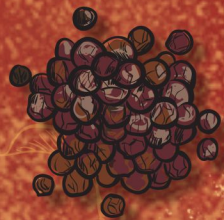


# CHAI<sup>TM</sup> MACHA



[www.chaimacha.com](http://www.chaimacha.com)





**CHAI MACHA**<sup>TM</sup>



# Franchise

Are you dreaming of becoming an entrepreneur in Food & Beverages? We have the perfect business opportunity for you. Chai Macha will be the best launch pad to kick off your business.

With our vastly experienced team we can guide you in the right path towards success.



# ABOUT US

Becoming an entrepreneur is a life-changing opportunity, and Chai Macha offers a proven franchise model to make your business dreams a reality. By joining the Chai Macha family, you will be part of a brand that prioritizes innovation, quality, and community engagement. Our comprehensive franchise package is designed to set you up for success and satisfaction, providing the tools and support you need to thrive. Invest in a Chai Macha franchise and be a part of spreading the enriching experience of chai, meaningful conversations, and a vibrant community.

## About us





# ABOUT US

Chai Macha, the affordable and diverse beverage and dining destination, is expanding its footprint across India's tier 2 and 3 cities, as well as strategic locations along national highways and state highways. Our extensive menu caters to a wide range of customer preferences, offering not only traditional chai, but also an array of hot and cold beverages, local favorites, and international fast food options like Samosas, fried chicken, fries, chinese and shawarma ..etc - all at remarkably low prices. By tapping into underserved markets with high growth potential, Chai Macha provides a compelling franchise opportunity to join us in delivering an unparalleled customer experience to communities nationwide.

## Chai Macha Provides:

With one time franchise fee, you get:

On site training

Royalty free sales

Raw material supply



# FRANCHISE REQUIREMENTS



## Store Guidelines:

- ▶ 70 - 100 sq ft required in a prime location
- ▶ Visibility of the store must be ensured 3 Phase Electricity and water facility of in and out is essential
- ▶ Kiosk placed on an open area will be more attractive & generates more income than shop
- ▶ Store will be finalised by our team
- ▶ Preferable locations: Highways, Hospitals area, Attachment with Tiffin Centre's & Restaurants

## Man Power:

- ▶ Minimum two persons required to operate the store
- ▶ No professional master required
- ▶ It's completely formula base cooking, easy to operate

## Establishment:

- ▶ Shop or cafe model interior min : 1.5 lakhs (Approx)
- ▶ Kiosk model 100 sft: 3 lakhs (Approx)
- ▶ Both cafe or Kiosk model will be done only by company's establishment team at separate cost



# Image gallery of our Cafes



100 sft



1800 sft



## CHAI MACHA™



### CHAI:

Kadak Chai	.....	10 - 00
Chai Macha Spl	.....	15 - 00
Ginger Chai	.....	15 - 00
Bellam Chai	.....	15 - 00
Badam Chai	.....	15 - 00
Sonti Tea	.....	20 - 00
Lemon Tea	.....	20 - 00
Green Tea	.....	20 - 00
Masala Green Tea	.....	20 - 00
Black Tea	.....	20 - 00

### COFFEE:

Filter Coffee	.....	20 - 00
Tati Bellam Coffee	.....	20 - 00

Sukku Coffee	.....	20 - 00
Black Coffee	.....	20 - 00

### MILK:

Hot Milk	.....	15 - 00
Sukku Milk	.....	20 - 00
Boost	.....	20 - 00
Horlicks	.....	20 - 00
Hot Badam	.....	20 - 00
Ragi Malt	.....	20 - 00
Hot Chocolate	.....	25 - 00

### COLD MILK:

Spl Rose Milk	.....	75 - 00
Spl Badam Milk	.....	75 - 00
Spl Pista Milk	.....	75 - 00

### COFFEE:

Cold Coffee	.....	80 - 00
Chocolate Cold Coffee	.....	90 - 00

### MILKSHAKES:

Mango Milkshake	.....	80 - 00
Strawberry Milkshake	.....	80 - 00
Badam Milkshake	.....	80 - 00
Black Current Milkshake	.....	80 - 00
Chocolate Milkshakes	.....	80 - 00
Oreo Milkshakes	.....	90 - 00
Kit Kat Milkshake	.....	90 - 00

### LASSI'S:

Lassi	.....	40 - 00
Chocolate Lassi	.....	50 - 00
Strawberry Lassi	.....	50 - 00
Mango Lassi	.....	50 - 00

### MOJITO'S:

Masala Lemonade	.....	60 - 00
Tango Mango	.....	60 - 00
Virgin Mojito	.....	70 - 00
Ocean Blue	.....	70 - 00
Chilli Guava Slush	.....	70 - 00

### SNACKS:

Samosa	.....	10 - 00
Corn samosa	.....	15 - 00
Punjabi samosa	.....	15 - 00
Sweet Corn	.....	40 - 00
Masala Corn	.....	50 - 00

