

Business Proposal

Chai Sutta Bar Pvt. Ltd.



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About Chai Sutta Bar

Chai Sutta Bar is a rapidly growing Tea and cafe chain in India that was established back in 2016. Chai Sutta Bar envisions blending **Kulhad's** health benefits with the most go-to-beverage 'Chai' in India. Hailing from the commercial capital of Madhya Pradesh, Indore, **it is well known for its uniqueness and world-class service.**

The birth of Chai Sutta Bar began when two youngsters **Mr. Anubhav Dubey & Mr. Anand Nayak** brainstormed ideas together. Their idea of Chai Sutta Bar was to serve Indian Traditional Kulhad's Chai on the bar table which highly resonated with the youth and to give a twist to the original tea concept prolonging in the Indian society and culture from ages. They dreamt of serving a Wishful cup of chai in every corner of the world. The brand has served several soulful Kulhad's of Chai to **150+ cities** along with countries like **Oman, Nepal and Dubai** with more than **300+ Outlets** across the globe.

Vision:

Our vision is simply to bring **Indian cultural** values from the roots and blend them with the world-class ambience to serve people with aromatic experiences and cheerful memories. **We want people especially the youth to enjoy eco-friendly 'Kulhad Chai Breaks' rather than 'Sutta Breaks'.**

Mission:

We are on the mission to get more and more people to try our chai **globally & taste** the aroma of **India's soil through Kulhad** in their every sip.

We want to become an inspirational food venture where **food from all over the world gets a local twist and flavour and become affordable for all the people around the place.**



Key Features

1. Fastest Growing Food Venture

Chai Sutta Bar has become one of the fastest growing food ventures from India by opening more than **300+ Outlets** in major cities in just **6 years** of its establishment.

2. Quality Products

Chai Sutta Bar provides world-class **high-quality** food at a **very affordable** range which attracts customers from all backgrounds and especially the youth.

3. Environment-Friendly

Chai Sutta Bar has taken a conscious decision to serve our beverages in kulhads which is much more environment friendly than plastics or other alternatives.

4. Ambience

The USP of Chai Sutta Bar is to serve traditional chai in a bar-like setup without serving 'Sutta'. In fact, a cigarette is completely banned at chai sutta bar's outlets.

5. Franchise Model

Chai Sutta Bar provides extensive support to all those who want to be their own boss by targeting mutual growth and profitability.

Process to take franchise

- 1** **Deposition** of Token Amount for booking.
- 2** Visit of **R&D Team** for **location and shop finalization**.
- 3** After shop finalization, **Furniture and Interior** work to be done as per the **standards**.
- 4** Signing the **Franchise Agreement** in Indore Head Office.
- 5** **5-20 days** training of staff at company owned outlets.
- 6** After training, **Raw Materials and Machinery** will be provided by **Chai Sutta Bar** and opening to be done as per the process.

Important Note

It takes around **40-45 days** from the booking date to launch the outlet.



Why Chai Sutta Bar?

1 Our Fresh Concept

Our concept of '**Taste The Kulhad**' in a bar like setting where **smoking is completely prohibited** has been a new concept that focuses on the **health of both the brand and our consumers**.

2 Our Brand Value

At present, we have culminated into a brand that resonates with youth through our vision and mission. We have also marked our presence in more than **150 cities** in India as well as **Dubai, Nepal and Oman** with our **300+ outlets** across the globe.

3 Our Prominence

We have been covered by **major media houses** with our success story of becoming a **bootstrapped company** within 5 years of the establishment without any outside investment.

4 Our Social Media Presence

We have a strong social media presence with more than **50,000** searches per month on our brand name and around **80M+** organic traffic on our social media.

5 Our Target Audience

We are a major attraction for youths who are spending more than **6,00,000** minutes in our outlets. In the coming years, we are targeting to reach more cities and to serve more people.



