DO NOT PROCEED TO SITE DILIGENCE

Do not sign the lease at these terms.

50 ± 9

VRI · MODEL UNCERTAINTY

0 50 70 100

Location Attractiveness	50/100
Micro-location	+0
Financial Viability	MODEL CLEARS — VERIFY
Investment Risk	MEDIUM
Data Confidence	65%

The conservative case (₹10,66,600/month) already clears the ₹8,60,492/month break-even; the investment case improves from there toward the established scenario (₹18,66,600/month).

> **NEXT:**
>
> Verify the ₹4,11,600/month planning rent with three independent broker quotes; Count footfall on-site across a weekday and a weekend, at your own trading hours; Test throughput at the counter — break-even needs 34.9 transactions/day.

VRI — Viability Rating Index. A 0–100 composite score of this location's viability, from competitor density, rent, demand, sentiment, and regulatory signals. Higher is better; a composite indicator, not a guarantee.

Viabe Location Check

Bandra West, Mumbai CAFE

WHAT THIS REPORT IS MEASURED AGAINST

Location	Bandra West, Mumbai, 400050
Business	Cafe
Serving	Coffee & Tea, Bakery & Patisserie
Space	600 sqft

Every figure that follows is conditioned on these. If any is wrong, tell us and we will re-run it.

An AI screening of your location using public signals — it organises your early diligence and shows you exactly what to verify on the ground. It is not a substitute for a broker or consultant feasibility study.

PREPARED FOR	REPORT DATE	ORDER ID
Sample Report	August 25, 2026	VIABE-12B63440

01 Executive Summary & VRI Score

Modelled from stated assumptions and public signals — see the badges on each figure.

50 ± 9 RECONSIDER

DECISION

DO NOT PROCEED TO SITE DILIGENCE

Do not sign the lease at these terms.

Location Attractiveness	**50/100**
Micro-location	**+0**
Financial Viability	**MODEL CLEARS — VERIFY**
Investment Risk	**MEDIUM**
Data Confidence	**65%**

The conservative case (₹10,66,600/month) already clears the ₹8,60,492/month break-even; the investment case improves from there toward the established scenario (₹18,66,600/month).

NEXT:

Verify the ₹4,11,600/month planning rent with three independent broker quotes; Count footfall on-site across a weekday and a weekend, at your own trading hours; Test throughput at the counter — break-even needs 34.9 transactions/day.

Decision: RECONSIDER — rent burden 40% is above the 35% comfort line. Becomes PROCEED WITH CAUTION if rent is negotiated below ₹3,73,310/month.

The 50-point score reflects a difficult cost-structure problem: a planning estimate of ₹4,11,600/month carries a rent burden of 39.6% against conservative monthly revenue of ₹10,66,600, leaving compressed margins before staff, inventory, and utilities. Footfall of 350 modeled daily visits is conservative for Bandra West; with 12 direct competitors and an average competitor rating of 4.37/5, differentiation must be sharp to capture repeat traffic. The site's viability hinges on controlling occupancy costs and execution speed—the first 90 days will determine whether you can reach established-phase turnover rates before burn erodes reserves.

Rent planning assumption: ₹686/sqft × 600 sqft = ₹4,11,600/month. Median of 12 commercial listings, all in Bandra West. Rent burden shown in Section 04.

TOP 3 RISKS

- Regulatory: Bandra West contains multiple listed heritage buildings and precincts, including the Bandra Village precinct, Bandra-Chimbai Road precinct, Pali Mala Road precinct, Hill Road properties, Carter Road properties and Ranwar-related heritage assets.
- Rent burden at 39.6% of conservative revenue leaves minimal room for operational error—food cost overruns, staffing delays, or slower-than-modeled ramp will breach cash-flow safety margins within 4–6 months.
- Direct competitor density (12 active cafes with 4.37/5 average ratings) means traffic is fragmented; winning repeat customers requires a point-of-difference that goes beyond menu overlap. Undifferentiated positioning will trap you in price-based competition and lower margins.

TOP 3 OPPORTUNITIES

- Peak demand windows (weekday mornings 8–11am, evenings 5–9pm) are predictable and can be staffed and prepped with precision; a disciplined product-line focused on breakfast/coffee and evening snacks can dominate those slots before volume rises.
- Desserts and beverages are the highest-volume delivery cuisine categories (8 and 6 outlets respectively in local delivery intel); a strong secondary revenue stream via third-party delivery can offset dine-in seasonality and smooth monthly cash flow.
- Bandra West foot traffic is affluent and habit-driven; a loyalty-first operating model (mobile app, subscription bundles, birthday/seasonal triggers) can lift repeat rate from 20–25% (typical new cafe) to 40%+ within 9 months, protecting against competitive churn.

TOP 3 IMMEDIATE ACTIONS

> **Conditional plan.** The verdict is RECONSIDER — execute the steps below ONLY IF the flagged economic constraint (see the decision line on page 1) is fixed first. This is not a launch plan at the current terms.

01 Secure a site visit and independent rent verification with 2–3 local brokers; flag any lease clauses beyond 3 years or rent escalation triggers above 5% annually.

02 Run a 10-day soft opening (friends, family, Instagram following) to validate the 1.6 turns per seat per day ramp assumption and measure actual ATV against ₹823 planning figure.

03 Build a 90-day cash-reserve model assuming 50% of modeled footfall in Month 1; confirm you can sustain burn until Month 4 without a second capital injection.

BEFORE YOU SIGN — SITE VALIDATION REQUIRED

This report is based on area-level intelligence. The following must be validated in person before committing to a lease:

- [ ] Frontage — is the unit visible from the main road?
- [ ] Entry visibility — can a first-time visitor find it without effort?
- [ ] Pedestrian flow — observe footfall at peak hours (Weekday 08:00-11:00, Weekday 17:00-21:00)
- [ ] Anchor proximity — identify the nearest footfall driver (supermarket, transit stop, office building)
- [ ] Signage rights — confirm external board placement with the landlord

Area intelligence confirms this market can support a cafe. Site intelligence determines whether this unit can win.

Risk Matrix

RISK	LIKELIHOOD	IMPACT	MITIGATION
Cash burn if ramp is slower than 1.6 turns per seat per day in Month 1–3	High	High	Model a 60-day lean cash reserve (₹8–10L) before signing rent. Run a 10-day soft-opening with friends/network to validate ATV of ₹823 and identify service gaps before full launch.
Rent increase clause or deposit clawback after lease renewal pressures margins	Medium	High	Negotiate a 3-year lease with zero mid-term escalation; cap Year 2–3 increases at 5% flat. Verify deposit structure in writing before signing.
Competitor response: a nearby direct competitor launches a similar concept at lower rent or with stronger brand pull	Medium	Medium	Lock in a proprietary supply or cuisine niche (e.g., single-origin espresso, heritage pastry recipe) by Month 3. Build email/SMS list aggressively in first 90 days to own customer data.
Menu execution variance: dishes are inconsistent or perceived as overpriced at ₹823 ATV against competitor offerings at ₹750–850	Medium	Medium	Pre-launch, run 20 blind tastings with target customers and price-test menu items. Document cost-to-plate ratio for every item; flag any dish above 30% COGS.
Staffing cost overrun: dishwashers, baristas, and floor staff in Bandra command ₹18–22k/month; hiring 5–6 people inflates payroll above budget	High	Medium	Pre-hire 2 core baristas at Month 0; cross-train them on floor service to reduce headcount dependency. Use student/gig labor for peak hours only.

Walk-Away Triggers

If ANY of the following becomes true during diligence or lease negotiation, walk away — no amount of execution recovers a broken foundation:

01 Asked rent exceeds ₹2,66,650/month, measured on All In Rent (at this rent, rent burden (25.0% of the conservative plan) already sits in the range this report treats as unaffordable)

02 Frontage is not main-road visible or the unit sits inside a non-arterial lane

03 Signage rights for external board placement are restricted or denied by the landlord

04 A new direct competitor opens within 200m before lease signing (already a direct-heavy market — further density is a clear no)

Threshold note: this trigger sits at the report's own affordability ceiling (₹2,66,650), deliberately stricter than the level at which the verdict itself would downgrade. Walking away before the verdict flips is the point. At the modelled All In Rent of ₹4,22,100/month this trigger is already breached — which is why the financial verdict is conditional rather than clear.

VRI Score Breakdown — 4 of 5 components scored this run

The VRI measures location attractiveness — footfall, competition, demand, regulatory context. It is not financial viability, which is assessed separately in the Financial Viability section and can fail on economics at an attractive location.

