



**SUKHCHAI**®  
—YOUR SIP OF GOODNESS—

**YOUR SIP OF GOODNESS**

Indoori  
Poha  
With Chai  
99/-



# About Us



## What we are and What we do “Your Sip of Goodness”

The Sukh Chai story started back in year 2018, as the name suggest it is a modern style Chai Shop serving variety of freshly brewed chai, hand beaten coffee, shakes, mock tails and diverse snacks that compliment these beverages including burgers, garlic bread, pasta’s, pizza’s, sandwiches, poha, vermicelli , bhel puri etc.

Tea is life for most Indians, considering love for tea Sukh Chai has created strong presence in Delhi with 6 outlets spread across North and South Delhi. Sukh Chai works under the concept of QSR and Dine in Spaces. Sukh Chai has aggressive expansion plans for 2022.

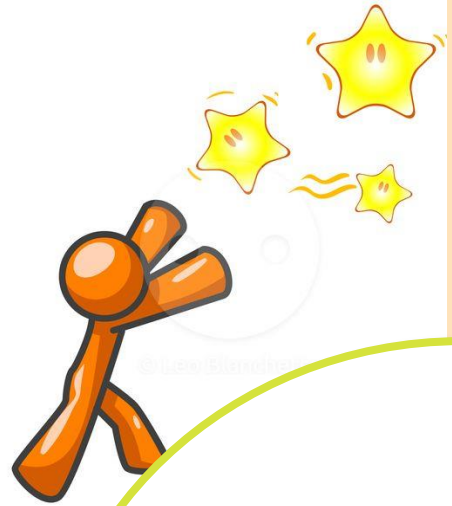
Our priority is to maintain hygiene and quality and provide best in class service to our customers. Our well trained team ensures every customer is treated with care and customization is offered. We offer all our products on pocket friendly prices.

We generally identify places which are busy streets, market spaces, educational hubs, commercial places etc.

We at Sukh Chai believe in innovation, new age ideas and above everything we have a detailed eye for an excellent customer experience.

**Sit back and enjoy the Sukh Chai Experience**

# Our Features



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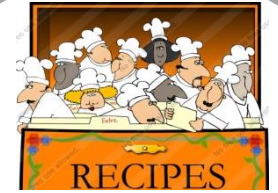
2022



**Our team** of professional and trained staff who are highly skilled and courteous



We have most **professional leasing** team who have valued experience and local intelligence about core markets and they assist us in closing the best deal.



We have a In house research team who work on **innovation and create recipes** which compliment the core beverages and could be cooked hassle free in open kitchen.



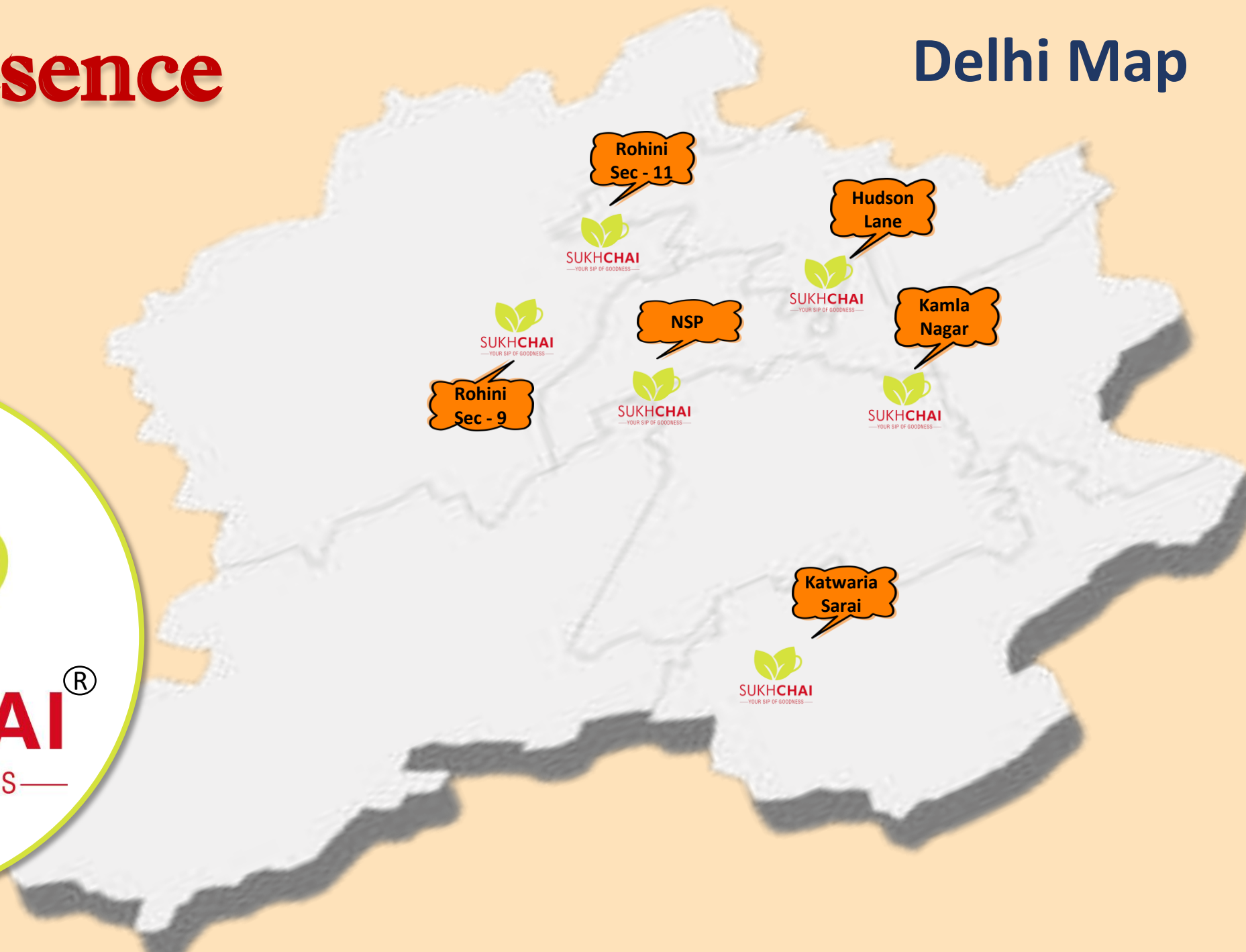
**Our open kitchens** are very high-tech with all professional equipment's and we ensure detailed training to the team so that hygiene is always the top most priority.



