

MS CHAI INDIA - THE TEA SHOP AGGREGATOR**Graduation Foods Pvt. Ltd.**

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msc.rishalbabu@graduationfoods.com**Alias****Tea = Chai****MSC = MS Chai India****GF = Graduation Foods****Table of Contents****Pages**

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Abstract

1. Rich becoming Richer, Poor becoming Poorer. 2. Earth is full of Plastic & Unhealthy.

Brief Solution for Problem 1. On one side tea franchises are growing rapidly and on the other side small tea shops/stalls losing customers. Instead of providing franchise ownership to people who have money. Let's give an Opportunity to small tea stall businesses to increase their business by standardising their business with branding, attractive outlet design, proper equipment, hygiene & perfect menu. Let's make them work for the brand. This way customer base will be increased and as they grow with the brand, we grow. **SIMPLE & CLEAR.**

Brief Solution for Problem 2. We & people around us using plastic/disposables/paper cups which is coated with polyethylene (a petroleum based product). Which is really harmful for humans and nature. We generate tons of plastic/paper cups waste throwing into the nature, 85% of plastic/paper waste never being recycled. So here is the solution for the problem. **Clay Cups & Eatable Cups.** As of now these clay cups & eatable cups are little higher in price to buy for USE & THROW. When it has high demand, price might become low. More over this is **HEALTHY.**

A. Introduction

Introducing MS CHAI INDIA - MSC (The Master science of chai) The chai made with science and Engineering. A branding aggregative partner for all tea shops or tea stall across India. We partner with small businesses tea shops & stalls who don't have proper branding, who don't have proper customer base, who don't have good menu, who don't have good taste, who don't have proper equipment & who don't have proper standard hygiene. We provide all of these to them to help them to grow their business. Once everything is setup in every area, marketing our brand is not a big deal to grow MS Chai India. Without any advertising or promotion, we can make easy marketing on our brand and products. Everybody can do business who have good techniques but only few can save the Earth & Nature by doing Eco-friendly business.

We are green business. We don't want to generate plastic waste to pollute environment. We are here to help nature & living creatures to be in better place.

B. Culture

Chai is the India's National Drink. One of the oldest drinks in history, **chai is India's most popular drink.** Drinking chai has become an elaborate culture in India, where many people now host tea-parties, celebrating special occasions. Chai has become a sign of hospitality and it builds connections like no other form of food or drink. Chai is like

a conversation starter and helps to communicate better. 50ml of chai is a fuel for people in India. Without chai, people in India can't even finish the day. Cup of chai keeps the body super active throughout the day. The country consumes a whopping 8,37,000 tonnes of tea every year! India's most loved beverage, chai.

C. Opportunity between the .Dots.

I have seen a business opportunity & to save earth between dots and connecting the dots. I want to grab this biggest opportunities by connecting the dots. Dots are nothing but non branded or local small business tea shop & stalls. Lets assume one of the tea shop ("Chai Wala") in the town is making 1000/- to 2000/- per day by selling chai. What if we help the chai wala by providing the brand & modifying to the most attractive tea outlet and standard equipment in the area & help him to increase the growth by grabbing more customers to the shop. When that chai wala grow, our brand grows. When brand grows, automatically money follows the company.

D. Problems facing by India and Environment

1. Indians generating plastic waste 3.6 million tons every day. Among that 40-50% of waste produced in plastic/polyethylene coated tea cups.
2. Polyethylene coated cups are more dangerous that will be harmful for the body and the digestion system. Polyethylene is a petroleum based product. For more information visit : <https://www.nature.com/articles/nindia.2020.173>
3. How plastic or paper or disposable cup affecting environment? India has 27% illiteracy rate. Even though people who have good education or degrees, they don't have minimum common sense to throw into dustbin properly. When the wind blows harder, those cups just roll out on the road or anywhere else. Those cups takes years to degrade into the soil.
4. Let's talk about the cups which are thrown properly into the Dustin. Do we really should believe or understand that 100% of cup trashes collected by municipalities across India will go for recycling specifically to cup recycling companies? NO, It will never ever go there. All the trash going to dump yard. Taking years to separate the garbage in the trash to send for recycling. We have 3 billion tonnes (just assuming I don't know the exact number, we might see even more) of garbage is ready in dump yards in the other side of the cities you never seen.
5. Problems in cookware we use in daily life. As the time passes, people wants faster cooking process so we shifted from healthy to unhealthy without knowing. Most of the chai walas using aluminium cookware to boil the milk & to make chai. Aluminium leaches into the milk which is absolutely unhealthy. A research as proven the having food or drink cooked in aluminium cookware leads to kidney problems, liver problems & Alzheimer.

