



**“Success is
Best Brewed
Together”**

*Behind every great brand is a franchisee who
believed first. Franchise success begins with
vision and the right partner.*

***“Be partner with India’s most trusted and
unique brand with Franchise Fee”***

@
2.95

laks Only



For Franchise enquiry
75500 77078 / 93632 53118

**“Dream Big,
Start Smart, Grow Fast”**





Retro Chai :
Sip. Smile. Repeat.

At Retro Chai, we've reimagedined your favourite cup of chai. Blending age-old Indian brewing traditions with a modern café vibe, we offer a unique space where comfort meets culture, and every sip tells a story

About us :

Born from a passion for chai and a vision to create a community space, Retro Chai bridges the gap between nostalgic street-side chai stalls and global café culture. Whether you're here for a quick cup or a relaxed hangout, we serve you an experience – not just tea.

MENU

TEA | COFFEE | BUBBLE TEA | FLAVOURED BOBA | CUP PIZZA

COLD COFFEE | MILKSHAKE | WAFFLE | TAWA SANDWICH

SPECIAL ROSE MILK | CHOCOLATE MILK | LASSI | FALOODA | PASTA

BUN BUTTER JAM | BUTTER BUN



WHY RETRO CHAI FRANCHISE?



Strong
Brand Identity



Comprehensive
Training & Support



High Margin,
Scalable Business



Tech-Enabled
Operations



Proven Success in Urban
& Semi - Urban Markets

FRANCHISE BENEFITS

Proven Business Model :

Benefit from a successful and scalable business model with a track record of excellence.

Comprehensive Training :

Receive in-depth training on our processes, recipes, and customer service standards.

Marketing Support :

Gain access to targeted marketing strategies and promotional materials designed to drive traffic and build brand awareness.

Ongoing Support :

Our dedicated support team is here to assist you with operations, marketing, and any challenges that arise.

FRANCHISE ADVANTAGES



No Royalty Fees



Training at Your
Door Step



FSSAI Support



Easy ROI



No Dependency
on Skilled Manpower



Free Online &
Local Promotions



Free Swiggy &
Zomato Integration

FRANCHISE
FEE
2.95
lakh Only
★★★★★

STUDIO PLAN

**SHOP AREA
REQUIREMENT
100SQFT TO 250SQFT**

FRANCHISE INCLUSIONS

- Chai Steamer Machine (2nos)
- 380L Visicooler
- Milkshake Blender
- Cone Waffle Machine
- 7L Deep Fryer
- 25L Microwave Oven
- SS 3 Burner Stove
- Hand Blender
- Butter Bun Tawa
- Sandwich Tawa
- Maggi Pan & Lid
- Glove Box (100pcs)
- Head Cap (100pcs)



BRANDING & PROMOTION

- 10*4ft Branding Name Board
- 6*3ft Standing Light Board
- 24inch LED Logo
- Branding Photo Frames - 10nos
- A5 Pamphlet - 2000nos
- Social Media Posters



FRANCHISE
FEE
50K
★★★★★

ADD - ON - PLAN FRIED CHICKEN Franchise Inclusions

- 3ft SS Breeding Table
- Breeding Basket & Water Strainer
- 3.5KW 11L Deep Fryer





PLAN – PREMIUM

SHOP AREA REQUIREMENT
150SQFT TO 300SQFT

FRANCHISE INCLUSIONS

Machineries & Equipment's

- Chai Steamer Machine (2nos)
- 3ft SS Breeding Table
- 3.5KW 11L Deep Fryer
- 380L Visicooler
- Milkshake Blender
- Cone Waffle Machine
- 7L Deep Fryer
- 25L Microwave Oven
- SS 3 Burner Stove
- Hand Blender
- Butter Bun Tawa
- Sandwich Tawa
- Maggi Pan & Lid
- Glove Box (100pcs)
- Head Cap (100pcs)



BRANDING & PROMOTION

- 10*4ft Branding Name Board
- 6*3ft Standing Light Board
- 30inch LED Logo
- Branding Photo Frames – 10nos
- A5 Pamphlet – 2000nos
- Social Media Posters

INTERIORS INCLUSION : (150 TO 250 SQ. FT ONLY) Machineries & Equipment's

KITCHEN SETUP

- Kitchen Partition – Cupboard type partition will be provided with door flap and cash counter.
- Kitchen civil work – Kitchen Table top will be Kadapa stone with one under shelf.
- 18*24 inch commercial SS sink will be provided in the corner.
- Single storage rack will be provided in the Kitchen centre wall.
- 14inch exhaust fan will be placed in the top corner of the centre wall.

