

IRONHILL

INDIA



UNITED BY CRAFT

WHO ARE WE

IRONHILL is a wonderland of breweries, an iconic spot for all beer lovers. Started in 2017 at Vizag, it defined the new cool with its levitating range of brews and hip ambience. It is now the biggest microbrewery chain in the country with a total of 7 most happening microbreweries across Southern India and gearing up to other parts of the country.



OUR VISION

We aspire to be a market leader in the craft brewery industry and expand to 10 operational locations by 2022. Bringing new lifestyle culture to the untapped markets and building a sustainable business model for the growth of community and culture.



OUR ✨ MISSION

"Taking the Craft Experience Nationally"

Uniting India, its cities and people with a brand-new signature craft Ironhill experience.



INDUSTRY KEY INSIGHTS

Beer consumption has become a part of major social interactions in India.

- ✦ The beer market was valued at **5,533.73 Mn Itr** in 2020 and is expected to reach **9,004.74 Mn Itr** by 2025
- ✦ A decade old Indian craft beer industry is at a nascent stage with a market share of **~2-3%** of India's beer market.
- ✦ The size of the beer market has virtually **doubled** every five-and-a-half years. It is expanding at a compound annual growth rate (CAGR) of **~10.89%** during the 2021 - 2025 period.
- ✦ The All India Brewers Association estimates sales of craft beers to grow at **20%** y-o-y, which is higher than 5-7% y-o-y growth in the beer market.



**At Ironhill, life is brewtiful. Expansive spaces, galvanizing
ambience, trippy music, bespoke food menu and tasty brews
quench your thirst for magical experiences. Simply put, a
dream place for anyone who wants to stay high on spirits.
From beer connoisseurs to newbies, regulars to one offs,
colleagues to friends, we cater to everyone's fancies.**

Our upbeat environment and unmatched good times are a result of our meticulous planning and tireless execution. Our management, with their extensive and proven track record, developed a business model after endless research and several trails. All the strategies in place, menus, services, costs and revenues, marketing programs, and staff management are defined carefully and standardized for a streamlined procedure.



OUR PRESENCE

Ironhill flagged off with Visakhapatnam, followed by Vijayawada, Hyderabad and Bengaluru. All the franchises of Ironhill have something unique about them that makes them stand out.

- ✦ **IRONHILL BENGALURU IS CROWNED THE BIGGEST MICROBREWERY IN THE WORLD WITH A SEATING FOR OVER 2000 PEOPLE, SPREAD OVER A CANVAS OF 2.3 ACRES.**
- ✦ **Ironhill Hyderabad** is considered the biggest microbrewery in Hyderabad with an average footfall of 400 people.
- ✦ **Ironhill Visakhapatnam** and **Vijayawada** paved the way for the Brew culture in Andhra Pradesh.



KEY FIGURES

The Ironhill pride resides in the numbers that come out of each franchise.
Collectively, Ironhill steals the spotlight with its offering.



**IRONHILL IS HOME TO THE WORLD'S LARGEST
MICROBREWERY EVER IN BANGALORE**



BREW TYPE - 200

PATRONS SERVED - 8 LAC+

BEERS SOLD PER HOUR - AVERAGE OF 740

Vijayawada - Average Footfall 300 per day.

Vizag - Average Footfall 370 per day.

Hyderabad - Average Footfall 400 per.

Bengaluru - Average Footfall 900 per day.