E. Solution

E.1 Solution 1. I know it's hard to go the 90's. At least, To have good healthy food we should go back to 90's to retain our health. **SOLUTION: Traditional Cookware / Clay pots and Clay Cups.**

There are no toxic materials or chemicals go into the making of clay cookware. It is eco-friendly, and safe to use on all kitchen appliances and used with all types of foods. It is safe for people who are vegetarians, vegans, all organic, and that have certain dietary restrictions.

Advantages of cooking in traditional cookware

Cooks great with very little use of Oil/Fat- While cooking, the clay pots circulate steam throughout the process, thus providing enough moisture to the contents, for softening the food to the right levels. Hence, the requirement of oil comes to a bare minimum.

It serves as a Natural Detox- Clay has alkaline properties. While cooking food, it neutralises the PH balance and reduces the acidity levels of the food. Thus, it serves as a natural detox.

Nutrition in abundance- Clay pots are made of earth.

“Earth” has almost every nutrient available in itself, which is a necessity of every human body.

Hence, you are doubling up your benefits while cooking in clay pots:

- It retains back the nutritional value of the food, because of its cooking process.
- You gain, the nutrition of clay (earthenware), as and when it leaches in the food while cooking.

The food is amazingly tasty- This is because of basically 3 factors:

1. The cooking in clay pots is slow and even.
2. The nutrition value of the food is retained.
3. The nutrition value of the vessel leaches into the food adding flavours along with health benefits.

The food stays warm for long- Compared to other utensils, the food stays warm for a much longer time in clay pots.

Even if you need to reheat it, the food does not reduce on its nutritional value.

Life of the Cookware is long- Only if the following procedures are followed properly, you will a long-lasting clay pot for yourself:

- Seasoning of the vessel.
- Cooking food on medium to low flame.
- Handling the cookware with care.

E.2. Solution 2. To grow India's economy, we have to help small businesses to grow in the right way with the power of technology.

E.3. Solution 3. From Several years, pottery makers playing bigger role by provide claypots to cook healthy food. Now in 20's everything became unhealthy. We have to adopt traditional cookware again to retain our healthy lifestyle.

F. Business Model

Step by Step process:

Step 1. We visit to tea shop or stall & ask them to partner with our brand by explaining all the benefits by partnering with us.

Step 2. Documentation work - Agreements with signing on to follow each and every teams and conditions without fail.

Step 3. Providing attractive outlet setup, standard equipment installation and branding. *Then we teach how to make the most divine chai in clay pot and serve in clay cups. As well as all the food and beverage items in the menu.*

Step 4. We will teach how to use the MS Chai mobile app - How to get online payments through MSC QR code and how to update the number of clay cups are already used and how many remaining.

Step 5. Last but not least, It's our job to market our brand to increase the sales at every outlet.

G. Green Earth Program

What is climate Crisis?

The consequences of climate change now include, **intense droughts, water scarcity, severe fires, rising sea levels, flooding, melting polar ice, catastrophic storms and declining biodiversity.** We have to solve this biggest issue.

We LOVE Earth and we are committed to save earth as our part. It is in our hands to save earth from climate crisis. Yes, We are committed to plant a tree on every 70 cups of chai sold. And also we committed to give our 10% of profits to climate crisis funds.

