



WWW.CHAHSHALA.COM

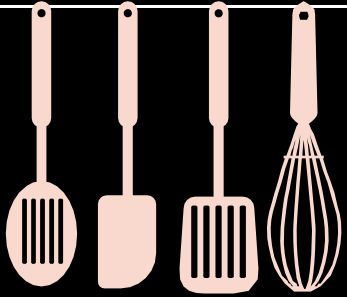
CHAH

शाला

आओ फिर से मोहब्बत कर लें

www.franchisebatao.com

Why Franchisee ?

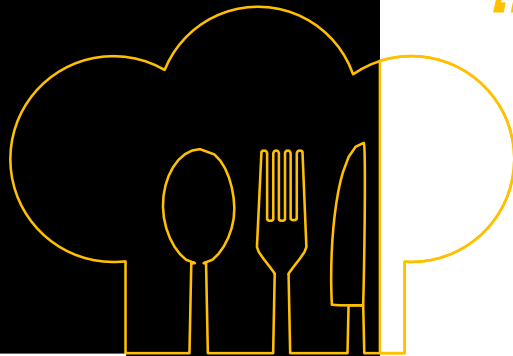


You want to run a business and have heard about franchisee — but you aren't sure if a franchise opportunity is the right choice for you. You're in the right place. CHAHSHALA will give you an overview of what Franchisee is, giving you a better foundation of knowledge as you begin your journey Towards (potentially) being a CHAHSHALA franchisee.

“Be in business for yourself, but not by yourself.”

“When you succeed, we succeed.”

“Be your own boss; we'll help you get there.”



WHY CHOOSE CHAH SHALA ?

- * it is the popular QSR Cafe in Delhi.
- * Vision to Open 150 QSR units in next 3 years across India.
- * We use highest quality Ingredients.
- * We have a relatively low Investment compared to major QSR competitors.
- * We offer fresh, healthy, delicious , made to order food options with universal appeal
- * Professional management team with indepth knowledge of the QSR
- * Preferred youth hangout to meet, eat & relax over 40+ types of mouth watering Items
- * Extensive guidance, training & Operational support Provided.

FRANCHISE REQUIREMENTS

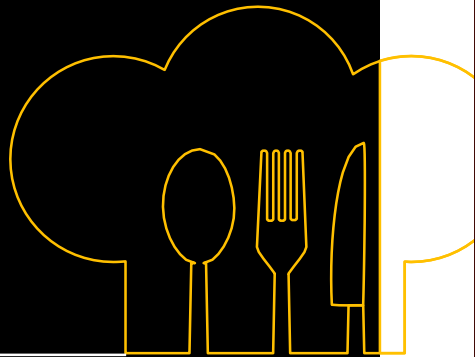
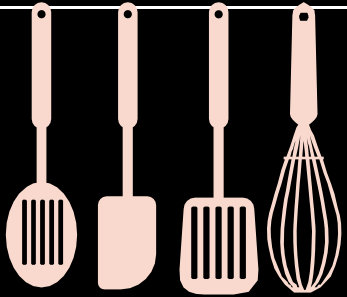
- * The investment required for setting up a Kiosk or Cafe range between 10 to 15 Lakhs
- * Person with Zeal to become successful as an entrepreneur.
- * Person looking to start a new business with a reputed Cafe Brand.
- * Person with a entrepreneurial excellence and sound managerial skill.
- * Individual ready to put full endeavours to be the leading brand name.
- * Person with aim to serve the given Purpose, one should be well qualified

