



SIP ON THE  
RICHNESS  
OF CHAI



Journey of  
**Building Big Brand**  
begins

# apno se apna parichaya



Guston Hospitality has made its entry into the Indian market with the 1<sup>st</sup> business venture in Tea café industry, the fastest emerging and organized industry with huge scope of growth & expansions for next 20 years through its brand name “**Chai Hai Na**”

Celebration of every relation and serving happiness to consumers would be in core of what we do. Under the brand name **Chai Hai Na** , plan is to adopt Direct stores & Franchise stores model to operate and have financial viability. **In next 3 years by the end of 2025, plan is to have 150 stores, close to 300+ direct employees and providing jobs to around 1000+ families**

Chai Hai Na promotes the very spirit of  
“**Togetherness, Companionship & Friendship** “  
in every walk of Life



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# Promoter Profile



A seasoned pharmaceuticals professional with 16 years of experience in Pharmaceutical Sales, marketing, brand management, new launches, consumer level activations, P&L management, Resource management and team handling.

He has done his BSc. & MBA in Marketing. Have worked with companies like Panacea, Ranbaxy, Himalaya, Cadila Pharma, and Brinton Healthcare as 1<sup>st</sup> employee of company.

Deenpal Rai  
Founder & CMD

A home maker, graduated in Home science, love towards food and experiment of Chai drives her passion towards Chai venture. Ability of handling human resources & consumer centric approach are some distinguish personality, which makes her promising entrepreneur for future. Apart from above she possesses a Singer hearts with promising singing



Shipra Rai  
Founder Director

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# Path-breaking Innovation - Badaam Chai



An innovation worth million Dollar



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# Chai Hai Na - Competitive advantage



**18** Types of  
Chai led by  
**BADAAM  
CHAI**

**10** Types of  
Innovative  
Snacks lead by  
**Peri-Piri  
Samosa**

**PAN India**  
Centric approach

**High on  
Quality &**  
Innovation yet  
Affordable brand

**Clear focus on  
TG Place :**

Commercial  
Institution  
Universities

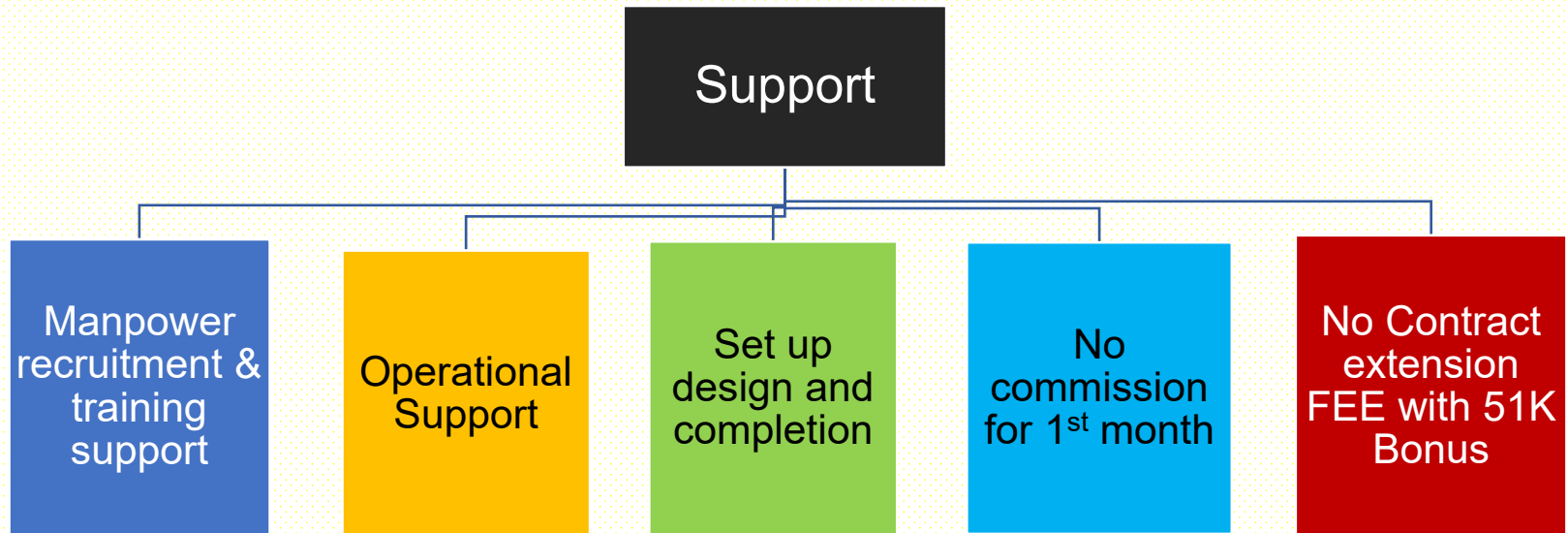
With beautifully  
designed aesthetic  
and ambience



