

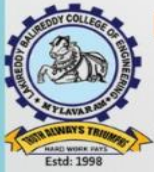


MASTER OF BUSINESS ADMINISTRATION

Report on Industry expert talk- Startup Success and Business Expansion Strategies: The Case of Chennapatnam Filter Coffee

Event Name	Startup Success and Business Expansion Strategies: The Case of Chennapatnam Filter Coffee
Event type	Industry expert talk
Date /duration	1 day (18-11-2025)
Resources Person	Mr. Karthik Chidipothu Founder of CFC
Name of the co-ordinators	Dr. K. Deepika, Associate Professor & HoD
Target Audience	MBA I & II Year students
Total no of students	210
About the event	The session by Mr. Karthik Chidipothu focused on his entrepreneurial journey in establishing Chennapatnam Filter Coffee (CFC). He explained how he transformed a traditional South Indian coffee concept into a scalable business model through innovation, branding, and customer-centric strategies. The session highlighted key aspects such as franchise development, market expansion, and maintaining product quality while scaling operations. Real-time business insights and practical examples helped students understand the dynamics of the food and beverage industry.
Objective of the event	The objective of the session was to provide students with exposure to startup development and business expansion strategies, enhance their understanding of franchise models, and encourage entrepreneurial thinking through real-world business experiences.
Outcome of the Event	Students gained insights into building and scaling a startup, particularly in the food and beverage sector. They understood the importance of branding, customer experience, and operational efficiency in business growth. The session also motivated students to explore entrepreneurship and apply innovative ideas in developing business ventures.
Feed back	Students responded positively to the session and found it inspiring and relatable. The simple yet powerful message about hard work and passion was well appreciated, and students expressed that it motivated them to think seriously about entrepreneurship and career development.

Photographs



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L.B. Reddy Nagar, Mylavaram, N.T.R. District, Andhra Pradesh 521230



ASE, CE, CSE, ECE,
EEE, IT & ME
Under Tier-1



CGPA: 3.20/4

Empowering Tomorrow's Visionaries

Presenting

UDYAM 2K25

RISE OF THE YOUNG ENTREPRENEURS

Vanguards



Mrs. Vijayalakshmi Prabhu
Founder of Chill Healthy
Director of Think Scholars



Mrs. Hymavathi Karepu
Founder of Lalith Prints



Mr. Karthik Chidipothu
Founder of CFC

The Entrepreneurial Odyssey
A Week of Inspiration



Entrepreneurial
Talk Series



Market Minds
Expo



Entrepreneur's
Case Challenge



BizQuest



InnovateX
Ideas to Impact



The Campus
CEO Challenge



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Empowering Tomorrow's Visionaries

Presenting

UDYAM 2K25 RISE OF THE YOUNG ENTREPRENEURS

Entrepreneurial session

on

Startup Success and Business

Expansion Strategies:

The Case of Chennapatnam Filter Coffee

on

18-11-2025



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Vanguards



Mr. Karthik Chidipothu
Founder of CFC



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Industry expert talk – Event Photographs

Head of the department

K. Deepika

Dr.K.Deepika