SUPPORT & BENEFITS

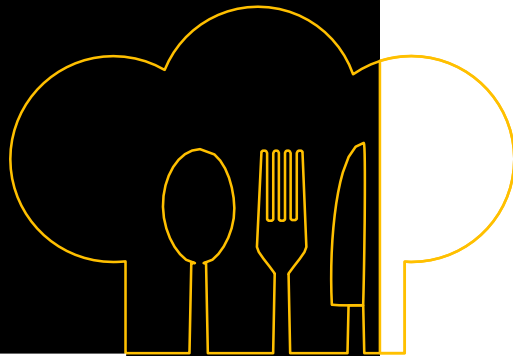
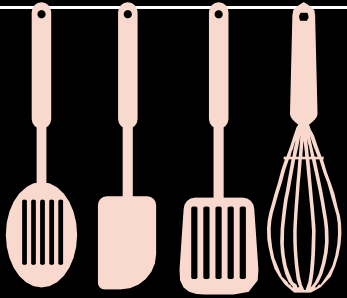
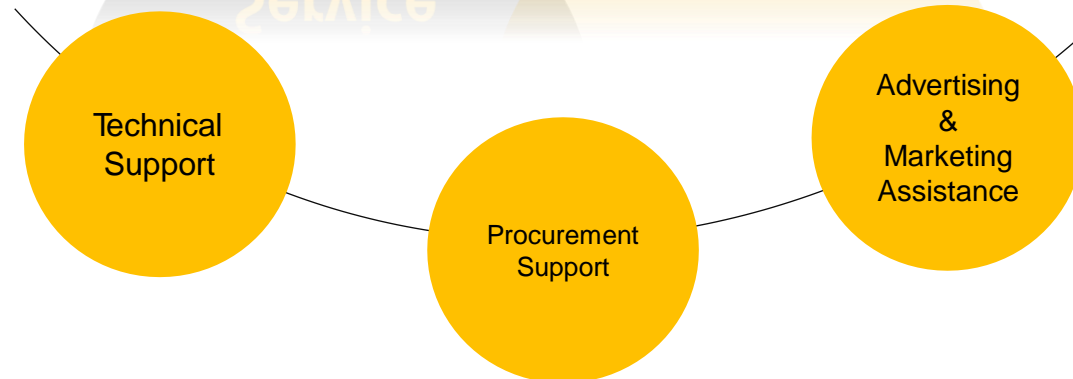
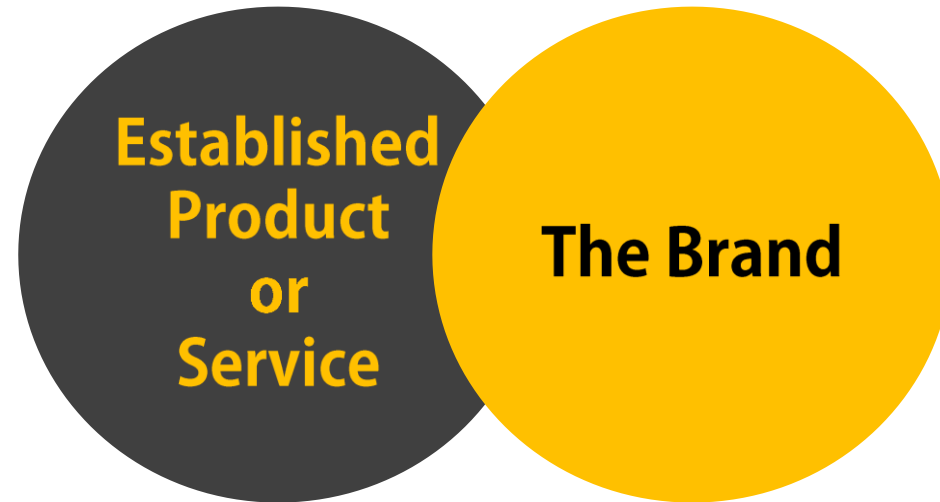
- * Location assessment & Finalization
- * Outlet design & fit out
- * Staff training & support
- * Marketing & Advertisement assistance.
- * Ongoing operational assistance

MERITS

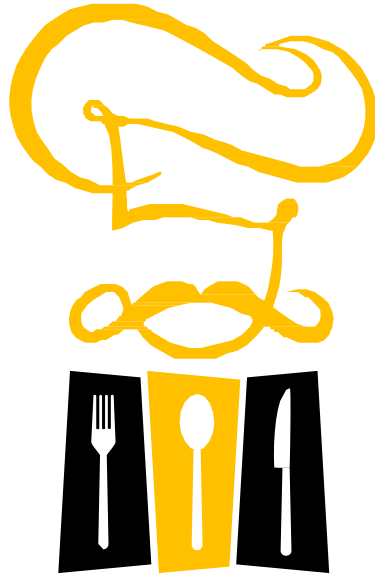
- * Taste of Tea that leave impression.
- * Now is the time to taste that everyone is talking about.
- * Passion for excellence.



