

CAFELL

Outstanding Management Teams of 2025



Bringing Indian coffee to the world.



Together we build the future of coffee.

CAFELL Work Guide





CAFELL is a coffee brand with a rich heritage in the Latino community, established in 1870! For over a century, we have been dedicated to offering coffee products inspired by Latin American coffee culture and traditions, while maintaining an unwavering commitment to quality, authenticity, and innovation.

We are committed to providing premium coffee products to customers worldwide while actively supporting sustainable development in coffee-producing nations. CAFELL upholds the principles of excellence, responsibility, and sustainability values that continue to guide every step of our growth.

CAFELL

Join-Time Benefits Comparison

— The benefits you receive depend on when you joined CAFELL —

★ Best time to join: 2025–2028

Joining between 2025 and 2028
Maximum partner benefits

- ✓ Free coffee skills training
- ✓ Digital marketing training
- ✓ Start flexible income
- ✓ BCD 3-tier commission
- ✓ Referral Bonus & Upgrade Bonus
- ✓ Grow your customer network
- ✓ Team and community expansion
- ✓ Revenue sharing from physical stores
- ✓ CAFELL product sales dividends
- ✓ Participation in the brand ecosystem
- ✓ Long-term recurring income
- ✓ Employee/partner ownership
- ✓ IPO opportunity
- ✓ Share in global expansion
- ✓ From partner to shareholder

Joining after 2028
Reduced early-stage benefits

- ✓ Start flexible income
- ✓ Grow customer network
- ✓ Referral Bonus & Upgrade Bonus
- ✓ Transparent BC 2-tier commission
- ✓ Team and community expansion
- ✓ Revenue sharing from physical stores
- ✓ CAFELL product sales dividends
- ✓ Participation in the brand ecosystem
- ✓ Long-term recurring income
- ✓ Employee/partner ownership
- ✓ IPO opportunity
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Joining after 2030
Late-entry benefit



Revenue sharing from equity investment in physical stores





 → Earlier joiners access more stages of CAFELL growth

Join earlier. Gain more. Grow with CAFELL.

¹ August each year marks CAFELL's in-person mid-year review meeting for partners in India; teams of 50 or more members are eligible to attend



Founded in 1870, CAFELL is a global coffee bean company!

On January 1, 2025, CAFELL secured a legal operating license from the Indian government; this license covers three phases of five years each, totaling 15 years

CAFELL plans to recruit 500,000 partners and create 5 million jobs by 2035.

CAFELL has over 100,000 members, including police officers , military personnel, government officials , doctors, and professionals from all walks of life.

You gain access to at least 15 years of career development opportunities; CAFELL will fund your business startup and provide a new car and home at no cost, helping you realize the dream of earning a monthly income of 10 Lakhs!

We hold Fair Trade certification issued by the Indian government and have established partnerships with numerous globally renowned coffee brands and bean suppliers. Through our app, you can sign partnership agreements that guarantee the absolute security of your funds.

Our business model is sound and sustainable; we never coerce anyone into participating in any activity. CAFELL partners are under no obligation to recruit others or make investments. We firmly believe that, underpinned by the real economy and a robust coffee supply chain, CAFELL's future prospects are both solid and bright.

CAFELL

CAFELL 15-Year Strategic Roadmap

From Pan-Indian Network Building to Global Coffee Leadership



JOBS & TRAINING



COMPLIANCE & INCENTIVES



RETAIL NETWORK



WAREHOUSING & LOGISTICS

PHASE ONE (2025–2030)

Core Objective: Establish a pan-Indian logistics and retail network to foster flexible employment

1. Employment and Compliance Promotion through Profit-Sharing (2025–2030)

- **500,000 Flexible Employment Initiative:** Provide free training in coffee-making skills and digital marketing, creating a cumulative total of 500,000 flexible employment and entrepreneurial opportunities across India.
- **Compliance and Structured Incentive System:**
 - Initial Phase (2025–2028): Implement a fully compliant BCD regional profit-sharing and referral incentive system to rapidly enhance CAFELL's brand awareness.
 - Optimisation (2028–2030): Streamline the system to a transparent two-tier commission structure comprising only direct referrals and indirect referrals, ensuring a healthy and sustainable revenue model.



500,000

Employment & Entrepreneurship Opportunities



10,000

Partner Experience Stores / Co-working Spaces / Smart Coffee Terminals



Coverage Target:

28 States + 8 Union Territories

2. Infrastructure and Physical Network Roll-out (2025–2028)

- Establish a network of 10,000 partner experience stores, co-working spaces and smart coffee terminals across all 28 states and 8 union territories of India by 2028, integrating the coffee consumption supply chain between urban and rural areas.
- **Localised supply chain development:** Establish regional warehousing and distribution centres (RDCs) to enable rapid local fulfilment and reduce end-user operational costs.

