

CHAI KAAPi



चाय कापी



ABOUT US

CHAI KAAPi was started in 2016 with an idea of creating a bohemian space, a place for artists, ideators & thinkers to come down and run a discourse, showcase their talents, and have a great cup of Chai Kaapi. We are loved by people of all age and have been called their Dusraghar!

Founded by Sahil Juneja & Suyash Singh Thakur, Chai Kaapi serves as an invitation to creativity and connection, making it more than just a café - it's a cultural hub. With an experienced team backing, Chai Kaapi is Central India's biggest café brand.



CHAI KAAPi IS GLOBAL



52+ RUNNING OUTLETS
CHAI KAAPi IS GLOBAL

Indore (12)	Ujjain (4)	Bhopal (8)	Jabalpur	Khargone
Mhow	Mandsaur	Bhilwara	Ajmer (2)	Jaipur (4)
Hanumangarh	Pune	Talegaon	Rajkot	Dahod
Ahmedabad (2)	Gandhinagar	Surat	Gurugram (2)	Noida
Badwani	Rau	Nagpur	Chennai	Delhi NCR (8)
Udaipur	Prayagraj	Varanasi	Mathura	Vrindavan
Jodhpur	Sagar	Nasik	Rewari	Dewas
Bengaluru (10)	Ratlam	Jalandhar	Ludhiana	Vadodara
Hyderabad (6)	Gwalior	Rewa	Bilaspur	Mohali
Raipur	Bhilai	Kota	Mysuru	
Texas	California	UAE	Sydney	London
Toronto				

Running Stores
 Coming Soon
 International Opening Soon

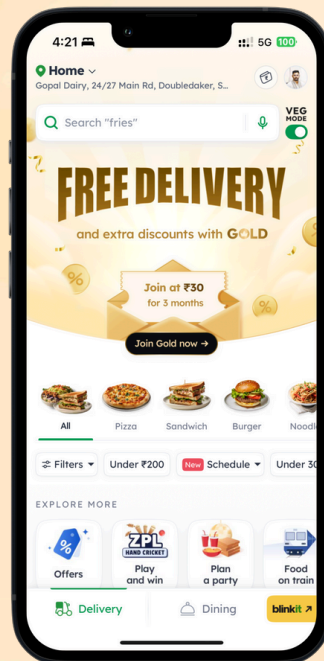
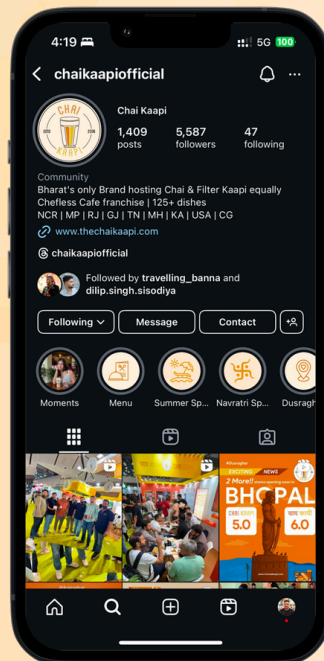
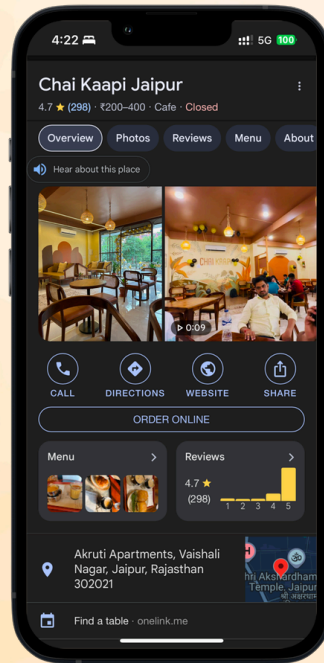
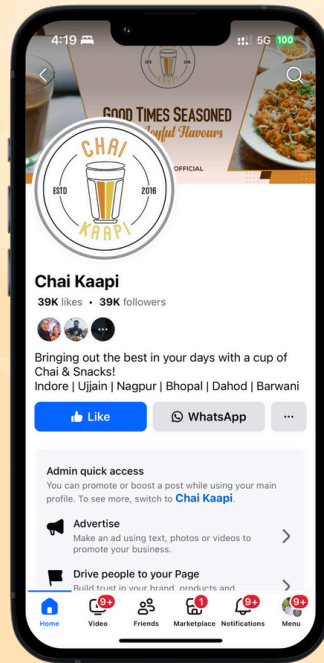
TOUCHBASE



Seeing a footfall of 10000-15000 people everyday, Chai Kaapi was voted as the best hangout place of Indore by RED FM. We increase our engagement with 3-4 monthly events promoting art and artists, and with this continuous process we have gained 50,000+ followers on overall social media platforms.



