

Hotwine Winery Private Limited

Presents



.....home for wine lovers

www.chopin.in

Chopin



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Home for wine lovers

Who We are...

With a vision to provide alternate options to coffee and teas café's, Hotwine Winery Private Limited, started its first project of wine café in Bangalore in year 2009.

The group has been established by three graduates who are focused on revolutionizing wine popularity in India

With just few years of operation, the organization has able to set a good brand name "Chopin" in wine market.

The vision is to create a chain of wine café's in India and to integrate it backwards with manufacturing of wine



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Customer Focus

Customer is our first priority and customer delight our motto.

In our endeavor to delight customers, we provide free wine tasting for customers on shop before they decide what wine to buy.

Customer feedback is collected and analyzed to provide them higher level of service.

Team Work

We strongly believe in people working together and grow faster than others.

Business Ethics

Above all is the business ethics of fair play in every activity of ours.

Innovation

We bring innovation in our day to day working. Innovation according to us is not just limited to Research & Development laboratories.

Our Strengths...



Chopin Product...

Chopin, wine café is the first of its type in Bangalore. Started by HOTWINE WINERY PRIVATE LIMITED.

Started the first store in January 2009 with an objective to provide alternate options to coffee café's in India.

We serve over 65 varieties of wine and 30 types of wine based cocktails.

Our customer base in just 7 years of operations has reached nearly 48000 people

The pricing is in line with our vision to popularize wine in India and we serve wine with highest standards of service..... *(In few cases, the glasses are expensive than the wine itself).*

Some of our fast moving brand ..

Chopin
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BERTANI
VITICOLTORI DAL 1491

SEAGRAM'S
nine kills

JACOB'S CREEK®

[yellow tail]®



BIG BANYAN
Premium Wines

kinvah
LIFES RICHER

Estate Bottled

RICOSSA
Antica Casa

EST. 1898
NIEL JOUBERT



WINE ESTATE
PAARL - SOUTH AFRICA

CHAMPAGNE
MAISON FONDÉE EN 1827
G.H. MUMM
A REIMS - FRANCE

LONG
MOUNTAIN

PREMIUM WINES
HOWLING WOLVES
MARGARET RIVER

Chopinz & Associate Partners...



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Chopinz have exclusive tie-up with Seagram's Ninchills and other tie-up with more than 80 different brands around the world.



GROVER
VINEYARDS

Chopinz keep on doing some or the other promotional and informational event to educate people about wine and to provide better deals to its regular customers.



GOLDEN
KAAN
SOUTH AFRICA'S FINE WINE

Time to time Chopinz keep doing free sampling for the customers for the various brands with the help of Brand Partners.



J.P. CHENET
CABERNET-SYRAH

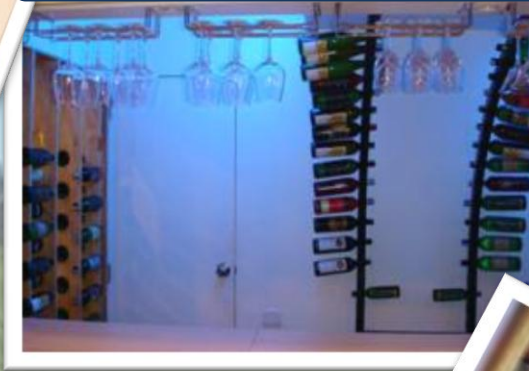
Promotions and Marketing...

We collaborate with some of the biggest wine manufacturers to pleasantly surprise our customers. Some of the promotional activities conducted at our stores are –


- Gift vouchers for I-nox worth Rs. 300 in association with Nine Hills.
- 3 glasses of wine at Rs 350 in partnership with Bohemia Kingfisher
- Free gifts for all customers of Naka & Maga wines
- Association with MAX for gift vouchers
- Happy hours between 12:00 noon to 3:00 pm in association with Bohemia Kingfisher




Glimpse of our storzs @ Garuda Mall & Gopalan Innovation Mall



Our People

 People of “Chopine – home for wine lovers” are well trained individuals with diverse backgrounds and experience. Working together in an environment that fosters respect and drives high level of engagement is essential to our continue success.

Our Vision

 Give our customer India’s best Wine café experience. Being the best means providing outstanding quality, service, and luxury to enjoy some of the worlds best wine.

Our mission

 To open chain outlets all over India by 2017.