**Our Design** and research team ensures no repetition and include local flavour and consider the audience we wish to target in that market.

# Our Presence

## Delhi Map





# Our Model



**Sukh Chai**  
**Express (Cart / Kiosk)**

**Area** = 80 Sqft to 100 Sqft  
**Type of Place** = Mall/ High-street/ Triennials/ Office Spaces.

**Fees** = 2 lacs

**Deposit** = 1 lacs  
**(Refundable)**

**Fit Out Cost** = 5 lacs

**Total Cost** – 8 lacs (Approx)

**Royalty** = 5% - On Gross Sales payable on weekly Basis.

**\*Locations needs to be approved by company.**



**Sukh Chai**  
**Classic (QSR)**

**Area** = 125 Sqft to 200 Sqft  
**Type of Place** = Busy Mrkt area/ Commercial Hubs/ institutes / Railways Stations.

**Fees** = 4 lacs

**Deposit** = 1 lacs  
**(Refundable)**

**Fit Out Cost** = 10 lacs(Approx)

**Royalty** = 5% - On Gross Sales payable on weekly Basis.

**\*Locations needs to be approved by company.**



**Sukh Chai**  
**Gold (Café)**

**Area** = 225 Sqft to 500 Sqft  
**Type of Place** = Near Edu. Hubs / Highways /Nr. High street/ Commercial Hubs.

**Fees** = 4 lacs

**Deposit** = 1 lacs  
**(Refundable)**

**Fit Out Cost** = 15lacs(Approx)

**Royalty** = 5% - On Gross Sales payable on weekly Basis.

**\*Locations needs to be approved by company.**



# Our Terms



<p>Assistance in location search and detailed market analysis summary will be shared.</p>	<p>Local Statutory licencing and compliance management to be managed directly. Sukh Chai will help with partner contacts.</p>
<p>All core and approved suppliers will be introduced with the best negotiated rates with them.</p>	<p>GST registration to be managed directly.</p>
<p>Inventory Management training will be given to the core team.</p>	<p>Billing software and hardware to be procured directly under assistance of Sukh Chai.</p>
<p>Assistance in team hiring and day to day training covering all important areas.</p>	
<p>Marketing support. &amp; Online Food partner integration on boarding (Zomato, Swiggy etc).</p>	
<p>Industry best practices and time to time up scaling activities will be carried out.</p>	

# Our Strengths & USP



## Training & Team Management.

Training and Team Management is directly managed by the leadership team of Sukh Chai we ensure all areas are covered and detailed and regular trainings are carried out at all levels on timely basis. We support partners with teams as and when required.