PHASE TWO (2030–2035)

Core Objective: Branding and Ecosystem Deepening

1. Explosive Growth of Proprietary Brands and Ecosystem Chains

- **Launch the CAFELL brand portfolio:** Comprehensive roll-out of CAFELL's proprietary coffee beans, ready-to-drink (RTD) coffee, freeze-dried coffee, drip bag products, and high-quality physical coffee outlets operated directly or through franchising.
- **Deepening the benefits of the supply chain for the public:** By establishing direct links with local coffee farmers in India, such as in Karnataka and Kerala, and adopting a direct sourcing + premium protection model, CAFELL will support Indian farmers and create over 5 million high-quality jobs spanning cultivation, processing, logistics, shop operations and digital retail.



5 Million+
High-Quality Jobs



CAFELL
Proprietary Brand Portfolio Expansion



Direct Sourcing with Farmers in Karnataka & Kerala

2. Upgrading the Revenue Model (Long-term Value Orientation)

- **Transformation of the revenue mechanism:** Upgrade the partner revenue model to direct referral bonuses + revenue sharing from physical stores + dividends from proprietary product sales.
- **Deep alignment of interests:** Early-stage partners transition from earning commissions by recruiting new customers to generating long-term recurring revenue through store footfall and high-frequency repeat purchases, enabling long-term profit sharing and participation in brand growth dividends.

PHASE THREE (2035 and Beyond)

Core Objective: Public listing, based in India, with a global outlook

1. Listing on Capital Markets (IPO)

- **Public Offering of Shares:** Complete an IPO listing on the National Stock Exchange of India (NSE) / Bombay Stock Exchange (BSE) or a leading international capital market.
- **Company-wide Share Ownership / Option Scheme:** Convert a portion of equity into long-term option incentives for employees and key partners, facilitating their transition from micro-entrepreneurs to company shareholders.



IPO Target:
NSE / BSE / International Capital Market



Employee & Partner Ownership



Global Expansion:
Middle East • Europe • North America

2. Becoming the World's Largest Indian Coffee Giant

- **Represent Indian coffee on the global stage:** Achieve market leadership in India and export high-quality coffee from the Indian plains and highlands to the Middle East, Europe and North America through CAFELL's global supply chain.

Roadmap Summary:



Employment



Compliance



Infrastructure



Brand Portfolio



IPO



Global Influence

From building India's largest coffee partner network and creating 500,000 flexible

employment opportunities, to developing a complete coffee ecosystem, achieving global expansion, and creating long-term ownership opportunities for partners and employees.

Phase One: Foundation & National Expansion (2025–2030)

Building India's Coffee Network

CAFELL will establish a nationwide coffee ecosystem through:

- * 500,000 flexible employment and entrepreneurial opportunities through free coffee skills and digital marketing training.
- * Development of a compliant BCD regional profit-sharing and incentive system (2025–2028) to accelerate brand growth.
- * Transition to a transparent two-tier commission structure (2028–2030) based on direct referrals and indirect referrals.
- * Expansion of 10,000 partner experience stores, co-working spaces, and smart coffee terminals across 28 states and 8 union territories of India by 2028.

* Establishment of regional warehouses and distribution centers to strengthen the supply chain.

Phase Two: Brand Ecosystem & Long-Term Value Creation (2030–2035)

From Network Growth to Brand Ownership

CAFELL will expand into a complete coffee ecosystem through:

* Launch of CAFELL's proprietary product portfolio:

- * Coffee beans
- * Ready-to-drink (RTD) coffee
- * Freeze-dried coffee
- * Drip bag coffee
- * Physical coffee outlets
- * Direct partnerships with Indian coffee farmers in regions such as Karnataka and Kerala through a **direct sourcing + premium protection model.

* Creation of 5 million+ high-quality jobs across:

- * Cultivation
- * Processing
- * Logistics
- * Retail operations
- * Digital commerce

* Upgrade partner income from commission-based earnings to:

