

India's
Most Affordable
Highly rated brand
CHAI CALLING™

100+
Franchise

10+
State



+91-9720463999

www.chaicalling.com





CHAI CALLING™

Mild & Fresh Beverages Pvt. Ltd

**ROYALTY /
COMMISSION
ZERO 0%**



CHAI CALLING™



**Chalo Chai
Ho Jaye...**



**Isn't it
wonderful
how everything
tastes better
with Chai**





Dear Chai Lovers
Become A Part
In Our Journey

What's and When's



Chai Calling is an upshot of two engineers brainstorming about their passion for Chai and Entrepreneurship. Chai being India's an all time and most loved beverage provides the opportunity to earn a fortune out of it. Chai Calling being innovative with its spice blends and providing the customers with not just the incredible flavors but also the exquisite ambiance to relax and enjoy every bit of the experience, is appreciated by all.



Why ? CHAI CALLING™



100+ Stores



10 States With
Brand Presence



5000+
Happy Clients



4000+ Events



4 Cr+ TEA SOLD



8 Years As a Brand

- Franchise Owned and Franchise Operated Model
- Startup India recognized brand
- Appreciated by PM of India, Sri Narendra Modi
- Fastest Growing Brand in Market
- Unique Blends of Spices and 100% Natural Tea
- sourcing directly from Assam Tea Gardens
- Variety Of Tea based on Flavors, Ingredients and Requirements.
- Relationship Manager Support 24x7
- Best Chai Making Proses From the Expert.
- 0% (Zero) Percent Royalty
- Life Time Support From company.
- Customize support.
- Providing soft copy or Banner, Logo, Shop Design Layout.





What You Get ?

- ▲ Franchise Owned and Franchise Operated Model
- ▲ Startup Franchise Kit (Best in the Market)
- ▲ Menu Variety & Customization
- ▲ Government FSSAI Registration (1 Year)
- ▲ Chai Calling Decor Plan & Layout Guidelines.
- ▲ Owner Training & Staff Hiring Support (Online)
- ▲ Online Staff Training & Management Guidelines
- ▲ Day to Day Maintenance Planner (SOP'S)
- ▲ Local Marketing Action Plan (SOP'S)
- ▲ Online National Level Digital Branding
- POS & Inventory Management System
- ▲ (Chargeable on Demand)
- ▲ Swiggy & Zomato POS Intergration (Support)
- ▲ Franchise Helpline Support

**All the Items & Services Mentioned Below in the Proposal
are Included in the FRANCHISE COST**



Founders



PRAMIT SHARMA

HELLO FRIEND,

THIS IS **PRAMIT SHARMA, CO-FOUNDER OF INDIA'S FASTEST GROWING CHAI CHAIN KNOWN AS CHAI CALLING.**

I BELIEVED IN MY VISION OF MAKING **CHAI CALLING** THE **BEST BRAND OF CAFE FRANCHISE** AND GLAD TO LET YOU KNOW THAT WE ARE COMING CLOSER TO OUR DREAM AS EACH DAY PASSES!

JOIN US FOR THE MOST **BEAUTIFUL BUSINESS JOURNEY CALLED CHAI CALLING.**



ABHINAV TANDON

HELLO FRIEND,

THIS IS **ABHINAV TANDON, CO-FOUNDER OF INDIA'S FASTEST GROWING CHAI CHAIN KNOWN AS CHAI CALLING.**

I'M AN **ENGINEER** WHO DECIDED TO PURSUE MY OWN DREAM OF ESTABLISHING A SUCCESSFUL BUSINESS OF SELLING TEA AND HAPPINESS DOOR TO DOOR!

JOIN US FOR THE MOST **BEAUTIFUL BUSINESS JOURNEY CALLED CHAI CALLING.**

Franchise As An Opportunity



FROM THE MORNING TEA TO MIDNIGHT CRAVING

Every hour is a Chai hour, thus, you'll never run out of demands from the customers and can expect your business running 24x7 in every season.

