NEXT LEVEL

FRANCHISE PARTNERS INVITED

INDIA'S LEADING BRAND IN GAMING & ESPORTS

GAMING CAFÉ FRANCHISE OPPORTUNITY · PAN-INDIA EXPANSION 2026

01 ACCESS TO INDIA'S LARGEST GAMING COMMUNITY

02 INVESTOR-FRIENDLY FRANCHISE FORMATS

03 OPERATIONAL SUPPORT BY BRAND

ABOUT THE BRAND

PLAY. CONNECT. BUILD.

Next Level Café is a chain of gaming cafés running a large range of games — arcade, console, PC, retro gaming and VR simulators. Alongside a top-of-the-line gaming experience, every café carries a proper ambience for food and beverages.

A gaming epicentre at an affordable price, where people come to play, sharpen their skills and build a real career in gaming and esports. Our facilities are an amalgamation of professional gaming equipment and a community-empowering ambience.

PLAY	CONNECT	BUILD
Arcade, console, PC, retro gaming and VR simulators under one roof.	Tournaments, leagues and a community that already shows up.	A platform to sharpen skills and build a viable career in esports.



THE FLOOR

BUILT TO HOLD A CROWD

WHAT DRIVES US

VISION & MISSION

OUR VISION

To be the premier gaming café chain in India, with multiple outlets across the country. We cater to the masses and provide a platform for gamers of all skill levels to connect, compete, and build a career in gaming.

OUR MISSION

Promote a love for gaming and foster community through immersive experiences. Our cafés provide an affordable and inclusive environment for gamers of all skill levels to connect and have fun, with a welcoming space for every kind of gamer.

> **"A gaming epicentre at an affordable price — where people come to play, sharpen their skills, and build a viable career in gaming & esports."**



— THE NETWORK YOU'RE JOINING

12 CAFÉS. 6 CITIES. LIVE.

You're not buying into a pitch deck. These floors are open, staffed and trading — the SOPs, supplier list and playbook come from cafés we already run.

12 CAFÉS LIVE

06 CITIES

08 REVENUE STREAMS

MUMBAI **JUHU** Bhaktivedant Swami Marg, near JVPD — 400049	MUMBAI **GOREGAON** Kiran Industrial Estate, MG Rd, Goregaon West — 400062	MUMBAI **BANDRA** Link Corner Mall, 33rd Rd, Bandra West — 400050
MUMBAI **VILE PARLE** Sharda Bhavan, Nanda Patkar Rd, Vile Parle East — 400057	MUMBAI **IRLA** Prime Mall, opp. Alfa, Vile Parle West — 400056	MUMBAI **SION** Sion Bhagini Samaj, Rd No. 24, Sion West — 400022
THANE **MIRA ROAD** Hatkesh Udhog Nagar, Mira Road East — 401107	NAVI MUMBAI **AIROLI** Mahavir Plaza, Sector 19, Airoli — 400708	NASHIK **COLLEGE ROAD** Neelkamal Commerce Zone, opp. Westside
NAGPUR **GOPAL NAGAR** Shewalkar Gardens, Pratap Nagar, Mate Square — 440022	DELHI **SATYA NIKETAN** Moti Bagh-2, South West Delhi — 110021	DELHI **PREET VIHAR** Ashish Complex, New Rajdhani Enclave — 110092

MULTIPLE REVENUE STREAMS

EIGHT WAYS THE FLOOR EARNS

A single-line business is fragile. Every Next Level café stacks gametime, F&B, retail, rentals, servicing and events on the same rent — so a slow weekday still has something running.

01

GAMETIME REVENUE

Hourly play across PCs, PS5, racing simulators, VR and arcade — the base load that carries the rent.

02

FOOD & BEVERAGE SALES

Café menu running alongside every session — high margin, and it keeps players on the floor longer.

03

PC BUILDS & HARDWARE SALES

The café doubles as a point of sale for custom builds, components and peripherals.

04

HARDWARE RENTALS

Gaming PCs, laptops, consoles and VR stations out on rent for events, offices and shoots.

05

REPAIRS & MAINTENANCE

Servicing, upgrades and diagnostics for walk-in customers — recurring revenue off existing footfall.

06

BIRTHDAY PARTIES

Game-themed birthdays booking out zones or whole days at a premium ticket.

07

CORPORATE EVENTS

Offsites, team-building days and private tournaments — weekday revenue when walk-ins are slow.

08

BRAND ACTIVATIONS

Sponsored zones, product launches and powered-by tournaments, sold at network level and landing on your floor.