HOW WE TAP THE HEART OF EVERYONE?



THE INTERIORS



A collage of 18 photographs showcasing various food items from the restaurant 'Chili & Kari'. The images include: fried chicken, a drink with a straw, a chocolate dessert, a salad, a milkshake with an Oreo, a bowl of soup and rice, a burger, a bowl of pasta, a glass of iced coffee, a bowl of rice and vegetables, a bowl of soup and bread, a glass of iced coffee with a cookie, a bowl of rice and vegetables, a bowl of soup and bread, a glass of iced coffee, a bowl of rice and vegetables, a bowl of soup and bread, and a glass of iced coffee.



SAMPLE MENU

BUN MASKA ^{MUST TRY}

Maska Bun ₹70
Nutella Bun ₹100



ALL DAY BREAKFAST

Indori Poha ₹80
Upma ₹120
Idli Sambhar (2 Pcs) ₹140
Medu Vada (4 Pcs) ₹140
Bambaiya Vada Pav (2 Pcs) ₹140
Add Ons ₹20
Cheese / Schewzan

SANDWICHES

Indori Masala ₹140
Cheese Chutney Club ₹160
Veg Club ₹180
Bombay Kaccha Club ₹180
Exotic Cheese Corn Club ₹200
Punjabi Paneer Club ₹220

NOODLES

Desi Maggi ₹140
CK Mexican Maggi ₹170
Burnt Garlic Maggi ₹180
Italian Maggi ₹180
Cheese Corn Maggi ₹180
Add Ons ₹30
Cheese & Butter

BURGER

Tom Mayo Burger ₹120
Punjabi Tadka Burger ₹140
Cream Cheese Burger ₹160
Spicy Paneer Burger ₹180

CRISPY FRIES

French Fries Salted ₹120
French Fries Piri Piri ₹140
Honey Chilli Potato ₹180
CK Cheesy Blast Fries ₹220

WRAPS

Fusion Veggie Wrap ₹140
Masala Potato Wrap ₹140
BBQ Wrap ₹160
Sizzling Paneer Wrap ₹220

NACHOS

Nachos With Dip ₹240
Exotic Nachos ₹280

MOMOS ^{MUST TRY}

Veg Momos Steam ₹100 | Fried ₹120 | Pan Tossed ₹160
Paneer Momos ₹120 | ₹140 | ₹180
Cheese Momos ₹120 | ₹140 | ₹180
Corn Cheese Momos ₹120 | ₹140 | ₹180

GARLIC BREADS

Classic Garlic Bread ₹120
Chilli Garlic Cheese Toast ₹180
Exotic Garlic Bread ₹200

10" PIZZA

Margherita ₹260
Golden Corn Pizza ₹280
Farm Fresh ₹300
5 Pepper ₹320
Hot Paneer & Paprika ₹380



PASTA ^{MUST TRY}

Aglio Olio ₹280
Arrabiata Pasta ₹280
White Sauce Pasta ₹280
Exotic White Sauce ₹320
Exotic Arrabiata Pasta ₹320



CHAI KAAPi

SALAD

Peanut Chaat Salad ₹120
Green Corn Salad ₹140
Paneer Salad ₹150

DESI VIDESHI

Butter Masala Corn ₹100
Mexican Bhel Pouri ₹120
Chole Tikiya ₹120

MINI MEALS ^{MUST TRY}

With: 2 Pav / 2 Paratha / 2 Kulcha / Rice
Pav Bhaji (Butter/Cheese) ₹130 | ₹150
Paneer Bhurji ₹180
Punjabi Chole ₹180
Paneer Masala ₹180
Dal Makhani ₹180
Butter Khichdi ₹180

BIRYANI

Veg Biryani ₹200
Paneer Biryani ₹220
Exotic Cheese Biryani ₹240

DESSERT

Chocolate Walnut Brownie ₹140
Brownie Sundae ₹180
Chocolate Earthquake ₹240

CHAH SE CHAI TAK

Kadak Chai Small ₹50 | Large ₹90
Ghar Wali Chai ₹60 | ₹110
Adrak / Masala / Laung / Cinnamon
Flavoured Chai ₹70 | ₹130
Elachi / Chocolate / Zafran / Pudhina / Jaggery
Irani Chai ₹70 | ₹130
Add Ons ₹20
Elachi / Chocolate / Zafran / Pudhina / Jaggery / Adrak / Masala / Laung / Cinnamon