CHAI LOVERS ARE YOUR BLESSING

Tea is more than a beverage, it is a habit of many. Build a customer-brand trust with the regular ones, these customers are the key to benefit who buy your products regularly.

OPPORTUNITY TO BE ETHICAL AND SUSTAINABLE

Consumers are increasingly on the lookout for business with ethical and sustainable credentials. With a wide range of brands you'll have many choices to choose from.



Basic Requirements



Area Requirement- 80-300 Sq. ft.

- ▶ Area in prime location of your respective city.
- ▶ Location Analysis Team will be provided for the selection of perfect location.



Franchise Fees



Unit Franchise fees is
Rs. 3.89 Lakh + GST

It Includes the Brand fees,
Marketing Fees and cost
of all equipment in the
"STARTERS KIT SET".



Starter Kit Set

*Transportation Charges will be paid extra by Franchisee



CHAI CALLING™		
STARTING FRANCHISE MATERIAL KIT		
S.NO	NAME	QUANTITY
Kitchen Utensils / Raw Material Kit		
1	ELECTRIC FRIER	1
2	MILTON KETTLE (1 LTR.)	1
3	ICE CREAM SCOOPER	1
4	SANDWICH GRILLER	1
5	MIXER GRINDER	1
6	INDUCTION BASE	1
7	CCTV Camera (Single) M.I.	1
8	BRANDING STANDEE	1
9	Single Door Refrigerator	1
10	Plastic Measuring Mug	1
11	Timer Watch	1
12	Kadak Batch Big (300 Teas)	15 nos.
13	Kadak Batch Small (1200 Teas)	120 nos.
14	Chai Patti loose	3 kg.
15	Tulsi powder	100 gm
16	Elaichi Powder	100 gm
17	Adarak Powder	100 gm
18	Chai Masala	250 gm
19	Tulsi Green Tea	200 gm
20	Lemon Grass Tea	50 gm
21	Jasmine Green Tea	50 gm
22	Rose Hibiscus Tea	50 gm
23	Kashmiri Kahwa	100 gm
24	Chocolate Tea	200 gm
25	Paan Tea	200 gm
26	Rose Tea	200 gm
27	Seasoning	200 gm
28	Chilli Flakes	200 gm
29	Peri Peri Masala	200 gm
30	White Mayonnaise	2 kg
31	Sandwich Spread	2 kg
32	Tandoori Mayonnaise	2 kg
33	Lemon Ice tea	1 kg
34	Vanilla powder	250 gm
35	Coffee Regular	250 gm

Starters Packing Material

36	Honey	100 gm
37	Chocolate Powder	1 pkt
38	Chocolate syrup	1 bottle
39	Syrup (Strawberry)	1 bottle
40	Masala Lemonade	1 bottle
41	Regular Cup (100 ml)	1200 nos.
42	Small Cup (70 ml)	2000 nos.
43	Xl Paper cup (250 ml)	200 nos.
44	Chai flask (1000 ml)	30 PCS
45	Paper Plates	200 nos.
46	Napkin	10 pkt
47	Paper Bag	100 Pcs.
48	T Shirt	4
49	Black Cap	4
50	Apron	4
51	Plastic Bowl	3
52	Corotea (Ayurvedic Corotea Loose)	100 gm
53	Masala Chai Pkt (250 g)	5
54	Masala Chai Pkt (100 g)	5
55	Assam CTC Pkt (250g)	5
56	Assam CTC Pkt (100g)	5
57	Vegetable chopper	1
58	Rose Syrup	1 bottle
59	Darjeeling tea	50 gm
60	Dry Fruit Badam	100 gm
61	Dry fruit Kishmish	100 gm
62	Dry fruit Cherry	100 gm
63	SILVER KETTLE	2
64	FRY PAN	1
65	KNIFE & SPOON HOLDER	1
66	SERVING TRAY	1
67	NON STICK TAWA	1
68	MUG STEEL	2
69	SAUCE PAN	1
70	SMALL TEA SPOON (2)GM	4
71	SAUCE BOTTLE PLASTIC	4
72	BUTTER BOX	1