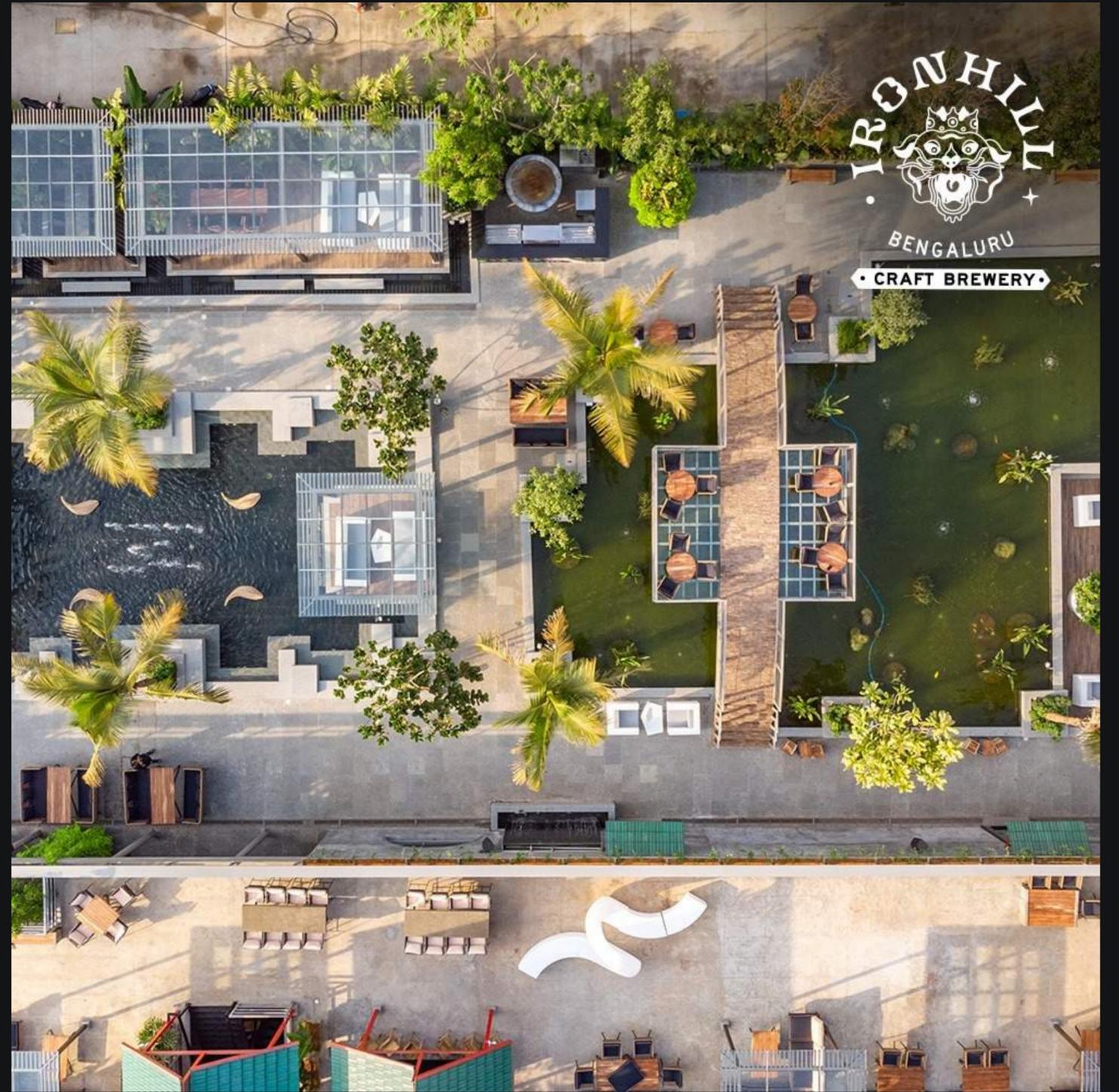
WHY IRONHILL?

Ironhill is larger than life. It is as extraordinary as it is magical. It is as mystical as it is marvelous. Ironhill India, a pioneer in microbreweries is an innovative extension to the Craft Brew Concept for cities and towns.

Ironhill stands out among a plethora of clubs, pubs and microbreweries - thanks to the bespoke food menu, bar menu and beer menu crafted for an all-day experience.



Interiors and spaces carved to compliment mind blowing experience. Backed by a seasoned and experienced crew that has long nurtured their art and skills, Ironhill India offers an unparalleled experience.



