

Ek Baar Piyo,
Aadat Ho Jaayegi!



चटका चाय

KULHAD
CHAI
₹25

CHATKA
CHAI
₹15

FILTER COFFEE
₹40

CHAI HO TOH CHATKA HO!

SABSE KAM DAAM!

CHAI



★ Chatka Chai ₹15

Kulhad Chai ₹25

COFFEE



Filter Coffee ₹40

Cold Coffee ₹60



COLD SPECIALS



Chatka
Rose Milk ₹40



Garama
Garam

MAZA
HAR GHONT MEIN!

SNACKS



Patties
₹25



Bread Pakoda
₹20



Bun Maska
₹40



Vada Pav
₹40



Dabeli
₹50



Paneer Toast
₹60



Masala Maggie
₹60



FRESHLY MADE



TEZ SERVICE



PURE INGREDIENTS

THANK YOU!

— VISIT AGAIN —



Now Open
Tea • Snacks • Fast Delivery

A CHAI IDEA BORN IN THE HEART OF INDIA'S BAZAARS

Chatka Chai was started by observing that in India's busy markets every shopkeeper, worker, customer, and traveler needs a quick, satisfying cup of chai, but they don't have the time to leave their shops or workplaces during the day.



THE PROBLEM

In Crowded Bazaars Chai service remained unorganized, slow, and inconsistent.



Long Wait Times



Inconsistent Quality



Unhygienic Practices



HOT CHAI, DELIVERED ANYWHERE.



THE SOLUTION

That's where the idea of Chatka Chai began - to create a fast, affordable, hygienic, and good taste chai specially designed for Indian markets.



STARTING SIMPLE, FOCUSING CLEAR

Starting with a simple outlet in a high-footfall market, Chatka Chai focused on two things:

- ✓ Serving great chai and snacks at honest prices
- ✓ Delivering hot tea quickly to nearby shops in spill-proof spout packs.

- FAST SERVICE
- HYGIENIC PREPARATION
- GREAT TASTE
- AFFORDABLE PRICING



MORE THAN JUST A TEA POINT

Very quickly, Chatka Chai became more than just a tea point. It became a daily habit for shopkeepers, staff, students, workers, and families looking for quick refreshment and comfort during busy days.



BUILDING THE FUTURE

Today, Chatka Chai is building a scalable "Bazaar Chai Network" across India - bringing organized chai delivery and quick-service snacks to the country's commercial markets.



OUR BELIEF

At Chatka Chai, we believe chai is a daily ritual, a work break, a conversation starter.

Chai Ho Toh Chatka Ho!

CHATKA CHAI

Har Sip Mein Chatka



THE SOLUTION

Chatka Chai solves this by creating a fast chai and snacks delivery system specially designed for busy markets.



HOT CHAI IN SPILL-PROOF SPOUT PACKS

Easy to pour, safe to carry, no spills.



FAST DELIVERY TO NEARBY SHOPS

Delivered hot and fresh within minutes.



AFFORDABLE SNACKS

Tasty snacks at pocket-friendly prices.



CONSISTENT TASTE AND HYGIENE

Made with quality ingredients with high hygiene standards.



QUICK SERVICE FOR WALK-IN CUSTOMERS

Get your chai and snacks instantly at our outlet.

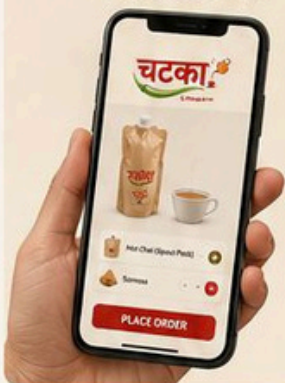


A SHOPKEEPER NOW SIMPLY PLACES ORDER ON **APP CHATKA CHAI**

WITHOUT CALLING AND RECEIVES HOT TEA AND SNACKS AT THE SHOP WITHIN MINUTES.

1 PLACE ORDER ON APP

Select items, place order in seconds.



2 ORDER RECEIVED

We prepare your order fresh and hot.



3 FAST DELIVERY

Our delivery partner reaches your shop quickly.



4 RECEIVE & ENJOY

Hot chai and snacks delivered to your shop, on time.



SAVE TIME



INCREASE PRODUCTIVITY



HAPPY CUSTOMERS



BETTER BUSINESS

CHATKA CHAI

Har Sip Mein Chatka

FOFO MODEL

FRANCHISE OWNED FRANCHISE OPERATED

INVESTMENT
₹12.5
LAKHS

BEST FOR

 Local Entrepreneurs

 Shop Owners

 First-Time
Business Owners

 Owner-Operators

FRANCHISEE HANDLES

- ✓ Daily Operations
- ✓ Staff Hiring & Management
- ✓ Inventory Management
- ✓ Outlet Performance
- ✓ Local Customer Relationships

COMPANY PROVIDES

- ✓ Brand
- ✓ SOPs & Training
- ✓ Marketing Support
- ✓ Technology Support
- ✓ Vendor Guidance
- ✓ Business Systems

YOU
CHOOSE

WE
SUPPORT



IDEAL FOR PEOPLE WHO WANT TO ACTIVELY
RUN AND GROW THEIR OWN BUSINESS FOR
MAXIMUM PROFITABILITY.



