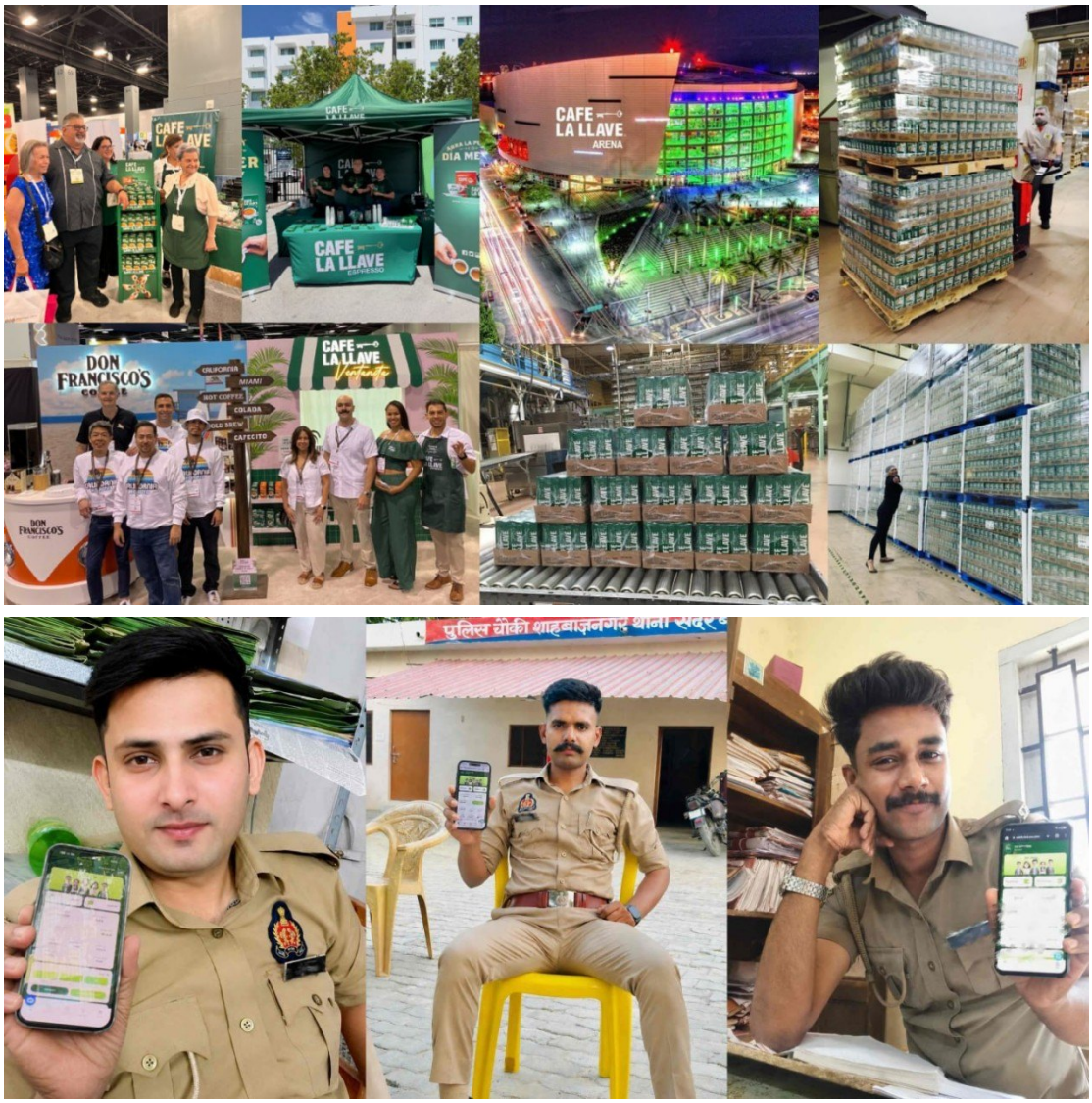
CAFELL Work Guide



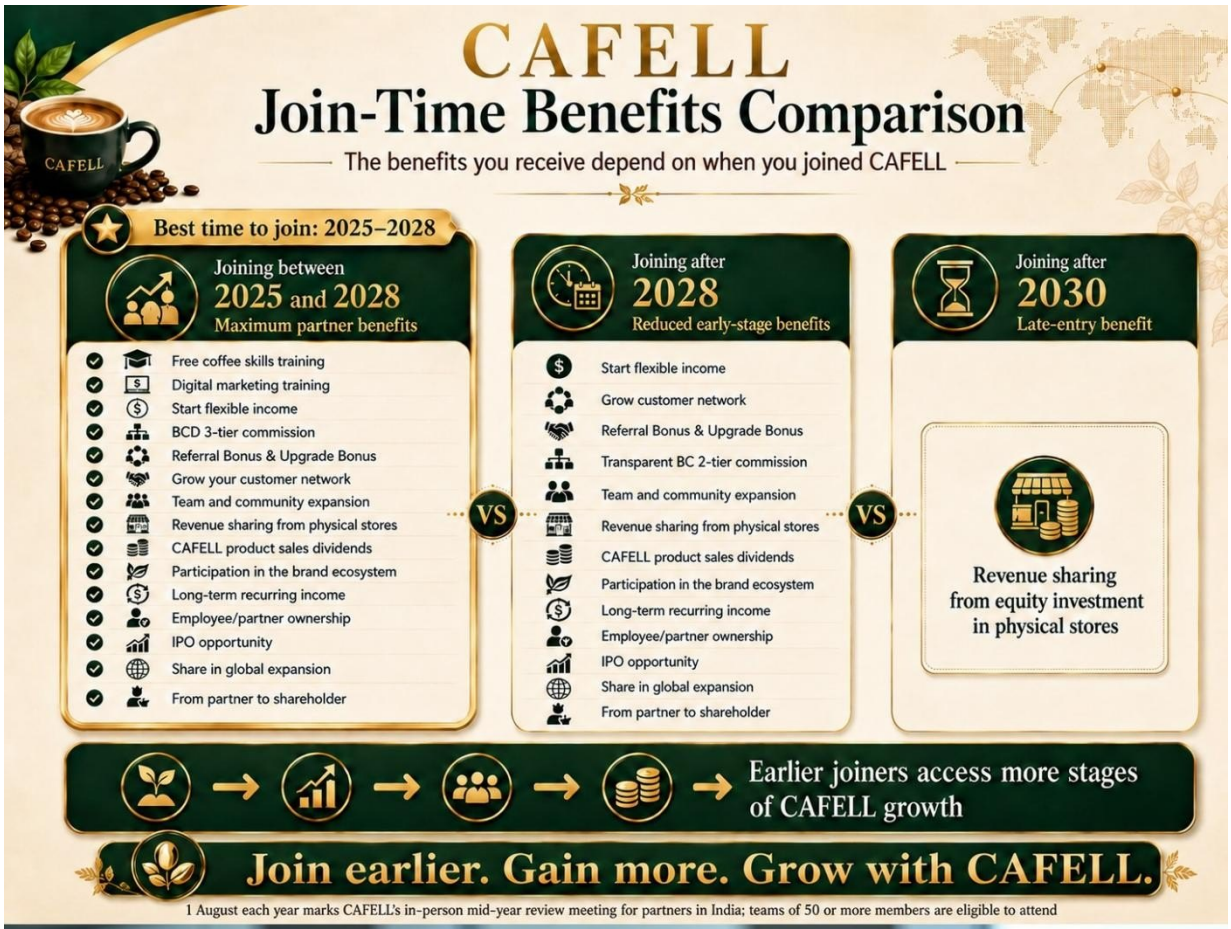

CAFELL
WHY CAFELL IS TRUSTED
JAN 1, 2025
100,000+
20+ MONTHS
CAFELL


CAFELL
CAFELL
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CAFELL
CAFELL
CAFELL
CAFELL
CAFELL
CAFELL
CAFE
LA LLAVE
ESPRESSO
CAFE
LA LLAVE
WELCOME
YOU ALL TO THE
CAFE
LA LLAVE



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.



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 150,000 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
CAFELL
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.
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.
500,000
Employment & Entrepreneurship Opportunities
10,000
Partner Experience Stores / Co-working Spaces / Smart Coffee Terminals
Coverage Target:
28 States +
8 Union Territories
COFFEE FARMING & SOURCING
BRAND & PRODUCT PORTFOLIO
ECOSYSTEM & REVENUE GROWTH
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.
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.
5 Million+
High-Quality Jobs
CAFELL
Proprietary Brand Portfolio Expansion
Direct Sourcing with Farmers in Karnataka & Kerala
CAPITAL MARKETS & IPO
OWNERSHIP & PARTNERSHIP
GLOBAL EXPANSION
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.
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.
IPO Target:
NSE / BSE / International Capital Market
Employee & Partner Ownership
Global Expansion:
Middle East • Europe • North America
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**.

