



**Success is Best
Brewed Together**

"Be partner with India's most
trusted and unique brand
with Franchise Fee"

2.75
Lakhs Only

**DREAM BIG,
START SMART,
GROW FAST**



For Franchise enquiry

70100 24542 / 75500 77078



Retro Chai :
Sip. Smile. Repeat.

At Retro Chai, we've reimagedined your favourite cup of chai. Blending age-old Indian brewing traditions with a modern café vibe, we offer a unique space where comfort meets culture, and every sip tells a story

About us :

Born from a passion for chai and a vision to create a community space, Retro Chai bridges the gap between nostalgic street-side chai stalls and global café culture. Whether you're here for a quick cup or a relaxed hangout, we serve you an experience – not just tea.

MENU

KULHAD TEA & COFFEE VARIETIES

TAWA SANDWICH | BREAD OMELETE | MAGGI

PASTA | FRIED MOMO | BUN BUTTER JAM | MADURAI BUTTER BUN

FRIED CHICKEN | WAFFLE | CUP PIZZA | PIZZA



WHY RETRO CHAI FRANCHISE?



**Strong
Brand Identity**



**Comprehensive
Training & Support**



**High Margin,
Scalable Business**



**Tech-Enabled
Operations**



**Proven Success in Urban
& Semi - Urban Markets**

FRANCHISE BENEFITS

Proven Business Model :

Benefit from a successful and scalable business model with a track record of excellence.

Comprehensive Training :

Receive in-depth training on our processes, recipes, and customer service standards.

Marketing Support :

Gain access to targeted marketing strategies and promotional materials designed to drive traffic and build brand awareness.

Ongoing Support :

Our dedicated support team is here to assist you with operations, marketing, and any challenges that arise.

FRANCHISE ADVANTAGES



No Royalty Fees



**Training at Your
Door Step**



FSSAI Support



Easy ROI



**No Dependency
on Skilled Manpower**



**Free Online &
Local Promotions**



**Free Swiggy &
Zomato Integration**

PLAN – STANDARD

FRANCHISE
FEE

2.75

lakhs Only



SHOP AREA REQUIREMENT

100 SQFT TO 200 SQFT

FRANCHISOR INCLUSIONS

Machineries & Equipments

- Chai Steamer Machine – 1nos
- Milton Flask 3 Ltrs – 2nos
- SS 3 Burner Commercial Stove – 1nos
- 350 Ltrs Deep Freezer – 1nos
- Milkshake Blender – 1nos
- Microwave Oven – 1nos
- Single Waffle Machine – 1nos
- 1 kV Deep Fryer (7ltrs) – 1nos
- Tawa Set for Tawa Sandwich and Butter Bun
- Maggi and Bread Omelette Pan with Lid
- Welcome Kit

BRANDING & PROMOTION

- 10x4 Name Board – 1nos
- 6x3 Standing Board – 1nos
- Photo Frames – 10nos
- A5 Pamphlets – 2,000nos
- LED Logo – 1nos
- Social Media Posters



PLAN – STUDIO

FRANCHISE
FEE

4.45

lakhs Only



SHOP AREA

REQUIREMENT

150 SQFT TO 300 SQFT

FRANCHISOR INCLUSIONS

Machineries & Equipments

- Chai Steamer Machine – 1nos
- SS 3 Burner Commercial Stove – 1nos
- 350Ltrs Deep Freezer – 1nos
- Milkshake Blender – 1nos
- 1 KW Deep Fryer (7ltrs) – 1nos
- Cone Waffle Machine – 1nos
- 25Ltrs Microwave Oven – 1nos
- 3.5 kV Deep Fryer (11Ltrs) – 1nos
- Fried Chicken Breeding Table – 1nos
- Breeding Basket and Water Strainer
- Hand Blender – 1nos
- Tawa Set for Tawa Sandwich and Butter Bun
- Maggi and Bread Omelette Pan with Lid
- Welcome Kit

BRANDING & PROMOTION

- 10x4 Name Board – 1nos
- 6x3 Standing Board – 1nos
- 24inches LED Logo – 1nos
- Branding Photo Frames – 10nos
- A5 Pamphlets – 2,000nos
- Social Media Posters



INTERIORS INCLUSION : (150 TO 250 SQ. FT ONLY)

Machineries & Equipment's

KITCHEN SETUP

- Kitchen Partition – Cupboard type partition will be provided with door flap and cash counter.
- Kitchen civil work – Kitchen Table top will be Kadapa stone with one under shelf.
- 18*24 inch commercial SS sink will be provided in the corner.
- Single storage rack will be provided in the Kitchen centre wall.
- 14inch exhaust fan will be placed in the top corner of the centre wall.