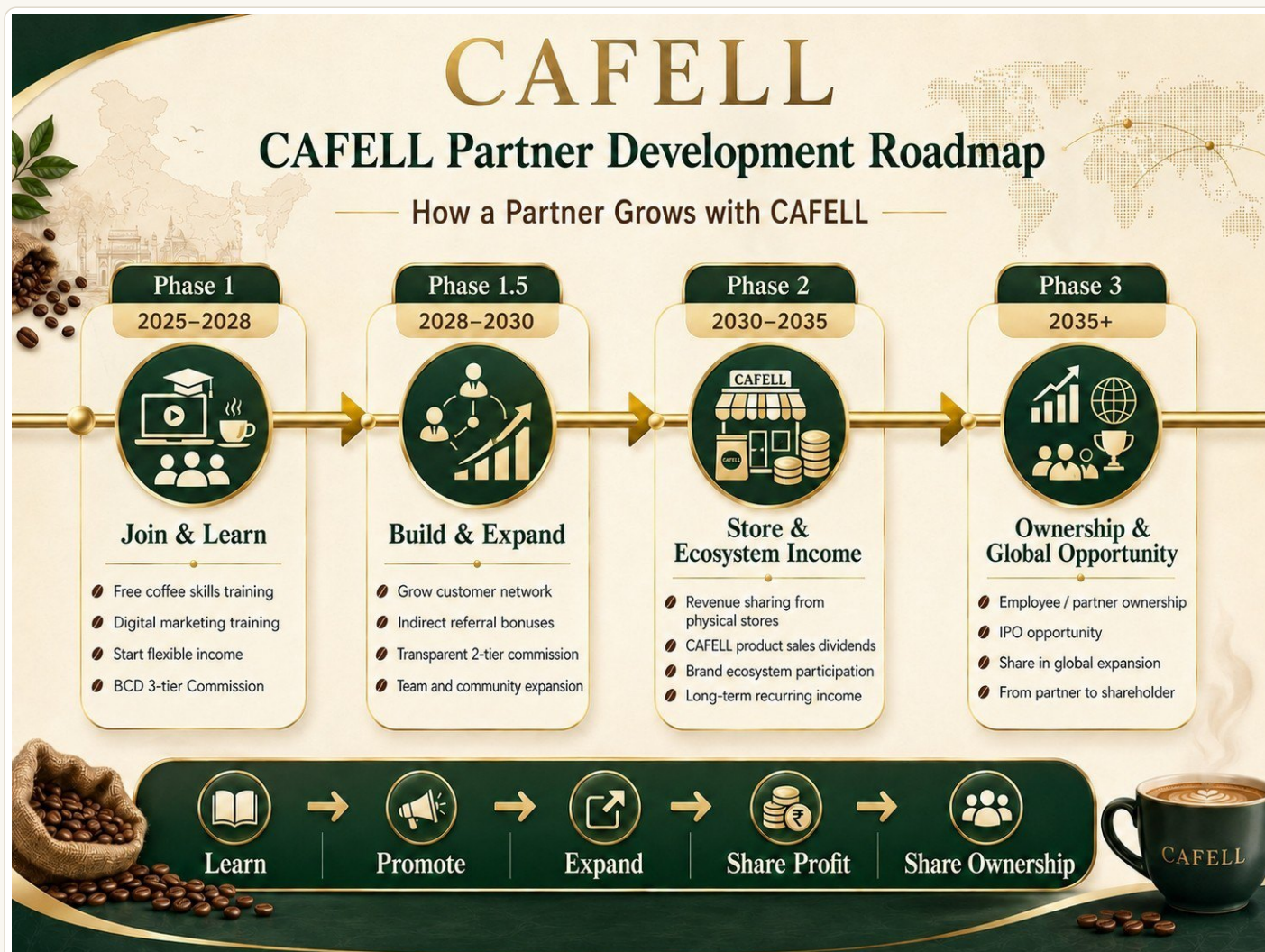
- * Direct referral bonuses
- * Physical store revenue sharing

CAFELL's growth journey creates different opportunities at different stages. The

earlier partners join, the more stages of development they can participate in — growing from contributors today into long-term stakeholders of tomorrow.

Grow with CAFELL. Share the future.

Your journey with CAFELL is not only about joining a company — it is about growing with an ecosystem built for the future. Starting with skills training and flexible income opportunities, partners can progress through network expansion, ecosystem participation, revenue sharing, and future ownership opportunities. CAFELL is building a long-term platform where early contributors can grow alongside the company and share in its future success.