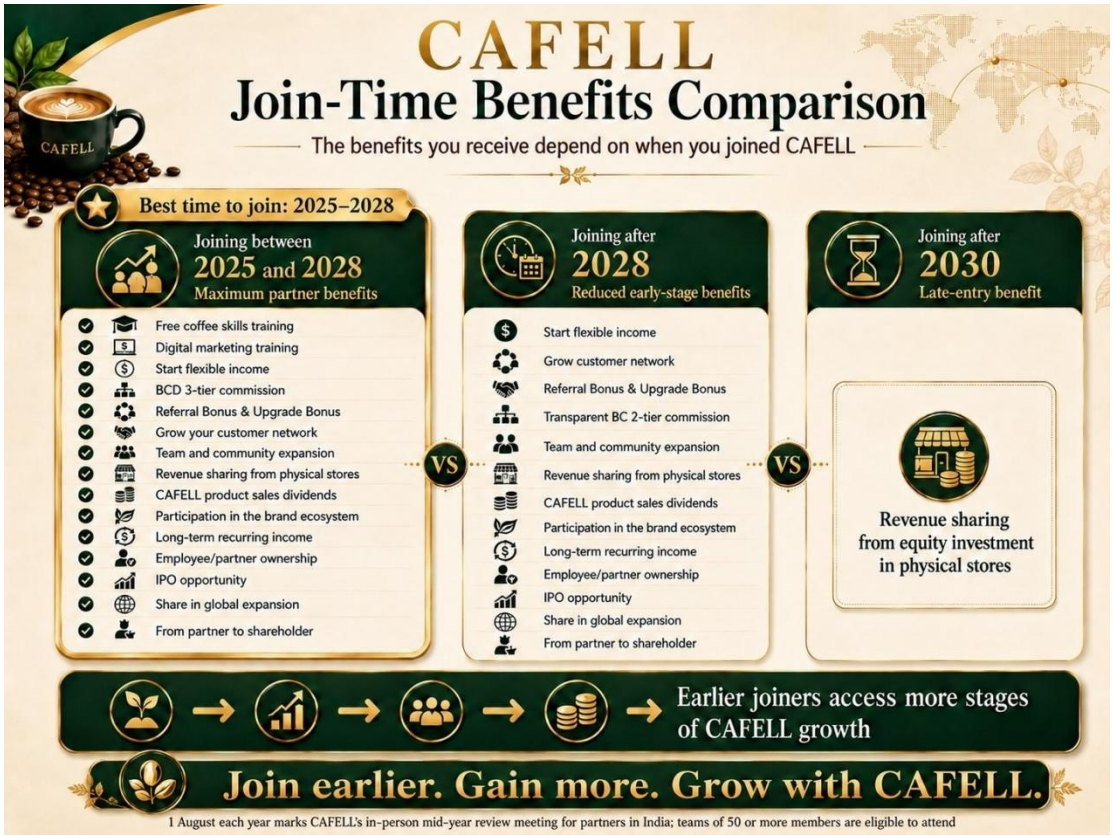
* Creation of **5 million+ high-quality jobs** across:
*Cultivation
* Processing
* Logistics
*Retail operations
*Digital commerce
* Upgrade partner income from commission-based earnings to:
* **Direct referral bonuses**
* **Physical store revenue sharing**

* **CAFELL product sales dividends**
* Long-term ecosystem participation

Phase Three: Capitalization & Global Expansion (2035+)
From Indian Coffee Company to Global Coffee Leader

CAFELL aims to achieve:
*Public listing through:
* **National Stock Exchange of India (NSE)**
* **Bombay Stock Exchange (BSE)**
* Or leading international capital markets
* Employee and partner ownership opportunities through equity and option programmes.
* Global expansion of Indian coffee products into:

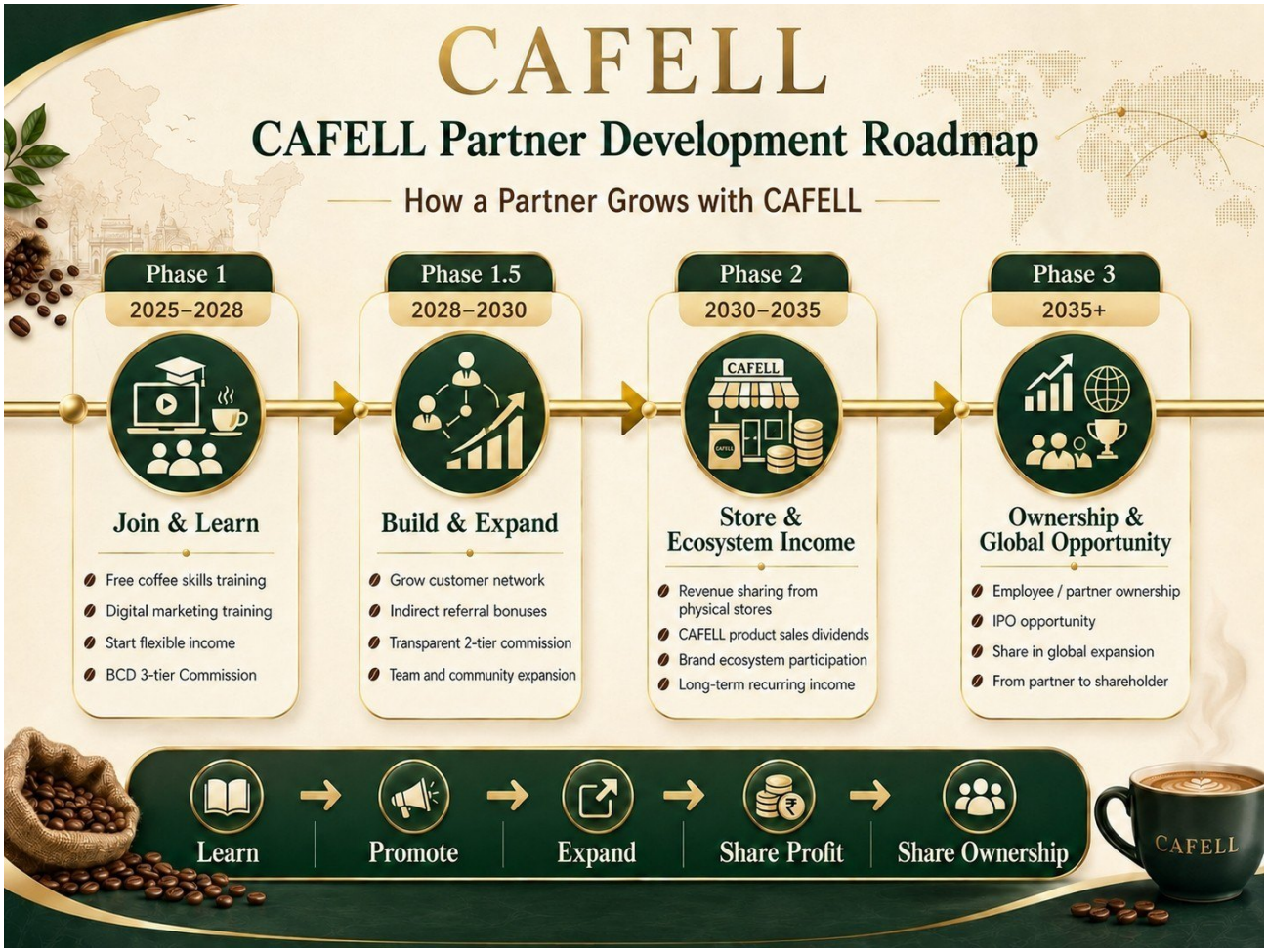
*Middle East
*Europe
*North America



Early participation provides partners with access to more development stages — from training and income opportunities today, to ecosystem participation, revenue sharing, and future ownership opportunities as CAFELL expands.

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.



