

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



ab TM
**Chai_{pe}
Charcha**

અહીં ચાચ પે ચર્ચા

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 CHAI PE 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) (May Increase)*	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



Follow us
for offers on



Order Online On



ab
Chai pe
Charcha



FRANCHISE INQUIRY
95108 68885

Chai Chai



	REGULAR	MEDIUM
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
Elaichi Masala Chai	35	55
Adrak Pudina Masala	40	60
Adrak Elaichi Pudina	40	60
Elaichi Masala Adrak	40	60
Gudwari 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

Hot Beverages



	REGULAR	LARGE
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

Fruit Shake (Real Fruit)



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)

Iced Tea



	60	99
Lemon Ice Tea	60	99
Orange Ice Tea	60	99
Peach Ice Tea	60	99
Green Ice Tea	60	99

(With Honey Rs. 30 Extra)

Cold Beverages



	REG	WHTE
Cold Coffee	70	129
Cold Bournvita	80	149
Oreo Shake	80	149
Cold Coffee with Oreo	90	169
Cold Coffee Vita	90	169
Borbon Shake	80	149
Chocolate Shake	80	149
Badam Shake	80	149
Butterscotch Shake	80	149
Caramel Crush	80	149
Mango Shake	80	149
Strawberry Shake	80	149
Nimbu Pani	50	89
Nimbu Pani Pudina	60	99

(Extra Ice Cream Rs. 30)

Soup



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

Desi Nasta



Thepla (3 pcs)	40
Poha	40
Tost	40
Khari	40
Khakra	40
Gathiya	40

Puff



Veg Puff	30
Butter Puff	40
Cheese Puff	60
Mayonnaise Puff	50
Garlic Puff	40
Chinese Puff	40
Chinese Cheese Puff	60
Jain Chinese Puff	40
Chinese Mayo Puff	60

Pasta



	REG	WHTE
Vegetable Pasta	80	99
Butter Veg Pasta	90	109
Corn Capsicum Pasta	90	109
Cheese Pasta	119	139
Hot Garlic Spicy Pasta	99	119

Corn Chaat Healthy



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

Maska Bun



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

Healthy Oats



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

French Fries



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

Upma



Veg Upma	50
Tomato Upma	50
Butter Upma	60
Cheese Upma	80

Chat Special



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

(Extra Cheese Rs. 30)

Pizza



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
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
Maxicum Cheese Tost	90
Veg Superem Tost	99

Burger



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 Burger	119
Choco Cheese Burger	119

Sandwiches



Bread Butter	40
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 Grill Extra Rs. 30)

Special Grilled Sandwiches



Coleslaw Sandwich Grill	90
Cheese Corn Grill	90
Aloo Tikki Sandwich	90
Hot N Spicy Garlic Sandwich	90
Italian Vegi Sandwich Grill	99
Maxicum sandwich Grill	99
Onion Bonanza Sandwich	90
Garlic Bonanza Sandwich	90
Paneer Seg Sandwich	119

Jumbo Sandwich



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

Maggi



Maggi Masala	40
Vegetable Maggi	50
Butter Veg Maggi	60
Corn Capsicum Maggi	60
Cheese Maggi	80
Tadka Maggi	80
Cheese Tadka Maggi	99
Garlic Spicy Maggi	60
Garlic Spicy Cheese Maggi	99

AB CHAI PE CHARCHA

