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# Let's Chaat

- ▶ In India Chaat is not just another snack it's a Emotion, it's a way of Life, it's the most craved food of India that can be enjoyed at anytime. Its Light enough to have it as breakfast, evening snacks or with dinner. The name and the variety of Chaats are different in different regions of India but Chaat is present practically everywhere. We at ' Chaat di Hatti' have tried to bring the exiting range of Chaats under One Roof. We have kept the most Loved traditional Chaats as it is liked but served in a more hygienic manner, in addition our experts have created numerous innovative Chaats which we are sure will be Likeable by all class of people.
- ▶ We Indians don't need a reason to eat Chaats. Weather its having Pakodas in Rainy season or having a Hot Samosa with Chutney or Eating a Bhel Puri on the road side or waiting for the turn to eat a mouth full of Gulgappa. Such is the Love of Indians for Chaats that just by the thought of it we feel the craving to eat it. We at ' Chaat di Hatti' want to spread this legacy of most loved Street Food world wide in a organized manner.

# About Us:

- ▶ 'Chaat Di Hatti' is being promoted in India by Sarva Group of Companies. Sarva is a 15 Years old Organization engaged in the activities of Manufacturing Food Products and promoting various successful Brands in India. We at Sarva Group strive our best to deliver the best products using the best ingredients and latest technology. We believe in continuous learning and we always keep ourself updated with the market requirements. This is the reason Sarva Group is the Fastest Growing QSR Brand in India ( Included in the World Book Of Records). We have Prepared a Model of Chaat Di Hatti which is not only a sustainable model but it saves a lot of time, energy and money. "Team Sarva" works for the passion of Food we feel everyday is a new opportunity for us to learn and do better. We offer a flexible environment and many growth opportunities through our effective concepts which helps our investors to grow and attain the desired success.

# We Create our Own Products

- ▶ The food products that we serve at 'Chaat Di Hatti' are manufactured at centralized food manufacturing plant using the best of the technology. The products that we serve are ultra hygienic made with the quality ingredients. We take utmost care in maintaining the quality of food along with the mouth watering taste. The food that we serve at our outlets has traditional Indian flavors added to it. Maximum of the Food Franchise Companies are Traders they do not customize their food. So it becomes a risky affair for the Franchise owner to own their Franchisee.

**We are one of the Rare Company who are Manufacturers and Franchisors.**

The slide features a light gray background with abstract geometric shapes in orange, red, and teal. These shapes are primarily located in the top-left and bottom-right corners, with some smaller elements scattered throughout. The shapes include triangles, squares, and polygons of various sizes and orientations, creating a modern, geometric aesthetic.

## Vision!!

To promote platform to start business of Ethnic Street Food with a nominal Investment & Excellent Returns.

## Mission!!

To Spread the Legacy of 'Indian Chaats' in a unique manner across the Globe.

# ***Chaat Di Hatti Franchisee***

Are you Looking for a Food Franchisee?

If Yes, you are at the right place. 'Chaat Di Hatti 'is the most effective Indian Street Food Franchisee. Our experience of 15 Years helps the Franchisee to achieve success. We believe in delivering quality food, continuous introduction of new products and customization of Menu as per the requirement.

The Food Industry has always been a growing sector but in this competitive business environment you need a successful business guide and a ready to operate kind of a model.

## ***Requirements to open a Chaat Di Hatti Outlet***

- Commercial Property Owned / Rented or Leased admeasuring around 120 Sq Ft to 150 Sq Ft for a Kiosk and More for a Dining Outlet with basic amenities Like Power, Water Connection etc.
- Ability top invest 6 to 10 Lacs INR depending on the area with arrangements of 2 to 3 Working Staff
- Most Importantly your Passion to Serve Quality Food

# Why become a “ Chaat Di Hatti ” Franchisee

- ▶ High Quality Products for all season sales
- ▶ Excellent margin on sales.
- ▶ A time tested Unique Business model.
- ▶ Easy and Standardized Operating Procedure to be followed.
- ▶ Delivery of major goods at the door step.
- ▶ Continuous Introduction of new products.
- ▶ Easy to make Dishes and almost no wastages.
- ▶ Initial training for the franchisee.
- ▶ Huge Product menu to choose from.
- ▶ Continuous appearance in social media.
- ▶ Proven and tested Delicious taste to increase the foot falls.
- ▶ Tie ups with the International / National leading brands.
- ▶ A themed Outlet loved by all
- ▶ Set up cost is very economical.
- ▶ Unique concept of take away / Dining outlets.
- ▶ IT System & Inventory management

# 'Chaat Di Hatti' Outlet Formats

- ▶ **Take away small outlets**

Requires 80 to 120 Sqft small shops at any high street area which is crowded or in any market area. Here we can serve variety of snacks and Beverages in the take away Model.

- ▶ **Dine In Outlets**

Requires approx 250 Sq Ft and More for a perfect Dine In 'Chaat Di Hatti Cafe. A concept based sitting Café with state of the art sitting arrangements & ambiance with additional menu.

- ▶ **Kiosks**

These are small kiosks that can be set up either in food court of malls / shopping complexes or modular water proof kiosks at any outdoor space either in malls ,High street markets, Super Markets, Gas Stations etc.





## ▶ **Container Model**

This is a model well suited for any highways which has a good traffic movement. It is a container equipped with all utilities also has a good sitting area inside & the top of the container becomes a class open sitting area. All that is required is a small plot area with basic facilities. A perfect Chaat Di Hatti highway model.

## **Food Truck/ Van Model**

A Chaat Di Hatti Model can be set up in a Food Van which can be placed at any High Foot fall Areas. Also these Vehicles with full facilities can be placed in any Functions etc to serve the Food.

# The Challenges of the Food Industry

➤ The challenge to open & operate a Food Joint is tremendous. Every year in every Country in the World countless entrepreneurs open food joints. A few may be successful but most of them are not. A study on independently operated Restaurant business indicates that 60% of independently operated food joints are closed down within 1 year only. Major factors responsible for Restaurant failures are :-

- Availability Raw Materials.
- Availability of Vegetables & Dairy Products on daily basis.
- Availability of Chefs, Semi skilled staff, Unskilled Staff.
- Dependency on Skilled Labor.
- High Monetary Involvement.
- High Cost Incurred To Maintain The Hygiene Of Food.
- Wastage Of Food.
- Inconsistent Taste & Quality Of The Food Items.

# Overcoming Challenges

We have overcome all the major hurdles as we have developed wide range of Ready to be Served Food & Beverages some Traditional and Some Innovative. All what is needed is to just follow the instructions & the food is ready to be delivered or served within few minutes. The taste of the food is unique & standardized which is like able by all. The Challenges were mitigated by us through :

- Innovative way of Preparing and serving delicious Indian Snacks.
- Standard Procedures with Ease of Modus Operandi.
- No Dependency On Skilled Labor.
- Proven and Tested huge Product range at Affordable price.
- Initial Training To The Franchisee/ Vendor.
- Consistent and Similar Taste at all Outlets.
- Options For Take Away, Delivery Or Dining.
- Product menu for all season and apt for all age groups.