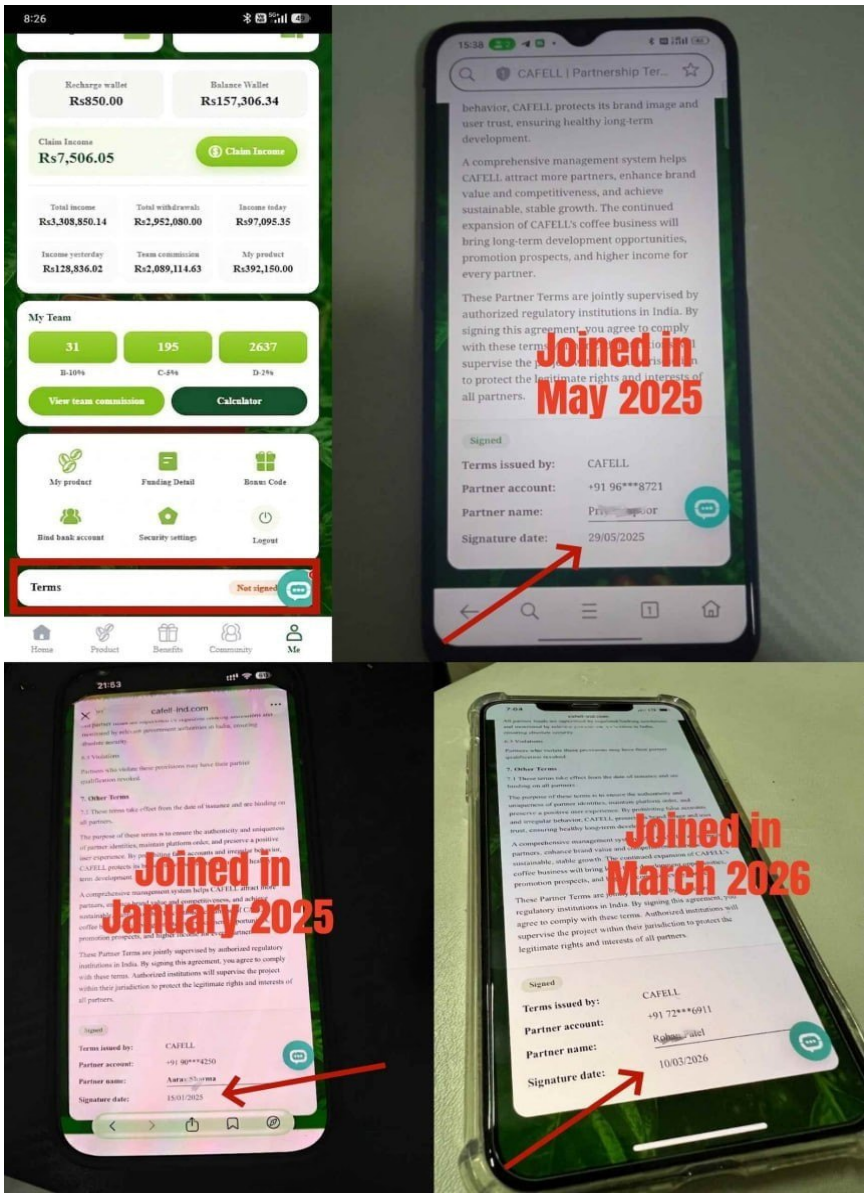
Once you understand CAFELL's profit model, you'll be better positioned to succeed
You buy products--CAFELL has more capital to purchase coffee beans--these are sold globally -- you receive profit sharing.
[Win-win cooperation,a common and legal financing method, using small capital to achieve big results]



Taking your invitation to K-42000 as an example:

1. By inviting people, you've brought more brand awareness to CAFELL.
2. Then CAFELL had Rs.42000 in funds to process and sell real coffee products!
3. Through brand enhancement with partners, 42000 Rs financial profits will be amplified by more than 20 times or even 100 times.

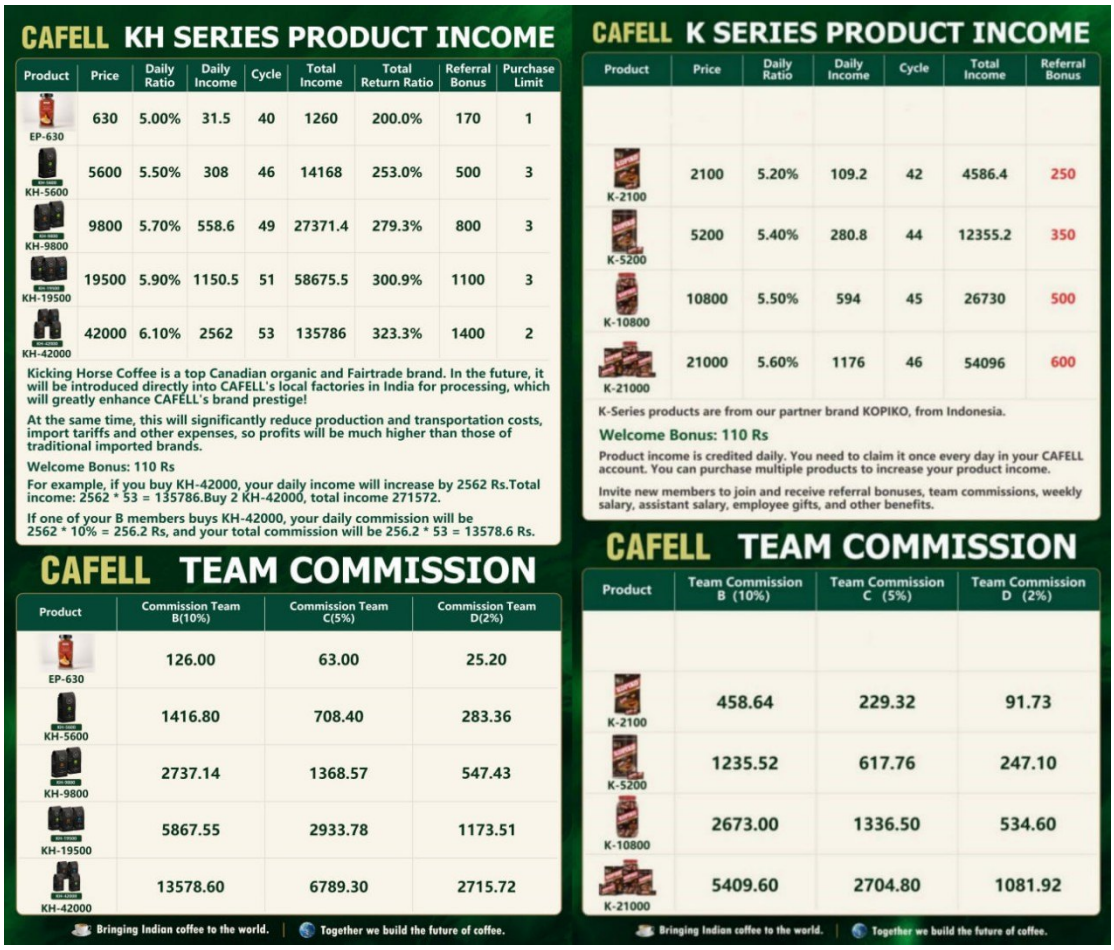
Therefore, CAFELL doesn't need to invest in advertising. It only needs to return the profits to its hardworking partners



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?



CAFELL KH SERIES PRODUCT INCOME

Product	Price	Daily Ratio	Daily Income	Cycle	Total Income	Total Return Ratio	Referral Bonus	Purchase Limit
EP-630	630	5.00%	31.5	40	1260	200.0%	170	1
KH-5600	5600	5.50%	308	46	14168	253.0%	500	3
KH-9800	9800	5.70%	558.6	49	27371.4	279.3%	800	3
KH-19500	19500	5.90%	1150.5	51	58675.5	300.9%	1100	3
KH-42000	42000	6.10%	2562	53	135786	323.3%	1400	2

Kicking Horse Coffee is a top Canadian organic and Fairtrade brand. In the future, it will be introduced directly into CAFELL's local factories in India for processing, which will greatly enhance CAFELL's brand prestige!

At the same time, this will significantly reduce production and transportation costs, import tariffs and other expenses, so profits will be much higher than those of traditional imported brands.

Welcome Bonus: 110 Rs

For example, if you buy KH-42000, your daily income will increase by 2562 Rs.Total income: 2562 * 53 = 135786.Buy 2 KH-42000, total income 271572.

If one of your B members buys KH-42000, your daily commission will be 2562 * 10% = 256.2 Rs, and your total commission will be 256.2 * 53 = 13578.6 Rs.

CAFELL TEAM COMMISSION

Product	Commission Team B(10%)	Commission Team C(5%)	Commission Team D(2%)
EP-630	126.00	63.00	25.20
KH-5600	1416.80	708.40	283.36
KH-9800	2737.14	1368.57	547.43
KH-19500	5867.55	2933.78	1173.51
KH-42000	13578.60	6789.30	2715.72

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

CAFELL K SERIES PRODUCT INCOME

Product	Price	Daily Ratio	Daily Income	Cycle	Total Income	Referral Bonus
K-2100	2100	5.20%	109.2	42	4586.4	250
K-5200	5200	5.40%	280.8	44	12355.2	350
K-10800	10800	5.50%	594	45	26730	500
K-21000	21000	5.60%	1176	46	54096	600

K-Series products are from our partner brand KOPIKO, from Indonesia.

Welcome Bonus: 110 Rs

Product income is credited daily. You need to claim it once every day in your CAFELL account. You can purchase multiple products to increase your product income.

Invite new members to join and receive referral bonuses, team commissions, weekly salary, assistant salary, employee gifts, and other benefits.