Starter Kit Set

**Transportation Charges will be paid extra by Franchisee*



Starters Utensils Kit

73	CHAI PACKING POLY	4 Pkt.
74	HANGING LIGHT	3
75	DECORATIVE BULB	4
76	TEA BOX	2
77	GLASS JAR (200ML)	8
78	Woolen Gluff	1
79	NAPKIN/STRAW/SACHETS/BLACK HOLDERS	1
80	DUSTBIN WITH LID (BIG)	1
81	DUSTBIN (SMALL)	1
82	Branding posters	10
83	Branding Sticker	5
84	Burner stove	2
85	Duster	5
86	Vim bar	2
87	Jhama steel	2
88	CHOPPING BOARD	1
89	JUG PLASTIC 1ltr	1
90	KNIFE SMALL	1
91	KNIFE BIG	1
92	SCISSOR	1
93	LIGHTER	1
94	JAR SET SMALL	1
95	BRASS BHAGONE	2
96	ADRAK CRUSHER	1
97	LEMON Squeezer	1
98	BIG STEEL SPOON	1
99	TEA STAINER	3
100	WOODEN SPOON KARACHI	1 Set



Local Market Purchase

S.NO.	PARTICULARS
1	Full cream Milk
2	Sugar
3	Amul Butter
4	Sandwich Bread
5	Sweet Buns
6	Vegetable (Onion Tomato, Capsicum, Cabbage, Adrak)
7	Mint leaves
8	Grinded Cheese
9	Dry fruits (Badam, Kismis, Cherry)
10	Honey
11	Lemon
12	Sweet Corn
13	Packing Cover Snacks
14	Waste bin Cover
15	Gas cylinder With Gas Chullah
16	Maggie
17	Spoon
18	Salt & Black pepper powder
19	Sauce sachet



Local Market Purchase

S.NO.	PARTICULARS
20	Garlic Paste
21	Refined Oil
22	Amul Cheese Slice
23	Roohafza Bottle
24	Soda
25	Egg (if required)
26	Kesar
28	Dairy Milk Chocolate
29	Dahi
30	Vanilla Ice Cream
31	Oreo Biscuits
32	Ice Cubes
33	Frozen Aloo Petti
34	Frozen French Fries
35	Jaggery
36	Disposable Spoon and Folk

Café Kitchen Equipment's



Refrigerator



Mixer Grinder



Electric Frier



Milton Bottle



Induction



Sandwich Griller



Fry Pan



CCTV Camera

Café Kitchen Equipment's



Brass Bhagana



Hanging Light



Duster



Timer Watch



Plastic Bowl



Tray



Tea



Tea & Sugar



Induction Base



Silver Kettle



Non Stick Tawa



Jug Plastic

Café Kitchen Equipment's



Butter Box



Jar Set



Steel Chulaha- 2 pcs



Dustbin Big



Tea Stainer



Apron



Branding Posters



Tea Cups



Caps



T-Shirts



Chai Flask

Staff Training Offline & Online



**Our Online & Offline Training Modules
Enables Cafe Staff to Prepare
Delicious and World Class Best Tea In The Market.**

- Two days Online training will be given (Free of cost)
- Two days Offline training will be given (chargeable)



**Raw Materials
Managing Training**



**Recipe
Management**



**Packing & Billing
Training**



- **Royalty / Commission - 0%**
- **Return On Investment:**
Expected from 6-8 months
of establishment



