Matcha Latte
- Latte de Hongkong

180

Add-on whip cream Rs.35



Customer Feedback & Rating

★★★★★

Good dining thank you for the dessert and bubble tea. Amazing and yummy. Great service and friendly approach

zomato

★★★★★

The best bubble tea that I have had in India. It was so subtle yet so yummy and what more they are offering non-dairy options. The chocolate and red velvet nachos were crispy and so thin but full of right flavours. Savoury and Nutella waffles are a must try. This place is definitely catching the attention of the young and the old. Going again to try a few more new flavours!



★★★★★

The best premium cold coffee with tapioca pearls in town !!! you'll love the bulb container it comes in as well



★★★★★

Felt like a quick bite and a special treat at the same time. This is why I love being an adult. Being able to make autonomous decisions to treat yourself once in a while at Dr Bubbles.

zomato



Customer Feedback & Rating

★ ★ ★ ★ ★

Very tasty second time I've ordered from here the waffle is especially very very tasty I bought the Belgian American chocolate waffle it would be good

zomato

★ ★ ★ ★ ★

Known for it boba, Dr.Bubbles is expertised in their bubble tea & bubble milkshakes,which makes their first time customers exciting to try it. They have a variety of boba to mix it up with the teas/shakes..The potato waffles was a different twist with taste. Overall it's a good place to spend with friends.



★ ★ ★ ★ ★

In Chennai we have a very limited number of options for having bubble tea , One of the best bubble tea I have ever had.



★ ★ ★ ★ ★

Very tasty second time I've ordered from here the waffle is especially very very tasty i bought the Belgian American chocolate waffle it would be good

zomato



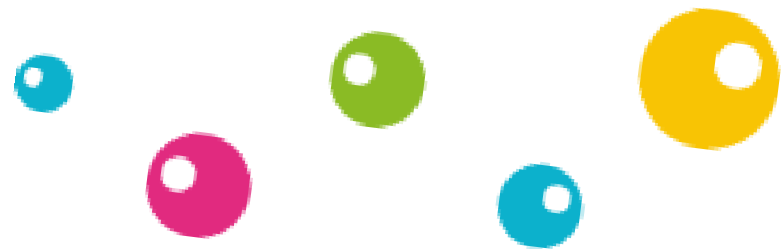
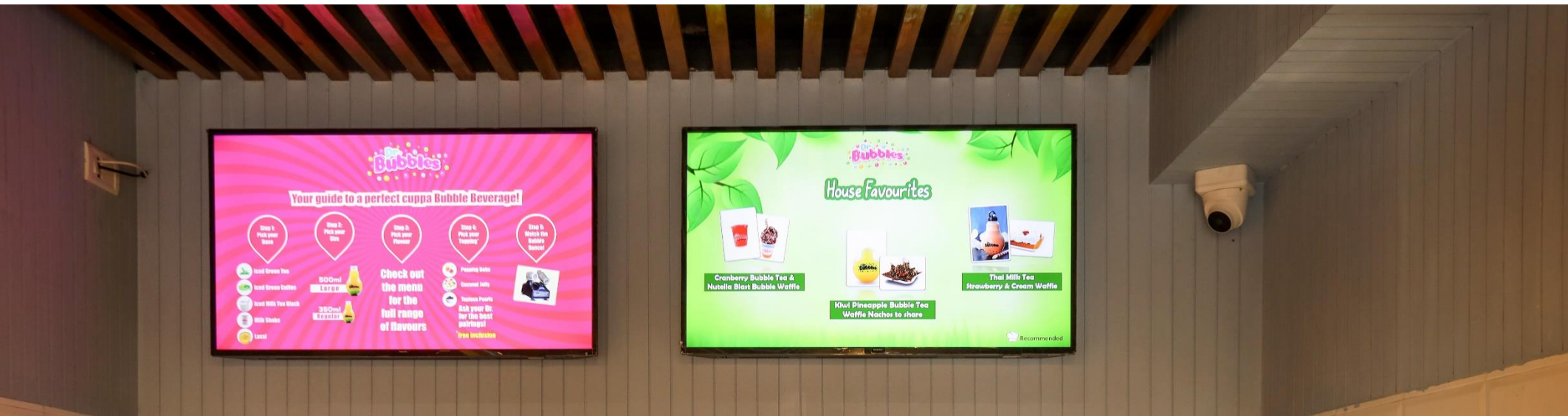
**Our Chic &
Cozy Interiors!**



SELF SERVICE



Chic | Cozy | Youthful



Chic | Cozy | Youthful

Why Franchise with Us?



Product

Simplified Menu to enable faster selection process (<10 product categories)

Customized products to suit Indian palate (eg., kit kat & oreo bubble tea, cheesy potato waffle)

Exclusive range & flavours of bubble teas & classic teas; 20+ flavours of bobas & jellies

Perfectly complementing snacks & desserts (4 types of waffles & pancakes & cheesy savouries)

Lowest Average Product Cost achieved through good balance of beverages and snacks



18% to 20% Repeat customers | < 3 minutes ordering time | Single page A4 size Menu (font & back)



Why Franchise with Us?