CAFELL TEAM COMMISSION

Product	Team Commission B (10%)	Team Commission C (5%)	Team Commission D (2%)
K-2100	458.64	229.32	91.73
K-5200	1235.52	617.76	247.10
K-10800	2673.00	1336.50	534.60
K-21000	5409.60	2704.80	1081.92

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

EP-630 is an Experience Product, each person can only buy 1

Other products can be purchased 2-3 times

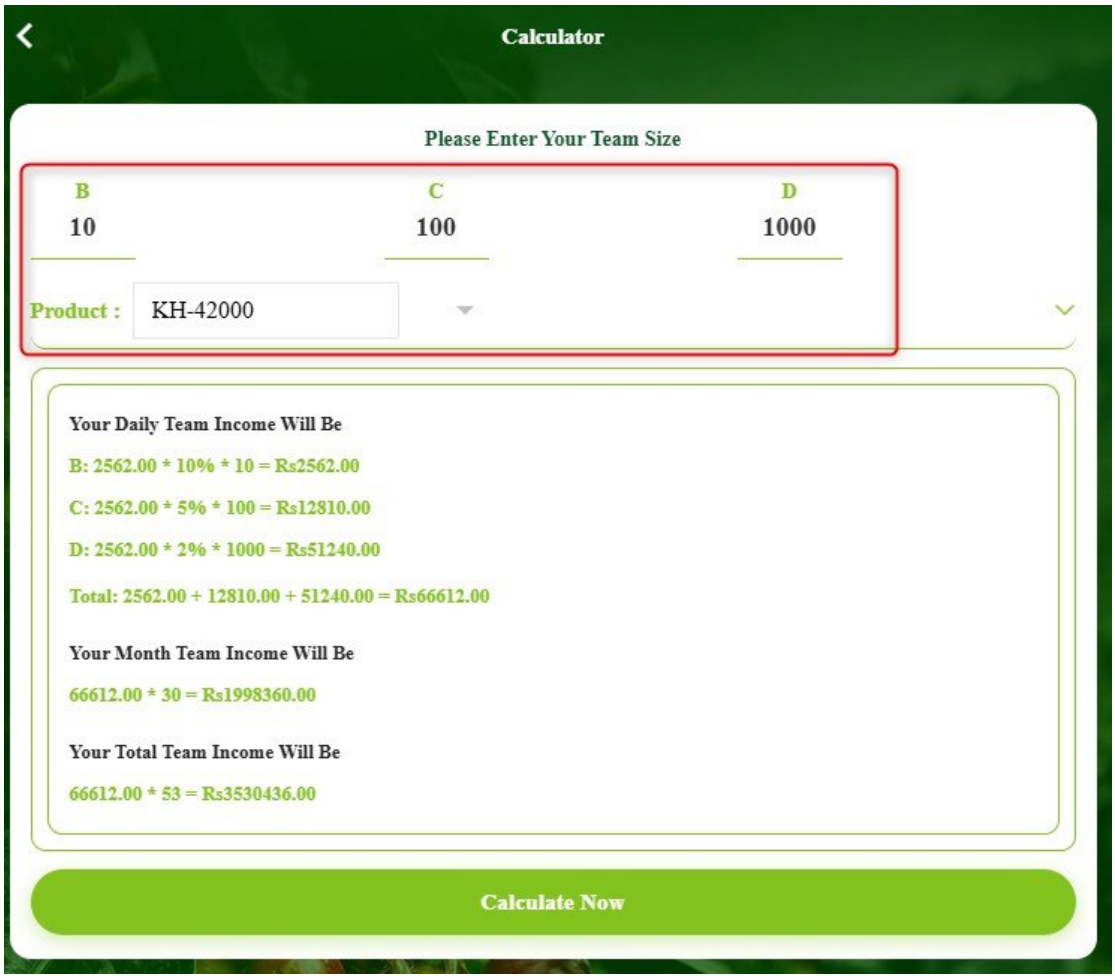
You can buy multiple products to increase income, for example

Buy 2 KH-42000, your daily income is 2562*2=5124 Rs, total income is 135786*2=271572 Rs



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



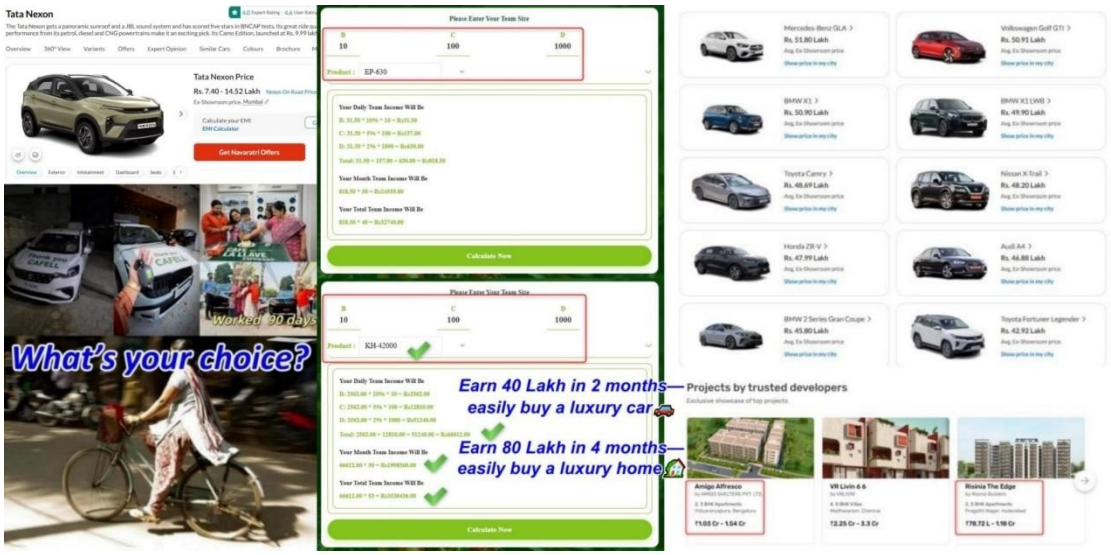
For example,
You invite 10 people to join, you own 10 B
Each B invites 10 people to join, and you have 10*10=100 C
Each C invites 10 people to join, and you have 100*10=1000 D

Everyone joins KH-42000,

Your Daily Team Income Will Be
B: 2562.00 * 10% * 10 = Rs 2562.00
C: 2562.00 * 5% * 100 = Rs 12810.00
D: 2562.00 * 2% * 1000 = Rs 51240.00
Total: 2562.00 + 12810.00 + 51240.00 = Rs 66612.00

Your Month Team Income Will Be
66612.00 * 30 = Rs 1998360.00

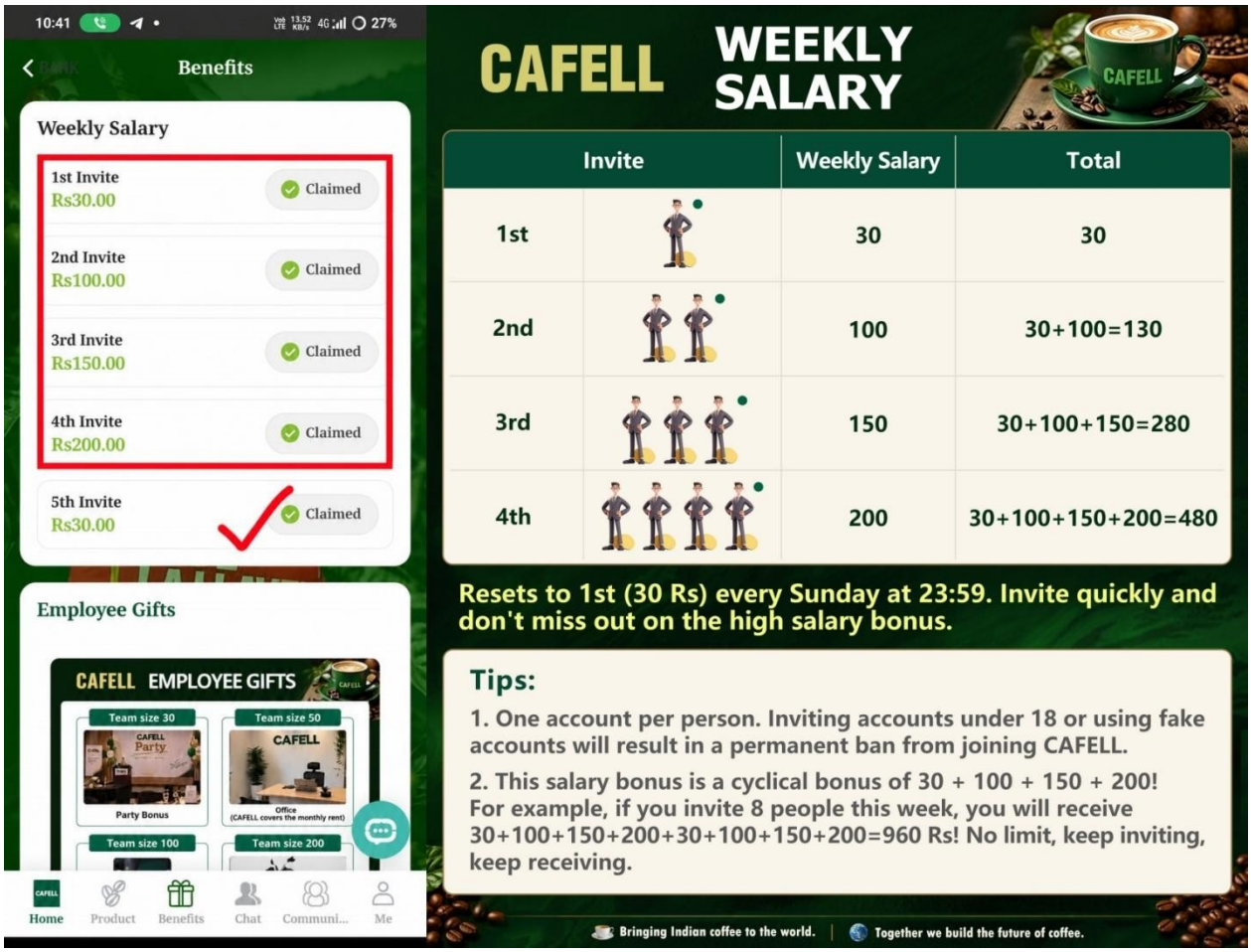
Your Total Team Income Will Be
66612.00 * 53 = Rs 3530436.00