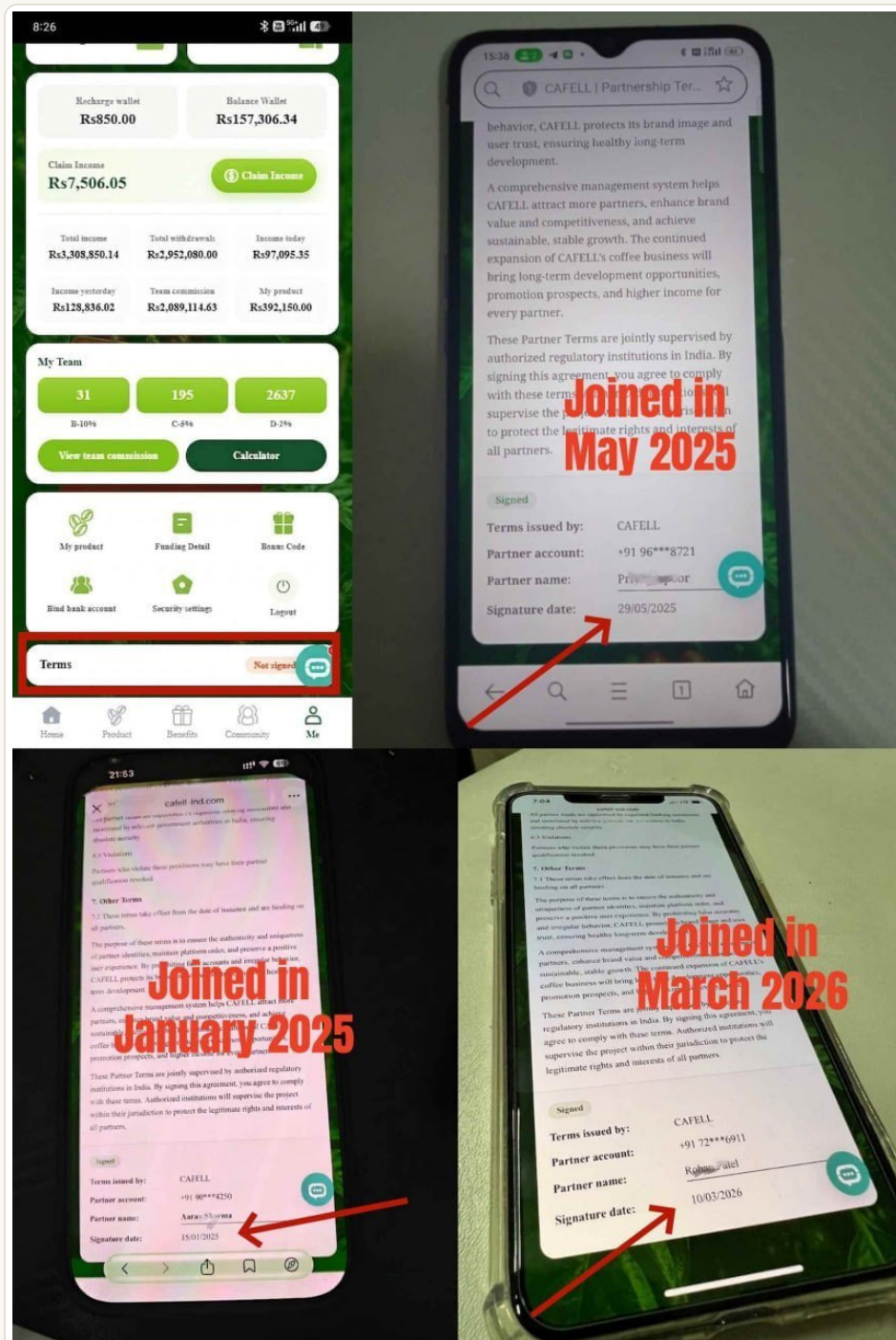




Once you understand CAFELL's profit model, you'll be better positioned to succeed

You buy products--CAFELL has more capital to purchase coffee beans--these are sold globally -- you receive profit sharing.

[Win-win cooperation,a common and legal financing method, using small capital to achieve big results]



These are photos of members signing terms in 2025 and 2026
Sign the terms of cooperation now

1.This job is regulated by the Indian government and the Reserve Bank of India, and it is very safe.

2.After signing the terms of cooperation, you can work here for at least 15 years

3.You can resign at any time, CAFELL will return all your principal, and you will never lose any 1Rs

Only a real company like CAFELL can offer real jobs. And only real jobs ensure long-

term sustainability! Have you signed the terms of cooperation?

Z SERIES PRODUCT INCOME

Product	Price	Hourly Income	Daily Income	Daily Ratio	Cycle	Total Income	Return ratio	Purchase Limit	Referral Bonus
 Z-530	530	1.06	25.44	4.80%	39	992.16	187.2%	1	110
 Z-2300	2300	4.79	114.96	5.00%	41	4713.36	205.0%	3	150
 Z-4500	4500	9.75	234	5.20%	43	10062	223.6%	3	220
 Z-8500	8500	18.95	454.8	5.35%	44	20011.2	235.4%	3	300
 Z-16800	16800	38.50	924	5.50%	45	41580	247.5%	3	400

Z-series products are sourced from Zambian coffee bean partners.

Welcome bonus 110 Rs.

Product income is issued hourly, and you need to claim it manually in your CAFELL account. You can purchase multiple products to increase your income.

Invite new members to join and you will receive referral bonuses, team commissions, weekly and monthly salary benefits.

For example, if you buy 3 Z-4500, the hourly income $9.75 \times 3 = 29.25$ Rs, the daily income $234 \times 3 = 702$ Rs, and the total income $10,062 \times 3 = 30,186$ Rs.



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Z-530 is a trial product, each person can only buy 1

Other products can be purchased 3 times

You can buy multiple products to increase income, for example

Buy 3 Z-4500, your daily income is $234 \times 3 = 702$ Rs, total income $702 \times 43 = 30186$ Rs

Buy 3 Z-16800, your daily income is $924 \times 3 = 2772$ Rs, total income is $2772 \times 45 = 124740$

Rs

Z SERIES TEAM COMMISSION

Product	Price	Team Commission B (10%)	Team Commission C (5%)	Team Commission D (2%)
 Z-530	530	99.22	49.61	19.84
 Z-2300	2300	471.33	235.66	94.26
 Z-4500	4500	1006.20	503.10	201.24
 Z-8500	8500	2001.12	1000.56	400.22
 Z-16800	16800	4158.00	2079.00	831.60

You are A, the leader of your team.
B is your direct invite, C is invited by B, and D is invited by C.

A earns 10% from B, 5% from C, and 2% from D.
Your product amount must be ≥ your team members to unlock full commission.