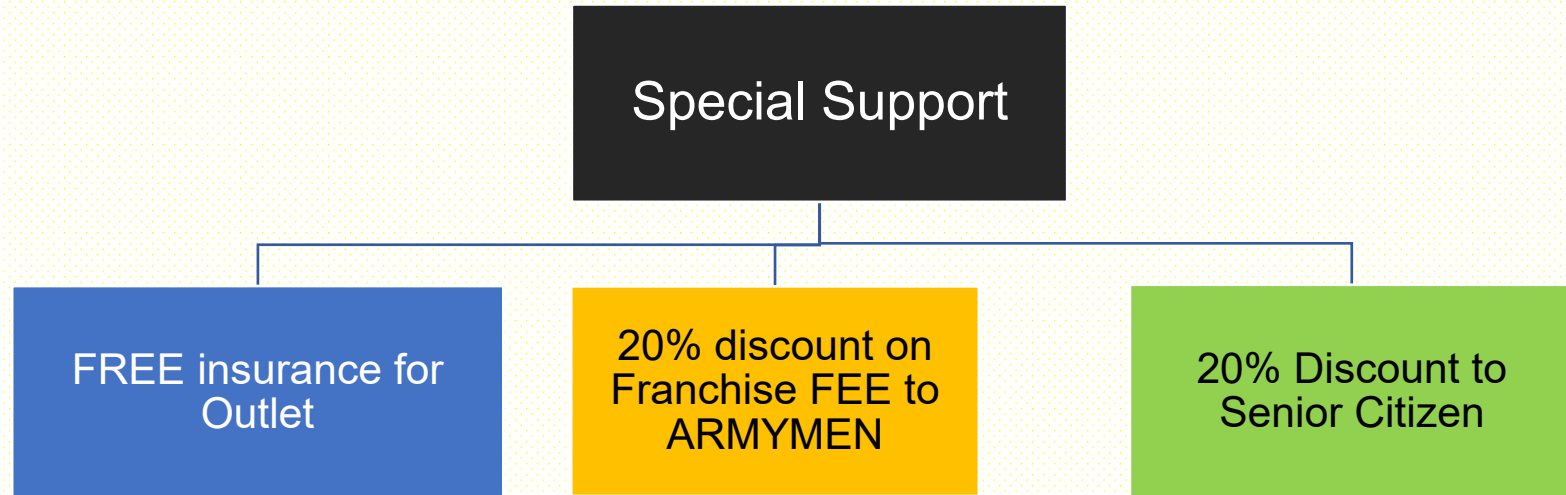
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# Why Chai Hai Na?



# Why Chai Hai Na?



# CHAI HAI NA specialty products



BADAAM CHAI



CHAI BANARSIYA



Punjabi & PERI-PERI SAMOSA



Cheese Loaded & PERI-PERI SANDWICH




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# Store categorization



**Silver Cat**  
**300- 500 Sq. feet**  
**Preferred locations :** Crowded markets, colleges, Offices areas etc.  
**Tgt. Cities:** Metro/Mega/Semi-urban & tier 3 Cities  
**Est. Invest./store : 15L**



**Gold Cat.**  
**Area : 700 -1000 Sq. feet**  
**Preferred locations :** Malls, Commercial places/Business center, Airports/ stations  
**Tgt. Cities:** Metro/Mega/Semi-urban Cities  
**Est. Invest./store : 25-40L**



Initial 2 years -Entry through Economy/Silver/Gold Cat. Categories for direct stores

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# Category wise set up cost - Silver



Store Category	Silver AC/Non-AC (Carpet Area - 350 -450 Sq. feet)
Furniture & Fixture/AC/Camera	5.00
Instrument (Mixer, Induction, Fryer, Oven, Water purifier/ Fridge/Freezer etc.)	1.35
Utensil	0.25
Marketing Promotion cost	0.45
Miscellaneous (Inaugural+ Training+ others)	0.40
Legal/ Accounting assistance	0.12
Billing machine & Software	0.45
Music system etc.+ Sign Board	0.50
<b>Total w/o FEE</b>	<b>8.52</b>
Franchise FEE	3.50
Security deposit	1.00
<b>Total</b>	<b>13.0</b>



## Exclusion:

- Civil work
- Rent & Deposit
- Raw Materials on actual
- 18% GST extra on Franchise Fee



# Category wise set up cost - GOLD Cat.



Heads	Expense (Rs)	Remarks
Creative designs	20000	
Sign Boards + Inside brandings+ wall papers etc.	80000	May vary 5%+_
Furniture - Shop erection + Other interior works	1000000	May vary 5%+_
PetPooja software	10000	
Billing Computer + Billing printer+ Camera + Music System	75000	
T-shirt /Trouser/Aphron	12000	
Kitchen set up - SS	300000	May vary 5%+_
Legal/CA charges - FSSAI, Agreement, PT and other	30000	
Marketing Collaterals & Pre-launch Promotion	100000	
Miscellaneous - Inauguration etc.	30000	May vary 5%+_
<b>Total Set Up Cost</b>	<b>1657000</b>	
Franchise FEE + 18% GST	<b>708000</b>	<b>Non-refundable</b>
Security FEE	<b>151000</b>	<b>Refundable</b>
<b>Project Cost</b>	<b>2516000</b>	



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# Chai Hai Na - Corporate Road, Makarba (Gold Cat)



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# CHN- Ganesh Glory - (Gold Cat.)