Benefits of Franchisee



Franchise Opportunities



Jay Mehtaa - 9871746661
Franchisee head



WHY CHAHSHALA ??

- **Highly Profitable Business at very Low Capital Investment.**
- **Minimum Employee Requirements.**
- **Premium Quality**
- **Higher Returns on Investment**
- **Low Work Capital**
- **Budget Café**
- **Strong Cash flow**
- **Large Consumer Base**
- **Full Branding Support.**
- **Innovative Ideas.**
- **Business Method Explained Thoroughly**



Brain behind



Bharat Gupta

20 years of Vast Experience in Finance sector and expert in Strategy, Command on Low investment high returns concepts.



Jay Mehtaa

Various management experience from various sectors. He always believe in team bonding and ensure grooming the team to face challenges in their working journey
Good Hand on Experience in Food Industry and Advertising



Brijesh Rawat

12 years of Expertise in Human Resource and Hand on Experience in Backend sales, Good in Operation and day to day implementation.



I D E A L

W O R K F L O W

Shortlist Location



Documentation /
Licensing



Shop Design &
Fabrication



Training & SOP



Procurement



Launch





FRANCHISEE MODELS

KIOSK MODEL

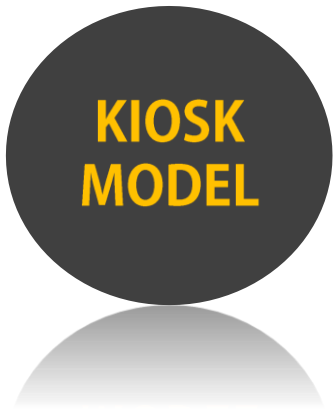
1. Area : 160 to 250 Sq ft
2. Fixed Menu.
3. Franchise Fee @ 3 Lac + GST

CAFE MODEL

1. Area : 260 ++ Sq ft
2. Additional Menu.
3. Franchise Fee @3 Lac + GST

SINCE 2021

Franchisor will charge only Fee and rest will be developed by Franchisee



FRANCHISEE B U D G E T

Franchisee Mode		FOFO (Franchisee Owned Franchisee Operated)
Store		Purchase/Rented by Franchisee
Required Size		160 to 250 Sq ft (KIOSK MODEL)
Store Location		Company will Guide in selecting locations
SL No.	Particular	Investment
1	Franchise Fee	3 Lac + GST
2	Glow Sign Board	Company will Provide
3	Tea Display Bottles	Company will provide
4	Raw Material / Machinery	Company will provide on cost basis
5	Photo frames	Company will provide
6	Royalty	3% or Rs.6000/- PM on Billing which ever is lower