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

They all buy the EP-630, yet you only earn 24,555 a month

They all buy the KH-42000; you can earn 40 Lakh in 2 month—easily enough to buy a luxury car



Weekly Salary

(Reset to 0 every Sunday at 23:59)

E.G :
1st Invitation → 30 Rs
2nd Invitation → 100 Rs
3rd Invitation → 150 Rs
4th Invitation → 200 Rs
5th Invitation → 30 Rs

There's no limit; you'll receive more bonuses as long as you keep inviting others within a week

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



There are different CAFELL benefits every day, so keep an eye on the app

Store Days: Monday 00:00 – Tuesday 23:59
Invite friends and get extra bonuses

Factory Days: Thursday 00:00 – Friday 23:59
Get upgrade bonus when you buy products

Long Weekend: Saturday 00:00 – Sunday 23:59
Long-cycle products! Offer the highest profits

Smart products, gifts, and more are offered irregularly; you need to pay more attention to the app
Actively build teams → High benefits, high profits, and great gifts are only available to those with teams



The more people you invite, the higher your weekly assistant salary becomes!
1 valid B, weekly Rs 200
5 valid B, weekly Rs 500
10 valid B, weekly Rs 1300
Team size 50, weekly Rs 3500
Team size 100, weekly Rs 7000
Team size 250, weekly Rs 15000




CAFELL
WHY CAFELL IS TRUSTED
JAN 1, 2025
100,000/-


CAFELL
WHY CAFELL IS TRUSTED
More Than Coffee, A Better Future
MORE TRUST
MORE VALUE
MORE OPPORTUNITY


CAFELL
More Together
For A Better Tomorrow
Good Coffee
Good People
Better Ideas
WHY CAFELL IS TRUSTED
JAN 1, 2025
100,000+
20+ MONTHS
CAFELL IS TRUSTED



CAFELL is only hiring 500,000 assistants!

You can receive 200-15000 Rs in assistant salary every Monday for 15 years

You need to work hard to quickly upgrade and develop your team. Once the six-star assistant positions are full, even if your team reaches the required size in the future, there may not be any openings available for you. You can only get a low-level assistant salary

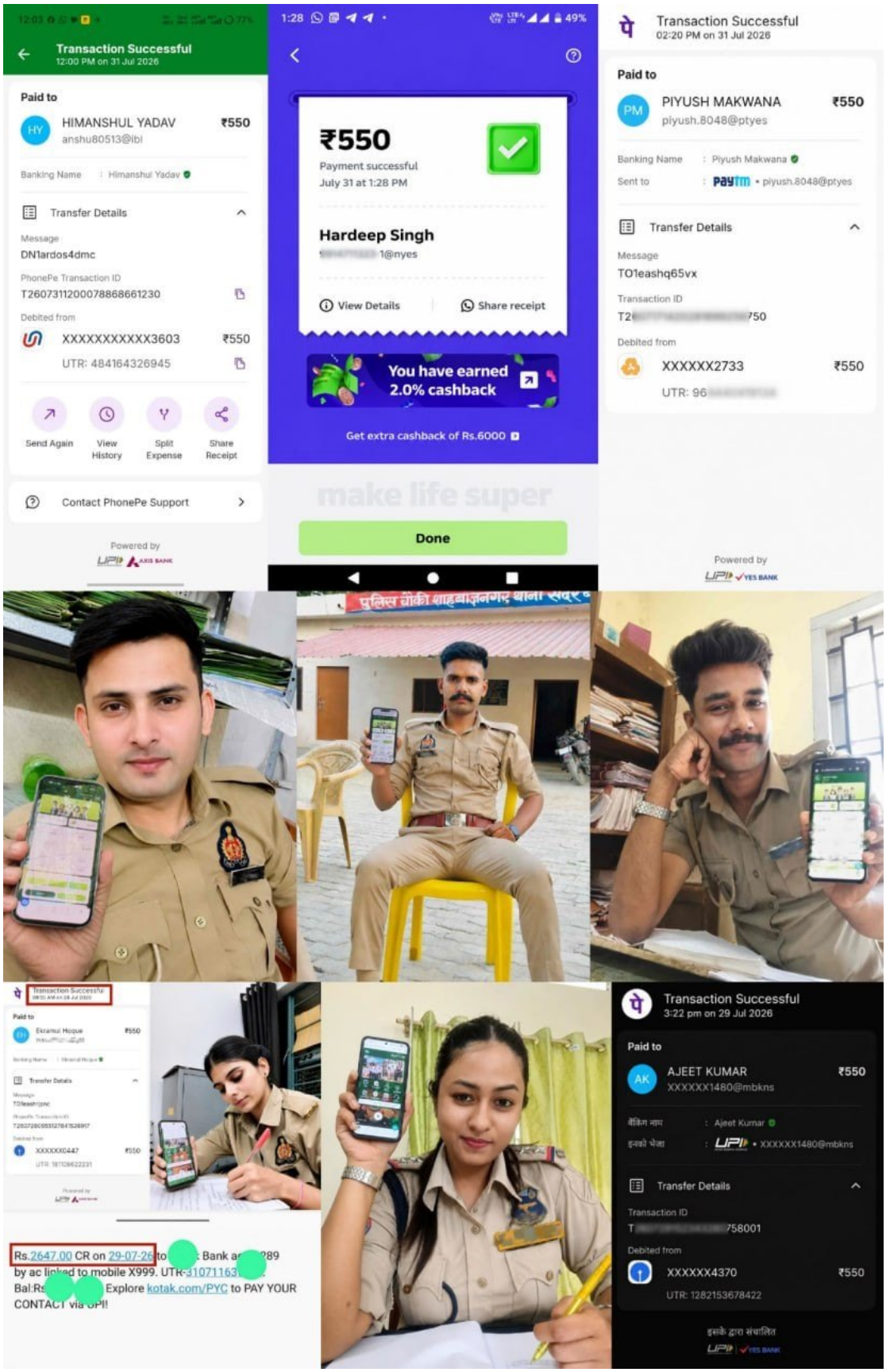
If you join after the 500,000th person, you will not be eligible for the assistant salary