How to Apply for Franchise

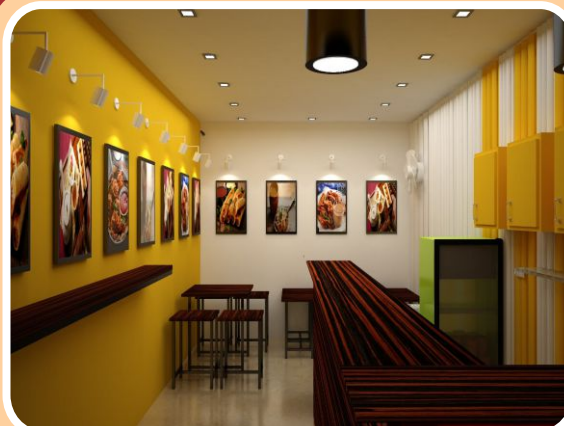


- Booking Amount 50000/-
- Payment confirmation will be sent to the investor.
- The Full Amount of Franchise Fee will be paid within 15 days.
- The agreement will be signed the day full payment is made.
- The brand will supply all the items including the Starter Kit within 10 days of receiving the final payment.
- The franchise has to inform the brand at least 15 days prior to opening the outlet regarding the training of the chef.



Franchise Support

- Technology Driven Support:
- Cloud based POS billing (Chargeable)
- FOFO Model for smooth functioning of Franchise
- Door Delivery of Raw Material at Store
- Complete SOP Manual for Smooth Operation
- Minimum CapEx and OpEx
- Weekly review meeting for issues and queries



Frequently Asked Questions



Q. Is the Franchise Fee refundable?

A: The Franchise fee is not refundable.

Q. What are the other initial expenses apart from the franchise fee of 3.89 Lakhs?

A: The investor is responsible for the interiors of the shop, painting expenditures and furniture etc. (The cost may vary from 50,000 to 80,000 for 100 Sqft).
Shop security deposit (if the shop is rented).

Q. Who will manage this business?

A: This business is fully operated and managed by Franchise owner (FOFO model).

Q. Duration of the Franchise Agreement?

A: The Franchise Agreement is valid for lifetime (On renewable basis).

Q. Can the Franchise add extra drinks and other than the snacks on the menu?

A: CHAI CALLING does not entertain any items to be sold that do not belong to the menu from its outlet. However, considering the regional flavor and demand, one can add snacks with written approval from the brand. NO OTHER TEA VARIETIES CAN BE ADDED.

Q. What are the snack items supplied by the brand?

A: As long as the quality of snacks are not compromised, any local snacks can be made available over the counter although we will be providing raw material for sandwiches, burgers and other snacks on the menu.

Q. Will the brand provide staff?

A: NO. But the brand provides training to your selected staff. You may need a minimum of 2-3 workers to run the unit. These workers need not to have any prior experience since all the items on menu come with a peculiar method of preparation with fixed ratio and formula.

Q. Will the Training be Charged?

A: It can be done in two ways.

- Non- Chargeable Online Training through videos. We provide full videos of recipes

Frequently Asked Questions



created by our chefs.

- Chargeable Offline Training, where one of our chef will arrive at your destination and provide 3-4 days of training, the travel and accommodation expenses will be handled by the investor (approx expenses Rs 15000/- to 25000/-)

Q. What are the average daily sales at existing stores?

A: The primary factor responsible for the sales is the location of the shop due to which it may vary from ₹8,000 to ₹20,000. An average of ₹10,000 must be expected.

Q. Will the brand provide stock for preparing everything on the menu when the initial stock is over?

A: The brand will supply all the primary ingredients on chargeable basis. However, there may be times when the franchisee has to buy locally. Certain things will always be bought by the franchisee.

Q. Will you open a new franchise near already established shop?

A: We always consider a distance between the two shops such that none of their sales are affected, depending upon the locations of the two.

Q. Can the franchise use its own mugs and cups for serving purpose?

A: NO. It is NOT allowed to use any other sort of glasses or cups or mugs.

Q. How and when can the franchise report their sales to the brand?

A: The sales reports has to be sent daily, weekly or on monthly basis via Whatsapp.

