



CHAI SMUGGLER

FRANCHISE OPPORTUNITY

Affordable | Profitable | No Royalty

 9175311224

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BUSINESS SUMMARY

Summary Point 1

Affordable tea café concept

Summary Point 2

Youth-focused, high-margin products

Summary Point 3

0% royalty – 100% profit to franchisee

Summary Point 4

Top Sellers: Chai ₹12 & Aloo Paratha ₹40





WHY INVEST?

- ₹6–₹7 LAKH TOTAL INVESTMENT
- NO ROYALTY EVER
- QUICK ROI IN 8–12 MONTHS
- OUR NALASOPARA OUTLET IS WELL-ESTABLISHED AND PROFITABLE LOCATION
- **OFFICIALLY BREWING SUCCESS IN NALLASOPARA WEST AND AT THE RAHUL INTERNATIONAL SCHOOL CANTEEN, PATANKAR PARK**





FRANCHISE INVESTMENT PLAN

01

Franchise Fee: ₹1,00,000

02

Kitchen Setup: ₹1,70,000 – ₹2,00,000

03

Interiors: ₹1,30,000 – ₹1,50,000

04

Furniture: ₹70,000 – ₹80,000

05

Marketing: ₹50,000

06

Security Deposit: ₹30,000





WHAT'S INCLUDED

- STORE LAYOUT & BRANDING SUPPORT
- KITCHEN SETUP & EQUIPMENT
- STAFF HIRING + 3-DAY TRAINING
- POS & BILLING SOFTWARE
- 1-MONTH MARKETING
- SOCIAL MEDIA SETUP + 2 INFLUENCER REELS





Beverages

Chai
Gud Chai
Ukala
Cold Coffee



Snacks

Vada Pav
Bhajiya
Fries
Bun Maska



Meals

Aloo Paratha
Chole Bhature
Poha
Upma



Specials

Dosti Menu
Women Menu

— MENU — HIGHLIGHT





OPERATIONAL REQUIREMENTS

- ✓ SHOP SIZE: 250–300 SQ. FT.
- ✓ STAFF: 2–3 PER SHIFT
- ✓ UTILITIES: ELECTRICITY, WATER, GAS
- ✓ OPERATING HOURS: 8 AM – 10 PM
- ✓ TRAINING: 3 DAYS ON-SITE





PROFIT EXPECTATIONS

Monthly Revenue	Gross Profit Margin	Net Profit	Break-even
₹1.5 – ₹2.5 Lakhs	60–70%	₹1.1 – ₹1.6 Lakhs	8–12 Months





MARKETING SUPPORT

- FULL EQUIPMENT KIT
- UNIFORM & BRANDING
- 1ST MONTH RAW MATERIAL (ONLY FOR TEA)
- FURNITURE & PHOTO FRAMES SETUP
- SWIGGY & ZOMATO ONBOARDING SUPPORT
- PHOTO SHOOT + MENU DESIGN
- AGGREGATOR AD BOOST
- INITIAL REVIEWS STRATEGY
- CANVA FLYERS + WHATSAPP CREATIVES
- INSTA REELS WITH SOCIAL MEDIA INFLUENCERS





UPCOMING STORE LAUNCHES

- VIRAR, MUMBAI – OPENING SOON
 - BHOPAL – LAUNCHING SOON
 - RAM MANDIR, JOGESHWARI – LAUNCHING SOON
- BE AN EARLY PARTNER IN FAST-GROWING ZONES!**





LET'S PARTNER

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CHAI SMUGGLER CAFÉ – HAR CUP MEIN EK KAHANI

