

ABOUT "CHAI NAGRI"

Chai Nagri is a Tea Cafè Chain, currently operating in **7 states with 20+ outlets having 16+ variants of tea and 80+ food items** on the menu card.



Our unique combination of **high-quality ingredients & unique recipes** provide the customers with an ultimate taste at an **affordable cost** that makes us a **brand of choice** in the area we operate.

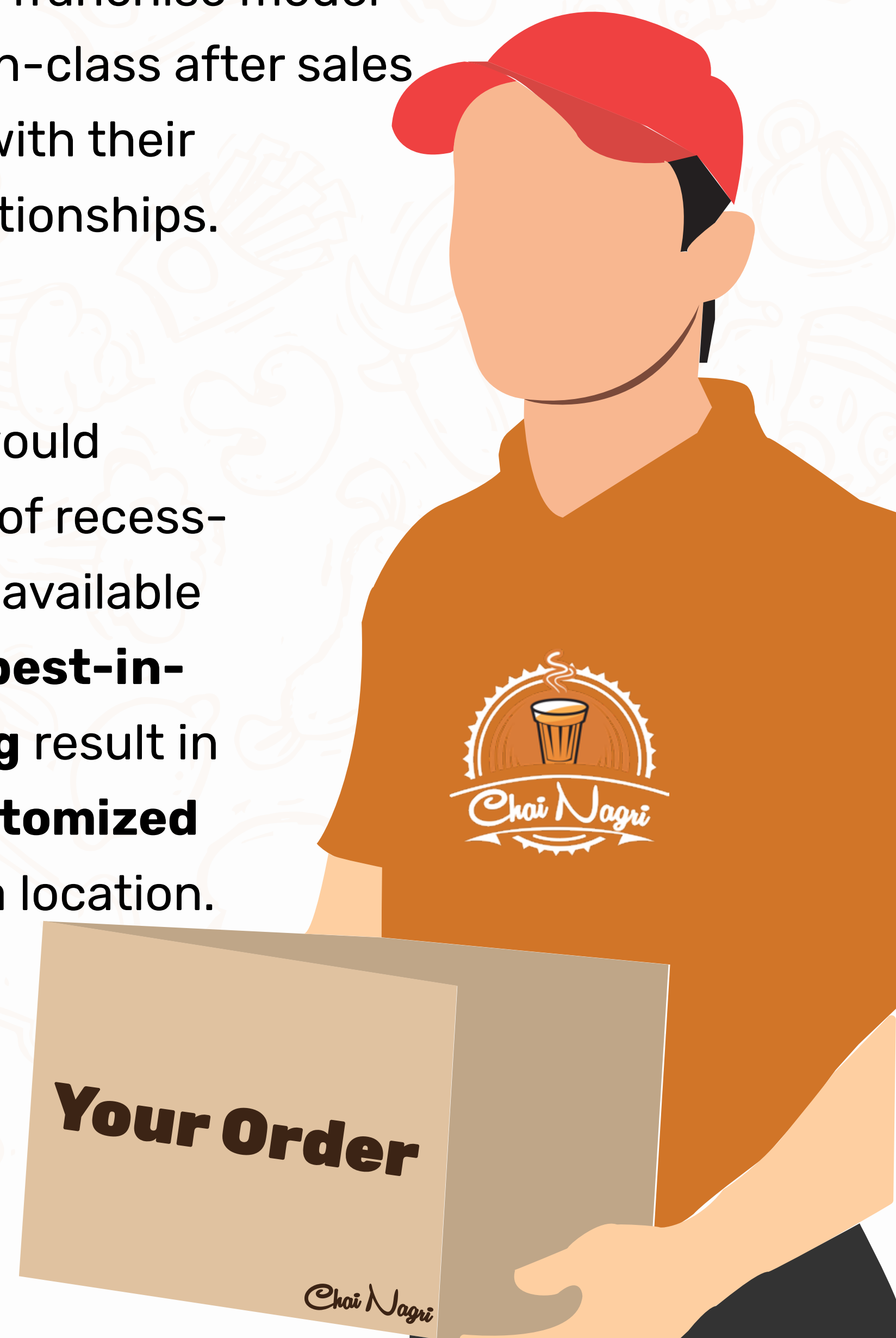
We offer **Low cost - High return** on Investment franchise model at the most competitive franchise fees & best-in-class after sales service. Our founders believe in direct contact with their franchise partners to maintain long-lasting relationships.

Q. Why choose this business segment?

Food & especially Tea Cafes is a segment that would remain forever & mostly unaffected by all kinds of recessions considering a mass number of customers available in the Indian market. **Operational Excellence, best-in-class customer service & effective marketing** result in better probabilities of **success**. We work on **customized Menu** option & **unique Interiors** as per the area location.

Q. Why Chai Nagri?

We offer three **Low cost - High return models**, i.e., **Kiosk, Takeaway & Dine-in**.



OUR SERVICES



Market Research

- Market survey, before finalizing the location.
- Customize menu selection based on customer's pocket, your budget & competition in the market.



Interior Designing

- Guaranteed unique café design in your city based on your budget.
- End-to-end assistance and detailed drawing of the design.



Technological Advancement

- Software for Inventory management, Sales Management, Profit Management, Café Analytics.



Marketing Outreach

- Separate team for marketing to reach right customer.
- All your social media will be done by the company.



Raw Material & Disposal

- Company branded disposal and merchandise raw materials will be given by company.
- Other raw material tie up will be done with company support.



Staff Training & Development

- Training of staff will be done by the company head chef at your place only.



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FINANCIALS

FRANCHISE FEE - 4 LAKHS

While most of the brands ask for renewal fees after the agreement completes, our franchise fee is

- One Time and Life Time Fees
- No Extra Hidden Charges
- No Renewal Fees

ROYALTY 2% OF SALES

BENEFITS INC. FRANCHISE FEE (APPROX 1 LAKH)

- 4 sets of employee dress.
- 1-month salary - food - accommodation - up/down travel of head chef.
- One-time Chai bazaar for retailing market (10000/- INR)
- Till 300 Sq. Ft. of interior design cost (70 Sq/Ft) - 21000 Rs.
- One time before and after marketing expenditure - 30000 Rs.



YOU CAN SEE THESE FINANCIALS IN COST PROJECTION SHEET

Particulars	Takeaway	Dine-in	Dine-in
Min. Area Req. (Sq. Ft.)	100-180 Sq. Ft.	200-350 Sq. Ft.	350-550 sq. Ft. onwards
Outlet Setup Cost	7-8 Lacs	10-12 Lacs	13-15+ Lacs
Franchise Fee	3.50 Lacs	4 Lacs	4 Lacs
Royalty	2% of Sales	2% of Sales	2% of Sales

ADDITIONAL PROFITS

Retailing of Tea Leaves

EXTRA PROFITS BY RETAILING OF TEA LEAVES AT VARIOUS PLATFORM

Selling:-

1. Own outlet through chai rack
2. Amazon selling
3. Market local retail shops
4. WhatsApp groups



Tea Gift Box

EXTRA PROFITS BY SELLING EXCLUSIVE TEA GIFT BOX OF CHAI NAGRI AT VARIOUS PLATFORM

Selling:-

1. Corporate companies
2. Universities
3. Banks
4. Other associations



ADDITIONAL INCOME PROSPECTS

1. LAUNCHING INDIA'S IOT BASED MACHINE THROUGH WHICH YOU CAN MAKE CHAI BY PHONE.
2. YOU WOULD ALSO HAVE THE CHANCE TO OWN THE WORLD'S TINIEST TEA CART! (COMING SOON)

MILTE HAI CHAI NAGRI PE