Q. How can the Marketing can be done?

A: The marketing can be done through offline media, newspaper articles and advertisements, pamphlets etc. or Online media, social media marketing via



CHAI CALLING™

CHAI WITH MILK

Kadak Chai	10/-
Masala Chai	12/-
Adrak Chai	12/-
Tulsi Chai	12/-
Gudh (Jaggery) Chai	12/-
Chocolate Chai	15/-
Elaichi Chai	15/-
Rose Tea	15/-
Paan Tea	15/-
Coffee	20/-
Kesaria Chai	25/-

SANDWICH

Veg Sandwich	25/-
Veg Grilled Sandwich	39/-
Cheese Grilled Sandwich	49/-
Tandoori Grilled Sandwich	49/-
Peri-Peri grilled Sandwich	49/-
Cheese Corn Grilled Sandwich	49/-

COOLERS

Lassi	30/-
Masala Lemonade / Nembu Pani	40/-
Lemon Ice Tea	40/-
Vanilla Shake	50/-
Chocolate Shake	60/-
Oreo Shake	60/-
Cold Coffee	60/-
Cold tea	60/-

CHAI WITHOUT MILK

Tulsi Green Tea	15/-
Black Lemon Tea	15/-
Lemon Grass Tea	15/-
Jasmine Green Tea	15/-
Rose Hibiscus Tea	15/-
Black Tea / Darjeeling Tea	15/-
Kashmiri Kahwa	15/-

MAGGIE

Plain Maggie	30/-
Veg Maggie	40/-
Egg Maggie	50/-
Cheese Maggie	50/-
Tandoori Maggie	50/-

SNACKS

Bread Toast (Jam/Butter 2 piece)	30/-
Maska Bun (butter Grilled)	30/-
Garlic bun	40/-
Cheese bun	40/-

FRIES

French fries	49/-
Peri-Peri fries	59/-
Cheese French fries	79/-

BURGERS

Veg burger	40/-
Cheese Burger	50/-
Tandoori cheese burger	60/-



Our Chai



Ayurvedic Corotea- 25



Sleeping Beauty Chamomile Tea



Rose Hibiscus Green Tea



Tulsi Lemongrass Tea

Chai Masala & Masala Chai



Earl Grey Tea



Return On Investment (ROI)

70-80%

**HIGH MARGIN
PROFIT**



OUR ROBUST R&D ON MENU CUSTOMIZATION,
AFFORDABLE RAW MATERIAL SUPPLY AND RECOMMENDED MENU
PRICE RESULTS IN 70-80% GROSS PROFIT MARGIN

Our Standard Operating Procedures (SOP) Ensures



**Automatic Inventory
Management**



**Systematic Recipe
Management**



**Automatic Product
Cost Calculation**



**Daily Online & Offline
Sales Summary**



**Customer Database
Management**



**Cafe Review & Ratings
Management**

Our Gallery



Media Coverage



अमर उजाला
जोरा! चुल का!



खर्चा आरगा, इसका पता किया। एक चाय कैफे खोलने के लिए जितना धन चाहिए था, उतना हमारे बस की बात नहीं थी। फिर हमने इसका तोड़ निकला और हमने कियोस्क स्टाइल चाय सेंटर खोलने का मन बनाया।

2 इंजीनियर्स ने 1 लाख से खोली चाय की दुकान, एक साल में कमाए 70 लाख



'Chai Calling': Engineering-background 'chai-wallahs' make crores via their desi start-

'Chai business' - the desi brand - is now आफिस म मशान का चाय मिलता था तो चाय की डिलिवरी शुरू की, आज 2 करोड़ का टर्नओवर

नवभारत टाइम्स | Updated: 18 Jun 2019, 08:19:00 AM
अभिनव टंडन और प्रमित शर्मा नाम के दो इंजीनियर दोस्तों ने कुछ साल पहले नोएडा में टी चैन 'चाय कॉलिंग' की शुरुआत की। अब यूपी में इस चैन के 15 टी-स्टॉल चल रहे हैं, जिनसे सालाना लगभग 2 करोड़ रुपये की कमाई होती है।



These Engineers Opened a Tea Stall, Earning Over 70 Lakhs

Stories Unbelievable Startup Stories Trending

August 15, 2018 By Mohan Ravi



Honourable prime minister shri Narendra Modi tweeted about the special coverage of your venture "Chai calling" in Navabharat times.

Keep going. Best wishes.