For example, if you Let B member join Z-4500, your commission will be $9.75 \times 10\% \times 24 \times 43 \text{ days} = 1,006.2 \text{ Rs.}$

If you let 10 B members join Z-4500, your commission will be $1,006.2 \times 10 = 10,062 \text{ Rs.}$

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You are A in the team

You invite B, you can get 10% of the daily income of all B members' products

B invites C, you can get 5% of the daily income of all C members' products

C invites D, you can get 2% of the daily income of all D members' products

Your product amount must be higher or equal to your team members to get team commission

Calculator

Please Enter Your Team Size

B

10

C

100

D

1000

Product :

Z-8500

▼

Your Daily Team Income Will Be

B: $454.80 * 10\% * 10 = \text{Rs}454.80$

C: $454.80 * 5\% * 100 = \text{Rs}2274.00$

D: $454.80 * 2\% * 1000 = \text{Rs}9090.00$

Total: $454.80 + 2274.00 + 9090.00 = \text{Rs}11818.80$

Your Month Team Income Will Be

$11818.80 * 30 = \text{Rs}354564.00$

Your Total Team Income Will Be

$11818.80 * 44 = \text{Rs}520027.20$

Calculate Now

For example,

You invite 10 people to join, you own 10 B

Each B invites 10 people to join, and you have $10 * 10 = 100$ C

Each C invites 10 people to join, and you have $100 * 10 = 1000$ D

Everyone joins Z-8500,

Your Daily Team Income Will Be

B: $454.80 * 10\% * 10 = \text{Rs}454.80$

C: $454.80 * 5\% * 100 = \text{Rs}2274.00$

D: $454.80 * 2\% * 1000 = \text{Rs}9090.00$

Total: $454.80 + 2274.00 + 9090.00 = \text{Rs}11818.80$

Your Month Team Income Will Be

$11818.80 * 30 = \text{Rs}354564.00$

Your Total Team Income Will Be

$11818.80 * 44 = \text{Rs}520027.20$

Calculator

Earn enough for one car in a month

Product: **Z-16800**

Your Daily Team Income Will Be
 B: $924.00 \times 10\% \times 10 = \text{Rs}924.00$
 C: $924.00 \times 5\% \times 100 = \text{Rs}4620.00$
 D: $924.00 \times 2\% \times 1000 = \text{Rs}18480.00$
 Total: $924.00 + 4620.00 + 18480.00 = \text{Rs}24024.00$

Your Month Team Income Will Be
 $24024.00 \times 30 = \text{Rs}720720.00$

Your Total Team Income Will Be
 $24024.00 \times 45 = \text{Rs}1081080.00$

Calculate Now



Maruti Celerio Price
 Rs. 4.70 - 6.73 Lakh Celerio On R
 Ex-Showroom price, Mumbai

Calculate your EMI
EMI Calculator

Get August Offers

Calculator

Please Enter Your Team Size

Product: **Z-530**

Your Daily Team Income Will Be
 B: $25.44 \times 10\% \times 10 = \text{Rs}25.40$
 C: $25.44 \times 5\% \times 100 = \text{Rs}127.00$
 D: $25.44 \times 2\% \times 1000 = \text{Rs}508.80$
 Total: $25.40 + 127.00 + 508.80 = \text{Rs}661.20$

Your Month Team Income Will Be
 $661.20 \times 30 = \text{Rs}19836.00$

Your Total Team Income Will Be
 $661.20 \times 39 = \text{Rs}25789.20$

Calculate Now



What's your choice?



Worked 90 days

You need to invite people who can help you, invite 10 people to join, and command all BCD to work like you!

If they all buy A-530, you can earn 25,000 Rs

If they all buy Z-4500, you can earn 261,612 Rs

If they all buy Z-16800, you can earn 1,081,080 Rs

⚠ Weekly salary resets to 0 every Sunday at 23:59!!

This means that the calculation will start from the first invitation (30 Rs) on Monday

	Invite	Weekly Salary	Total
1st		30	30
2nd		60	30+60=90
3rd		100	30+60+100=190
4th		150	30+60+100+150=340

Refer the 5th person and it will reset and cycle to the 1st person and you get 30 Rs.

Invite: In order to protect the fair interests of each partner, CAFELL strictly implements the 1 person, 1 number system. If you violate the system, CAFELL will terminate cooperation with you.

Weekly Salary

(Reset to 0 every Sunday at 23:59)

E.G :

1st Invitation 30 Rs

2nd Invitation 60 Rs

3rd Invitation 100 Rs

4th Invitation 150 Rs

5th Invitation 30 Rs

And so on.

Weekly salary resets to 0 every Sunday at 23:59!! You need to seize the opportunities every week

This means that the calculation will start from the first invitation (30 Rs) on Monday

For every invitation, click [Get]! Otherwise, it will expire due to a timeout

Store Days: Monday
00:00 – Tuesday 23:59

Highest Referral
Bonus

Invite SA-550 -- High
referral

bonus: 130 Rs+

Commission 97.68 Rs

Invite SA-1600 -- High
referral

bonus: 162 Rs+

Commission 279.72

Rs

CAFELL STORE DAYS

Product	Price	Hourly Income	Daily Income	Daily Ratio	Cycle	Total Income	Purchase Limit	Referral Bonus
 SA-550	550	1.11	26.4	4.80%	37	976.8	1	130
 SA-1600	1600	3.33	79.92	5.00%	35	2797.2	3	162

Valid Period:
Every Monday and Tuesday (Store Days) 00:00–23:59

As more people join CAFELL, the brand's visibility grows.
Many CAFELL coffee bean distributor's online store receive greater promotional support, which in turn generates higher store profit-sharing returns for CAFELL

**CAFELL distributes this portion of the profits to active members.
Therefore, Store Days products will receive a higher Referral Bonus.**

CAFELL TEAM COMMISSION

Product	Price	Team Commission B (10%)	Team Commission C (5%)	Team Commission D (2%)
 SA-550	550	97.68	48.84	19.54
 SA-1600	1600	279.72	139.86	55.94

 Bringing Indian coffee to the world. |  Together we build the future of coffee.