SINCE 2021

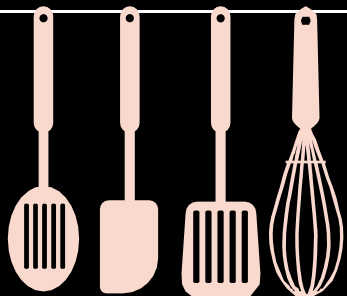


CAFE MODEL

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SINCE 2021



FINANCIAL FACTS

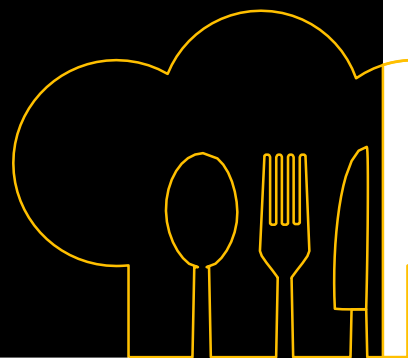
UNIT FRANCHISEE

KIOSK MODEL

CAFE MODEL

AREA REQUIRED	Min 180* sq. ft.	Min 300* sq. ft.
APPROX INVESTMENT	07** Lakhs	Depend on Area and location
BRAND FEE	03 Lakhs + GST	03 Lakhs + GST
BRAND ROYALTY	3% or Rs.6000/- (which ever is lower)	3% or Rs.6000/- (which ever is lower)
AVERAGE PAYBACK	12 - 14 Months	16 - 18 Months
AGREEMENT TERMS	5 years	5 years

** investment includes all the Kitchen equipments & Appliances, POS (Software & Hardware), Utensils, Packaging Material etc.





MACHINERY

L I S T

Qty	Machinery	Specification
1	coffee / Tea machine	12Ltr
1	griller	Jumbo
1	induction	Phillips/Prestige / Pigeon
1	ice crusher	Double blade
1	deep fridger (500 ltr)	Blue Star
1	Fridge	160 ltr
1	blender (Shake)	JTC/DT
1	deep frier	5 ltr
1	billing pos machine	
1	OTG	30 Ltr
1	Microwave	LG/Samsung

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INTERIOR DETAILS

INTERIOR DETAILS
electric fitting
Wall paper
Counter
Partition
Lights
Frames
PVC Flooring
shop Signage
bartan
dress staff
Sound System
CCTV camera