Marketing Support

Focussed Instagram brand strategy targeting core buyer persona (12-30 age range)

Regular Whatsapp & Influencer marketing campaigns support increasing recall and improving repeat sales (20-25%)

Sweet spot pricing & positioning
Mid-premium through ambience design & core concept offering only (no samosas, momos etc.)
(min. menu item price Rs 150)



Why Franchise with Us?



Operational Support

100% Digital operations

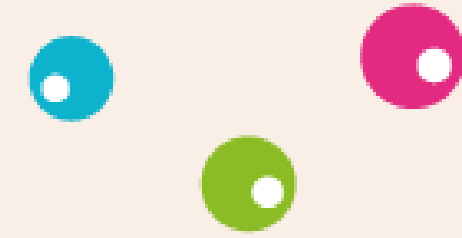
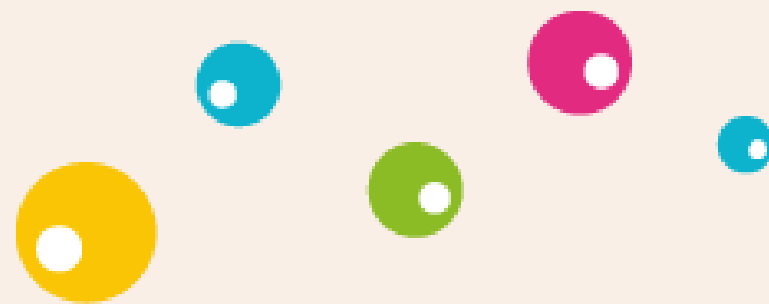
Opening, Closing & Operational Checklists

100% Online

Audits & Compliance Monitoring & Control

Faster Payback through cost optimization from efficient systems, processes & procedures

Fully Integrated Operational systems (POS + Inventory + Sales + Reporting)



Why Franchise with Us?

Procurement & Inventory Support

Imported Ingredients

No compromise in key ingredients like tapioca pearls, popping bobas & jellies

Quality Equipment supply

tea brewers, water purifiers, ice cube machines, waffle makers, custom coolers

Strategic Sourcing

Dual sourcing strategy to bring down cost of equipment & raw material

Assistance in Working Capital Mgmt.

to help maintain *Minimum stock on hand*



Why Franchise with Us?



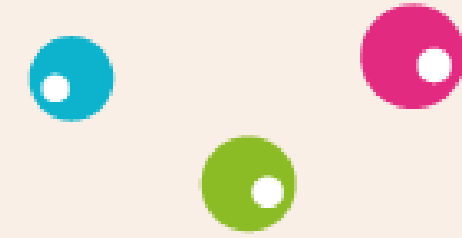
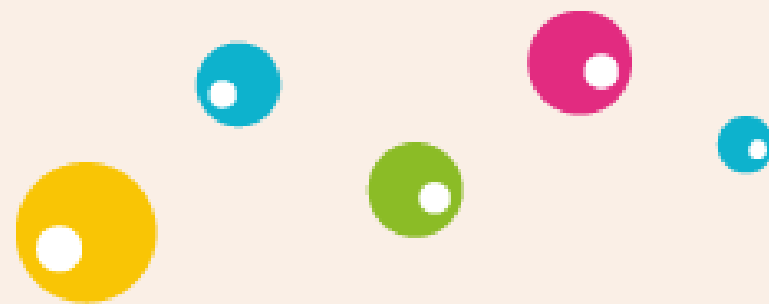
Human Resources Support

Formalized
Onboarding process for
staff

**Online Training &
Development Plan**

Training on Continuous
engagement through
regular meetings & Staff
Apps

<https://www.instagram.com/p/CqmoK5Jjvle>



Robust procedures & systems, strong focus on customer satisfaction, food safety & cost control; blueprint to scale, replicate & create value

The DR Bubbles Promise



When you invest in Dr Bubbles you're investing in a long-term vision backed by the "Dr Bubbles System" approach, focused on creating long-term value for everyone within this system - value for our customers, value for our employees & value for our partners. The "Dr Bubbles System" puts customers, employees & partner profits at the forefront of our business, necessarily in that order. That makes us a very successful brand delivering outstanding unit economics.

With over 50+ years of combined international, corporate experience across business management, finance, operations, procurement & supply chain backing the brand, we at Better Life Chennai, believe we have cracked the code to success. From our recruiting, staffing and HR practices & policies, to our fully digitalized operations, our consistent menu innovations, to our competitive sourcing & procurement strategies, our online training systems, our highly specialized marketing strategies, coupled with our commitment to offer a safe, fun & affordable experience for our customers, you can be assured that you're investing in a brand that's positioned for long-term success and growth.



We promise to deliver a Safe, Fun, Consistent & Affordable experience to all our customers

Thank you for your interest!