COMPONENT	SCORE (0–100)	DATA SOURCE
Regulatory	65	regulatory lookup web research
Rent Burden	20	planning rent burden
Demand Signal	88	Demographic baseline and local area records
Data Confidence	65	Internal data confidence assessment
Competitor Density	37	deterministic: tier-weighted count 16.3 via smooth curve over 12 direct, 5 adjacent and 13 indirect competitors
Sentiment Momentum	not scored	not scored this run — the score reflects the scored components only

VRI is a composite indicator based on available data signals. It is not a prediction of business success or failure. Accuracy improves as more outcome data is collected over time.

Concept-Fit Alerts

Rent burden is 39.6% of conservative revenue (monthly rent ₹4,11,600/mo) — industry guideline is ≤25%. Negotiate a revenue-share clause, longer lock-in for lower rent, or explore adjacent micro-markets.

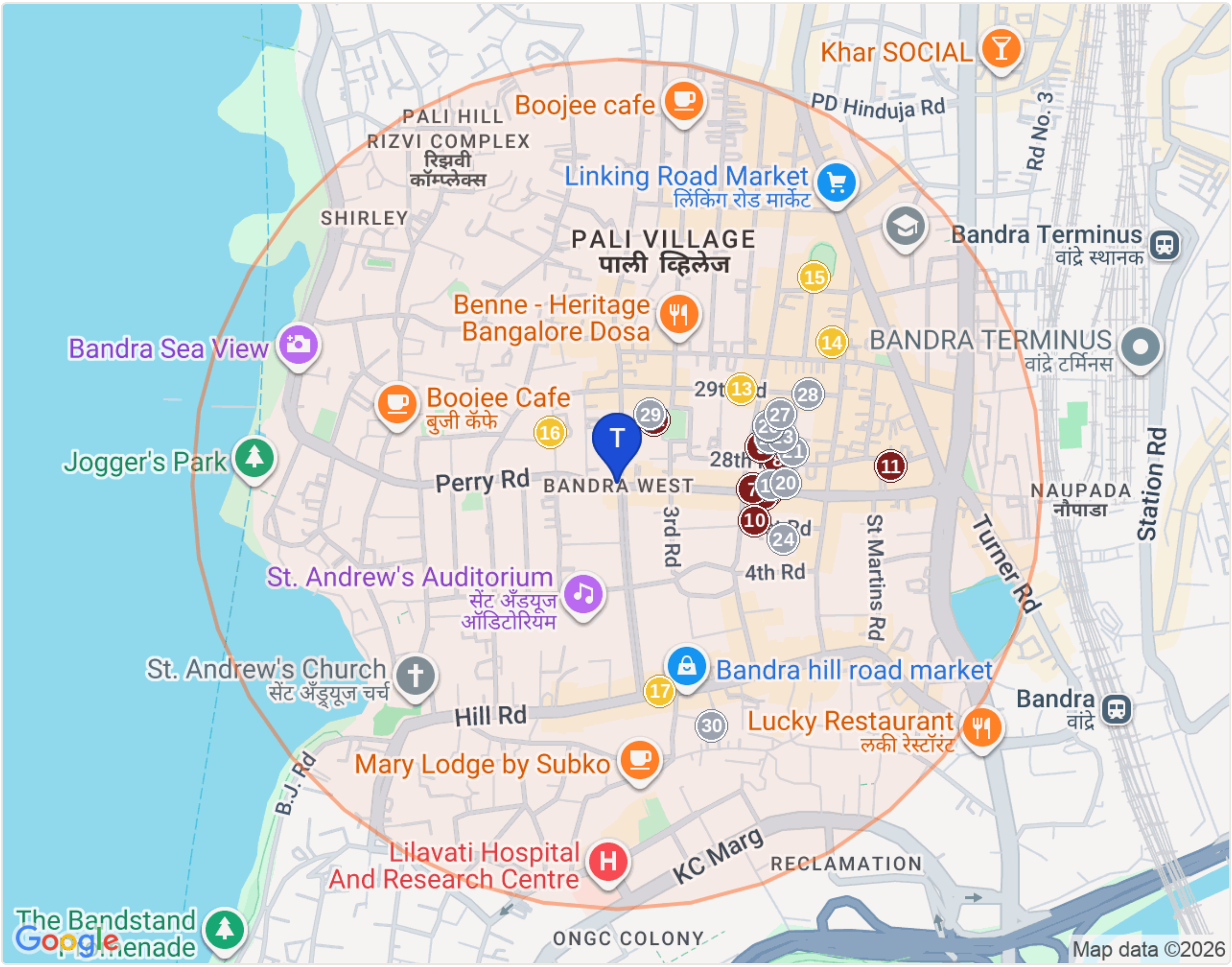
> 12 direct competitors found within the search radius (saturation: high). Differentiation and a strong launch strategy are critical to capture market share.

> Before signing: negotiate lock-in period (3yr+ for F&B fit-out ROI), annual escalation cap (≤5%), 3-6 month rent-free fit-out period, early exit clause, and signage rights in the lease agreement.

02 Competitor Landscape

30	High	4.4 ★
Competitors in search area	Market Saturation	Average Competitor Rating

Location & Competitor Map



● Your Location ● Direct ● Adjacent ● Indirect

Numbered pins match the numbered rows in the competitor table below.

Competitor Segmentation

■ DIRECT 12 ■ ADJACENT 5 ■ INDIRECT 13

Direct = same business category (e.g. another bakery for a bakery). Adjacent = same daypart / occasion. Indirect = different format. These are category counts, not proximity counts; the distance ring breakdown below shows how many of these competitors sit within walking range.

Competitors by Overlap — Search Area

YOUR BUSINESS — PRICE POSITIONING

₹₹ — Mid-range (₹300–₹800 per person)

As you provided on your order.
Every competitor below is grouped against this — same price level, one step away, or further.

#	NAME	BUSINESS TYPE	DISTANCE	PRICE	RATING
DIRECT					
1	**Cafe Taksh** Bandra West, Mumbai, Maharashtra 400050, India	Cafe	<10 m	—	— N/A
2	**Yasmin** Bandra West, Mumbai, Maharashtra 400050, India	Cafe	<10 m	—	— N/A
3	**Chaayos Cafe at Turner Road** Unit 4, GF, Carlton Court, Turner Rd, Bandra West, Mumbai, Maharashtra 400050, India	Cafe Coffee & Tea	20 m	₹*	★★★★☆ **4.0** (588)
4	**Drnk** UNIT 5, GF, CARLTON COURT, Turner Rd, Bandra West, Mumbai, Maharashtra 400050, India	Cafe	30 m	—	★★★★★ **5.0** (1)
5	**Chantilly - The Workshop** Shop no. 7, Carlton Court Building, next to Chantilly - The Cafe, opposite Kotak Mahindra Bank, Bandra West, Mumbai, Maharashtra 400050, India	Bakery Bakery & Patisserie	30 m	₹₹*	★★★★☆ **4.1** (15)
6	**drnk Bandra store** Shop number 6, Shakti Raj premise, Pali Rd, opposite Two Rose, Bandra West, Mumbai, Maharashtra 400050, India	Cafe	30 m	—°	★★★★☆ **4.2** (501)
7	**Chantilly - The Café** Chantilly, Shop no. 2, Darvesh Royale Building, Perry Road, Turner Rd, opposite Kotak Mahindra Bank, Junction, Bandra West, Mumbai, Maharashtra 400050, India	Cafe Bakery & Patisserie	40 m	₹₹*	★★★★☆ **4.3** (2,880)
8	**Indulge Creamery Cafe** Shop No. 02, Hira Villa Apartments CHS Ltd, 03, Dr Ambedkar Rd, opposite HSBC Bank, Pali Hill, Bandra West, Mumbai, Maharashtra 400050, India	Cafe	60 m	—°	★★★★☆ **4.7** (88)
9	**145 Bandra** 1st Floor, HSBC Building, 101, Pali Rd, off Turner Road, near Golds Gym, Bandra West, Mumbai, Maharashtra 400050, India	Cafe Gastropub & Bar Food	90 m	₹₹₹*	★★★★☆ **4.3** (4,948)
10	**Vita Bella** Shop no. 6, Shanti Vanam, Manuel Gonsalves Rd, Bandra West, Mumbai, Maharashtra 400050, India	Cafe	90 m	—°	★★★★☆ **4.8** (16)
11	**Starbucks - Bandra West** and St. Theresa's Road Gym, Mi-Casa, Junction of 28th Road, St Theresa Rd, Talwalkars, Bandra West, Mumbai	Cafe Coffee & Tea	290 m	₹₹*	★★★★☆ **4.5** (1,865)
12	**Candies** 5AA, Pali Hill, Learners Academy School, Bandra (W, Mumbai	Cafe Continental	310 m	₹₹*	★★★★☆ **4.3** (18,137)

— Your business type, within a short walk, at your price level.