BHAYANKAR THANDI CHAI

Peach Iced Tea ₹120
Lemon Iced Tea ₹120

SPECIAL - TEA

Classic Green Tea With Lemon & Honey ₹90
Moroccan Mint Tea ₹120
Kesar Sulemani ₹120
Kashmiri Kahwah ₹120
Hot Lemon Tea ₹120
Add Ons ₹20
Ginger / Honey

CK SECRET MILK

Masala Milk Hot/Cold ₹100
Hot Chocolate ₹180
Nutella Hot Chocolate ₹200

HOT KAAPi

Authentic Indian Filter Kaapi ₹60 | ₹110
Sultan Kaapi ₹60 | ₹110
Cinnamon Kaapi ₹60 | ₹110
Turkish Kaapi ₹60 | ₹110

BHAYANKAR THANDI KAAPi

Thandi Kaapi (Cold Coffee) ₹160
Frappe ₹180
Vanilla/Chocolate Kaapi ₹200
Cookie Kaapi ₹220
Brownie Frappe ₹240
Hazelnut Frappe ₹240

SPECIALTY COFFEE

Espresso Shot ₹90
Americano (Hot/Iced) ₹130
Cappuccino ₹150
Café Latte ₹160
Flat White ₹160
Café Mocha ₹180
Hazelnut Latte ₹200
Salted Caramel Latte ₹200
Affogato ₹180



SHAKES

Vanilla Shake ₹160
Oreo Shake ₹180
Caramel Banana Shake ₹200
Lotus Biscoff ₹220
Brownie Blast ₹200
Kit-Kat Shake ₹220
Paan Gulkand Shake ₹200
Forest Berry Shake ₹220
Rich Chocolate Shake ₹220
Nutella Shake ₹240



SMOOTHIES

Strawberry Smoothie ₹190
Berry Blast Smoothie ₹200
Mango Smoothie ₹200
Kiwi Mint Banana Smoothie ₹220

COOLERS

Aam Panna ₹120
CK Nimbu Paani ₹100
Masala Lemonade ₹140
Mango Masala Soda ₹140

MOCKTAIL

Virgin Mojito ₹120
Kala Khatta Mojito ₹140
Apple Mojito ₹140

SLUSHY

Berry Blast Slush ₹120
Kala Khatta Slush ₹120
Orange Slush ₹120
Mango Mint Margarita ₹120

CENTRAL INDIA'S BIGGEST CAFE CHAIN

Visit us in...

DELHI | NCR | MADHYA PRADESH | UTTAR PRADESH | CHATTISGARH | RAJASTHAN | GUJARAT | TAMIL NADU | MAHARASHTRA | TELANGANA | USA

IF YOU DON'T GET THE BILL,
YOUR FOOD IS ON US.
For feedback please call
9243388788

#DusraGhar

For Store Info:



Instagram: @chaikaapiofficial

chaikaapi.com

OUR TEAM



SAHIL JUNEJA
(CoFounder & CEO)



SUYASH SINGH THAKUR
(CoFounder & COO)



ANKIT PODDAR
(Partner & CMO)



SURYA PRATAP SINGH
(Key Investor & CPO)

OUR TEAM



MANAV JUNEJA
(Chief Project Officer)



AYUSHI JUNEJA
(HR Manager)



RISHABH SAXENA
(Sales Manager)



BARKHA CHOUHAN
(Sr. Sales Executive)

WHY SHOULD YOU GET ONBOARD WITH US?



83% of Stores Achieve Profitability in The First Month



Chef-Less Model



Smart Inventory Management System For Simpler Operations



Premium Yet Affordable Cafe



Zomato Swiggy Integration



Royalty Starts After Breakeven



Lifetime Support for Staff Recruitment & Training



Legal Licences Support (FSSAI, GST)



Free Location Survey & Finalization



Effortless Electric Kitchen



Expert Architectural Support



Raw Material Supply Chain Setup



KIOSK INVESTMENT COST

PARTICULARS	AMOUNT IN INR
Franchise Fee	5,50,000 4,00,000 + Taxes
Cost of Interior	2,00,000
Machinery & Kitchen Equipment	5,00,000
Branding & Marketing	1,00,000
Miscellaneous	50,000
Total	12,50,000



Working capital investment

A spare working capital of ₹3,00,000 for 6 months is mandatory for this industry to continue operations and marketing and get the best results.