CAFELL FACTORY DAYS

Product	Price	Hourly Income	Daily Income	Daily Ratio	Cycle	Total Income	Purchase Limit	Upgrade Bonus
 FA-1600	1600	3.33	79.92	5.00%	35	2797.2	3	32
 FA-4700	4700	10.18	244.32	5.20%	34	8306.88	3	94

Factory Days Valid Period: Every Thursday and Friday 00:00–23:59

Every time you purchase products, you help CAFELL secure more funds to procure coffee beans! As coffee products are sold worldwide, you receive a share of the profits.

The factory distributes profits to CAFELL and active members every Thursday and Friday! **You can get an upgrade bonus when you buy products on Thursdays and Fridays.**

New members cannot purchase; you must already own the product to buy Factory Days products.

CAFELL TEAM COMMISSION

Product	Price	Team Commission B (10%)	Team Commission C (5%)	Team Commission D (2%)
 FA-1600	1600	279.72	139.86	55.94
 FA-4700	4700	830.69	415.34	166.14



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Factory Days:
Thursday 00:00 –
Friday 23:59

Highest Upgrade Bonus

FA-1600--- Highest Upgrade Bonus: 32 Rs+Total income increased by Rs 2792.2

FA-4700--- Highest Upgrade Bonus: 94 Rs+Total income increased by Rs 8306.88

Transaction Successful
12:00 PM on 31 Jul 2026

Paid to
HY HIMANSHUL YADAV ₹550
anshu80513@ibl

Banking Name : Himanshul Yadav

Transfer Details

Message: DN1ardos4dmc

PhonePe Transaction ID: T2607311200078868661230

Debited from: XXXXXXXXXX3603 ₹550
UTR: 484164326945

Send Again View History Split Expense Share Receipt

Contact PhonePe Support

Powered by UPI AXIS BANK

1:28 49%

₹550
Payment successful
July 31 at 1:28 PM

Hardeep Singh
1@nyes

View Details Share receipt

You have earned 2.0% cashback
Get extra cashback of Rs.6000

make life super

Done

Powered by UPI YES BANK

Transaction Successful
02:20 PM on 31 Jul 2026

Paid to
PM PIYUSH MAKWANA ₹550
piyush.8048@ptyes

Banking Name : Piyush Makwana

Sent to : paytm • piyush.8048@ptyes

Transfer Details

Message: TO1eashq65vx

Transaction ID: T2

Debited from: XXXXXX2733 ₹550
UTR: 96

Powered by UPI YES BANK

Transaction Successful
09:50 AM on 28 Jul 2026

Paid to
EKRAMUL HOQUE ₹550
ekramulhoque22@ibl

Banking Name : Ekramul Hoque

Transfer Details

Message: TO1eashq65vx

PhonePe Transaction ID: T2607280593127841528917

Debited from: XXXXXXXX447 ₹550
UTR: 181708622231

Powered by UPI YES BANK

Rs.2647.00 CR on 29-07-26 to Bank ac 289
by ac linked to mobile X999. UTR:31071163
Bal:Rs. Explore kotak.com/PYC to PAY YOUR CONTACT via UPI!

Transaction Successful
3:22 pm on 29 Jul 2026

Paid to
AK AJEET KUMAR ₹550
XXXXXX1480@mbkns

बैंकिंग नाम : Ajeet Kumar

इससे चेक : UPI • XXXXXX1480@mbkns

Transfer Details

Transaction ID: T

Debited from: XXXXXX4370 ₹550
UTR: 1282153678422

इसके द्वारा संचालित
UPI YES BANK





Learn how they earn 10,000 Rs a day

1. Invite 10 people to join.
2. Actively study the CAFELL work guidelines and stay updated on group and community announcements.
3. Spend 1 hour daily sharing the CAFELL project --- Invite 10 people within 10 days—

this is the first step toward realizing the dream of earning 10 Lakh!

People under 18 years old and students cannot be invited to join!

Each person can only register 1 work account! Violation will result in dismissal!