#	NAME	BUSINESS TYPE	DISTANCE	PRICE	RATING
ADJACENT					
13	**javaphile pali** Shop No 18, Gasper Enclave, St. John`s Road and, Pali Rd, Bandra West, Mumbai	Cafe Coffee & Tea	230 m	—°	★★★★☆ **4.2** (239)
14	**Benne - Heritage Bangalore Dosa** Shop no. 1, plot 85, TPS 3, louis bell building, 16th Rd, Shree Sagar, Bandra West, Mumbai	Restaurant Coffee & Tea	360 m	—°	★★★★☆ **4.4** (1,831)
15	**Vanilla Miel Café, Pali Village** 18A, 16th Rd, Pali Village, Bandra West, Mumbai	Cafe Coffee & Tea	500 m	—°	★★★★☆ **4.4** (444)
16	**Boojee Cafe** Shop No 6, 29, New Kantwadi Rd, Perry Cross Road, Bandra West, Mumbai	Cafe Coffee & Tea	530 m	—°	★★★★☆ **4.4** (4,660)
17	**J Hearsch & Co** 90 A, Hill Rd, Holy Family Hospital, Bandra West, Mumbai	Bakery Bakery & Patisserie	550 m	₹*	★★★★☆ **4.3** (11,279)

— Your business type a little further out, or a step away in price.

#	NAME	BUSINESS TYPE	DISTANCE	PRICE	RATING
INDIRECT					
18	**Ghost kitchen** Bandra West, Mumbai, Maharashtra 400050, India	Bakery	<10 m	—	— N/A
19	**SUJEET GAUTAM** Bandra West, Mumbai, Maharashtra 400050, India	Bakery	<10 m	—	★★★★★ **5.0** (1)
20	**Ganesh Kulfi** By Axis Bank, Turner Rd, Bandra West, Mumbai, Maharashtra 400050, India	Other	40 m	—	★★★★☆ **4.8** (14)
21	**Birdys Bakery & Patisserie** Hira Villa Apartments, Dr Ambedkar Rd, opposite Kotak Mahindra Bank, beside German Laundry, Bandra West, Mumbai, Maharashtra 400050, India	Bakery	90 m	—	— N/A
22	**Indu Ice cream** Shop No.2, New Silver Sands CHS, Pali Rd, Bandra West, Mumbai, Maharashtra 400050, India	Other	110 m	—	★★★★☆ **4.4** (118)
23	**Sweegan - Custom Home Made Vegan, Refined Sugar...** 202, Kakad apartments, 4, Pali Rd, Bandra West, Mumbai, Maharashtra 400050, India	Bakery	110 m	—°	★★★★☆ **4.9** (303)
24	**AlsTastyCakes** 6 Xavier House, Pali Rd, St. Peter's Colony, Bandra West, Mumbai, Maharashtra 400050, India	Bakery	140 m	—°	★★★★☆ **4.9** (11)
25	**DALE'S EDEN** Shop No.5, Shakti Raj CHS, Next To Gold's Gym, Pali Hill, Pali Mala Rd, Bandra West, Mumbai, Maharashtra 400050, India	Bakery	140 m	—°	★★★☆☆ **3.4** (47)
26	**The Baker's Dozen** 4, Shakti Raj CHS, Next to Gold's Gym, 13/B, Pali Road, Pali Hill, Bandra (W), Bandra West, Mumbai, Maharashtra 400050, India	Bakery	140 m	—°	★★★☆☆ **3.6** (105)

#	NAME	BUSINESS TYPE	DISTANCE	PRICE	RATING
27	**Magnolia Bakery** No.F/862, CTS, Maqba Heights, Pali Rd, Bandra West, Mumbai, Maharashtra 400050, India	Bakery	160 m	—°	★★★★☆ **4.3** (1,276)
28	**The Family Table By Josephs** Epitome, 29th Rd, Bandra West, Mumbai	Qsr Sandwiches & Deli	230 m	—°	★★★★☆ **4.4** (797)
29	**Mac Craig** Mac Ronells Bungalow, 5AA Side of Learners Academy School, Sameer Rd, Bandra West, Mumbai	Bakery Burgers & Fried Chicken	320 m	—	★★★☆☆ **3.8** (42)
30	**McDonald's** 1st Floor, Shop No, 101, Hill Rd, ST. STANISLAUS HIGH SCHOOL, Bandra West, Mumbai	Qsr Burgers & Fried Chicken	590 m	₹*	★★★★☆ **4.3** (7,707)

— Everything else nearby — a different business, or too far, or too far apart on price.

Google Maps Business listings, ratings and locations

87 competitors found, 30 retained after relevance cap. Viabe overlap classification: 12 direct, 5 adjacent, 13 indirect. Review-volume ranking below is within the rendered competitor subset, not the full market. Prices marked * are the venue's typical spend per person, established from review and aggregator sources and placed against the same price bands offered on the order form. Venues marked ° carry a price level on their public listing, but no per-person figure could be established for them. A listing price level is a relative worldwide scale rather than an amount, so it is not comparable with your own price band and was not used to judge how closely those venues compete.

Delivery & Online Competition

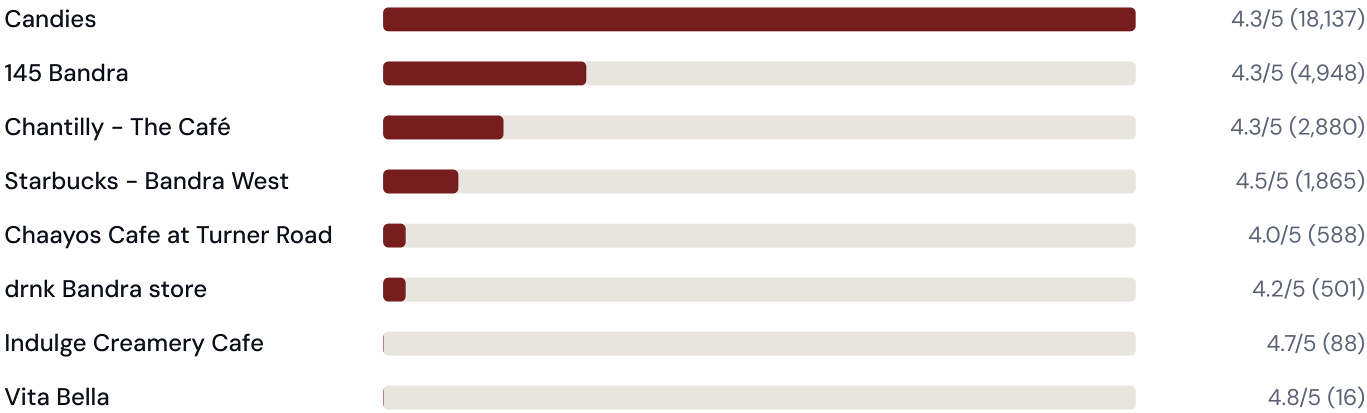
> We could not read the delivery platforms for this catchment on this run, so this section is not a list of who competes with you online — it is a gap. Treat the walk-in groups above as the competitive picture we did establish.

Competition by Distance Ring

20 Within 200m	**7** Walking (200-500m)	**3** Area (500m-1km)

Within-200m competition captures same-street or immediate-neighbour pressure. Walking competition reflects short-walk substitutes. Area competition reflects the broader locality set.

DIRECT COMPETITOR REVIEW VOLUME (TOP 8)



Field mix: 3 budget (₹) · 4 mid-range (₹₹) · 1 premium (₹₹₹+) · 22 unpriced — dominant format: neighbourhood cafe (5)

Top Competitors — Differentiation Analysis

Candies

MODERATE

4.3 rating · 18,137 reviews · Direct · Coffee First

Direct: your business type; 310 m away; the same ₹ price point; same walk-in format; delivers in this catchment.

18,137 reviews mark a high-volume, entrenched operator. Winnable only with a clearly differentiated offer, not a better version of the same thing.

145 Bandra

MODERATE

4.3 rating · 4,948 reviews · Direct · Coffee First

Direct: your business type; 88 m away; one step from your ₹ positioning; same walk-in format; delivers in this catchment.

4,948 reviews mark a high-volume, entrenched operator. Winnable only with a clearly differentiated offer, not a better version of the same thing.

Chantilly - The Café

MODERATE

4.3 rating · 2,880 reviews · Direct · Coffee First

Direct: your business type; 42 m away; the same ₹ price point; same walk-in format; delivers in this catchment.

2,880 reviews mark a high-volume, entrenched operator. Winnable only with a clearly differentiated offer, not a better version of the same thing.

Starbucks - Bandra West

MODERATE

4.5 rating · 1,865 reviews · Direct · General

Direct: your business type; 287 m away; the same ₹ price point; a partly overlapping walk-in occasion; delivers in this catchment.

