

Chai Hai Na

We are the
Innovator of
BADAAM
CHAI



Journey of
Building a Big Brand
begins



Corporate office : 101 Pehel Lakeview Vaishnodevi circle Road, Ahmedabad -382470

Promoter's message



150 stores by 2025, Presence in Every District of India by 2030, **20 Innovative products, 1000+** Employees, **100 stores** set up and handover **FREE** to 100 Needy families, diversified approach to revenue generation, expansion in abroad, and an exciting journey of **500crs turnover** are the Few Goals, set for Chai Hai Na and team will put every possible efforts to realize this dream. **Quality of Products and Services, Innovation and Technology** will be key to drive the Mission and Vision of brand Chai Hai Na. We wish to be a Chai brand who connects with apnapan and delivers memorable experiences in the similar products category.

DEENPAL RAI

Founder & CMD

Path-breaking Innovation - Badaam Chai



An
innovation
worth
million Dollar



Chai Hai Na - Competitive advantage

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

10 Types of
Innovative
Snacks lead by
**Samosa,
Vadapav and
Burger**

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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Our Specials



BADAAM CHAI

From our Childhood till today, Badaam has been a Good Health partner. Blend of Kesar, Elaichi and other ingredients makes it unique in its aroma and freshness.



FOUNDER SPECIAL CHAI (CHAI BANARASIYA)

Banaras ki Gali ho aur Nukkad wali Chai with Richness of Pure milk, Spices and Dry Fruits. Refreshing, Rejuvenating and Energizing traits of Chai Banarasiya makes it Unique offering for apne log.



KESAR ELAICHI CHAI

Experience a symphony of flavors with our Kesar Elaichi Chai. Delight in the exquisite fusion of saffron's richness and cardamom's warmth, creating a cup of tea that's truly extraordinary and unforgettable.



DUS KA DUM MASALA CHAI

Get ready to ignite your taste buds with our 10 Ka Dum Masala Chai. A symphony of spices, brewed to perfection, delivering a chai that's 10 times more vibrant, 10 times more aromatic.



PERI PERI SANDWICH

Experience a taste explosion with our Piri Piri Sandwich – a thrilling blend of spices that'll awaken your senses. Pair it with our irresistible coffee- a blend of boldness and satisfaction, leaving



PERI PERI SAMOSA

Experience a taste explosion with our Piri Piri Samosa – a thrilling blend of spices that'll awaken your senses. Pair it with our irresistible chai- a blend of boldness and satisfaction, leaving



CHEESY LOADED SANDWICH

Indulge in gooey goodness with our Cheesy Loaded Sandwiches. Each bite is a burst of flavors, a mix of cheeses and delectable fillings, creating a savory sensation that's irresistibly