PAINTING WORK

- All the walls and ceiling will be finished with two coats of emulsion (with touch up putty). Painting colours will be based on the Brand theme.

ELECTRICAL

- Kitchen area : 16A socket – 5nos, 22W LED surface light – 2nos, wall mounted fan – 1no.
- Dining area : 5A socket – 4nos, 22W LED surface light – 4nos, wall mounted fan – 2nos.
- Outside area : LED Tube light and Sign board electrical point.

HAND WASH

- 1 Wash basin will be placed in the corner of the dining area.



Note: Apart from the above-mentioned work, Franchisor is flexible to work on additional requirements of Franchisee subjected to additional cost based on the requirements.

FRANCHISEE RESPONSIBILITIES:

CHOOSING LOCATION



Franchisee should choose the locations based on people crowding areas like Market, School, College, bus stand, Companies, etc.

SHOP REQUIREMENTS



Water and drainage facility should be available inside the shop.

ELECTRICAL REQUIREMENTS



Either Single phase current with 7KW load capacity or Three Phase current required.

FURNITURE SET



Franchisee can purchase dining table and chairs based on their choice.

TRANSPORTATION CHARGES



Franchise should take care of the transportation charges depends on their location. Franchisor shall arrange 'MSS / VRL / AI transport' kind of logistics under 'TO PAY' option.

INITIAL STOCKS PURCHASE



Franchise should arrange Rs.80,000 for purchasing basic stocks like Masalas, Packing containers, Chicken, Groceries, etc

CUTLERIES PURCHASE



Franchise should arrange Rs.50,000 for Plates, Glass, Storage containers, cutting board, working tables, etc. based on the requirements.

ROTATION AMOUNT



Franchise should maintain Rs.1,00,000 for business rotation

FREE LOCATION VISIT



Once customer finalised the location, our Team will visit the shop and explain the brand requirements and location feedback. We will be collecting the location visit charges as Rs.2000 inside Chennai and Rs.5000 outside Chennai. This amount will be adjusted / reduced during the agreement signing which refers to no Location visit charges for genuine customers.

Sales Projection (ROI Calculation)	Projection 1		Projection 2	
	Daily	Monthly	Daily	Monthly
Average Sales	7000	210000	10000	300000
Raw material cost (40%)	2800	84000	4000	120000
Staff Salary	500	15000	1000	30000
Rent	500	15000	700	21000
Current Bill	400	12000	500	15000
Gas Expense	300	9000	350	10500
Packing material cost	200	6000	300	9000
Miscellaneous (5%)	3001	9000	400	12000
Total Expenses	5000	150000	7250	217500
Net Profit	2603	78075	5033	150975

Sales Projection (ROI Calculation)	Projection 3		Projection 4	
	Daily	Monthly	Daily	Monthly
Average Sales	15000	450000	20000	600000
Raw material cost (40%)	6000	180000	8000	240000
Staff Salary	1000	30000	1000	30000
Rent	800	24000	1000	30000
Current Bill	600	18000	700	21000
Gas Expense	400	12000	450	13500
Packing material cost	350	10500	400	12000
Miscellaneous (5%)	500	15000	500	15000
Total Expenses	9650	289500	12050	361500
Net Profit	5350	160500	7950	238500



Corporate Office Address

KVM Complex, GST Road, Chengalpattu By-Pass,
Chengalpattu, Tamil Nadu - 603002.

Contact Number: 7010024542

For Franchise Enquiry



Tamil Nadu

 **93632 53118 / 75500 77078**



Andhra Pradesh & Telangana

 **63640 62635**



Karnataka

 **63640 62635**