1,865 reviews mark a high-volume, entrenched operator. Winnable only with a clearly differentiated offer, not a better version of the same thing.

Chaayos Cafe at Turner Road

MODERATE

4.0 rating · 588 reviews · Direct · General

Direct: a different business type; 17 m away; one step from your ₹ positioning; a partly overlapping walk-in occasion; delivers in this catchment.

Rating 4.0 with 588 reviews — an established mid-market incumbent. Winnable with sharp positioning.

Inferred from public rating and review data — not an audit of the named business.

Competitor Positioning

BRAND	PRICE TIER	QUALITY TIER	FORMAT
Candies	Mid	High	Coffee First
J Hearsch & Co	Mid	High	Bakery Cafe
McDonald's	Mid	High	Fast Casual
145 Bandra	Unknown	High	Coffee First
Boojee Cafe	Mid	High	Coffee First
Chantilly - The Café	Unknown	High	Coffee First
Starbucks - Bandra West	Mid	High	General
Benne - Heritage Bangalore Dosa	Mid	High	Dine In
Magnolia Bakery	Mid	High	Bakery Cafe
The Family Table By Josephs	Mid	High	Fast Casual
Chaayos Cafe at Turner Road	Mid	High	General
drnk Bandra store	Mid	High	Coffee First
Vanilla Miel Café, Pali Village	Mid	High	Coffee First
Sweegan - Custom Home Made Vegan, Refined Sugar...	Mid	High	Bakery Cafe

BRAND	PRICE TIER	QUALITY TIER	FORMAT
javaphile pali	Mid	High	Coffee First

Price tier inferred from public listing price levels. Quality tier inferred from public review ratings. Format reflects the broader category cluster used for tier classification. Showing the top 15 of 30 competitors by review volume; the remaining 15 are reflected in the segmentation and distance-ring counts above.

Demand Evidence — Top Threats

Candies — Direct · Neighbourhood Cafe

Threat 98/100

STRENGTHS

4.3 stars across 18,137 reviews

The highest review volume and strongest review-velocity signal in the candidate set

WEAKNESSES

Mid-range positioning may leave room for a sharper value or more focused concept

No clear weakness from available data

Demand evidence: 18,137 reviews at 4.3 stars demonstrate exceptionally strong and sustained demand for the neighbourhood-cafe category.

J Hearsch & Co. — Adjacent · Neighbourhood Bakery

Threat 93/100

STRENGTHS

4.3 stars across 11,279 reviews

The second-highest review volume and review-velocity signal among all candidates

WEAKNESSES

Bakery format may be less suited to customers seeking a full cafe experience

Shares breakfast, coffee and casual-snacking occasions with the subject cafe despite its different format

Demand evidence: 11,279 reviews at 4.3 stars prove substantial, sustained demand for neighbourhood bakery products and overlapping breakfast and snack occasions.

145 Bandra — Direct · Neighbourhood Cafe **Threat 88/100**

STRENGTHS

4.3 stars across 4,948 reviews

The third-highest review volume and review-velocity signal in the candidate set

WEAKNESSES

Price positioning is unknown, making its value proposition harder to assess

It has materially less review traction than Candies and J Hearsch & Co.

Demand evidence: 4,948 reviews at 4.3 stars show established, repeat demand for a neighbourhood cafe in the local market.

Market Gap Opportunities

→ Competitor density is high. The opportunity is not a missing format — it is differentiation within an established category. Build for a reason to return, not just a reason to try.

03 Foot Traffic & Area Intelligence

Modelled from stated assumptions and public signals — see the badges on each figure.

350

Estimated Daily Café-Visit Demand Pool — Catchment Area

directional estimate, not measured footfall

This is a modeled catchment-wide demand pool for this business type — the total daily visits the category draws across the whole area, shared across every existing and future competing outlet. It is not one outlet's forecast; your revenue plan's planned share of this pool is shown below.

Your revenue plan targets 43 daily customers (27 seats × 1.6 turns/day, Month 1-3 stage), derived from seat turnover alone. The 350/day area-activity figure shown above is a directional proxy that could not be reconciled with the observed competitor review volume in this catchment — do not read it as a demand ceiling or a market-share denominator.

How We Estimated Demand

1.	Population density	**42,000 people/sqkm**	Census-tier demographics · confidence 68/100
2.	Catchment population	**131,900 people**	(1km-radius modeled from locality density (KG snapshot) — directional only, validate on-site)
3.	Working-age cohort	**88,400 people**	(~67% of catchment, ages 15–54)
4.	Target customer pool	**8,840 people**	Modeled demand estimate A judged share of the working-age cohort for this business type — an estimate, not a measured count.
5.	Estimated daily footfall	**220–550 visits/day**	(mid 350; Demand-first model) Modeled demand estimate Local market benchmarks

Reconstruction: the 350/day mid pool is roughly 0.4% of the 88,400-person working-age catchment (working-age catchment × category-visit share). The low–high band spans the 25th–75th percentile of the visit-frequency model. Sources behind these numbers: demographics from a 1km-radius modeled from locality density (KG snapshot) — directional only, validate on-site census source, confidence 68/100; a 1 km catchment radius; 5 prior Viabe reports in this locality.

Peak Hours Analysis

Weekday **08:00-11:00**	Weekday **17:00-21:00**
Weekend **09:00-12:00**	Weekend **16:00-21:00**

Based on an area-level demand model using 1km catchment, demographics, income context, and business-type assumptions. Peak windows are inferred from traffic-pattern signals when available.

Area Profile — Saint Cyril Road stretch (street inferred)

83 Micro-Location Score	**0 VRI** Site Modifier	**Saint Cyril Road** Street Context

Nearest Railway	Bandra (16 min walk)
Nearest Metro	Bandra Metro (Line 3 — under construction) (18 min walk)
Nearest Bus Stop	Pali Hill Naka (Guru Nanak Road) (63m away)
Floor Level	Not Provided
Geocode Precision	ROOFTOP

DEMAND GENERATOR	COUNT	EXAMPLES
Schools	14	Sai Swimming Academy, St. John's Learners Academy, FAD International Academy Mumbai
Colleges & Universities	10	St Pauls Institute of Communication Education, St Andrew's College of Arts, Science and Commerce, St. Andrew's College
Coworking Spaces	2	QURACO X DAGAZ Medical Coworking Space, Dagaz Clinic | Co-working space by the doctor for the doctors | New age Polyclinic
Banks & Financial	16	The Greater Bombay Co-operative Bank Limited, Kotak Mahindra Bank, CitizenCredit Co-operative Bank Ltd

No dedicated parking mapped within 200m. Street parking and valet arrangements are common in this area — verify with landlord and nearby businesses.

Site Depth

Site Visibility	High — This stretch (street inferred) is classified as a main-road location, and the street-visibility factor scored 92/100, supporting clear roadside recognition — verify at the exact address.
Footfall Direction	Radial — The Pali Hill Naka bus stop is only 63m away and creates radial pedestrian movement, reinforced by the concentration of 14 schools and 10 colleges within 500m — verify at the exact address.
Entry Friction	Medium — Main-road access reduces approach friction, but floor level is unknown and zero recorded parking within 200m limits convenient vehicle entry — verify at the exact address.
Visibility From Distance	50-100M — The main-road setting and 92/100 street-visibility score suggest the cafe should be identifiable from a moderate approach distance, although no confirmed corner frontage or elevated signage is available — verify at the exact address.
Access Mode	Pedestrian-Heavy — The 63m bus stop and dense school-and-college cluster support pedestrian demand, while no parking sites are recorded within 200m — verify at the exact address.
Day-Part Suitability	**Over-served:** Breakfast, Lunch **Under-served:** Dinner — Schools and colleges within 500m create strongest daytime demand around morning arrival and midday breaks, while the absence of markets and offices weakens dependable dinner-period demand.

Floor level was not provided, so no strong floor advantage was assumed.

Base VRI 50 adjusted by +0 to 50.

Micro-location score 83/100 reflects transit access, visibility, footfall generators, parking access, street context, and shop-size fit for this cafe site.