PUNJABI SAMOSA

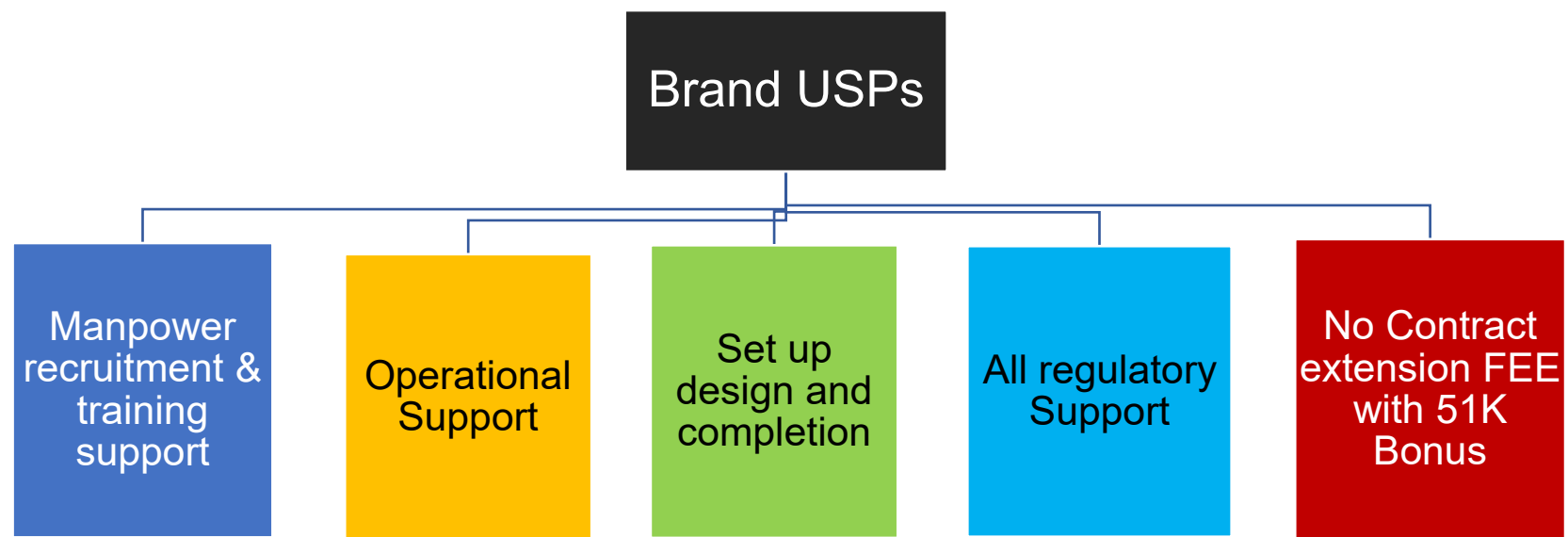
Delight in the heartwarming flavors of our Punjabi Samosa. Crispy golden perfection enveloping a mixture of spiced potatoes and peas – a flavor-packed journey that captures the



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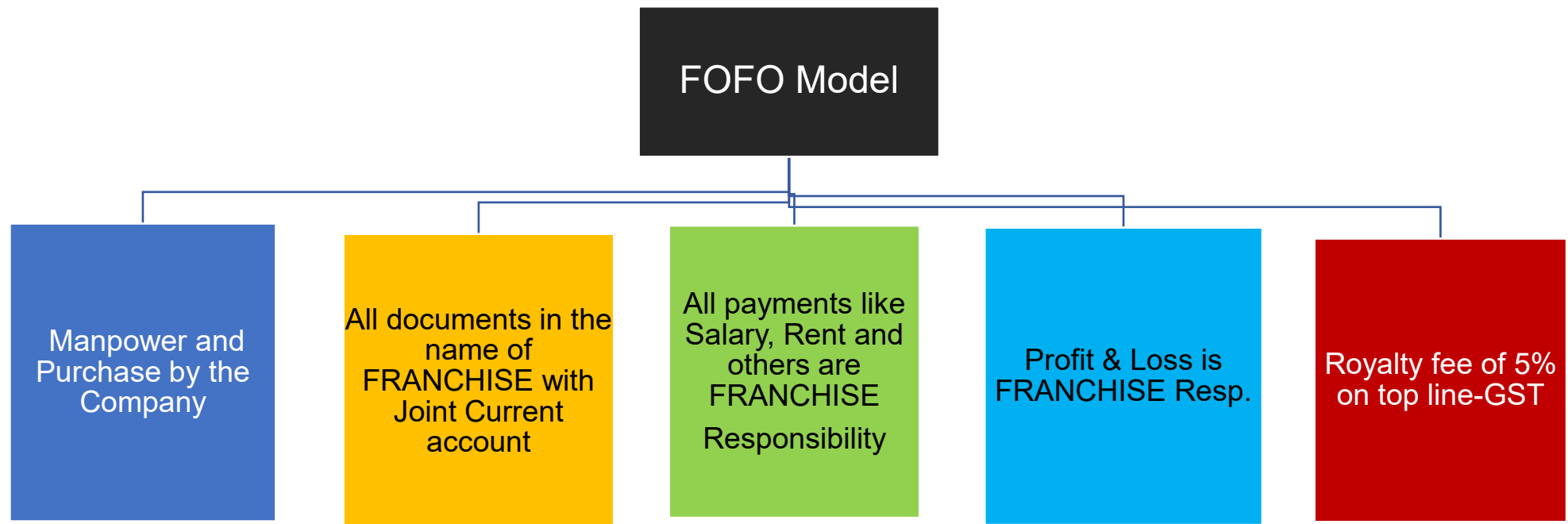
Why Chai Hai Na?



