



Franchise introduction

Chaions is an emerging tea and beverage brand knocking hard in the food chain industry. Our brand is all set to bring the true authentic taste of tea and other accompanying beverages at its best. Chaions is a franchise to be opened in different states throughout India, letting each street and every tea lover sip tea with an improvised taste.



Mission

Chaions is stepping ahead with a dignified aim to serve the original taste of tea, which people have forgotten with every passing year. Right from using the tea brewing processing to the flavors, we have tried our best to connect each tea lover to his or her roots. Through using the best quality tea leaves, we assure you to rejuvenate your love for tea and let you experience nostalgia.










Vision

Each team member has joined us with a vision to serve the authentic taste of tea to each tea lover in India. We brew the tea in a way that it takes you back to the memories of your childhood relishing tea with your grandparents. We are striving hard to making every effort to help you fall in love with tea once again.



Why Chaipops-

There are countless reasons to opting for Chaipops including-

-  **Countless flavors available to enrich your love for tea**
-  **Served with a delectable range of tea beverages**
-  **Affordable rates**
-  **Tea for every mood and occasion**
-  **Preserving the authentic taste of tea**
-  **Serving tea with the best-in-industry ways**
-  **Bringing back the tea trend taken over by coffee and other ready-to-have drinks**



Market Scenario

The tea business scenario has gone to some other level in the present food and beverage lover world. Keeping all the aspects in mind, we have decided to come up with a unique, taste-rich, and delectable range of beverages with our specialty- Chai (tea). To be a preferred tea lovers' spot in the future, we have come up with multiple flavored chai.

Indians consume about 837,000 tons of tea every year, making it the country's most popular and beloved beverage. Chai has always been an integral part of Indian culture since British era.

Tea as an industry is largely unorganized and is worth more than Rs. 18000 Cr.

The global tea market size was valued at \$55,144 million in 2019, and is projected to reach \$68,950 million by 2027, registering a CAGR of 6.6% from 2020 to 2027.



Target Customer

Chaions target audience is two segments of the society, including- tea lovers who are carving for the new flavors and other is who never loved the taste of tea.

We want to target people who never found tea an amazing way to wave off their stress and relish a calm evening. We have come up with unique flavors offered along with lip-smacking beverages to let people fall for tea.

As per the current market senecio we offer more healthy chai as per the customer taste and preference we love to offer such a great taste with 100+ flavors.

Chai and coffee have been very popular in the emerging market, owing to prevalence of chai culture. Furthermore, growth in health awareness and increase in the disposable income has aided the tea market growth. Moreover, introduction of additional healthy ingredients in tea by different market players are some other factors that drive the growth of the market.