Chopine - Web Presence

WINE BANGALORE ONLINE x

https://www.google.co.in/search?sclient=psy-ab&es_sm=93&btnG=Search&q=WINE+BANGALORE+ONLINE

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3 Google reviews - Write a review

6/4, Outer Ring Road, Near-Coffee Day, Ambilpura, Bellandur, Bangalore, Karnataka 560102
099000 88990
Whisky - Imported scotch - Store Locations

Wine Home Delivery in Bangalore, Wine On Order, India ...
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Rathna's Winegate- The largest wine shop, liquor shop, bar ...
winegate.in/
Mangalore is situated around 360 kilometers from Goa, around 17 kilometers from kerala and around 360 kilometers from Bangalore the capital city of Karnataka ...



See photos See inside

Maduloka

Wine Store

Address: 6/4, Outer Ring Road, Near-Coffee Day, Ambilpura, Bellandur, Bangalore, Karnataka 560102
Phone: 099000 88990

Directions

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Home for wine lovers

Opportunity ...

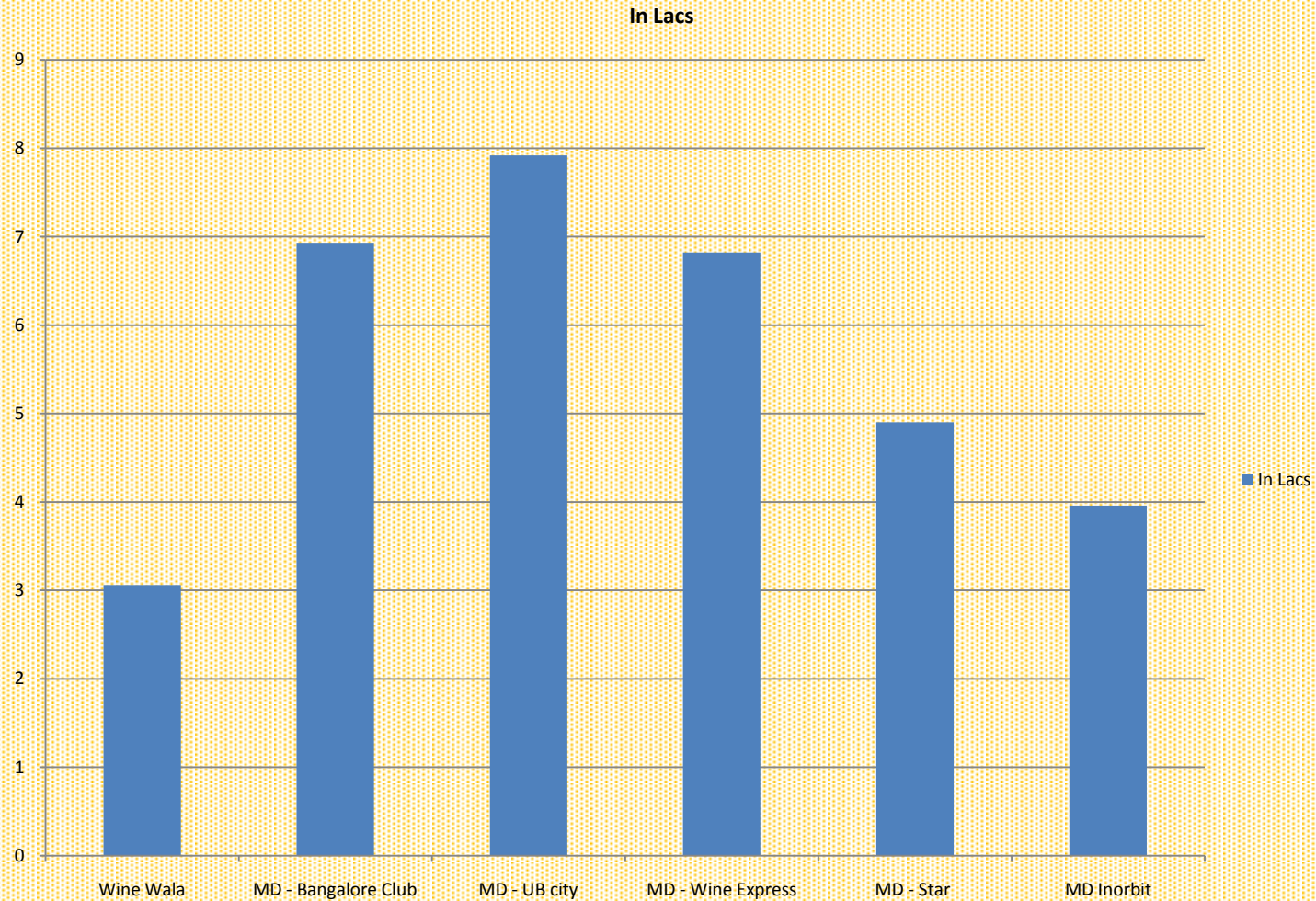
Indian Wine industry is growing at the rate of 25 percent year on year in last few years. Being a young market at present we have great opportunity to establish our brand name.