H. Products

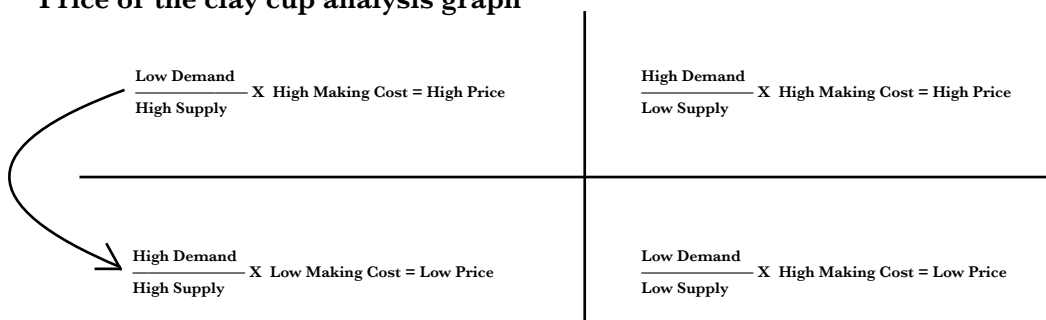
H1. MS Clay Pots



H2. MS Clay Cups



Price of the clay cup analysis graph



As of now, the price of each 70ml clay cup cost ₹2.10/- because of low demand and high making cost but anyway soil is high supply resource. If we have high demand parallel to low making cost = dramatically price becomes low.

H3. MS TEA

I Love the taste of this customised tea powder,
Yes We made it. **would you like to taste?**



I. TECHNOLOGY & FEATURES.

The MSC Mobile application will be available for both Android and iOS devices. The Back-End is designed with blockchain technology which has highly secured. The privacy and security of the valuable user's data and MSC tokens are safe inside the blockchain.



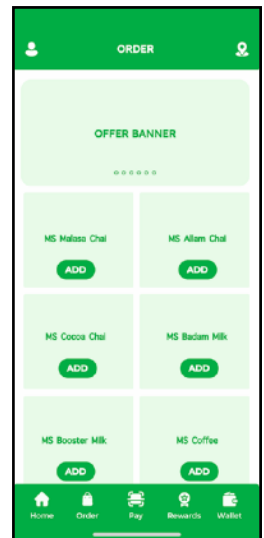
I.1. Home

Home Screen is designed in a decent look where people can able to understand easily how app really works. It has GF Virtual Smart card which is connect to MSC App INR wallet. Customers can able to just Tap it on swiping machine in the MS Chai India outlet. GF Virtual card only works with swiping machines specifically designed for MSC Outlets.

It has also targeted advertising campaign and news articles about graduation foods and MS Chai India view to reach millions of people.

I.2. Orders

Ordering cold or hot beverages or any food made easy and faster now. The algorithm we use to find the shortest path of the nearest delivery partner and shortest path from delivery partner to MSC outlet. GF has most the delicious, healthy and affordable food & beverage menu for hungry people. There are food delivery companies which takes 35 to 40 mins to deliver food. What if the time taking reduced to 15 to 20 mins? Yes, I believe this is possible. We can deliver in 20 mins.



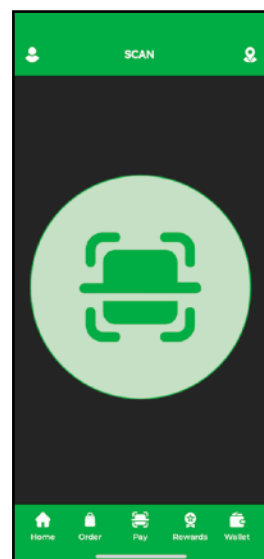
I.3. Pay

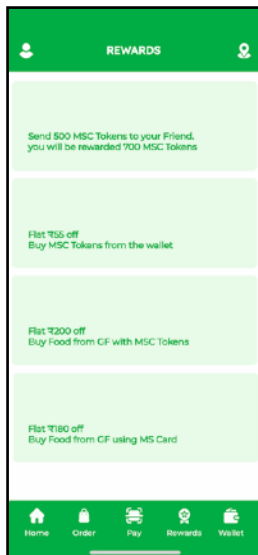
The another payment method designed in the app for chai lovers and customers at MSC outlet. It is simple and easy payment method.

Step 1. Tap on the Pay icon on the Tab bar.