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# CHN Anand - A project with 130+ seating (Gold Cat.)



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# Our CORE Strength



- **Innovative product Range** - 6 Types of Badaam Chai, Peri-peri Samosa
- **Consistent Quality** - Rated **4.8\*/5 on Google**
- **Acceptable Business Model** - 5 premium Cat. Café in 1<sup>st</sup> year
- Social media presence
- **Marketing & Operation**
- **Team of diversified professionals.**
- **Store architecture**



Team Chai Hai Na is PROUD to share  
CHN 1<sup>st</sup> Year report card



50000  
orders  
With  
**150000**  
Kullhad Chai  
Sold

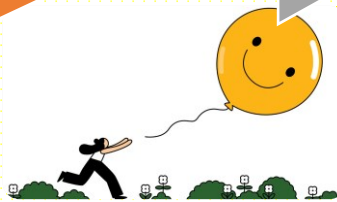
**5000+**  
followers

**4.8 Star**  
rated  
Google  
reviews

Best Rated  
products –  
**Badaam  
Chai & Peri-  
peri  
Samosa**

The BEST  
rated  
ambience and  
Staff behavior  
by apne  
customers

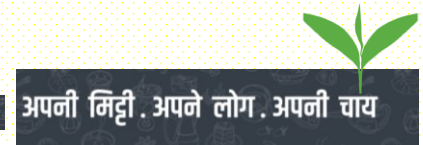
Impactful  
**SOCIAL/  
Digital  
media  
presence**



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# Our social media/digital partners/presence



# Social Media Rating



## Chai Hai Na - Ganesh Glory

4.9 ★★★★★ (124) · Cafe

godrej garden, GANESH GLORY, B 1205 11, city road

🌈 You rated it 5 stars



## Chai Hai Na - GLS

🔑 You manage this Business Profile

4.8 ★★★★★ (213) · Cafe

1A+ 14+15, Ground Floor, SACHET -2, Ch...

🌈 You rated it 5 stars



## Chai Hai Na - 31FIVE Corporate road

🔑 You manage this Business Profile

4.7 ★★★★★ (181) · Cafe

Unit 10, 31, 5, Corporate Rd

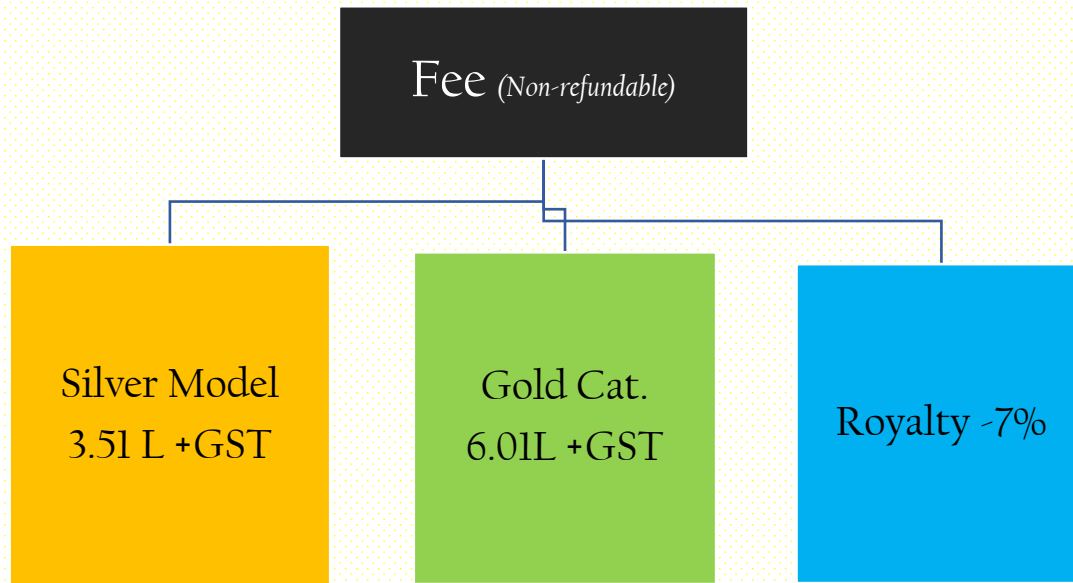
🌈 You rated it 5 stars



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# Franchise FEE structure



# Growth drivers



Premium masala packing: Will Lead E-com way



## Our Flavorful Chai



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WELCOME PARTNERS

# BE A PART OF CHAI HAI NA FAMILY.



For Further Information:  
call on 8487024535



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