### FRIES:

French Fries	.....	80 - 00
Masala French Fries	.....	90 - 00

### MOMOS:

Veggie Stix	.....	80 - 00
Nuggets	.....	80 - 00
Jalpano Cheese Balls	.....	80 - 00
Hara Bara Kabab	.....	80 - 00
Garlic Bread	.....	90 - 00
Corn Spring Rolls (4)	.....	80 - 00
Panner Cutlet (4)	.....	100 - 00
Chicken Lollipops (4)	.....	120 - 00
Chicken popcorn (125gms)	.....	150 - 00

### MOMOS:

Momos	.....	80 - 00
Fried Momos	.....	90 - 00

### DESSERTS:

Brownie	.....	80 - 00
Brownie with Ice Cream	.....	110 - 00





# CHAI MACHA

## VEG. - SANDWICHS

Cocktail Sandwich	: 140-00
Italian Sandwich	: 150-00
Veg Club Sandwich	: 140-00
Corn Cheese Sandwich	: 160-00
Chocolate Sandwich	: 160-00
Paneer Sandwich	: 160-00
Mumbai Style Grill Sandwich	: 170-00
Oasis Melt Sandwich	: 180-00

## NON-VEG. - SANDWICHS

Chicken Sandwich	: 180-00
Chicken Keema Sandwich	: 190-00
American Chicken Club Sandwich	: 200-00
Chicken Tikka Sandwich	: 200-00
Mumbai Style Chicken Sandwich	: 200-00
Oasis Melt Chicken Sandwich	: 200-00

## RAFA SHAWARMA

Classic Arabian Shawarma improved with extra spicy Roasted Chicken : 150-00

## PERSIAN BARBEQUE SHAWARMA

A modern touch to the mystic Shawarma from the land of Persia : 150-00

## ARABIAN SPECIAL CHICKEN SHAWARMA

Indulge in the magic of mayo with a load of yummy chicken : 160-00

## FRIED CHICKEN

Fried Wings 6 no's	: 170-00
Fried Strips 6 no's	: 190-00
Pop Corn Small 80 gms	: 130-00
Pop Corn Large 150 gms	: 170-00

## STARTERS - VEG

Veg Manchurian	: 120-00
Panner Manchurian	: 160-00
Chilli Paneer	: 180-00
Paneer 65	: 180-00
Paneer Majestic	: 180-00
Crispy Panner	: 180-00
Egg Manchurian	: 180-00
Egg 65	: 180-00
Chilli Egg	: 180-00

## STARTERS - NON-VEG

Chicken Manchurian	: 180-00
Chilly Chicken	: 180-00
Chicken 65	: 180-00
Chicken Majestic	: 220-00
Dragon Chicken	: 220-00
Chicken Wings	: 230-00
Chicken Lollipop	: 240-00
Cashew Chicken	: 260-00
Pepper Chicken	: 260-00
Crispy Chicken	: 220-00

## NOODLES

Veg Noodles	: 130-00
Veg Schezwan Noodles	: 150-00
Veg Soft Noodles	: 150-00
Egg Noodles	: 150-00
Chicken Noodles	: 180-00
Chicken Schezwan Noodles	: 200-00

## FRIED RICE

Veg Fried Rice	: 140-00
Paneer Fried Rice	: 180-00
Veg Schezwan Fried Rice	: 150-00
Baby Corn Fried Rice	: 180-00
Egg Fried Rice	: 160-00
Chicken Fried Rice	: 180-00
Spl Chicken Fried Rice	: 220-00





1800 sft





# Franchise Fee : 250000+18% (GST)

## FEE INCLUDES:

Brand Fee

On Site Training

Marketing



**Café model  
starts from :  
6 lakhs**

**Kiosk model  
starts from :  
7 lakhs**

**Total  
Investment  
Details:**

**Franchise  
Fee :  
2.5 lakhs**

**Equipments  
and Initial  
Raw Materials :  
1.5 lakhs**

**Café  
Model :  
1.5 lakhs**

**Kiosk  
Model 100 sft :  
3 lakhs**

- Total investments are appropriate figures and might varies depending on location
- Raw material will be supplied by us only



# INCOME



## GROSS SALE

400 (Cups) x 15 = 6000  
per day gross sale.

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6000 x 30 days

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180000/- per month  
gross sale.

## EXPENDITURE

Salary	:	20000
Rent	:	20000
Electricity	:	10000
Maintenance	:	5000
Raw Materials	:	70000

**Total 125000/- per Month Expenditures**

**Gross Sale - Expenditure = 55000/- (PROFIT)**

Note : All the figures showed above is only for hot Tea sales.

Apart from it there are multiple products to warrant additional sales to generate profits.

All are rough figure and not a guaranteed one. It will vary depending upon location and volume etc.





# CONTACT US

## PHONE AND EMAIL



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# CHAI MACHA™

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