टॉप न्यूज़ राज्य बाँतीबुड बिजनेस स्पॉट

Dainikbhaskar.Com

Feb 21, 2016, 07:00 AM IST

लखनऊ. चाय की होम डिलीवरी कर लाखों का टर्नओवर करने वाले दो इंजीनियर दोस्त आज चर्चा का विषय बने हुए हैं। 'Chai Calling' के एक स्टॉल से शुरुआत की और अब लोगों के अच्छे रिसपांस के साथ नौ स्टॉल से अपना बिजनेस चला रहे हैं। यही नहीं अब ये बिजनेस देश में फैलाने की तैयारी है। dainikbhaskar.com आपको इन इंजीनियर दोस्तों की इंस्पायरिंग स्टोरी से रूबरू करा रहा है। 'Chai Calling' के फाउंडर अभिनव टंडन ने बताया कि जब वो और उनके बिजनेस पार्टनर प्रमित शर्मा स्टडी और

आपने पिछा और दूसरे फूड आउटम्स की होम डिलिवरी देखी होगी, लेकिन दो दोस्तों ने घर-आफिस में चाय भेजनी शुरू कर दी

बरेली के रहने वाले अभिनव टंडन और प्रमित शर्मा ने लखनऊ से इंजीनियरिंग की



अपनीसुलू बी बागोंतंदन बयलुसु वल्लु टागोवसु. चिमरुकि वारु बी क्कूळु पेळ्ळुसु क्कूवैस्वरुलवुय्यु. अदेलार् चूडुडु.



आपने पिछा और दूसरे फूड आउटम्स की होम डिलिवरी देखी होगी, लेकिन दो दोस्तों ने घर-आफिस में चाय भेजनी शुरू कर दी

बरेली के रहने वाले अभिनव टंडन और प्रमित शर्मा ने लखनऊ से इंजीनियरिंग की



Return on Investment Chart



On approx 10000 Rs per day sale

SALE PER DAY	10000
Working days	30
TOTAL SALE	300000
Gross profit per month @60 % of sale	180000
EXPENDITURE	AMOUNT
RENT	20000
SALARY (3 staff minimum)	24000
ELECTRICITY	4000
MAINTENANCE	3000
MISCELLANEOUS	3000
TOTAL EXPENSE	54000
Net profit (gross –expense)	126000

Above figures are on approximate basis and depends upon the location

Contact Us



Give us a call

+91-9720463999



Write to Us

E-mail : hello@chaicalling.com



Look us up

www.chaicalling.com



Visit us

500, 5th Floor, ITL Twin Tower,
Netaji Subhash Place, Pitam Pura, Delhi, 110034

Apply today & Get All this @ only

₹ 3,89,000

+GST

FRANCHISE HELPLINE

+91-9720463999

TERMS & CONDITIONS

- *No Hidden Cost with 100% Transparency in Terms.*
- *Life time Franchise Agreement.*
- *Taxes Extra as per Government Policy & Subject to change.*
- *All Payments made are Non-Refundable.*
- *Materials get dispatched within 1-2 Weeks of the final Payment.*
- *NEFT/RTGS and Cash Deposits on Company Account Only.*
- *Transpiration Charges of Materials & Raw Materials will be extra.*
- *Extra 1000 per month for social media page handling.*
- *Store Interior Design Cost should be from customer side*



CHAI CALLING™

ACCOUNT DETAILS

BANK NAME

STATE BANK OF INDIA

ACCOUNT NAME

MILD & FRESH BEVERAGES PVT LTD

ACCOUNT NUMBER

38910030360

IFSC CODE

SBIN0000615

ADDRESS

CIVIL LINES BAREILLY , 243001

For Payments



 **SBI Payments**

MERCHANT NAME: MILD AND FRESH BEVERAGES PVT

UPI ID: 38910030360@SBI

SCAN & PAY



BHIM
 **SBI Pay**

BHIM | **UPI**
BHARAT INTERFACE FOR MONEY | UNITED PAYMENTS INTERFACE



Thankyou !
