

**India's  
Most Affordable  
NO ROYALTY  
CHAI FRANCHISE**



**CHAI NIMKI**

**तिखी चाय  
मीठा नाश्ता**

**YUMMY INDORI FOOD PVT. LTD.**



# तिखी चाय मीठा नाश्ता

## ABOUT US

Chai Nimki is a rapidly growing tea and snack brand focused on quality, consistency, and customer satisfaction. We deliver an exceptional tea experience to every customer through affordable pricing, hygienic preparation, and authentic flavors. Chai Nimki is a contemporary tea and snacks brand that celebrates India's timeless tradition of chai and conversation. Inspired by the essence of local street flavors, Chai Nimki reimagines the authentic tea experience for today's generation. Every cup is brewed using carefully selected tea leaves, perfectly balanced spices, and a touch of nostalgia — thoughtfully paired with our signature nimkis and snacks that evoke the warmth and comfort of home. With an unwavering commitment to quality, hygiene, and taste, Chai Nimki aims to revive India's rich snacking heritage through a modern, inviting, and community-driven concept that brings people together and connects hearts over chai.

## Our Vision

Our vision is to establish Chai Nimki as a trusted and beloved brand that redefines India's tea culture on both national and global platforms. We aspire to blend the charm of local street flavors with world-class quality and design, creating a brand that resonates with both tradition and modernity.

Through sustainable growth, consistent innovation, and a strong focus on authenticity, Chai Nimki envisions becoming a symbol of India's warmth, taste, and timeless togetherness — one cup at a time.

## **FRANCHISE HIGHLIGHTS**

### **Start Your Own CHAI NIMKI OUTLET**



**Requires only  
250 sq. ft. area**



**Low Investment  
- High Returns**



**Fresh, Strong  
& Affordable**



**Best Quality,  
Quick Service**

**40-50%**  
**Average**  
**Gross Profit**

**Low Risk**  
Minimized Risk  
Management

# WHY CHOOSE US ?



## Chef-Less Model

Chai Nimki operates on a chef-less business model, eliminating the need for skilled chefs. Standardized recipes and ready-to-use processes ensure consistent taste across all outlets while reducing manpower dependency and operating costs.

## Easy to Operate

Our simple and streamlined operations make Chai Nimki an easy-to-run business. With minimal equipment, a limited yet high-demand menu, and clear SOP's, even first-time entrepreneurs can manage the outlet smoothly.

## Low Operating Cost

Fewer staff requirements and efficient processes help keep operational expenses low, resulting in higher profitability.

## Consistent Quality

Centralized sourcing and standardized preparation ensure uniform taste, hygiene, and quality at every outlet.

## High Demand Product

Chai is a daily-consumption product with repeat customers, ensuring steady sales throughout the year.



# CHAI NIMKI INVESTMENT MODEL

Total Investment: ₹3,51,000

Area Required: 250 sq. ft. (Minimum)

One-Time Investment Model

No Royalty Fees

Chef-Less Model (Easy to Operate)

Low Investment – One of the Most Affordable Setup Cost Plans in India

Profit Margin: 40% – 50%

No Hidden Charges or Fees

## **FRANCHISE APPLICATION & PROCESS**



### **1 Inquiry Submission**

Fill out the franchise application form or contact our franchise team for initial details.



### **2 Discussion & Approval**

Our team reviews your application and discusses location, requirements, and investment details.



### **3 Franchise Cost Payment**

Pay 25% of the total franchise cost at the time of booking

The remaining amount must be paid within 8 to 10 days of confirmation.



### **4 Site Visit & Finalization**

We assist you in choosing the perfect location and finalize the franchise agreement.



### **5 Grand Opening**

Launch your Chai Nimki Outlet Counter and start serving desi happiness!