****NOTE**

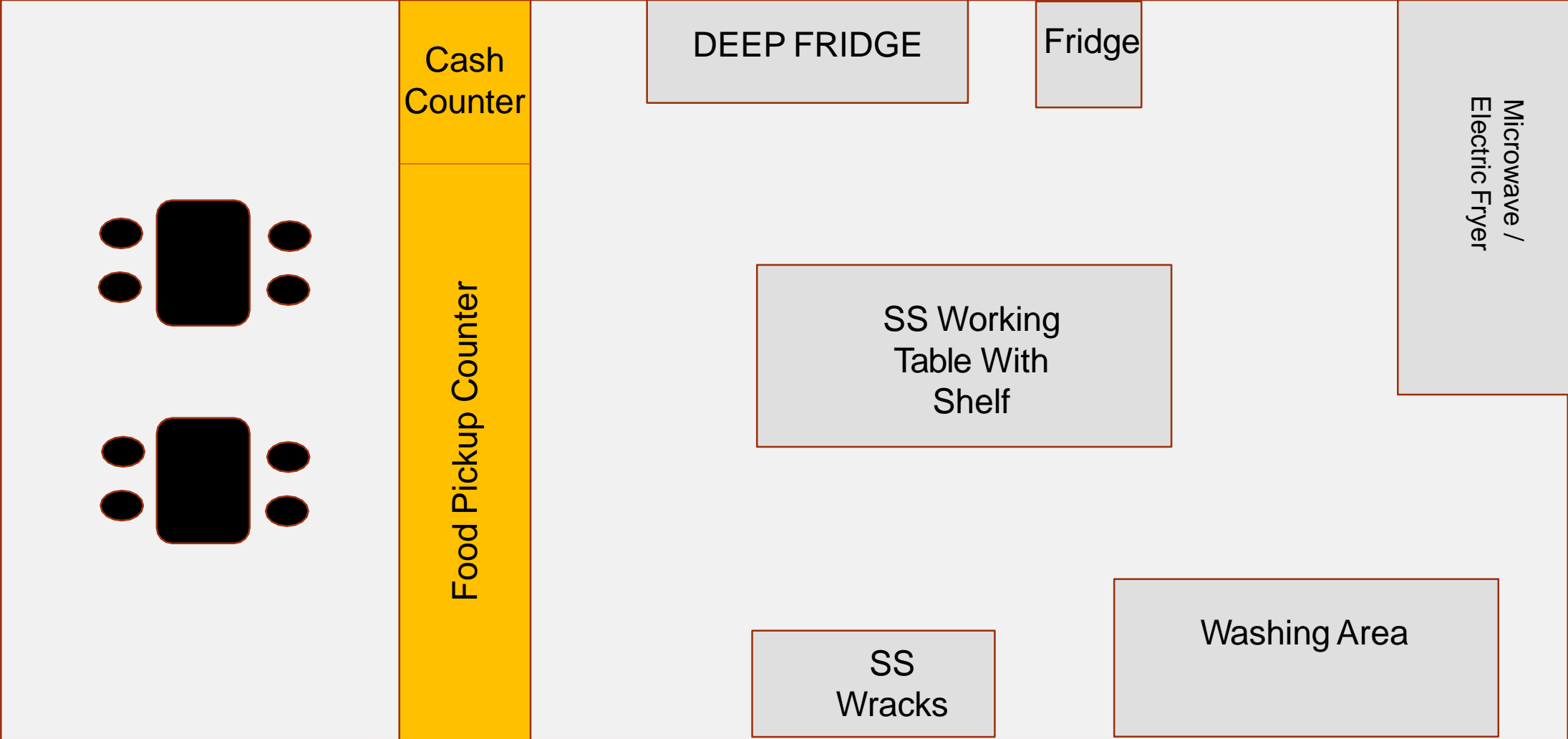
Compulsory WIFI Purchase by Franchisee

Water system /supply will be provided by the franchisee

Wall and floor leveling will be done by the Franchisee

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Kitchen setup (Sample)



M E N U
C A R D



SINCE 2021

APNI CHAH

CUSTOMISED YOUR
"APNI CHAH"
in 4 Easy Steps!



चाय के साथ Matthi न मिले तो
ORDER FREE!!!

Opp GTB Nagar Metro Station Gate No-2, New Delhi

MILK QUANTITY

Full Doodh
Pani Kum
Doodh Kam
Regular

1

CHAI PATTI मात्रा

Regular / Kadak

2

SUGAR मात्रा

Regular / No Sugar

3

FREE की (Any Two)

Tulsi / Adrak / Elaichi / Saunf
Laung / Kalimirch / Ajwain / Masala

4

@ 40/-

दिलफेंक Mocktails

Mojito मिन्ट	70
Blood Orange	70
Blue Ocean	70
Green Apple	70
Water melon	70
Lemonade	40

दीवाने के Shakes

Chocolate Shake	50
Oreo Shake	60
Kit Kat Shake	80
Nutella Shake	110

गरम Coffee

HOT कॉफी A Refreshing Aroma of coffee, in stylish earthen tea cups.	25	40
Strong कॉफी A Strong & Refreshing coffee in stylish earthen tea cups.	30	50
Black कॉफी A Strong & Refreshing coffee without Milk & stylish earthen tea cups.	30	50