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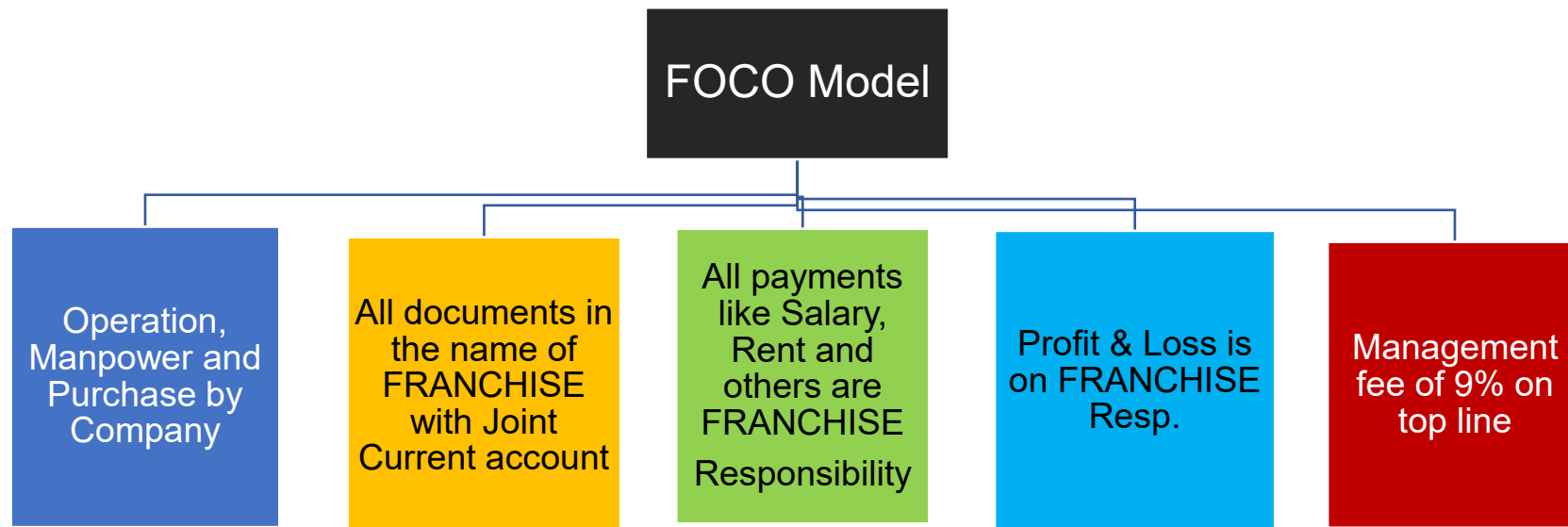
Why Chai Hai Na?



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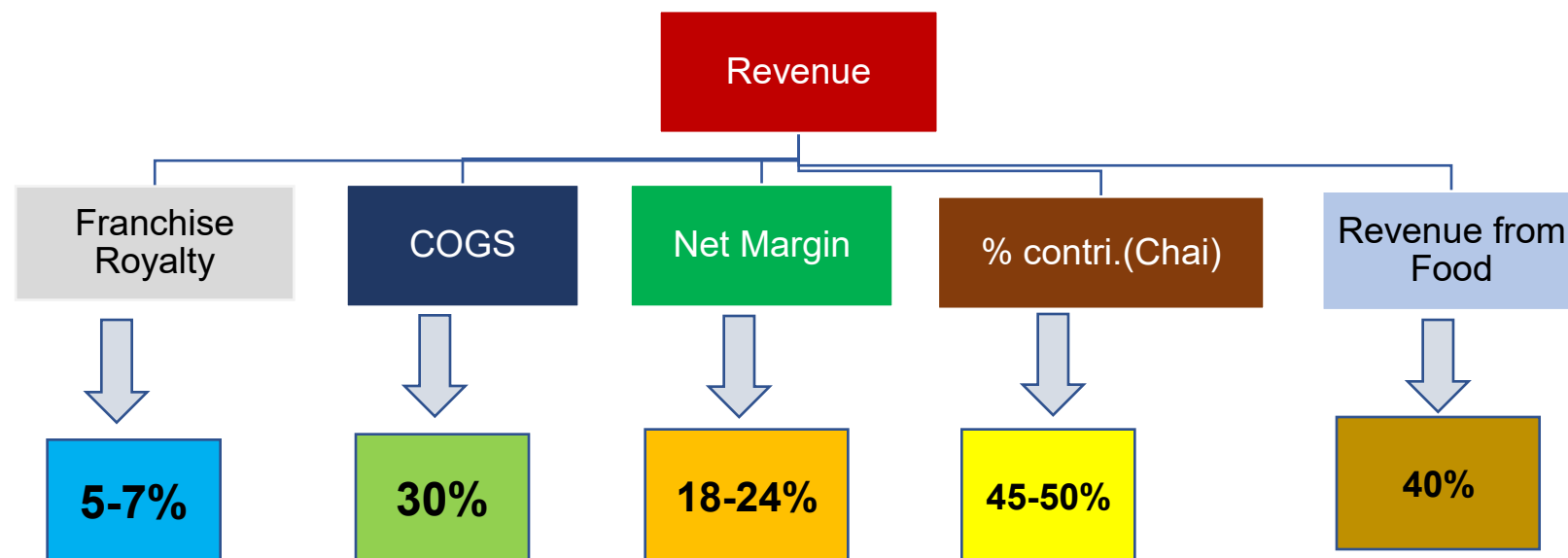
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Financial Model