Presence

1

India

2

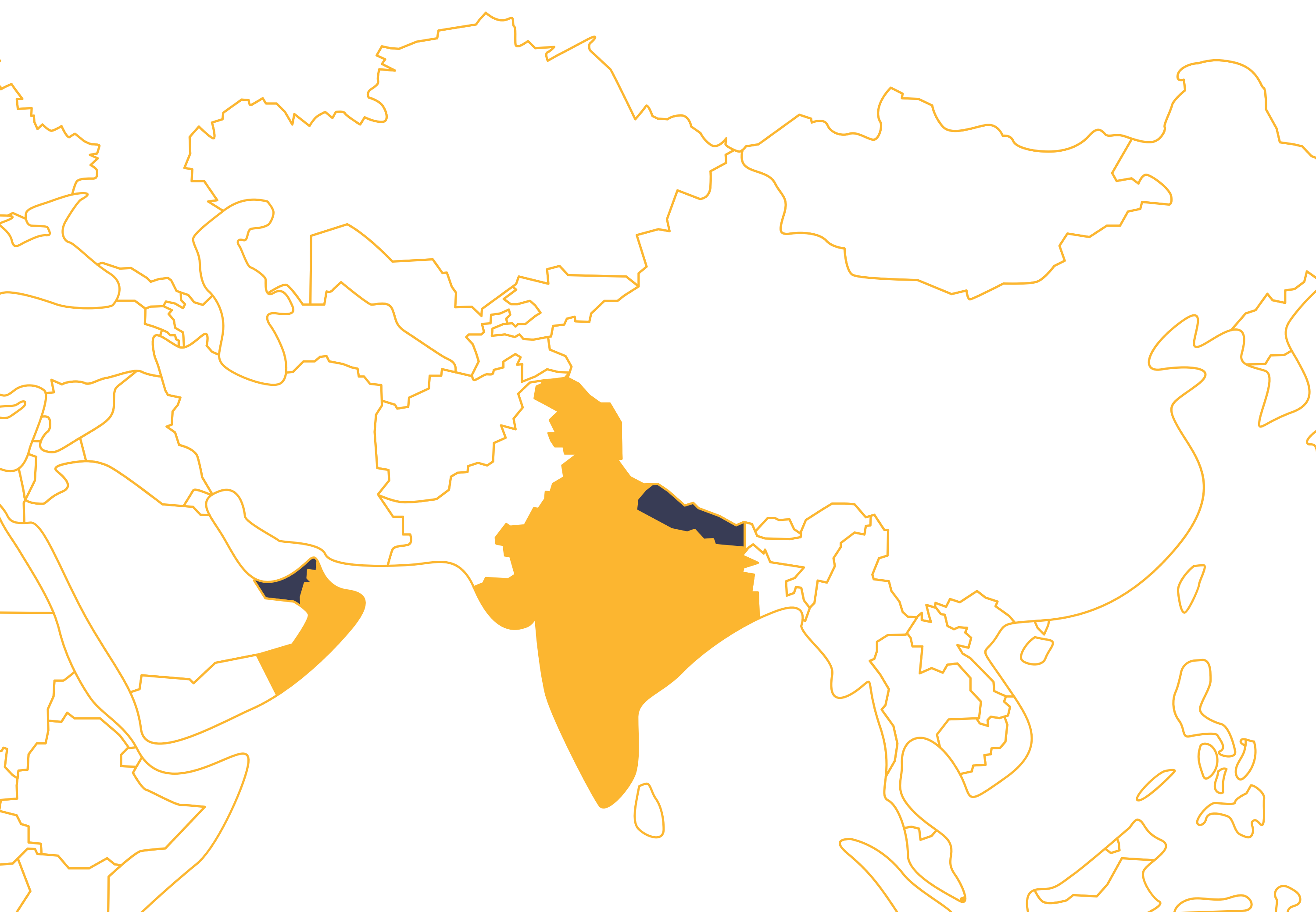
Muscut(Oman)

3

Dubai

4

Nepal





1

300+
Outlets

2

150+
Cities

3

04
Countries

Costing Distribution

| Essentials | Investment |
|------------------------|---------------------|
| Minimum Space Required | 300 -500 Sq. Ft. |
| Machinery & Equipment | Rs. 3 Lacs |
| Interior & Furniture | Rs. 4-5 Lacs |
| Initial Raw Materials | Rs. 2 Lacs |
| Franchise Fee | Rs. 6 Lacs + GST |
| Opening Day Expenses | Rs. 50-60 Thousands |
| Total Investment | Rs. 17-18 Lacs |
| ROI | 16-18 Months |
| Royalty | 2% +GST |


Kindly Note

1. Costing of each outlet depends upon the location and size of outlet.
2. As per Government of India rule GST will be applicable on each payment
3. Cost of Interior will depend on the interior and area of the outlet.
4. A Token Money of approximately **1,18,000/-** will be required to buy Chai Sutta Bar Franchise which is non-refundable.