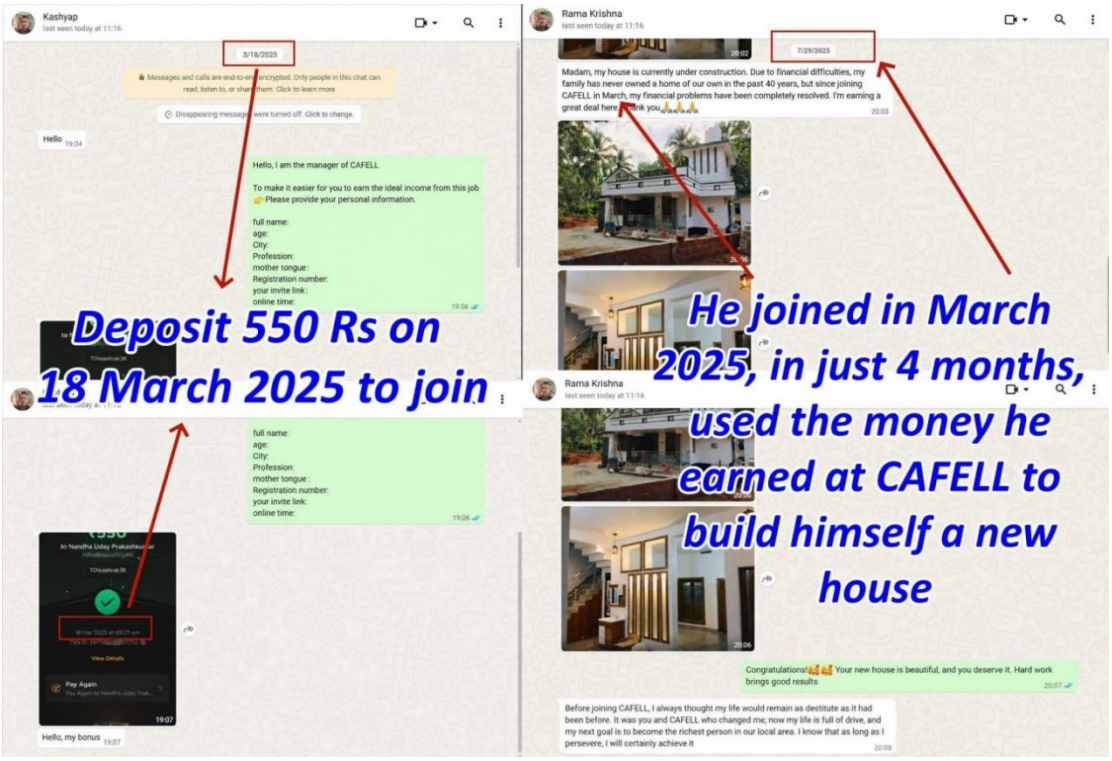


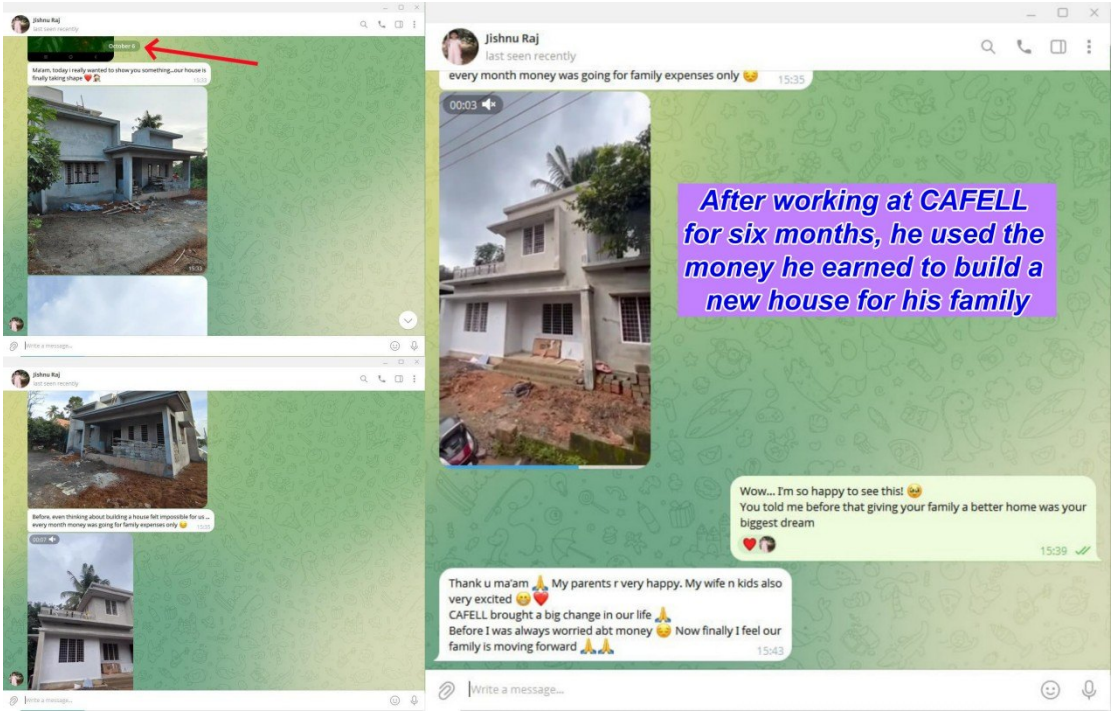
Keep inviting others—the larger your team grows, the more gifts you receive

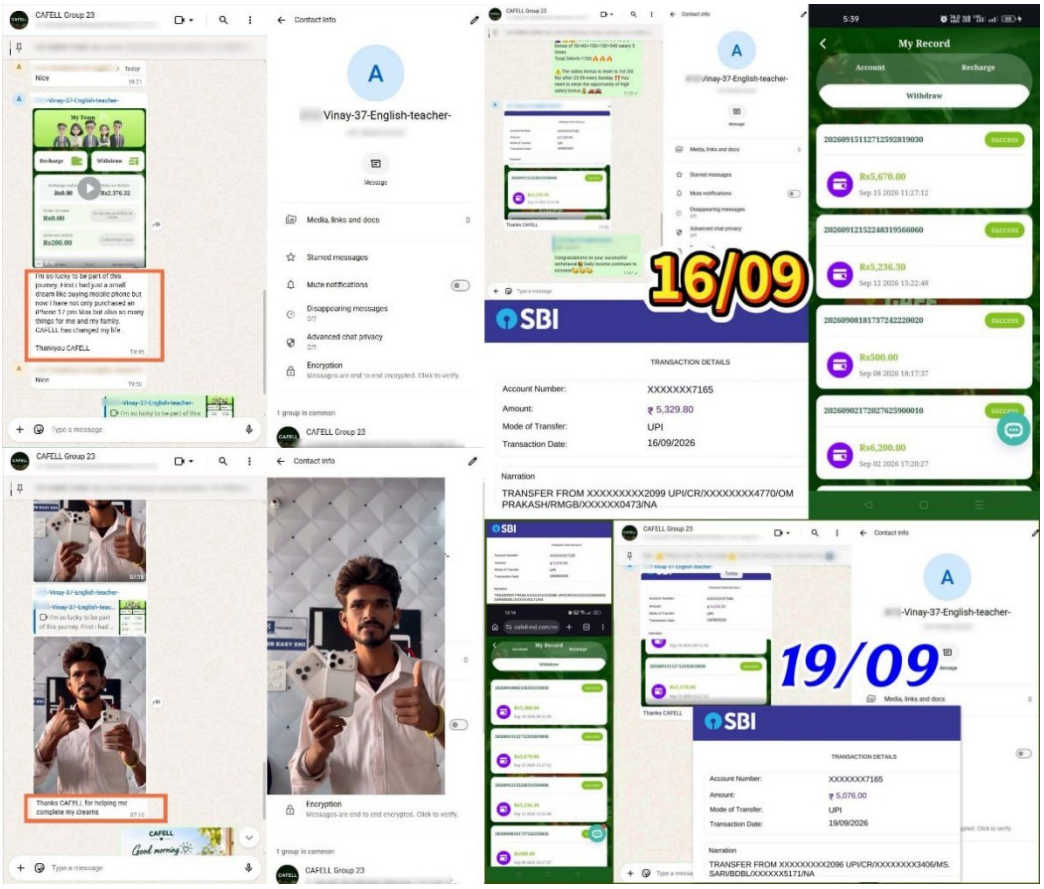
Team size 30: Party bonus
Team size 50: Office
Team size 100: Cell phone

Team size 200: Motorcycle
Team size 400-800: Car
Team size 2000-4000: Home purchase fund


Transaction Successful
12:00 PM on 31 Jul 2026
Paid to
HIMANSHUL YADAV
₹550
Transfer Details
Message
DN1ardos4dmc
PhonePe Transaction ID
Debited from
XXXXXXXXXX3603
₹550
Send Again
View History
Split Expense
Share Receipt
Contact PhonePe Support
Powered by
₹550
Payment successful
July 31 at 1:28 PM
Hardeep Singh
View Details
Share receipt
You have earned 2.0% cashback
Get extra cashback of Rs.6000
make life super
Done
Transaction Successful
02:20 PM on 31 Jul 2026
Paid to
PIYUSH MAKWANA
₹550
piyush.8048@ptyes
Banking Name
Piyush Makwana
Sent to
Paytm • piyush.8048@ptyes
Transfer Details
Message
TO1eashq65vx
Transaction ID
Debited from
XXXXXX2733
₹550
Powered by
पुलिस चौकी शाहबाज़नगर थाना सदर
Rs.2647.00 CR on 29-07-26
Explore kotak.com/PYC to PAY YOUR CONTACT via UPI!
Transaction Successful
3:22 pm on 29 Jul 2026
Paid to
AJEET KUMAR
₹550
XXXXXX1480@mbkns
Transfer Details
Transaction ID
Debited from
XXXXXX4370
₹550
UTR: 1282153678422


Deposit 550 Rs on 18 March 2025 to join
He joined in March 2025, in just 4 months, used the money he earned at CAFELL to build himself a new house


After working at CAFELL for six months, he used the money he earned to build a new house for his family