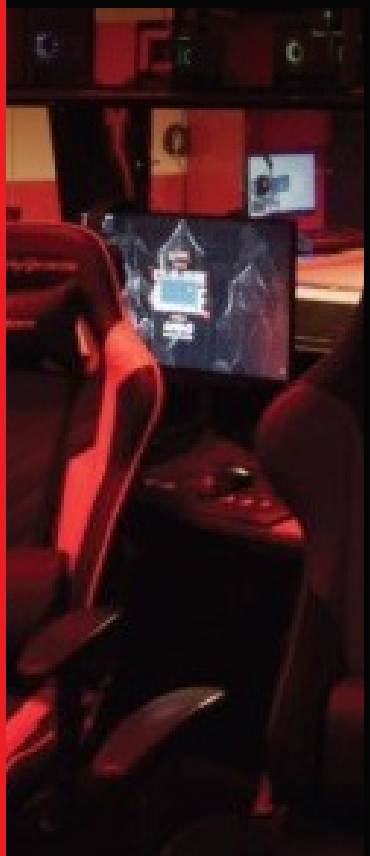
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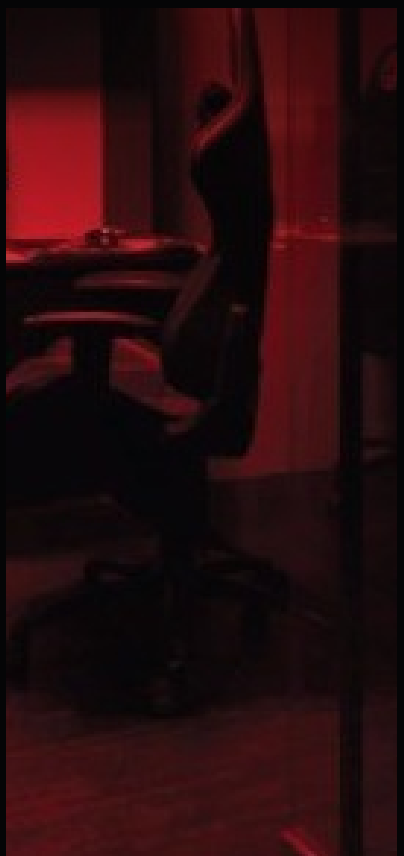
BUILT TO HOST, NOT JUST TO PLAY

- **Hands-on product experience zones**
- **Branding areas and powered-by game zones**
- **A dedicated streaming room**
- **Esports tournament hosting setup**
- **Product launches & corporate activations**

Brand sponsorships are sold at the network level and land on your floor — display areas, experience zones, workshops and powered-by tournaments, without you chasing the deal.

HOST	STREAM	ACTIVATE
Tournament nights, leagues and watch parties on your own floor.	A dedicated room creators and brands can book out.	Launches and corporate days that fill weekday hours.






WHO IS OUR IDEAL PARTNER?

CHOOSING THE FRANCHISE ROUTE

Next Level is opening its gaming café franchise across India through a FOFO model. Phase one targets key metro cities; phase two opens up the top 50 cities as part of pan-India expansion.

FINANCIAL SNAPSHOT

PICK YOUR FRANCHISE FORMAT

KEY PARAMETERS (5 YEARS PERSPECTIVE)	MINI OUTLET	EXPRESS	FLAGSHIP
Area required	300–500 sq.ft.	700–800 sq.ft.	3000 sq.ft.
Total investment	₹35–40 Lacs	₹65–75 Lacs	₹1–1.5 Cr
Franchise fee	₹2 Lacs	₹4 Lacs	₹6 Lacs
Royalty GAMING & ENTERTAINMENT	7%	7%	7%
Payback period	20–24 months	20–24 months	20–24 months
Agreement period	5 years	5 years	5 years
Time to open	30–45 days	30–45 days	30–45 days

No royalty is charged on food & beverages — F&B margin stays entirely with the franchisee. Royalty is a flat 7% on gaming and entertainment revenue only, with no escalation over the five-year term. All figures are indicative; fit-out and machine specification vary by city and site.

IDEAL PARTNER PROFILE

THE RIGHT FRANCHISE PARTNER IS

01

An entrepreneur with corporate and local market connect.

02

An individual with sufficient financial bandwidth and a real passion for gaming and the multi-experience industry.

03

A real estate group or property owner with strategic locations — malls, airports and commercial spaces.

04

An entrepreneur with experience running entertainment hubs, who knows how footfall behaves.

GOOD TO KNOW

You don't need prior gaming experience. Training is mandatory and happens before your café opens, covering operations, SOPs, staff selection and the central reporting system. What matters more is local market connect and the bandwidth to run a seven-day retail floor.

ROLES & RESPONSIBILITY

YOU RUN THE FLOOR. WE RUN THE SYSTEM.

FRANCHISEE — ON GROUND

- Run operations on a day-to-day basis
- Adhere to SOPs and guidelines
- Hire and keep employees motivated
- Ensure cleanliness & hygiene
- Implement local marketing activities
- Maintain accounts & records on the central server
- Inventory management & maintenance checks
- Complete mandatory training before opening
- Maintain good customer relationships

NEXT LEVEL — BEHIND YOU

- Site selection, licences, permissions & fit-out
- Training before operations begin, plus staff selection
- National-level marketing across platforms
- Supply of machines and complete setup
- Audits and feedback to push performance and efficiency
- R&D on service offerings
- Maintenance support and vendor contacts
- Brand sponsorships sold at network level
- Tournament calendar and community programming

REASONS TO PARTNER

WHY NEXT LEVEL CAFÉ

01 STRATEGICALLY TARGETED MARKETS

02 ALL-INCLUSIVE OFFLINE & ONLINE GAMING

03 ENGAGING ESPORTS COMMUNITY

04 WORLD-CLASS GAMING ARENA

05 MULTIPLE REVENUE MODELS

06 STRONG TECH-ENABLED INFRASTRUCTURE

07 LOCAL & GLOBAL PARTNERSHIPS

08 12 CAFÉS ALREADY TRADING

Q What is the royalty structure?

A flat 7% on gaming and entertainment revenue. There is no royalty on food and beverages — that margin stays entirely with the franchisee.

Q What is the payback period?

20–24 months across all three formats, against a five-year agreement term. The larger the floor, the more revenue streams share the same rent.

Q How long does it take to open?

30–45 days from site handover. Fit-out and machine installation run in parallel with franchisee training, so the café is staffed and ready the day the doors open.

NEXT LEVEL

LET'S OPEN YOUR NEXT LEVEL.

Tell us your city and the space you have in mind. We'll come back with the format that fits, the numbers behind it, and the timeline to opening.

CALL
+91 92659 79339

WHATSAPP
+91 93247 81777

EMAIL
subodh@next-level.gg