## In House Recipes

We have our in house easy to prepare and culinary recipe's for all preparations..

## Strong Social Media Presence and followers

Sukh Chai has a strong media and marketing team to manage and support digital promotions and support our partners with best in class marketing services.



## Sharing of Best Practices and SOP's

Team grooming will be carried out on time to time basis and SOP's will be shared. Performance mgmt. tools will be shared and regular Audits will be carried out to support and improve.

## Sustainable Branded Disposal

Our Disposals are made from high quality sustainable products which are food certified and premium.



## High Quality products & Strong Vendor network

All products used in preparation of food starting from tea leaves to coffee etc are of premium quality and are sourced through our strong vendor network in the country..



# Our Menu



2022

## Chai

	R	L
Ghar Wali Chai	19	25
Adrak Chai	25	29
Elaichi Chai	39	49
Masala Chai	39	49
Adrak + Elaichi Tea	49	59
Hazelnut Tea	49	59
Black Tea (Herbal Tea)	49	59
Shahi Chai	49	59
Gur Wali Chai		59
Green Tea		30
Rajasthani Chai		59

## Coffee

Hot Coffee (Handmade)	59	
Hot Black Coffee	59	
<b>Kullhad Coffee</b>	79	
Mocha Latte	79	
Hot Chocolate	89	
Hazelnut Coffee (Hot)	89	
Caramel Coffee (Hot)	89	
Cold Coffee Classic	129	149
Hazelnut Coffee (Cold)	139	159
Cold Coffee (With Oreo)	139	159
Caramel Coffee (Cold)	139	159

## Pizza

	6 inch	9 inch	12 inch
Margaritta	99	179	219
Onion Corn Cheese	109	189	229
Veg.Paradise	129	189	249
Peri Peri Paneer	149	199	269
Tandoori Paneer	149	199	269
Makhani Pizza	149	199	269

## GRILLED SANDWICHES

Veg Sandwich (Desi Style)	119
Nutri Sandwich	119
Cheesy Veg.Corn Sandwich	139
Bombay Sandwich	149
Desi Paneer Sandwich	149
Tandoori Cheese Sandwich	169
<b>Pizza Sandwich</b>	<b>179</b>

## Mocktails

Masala Chach	39	59
Shahi Mithi Lassi	49	69
Masala Soda	39	59
Aam Panna	89	109
Ice Tea Peach/Lemon	89	109
<b>Kala Khatta</b>	<b>89</b>	<b>109</b>
<b>Imli Banta</b>	<b>89</b>	<b>109</b>
Mint Mojito	99	119
Green Apple Mojito	99	119
Watermelon Mojito	99	119
Blue Iceberg	99	119
Kiwi Mojito	99	119
Pineapple Mojito	99	119

## Fruit Beer

99/-

## Burger

Desi Burger	49
Veg Burger	59
Crunchy Burger	69
Paneer Burger	99
Tandoori Burger	99
<b>Makhani Burger</b>	<b>89</b>

## Jhatpat Meals

Maska Bun	59
Butter Toast	39
Bhurji Bun	59
Keema Bun	59
Indoori Poha	89
Pao Bhaji	99
Kala Chana Chat	89
Bhel Puri	89
Pizza Toast	99
Salted Fries	99
Peri Peri Fries	119
Nachos Corn Chat	119

## Shakes

	R	L
Banana Shake	119	139
Mango Shake	119	139
Watermelon Shake	119	139
Strawberry Shake	119	139
Pan Shake	119	139
Kesar Pista	119	139
Chocolate Shake	119	139
Pineapple Shake	119	139

## Premium Shakes

Mix fruit Shake	139	159
Butter Scotch Shake	139	159
Kiwi Shake	139	159
Bubblegum Shake	139	159
Kit Kat Shake	139	159
Oreo Shake	139	159
Nutella Lava Shake	139	159
Brownie Shake	139	159

## WRAPS

<b>FRIES WRAPS</b>	<b>79/-</b>
<b>ALOO TIKKI WRAPS</b>	<b>89/-</b>
<b>PANEER MAKANI WRAPS</b>	<b>99/-</b>
<b>CHAT-PATA PANEER WRAPS</b>	<b>99/-</b>
<b>FELAFEL WRAPS</b>	<b>99/-</b>

## Maggi

Classic Masala Maggi	49
Double Masala Maggi	59
Butter Vegetable Maggi	79
Tandoori Maggi	79
Chilli Garlic Maggi	89
<b>Makhani Maggi</b>	<b>89</b>
<b>Kullhad Maggi</b>	<b>99</b>