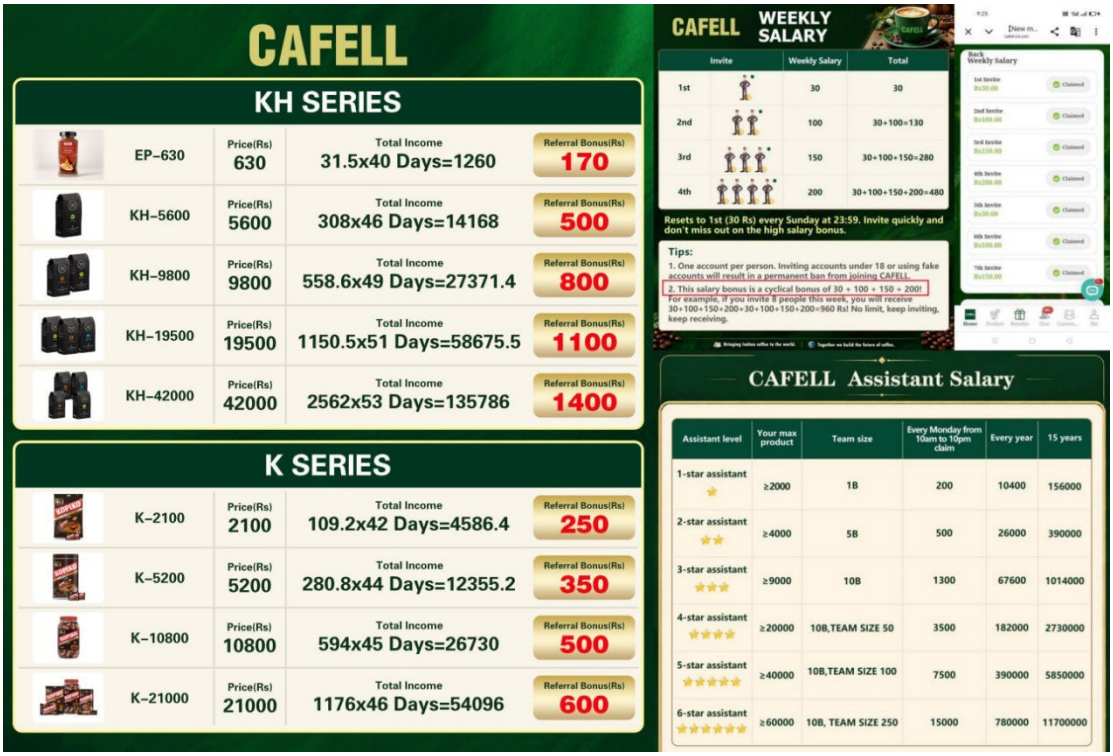

CAFELL Group 23
Contact info
Vinay-37-English-teacher-
Media, links and docs
Starred messages
Mute notifications
Disappearing messages
Advanced chat privacy
Encryption
1 group in common
CAFELL Group 23
16/09
SBI
TRANSACTION DETAILS
Account Number: XXXXXXX7165
Amount: ₹ 5,329.80
Mode of Transfer: UPI
Transaction Date: 16/09/2026
Narration
TRANSFER FROM XXXXXXXXX2099 UPI/CR/XXXXXXXX4770/OM PRAKASH/RMGB/XXXXXX0473/NA
My Record
Account
Recharge
Withdraw
Rs5,670.00
Rs5,236.30
Rs500.00
Rs6,200.00
Thanks CAFELL for helping me complete my dreams
Good morning
19/09
Account Number: XXXXXXX7165
Amount: ₹ 5,076.00
Mode of Transfer: UPI
Transaction Date: 19/09/2026
TRANSFER FROM XXXXXXXXX2096 UPI/CR/XXXXXXXX3406/MS. SARI/BDBL/XXXXXX5171/NA



Learn how they earn 10,000 Rs a day

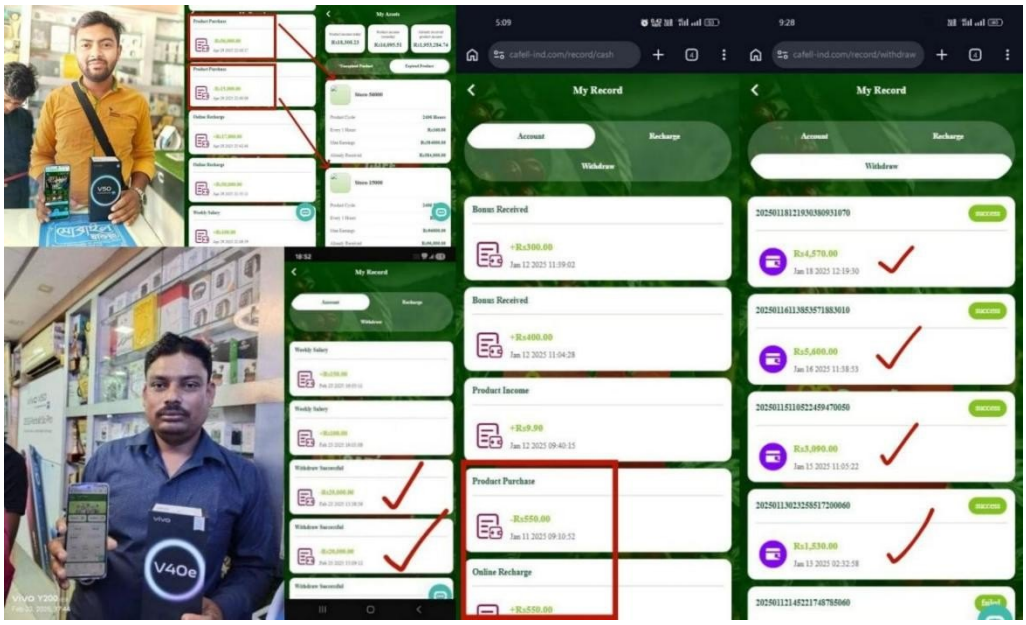
1.Invite 10 people to join.
2.Actively study the CAFELL work guidelines and stay updated on group and community announcements.
3.Spend 6 hour daily sharing the CAFELL project --- Invite 10 people within 10 days—this is the first step toward realizing the dream of earning 10 Lakh!
People under 18 years old and students cannot be invited to join!

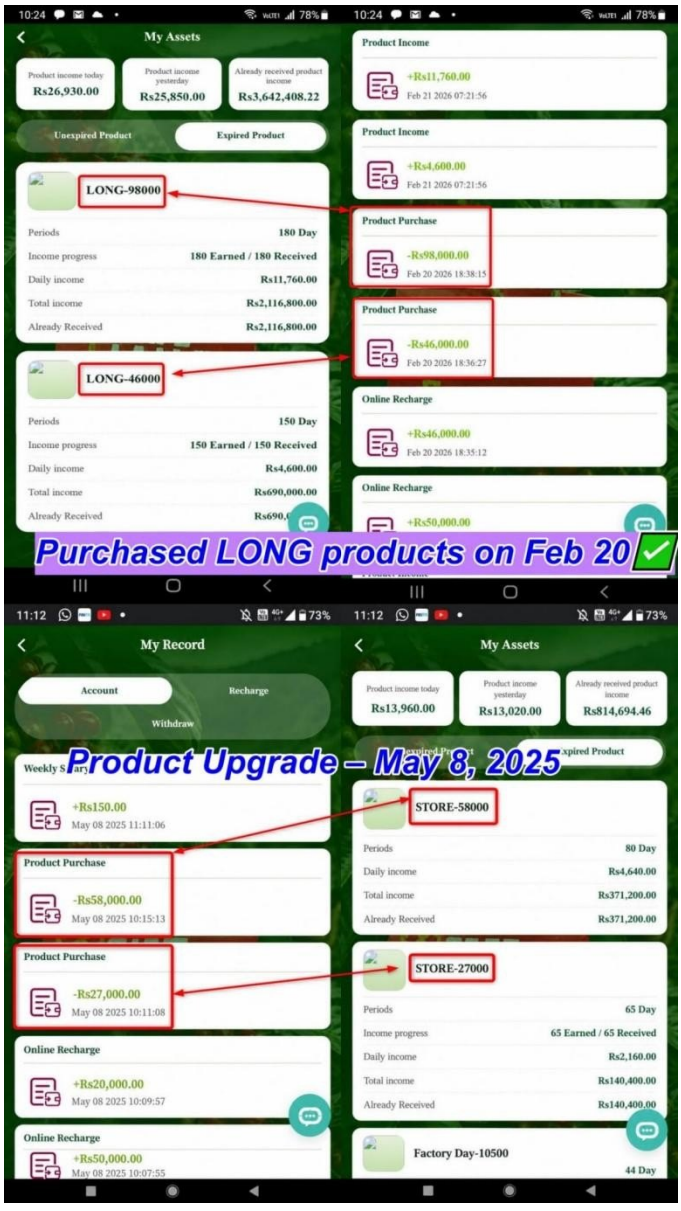
Each person can only register 1 work account! Violation will result in dismissa!