IRONHILL

BENGALURU



UNITED BY CRAFT



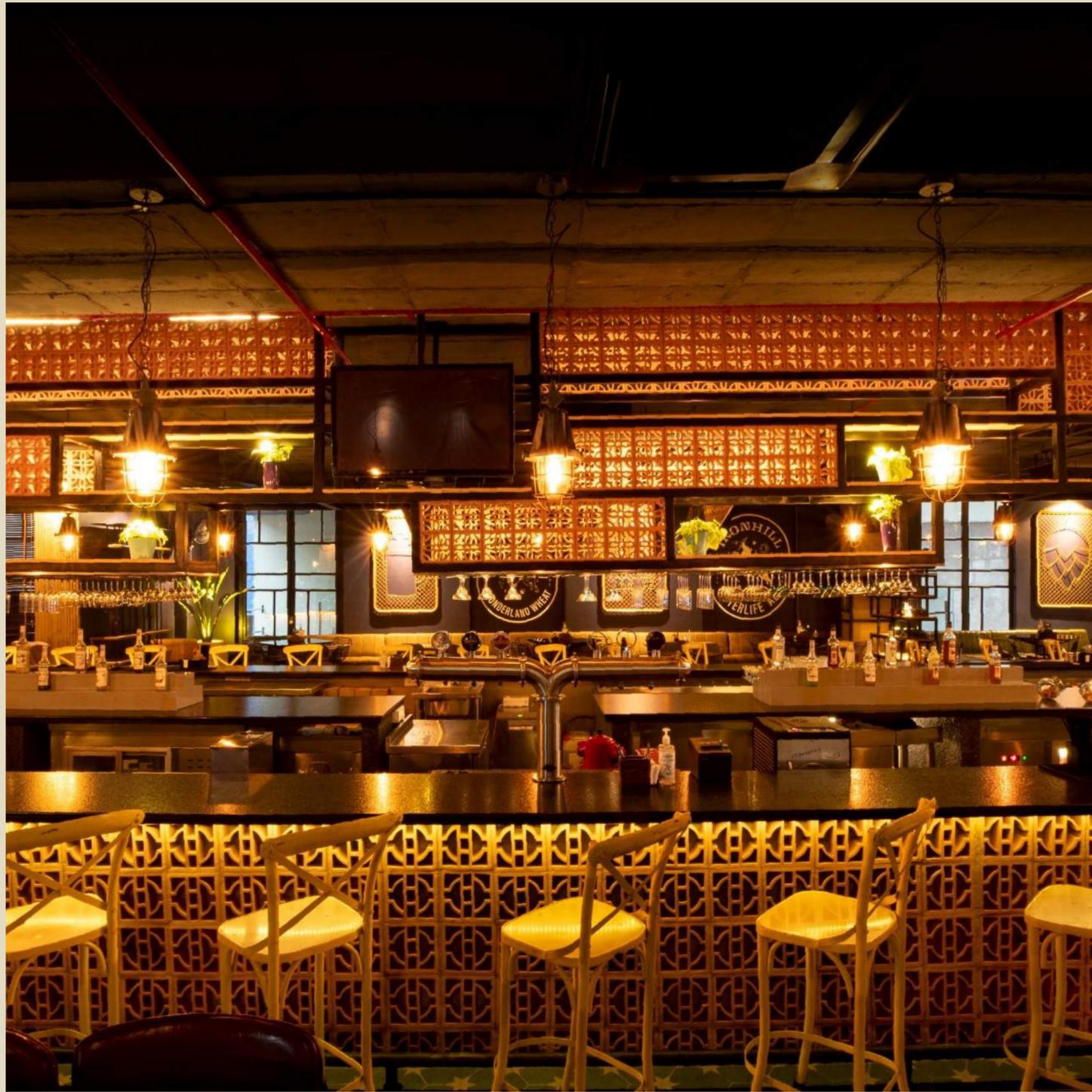
IRONHILL
WONDERLAND WHEAT
ALL FOR ONE
ONE FOR ALL

IRONHILL
L.O.S.T LAGER
ALL FOR ONE
ONE FOR ALL

IRONHILL
STARSTRUCK STOUT
ALL FOR ONE
ONE FOR ALL

IRONHILL
SINNERMAN STOUT
ALL FOR ONE
ONE FOR ALL





HOW MUCH TO INVEST

FRANCHISE COST

It will vary by location and size, but typically starts from INR 5,00,00,000 for a Tier 2 and from INR 12,50,00,000 for a Metro, this includes Set up cost, Franchise Fee, Training and other costs

FRANCHISE FEE

Based on the level of support Ironhill Brewery intends to provide to its franchisees, the Franchise fee for a startup franchise (Individual) is INR 1,00,00,000.00 for a Tier 1 city.

ROYALTY FEE

The continuing services, or “royalty fee” is 6% of your gross sales excluding taxes and tips. This fee entitles you to use the Ironhill India trademark, use of a distinctive system, marketing assistance, staffing assistance, ongoing business development, brand support, new menus, counseling and other benefits that come with being a Ironhill India franchise.

OUR SUPPORT SYSTEM

OPERATIONAL SUPPORT

Ironhill India management will provide ongoing training and support in many areas critical to the success of the franchisee's business, including unit operations and maintenance, customer-service techniques, product ordering, suggested pricing guidelines, and administrative procedures

SITE SELECTION

Before approving a site for the Ironhill outlet, Ironhill management will provide franchisees with guidelines and resources in scouting the ideal location.

ACCOUNTING/ AUDIT/ LEGAL:

Reporting directly to administration, this department is responsible for the financial and legal oversight of franchisees.

MARKETING SUPPORT

Ironhill management coordinates the development of advertising materials and strategies for the benefit of all members of the franchise network. It will also supply franchisees with consumer marketing plans and materials for use at the local or regional level, and retains the right to approve all local advertising materials that the franchisee chooses to develop

ONGOING RESEARCH AND DEVELOPMENT

Ironhill management continues to research methods and techniques for franchise operations (including purchasing and promotional schemes) that enhance unit-level profitability and better brewing experience

OVERALL PROGRAM OVERSIGHT

Ironhill management provides the overall coordination and planning for the Ironhill India franchise system.

QUALIFICATIONS REQUIRED TO OWN AN IRONHILL

At Ironhill, we believe in fostering relationships for/on mutual benefits. Therefore, every member who joins our family is vetted for a lot of factors but at the top stands their love for Beer.

Commitment to full-time business with a proven track record of business leadership and experience is a primary factor.

As someone who'd be working in a consumer-facing setup, we want members of the Ironhill clan to be self-motivated, self-driven and enthusiastic at the prospect of not just getting into the business of beer, but in the business of creating good times.

TESTIMONIALS

ABHINAVA PAWAN (HYDERABAD)

"I don't oversell when I say that Ironhill has been one of my safest bets. Very lucrative business model, impressive support and amazing craftsmanship. I have several friends in the same industry but I can vouch that my bet is the safest of all."

SRI HARSHA (VISHAKAPATNAM)

"Ironhill is the best place to invest your money in. As someone with no background in owning franchises, I took a big leap with Ironhill and I can say it paid off. I am very happy with my decision and I am extremely glad about it."

BHARGAVA SWAROOP (VIJAYAWADA)

"As a beer enthusiast, I wanted to dive into the same business. Although I had plans to launch my own beer company, it changed when I discovered Ironhill. My enthusiasm for beer, for business and owning a company - all were met with Ironhill."



THANK YOU