Infrastructure Quality

Score: 62/100 (Confidence: 84%)

PARAMETER	ASSESSMENT
Power Reliability	High — Adani Electricity reports 99.998% supply availability and fewer than one interruption on average in FY 2025-26, so routine outages should be rare, but a UPS or inverter remains prudent for refrigeration and POS continuity.
Water Supply	Mixed — Bandra West is municipally supplied but faces low-pressure periods, a current citywide 10% cut, tanker dependence for some commercial premises, and occasional pipeline failures, so storage and a backup tanker arrangement are advisable for a food business.
Road Quality	Fair — Bandra West has strong arterial connectivity through SV Road, Linking Road, Hill Road and nearby rail access, but ongoing concreting, repeated drain work, broken footpaths, traffic congestion and temporary flooding can disrupt customer access and deliveries.
Parking	Limited

Issues:

- Low water pressure and the 10% municipal water cut can affect kitchen operations; Times of India and the Brihanmumbai Municipal Corporation reported tanker augmentation for affected areas.
- A 24-inch water pipeline burst at Lucky Hotel Junction on SV Road in April 2026, creating a deep road crater, traffic disruption and temporarily reducing supply to affected areas; Hindustan Times reported the incident.

04 Rent Benchmark

Rent used in this report: ₹686/sqft × 600 sqft = ₹4,11,600/month. 2 independent providers researched this location live and their rent ranges agree. The figure shown is the median of 12 retrieved commercial listings, with the low and high drawn from the same rows. All of them sit in Bandra West. Directional only — verify with 3 local broker quotes.

Listings behind the planning band — 12 listings in the band, 9 shown excluded

LOCATION AS STATED BY THE SOURCE	RATE	SIZE	BAND	SOURCE
Bandra West – Elco Arcade/Ranwar	₹306/sqft	490 sqft	included	Websearch (Real Estate Site)
Bandra West – Ranwar	₹823/sqft	565 sqft	included	Websearch (Real Estate Site)
Turner Road, Bandra West	₹1216/sqft	370 sqft	included	Websearch (Real Estate Site)
Carter Road, Bandra West	₹1000/sqft	400 sqft	included	Websearch (Real Estate Site)
Waterfield Road, Bandra West	₹857/sqft	875 sqft	included	Websearch (Real Estate Site)
Bandra West (near Bandstand)	₹500/sqft	380 sqft	included	Websearch (Real Estate Site)
Carter Road, Bandra West	₹538/sqft	650 sqft	included	Websearch (Real Estate Site)
Linking Road, Bandra West	₹1000/sqft	800 sqft	included	Websearch (Real Estate Site)
Bandra West	₹333/sqft	300 sqft	included	Websearch (Real Estate Site)
Waterfield Road, Bandra West	₹400/sqft	280 sqft	included	Websearch (Real Estate Site)
Bandra West	₹480/sqft	250 sqft	included	Websearch (Real Estate Site)
Linking Road, Bandra West	₹686/sqft	550 sqft	included	Websearch (Real Estate Site)
Bandra West – Hill Road	₹767/sqft	300 sqft	excluded	Websearch (Real Estate Site)
Bandra West	₹200/sqft	750 sqft	excluded	Websearch (Real Estate Site)
Bandra West	₹700/sqft	400 sqft	excluded	Websearch (Real Estate Site)
Bandra West – Ranwar	₹857/sqft	350 sqft	excluded	Websearch (Real Estate Site)
Bandra West – Ranwar	₹375/sqft	400 sqft	excluded	Websearch (Real Estate Site)
Bandra West – Mount Mary	₹300/sqft	300 sqft	excluded	Websearch (Real Estate Site)
Bandra West – Ranwar	₹260/sqft	500 sqft	excluded	Websearch (Real Estate Site)
Linking Road area, Bandra West	₹514/sqft	350 sqft	excluded	Websearch (Real Estate Site)

LOCATION AS STATED BY THE SOURCE	RATE	SIZE	BAND	SOURCE
Bandra West	₹700/sqft	400 sqft	excluded	Websearch (Real Estate Site)

Bandra West — Market Rent Range

HIGH (12 LISTINGS)

Confidence held at 60% — two independent research sources that agreed.

₹400
Low (p25) — sqft/month

₹686
Median — sqft/month

₹857
High (p75) — sqft/month

Market range: ₹400/sqft–₹857/sqft (₹2,40,000–₹5,14,200/month for 600 sqft)
Planning rent: ₹686/sqft × 600 sqft = ₹4,11,600/month (median)

RENT BURDEN ZONE

Healthy (<15%)	Watch (15–25%)	Danger (>25%)

Your rent burden: 39.6% of conservative monthly revenue — Danger (Viabe planning band: >25%)

This gauge is measured on ALL-IN rent — base rent plus a MODELLED 10-25 ₹/sqft/month on top of base rent for common-area maintenance for street retail: shared cleaning, security, waste, minor common repairs where applicable; excludes property tax, the tenant's own internal upkeep (a separate cost-stack line) and any revenue-share or marketing fund (managed formats only). On BASE rent alone it reads 38.6%. The uplift is a market convention, not a quote for this unit, and neither figure includes utilities, turnover rent, fit-out and deposit.

ESTIMATED MONTHLY RENT

₹2,40,000–₹5,14,200/month

RENT BURDEN

39.6% of conservative monthly revenue

Rent Burden Assumption Chain

Median market rent	₹686
Outlet size assumption	600 sqft
Monthly rent used in burden math	₹4,11,600
Conservative planning revenue baseline	₹10,66,600

Evidence scope: subject locality reference row plus broader-city reference rows (selected by rent proximity, not verified geographic adjacency).

Comparable Rents from Nearby Localities

REFERENCE	CONTEXT	RENT SIGNAL	EVIDENCE
Bandra West	Mumbai	₹446–₹828 sqft/month	—
Khar West	Mumbai	₹150–₹290 sqft/month	—
Santacruz West	Mumbai	₹130–₹250 sqft/month	—

Evidence behind this range: 12 references from two independent research sources (agreed).

Cited sources:

Websearch (Real Estate Site)

Peer micro-market comparables for Bandra West were sparse. The table includes the subject locality as a reference row plus the closest broader-area same-city reference rows (not verified for geographic adjacency).

05 Consumer Personas

Modelled from stated assumptions and public signals — see the badges on each figure.

The following personas represent primary customer segments expected to frequent a **Cafe** in **Bandra West**. These composite customer profiles are based on demographic baseline, local income context, and market signals specific to this micro-market.

Who buys here

Weekday hybrid-work regular

28–36

Income band: ₹1,20,000–2,00,000/month household · Visits: 3 times/week · Peak: Weekday morning 8:30–10:30am, Weekday afternoon 2–4pm, Weekday evening 6:30–8:30pm

Uses the cafe for focused laptop work, short meetings, and an evening reset between home and office.

Decision trigger: A well-photographed new menu, credible local recommendation, or visible laptop-friendly seating prompts a first visit.

Weekend family brunch organiser

36–48

Income band: ₹1,50,000–2,50,000/month household · Visits: 1 time/week · Peak: Saturday brunch 10:30am–1pm, Sunday lunch 12:30–3pm, Sunday early evening 5–7pm

Plans relaxed weekend meals that work for adults and children, with preference for easy parking access and shareable food.

Decision trigger: A trusted parent recommendation, clear family seating, and visible vegetarian or Jain-friendly menu choices encourage trial.

Other segments — the two archetypes above are the primary revenue drivers; the rest at a glance:

Aesthetic social-meetup seeker — Visits in pairs or small groups for visually appealing food, conversation, and content creation rather than lengthy meals.

Premium couple occasion diner — Chooses cafes for low-effort date occasions, client conversations, and premium casual dining close to home.

Neighbourhood senior morning regular — Prefers calm daytime visits close to home for conversation, reading, and familiar light meals.

06 Strategic Positioning

MARKET GAP OPPORTUNITIES

Competitor density is high. The opportunity is not a missing format — it is differentiation within an established category. Build for a reason to return, not just a reason to try.

PRIMARY RECOMMENDATION

Conditional plan. The verdict is RECONSIDER — execute the steps below ONLY IF the flagged economic constraint (see the decision line on page 1) is fixed first. This is not a launch plan at the current terms.

Position the cafe as a neighborhood coffee house, not a generalist cafe. Invest in a skilled barista (₹20k/month) and a signature espresso blend sourced from one roaster; emphasize consistency and craft over menu breadth. Launch with a focused menu (8 coffees, 6 teas, 4–5 pastries, 3 light meals) and expand only after footfall stabilizes. Anchor menu pricing to the Winning Playbook ladder (Entry ₹820 / Core ₹1,050 / Premium ₹1,450).Secure loyalty members before opening day—aim for 200 prepaid memberships at ₹2,500 each to generate ₹5L upfront cash and ensure 60+ visits in Month 1.

TIMING INSIGHTS

Timing is conditional: no launch window is meaningful until the flagged economic constraint (see the decision line on page 1) is resolved. Once it is, plan a standard diligence-to-open runway (site verification, lease, fit-out, staffing) and, if practical, time the opening to the region's stronger season.