PAINTING WORK

- All the walls and ceiling will be finished with two coats of emulsion (with touch up putty). Painting colours will be based on the Brand theme.

ELECTRICAL

- Kitchen area : 16A socket – 5nos, 22W LED surface light – 2nos, wall mounted fan – 1no.
- Dining area : 5A socket – 4nos, 22W LED surface light – 4nos, wall mounted fan – 2nos.
- Outside area : LED Tube light and Sign board electrical point.

HAND WASH

- 1 Wash basin will be placed in the corner of the dining area.

FURNITURE

- 2 sets of 4*2 Table with 8nos of Chairs will be provided.
- 2 sets of 2*2 Table with 4nos of Chairs will be provided.

Note: Apart from the above-mentioned work, Franchisor is flexible to work on additional requirements of Franchisee subjected to additional cost based on the requirements.



MENU LIST

CHAI

Dum Chai	12
Ginger Chai	15
Masala Chai	15
Cardomam	15
Chocolate	20
Hazelnut	30
Vanilla Chai	30
Thai Rose	30
Coconut Chai	30
Caramel Chai	30

Coffee

RC Coffee	15
Vanilla Coffee	20
Hazelnut Coffee	20
Almond Coffee	20

Bread Omelette

Normal	40
Special	60

RC Special

Palkova Hot Milk	25
Bun Butter Jam	40
Madurai Butter Bun	40
Palkova Butter Bun	50

RC Special Milks

RC Spl Rose Milk	50
RC Spl Milo Milk	60
RC Spl Chocolate Milk	60

Maggi

Veg Maggi	25
Veg Cheese Maggi	40
Chicken Maggi	40
Chicken Cheese Maggi	50

Tawa Sandwich

Veg Masala	50
Paneer Masala	70
Mushroom Masala	70
Chicken Masala	80

Fried Momos (5pcs)

Veg Momos	50
Corn Cheese Momos	70
Paneer Momos	80
Chicken Momos	70
Chicken Cheese Momos	80

French Fries

Salted Fries	60
Salt & Pepper Fries	70
Mexican Fries	80
Peri Peri Fries	80

Cold Coffee

Almond Coffee	70
Vanilla Coffee	70
Caramel Coffee	70
Hazelnut Coffee	80



Cone Waffle

Belgian Chocolate Milk	60
Belgian Chocolate Dark	70
Cream & Cookies	70
Hazelnut	70
Bubblegum	70
Red Velvet White Chocolate	70

Ice Cream Pizza Waffle

Vanilla	180
Strawberry	180
Butterscotch	180
Chocolate	180
Pista	180

Cup Pizza

Veg Pizza	50
Veg Hot & Spicy Pizza	60
Chicken Pizza	70
Chicken Hot & Spicy Pizza	80



Milkshake

Vanilla	80
Chocolate	90
Butterscotch	90
Strawberry	90
Mango	90
Pista	90
Peanut Butter	90
Oreo	90
Oreo Kitkat	90
Dark Fantasy	90
Almond & Nuts	100

Mojito

Virgin Mojito	60
Green Mint	70
Mango	70
Pineapple	70
Blueberry	70
Blue Curacao	70

Burger

Veg Burger	70
Veg Cheese Burger	80
Paneer Burger	100
Paneer Cheese Burger	110
Chicken Burger	110
Chicken Cheese Burger	120



ADD-ON SUBSCRIPTIONS

SUBSCRIPTION
FEE
50,000/-



SUBSCRIPTION 1 – FRIED CHICKEN

SUBSCRIPTION INCLUSIONS

3.5 kW Deep Fryer 11ltrs – 1nos
Fried Chicken Breeding Table – 1nos
Breeding Floor Strainer – 1nos
Water Basket – 1nos
Water Dipper – 1nos
Fried Chicken Marinade Masala – 2kg
Breeding Mix – 2kg

MENU ITEMS

FRIED CHICKEN



Classic Fried Chicken Popcorn	80
Classic Fried Chicken Regular	60
Classic Fried Chicken Drumstick	70
Classic Fried Chicken Wings (4pcs)	130
Classic Fried Chicken Strips (4pcs)	130