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Key Terms

- No Management FEE for 1st month and till set up is not in breakeven
- Agreement for **7.0 Years. Lock in-2.0 Years** (For Metro 09.0 Years and Lock-in - 3.0Years)
- In case of Exit post lock- in period, Investor may ask company to handover to new investor with advance notice. Company/new investor will own the set up once principle amount is paid
- Pre-Exit - Rs. 2.5L exit charges and set up return only after new investor pitch in or buy back the set up
- **11000** Yearly Bonus



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CHN KIOSK- Investment break up & Kitchen set up (outlet size - 40-50 sq. feet carpet) - Only for smaller spaces

Set up Expense Heads	Cost (Rs L)
Furniture & Fixture/Camera/Set up	2.50
Kitchen equipment	1.25
Marketing/branding/Promotion cost	0.30
Staff recruitment & training (10 days)/Dress	0.20
Legal/ Accounting assistance	0.15
Billing machine & Software	0.25
Display System, Sign Board	0.25
Miscellaneous (Launch & other expenses)	0.20
Total w/o FEE	5.10
Franchise FEE (Non-Refundable) + 18% GST	2.4
Security deposit (Refundable)	0.50
Total (Encl. 18% GST on Franchise FEE)	7.96

Instrument List	No.
Induction	2
Electric double Fryer	1
Microvan/Warmer	1
Normal Mixer	1
Deep fridge 200 ltr./Undershelf freezer	1
200LT Vesicular - Vertical	1
Utensils & Kitchen accessories	1
Working tables	2
Water Purifier	1

Rent deposits and brokerage separate. Kitchen tables can change as per site specifications if need be



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CHN Express: 2D Mood Board



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CHN Express - Investment break up & Kitchen set up (outlet size - 100-150 sq. feet + carpet) – Metro Stations/retail

Set up Expense Heads	Cost (Rs L)
Furniture & Fixture/Camera/Set up	5.00
Kitchen equipment	2.50
Marketing/branding/Promotion cost	0.50
Staff recruitment & training (10 days)/Dress	0.20
Legal/ Accounting assistance	0.20
Billing machine & Software	0.50
Display System, Sign Board	0.60
Miscellaneous (Launch & other expenses)	0.30
Total w/o FEE	9.8
Franchise FEE (Non-Refundable) + 18% GST	4.7
Security deposit (Refundable)	0.50
Total (Encl. 18% GST on Franchise FEE)	15.02

Instrument List	No.
Induction	2
Electric double Fryer	1
MicroOven/Warmer	1
Blender	1
Deep fridge 300 ltr./Undershelf freezer	1
350LT Vesicular - Vertical	1
Utensils & Kitchen accesorries	1
Working tables - with overheads/Kitchen	2
Water Purifier	1

Rent deposits and brokerage separate. Kitchen tables can change as per site specifications if need be