Wine itself is very new to Indian consumers and we have seen a great acceptance by them in last few years. Young ladies and youth between the age group 25-35 years prefer to add a glass of wine to their meal.

We need to create a platform where we can offer them a chance to choose wide range of wines at a reasonable price.

We have also realized the potential of wine boutique in this market to build a brand name and to improve the distribution base for any brand. Below is the purchase details for few wine boutique :

Wine Boutique Purchase details for month of March 2015



We have two (2) business model for the opportunity. Customized Model (800+ sq feet) and Kiosk Model 2 (400 sq feet). These are explained in details at below

Investment	Bristo – Model 1 25 – 30 lakhs	Wine Boutique – Model 2 15 lakhs	Details
Area Required (Carpet Area)	800 + sq. feet	400 sq. feet	Carpet Area
Deposit Fees	8,00,000	4,00,000	Fixed
Store Interior	5,00,000	1,50,000	Furniture
Machinery	3,00,000	1,00,000	Machinery
Opening Stock & Working Capital	10,00,000	6,00,000	Initial Stock & 4 Months working capital
License Cost	2,50,000	2,50,000	Wine, Trade & other licenses
Total	28,50,500	15,00,000	

Wine Boutique – Investment Plan, ROI, Risk Factor, Estimated P & L A/c

Key Features :

- To bring 3 outlet during the first 6 month.
- Total investment will be Rs.45 Lacs.
- Each boutique will be 400 sqft.
- 300 labels of Indian & Imported Wines.
- Wide range of wine accessories.
- Sales partner for wine tour and events tickets .



Wine Boutique – Investment Plan

Total Investment to open three boutique will be of Rs. 45,00,000 Risk factor is limited to 20%

- Risk on Capital is limited to 20%.
- Operational break even in 3 months
- Working Capital break even in 10 months
- Business break even in 20-22months.
- Business model have very high rate of success.
- Business risk is limited in this model



Wine Boutique – Estimated P & L A/C

Note – Calculation based on all 3 stores operated for 12 months.

Profit & Loss Accounts			
Particulars	Amount	Particulars	Amount
Purchase (sales - .65% sales)	8190000	Sales (350000*12*3)	12600000
		Label registration (1000*300*3)	900000
		Display (1800*20*12)	432000
		Income from Branding	360000
Gross Profit	6102000		
	14292000		14292000
Rent (40000*12*3)	1440000	By Gross Profit	6102000
Salary (10000*3*12*3)	1080000		
Store Maintenance	360000		
Other Mis. Charges	180000		
Net Profit	3042000		
	6102000		6102000
Note : ROI - 17.75 months			

Wine Boutique – Promotions & Marketing

- Membership Card 5% off Priviledge Membership
- Free Home Delivery for customers.
- Cellar Facility for premium members.
- Wine Box concept.
- Corporate gifting solutions
- Promotional gift hampers.



Wine Boutique – Potential Location

- Indira Nagar
- Electronic City
- Koramangala
- Bel Road
- White Field
- Hebbal (Manyata Techpark)
- BTM Layout



Wine Boutique & Bristo

Investment Plan, ROI, Risk Factor, Estimated P & L A/c

Key Features :

- To bring 1 outlet in a prime location.
- Total investment will be Rs.45 Lacs.
- Boutique & Bristo will be 2000 sqft.
- 900 labels of Indian & Imported Wines.
- Wide range of Wine Cocktails & Mocktails.
- Having fine dine, bristo & wine cellar.
- Wide range of wine accessories.
- Sales partner for wine tour and events tickets .



Wine Boutique & Bristo – Investment Plan

Total Investment to open three boutique will be of Rs. 45,00,000
high risk factor is limited to 50%

- Risk on Capital is limited to 50%.
- Operational break even in 8 months
- Working Capital break even in 15 months
- Business break even in 18-19 months.
- Business model have very moderate to low rate of success.
- Business risk is high in this model. Hence, the rate of return also.



Wine Boutique & Bristo – Estimated P & L A/C

Note – Calculation based on 12 months operation.

Profit & Loss Accounts			
Particulars	Amount	Particulars	Amount
Purchase (sales - .45% sales)	4320000	Sales (800000*12*1)	9600000
		Label registration (1000*900*1)	900000
		Display (5400*20*12)	1296000
		Income from Branding	240000
Gross Profit	7716000		
	12036000		12036000
Rent (140000*12*1)	1680000	By Gross Profit	7716000
Salary (150000*12*1)	1800000		
Store Maintenance	1200000		
Other Mis. Charges	180000		
Net Profit	2856000		
	7716000		7716000
Note : ROI - 19 months			

Thank You

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