## PASTA & GARLIC BREAD

White Sauce Pasta	149
Red Sauce Pasta	159
Mix Sauce Pasta	169
Tandoori Pasta	179
<b>Makhani Pasta</b>	<b>189</b>

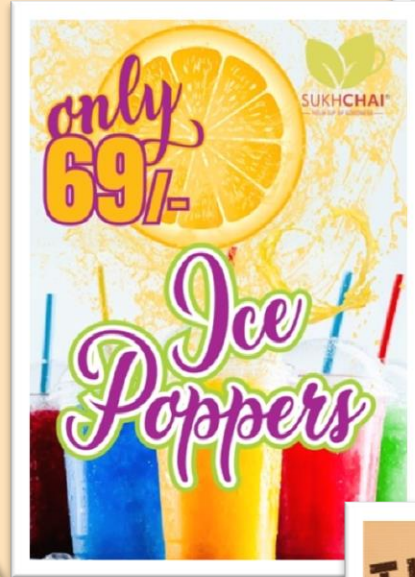
## Garlic Bread

Garlic Bread Toasted	99
Garlic Bread cheese	119
Garlic Bread (Sukh chai Spl)	129

For Order



# Some Products





# Store & Culture

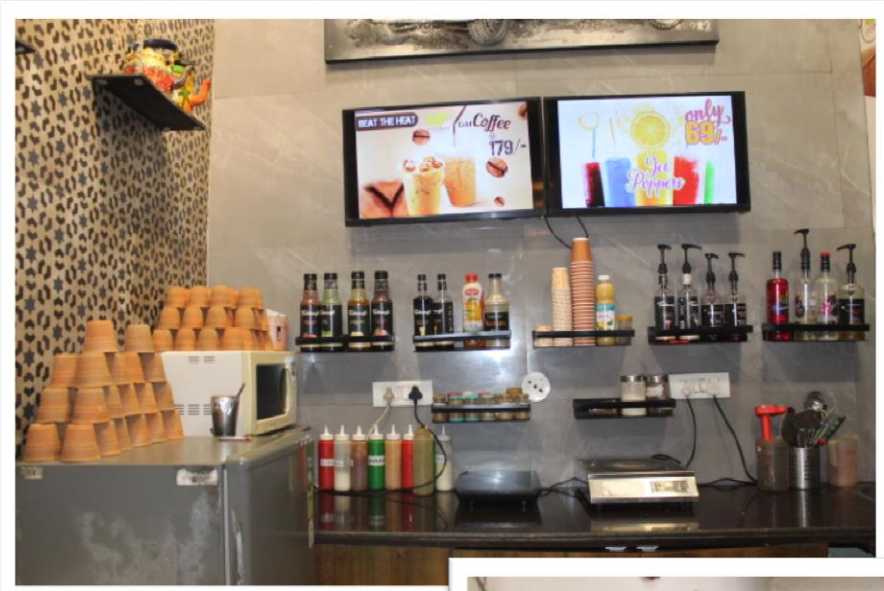


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# Store & Culture

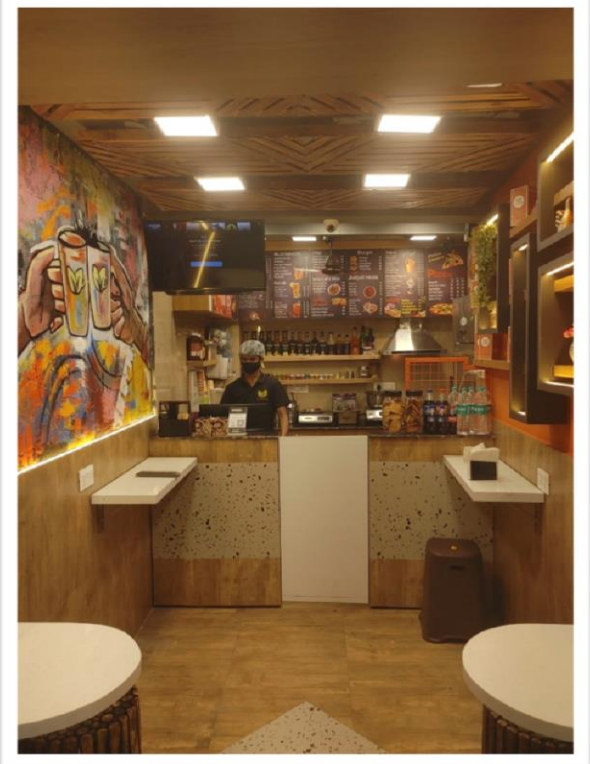




# Store & Culture



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# Thank You

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