



India's most affordable

# Tea Café Franchise



**CHAI HEAD QUARTER**  
*Sukoon ke Pal*

**THE**  
**Franchising**  
**WORLD**

**START  
YOUR  
OWN  
BUSINESS  
WITH US**



# **ABOUT US**

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## **Chai Head Quarter**

With the tinkling of cups, warm aroma of cardamom, punch of ginger and the meaningful silence that follows each sip. In India chai has a creative and powerful way of generating space for dialogue and conversation. It softens the air, allowing people to see each other as they truly are. Humans. Without their shields, and without prejudice.

## **Our story**

CHQ has an epic journey, back in 2021 Praveen Dwivedi from a small tribal village in the Rewa region of India. He decided to open a chai coffee retail shop, despite of the challenges, he thought that he would fight to make CHQ a brand in reality. Today CHQ has foot print in many cities like Bhopal, Rewa, Rishikesh, Shivpuri and many more. We are proud of our team who is working round O'clock to make CHQ a giant brand among foods & beverage industry with their distinctive idea's.

## **Mission:**

To provide our customers the best freshly made tea with excellent service at a price that is fair to the producers and our customers.

## **Vision:**

Our vision is to become the leading food and beverages service provider in India by delivering customer satisfaction through quality, cleanliness, friendly staff.

# What Do You Require to Start?



## Minimum 80-200 Sq. Feet of Commercial Space

Preferably on a busy road or on a junction or a place with good footfall - On the Ground Floor.



## Chai Head Quarter Franchise Cost

Rs. 349000/- + Taxes for all the Equipment's, Services and Support Provided by the Chai Head Quarter Franchise.



## Interior & Exterior Setup Cost

Approximately Rs.1 Lakh to be spent on the Interior & Exterior Setup by You for the Interior & Exterior Setup for a 150-200 Square Feet Space.

(Main Board, Counter Furniture, Kitchen Workstation, Seating Furniture for 10-12 People etc)

# What You Get?

- Cafe Kitchen Equipment's
- Menu Variety & Customization
- Cafe Decor Plan & Layout Guidelines
- Owner Training
- Staff Training & Management Guidelines
- POS & Inventory Management System
- Franchise Helpline Support
- FSSAI License
- Swiggy & Zomato Listing ( Maintaining reviews and ratings )
- Billing Software
- 8 Years franchise agreement
- Online Marketing
- Offline Marketing ( Graphic support)
- Branding T-shirts/ Caps for staff members.
- Menu customisation and back-end sport

All the Items & Services mentioned above in the Proposal are included in The **FRANCHISE COST**

# Cafe Kitchen Equipment's



**TEA/COFFEE MACHINE  
INCLUDED**



**REFRIGERATOR 190 L  
INCLUDED**



**DEEP FREEZER 280-320 LTR  
INCLUDED**



**COMMERCIAL FRYER  
INCLUDED**



**COMMERCIAL BLENDER  
INCLUDED**



**COMMERCIAL GRILLER  
INCLUDED**



**INDUCTION STOVE  
INCLUDED**



**HAND BLENDER  
INCLUDED**



**ELECTRIC OVEN  
INCLUDED**

## **Return On Investment (ROI)**

**50-80%**

**HIGH MARGIN**

**PROFIT**



**OUR MENU CUSTOMIZATION, AFFORDABLE RAW MATERIAL SUPPLY  
AND RECOMMENDED MENU PRICE RESULTS IN 50-80% GROSS PROFIT MARGIN**

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**Our Standard Operating Procedures (SOP) Ensures**

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# MENU PRICING & VARIETY

We Make Sure Our Franchise Partners have full freedom to operate their centers.

## We Guide You and not limit you

We Advice you on the Menu Pricing, Final Decision on Setting the Menu Price is always yours.



# MENU CUSTOMIZATION

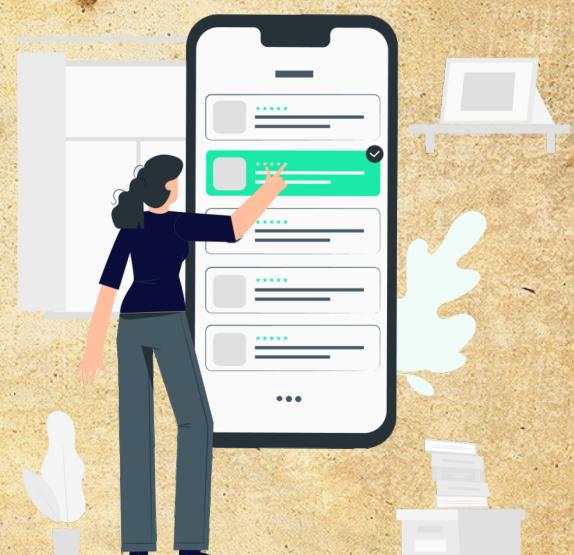
WE AT CHAI HEAD QUARTER INDIA GIVE YOU OPTION TO CUSTOMIZE YOUR CAFE AS PER YOUR NEED & GIVEN YOU FREEDOM TO ADD OR REMOVE ANY ITEM TO SUIT YOUR STYLE OF OPERATIONS.

**Chai Head Quarter Gives You Freedom in MENU to have**

Select an All Pure  
Veg Menu if you  
want to



Add any Local  
Cuisine or Items to  
Boost Sales as per  
your Local Area



# Cafe Decor & Layout Guidelines

We at Chai Head Quarter give you guideline on how to design your Cafe with Minimum effort and Cost.



THE MOST IMPORTANT ASPECT OF THE CAFE SETUP & MAINTENANCE IS TO KEEP IT HYGIENIC AND SPACIOUS FOR PEOPLE TO HANGOUT.



FLEX MARKETING  
BANNERS & BOARD  
DESIGNS



PAINTING DESIGN  
FOR YOUR  
CHQ



CUSTOMIZED  
LAYOUT DESIGN  
AS PER YOUR SPACE



GUIDE TO MAKE  
YOUR SETUP  
@ MINIMAL COST

# Owner Training & Staff Training



## We help you hire

COMPLETE GUIDE ON HOW TO HIRE / SOURCE  
TO HIRE / HIRING CONDITIONS / STAFF JOINING  
AND DOCUMENT PROCEDURE

## Cafe Maintenance Planner

We Provide an comprehensive Day to Day Planner  
to Manage Hygiene and Systematic Staff Management  
as per Industry Standards

# LOCAL MARKETING ACTION PLAN

Our Efficient Marketing Team Designs Special Offers and Discounts to Increase Your Cafe Sales all round the Year, Boosting your Profits and footfall

90% Cafe's & Quick Service Restaurants focus only on Traditional Marketing Methods like Pamphlets, Boards, Newspaper inserts for sales but in reality only achieve 20-30% revenue of their true potential. To Overcome CHQ has come up with the Marketing Action Plan which gets your cafe 30-50% more sales than other similar outlets.



These methods do not require you to invest any huge amount of money but will make sure you achieve higher admissions by spending as low as possible.

# Booking Details

## BANK DETAILS

Account Holder: CHAI HEAD QUARTER

Account Number: 50200064355631

IFSC: HDFC0003694

Branch: NEHRU NAGAR BHOPAL

Account Type: CURRENT

₹ Phonepay  Paytm  UPI: 8982331109





# Thank you

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Feel Free to Reach Us Incase of Any Queries  
in regards to this Proposal

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