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ROI P&L projection – Express (Non- metro locations)

	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Total	% Distri
Gross Sales	2,40,000	2,40,000	2,40,000	3,00,000	3,00,000	3,00,000	3,60,000	3,60,000	3,60,000	3,60,000	3,60,000	3,60,000	37,80,000	100%
COGS (kitchen goods)+ packing	84,000	84,000	84,000	1,05,000	1,05,000	1,05,000	1,26,000	1,26,000	1,26,000	1,26,000	1,26,000	1,26,000	13,23,000	35%
Gross Contribution	1,56,000	1,56,000	1,56,000	1,95,000	1,95,000	1,95,000	2,34,000	2,34,000	2,34,000	2,34,000	2,34,000	2,34,000	24,57,000	65%
% of Net Sales	65.0%	65.0%	65.0%	65.0%	65.0%	65.0%	65.0%	65.0%	65.0%	65.0%	65.0%	65.0%	65.0%	0%
Employee Cost	58,000	58,000	58,000	58,000	58,000	58,000	58,000	58,000	58,000	58,000	58,000	58,000	6,96,000	18%
Marketing Cost	-	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	55,000	1%
Training Expenses													-	0%
Distribution Expenses	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	72,000	2%
Total Operating Expenses	64,000	69,000	69,000	69,000	69,000	69,000	69,000	69,000	69,000	69,000	69,000	69,000	8,23,000	22%
% of Net Sales	27%	29%	29%	23%	23%	23%	19%	19%	19%	19%	19%	19%	22%	0%
Operating Profit	92,000	87,000	87,000	1,26,000	1,26,000	1,26,000	1,65,000	1,65,000	1,65,000	1,65,000	1,65,000	1,65,000	16,34,000	43%
% of Net Sales	38%	36%	36%	42%	42%	42%	46%	46%	46%	46%	46%	46%	43%	0%
Administration Exp. % share														0%
Fixed	3200	1700	1700	1700	1700	1700	1700	1700	1700	1700	1700	1700	30%	0%
Variable (Rent & electricity)	57,500	57,500	57,500	57,500	57,500	57,500	57,500	57,500	57,500	57,500	57,500	61,500	6,94,000	18%
	60,700	59,200	59,200	59,200	59,200	59,200	59,200	59,200	59,200	59,200	59,200	63,200	7,15,900	19%
5% Management FEE	12,000	12,000	12,000	15,000	15,000	15,000	18,000	18,000	18,000	18,000	18,000	18,000	1,89,000	5%
EBIDTA	19,300	15,800	15,800	51,800	51,800	51,800	87,800	87,800	87,800	87,800	87,800	83,800	7,29,100	19%
% of Net Sales	8.0%	6.6%	6.6%	17.3%	17.3%	17.3%	24.4%	24.4%	24.4%	24.4%	24.4%	23.3%	19.3%	0%



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CHN Lounge Mood Board



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Investment break up & Kitchen set up (outlet size - 800 -1000 sq. feet + carpet)

Set up Expense Heads	Cost (Rs L)
Furniture & Fixture/Camera/AC	14.0
Kitchen equipment	6.0
Marketing/branding Promotion cost	1.0
Staff recruitment & training (10 days)	0.5
Legal/ Accounting assistance	0.3
Billing machine & Software	0.5
Display System, Sign Board	1.0
Miscellaneous (Launch & Travel expenses)	0.50
Total w/o FEE	23.7
Franchise FEE (Non-Refundable) + 18% GST	5.0
Brand security deposit (Refundable) - Extra	1.5
Total (Incl. 18% GST on Franchise FEE)	30.2

Instrument List	No.
Induction	3
Jumbo Griller	1
Electric Double Fryer	1
OTG	1
Sound proof Mixer	1
MacLaine 6x2.5 Feet	1
Industrial fridge -Vertical -1000 ltr	1
Sound proof Mixer	1
Utensils & Kitchen accesorries	1
Working tables 6x2.5 Feet with sink and closed shutter	1
Working tables 5x2.5 Feet with closed shutter	2
Water Purifier	1
Stands and other Kitchen accessories	4
Exhaust & Chimney	1
Milk & water boiler	1
Pastry cooler	1