# **WHAT YOU GET ? CHAI NIMKI FRANCHISE**

## **Branding & Setup**

Chai Nimki Brand Board & Complete Branding  
Menu Board with LED Light  
Wooden Cash Counter  
32 Inch LED TV  
Tea Table  
Steel Table

## **Kitchen & Beverage Equipment**

Steel Table Top Gas Burner  
Induction Stove  
Hilton Beverage Dispenser  
Press Tea Pot (4 Liters)  
Steel Tea Pots (3 Nos)  
Steel Tea Strainers (2 Nos)  
Mixer Grinder  
Cold Drink Freezer

## **Serving & Storage Items**

Plastic Containers (12 Nos)  
Acrylic Containers (6 Nos)                      Tissue Holders (2 Nos)  
Plastic Trays – Small & Big (4 Nos)              Stone Lighters (2 Nos)

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## Cups & Glassware

50 ml Cups – 100 Nos  
80 ml Cups – 50 Nos  
50 ml Tea Glasses – 14 Nos  
Kulhad – 450 Nos  
CCTV CAMERA – 4 Nos  
Pen Drive  
Diary  
Pens (2 Nos)

## Furniture & Miscellaneous

Staff T-Shirts (4 Nos)  
Dust Bins (2 Nos)  
Chair (1 No)  
Round Tables (2 Nos)  
Chairs (8 Nos)

## Sop

- Following the Chaii Nimki SOP is mandatory for all franchise outlets.
- All outlets must maintain the same taste, quality, service, and hygiene standards at all times.
- Any change or modification to approved recipes is strictly not allowed.
- Only brand-approved raw materials, processes, and procedures must be used.
- Wearing staff uniform and cap is compulsory during working hours.
- Proper cleanliness, hygiene, and food safety standards must be maintained at the outlet.
- Selling any unapproved or non-authorized items without prior written permission from the brand is strictly prohibited.
- Any activity that goes against Chaii Nimki brand guidelines will not be permitted.

### Terms & Condition:

- No Hidden cost
- All payments made are Non-Refundable.
- You have to buy Tea Masala & Dry Nasta Items, instant mixes, packaging materials etc from the company only.
- Materials get dispatched within 1 or 2 days of final payment.
  - Chai Nimki Outlate will be opened only after the agreement is signed.

# MENU



## SUGAR TEA

Regular Tea  
Masala Tea  
Amrutul Masala Tea  
Rajwadi Tea  
Tikhi Tea  
Gulab Tea  
Elaichi Tea  
Adrak Tea  
Adrak Elaichi Tea  
Chocolate Tea  
Basundi Tea

## GUD CHAI

Regular Gud Tea  
Rajwadi Gud Tea  
Masala Gud Tea  
Amrutul Masala Gud Tea  
Tikhi Gud Tea  
Gulab Gud Tea  
Elaichi Gud Tea  
Adrak Gud Tea  
Adrak Elaichi Gud Tea  
Chocolate Gud Tea  
Basundi Gud Tea

## HEALTHY TEA

Leamon Tea  
Regular Green Tea  
Masala Green Tea  
Gud Adrak Kadda

## COFFEE

Regular Hot Coffee  
Black Coffee  
Cold Coffee  
Elaichi Hot Coffee

## GUD COFFEE

Regular Gud Hot Coffee  
Gud Cold Coffee  
Gud Elaychi Coffee  
Gud Adrak Black Coffee

## SHACK

Kesar Milk Shack  
Gulab Milk Shack  
Mango Milk Shack  
Sitafal Milk Shack

## NIMKI

Nimki  
Masala Nimki  
Peri Peri nimki  
Pudina Nimki  
Sweet Nimki  
Gud Nimki

## KACHORI

Dry Kachori  
Dry Kachori with Chutney  
Dry Kachori Chaat  
Sev Chatni Kachori

## SAMOSA

Dry samosa  
Dry Samosa with Chutney  
Dry Samosa Chaat  
Sev Chatni Samosa

## PAPDI

Regular Papdi  
Masala Papdi  
Tikhi papdi  
Peri Peri masala Papdi  
Pudina Papdi  
Papdi Chaat

## BHEL

Indori Bhel  
Bombay Bhel  
Chatpati namkeen Bhel  
Gujarati Bhel





**THANK YOU**

Feel Free To Reach Us Incase Of Any Queries In  
Regards To This Proposal

## **YUMMY INDORI PRIVATE LIMITED**

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