Facts and Figures

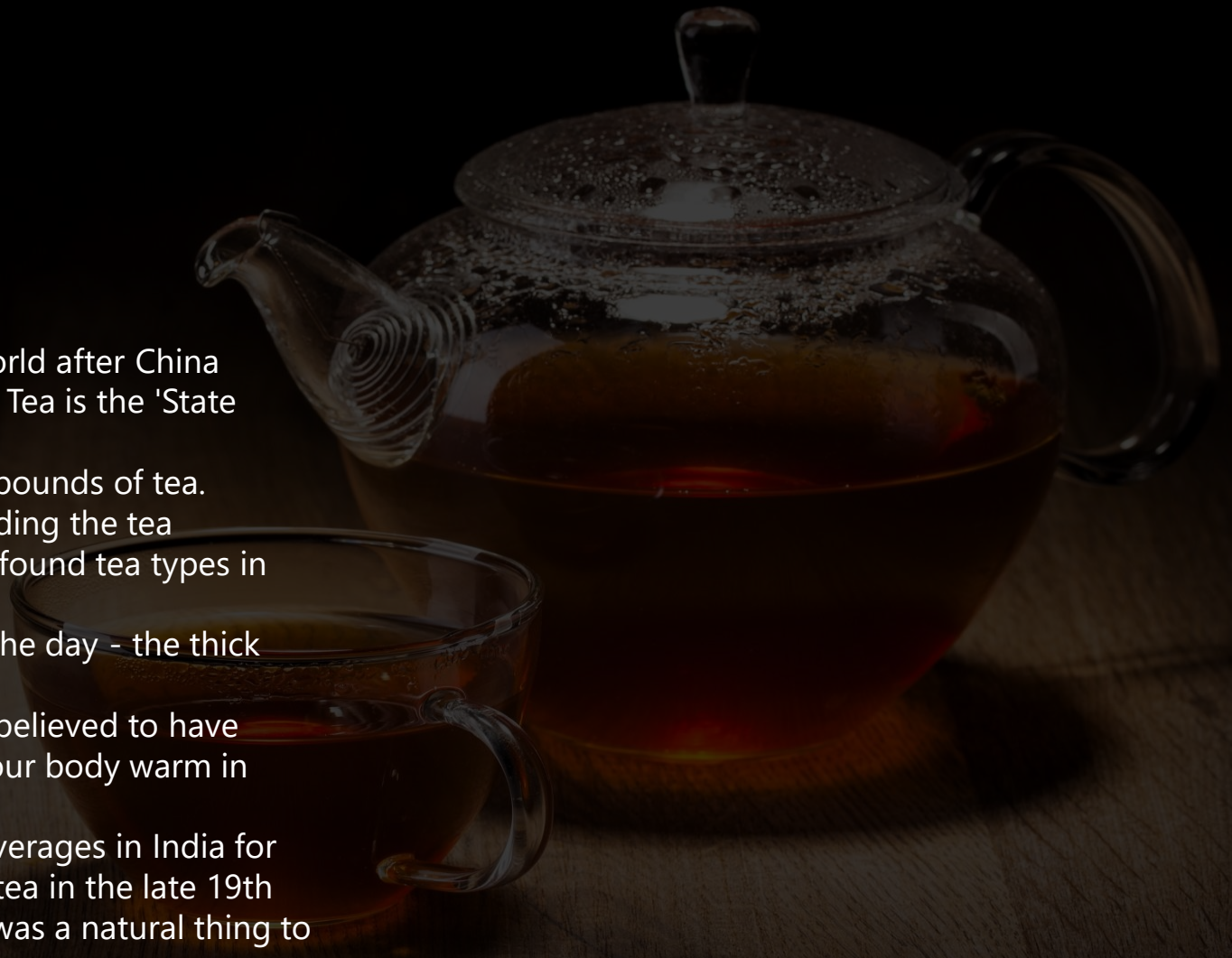
India is the second largest producer of tea in the world after China including the famous Assam tea and Darjeeling tea. Tea is the 'State Drink' of Assam.

Every year, China consumes no less than 1.6 billion pounds of tea. Through ChaioPs, we are looking forward to ten folding the tea consumption in India by serving some of the rarely found tea types in the world.

In India, chai is more than just a cup of tea to start the day - the thick sweet drink is an integral part of the rhythm of life.

A popular ingredient in north Indian chai, ginger is believed to have numerous health benefits and is thought to keep your body warm in winter.

The spicy root has been used in hot, milk-based beverages in India for hundreds of years, so when the British popularised tea in the late 19th and early 20th Centuries, adding ginger to the mix was a natural thing to do.



Franchise Models



The franchise model of Chaiops has been designed and crafted after evaluating the market demands and requirements. Based on the different cities/ states, and its unique taste of tea, the different franchise of Chaiops will be established throughout the nation. There is a dedicated team working behind the franchise model to make it a successful one.

Kiosk Café	Compact Cafe	Standalone Cafe	Supper Lounge Cafe
Required Carpet Area: 100-200 Sq.Ft.	Required Carpet Area: 500-700 Sq.Ft.	Required Carpet Area: 800-1200 Sq.Ft.	Required Carpet Area: 1500-200 Sq.Ft.
7- 8 Lakhs	12 -15 Lakhs	25- 35 Lakhs	40 Lakhs & Above

Franchise Process



The franchise process of ChaioPs consists of a series of events, establishment processes, and marketing operations on multiple levels. Be it launching a new series of tea types to introducing the branding colors in the market, ChaioPs is stepping ahead with a well-managed franchise process to make it a huge success in each state of India.