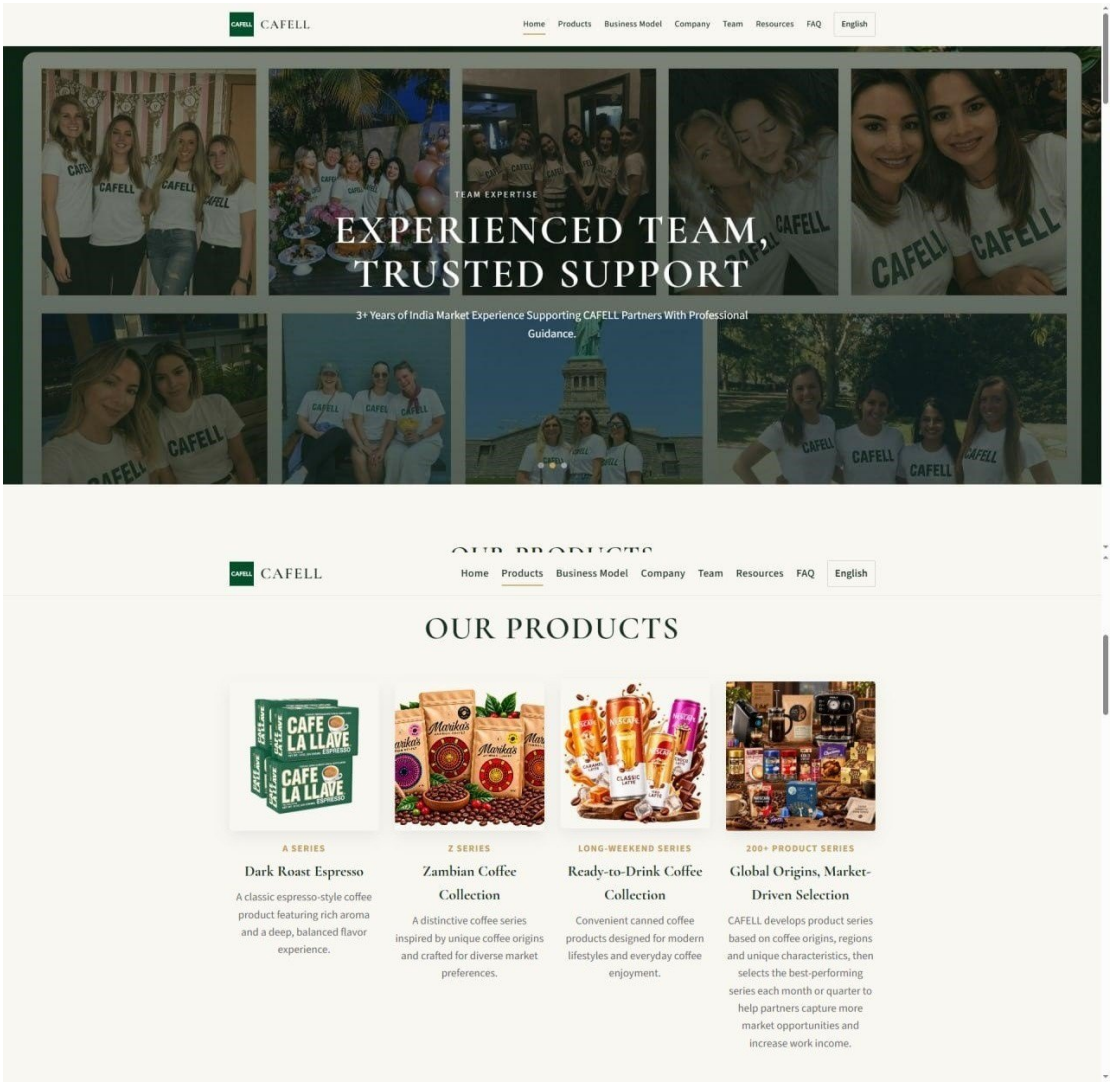


Invite EP-630, Bonus 170 Rs
Invite KH-5600, Bonus 500 Rs
Invite KH-9800, Bonus 800 Rs
Invite KH-19500, Bonus 1100 Rs
Invite KH-42000, Bonus 1400 Rs

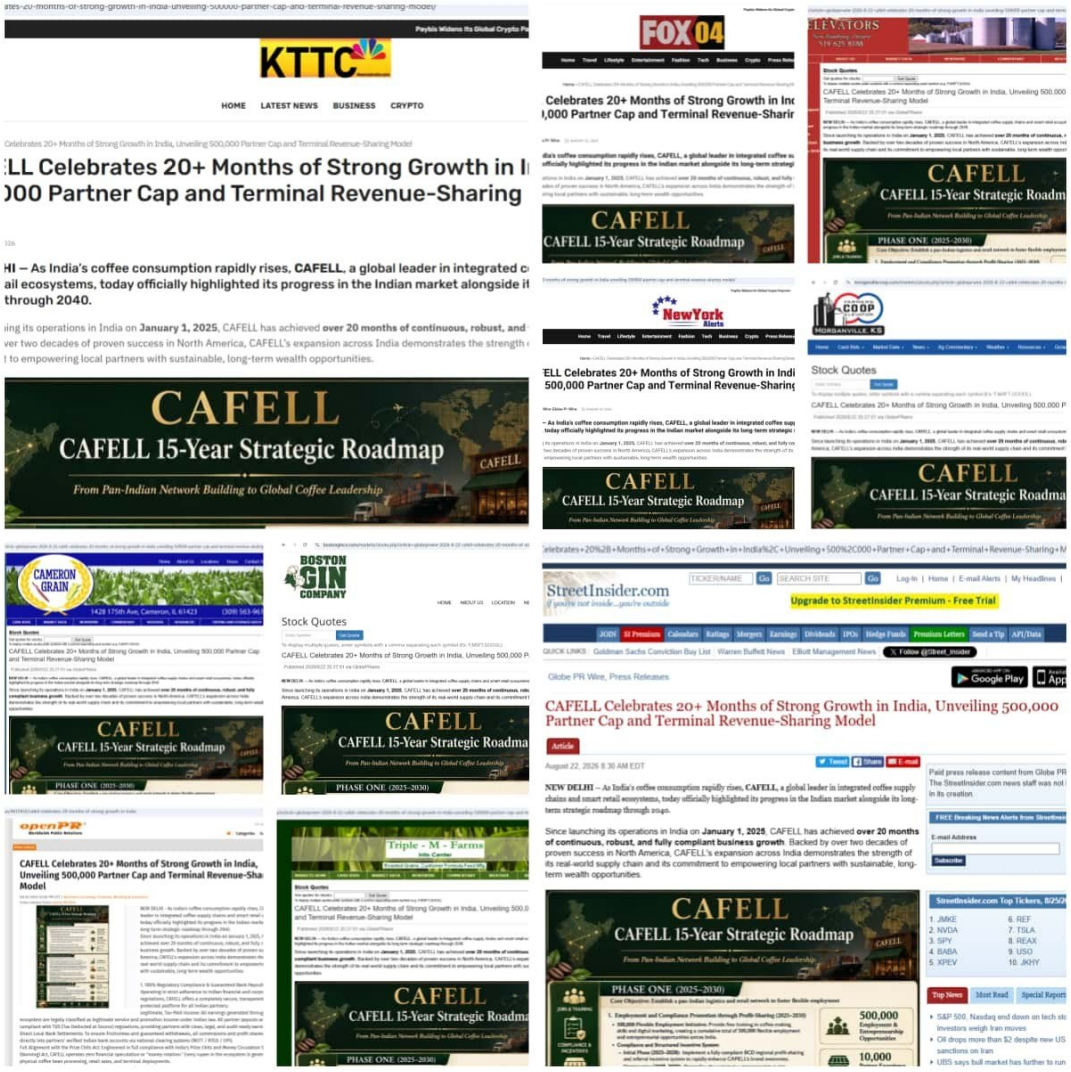
Click ‘My Team’, click ‘Copy’, invite your friends to join now, and start making money now!


My Record
Account
Recharge
Withdraw
Bonus Received
+Rs300.00
Bonus Received
+Rs400.00
Product Income
+Rs9.90
Product Purchase
-Rs550.00
Online Recharge
+Rs550.00
My Record
Account
Recharge
Withdraw
Rs4,570.00
Rs5,600.00
Rs3,090.00
Rs1,530.00
success


My Assets
Product income today
Rs26,930.00
Product income yesterday
Rs25,850.00
Already received product income
Rs3,642,408.22
Unexpired Product
Expired Product
LONG-98000
Periods
180 Day
Income progress
180 Earned / 180 Received
Daily income
Rs11,760.00
Total income
Rs2,116,800.00
Already Received
Rs2,116,800.00
LONG-46000
Periods
150 Day
Income progress
150 Earned / 150 Received
Daily income
Rs4,600.00
Total income
Rs690,000.00
Product Income
+Rs11,760.00
Feb 21 2026 07:21:56
Product Income
+Rs4,600.00
Feb 21 2026 07:21:56
Product Purchase
-Rs98,000.00
Feb 20 2026 18:38:15
Product Purchase
-Rs46,000.00
Feb 20 2026 18:36:27
Online Recharge
+Rs46,000.00
Feb 20 2026 18:35:12
Online Recharge
+Rs50,000.00
Purchased LONG products on Feb 20
My Record
Account
Recharge
Withdraw
+Rs150.00
May 08 2025 11:11:06
Product Purchase
-Rs58,000.00
May 08 2025 10:15:13
Product Purchase
-Rs27,000.00
May 08 2025 10:11:08
Online Recharge
+Rs20,000.00
May 08 2025 10:09:57
Online Recharge
+Rs50,000.00
May 08 2025 10:07:55
My Assets
Product income today
Rs13,960.00
Product income yesterday
Rs13,020.00
Already received product income
Rs814,694.46
Product Upgrade – May 8, 2025
STORE-58000
Periods
80 Day
Daily income
Rs4,640.00
Total income
Rs371,200.00
Already Received
Rs371,200.00
STORE-27000
Periods
65 Day
Income progress
65 Earned / 65 Received
Daily income
Rs2,160.00
Total income
Rs140,400.00
Already Received
Rs140,400.00
Factory Day-10500
44 Day



Since 2025, CAFELL has offered over 200 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!



If you and your friend are unfamiliar with CAFELL, please have them check the news document

Over 420 internationally renowned media outlets have praised CAFELL

Even a well-known media outlet has a 1% chance of making a mistake! But it's absolutely impossible for more than 420 internationally renowned media outlets to make mistakes simultaneously

This is sufficient proof of CAFELL's authenticity, ensuring everyone's funds are safe and their income for the next 15 years is reliable



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

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!

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!