Menu

STARTING FROM

RS. 15

- Paan
- Adrak
- Elaichi
- Tulsi
- Rose
- Masala
- Kesar
- Chocolate 
- Lemon



OUR
CHAI



Burger

STARTING FROM

RS.50



Fries

STARTING FROM

RS.70



Pizza

STARTING FROM

RS.80



Cold Coffee

STARTING FROM

RS.70



COMES WITH 10 DIFFERENT
NON-ALCOHOLIC FLAVOURS



Shakes & Beverages

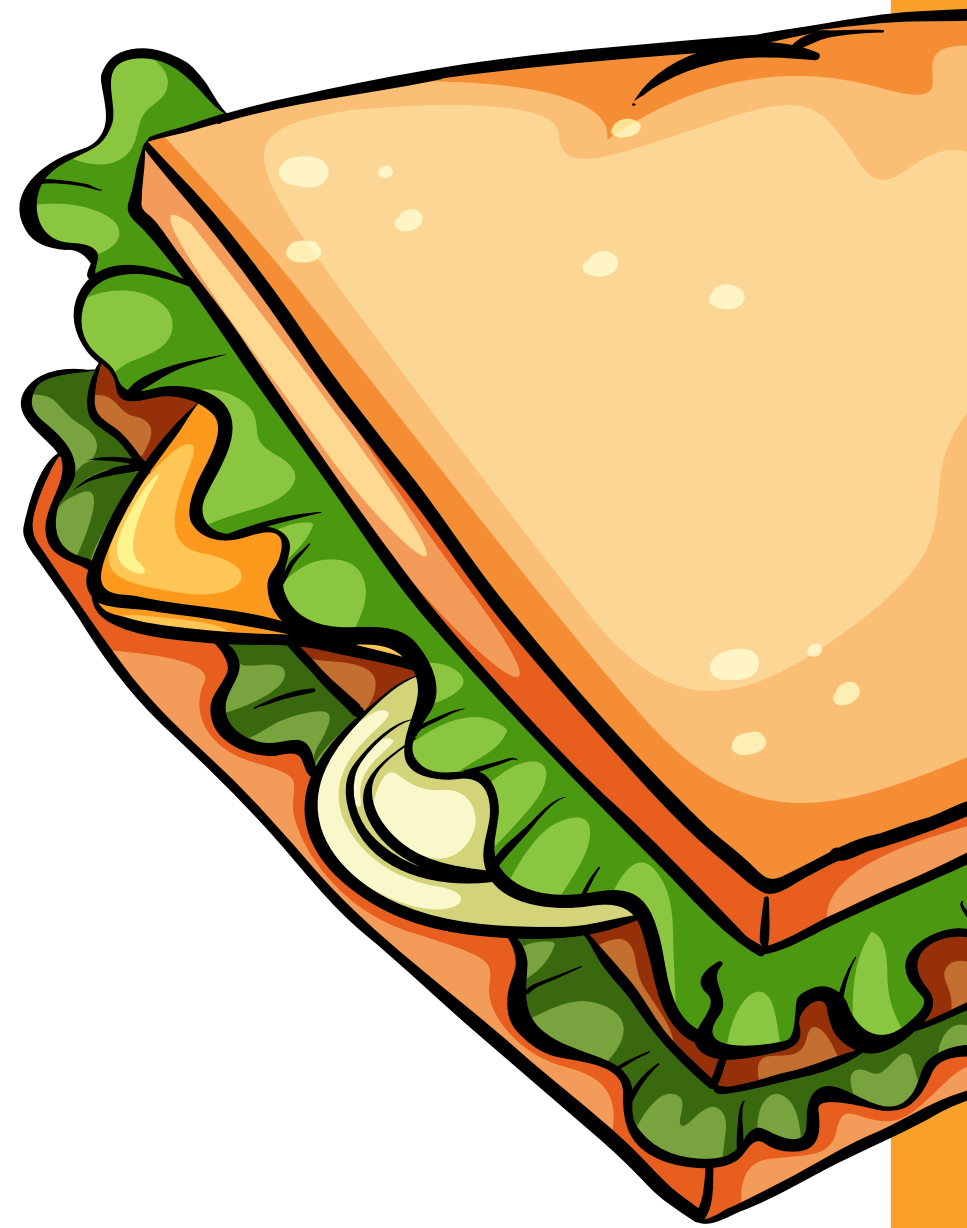
STARTING FROM

RS.80



Sandwiches

STARTING FROM
RS.50



Pasta



STARTING FROM
RS.90

Maggi

STARTING FROM
RS.50



Support

For Any Kind Of Support Or Query, Kindly Contact On The Following Number:

Sales/Support: +91-6262300031

Or
Write us @



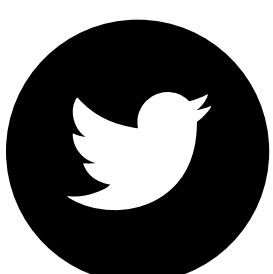
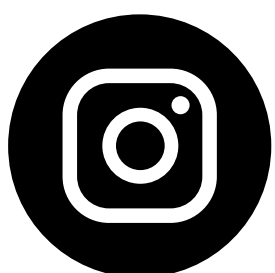
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