- ✔ **Online application:** Fill out our online application form with genuine details. One of our executive staff will contact you, if you qualify our minimum requirement to become franchisee. Please review our **FAQ** for franchise qualifications.
- ✔ **Decision Making:** Upon qualifying, our franchise development representative will brief you on franchise development and address all your franchise related queries. Such a detailed discussion is to help you understand whether ChaioPs Franchise is apt for your or not.
- ✔ **One-on-one calls:** Once you make up your mind and feel confident about taking up the franchise opportunity, we will plan individual calls to analyze the business model in discussion.
- ✔ **Meeting the Team:** Prior to launching a new business together, it is essential that we meet our newest franchisees head-on. This is vital to check franchisor-franchisee compatibility.
- ✔ **Agreement Signing:** Please read the terms and conditions carefully before signing the business agreement document or Franchise Disclosure Document. Once signing the document, you are on your way to new franchise ownership.

Why choose "Chaiops Franchise"



✓ **Low Investment**

Chaiops unique business model delivers high margin with a minimum investment, taking your business to a whole new level.

✓ **Good ROI**

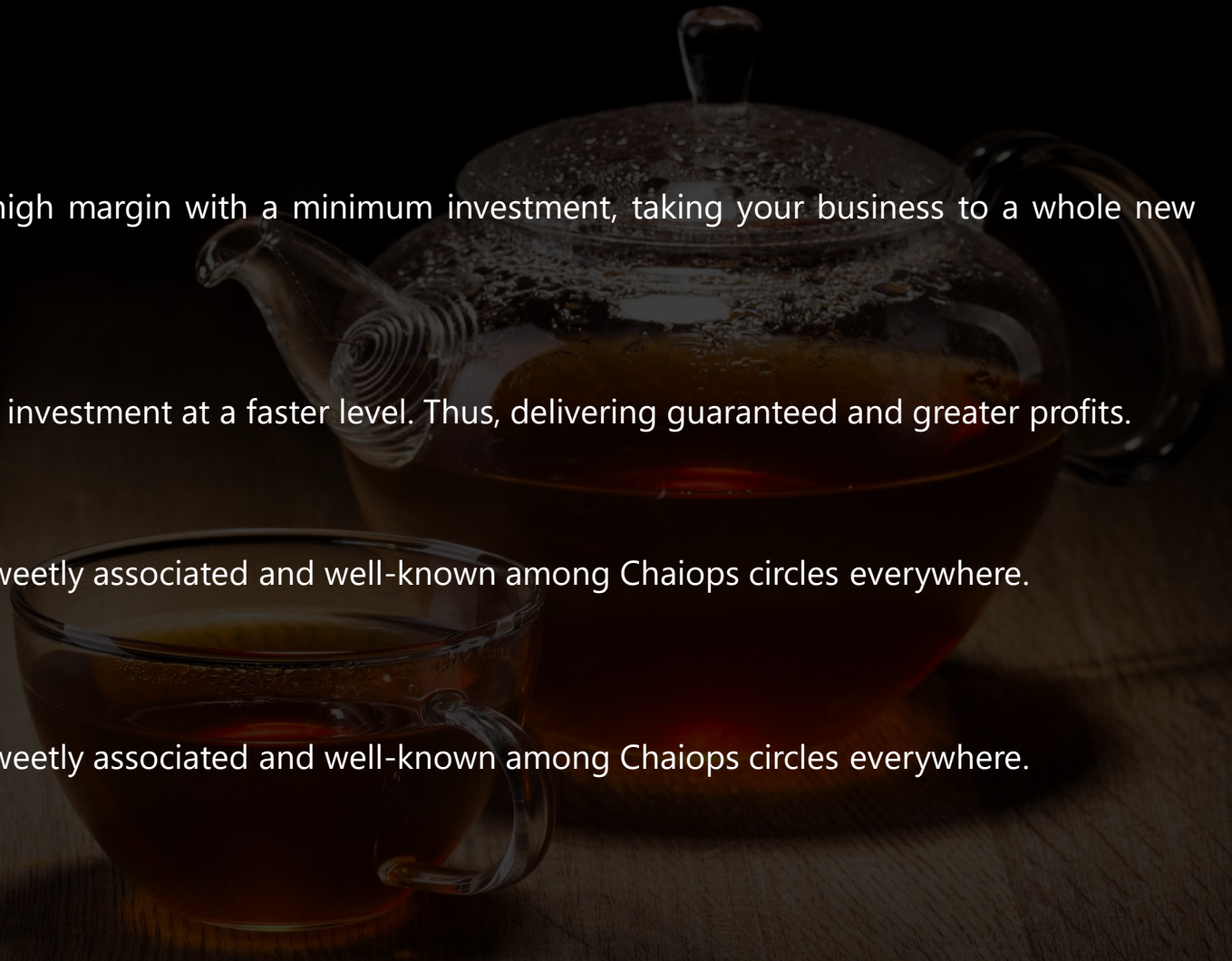
Our franchise model yields good return on investment at a faster level. Thus, delivering guaranteed and greater profits.