DIFFERENTIATION STRATEGY

The cafe market in Bandra West is crowded, so survival depends on owning one clear identity. Coffee-first positioning (single-origin espresso, trained baristas, 3–4 brewing methods) creates operational discipline and justifies a ₹120–180 premium ticket for specialty beverages. Layer in one proprietary item—a heritage pastry recipe, locally-roasted coffee, or a signature breakfast dish—that competitors cannot easily replicate. Target the 7–11am and 5–9pm windows first: own the morning commute and evening wind-down before attempting mid-day or weekend traffic. Build a subscription loyalty model from Day 1 to reduce dependence on walk-in traffic and protect against competitor price cuts.

REVENUE SCENARIO COMPARISON

CONSERVATIVE
₹10,66,600/month
₹1,27,99,200/year

MODERATE
₹18,66,600/month
₹2,23,99,200/year

OPTIMISTIC
₹23,99,900/month
₹2,87,98,800/year

Revenue Methodology (Conservative)

```
27 seats × 1.0 persons/seat × 1.6 turns/day × ₹823 ATV × 30 days ≈ ₹10,66,600/month
```

Modelled from stated assumptions and public signals — see the badges on each figure.

Revenue Potential Estimates

SCENARIO	MONTHLY REVENUE	ANNUAL REVENUE
Conservative	**₹10,66,600**	**₹1,27,99,200**
Moderate	**₹18,66,600**	**₹2,23,99,200**
Optimistic	**₹23,99,900**	**₹2,87,98,800**

About these projections. These revenue figures are modeled projections built on assumptions — estimated catchment demand, an assumed competitive share, and a modeled average ticket value — not forecasts of what this outlet will earn. Actual results depend on execution, pricing, seasonality, and conditions outside this analysis, and will differ, potentially materially. Use these scenarios to stress-test your own plan, and validate them against your own data and a local accountant before making financial commitments.

Revenue Scenario Logic

SCENARIO	METHOD	LOGIC	MONTHLY REVENUE
Early-Stage (Month 1-3)	Seat Turnover	27 seats × 1.6 turns = 43 visits/day × ₹823 ATV × 30 days (32% of 5.0 max turns/day)	**≈ ₹10,66,600**
Established (Month 4-8)	Seat Turnover	27 seats × 2.8 turns = 76 visits/day × ₹823 ATV × 30 days (56% of 5.0 max turns/day)	**≈ ₹18,66,600**
Mature (Month 9+)	Seat Turnover	27 seats × 3.6 turns = 97 visits/day × ₹823 ATV × 30 days (72% of 5.0 max turns/day)	**≈ ₹23,99,900**

Downside Stress Test

If demand drops to 50% of conservative — **22 daily customers** instead of 43 — monthly revenue becomes **₹5,43,180**: **₹3,17,312 BELOW break-even — cash burn**.

Break-even sits at **34.9 daily customers** (₹8,60,492/month at ₹823 ATV). Below that line, you are losing money on rent and staff before variable costs.

Seat-Turnover Cross-Check

Method	**Seat Turnover**
Seat count	**27**
Persons per seat	**1.0**
Turns per day	**1.6**
Average ticket size	**₹823**
Operating days per month	**30**
Monthly revenue	**₹10,66,600**

Revenue Assumptions

Average ticket size	**₹823**
Operating days per month	**30**
Customers/day — Conservative	**43**
Customers/day — Moderate	**76**
Customers/day — Optimistic	**97**
Planning scenario	**Conservative planning scenario**
Planning-scenario rent burden	**See Section 04 (Rent Benchmark)**

Format Feasibility Check

CHECK	ASSESSMENT	BASIS
Layout / area	Comfortable	Required ~405 sqft vs 600 sqft modeled
Staff density	Comfortable	4 staff modelled for 600 sqft

The modeled outlet size, counter/seating, and staffing are physically consistent — the format fits the space and can serve the projected demand.

Planning anchor — modeled (seat turnover): 27 seats × 1.6 turns/day × ₹823 × 30 days = ₹10,66,600/month for the early-stage planning scenario.

Using 10% of the retrieved working-age population as the cafe-addressable customer fraction, within the typical 8–12% cafe range, produces an estimated target customer pool of 8,840 people....

WARNING: The planning scenario does not leave enough room for fixed costs. You need to reach the moderate scenario quickly to sustain operations.

Break-Even Analysis (Conservative)

COMPONENT	AMOUNT
Rent (planning estimate)	₹4,22,100
Barista / head of counter (modeled assumption — replace with your quote)	₹22,000
Service staff x2	₹30,000
Part-time helper	₹8,000
Electricity	₹18,000
Gas / fuel	₹4,000
Water	₹2,000
POS / software / internet	₹3,000
Marketing	₹10,000
Maintenance (internal upkeep)	₹6,000
Packaging / consumables	₹4,000
Total Fixed Costs	**₹5,29,100**

Variable costs: 33.8% of revenue (blended, channel-weighted) (modeled assumption — replace with your quote) | Contribution margin: 66.2% (this ratio sizes break-even revenue and the cash-runway test below; the Working Capital reserve elsewhere in this report uses a separate cost-plus-labor estimate — see its own derivation next to that figure)

Channel mix (planning assumption)

CHANNEL	SHARE	VARIABLE COST	CONTRIBUTION
Direct (dine-in / takeaway)	85%	30% raw materials	70%
Delivery (aggregator)	15%	55% (30% raw + 20% commission + 3% packaging + 2% payment)	45%

Blended variable cost 33.8% → contribution margin 66.2%. Aggregator commission is charged only on the delivery share, not on all revenue. Delivery share is a planning assumption — adjust to your channel plan.

Tax: modeled menu prices / revenue are quoted GST-inclusive (5%); the figures above are gross (tax-inclusive). Net of GST at the conservative scenario ≈ ₹10,15,810/month. The GST outflow the business remits is ≈ ₹50,790/month at the conservative scenario; break-even and setup payback are computed net of this tax (the tax is not the founder's to keep). Verify the applicable rate with a local accountant.

BREAK-EVEN REVENUE

₹8,60,492/month

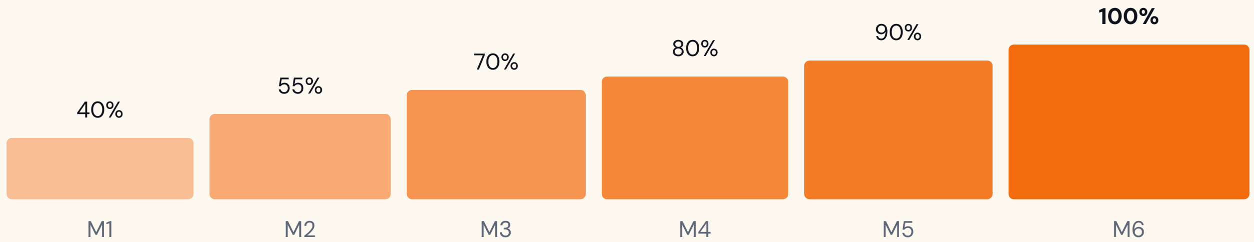
34.9 orders/day at ₹823 ATV

12-Month Cash Runway Test (conservative ramp)

Peak operating cash shortfall (excludes setup cost): about ₹5,10,000 — the deepest the cumulative operating cash hole gets during the modeled ramp, rounded to the nearest 1,000. Cumulative operating break-even is reached around month 9 of the modeled ramp.

At conservative assumptions, this location covers its operating costs from month 9 and returns your setup capital in roughly 45.8–63.7 months, before any founder salary. Following the report's full revenue ramp (established Month 4-8, mature Month 9+), setup capital is recovered in roughly 10.5–12.9 months.

OPENING RAMP, MONTH BY MONTH



This test phases the conservative revenue in over the opening ramp — about 40% of the conservative scenario in month 1, building to the full conservative revenue the revenue projection publishes (Section 06) by month 6. The revenue projection shows that conservative figure as a steady monthly level, not a month-by-month opening ramp; this runway is where the opening phase-in is modeled. Opening ramp, month by month: 40% → 55% → 70% → 80% → 90% → 100% of the conservative scenario. The peak shortfall and the cumulative-break-even month above both reflect that ramp, not steady-state conservative revenue. At full conservative revenue the modeled outlet is cash-positive; the shortfall is an opening-ramp effect, not a steady-state loss.

Variable costs are modelled at 33.75% of revenue (raw materials + channel-weighted delivery costs) — the same ratio the Break-Even Analysis box AND the Working Capital reserve use, so every cost figure in this report rests on one basis.

These are modeled planning figures — build your own month-by-month plan from the fill-in template below.

Run it with YOUR numbers

INPUT	YOUR FIGURE
Your negotiated rent	____
Your fit-out quote	____
Your staffing plan (count × salary)	____
Your working capital available	____
Your target ATV	____

Replace the modeled assumptions above with your real quotes; the break-even test (Section 05) is the formula to re-run: Total Fixed Costs (rent is already included) ÷ contribution margin.