KIOSK ROI AT MALLS/HIGHSTREET

ROI SHEET FOR ~ 250-400 SQFT CHAI KAAPi STORE

		Good Sales	Average Sales	Low Sales
Exp. Mth. Sales		₹7,50,000	₹6,00,000	₹4,50,000
Daily Sales		₹25,000	₹20,000	₹15,000
Rent	Fixed	₹60,000		
Electricity	4%	₹30,000	₹24,000	₹18,000
Food Cost Incl. Packaging	34%	₹2,55,000	₹2,04,000	₹1,53,000
Salary	15%	₹1,12,500	₹90,000	₹67,500
Employee Benefits	1%	₹7,500	₹6,000	₹4,500
Maintenance		₹5,000	₹5,000	₹5,000
Royalty	5%	₹37,500	₹30,000	₹22,500
Marketing	1%	₹7,500	₹6,000	₹4,500
Misc.	1%	₹7,500	₹6,000	₹4,500
Profit		₹2,27,500	₹1,69,000	₹1,10,500
Investment	₹12,50,000			
Net P&L%		30.33%	28.17%	24.56%
ROI in terms of Months		5.5	7.4	11.3



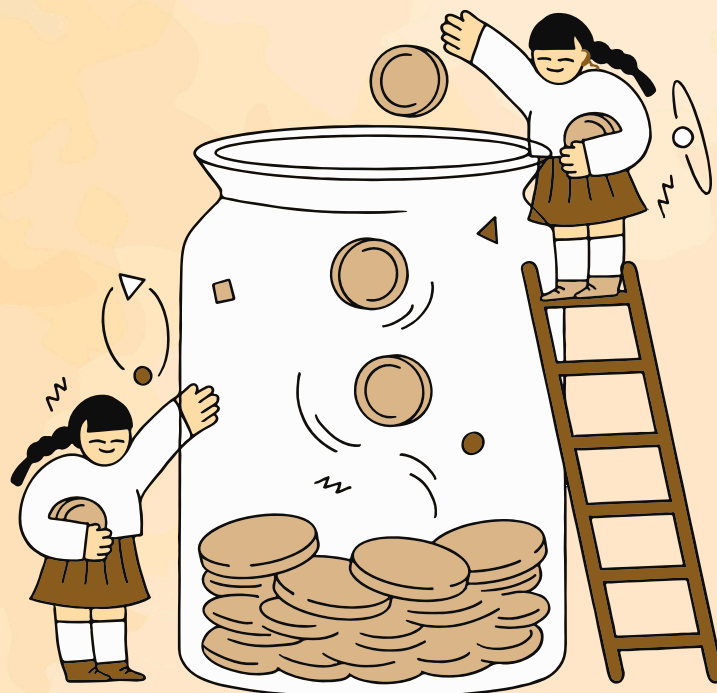
STORE INVESTMENT COST

PARTICULARS	AMOUNT IN INR
Franchise Fee	7,50,000 7,00,000 + Taxes
Cost of Interior	13,00,000
Machinery/Kitchen/Initial Stock	6,50,000
Branding/Marketing/NSO	2,50,000
Miscellaneous	1,00,000
Total	30,00,000



Working capital investment

A spare working capital of ₹3,00,000 for 6 months is mandatory for this industry to continue operations and marketing and get the best results.



STORE ROI

ROI SHEET FOR ~ 1200 SQFT CHAI KAAPi STORE

		Good Sales	Average Sales	Low Sales
Exp. Mth. Sales		₹18,00,000	₹15,00,000	₹12,00,000
Daily Sales		₹60,000	₹50,000	₹40,000
Rent	Fixed	₹2,50,000		
Electricity	4%	₹72,000	₹60,000	₹48,000
Food Cost Incl. Packaging	34%	₹6,12,000	₹5,10,000	₹4,08,000
Salary	14%	₹2,52,000	₹2,10,000	₹1,68,000
Employee Benefits	1%	₹18,000	₹15,000	₹12,000
Maintenance		₹10,000	₹10,000	₹10,000
Royalty	5%	₹90,000	₹75,000	₹60,000
Marketing	2%	₹36,000	₹30,000	₹24,000
Misc.	1%	₹18,000	₹15,000	₹12,000
Profit		₹4,42,000	₹3,25,000	₹2,08,000
Investment	₹30,00,000			
Net P&L %		24.56%	21.67%	17.33%
ROI in terms of Months		6.8	9.2	14.4



STEP FORWARD

What's going to happen in the next 3 Months?

- Sign the Letter of Intent (LOI) within the next 30 days.
- Deposit the remaining Franchise fees with the LOI.
- We help you scout a premium location.
- Construction of Outlet.
- Training
- Grand Launch!
- Sales!!
- Profits.





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