✓ **Recognized Brand**

We are a trusted and loved brand that is sweetly associated and well-known among Chaiops circles everywhere.

✓ **Customer Support**

We are a trusted and loved brand that is sweetly associated and well-known among Chaiops circles everywhere.



F&Qs- Here are a few of the frequently asked questions about Chaions



✓ **How a do you offer?**

There will be more than 100+ types of tea to relish.

✓ **Do you offer beverages with tea?**

Yes, on-demand beverages will be offered with preferred tea type.

✓ **What is your specialty?**

Our authentic taste of tea is what separates us from the crowd.

✓ **Is it Safe to drink chai?**

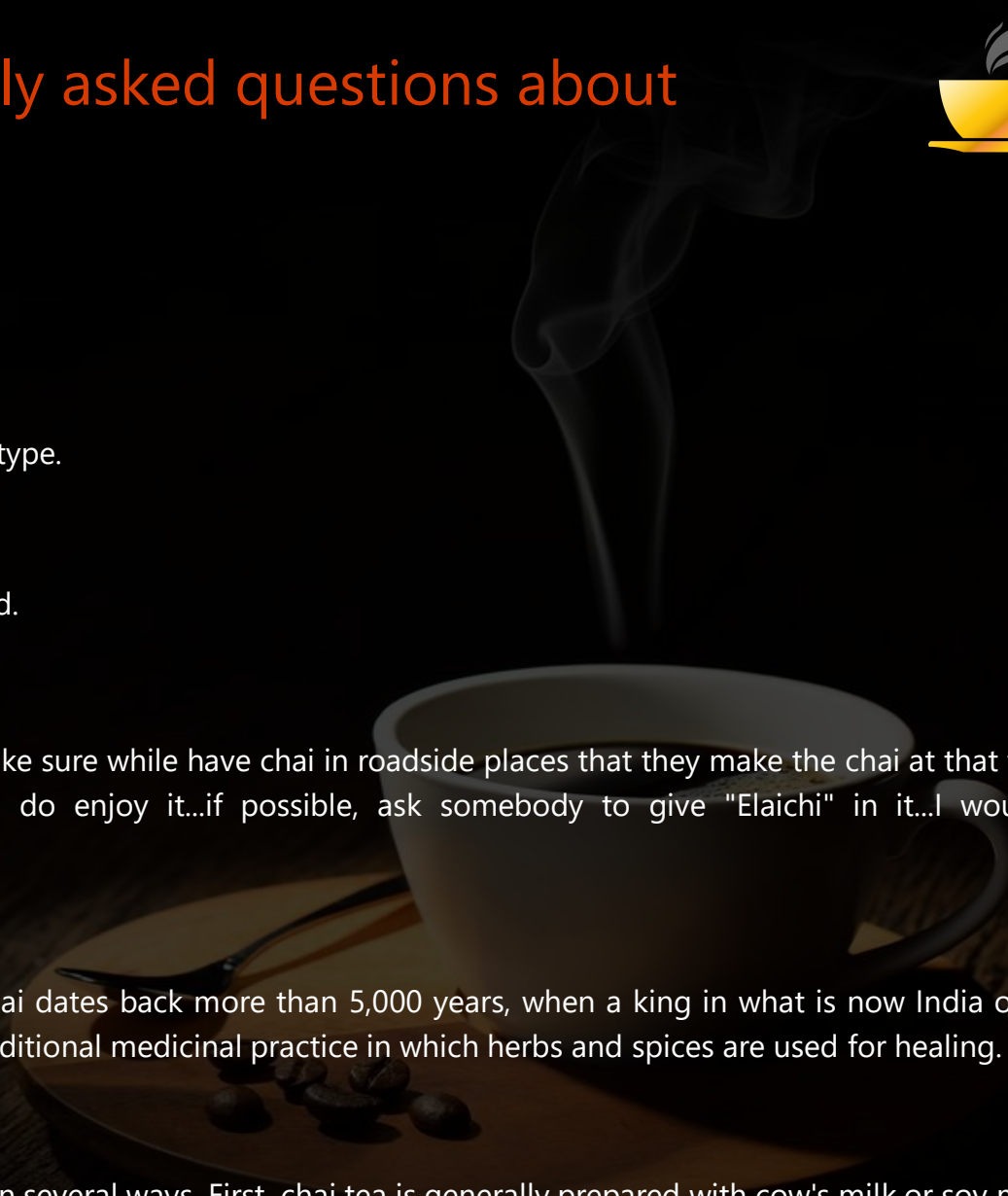
Well chai is very safe here in India and other country...just make sure while have chai in roadside places that they make the chai at that time and don't serve something which was prepared beforehand.... do enjoy it...if possible, ask somebody to give "Elaichi" in it...I would taste great.. Chai is Safe. it is boiled.