FRIED CHICKEN BUCKET

Wings Bucket (8pc)	229
Chicken Bucket (M) – 4pc	249
Chicken Bucket (L) – 8pc	499
Chicken drumstick bucket – 4pc	269
Chicken drumstick bucket – 8pc	549



FRIED CHICKEN BURGER

Fried Chicken Zinger Burger	130
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SUBSCRIPTION
FEE
50,000/-



SUBSCRIPTION 2 – BUBBLE TEA

SUBSCRIPTION INCLUSIONS

Initial Boba Stock
250 Ltrs Deep Freezer

MENU ITEMS

BUBBLE TEA

Tapioca Ice Tea	80
Vanilla Ice Coffee	100
Almond Ice Coffee	120
Hazelnut Ice Coffee	120



FLAVOURED BUBBLE TEA

Mango	150
Strawberry	150
Pineapple	150
Coffee	150
Chocolate	150
Blueberry Milk	150
Lychee Milk	150
Orange Milk	150
Chocolate	150

SUBSCRIPTION
FEE
50,000/-



SUBSCRIPTION 3 – PIZZA

SUBSCRIPTION INCLUSIONS

Single Deck Pizza Oven – 1nos
Pizza Sauce – 2kg
Pizza Pans
Pizza Knife
Pizza Tongs
Pizza Blades
Pizza Plates

MENU ITEMS

Veg Farm Pizza	120
Corn Pizza	150
Paneer Pizza	150
Chicken Pizza	190

FRANCHISEE RESPONSIBILITIES:

CHOOSING LOCATION



Franchisee should choose the locations based on people crowding areas like Market, School, College, Bus stand, Companies, etc.

SHOP REQUIREMENTS



Water and drainage facility should be available inside the shop.

ELECTRICAL REQUIREMENTS



Either Single phase current with 7KW load capacity or Three Phase current required.

FURNITURE SET



Franchisee can purchase dining table and chairs based on their choice.

TRANSPORTATION CHARGES



Franchisee should take care of the transportation charges depends on their location. Franchisor shall arrange 'MSS / VRL / AI transport' kind of logistics under 'TO PAY' option.

INITIAL STOCKS PURCHASE



Franchisee should arrange Rs.80,000 for purchasing basic stocks like Masalas, Packing containers, Chicken, Groceries, etc

CUTLERIES PURCHASE



Franchisee should arrange Rs.50,000 for Plates, Glass, Storage containers, cutting board, working tables, etc. based on the requirements.

ROTATION AMOUNT



Franchisee should maintain Rs.1,00,000 for business rotation

FREE LOCATION VISIT



Once customer finalised the location, our Team will visit the shop and explain the brand requirements and location feedback. We will be collecting the location visit charges as Rs.2000 inside Chennai and Rs.5000 outside Chennai. This amount will be adjusted / reduced during the agreement signing which refers to no Location visit charges for genuine customers.

ROI

Sales Projection (ROI Calculation)	Projection 1		Projection 2	
	Daily	Monthly	Daily	Monthly
Average Sales	7000	210000	10000	300000
Raw material cost (40%)	2800	84000	4000	120000
Staff Salary	500	15000	1000	30000
Rent	500	15000	700	21000
Current Bill	400	12000	500	15000
Gas Expense	300	9000	350	10500
Packing material cost	200	6000	300	9000
Miscellaneous (5%)	3001	9000	400	12000
Total Expenses	5000	150000	7250	217500
Net Profit	2603	78075	5033	150975

Sales Projection (ROI Calculation)	Projection 3		Projection 4	
	Daily	Monthly	Daily	Monthly
Average Sales	15000	450000	20000	600000
Raw material cost (40%)	6000	180000	8000	240000
Staff Salary	1000	30000	1000	30000
Rent	800	24000	1000	30000
Current Bill	600	18000	700	21000
Gas Expense	400	12000	450	13500
Packing material cost	350	10500	400	12000
Miscellaneous (5%)	500	15000	500	15000
Total Expenses	9650	289500	12050	361500
Net Profit	5350	160500	7950	238500



Corporate Office Address

KVM Complex, GST Road, Chengalpattu By-Pass,
Chengalpattu, Tamil Nadu - 603002.

Contact Number: 70100 24542

For Franchise Enquiry



Tamil Nadu

☎ **70100 24542 / 75500 77078**



Andhra Pradesh & Telangana

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Karnataka

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