सुर्यकर ठण्डी Coffee

Cold कॉफी	60
Strong Cold कॉफी	75
Chocolate Cold कॉफी with Icecream	90

कातिल Chai

मे Tulsi तेरे आगन की Soothing Drink with Aroma of Tulsi that Keeps you Energetic and Fresh	20	35
Kesar Elaichi की मोहब्बत A drink blend with Kesar & Elaichi that keeps your Mood Fresh & Calm	20	35
उकाला Immunity का A drink blend with Haldi & Dryfruits that keeps your Immunity strong	-	40
नज़ाकत e अदरक A soothing drink with ginger that keeps you calm and alert at all the time	15	25
पहली मोहब्बत Chocolate Strong with a twist of Chocolate energy	20	35
कड़क आंशिकी Chai A strong cup of Taste, Aroma and Flavour (black pepper & clove)	20	35
गुलाबो खुशबु Strong and Refreshing tea with fresh Rose petals	20	35
पान e मोहब्बत A drink with a twist, flavoured with a pan leaves, it is the perfect brew to beat the stress	20	35
प्यार का Immunity booster A drink blend with a 13 type of berries, which will boost your immune system & is madeup of all natural ingredients.	-	150
Dal chini की बाहो मे A crispy finished and highly aromatic and soothing tea.	20	35
CHAH Shala की मोहब्बत A fine combination of Indian black CTC tea enhanced with royal cardamom & ginger. Accompanied by desirable cinnamon & pepper, this blend will give you the true feel of Indian spice	20	35
Lemon Grass अंगड़ाई A fine combination of CTC tea and Lemon Grass Petals, Strong & Refreshing Aroma	20	35
Green Tea गुलाब A fine combination of green tea and fresh Rose Petals, Strong & Refreshing Aroma	-	50
Green Tea आयुष A Strong & Refreshing Aroma of Indian Herbs, Naturally rich in taste and helpful in meditation.	-	50
Kashmiri Kawah Enjoy the rich lingering notes of saffron in our polyphenol rich green tea	-	50
Desi Kawah Enjoy the rich lingering notes of saffron in our polyphenol rich green tea	-	50

मस्तानी ठण्डी Chai

ICE चाय	60
Lemon Mint Ice चाय	70
Classic Lemonade चाय	80

ठण्डी Drink

Cold Drink	MRP
Bisleri bottle	MRP

M E N U
C A R D



SINCE 2021



जब जब मैं लेता हूँ सांस **CHAH शाला** याद आती है
मेरी हर एक सांस में तेरी खुशबू बस जाती है
कैसे कहूँ तेरे बिना मैं जिंदा हूँ
क्यूकी हर सांस से पहले तेरी खुशबू आती है

Breakfast Combo

Bun Maska + Adrak Chah (S)	35
Bread Butter + Adrak Chah (S)	40
Ghar Ka Poha + Adrak Chah (S)	40

रंगीला Nachos

Nachos Cheese के साथ	80
Nachos Salsa के साथ	80
Chilli garlic नाचोस	80
Corn & Cheese नाचोस	90

मोहब्बत Bakery से

(Extra Cheese-20/- Extra)

Burger मेरी जान	35
Rangila बर्गर	55
Hot Grill बर्गर	70
O meri Makhni बर्गर	85
Chah shala kadak बर्गर	100
Grill Veggies Sandwich	70
Peri Peri Sandwich	80
Paneer Tikka Sandwich	90
O Meri Makhni Sandwich	100
Spl Chahshala Sandwich	110
Garlic Bread	80
Cheese Garlic Bread	90
नादान kulcha	70
Paneer kulcha	90

मजनु Wrap

Maxican Herb chilli potato wrap	65
Maxican Tandoori Mint Paneer wrap	85
Paneer Butter Masala Wrap	85

सुबह की मोहब्बत BREAKFAST

Bun Maska	25
Bread Butter	30
Ghar Ka Poha	30

Apna Combo

Rangila Burger + Moktail	115
Paneer Tikka Sandwich + Nutella Shake	185
O Meri Makhni Burger + Moktail	145
Nadan Kulcha + Cold Coffee	120

CHATPATA प्यार

Plain Maggie	35
Vegitable Maggie	50
ChahShala Spl Maggie (with Cheese)	90
French Fries	60
Peri Peri Fries	70
Cheese Mayo Fries	80
Chah shala Spl Fries	100
दीलवर Steam MOMOs	50
दीलवर Fry MOMOs	50
प्यार से लिपटा MOMOs (Schezwan / Makhni)	95
Potato Tornado	50
Chilli Potato	85
Chilli Paneer	95
Masala pazzta	45
Tomato Twist pazzta	45
Cheese macroni pazzta	50
Kullad Makhni pazzta	65
Majnu Ka Tomato Sauce Pazzta	65
Laila ka White Sauce pazzta	75

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सुनाए अपने प्यार की कहानी और पाए
10% Discount
on Tea**

Contact no :- 7827719099

www.franchisebatao.com



Thank you