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Digipatriot Marketing Agency

AB CHAI PE CHARCHA

Introduction







The bustling streets of Ahmedabad hold a cherished tradition – gathering over a cup of chai and engaging in lively conversations. In 2012, this very essence inspired the birth of Ab Chai Pe Charcha ("Let's Chat Over Tea"), a QSR (Quick Service Restaurant) chain founded by Vishal Shah. From its first cup served, Ab Chai Pe Charcha has blossomed into a community hub, where people from all walks of life come together to connect, unwind, and savor delicious yet affordable tea and snacks.

Over the past decade, Ab Chai Pe Charcha has established itself as a beloved brand in Ahmedabad, boasting seven successful outlets across the city. Our growing popularity is a testament to our commitment to providing exceptional service, high-quality products, and a welcoming environment. Now, we're excited to embark on a new chapter by offering franchising opportunities, allowing passionate entrepreneurs to share our vision and bring the Ab Chai Pe Charcha experience to new communities.

AB CHAIPE CHARCHA

VISION & MISSION

Vision: To become the leading QSR chain in India, synonymous with casual conversations, delectable tea, and high-quality, budget-friendly food.

Mission: To provide a welcoming space for people from all walks of life to connect over a cup of chai, offering a delightful and affordable dining experience with exceptional service.

WHY CHOOSE US?

- **Proven Success**: With 7 successful outlets in Ahmedabad and growing popularity, we offer a replicable business model with a strong track record.
- Affordable Menu: Our menu caters to a wide audience, featuring delicious tea varieties and delectable snacks at pocket-friendly prices, ensuring high customer footfall.
- **No Wastage Policy**: We prioritize responsible practices with a focus on minimizing wastage, leading to increased profitability.
- **Low Investment**: Our franchise model requires a relatively lower investment compared to other QSR chains, making it an attractive business opportunity.
- **High Net Profit Ratio**: Our efficient operations and focus on affordability ensure a high net profit ratio for our franchisees.

AB CHAI PE CHARCHA - Investment Plan

Since 2012, Ab Chai Pe Charcha has been synonymous with warm hospitality, delicious chai, and fostering connections. Now, you can be a part of our story and bring this cherished tradition to your community.

PROJECT COSTING (KIOSK) (200-300 SQ.FT)					
PARTICULARS	cost	GST %TAGE	FINAL AMOUNT	REMARKS	
Franchisee Fees	350000	18%	413000	Non Refundable	
Infrastructure Cost	400000	18%	472000	For 300 Sq ft @ 1800 Per sq ft_ Gujarat	
Kitchen Equipment & Smallwares	150000	18%	177000	One Time	
POS Machine	20000	18%	23600	One Time	
POS Software (Yearly Subscriptions)	10000	18%	11800	Yearly Subscriptions	
Staff Training	10000	18%	11800	Yearly Subscriptions	
Operations & Regular Audits	10000	18%	11800	Yearly Subscriptions	
RM/PM	20000	18%	23600	a) As per new Store Qty. b) after order as per req. c) Transport as per actual	
Digital Marketing	30000	18%	35400	Yearly Subscriptions	
Total Project Costing	1000000	_	1121000	_	





AB CHAI PE CHARCHA - ROI Projection

A	SALES PROJECTION	Case 1	Case 2	Case 3	Case 4	
1	Sales Per Day	8000	10000	15000	18000	
2	Monthly Sales	240000	300000	450000	540000	
Fixed Cost						
1	Rent	40000	40000	40000	40000	
2	Staff Salary (2 Staff)	20000	20000	20000	20000	
3	Electricity Monthly (May Increase)*	5000	5000	5000	5000	
4	Total Fixed Cost	65000	65000	65000	65000	
Variable Cost						
1	Food Cost @35%	84000	105000	157500	189000	
2	Misc. Expense	6000	6000	6000	6000	
3	Wastage	2400	3000	4500	5400	
4	Royalty @5%	12000	15000	22500	27000	
5	Total Variable	104400	129000	190500	227400	
	Profit Margin					
1	Net Profit	70600	106000	194500	247600	
2	ROI	15 Months	10 Months	6 Months	4 Months	





DIGIPATRIOT AGENCY - +91 74330 50122/ +91 90990 91293



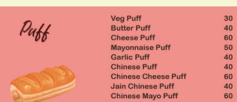




Plain Chai	25	40
Adrak Chai	30	50
Elaichi Chai	30	50
Pudina Chai	30	50
Masala Chai	30	50
Adrak Pudina Chai	35	55
Adrak Elaichi Chai	35	55
Elichi Masala Chai	35	55
Adrak Pudina Masala	40	60
Adrak Elaichi Pudina	40	60
Elaichi Masala Adrak	40	60
Gudwali Chai (Jaggery Chai)	40	60
Rajwadi Chai	45	65
Kesar Chai	60	90
Black Tea	30	50
Green Tea	30	50
Hot Lemon Tea	40	60
Hot Lemon Ginger Tea	50	80