Step 2. Choose the item ordered / select the number of items ordered & Tap on “**Scan & Pay**”

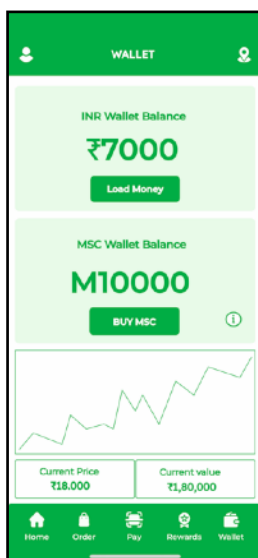
Step 3. Scan the MSC QR code and hit confirm.





I.4. Rewards

Rewarding customers is the good way to get benefit for both customers and business growth. We provide wide range of coupons and rewards for our beloved customers. Every single customer is important to us. We want to provide the best customer experience than no one else does.

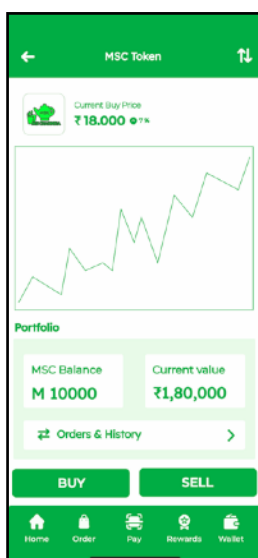


I.5. Wallet

Wallet view is designed into two dedicated wallets.

Wallet 1. INR Wallet - This wallet allows users to load money into the wallet to buy MS Chai or food in MS Chai India Outlets. Users don't have option to withdraw money to bank like regular wallet either users need to buy anything in menu or they can use money to buy MSC Tokens.

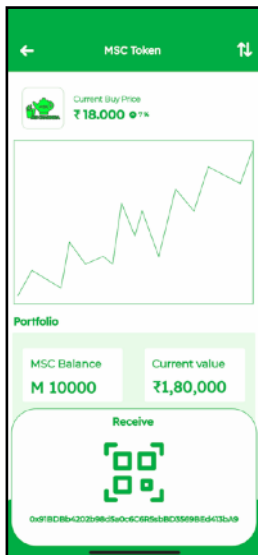
Wallet 2. MSC Wallet - This wallet allows the use to buy MSC tokens and to see MSC Tokens balance and Current value of total tokens in the wallet.



I.6.MSC Token

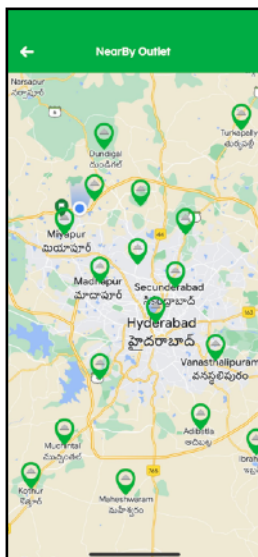
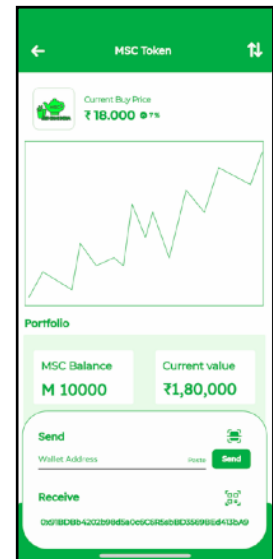
MSC is the native token of MS Chai India. MS Chai India (MSC) is an experimental cryptocurrency token created on cross blockchain such as **Aptos, Polygon-Ethereum, Solana & Binance** for people and merchants to introduce about the future of blockchain, decentralisation and crypto payments.

MSC Token has a dedicated view of token price, line graph view and candle graph and also portfolio of MSC balance, current value, orders & history of MSC tradings.



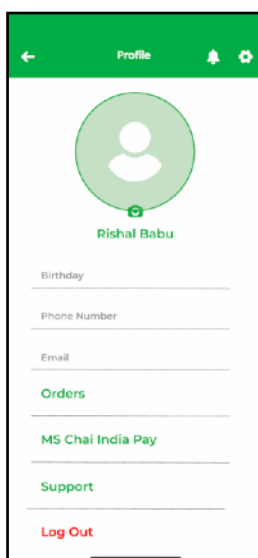
Customers & investors can able to Buy or Sell the MSC Token and also can able to send/receive to friends & family or other wallets like Petra/MetaMask/Trust wallet/Phantom wallet.

