



C O N F I D E N T I A L - P R E P A R E D F O R P R O S P E C T I V E P A R T N E R S

The Butter Beats

Franchise Prospectus

Bali's Late-Night Indian Kitchen · Opening Across Indonesia



SECTION 01

The Opportunity

Bali welcomes millions of international visitors a year, and food-and-beverage spend represents one of the largest shares of tourist expenditure on the island. Indian cuisine remains one of the most searched, most ordered, and most under-supplied categories in Bali's dining scene — high demand, few kitchens doing it properly.

The Butter Beats was built to fill that gap: scratch-made curries in pure desi ghee, a tandoor run the traditional way, and a kitchen that never sleeps. What started as one homesick founder's kitchen in Seminyak is now a proven, replicable system — and we're opening the model to a small number of hands-on partners who want to own a piece of it.

WHY NOW

5M+

annual international visitors to Bali

24,000+

delivery + dine-in orders filled by our 2 live outlets in the last 12 months

4.5★ / 900+

combined Google rating across current locations

58%

of guests return within 30 days of first order

THE GAP WE FILL

● **Real Indian, Done Right**

Most "Indian" spots on the island are pan-Asian menus with a curry bolted on. We run a dedicated tandoor, house-ground spice, and desi ghee — nothing else.

● **Open When Others Close**

Kitchen runs till 4AM. Post-surf, post-party or just a 1AM biryani craving — we're one of the only proper kitchens still firing.

● **Healthy Positioning**

No shortcuts, no artificial additives — rich flavour that doesn't leave guests feeling heavy. A category most competitors ignore entirely.

● **Delivery-Native**

Built from day one for GoFood and Grab, not retrofitted — our packaging, pricing and kitchen flow are optimised for delivery margins.



SECTION 02

Our Growth Story

From a single kitchen to a four-location brand — and this is just the beginning of the island-wide rollout.

TIMELINE

- 2022

Seminyak — Flagship Opens
Our first kitchen. Late-night tandoor, full bar, 120+ covers. Still our top-performing outlet today.
- 2025

Uluwatu — Second Location
Opened more recently, already validating the model in a new corridor.
- 2026

Ubud — Just Signed
Wellness-crowd positioning, garden dining concept, opening soon.
- 2026

Jimbaran — Just Signed
Beachside tourist corridor, high delivery density, opening soon.
- NEXT

Franchise Rollout
Opening the model to partners across Bali, then further afield.

BRAND HEALTH TODAY**4**operating or signed
locations across Bali**60K+**monthly social +
delivery-app impressions**IDR 720M**average mature-outlet
monthly revenue**24–28%**typical EBITDA margin at
a mature outlet



SECTION 03

What You Get

Franchising with The Butter Beats means you're buying a working system, not just a name over the door. Everything below is handed to you before you open.

- **Proven Recipes & Supply Chain**

The full 151-item recipe book, our desi ghee and spice supplier network, and central-kitchen sourcing for the ingredients guests can't get anywhere else on the island.

- **Complete Operations Playbook**

SOPs for every station, inventory and waste targets, hygiene/HACCP standards, and the POS + delivery-app configuration we run today.

- **Site Selection & Design**

We help vet your site, then hand over interior design templates, kitchen layout plans and a full fit-out spec matched to our brand look.

- **Staff Training Academy**

A two-week immersive program at our Seminyak flagship for your head chef and floor manager, covering kitchen, service and guest experience.

- **Marketing & Social Engine**

Launch campaign, photography direction, content calendar templates and access to our influencer network for your opening month.

- **Ongoing Regional Support**

A dedicated support contact, quarterly business reviews, and a direct line to the founding team for as long as you're part of the family.



SECTION 04

The Numbers

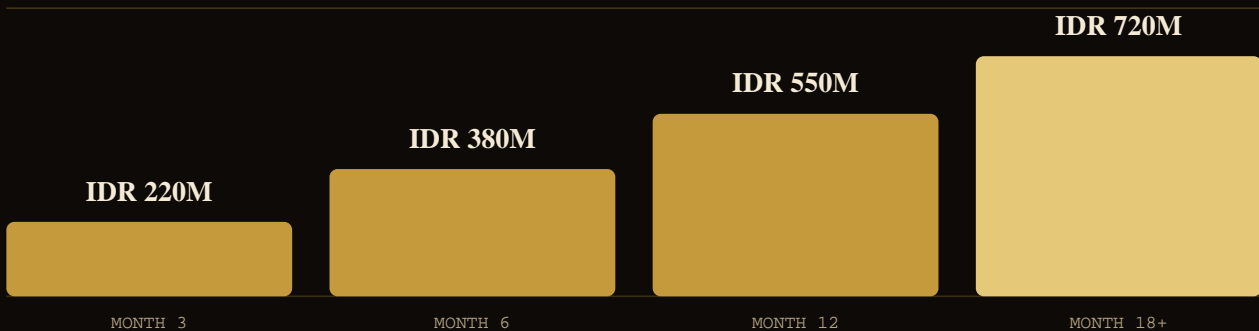
Figures below are illustrative, based on the trailing performance of our current outlets. Final terms are confirmed for each partner during due diligence — see disclaimer, page 9.