TRUSTED BRAND
Proven Business Model



HIGH RETURNS
Attractive Profit
Potential

FOCO MODEL FRANCHISE OWNED COMPANY OPERATED

BEST FOR

-  Investors
-  NRIs
-  Business Owners with Limited Time
-  Passive Income Seekers

INVESTOR PROVIDES

-  Investment
-  Shop Premises

PROFIT SHARING



INVESTOR	COMPANY
40%	60%

INVESTMENT
₹15
LAKHS

COMPANY HANDLES

-  Hiring & Staffing
-  Daily Operations
-  Inventory
-  Quality Control
-  Delivery System
-  Local Marketing
-  Store Management

**YOU
CHOOSE**
**WE
SUPPORT**



**IDEAL FOR INVESTORS SEEKING A PROFESSIONALLY
MANAGED BUSINESS WITH MINIMAL INVOLVEMENT.**



FULL SUPPORT

End-to-End Guidance
& Support



LOW RISK

Established Systems
& Processes

AVERAGE SELLING PRICE



TEA SELLING PRICE

₹15

with 5-₹7 margins

High Repeat Consumption
with good margins.



SNACKS

₹20-60

with 50-60%
margins

High Margins
on Snacks.

REVENUE SOURCES



Walk-in customers



Tea delivery to
nearby shops



Snacks & beverages
bulk orders at events.

DAILY SALES POTENTIAL

OUTLET PERFORMANCE	APPROX DAILY SALES
Starting Outlet	₹8,000 – ₹12,000
Stable Outlet	₹15,000 – ₹25,000
High Performing Market Outlet	₹30,000+



MONTHLY REVENUE POTENTIAL

DAILY SALES	APPROX MONTHLY REVENUE
₹10,000/day	₹3 Lakhs/month
₹20,000/day	₹6 Lakhs/month
₹30,000/day	₹9 Lakhs/month



KEY GROWTH DRIVER

The biggest strength of the model is **repeat tea delivery to nearby shops**, creating consistent daily demand and recurring customers throughout the day.



NEARBY SHOPS



REPEAT DELIVERIES



DAILY CONSUMPTION



CONSISTENT GROWTH

-  High Repeat Orders
-  Strong Customer Loyalty
-  Consistent Daily Revenue
-  Scalable & Profitable Model



HIGH VOLUME. REPEAT CUSTOMERS. HEALTHY MARGINS. STRONG BUSINESS.

CHATKA CHAI

Har Sip Mein Chatka

	Masala Chai 300 Aarab Chai 300 Elachi Chai 300 Elaichi Chai 300	Masala Chai 300 Gurgle Chai 300 Lemon Tea 300 Snacks 300	Filter Offee 200 Lemon Tea 200 Snacks 200 Cold Beverages 200	Snacks 12,000 Cold Beverages 12,000
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Empowering Women
Serving Happiness

WHAT'S INCLUDED IN CHATKA CHAI FRANCHISE SETUP

1 COMPLETE OUTLET SETUP PACKAGE

Everything you need to start your outlet

- ✓ Brand License & Franchise Rights
- ✓ Complete Outlet Setup
- ✓ Serving Counter
- ✓ Cash Counter
- ✓ Deep Fryer
- ✓ Big Patties Oven
- ✓ Double Bhatti
- ✓ V. Cooler / Refrigerator
- ✓ Tea & Coffee Blender
- ✓ Brass Tea Utensils
- ✓ Tea Preparation Equipment
- ✓ Standing Tables & Chairs
- ✓ Menu Frames & Branding Boards
- ✓ Dabeli & Vada Pav Setup
- ✓ Ceramic Tea Cups
- ✓ Steel Coffee Cups

HIGH QUALITY EQUIPMENT • STANDARDIZED SETUP
QUICK LAUNCH

3 TRAINING & INITIAL SUPPORT

We train you. We support you. You grow.

STAFF TRAINING (15 DAYS)

- ✓ Tea Preparation SOPs
- ✓ Snack Preparation SOPs
- ✓ Customer Service Training
- ✓ Hygiene & Cleaning Standards

INITIAL STOCK SUPPORT (15 DAYS OPENING STOCK)

- ✓ Tea Masala
- ✓ Packaging Materials
- ✓ Disposable Items
- ✓ Chutneys
- ✓ Masalas
- ✓ Filtrate & Tea Supplies

CHATKA CHAI

Har Sip Mein Chatka



2

TECHNOLOGY & OPERATIONS SUPPORT

Smart systems for smooth operations

- ✓ Delivery App Access
- ✓ Billing Software
- ✓ POS System / Laptop
- ✓ Kitchen Display Screen (KDS)
- ✓ Google Business Profile Setup & Management
- ✓ Opening Marketing Campaign
- ✓ Pamphlet Distribution



₹10,000 Lucky Draw Opening Promotion

4

BRANDING SUPPORT

- ✓ Staff Uniforms
- ✓ Brand Collaterals
- ✓ Store Branding Materials

5

NOT INCLUDED IN INVESTMENT

- ✗ Shop Rent / Security Deposit
- ✗ Plumbing Work
- ✗ Electrical Work
- ✗ Civil Work / Beautification
- ✗ Local Municipal Approvals



QUICK SETUP
Start Fast



PROVEN MODEL
Low Risk,
High Returns



END TO END SUPPORT
Before, During &
After Launch



STRONG BRAND
Trusted by
Thousands



PARTNER IN GROWTH
We Grow Together

LET'S BUILD A SUCCESSFUL CHATKA CHAI OUTLET TOGETHER!



Simple Model. High Returns. Strong Support.