Disclaimer: Cryptocurrencies can be high risky with high volatility. We do not encourage to put all of your savings into crypto. We do not encourage anybody to put their money without minimum knowledge about the technology. If you are interested in the technology, you should be ready to bear losses. Invest only minimum amount in crypto, so you can have minimum profits/losses.



I.7. Find the NearBy Outlet

In NearBy Outlet feature, customers can able to locate the nearest outlet from their location and experience the MS Chai and food at MS Chai India.



I.8. Profile and Data privacy

We don't collect single binary from the users of MSC App. Every data that users enter in the app that will be saved in the Ethereum and Solana blockchain. We are committed for the data privacy of our valuable users.

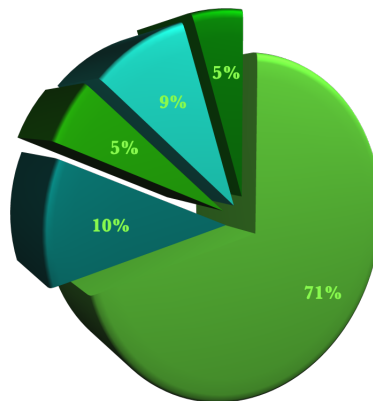
J. Tokenomics

Total Supply : 1,40,00,00,000 MSC Tokens

Why 140 Crore Tokens because it is the India's total population according to worldometer.

Distribution	Tokens
Circulating Supply	1,00,00,00,000
Team - Development & Marketing	14,00,00,000
Security	7,00,00,000
Investors	12,00,00,000
Donating to Climate Crisis	7,00,00,000
Total	1,40,00,00,000 MSC Tokens

● Circulating Supply
 ● Team
 ● Security
 ● Investors
 ● Donating for Climate Crisis



K. Statistics & Numbers.

Population in India 138 crores (2020) as per google. Among 138 crores, 70% of the India's population consume chai everyday and few of them may consume 3 to 4 cups each and every day. What if we grab just 3 - 7% of the market? We get surprising numbers.

(All the calculations presented in INR)

Among 138 crores, let's assume $138 - 70\% = 96.6$ crores

Ok Let's make it 90 crores for better calculation.

What if we grab just 3% from 90 crores = 2.7 crores.

Let's assume 2.5 crores.

2.5 crores population * 11/- * 30 = 8,25,00,00,000/- [11/- per cup of chai]

Revenue percentage cut for the brand 7% from the total sales.

8,25,00,00,000 - 7% = 57,75,00,000/- per month.

I know all the above numbers are sham.

Let's get to practical Calculations :

Let's talk about one outlet :

Setting up proper outlet with standard equipment which costs - 5,00,000/-

Let's assume one outlet have customer base - 200 per day currently, increased by 50% - 300 customers

$300 * 11 = 3300/-$ per day - $3300 * 30 = 99,000/-$

After 7% revenue towards Brand = 6,930/- per month - 83,160/- per year

Assuming If we have 3500 outlets in 3 years - $83,160 * 3500 = 29,10,60,000/-$ * 10 years = 2,91,06,00,000/- (Two hundred Ninety one Crores & six lakhs) This is just one stream of Revenue only by selling Cup of Chai.

This is Gradation Foods, we also have most affordable and delicious dishes in the menu.

L. Revenue Streams

1. **Membership in the Mobile App** - GF is not just a food and beverage company, GF is a Technology and Marketing company. Chai lovers can pay directly to company to grab membership rewards.
2. **MSC Token** - The blockchain based cryptocurrency token for chai lovers on Polygon-Ethereum, Solana and Binance blockchain network where chai lovers and investors can invest the money and use those tokens in the real world to buy chai or any food in MS CHAI INDIA/Graduation Foods or sell those tokens to INR for higher value to gain some profits.
3. **MS Chai India Wallet** - Through this chai lovers can load money into the wallet. So, MS Chai India's wallet balance can mostly not be withdrawn for cash like a real bank & can only be used to purchase chai or any food or beverage. Hence, this allows the company to bypass the financial regulations. The most easy payment system using MS Chai India QR code even people are still in Urgency.