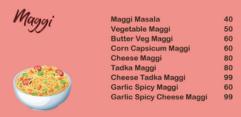
Maska Bun Butter	40
Maska Bun Jam Butter	50
Maska Bun Cheese Butter	60
Chocolate Bun	50
Chocolate Cheese Bun	60



Veg Oats	50
Corn Oats	50
Tomato Oats	50
Veg Cheese Oats	70



French Fries	70
Peri Peri Fries	80
French Fries Cheese	99
Farali Fries	70





-	7	
	30	
V/E-	15	

Cold

Hot Coffee	30	50
Elaichi Coffee	40	60
Ginger Coffee	40	60
Black Coffee	30	50
Coffee Vita	40	60
Hot Bournvita	40	60
Hot Chocolate	50	80
Elaichi / Haldi Milk Hot	50	80
Kesar Elaichi Milk	60	90



Cold Coffee	70	12
Cold Bournvita	80	14
Oreo Shake	80	14
Cold Coffee with Oreo	90	16
Cold Coffee Vita	90	16
Borbon Shake	80	14
Chocolate Shake	80	14
Badam Shake	80	14
Butterscotch Shake	80	14
Caremal Crush	80	14
Mango Shake	80	14
Straweberry Shake	80	14
Nimbu Pani	50	8
Nimbu Pani Pudina	60	9
(Extra Ice Cream Rs. 30)		

80 99 90 109

90 109 119 139



1pma	Veg Upma	50
ypma	Tomato Upma	50
The same	Butter Upma	60
	Cheese Upma	80

Vegetable Pasta Butter Veg Pasta

Corn Capsicum Pasta Cheese Pasta

Hot Garlic Spicy Pasta



Chat Bascket	90
Sev Puri	60
Dahi Puri	70
Pani Puri	50



	Italian Pizza	90
	Plain Cheese Pizza	90
	Capsicum Onion Pizza	90
	Cheese Corn Pizza	90
	Corn Capsicum Pizza	90
	Spicy Garlic Pizza	90
	Jain Pizza	90
1	Veggie Super Pizza	119
•	Double Veg Cheese Pizza	129
	Paneer Mix Veg Pizza	139



Toasties

Butter Tost	40
Garlic Butter Tost	50
Cheese Garlic Tost	70
Cheese Chili Tost	70
Cheese Corn Tost	70
Cheese Chili Garlic Tost	80
Cheese Chili Onion Tost	80
Maxicun Cheese Tost	90
Veg Superem Tost	99



Chiku Fruit Shake	80	149
Banana Fruit Shake	99	179
Choco Banana Shake	80	149
Choco Chiku Shake	99	179
(Extra Ice Cream Rs. 30)		



Tomato	60
Corn Masala	60
Mix Veg	60
Hot n Sour	60
Manchow	60



Thepla (3 pcs)	41
Poha	4
Tost	4
Khari	41
Khakra	4
Gathiya	4



	Masala Corn	50
	Butter Masala Corn	60
9	Mayo Masala Corn	80
4	Cheese Masala Corn	80



Tikki Burger	60
Veg Burger	70
Cheese Veg Burger	90
Double Veg Cheese Burger	109
Spicy Garlic veg Burger	80
Panner Mix Veg Burger	90
Corn Capsicum Burger	80
Cheese Corn Capsicum Burg	er119
Choco Cheese Burger	119

Bread Butter



Chatni Butter Sandwich	50
Butter Jam Sandwich	50
Cheese Sandwiches	60
Aloo Masala Sandwich	60
Veg Cheese Sandwiches	70
Aloo Cheese Sandwiches	70
Garlic Cheese Sandwiches	70
Cheese Chatni Sandwich	70
Cheese Jam Sandwich	70
Chocolate Sandwich	60
Chocolate Cheese Sandwich	90
Cheese Garlic Corn Sandwich	99
(With Crill Extra Do. 30)	



Coleslaw Sandwich Grill	9
Cheese Corn Grill	9
Aloo Tikki Sandwich	9
Hot N Spicy Garlic Sandwih	9
Italian Vegi Sandwich Grill	9
Maxican sandwich Grill	9
Onion Bonanza Sandwich	9
Garlic Bonanza Sandwich	9
Paneer Seg Sandwich	11



ACPC Veggi Masti Jumbo Sandwich	159
Italian Mayo Jumbo Sandwich Grill	159
Paneer Tandori Jumbo Sandwich Grill	169
Maggi Jumbo Sandwich Grill	159
Cheese Maggi Jumbo Sandwich	179