Estimated Setup Cost

Metro city • 600 sqft outlet • ₹2,500–₹5,000/sqft fit-out rate

COMPONENT	ESTIMATED RANGE
Interior Fit-Out (modeled assumption — replace with your quote)	₹15L–₹30L
Kitchen Equipment	₹7L–₹14L
Licensing & Permits	₹50K–₹1.2L
Working Capital (4 months operating cost)	₹35,56,308
4 months × (fixed ₹5,29,100 + variable ₹3,59,977, 33.8% of conservative revenue — raw materials + channel-weighted delivery costs) = ₹35,56,308	
Total Estimated Investment	**₹58.1L–₹80.8L**

Based on industry benchmarks for Indian F&B outlets (2025–26).

Affordability Index

METRIC	VALUE	STATUS	THRESHOLD
Rent-to-Revenue Ratio (of conservative monthly revenue)	**39.6%**	At Risk	Green <15% • Yellow 15–25% • Red >25%
Setup Payback	**~10–13 months (following the report's revenue ramp); ~45–64 months if revenue never grows past conservative levels**	Healthy	Green <18mo • Yellow 18–36mo • Red >36mo
Working Capital Needed (4 months operating cost)	**₹35,56,308**	Info	Reserve before launch

4 months × (fixed ₹5,29,100 + variable ₹3,59,977, 33.8% of conservative revenue — raw materials + channel-weighted delivery costs) = ₹35,56,308

Setup payback = total setup investment (fit-out + equipment + licensing + working-capital reserve) recovered against cumulative monthly net cash flow (revenue minus full operating costs, before any founder salary) following this report's own revenue ramp (conservative Month 1–3, established Month 4–8, mature Month 9+). The second figure is the conservative floor — payback if revenue never grows past the early-stage conservative level. Working capital is a launch reserve, not a sunk cost.

Projection caveat. The break-even, working-capital and cash-runway figures above are built on these same modeled revenue projections — the same projection caveat applies. Treat them as planning scenarios to pressure-test with your own numbers, not as guaranteed outcomes.

Revenue plan is based on seat turnover, not on capturing a share of the area footfall proxy. The area proxy confirms this is an active market.

Revenue estimates are based on catchment demographics, footfall proxies, and industry benchmarks. Rent used: ₹686/sqft × 600 sqft = ₹4,11,600/month.

Conditional plan. The verdict is RECONSIDER — execute the steps below ONLY IF the flagged economic constraint (see the decision line on page 1) is fixed first. This is not a launch plan at the current terms.

06.5 Winning Playbook

A concrete execution layer: how to price, and the tripwires that should make you walk away after launch.

Pricing Ladder

ENTRY	CORE	PREMIUM
₹820	₹1,050	₹1,450
Vegetarian or Jain-friendly breakfast set with coffee or tea	Weekday workday bowl or brunch plate with beverage and small dessert	Seafood-led evening special or premium couple sharing set with two beverages

Walk-away floor: ₹820 per transaction (hold this line when discounting to win volume — price sensitivity below reads as contribution × required volume, not a single-ticket floor)

Your declared positioning is ₹300–₹800 per person (as provided on your order). This model prices above that band (entry ₹820, core ₹1,050, walk-away floor ₹820) because the modelled ticket value and contribution require it at the modelled volumes. Holding your declared band instead implies the volumes shown in the price sensitivity below — decide the positioning deliberately; this report does not decide it for you.

Price Sensitivity — Break-Even Is Volume-Based

TICKET VALUE	CONTRIBUTION / ORDER	ORDERS NEEDED TO COVER THE FIXED STACK
₹300	₹183	96/day
₹800	₹488	36/day
₹823 (modelled average ticket — matches the break-even figure)	₹502	35/day
₹1,050 (modelled core-tier price)	₹640	28/day

Orders/day to cover the monthly fixed stack of ₹5,29,100 at the modelled contribution of 61% per order — the same stack and margin the break-even figure uses. Viability moves with volume at a given price — no single ticket price is a floor by itself.

Kill Criteria — When to Walk Away Post-Launch

01 Net realised revenue below ₹8,60,492 per month; threshold persists for 2 consecutive months after month 3.

02 Average daily transactions below approximately 35; threshold persists for 6 consecutive weeks after month 3.

03 Realised average transaction below ₹820 after discounts; threshold persists for 8 consecutive weeks after the pricing ladder and service model are fully launched.

04 Aggregator commission, discounts, and fulfilment leakage exceed 28% of aggregator GMV; threshold persists for 2 consecutive months after month 3.

05 Repeat-visit rate among weekday hybrid-work regulars and neighbourhood senior morning regulars remains below 25% by month 5 despite two tested retention campaigns.

07 Regulatory Readiness

Locality-Specific Regulatory Intelligence

Brihanmumbai Municipal Corporation (BMC/MCGM) — H/West Ward · H/West Ward Office Building, St. Martin's Road, behind Bandra Police Station, Bandra West, Mumbai 400050 · Official source

ACTIVE RESTRICTIONS

Bandra West contains multiple listed heritage buildings and precincts, including the Bandra Village precinct, Bandra-Chimbai Road precinct, Pali Mala Road precinct, Hill Road properties, Carter Road properties and Ranwar-related heritage assets. If the proposed cafe premises or its frontage falls within a listed building or heritage precinct, alterations, façade work and signage can require Heritage Conservation Committee approval in addition to ordinary BMC advertising permission. (BMC Heritage Conservation Committee / BMC Development Plan Department)

BMC's current outdoor-advertisement policy applies across Mumbai and requires permits for business-premises advertising under Sections 328 and 328A of the Mumbai Municipal Corporation Act. The permit does not legalise an unauthorised structure, projection or building alteration carrying the sign; heritage-premises signage is subject to stricter controls. (Brihanmumbai Municipal Corporation — Licence Department)

BMC has specifically demolished unauthorised extensions and dining/open-space encroachments at eateries in Bandra West, including Cafe Bandra at Pali Hill and Lacuna Bar. A cafe should verify that any existing mezzanine, enclosed outdoor seating, smoking area, frontage enclosure or open-space use is sanctioned rather than relying on the landlord's existing layout. (Brihanmumbai Municipal Corporation — H/West Ward and Building/Enforcement departments)

Standard National Compliance

LICENSE	AUTHORITY	TIMELINE	PRIORITY	NOTES / COST
Bandra West contains multiple listed heritage buildings and precincts, including the…	BMC Heritage Conservation Committee / BMC Development Plan Department	Not stated — confirm with authority	**High**	Bandra West contains multiple listed heritage buildings and precincts, including the Bandra Village precinct, Bandra-Chimbai Road precinct, Pali Mala Road precinct, Hill Road properties, Carter Road properties and Ranwar-related heritage assets. If the proposed cafe premises or its frontage falls within a listed building or heritage precinct, alterations, façade work and signage can require…

LICENSE	AUTHORITY	TIMELINE	PRIORITY	NOTES / COST
BMC's current outdoor-advertisement policy applies across Mumbai and requires permits for...	Brihanmumbai Municipal Corporation — Licence Department	Not stated — confirm with authority	**High**	BMC's current outdoor-advertisement policy applies across Mumbai and requires permits for business-premises advertising under Sections 328 and 328A of the Mumbai Municipal Corporation Act. The permit does not legalise an unauthorised structure, projection or building alteration carrying the sign; heritage-premises signage is subject to stricter controls.
BMC has specifically demolished unauthorised extensions and dining/open-space...	Brihanmumbai Municipal Corporation — H/West Ward and Building/Enforcement departments	Not stated — confirm with authority	**High**	BMC has specifically demolished unauthorised extensions and dining/open-space encroachments at eateries in Bandra West, including Cafe Bandra at Pali Hill and Lacuna Bar. A cafe should verify that any existing mezzanine, enclosed outdoor seating, smoking area, frontage enclosure or open-space use is sanctioned rather than relying on the landlord's existing layout.
FSSAI Registration / Licence	FSSAI / FoSCoS	2-6 weeks	**High**	Mandatory for any food service. At the projected ~₹1.3Cr annual turnover this falls in the FSSAI Basic Registration (turnover up to ₹1.5 Cr). Apply via the FoSCoS portal.
Health Trade Licence	Municipal health department	2-6 weeks	**High**	Required for premises serving food. Apply to local municipal health department.
GST Registration	GSTN	1-2 weeks	**Medium**	Mandatory — the projected ~₹1.3Cr annual turnover is above the ₹20 L services threshold, so GST registration is required before opening. Register on the GSTN portal (no fee).
Fire-Safety Compliance	Local fire department (verify with ward office)	Before opening	**High**	Fire-safety compliance applies to every food premises — fire extinguishers, a clearly-marked second exit for a gas-fired kitchen or a unit over ~350 sqft, and safe LPG storage. Whether a formal Chief Fire Officer (CFO) Fire NOC is additionally required depends on the building, its use, height and layout. On the premises this report describes (600 sqft, floor level not stated), the size and seating triggers this report checks do not fire — but the FLOOR LEVEL was not stated, and occupancy on an upper floor or in a basement is itself a trigger, so the question cannot be concluded here. Verify against the fire office's own checklist before signing: assembly seating (≥50 persons), floor area (≥2,000 sqft), and upper-floor or basement occupancy.
Commercial LPG Connection & Gas Safety	Oil marketing company (IOCL / BPCL / HPCL) + local fire department	2-4 weeks	**High**	A commercial (non-domestic) LPG connection is required for gas-fired cooking — a domestic cylinder cannot be used commercially. Keep the connection paperwork and the gas-bank fire-safety clearance on file.

