



CHAÉI KA ADDA[®]

Sirf Chai Nahi... Wai Bhi...

Franchise & Business Investment Proposal (2026)





Executive Summary

Chaei ka Adda is a premium, corporate-style cafe brand that perfectly blends traditional Indian chai culture with a modern, high-end hangout experience. We cater to professionals, entrepreneurs, and a quality youth crowd looking for a vibrant space to work, meet, chill, and connect.

This proposal outlines a highly lucrative FOCO (Franchise Owned, Company Operated) investment opportunity. We are inviting strategic investors and franchise partners to open Chaei ka Adda outlets in high-footfall commercial zones, IT parks, and premium high streets. With the FOCO model, you provide the capital, and the expert operational engine of Vardhaman Hospitality & Management (VHM) runs the daily business for you, ensuring maximum profitability with zero operational headaches.



The Street Tapri

Serves authentic chai but has zero seating, poor hygiene, and no environment for corporate or family crowds to sit and talk.

The Market Gap & The Opportunity

The food and beverage market is currently split into two extremes:



The Chai ka Adda Solution

We fill this massive gap. We offer the premium ambiance of an expensive coffee shop but serve authentic, highly demanded Indian chai, tea-time snacks, and a massive multi-cuisine food menu at prices that encourage daily repeat visits.



The Western Coffee Chains

Highly expensive, very quiet, and completely lacking the warm, energetic vibe of an Indian 'adda! Plus, they do not serve a proper, satisfying food menu.

Our High-Margin Menu and Concept



The Core Beverage Engine

Traditional Indian Teas, Premium Green/ Oolong Teas, Hot Coffees, Thick Cream Shakes, Iced Coolers, And Cocktails.



The Multi-cuisine Food Spread

Everything From Light Tea-time Snacks And Healthy South Indian Breakfasts, To Continental Italian, And Indian Quick Bites.



The Premium Ambiance

Comfortable Corporate-style Seating, Aesthetic Interiors, And A Welcoming Environment Making People Stay Longer And Order More.

The FOCO (Franchise Owned, Company Operated) Investment Model

We operate on a Franchise Owned, Company Operated (FOCO) model. This means you invest the setup capital, and the company (VHM) takes 100% responsibility for hiring staff, managing the kitchen, maintaining quality, and running the daily operations.

INVESTMENT DETAILS

Minimum Area Required	Total Investment
700 to 900 Sq. Ft. (High-footfall commercial area)	₹18,00,000 (₹18 Lakhs)

Agreement Period	Expected ROI
6 Years (Renewable)	12-18 Month

Average Profit Margins:

50% to 80% (Depending on location & daily sales)



What You Get In This Setup

Your comprehensive ₹18 Lakh Setup Cost Includes

- Complete Cafe Interior Design & Furniture Setup.
- Full Commercial Kitchen Equipment & Machinery Installation.
- Brand Signboards, Aesthetics, and Corporate Visuals.
- Initial Raw Material Stock & Packaging Inventory.
- Licensing, POS Billing Software, and Initial Marketing Push.

The Fresh Flavour of A New Friendship



What VHM Provides (Support & Operations)



Site Selection

We help you finalize the perfect "hot spot" location that guarantees high footfall and a premium crowd.



Staffing & Training

We handle the headaches of hiring, training, and retaining the chefs, baristas, and service staff.



Standardized Supply

We supply the secret tea blends, masalas, and raw materials centrally to ensure the taste never changes.



Marketing & Branding

We run professional digital marketing campaigns, social media pages, and local events to keep your cafe packed.

Why Invest in Chaei ka Adda?

Zero Operational Stress:

The FOCO model ensures your investment is managed by seasoned F&B experts, not inexperienced staff.

High Repeat Value:

"Chai and snacks" is a daily consumption habit, ensuring strong repeat business and daily cash flow.

Scalable Profitability:

Because we serve a heavy food menu along side high-margin beverages, our average order value per table is significantly higher than a standard tea cafe.



Segment-Wise Menu Overview (Price Range Strategy)

This menu pricing ensures high daily volume at the lower end, while premium shakes, pizzas, and meals drive up the average ticket size per table.



The Core Beverage Engine (Teas & Coffees): ₹15 to ₹60

Indian Chai (Kulhad, Masala, and Kesar), Green/Oolong/White Teas, Black Teas, and Hot & Cold Coffees.



Refreshers & Shakes (Cold Section): ₹50 to ₹140

Ice Teas, Sodas, Lemonades, Cold Milk/Bournvita, and Premium Thick Milkshakes.



Bakery & Quick Bites: ₹10 to ₹100

Premium Cookies, Buns (Bun Maska), Cakes & Pastries, Cheese Garlic Bread.



Street & Snack Sensations: ₹50 to ₹150

South Indian (Idli, Dosa), Maggi variations, Chaat (Bhel, Sevपुरi), French Fries, and Crunchies.



Fillers & Grills: ₹90 to ₹160

Toasties, Burgers, Rock & Roll Wraps, and Grilled/Non-Grilled Sandwiches.



Heavy Bites & Meals: ₹180 to ₹240+

Pizza on Fire, Pastas (Red/White/Spicy), and Meals featuring our signature Nachos (Fried tortilla wedges served with melted cheese and relish).



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