



*The Chai Wala's*

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**A Piping Hot Business Opportunity**

# The Chai Wala's

Chai, is a quintessential part of Indian lifestyle. The typical imagery of a chaiwala is that of a roadside vendor selling you tea in glasses. But there is no standardisation in process and taste, that is where we enter. The Chai Walas provide you the same no fuss concept of having tea with standardised process, Unmatched Quality and immaculate taste.



# The Chai Wala's Offerings

- TCW Provides you with standard and well researched tea leaves, which provide perfect taste every time
- A stable tea making process, which eliminates dependence on Tea maker
- Complete handholding in setup and initial scaling up of operations
- Continuous support and updates for remaining relevant in the market place, which is ever evolving.



*The Chai Wala's*

# WHY BE A FRANCHISEE



# Why be a Franchisee ?

- **Low Risk** The model is already implemented and is backed by a proper corporate structure
- **Readymade customer base and brand recognition**, thus finding your first customer is always going to be easy
- **You get to be your own Boss** from day one, with great backend support by our team
- **Pre-set sourcing platform** with great pricing power advantage.



# *The Chai Wala's - Proposal*

- Based on Standard design and space requirement, The Franchise sets up the TCW outlet
- The Franchisee takes care of all the expenses pertaining to the setup of the outlet as per our standards and designs
- Team TCW will provide all conceptual and operating guideline, train staff and help in scale-up with regular support and guidance.



# *What you get as a Franchisee*

- A well researched and tried and tested process
- Technical Knowledge and Expertise
- Brand loyalty and recall, limiting requirement of advertising of any form
- Stable and growing business that hits the sweet spot with end customers



# What you get as a Franchisee

When you INVEST in Franchising, you DISINVEST in Hits and Trials.

- Fore-runners in Franchise Network allows you the pros of **BEST DEAL** and as the franchise network expands, your individual business will grow as well.
- **INDUSTRY STATISTICS** prove that success rates of franchises are significantly higher than those of individuals starting their own business concept.





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# WHY GO WITH US?



# *Advantages with The Chai Wala's*

- ☕ No prior experience required; you just need to have a zeal for business
- ☕ An easy recall every time
- ☕ Standardized materials and processes
- ☕ Social Media, Search and google Maps integration done centrally
- ☕ Process manuals & training Support at every level



# *Advantages with The Chai Wala's*

- ☕ **TCW team gets you on all online delivery platforms**
- ☕ **All paperwork and licensing is planned and support provided to franchise before launch**
- ☕ **Social Media worries taken care by Team TCW**
- ☕ **Marketing costs are shared between Franchisee & TCW, as they are generally city-wide Costs are much lower per outlet**



# Tea Business with The Chai Wala's

- Hardcore cash business Hassle-free as no credit or cash rotation issues.
- All Season Business Tea Sells through out the year, with very minimal seasonal effect
- With TCW developed systems & processes, this is a long-term business with a solid foundation



# Who does What

## The Chai Walas Team

- Technical & Operating Guidance vide the operating manual for smooth functioning of the Outlet
- Operating Interface for daily operative assistance
- Sourcing of 3 M- Men, Management and Material
- Food Cost, Standardization and Quality management
- Guest Relation Management
- Media Planning, Mix and Management
- Online PR and Management

## The Franchisee Owner

- Pre-commissioning Capitalization and Expenses and outlet maintenance
- Marketing expenses in sharing mode
- Legal ownership of the business outlet
- Legal, PR and Licensing Maintenance
- Government approvals and sanctions as per guidelines from time to time
- Payment of all government duties, taxes and levies
- Avoid any kind of unlawful activities



# *The Chai Wala's – Formats*

## *The Chai Wala's - Outlet*

- The self-service casual seating outlet for High Footfall areas
- Setup Cost Approximately 10 Lacs plus Franchise Fees

## *The Chai Wala's - Kiosk*

- The smallest footprint outlet, for office Buildings etc.
- Setup Cost Approximately 7 Lacs plus Franchise Fees



# The Chai Wala's - Outlet

## Royalty and Franchisee Fees

### Royalty structure:

- ☕ 10% of sales net of taxes or Rs. 12,500 which ever is higher upto sales of Rs. 2,50,000
- ☕ 8% of Sales net of taxes or Rs. 25,000 whichever is higher on total sales if sales or Rs. 2,50,001 and above

### Term of Agreement

- The term of agreement between The Chai Walas and franchisee will be for 5 years with lock-in of 3 years and no compete clause for 8 years. The no-compete clause would be rolled over on contract renewal.

### Franchisee Fee.

- ☕ One time Non-refundable : Rs. 1,50,000 Non-refundable
- ☕ Security Deposit Refundable : Rs. 1,50,000 Refundable



# The Chai Wala's - Kiosk

## Royalty and Franchisee Fees

### Royalty structure:

- 10% of sales net of taxes or Rs. 10,000 whichever is higher upto sales of Rs. 1,50,000
- 8% of Sales net of taxes or Rs. 15,000 whichever is higher on total sales if sales or Rs. 1,50,001 and above

### Term of Agreement

- The term of agreement between The Chai Walas and franchisee will be for 5 years with lock-in of 3 years and no compete clause for 8 years. The no-compete clause would be rolled over on contract renewal.

### Franchisee Fee.

- One time\* Non-refundable : Rs. 1,50,000 Non-refundable
- Security Deposit\* Refundable : Rs. 1,50,000 Refundable





# What does Franchisee Fee Cover?

- ☕ One time non-refundable, covers following:
  - ☕ Utilization of our brand, SOP, Management and Operative Confidential Information, Recipe and Proprietary Information
  - ☕ Initial Concept Planning, Initial and Continual Resource management of all Manpower, Management and Material
  - ☕ Pre-commissioning to commissioning direct supervision and implementation of all systems, and setups
  - ☕ Cross utilization of our all existing and corporate resources and corporate management teams.



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**THANKS FOR YOUR  
INTEREST**