Z SERIES PRODUCT INCOME

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 Z-16800	16800	38.50	924	5.50%	45	41580	247.5%	3	400

CAFE
LA LLAVE
ESPRESSO

WEEKLY
SALARY

Invite	Weekly Salary	Total
1st 	30	30
2nd 	60	30+60=90
3rd 	100	30+60+100=190
4th 	150	30+60+100+150=340



Team

Invite friend with link shared

8f...bc

<https://cafell-ind.com/register?inviteCode=>

COPY

Team Size: 593

Team Commission: Rs3,628,891.34

Team B

Team C

Team D

Account	Referrer	Max Product
+91952...	5	Rs550
+91...	7	Rs4700
+91...	3	Rs1600
+91...	19	Rs26000
+91...	0	Rs550
+91...	1	Rs550
+91...	15	Rs89000
+91...	8	Rs18500
+91...	2	Rs550
+91...	31	Rs89000

Invite Z-530, Bonus 110 Rs

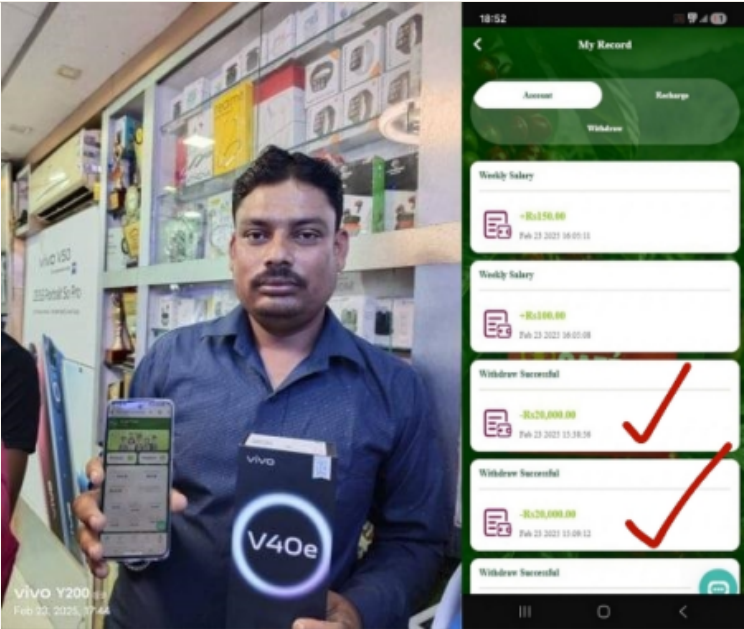
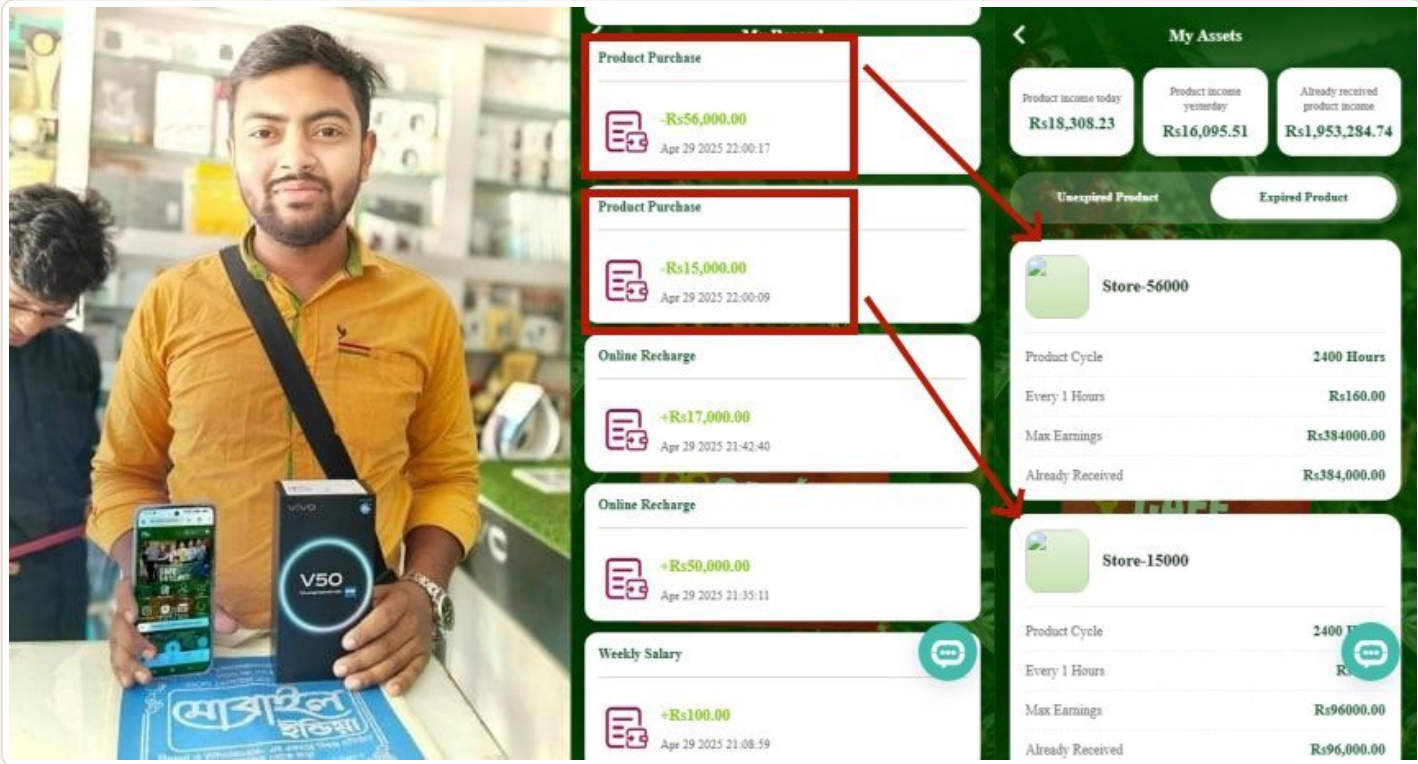
Invite Z-2300, Bonus 150 Rs