4. **COCO - Company Operating Company Outlet** - We don't want to stop there. We do have thoughts of opening Company Outlets which are the most standardised ECO-Friendly outlets for Grade I people who wants to sit and work inside the outlet by having cup of healthy & most divine MS chai available in Airports, Malls and food courts in corporate companies.
5. **Advertising & Rewards** - Targeted Advertising campaigns will be designed in the mobile app. Food and Beverages companies can have the option to create targeted campaign to millions of chai lover across India. Rewards can be redeemed as coupon, So customers can purchase food & Beverages in the app or third-party apps or websites. Hence, Ad revenue & rewards system will play bigger role in the company growth.
6. **Chai & Food ordering** - We know we all are lazy enough to go outside. Since the pandemic made us lazy and addictive to stay in home. Now customers will have option to order chai and food in the MS Chai India Mobile app. Anyway There are many third party delivery partners like Swiggy, Zomato, Rapido & Dunzo. Technically we can grab their food delivering APIs into MS Chai India Mobile app. This way we can have wide range of customers.
7. **MS Chai India Tea Powder** - After all this biggest strategy of marketing and advertising, why would we left behind not to sell MS Chai India Tea powder in the market? **WE WILL.** We will sell the MS Chai India Branded Tea Powder in the market by distributing to all the super markets and malls across India. If possible, WorldWide

M. Conclusion

I see lot of problems in the street food and beverages in India. Even though 70% of the population loves street food. I want to be the solution. I want to be the voice. I want to change something very important. I want to be the energy to them to grow their business in a proper way with the power of technology. They need help to grow better. Earth needs help to be healthy as people to avoid using of plastic.

We have the vision to follow. We have the purpose to save earth. We have the theme that should be executed as we have in the mind. We are committed to help small businesses to grow financially and we are committed to save earth from plastic and climate crisis.

N. Web and Social Links

My Social Links

LinkedIn - <https://www.linkedin.com/in/rishal-babu-275723a1>

Facebook - <https://www.facebook.com/rishalbabu.mp/>

Instagram - <https://instagram.com/rishal.babu.mp>

Twitter - <https://twitter.com/rishalsince1994>

WhatsApp - +91-9449183434

Telegram - @mrblackcobra

Graduation Foods

Web - <https://www.graduationfoods.com>

Facebook - <https://www.facebook.com/graduationfoods>

Twitter - <https://twitter.com/graduationfoods>

Instagram - <https://instagram.com/graduationfoods>

MS Chai India

Web - <https://www.mschaiindia.com> | [msc.graduationfoods.com](https://www.msc.graduationfoods.com)

Facebook - <https://www.facebook.com/mschai.india>

Twitter - <https://twitter.com/MSCChaiIndia>

Instagram - <https://instagram.com/mschai.india>

Telegram - <https://t.me/mschaiindia>

Discord - <https://discord.gg/8y48rrQt>

Do you love the project?

Please Grant us \$100,000/- equivalent of BTC / ETH / SOL

Coinbase wallet Addresses - Username - @mrdjango

Bitcoin - BTC - bc1qse9rmj0trj2lafva529f3ve69p2wnhjfxxy3u

Ethereum - ETH - 0xF91dF179B0ca88123378B283d11940D4e30864A1

Solana - SOL - DUG6ssF9EcUownn7FGeUHs1WBaGJ1Dru1w1TecWhaUNm

Aptos - APT - 0xa2274a78cd1f23ecc394c3c44b09833859fc038fe376d871eafb55fa188bb263

Trust Wallet Addresses

Binance Chain - BNB - 0xB4a727B5EA3AFc3f3aA9DD30fAfEce689322955E

USDT (BEP20) - 0xB4a727B5EA3AFc3f3aA9DD30fAfEce689322955E

Binance ID

UID - 122090289 - Username - MRBLACKCOBRA