Kitchen size
250-300
Sq. Ft



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Investment break up & Kitchen set up (outlet size - 1000 sq. feet + carpet)

Set up Expense Heads	Cost (Rs L)
Furniture & Fixture/Camera	20.0
Kitchen equipment /Installation	9.0
Marketing/branding Promotion cost	1.00
Staff recruitment & training (10 days)	0.50
Legal/ Accounting assistance	0.40
Billing machine & Software	0.75
Display System, Sign Board	1.00
Miscellaneous (Launch & other expenses)	1.00
Total w/o FEE	33.65
Franchise FEE (Non-Refundable) + 18% GST- excl.	5.00
Project cost Total (Incl. 18% GST on Franchise FEE)	38.45
Security deposit (Refundable)	1.50
Total Cost	41.0

Instrument List	No.
Induction	3
Jumbo Griller	2
Electric Double Fryer	1
OTG & Patrsycooler	1
Normal Mixer	1
MacLaine 6x2.5 Feet	1
Industrial fridge -Vertical -1000 ltr	1
Sound proof Mixer	1
Utensils & Kitchen acccesories	1
Working tables 6x2.5 Feet with sink and closed shutter	1
Working tables 5x2.5 Feet with closed shutter	2
Water Purifier	1
Stands and other Kitchen accessories	4
Exhaust & Chimney	1
Milk & water boiler	1
Pastry cooler	1

Kitchen size
250-300 Sq
Ft



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Additional benefits to Lougue Franchisee



Badaam Lakhtakia

2 carts to every outlet

1. Operational within 2 KM from the main outlet
2. Just 1.5L per cart charges without any Franchise FEE
3. No Deposit
4. ROI of cart in just 6 months
5. Operational support by company
6. Additional 8-10K expected revenue to Franchisee outlet per day
7. Customised for Cold beverages, Snacks and merchandise products



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Projected P&L

	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Total	% Distri
Gross Sales	7,50,000	7,50,000	7,50,000	9,00,000	9,00,000	9,00,000	12,00,000	12,00,000	12,00,000	15,00,000	15,00,000	15,00,000	1,30,50,000	100%
COGS (kitchen goods)+ packing	2,62,500	2,62,500	2,62,500	3,15,000	3,15,000	3,15,000	4,20,000	4,20,000	4,20,000	5,25,000	5,25,000	5,25,000	45,67,500	35%
Gross Contribution	4,87,500	4,87,500	4,87,500	5,85,000	5,85,000	5,85,000	7,80,000	7,80,000	7,80,000	9,75,000	9,75,000	9,75,000	84,82,500	65%
% of Net Sales	65.0%	65.0%	65.0%	65.0%	65.0%	65.0%	65.0%	65.0%	65.0%	65.0%	65.0%	65.0%	65.0%	0%
Employee Cost	1,94,000	1,94,000	1,94,000	1,94,000	1,94,000	1,94,000	1,94,000	1,94,000	1,94,000	1,94,000	1,94,000	1,94,000	23,28,000	18%
Marketing Cost	-	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	1,65,000	1%
Training Expenses													-	0%
Distribution Expenses	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	1,20,000	1%
Total Operating Expenses	2,04,000	2,19,000	2,19,000	2,19,000	2,19,000	2,19,000	2,19,000	2,19,000	2,19,000	2,19,000	2,19,000	2,19,000	26,13,000	20%
% of Net Sales	27%	29%	29%	24%	24%	24%	18%	18%	18%	15%	15%	15%	20%	0%
Operating Profit	2,83,500	2,68,500	2,68,500	3,66,000	3,66,000	3,66,000	5,61,000	5,61,000	5,61,000	7,56,000	7,56,000	7,56,000	58,69,500	45%
% of Net Sales	38%	36%	36%	41%	41%	41%	47%	47%	47%	50%	50%	50%	45%	0%
Administration Exp. % share														0%
Fixed	9000	9000	9000	3500	3500	3500	3500	3500	3500	3500	3500	3500	30%	0%
Variable	2,25,998	2,25,999	2,26,000	2,26,000	2,26,000	2,26,000	2,26,000	2,26,000	2,26,000	2,26,000	2,26,000	2,40,000	27,25,997	21%
	2,34,998	2,34,999	2,35,000	2,29,500	2,29,500	2,29,500	2,29,500	2,29,500	2,29,500	2,29,500	2,29,500	2,43,500	27,84,497	21%
5% Management FEE	37,500	37,500	37,500	45,000	45,000	45,000	60,000	60,000	60,000	75,000	75,000	75,000	6,52,500	5%
EBIDTA	48,502	33,501	(4,000)	91,500	91,500	91,500	2,71,500	2,71,500	2,71,500	4,51,500	4,51,500	4,37,500	24,32,503	19%
% of Net Sales	6.5%	4.5%	-0.5%	10.2%	10.2%	10.2%	22.6%	22.6%	22.6%	30.1%	30.1%	29.2%	18.6%	0%