Invite Z-4500, Bonus 220 Rs

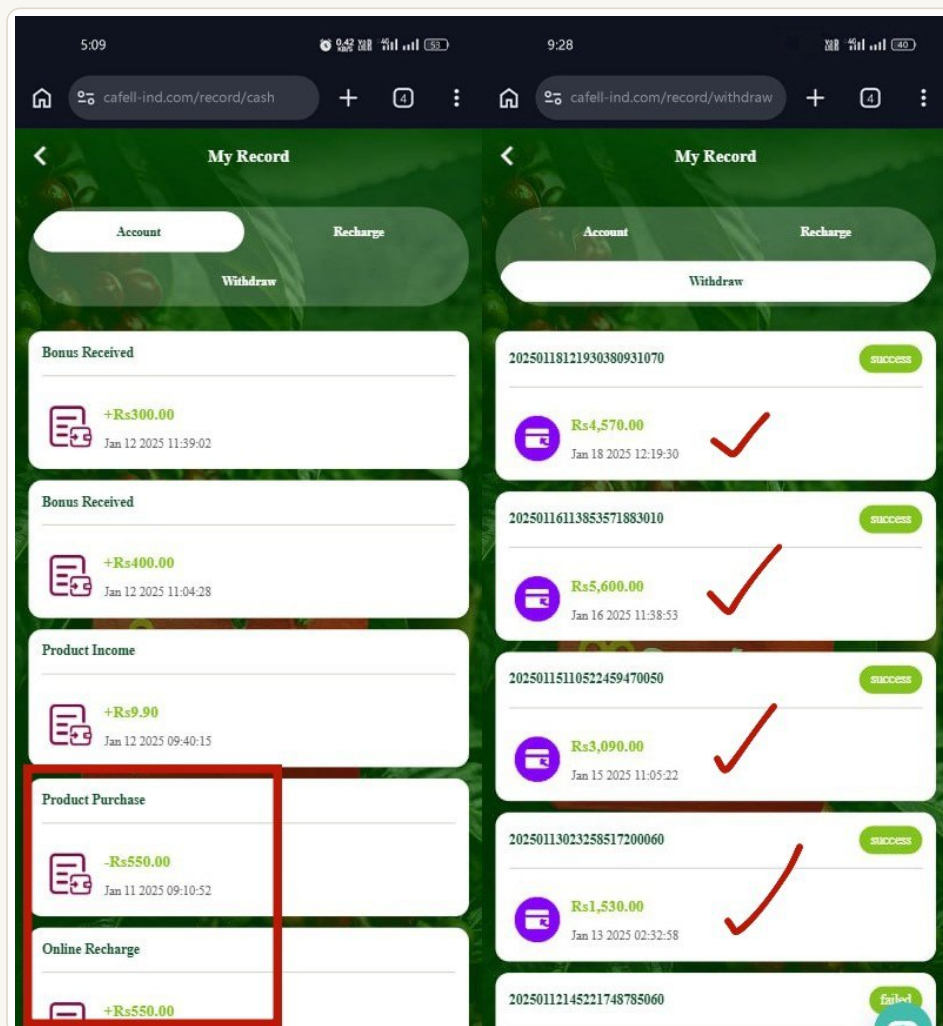
Invite Z-8500, Bonus 300 Rs

Invite Z-16800, Bonus 400 Rs

Click 'My Team', click 'Copy', invite your friends to join now, and start making money now!



Since 2025, CAFELL has offered over 500 varieties of coffee beans, coffee beverages, smart vending machines, stores, and other diverse products from multiple countries, generating substantial profits for its partners and helping you achieve continuous income for over 15 years!





Build with CAFELL. Grow with the World.



Since 2025, CAFELL has offered over **500** varieties of coffee beans, coffee beverages, smart vending machines, stores, and other diverse products from multiple countries, generating substantial profits for its partners and helping you achieve continuous income for over **15** years!

When you reach a team size of at least 50 people and become a CAFELL Distributor, you can participate in:

- ✈️ the World of Coffee event in the US every April or May;
- 📅 the CAFELL Mid-Year Meeting every August 1st;
- 📁 monthly team trips, gifts, cars, houses, and other benefits!

CAFELL welcomes you to join us in building a business and achieving financial freedom. We look forward to having you by our side when CAFELL goes public in **2035!**

Thank you!
May our partnership be even more successful!



When you reach a team size of at least 50 people and become a CAFELL Distributor,

You can participate in:

the World of Coffee event in the US every April or May;

the CAFELL Mid-Year Meeting every August 1st;

And of course, monthly team trips, gifts, cars, houses, and other benefits!

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