



# ABOUT US

Welcome to Urban Desi Chaat! We're passionate about delivering an unforgettable culinary experience right to the streets . Our journey began with a simple desire to share our love for flavorful, authentic street food with our community.

At Urban Desi Chaat, we believe in using only the freshest ingredients sourced locally whenever possible. From tantalizing golgappas to mouthwatering pav bhaji, each dish is crafted with care and attention to detail, ensuring every bite bursts with flavor.



# About the Industry

- ✓ **Menu Variety:** Chat cafes boast a diverse menu featuring an array of savory and spicy snacks such as samosas, bhel puri, pani puri, pav bhaji, and various types of chaat. These dishes are typically served alongside refreshing beverages like lassi (yogurt-based drink), masala chai (spiced tea), and innovative mocktails.
- ✓ **Casual Atmosphere:** Indian chat cafes are known for their laid-back and casual atmosphere, making them popular destinations for social gatherings, family outings, and even informal business meetings. Many cafes feature vibrant decor, comfortable seating arrangements, and sometimes live music or entertainment.
- ✓ **Urban Trend-** While Indian chat cafes have a long-standing presence in cities like Delhi, Mumbai, and Kolkata, they have also gained popularity in smaller towns and urban centers across India. This trend is driven by a growing demand for convenient, affordable, and flavorful dining options among urban dwellers.





# WHY CHOOSE US

- ✓ Our restaurant has a variety of delicious food that can bring happiness to all of our customers.
- ✓ We're more than just a food truck or stall – we're a hub for food enthusiasts to come together and celebrate the vibrant tapestry of flavors from around the world.
- ✓ Whether you're a seasoned foodie or just looking for a quick and delicious meal on the go, we've got something to satisfy every craving.

Join us on a culinary adventure through the bustling streets of Your City and let your taste buds guide you to new and exciting flavors.

# FRANCHISE MODEL

(THE COMPANY OFFERS TWO MODELS OF FRANCHISEE OWNERSHIP)

## FOFO

FranchiseOwned  
Franchise  
Operated (FOFO) –  
11.90 Lakhs

The Franchise fee  
for Dine In is not  
included

## FOCO

FranchiseOwned  
Company Operated  
(FOCO) –22.90  
Lakhs

The Franchise fee  
for Dine In is not  
included

# ENTREPRENEURSHIP JOURNEY WITH FOFO MODEL:

1. KITCHEN EQUIPMENTS INTERIOR & UTENSILS	5,00,000/-
2. SIGNAGE & BRANDING	1,20,000/-
3. BUSINESS PROMOTION & LICENSING	1,00,000/-
4. BRAND FEE (FOR 5 YEARS)	4,00,000/-
5. POS SYSTEM	70,000/-

**TOTAL 11,90,000/-**



# ENTREPRENEURSHIP JOURNEY WITH THE FOCO MODEL

1. KITCHEN EQUIPMENTS INTERIOR & UTENSILS	5,00,000/-
2. SIGNAGE & BRANDING	1,90,000/-
3. INVENTORY	4,90,000/-
4. DELIVERY BIKE	90,000/-
5. BUSINESS PROMOTION & LICENSING	1,00,000/-
6. BRAND FEE (FOR 5 YEARS)	4,00,000/-
7. POS SYSTEM	70,000/-
8. WORKING CAPITAL	3,00,000/-
9. LAUNCH & PRE-OPENING MARKETING	1,50,000/-

**TOTAL 22,90,000/-**

**DINING 1000 RS. PER SQUARE FEET**

# **WE WILL PROVIDE AN INTERNAL MANAGED POS SYSTEM THAT WORKS ON GROUND REALITIES AND PROVIDE DETAILS OF PROFIT & LOSS INCURRED BY A PARTICULAR OUTLET.**

- 1. Assistance in site selection and feasibility study.**
- 2. Restaurant and kitchen layout support.**
- 3. Equipment selection and placement**  
Provision of products / raw material from H.O. unit to maintain uniformity.
- 4. Assistance by a dedicated team to each franchisee to ensure quality, operational, and cost-related support.**
- 5. Periodic visit by our qualified and highly experienced restaurant experts.**



**LET'S WORK TOGETHER  
TO CHANGE THE WAY  
THE WORLD EATS!**

**FOR MORE  
INFORMATION**



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