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Quality Kitchen Equipment's – Cell frost/True Frost/Bluestar



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Compliance Support



INDIA NON JUDICIAL
Government of National Capital Territory of Delhi

e-Stamp

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residing at (hereinafter jointly and
severally called the "Landlady", which expression shall include her heirs,
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Why Chai Hai Na?



अपने **भारत** के लिए
FRANCHISE OPPORTUNITY

FOFO Delhi | Pune | Mumbai | NCR | UP FOCO

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INDIA

हम अपनी मिट्टी
का हक अदा करते हैं

25%
Discount
on Franchise Fees



**Defense
Veterans**

- ROI recovery in **1.5 Years**
- No royalty fee for **6 Months**
- **15 Month** lock-in period
- Complete Operational and Manpower support for **6 months**
- Recoup your entire franchise fee if continued for **5 years**
- No **agreement** extension charges



नारी शक्ति..
अपनी मिट्टी की पहचान

25%
Discount
on Franchise Fees



**Women
Entrepreneur**

- ROI recovery in **1.5 Years**
- No royalty fee for **6 Months**
- **15 Month** lock-in period
- Complete Operational and Manpower support for **6 months**
- Recoup your entire franchise fee if continued for **5 years**
- No **agreement** extension charges



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Our Cafes



INA Metro Delhi

Swagat Holiday Mall,
Gandhinagar



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CHN Anand, Gujarat



Kashmiri Gate Metro,
Delhi



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CHN Ganesh Glory, Gota, Ahmedabad, Gujarat



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Our consumer activation



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Apne customers say it all

Milan Darji
Local Guide · 252 reviews · 1,363 photos
★★★★★ 2 weeks ago **NEW**

Rajwadi tea is best.. especially in Kullad.
pocket friendly price.
Peaceful and chilling place. ... [More](#)



Like

Neel Yagnik
Local Guide · 22 reviews · 139 photos
★★★★★ 3 weeks ago **NEW**

Badam chai is awesome and you should try out Shravan special Farali samosa...As well the entire Menu is also highly recommended ...Do visit this Cafe ...It's located in bodakdev .



Like

Chai Hai Na

C54 Century Towers, Shop No. G/10, behind THE GRAND BHAGWATI, Bodakdev, Ahmedabad, Gujarat

4.9 ★★★★★ 34 reviews ?

[Write a review](#)

Manas Bajaj
Local Guide · 12 reviews · 5 photos
★★★★★ 3 weeks ago **NEW**

Amazing varieties of tea as well as snacks, superb taste with ambience, wonderful staff. We tried punjabi samosa and rajwadi chai great taste enjoyed alot.



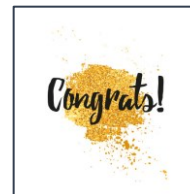
Nitin Karnik
Local Guide · 14 reviews · 6 photos
★★★★★ 19 hours ago **NEW**

Good hangout joint, nice ambience

Like

Response from the owner 19 hours ago
Thank you so much for your 5 star review Mr.Nitin Karnik ji...pls do visit again 🙌

[Report review](#)



apnepan ki baat. Chai Hai Na ke saath



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Our social media/digital partners/presence



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Following clearance needed from Owner

1. DMC/Local authorities' clearance
2. FIRE NOC of the place
3. Other Govt approval if need be
4. Property Index
5. Food compliances
6. GST

Menu will be customized as per location



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WELCOME PARTNERS

**BE A PART OF
CHAI HAI NA
FAMILY.**



For Further Information:
call on: 8511054545



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