INITIAL INVESTMENT (STANDARD OUTLET, 60-80 COVERS)

LINE ITEM	INDICATIVE RANGE (IDR)	APPROX. (USD)
Franchise Fee (5-yr term)	350,000,000	≈ 22,000
Fit-Out & Kitchen Build	900,000,000 – 1,300,000,000	≈ 57,000 – 82,000
Working Capital (3 mo.)	150,000,000	≈ 9,500
Total Initial Investment	1,400,000,000 – 1,800,000,000	≈ 88,000 – 114,000

ONGOING STRUCTURE

ITEM	RATE	BASIS
Royalty	6%	of monthly gross revenue
Marketing Levy	2%	of monthly gross revenue, pooled brand fund
Term	5 years	renewable, first right of renewal to partner

MATURE-OUTLET MONTHLY REVENUE TRAJECTORY (ILLUSTRATIVE)**68%**

average gross margin

24-28%

EBITDA margin at maturity

14-18 mo.

typical payback period

5 yrs

renewable franchise term

≈1.1x–1.4x Annual EBITDA vs. Total Investment

At full maturity, a single year of outlet profit can approach — or exceed — what you put in on day one.



SECTION 05

Cost Structure & Profitability

A full breakdown of where a mature outlet's revenue goes each month, using the illustrative IDR 720M/month mature-outlet figure from the previous page as the base case.

WHERE REVENUE GOES (BASE CASE: IDR 720M / MONTH)

- COGS (Food & Bev.) — 27%
- Labor — 22%
- Rent & Utilities — 10%
- Royalty — 6%
- Marketing Levy — 2%
- Other Opex — 9%
- EBITDA — 24%

MONTHLY OPERATING BREAKDOWN (ILLUSTRATIVE)

LINE ITEM	% OF REVENUE	IDR / MONTH
COGS — Food & Beverage	27%	194,400,000
Labor	22%	158,400,000
Rent & Utilities	10%	72,000,000
Royalty (Brand Fee)	6%	43,200,000
Marketing Levy	2%	14,400,000
Other Opex (admin, POS, maintenance)	9%	64,800,000
EBITDA	24%	172,800,000

PER-LOCATION PERFORMANCE SNAPSHOT

LOCATION	STATUS	MONTHLY REVENUE (IDR)	EBITDA MARGIN
Seminyak (Flagship)	Live since 2022	≈ 780,000,000	≈ 27%
Uluwatu	Live since 2025	≈ 520,000,000	≈ 21%
Ubud	Just signed (proj.)	≈ 550,000,000	≈ 22%
Jimbaran	Just signed (proj.)	≈ 580,000,000	≈ 22%

Flagship-format outlets in high-traffic tourist corridors have historically reached EBITDA margins toward the top of our 24–28% range; standard-format outlets in residential or wellness corridors typically land nearer the base case shown above.



SECTION 06

Investment Tiers

Two formats, matched to site and market — both built on the same recipes, systems and support.

TIER 01

Standard Outlet

60–80 covers · delivery-forward
Best for: residential & wellness corridors
(Ubud, Jimbaran-style sites)

≈ **USD 88,000 – 100,000**

total initial investment

14–16 months

typical payback period

TIER 02

Flagship Outlet

120+ covers · full bar · late-night dining
Best for: tourist / nightlife corridors
(Seminyak, Uluwatu-style sites)

≈ **USD 105,000 – 130,000**

total initial investment

16–18 months

typical payback period

BOTH TIERS INCLUDE

- **Full Recipe Licence**

Every dish on our 151-item menu, cleared for your kitchen.

- **Central Supply Access**

Desi ghee, spice blends and signature ingredients shipped direct.

- **Launch Team On-Site**

Our people run your first two weeks of service alongside you.

- **Brand & Marketing Assets**

Full design system, social templates and photography direction.

FOUNDING PARTNER INCENTIVE — 2026 COHORT ONLY

Sign before our 2026 cohort fills and we cover part of the bill:

50% Off

Franchise fee — save ≈ IDR
175,000,000 (~US\$11,000)

0% Royalty

For your first 3 months of trading

Free

Launch equipment package, worth
≈ US\$2,800

Combined value: up to IDR 220,000,000 (~US\$14,000) per territory. Terms confirmed at signing.



SECTION 07

How It Works

From first conversation to grand opening in roughly sixteen weeks.

WEEK 0

Enquiry Call

A 30-minute WhatsApp or video call to understand your market and goals.

WEEK 1

Prospectus & Financial Model

You receive this document plus a site-specific financial model.

WEEK 2-4

Site Evaluation

Our team helps vet and approve your proposed location.

WEEK 5

Franchise Agreement

Terms signed, franchise fee paid, planning begins.

WEEK 6-14

Build-Out & Commissioning

Fit-out, kitchen install and equipment commissioning to spec.

WEEK 12-15

Training Academy

Your head chef & manager complete our two-week program.

WEEK 16

Grand Opening

Our launch team runs your first two weeks of service on-site.

WHAT WE LOOK FOR IN A PARTNER

We're selective about who joins the family. We look for hands-on operators (or a strong general manager hire), genuine hospitality instinct, and a site in a location with real foot traffic or delivery density.

Absentee-only investors without an operating partner are considered case by case.



SECTION 08

Start The Conversation

If you're ready to bring The Butter Beats to your part of Bali — or beyond — the fastest way to start is a direct message. A founder or senior team member will reply personally.

WhatsApp: +62 817 7488 8880

Mention "Franchise Prospectus" and your target area (e.g. Canggu, Sanur, Jakarta).

We aim to reply within one business day.

DISCLAIMER

This prospectus is a summary for discussion purposes and does not constitute a binding offer, financial advice, or a franchise disclosure document. Figures are indicative, drawn from the trailing performance of current Butter Beats outlets, and are not guaranteed for any future location. Actual investment, revenue and profitability will vary by site, market conditions and operator performance. Formal terms, audited figures and legal disclosures are provided during due diligence ahead of any signed agreement.

The Butter Beats — One Kitchen. One Family. Every Island.