LICENSE	AUTHORITY	TIMELINE	PRIORITY	NOTES / COST
Signage / Outdoor Display Approval	Municipal ward office	1-3 weeks	**Medium**	Required for external boards, banners, neon signs. Apply to ward office.

Verify current FSSAI registration requirements and municipal health inspection protocols with your city's municipal corporation office (Bandra is in G-North Ward, but confirm jurisdiction before filing). Trade license, food safety certification, and fire safety clearance are mandatory before opening; allow 60–90 days for approvals. Confirm parking and loading-dock rules with the municipal corporation—Bandra West has parking constraints that may affect delivery operations. Consult a local CA on GST registration and labor compliance (staff of 5+ may trigger ESIC and provident-fund mandates). Do not commit to opening until all three licenses are in-hand or filed with a confirmed approval date.

08 Data Sources & Methodology

VRI Components

Component scores and their data sources are shown once in the VRI Score Breakdown in Section 01. Data confidence does not score the location — it drives the ± model-uncertainty band shown beside the VRI.

Data Sources Used in This Report

All data is retrieved from public sources, web searches, and partnering APIs.

- Public data sources and official records
- Current market listings and commercial benchmarks
- Partnering data services

This report is generated by AI using publicly available data and web research. AI can make mistakes, so some figures or details may be inaccurate — please verify anything important before you rely on it.

What This Report Covers — and What It Doesn’t

Each line below is a specific finding from this run — treat it as your pre-signing validation checklist, not boilerplate. Anything not listed here carried enough evidence to state without a caveat.

> Revenue scenarios (conservative ₹10,66,600, moderate ₹18,66,600, optimistic ₹23,99,900 per month) assume seat turnover at 1.6, 2.8, and 3.6 turns per seat per day respectively. These rely on achieving the planning ATV of ₹823 and full occupancy of 27 seats. In reality, ramp will be gradual: Month 1–3 will likely yield 50–60% of conservative; Month 4–8 will approach 80–90% of conservative before crossing into established phase by Month 9. Do not plan cash flow as if Month 1 delivers full..

> Planning monthly rent of ₹4,11,600 (mid-band) is indicative and sourced from two independent research tiers, but commercial real-estate pricing in Bandra West changes monthly. Confirm this figure with 2–3 local brokers within 30 days of viewing the actual property. Low and high bands (₹2,40,000–₹5,14,200) represent a ±30% variance; broker quotes may fall outside this range.

> Daily footfall of 350 is a modeled estimate (confidence 74%) based on area density, transit access, and competitive saturation—not direct foot-count observation. Actual day-1 traffic may vary ±40% depending on weather, local events, and awareness. Verify with 3 days of on-ground counting (Tuesday–Thursday, 8am–9pm) before committing to the ₹4,11,600 rent.

Evidence base: public business listing data, nearby-locality commercial benchmarks (3 references), and demographic baseline and local area records. Revenue estimates use a seat-turnover model with stated assumptions — not demand-pool projections.

Daily customer estimate methodology: The estimate is modeled from a 1-km catchment (population 131,900, working-age 88,400), benchmarked against 12 direct and 30 total F&B competitors in the trade area. Category demand assumptions at an average ticket of

₹823 produce a planning range of 220–550 daily visits (midpoint 350) shared catchment-wide across all outlets in the trade area — a directional pool, not an outlet-level guarantee. 1km-radius modeled from locality density (KG snapshot) — directional only, validate on-site. The demand pool is a modeled estimate — not a measured pedestrian count — modeled from category demand assumptions (modeled-demand confidence 74/100). Validate with a one-day on-site count before committing.

The ±9 range shown next to the VRI score is MODEL UNCERTAINTY, not a statistical confidence interval: it is derived from the data confidence behind this run — lower data confidence widens the range; higher confidence narrows it. Note that this range spans a verdict boundary — scores at the low and high ends would map to different verdict bands, so treat the verdict as borderline rather than settled.

08.5 Delivery Market Intelligence

A read of the delivery-food market in this locality, sourced from live listings on a major online delivery platform within the immediate catchment. This reflects that one platform — other delivery platforms also operate in most Indian markets, but reliable outlet-level data was not available for them, so treat these counts as a floor on delivery activity rather than the whole market.

20 Delivery outlets within ~2.4 km	**4.4 ★** Average Rating	**₹810** Average Cost for Two

Cuisine Mix

Cafe **(4)** · Pizzas **(3)** · Salads **(5)** · Burgers **(3)** · American **(4)** · Desserts **(8)** · Beverages **(6)** · Healthy Food **(4)**

Price Distribution

BAND	OUTLETS
Mid (₹300-600)	7
Premium (>₹600)	13

Note: Demand is inferred from outlet density, ratings, and pricing — not precise order volumes, which delivery platforms do not publish. Treat this as a directional read of the competitive delivery landscape, not a predictive demand forecast.

09 Final Risk Scorecard

FACTOR	SCORE & STATUS
VRI component scores (location demand, competition intensity, rent affordability, data confidence, regulatory compliance) are shown once in the VRI Score Breakdown in Section 01.	
Site quality (micro-location) Micro-location scorer	83/100 Pass
Setup Payback Setup cost ÷ steady-state monthly net · 46–64 mo if revenue stays at the conservative case	~10–13 months (following the report's revenue ramp); ~45–64 months if revenue never grows past conservative levels CLEARS — VERIFY

RECONSIDER — Economics don't clear at current terms; fix the flagged constraint before committing

Based on the VRI composite score and micro-location analysis. Green ≥ 70 • Yellow 50–69 • Red < 50

Sources and methods

Every figure in this report is one of three kinds. Retrieved figures name where they came from. Derived figures name their inputs. Modelled figures name their method.

RETRIEVED
researched for this address on August 25, 2026

- Nearby businesses, ratings, review counts, locations — **Google Places**
- Competitor price bands and cuisines — public listing and review sites, via grounded web research · 14 venues
- Rent range ₹400.0–₹857.0/sqft — 12 comparable listings across major Indian property portals, August 25, 2026 — researched independently by two providers, ranges overlapped
- Population, income, household size — **Census of India 2011, ward level**
- Licences and civic requirements — **FSSAI, the municipal corporation, state excise**

DERIVED
calculated from the figures above

- Competitor tiers — your business type, distance, price band and cuisine, per the rules shown with the competitor groups
- Revenue scenarios — seats × turnover × average ticket, at the price band shown

MODELLED
our framework, not an outside measurement

VRI 50 ± 9 — 4 of 5 components scored this run. **A composite indicator, not a prediction**.

Customer personas — built from the census and catchment profile above

Your price positioning ₹₹ — Mid-range (₹300–₹800 per person) — as you provided

10 What to Verify Next

This screen organises your early diligence. Before signing anything, verify these on the ground — each item cross-references the section it tests.

- ☐ **Count the footfall yourself.** Stand at the site at your format's peak hours on a weekday and a weekend; count walk-ins per 15 minutes. Compare against Section 03's modelled footfall.
- ☐ **Price the competitors' menus.** Visit the top competitors in Section 02 and record their actual menu prices against the price bands shown.
- ☐ **Watch competitor queues at peak.** Queue length and table turnover at peak hours are the observable proxy for the demand Section 03 models.
- ☐ **Pull broker comps for the corridor.** Ask two or three local brokers for recent lease comps and compare against Section 04's rent band and its listed sources.
- ☐ **Audit delivery platforms.** Check the competitors' ratings, delivery fees and estimated times on the platforms named in Section 02 — ratings velocity signals real volume.
- ☐ **Interview operators nearby.** Two conversations with non-competing operators on the same stretch (or a departing tenant) will test Section 07's regulatory notes and the rent reality at once.

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