✓ **Which country invented chai?**

"India is the chai origins" Legend has it that the origin of chai dates back more than 5,000 years, when a king in what is now India ordered a healing spiced beverage be created for use in Ayurveda, a traditional medicinal practice in which herbs and spices are used for healing.

✓ **Does Chai make you fat?**

Chai tea may help prevent weight gain and promote fat loss in several ways. First, chai tea is generally prepared with cow's milk or soy milk, both of which are good sources of protein. ... However, if you're drinking chai tea, be careful not to consume too much added sugar.



Chaiops Franchise Supports



- ✓ Brand name & Franchise support
- ✓ Dashboard/software support
- ✓ Training program for 6-10 days at store location.
- ✓ Support in product supply
- ✓ HR Support (Technician/ Staff Hiring)
- ✓ Training for 10 Days
- ✓ Cafe Listing - Zomato, Swiggy and more
- ✓ Site Inspection and Property Agreement
- ✓ MSME/SSI Registration
- ✓ 24 x 7 Toll-Free Number with Customer care support.
- ✓ Printed T-shirts, Caps, Batch for Employees
- ✓ Marketing Material Design Support
- ✓ Social Media Integration support
- ✓ Launching Event Support with Options
 - Media Coverage with Food Bloggers
 - Singer Event with Food Bloggers



Chaiops Franchise ROI



Quantity Sales/Months		10000	15000	25000	45000	
Cost		8000 Kulhad	15000 Kulhad	25000 Kulhad	45000 Kulhad	Avg Cost / Kulhad
Variable Cost	Kulhad	13000	19500	32500	58500	1.3
	Milk	23500	35250	58750	105750	2.4
	Sugar	2360	3540	5900	10620	0.2
	Tea	1250	1875	3125	5625	0.1
	Royalty (8%)	8000	12000	20000	36000	0.8
Total Variable Cost		48110	72165	120275	216495	4.2
Fixed Cost	Electricity Cost	5000	5000	8000	12000	0.4
	Rent	10000	18000	25000	50000	1.1
	Labor	15000	15000	25000	35000	1.1
	Other Cost	5000	7000	10000	10000	0.2
Total Fixed Cost		35000	45000	68000	107000	2.9
	Chai Rate	10	10	10	10	
	Total Sale	100000	150000	250000	450000	
Less(-)	Fixed Cost	35000	45000	68000	107000	
	Variable Cost	48110	72165	120275	216495	
	Final Operation Cost	83110	117165	188275	323495	
	Final Profit / Month	16890	32835	61725	126505	
	Final Profit / Yearly	202680	394020	740700	1518060	
	Profit if sales increased 20%	243216	472824	888840	1821672	
	Profit after 5 Year	1013400	1970100	3703500	7590300	
	Profit if sales increased 20%	1216080	2364120	4444200	9108360	
Investment		800000	1200000	2500000	4500000	
BEP		3.3 Year	2.5 Year	2.8 Year	2.5Year	

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Chaiops
Mom's hug with chai cup

THANK YOU!
To Be Part Of Our Chai Story