

India's Affordable & Royalty Free Café Franchise



चाय
HOTSPOT

More Than Tea — A Daily Emotion

ABOUT US

CHAI HOTSPOT

CHAI HOTSPOT focuses on taste, hygiene, speed, customer satisfaction and affordability. We combine traditional Indian tea culture with modern café design to create inviting spaces for people to relax and refresh.



Mr. Navtej Singh (OWNER)

Chai Hotspot is more than just a café it's a personal journey for its owner, Navtej Singh, rooted in the heart of Hoshiarpur. Five years ago, Navtej started Chai Hotspot with a simple dream to create a cozy place where people could enjoy a great cup of chai and feel completely at ease. What began as a small idea has grown into a warm, welcoming space known for its kulhad chai, comforting snacks, and relaxed vibe.

5 Years

F&B EXPERIENCE

WHY चाय HOTSPOT FRANCHISE?



Low investment opportunity
High demand product

Easy operations ✓
Brand recognition ✓



Training & support
Marketing assistance

Central purchasing support ✓
Business scalability ✓



WHAT DO YOU REQUIRE TO START?

**GOLD
MODEL**

**SILVER
CART
MODEL**

**PLATINUM
MODEL**

**MINIMUM 80-100 SQ. FEET RECOMMENDED
150-200 SQ.FT**

On the Ground Floor | Preferably Main Road Facing |
Near to Schools, Colleges, Residential Buildings, Bus Stands &
Corporate Offices | Basically High foot fall area, shopping Malls
and Market Areas | With Water Connection and three Phase
Electricity Connection.



CHAI HOTSPOT CAFE FRANCHISE COST

Rs.3,69,999 + Taxes for all the Equipment's, Services
and Support Provided by the CHAI HOTSPOT Cafe Franchise.

INTERIOR & EXTERIOR SETUP COST

Approximately 80K to 1 Lakh to be spent on the
Interior & Exterior Setup by You for the Interior &
Exterior Setup per 100 Square Feet Space.

(Main Board, Counter Furniture, Kitchen
Workstation, Seating Furniture for 10-12 People etc)



WHY CHOOSE CHAI HOTSPOT?



Chef Less Model
Easy to Operate



Quickest ROI
Return on Investment
in 8-10 Months



0% Wastage
Unique Efficient
Raw Materials



Low Investment
Most Affordable
Setup cost Pan India



NO ROYALTY MODEL



50-60%
AVERAGE
GROSS PROFIT



Low Risk
Minimized Risk
Management



Gas & Electric
Both Options Available



Tech Enabled
Data & Inventory
Management

What You Recieve?



ALL THE ITEMS & SERVICES MENTIONED BELOW IN THE PROPOSAL ARE INCLUDED IN THE FRANCHISE COST

- Brand name rights
- Operation manual
- Training support
- Equipment guidelines
- Raw material sourcing
- Cafe Kitchen Equipment's
- Startup Franchise Kit
- Menu Variety & Customization
- Government FSSAI Registration
- Cafe Decor Plan & Layout Guidelines
- Owner Training & Staff Hiring
- POS & billing system
- Menu setup
- Staff training
- Marketing support
- Online delivery support
- Design layouts



CAFE KITCHEN EQUIPMENT'S



TEA/COFFEE MACHINE
INCLUDED



DEEP FREEZER 200-250 LTR
INCLUDED



REFRIGERATOR 160 L
INCLUDED



COMMERCIAL FRYER
INCLUDED



COMMERCIAL BLENDER
INCLUDED



COMMERCIAL GRILLER
INCLUDED



BEVERAGE FLASK 1 LTR
INCLUDED



ELECTRIC CHOPPER
INCLUDED



PIGEON INDUCTION STOVE
INCLUDED

Startup Franchise Kit



CHAI HOTSPOT 5 APRONS
INCLUDED



CHAI HOTSPOT 5 BRAND TEES
INCLUDED



CHAI HOTSPOT CAP'S 5PCS
INCLUDED



CHAI HOTSPOT TEA CUPS 100
INCLUDED



CHAI HOTSPOT PACKAGING 100P
INCLUDED



CHAI HOTSPOT COFFEE CUPS
INCLUDED



ML MEASURE'S
INCLUDED



CHAI HOTSPOT
KULHAD CUPS 100
INCLUDED



(ROI) RETURN ON INVESTMENT

OUR ROBUST R&D ON MENU CUSTOMIZATION, AFFORDABLE RAW MATERIAL SUPPLY AND RECOMMENDED MENU PRICE RESULTS IN

**50-60% GROSS
PROFIT MARGIN**



- ✓ **Our Standard Operating Procedures (SOP) Ensures**
- ✓ **Our Franchise Model Ensures ROI within **8-12 Months****

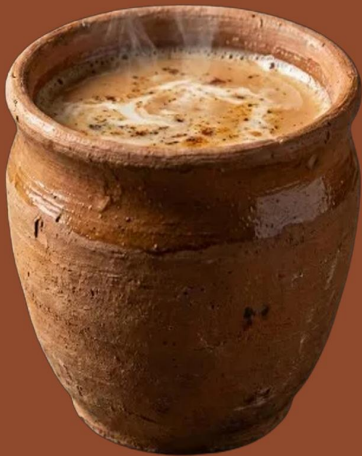


**HIGH
MARGIN PROFIT
50-60%**



**MAKING
COST
30-40%**

MENU PRICING & VARIETY



Kulhad Chai
(21 Varieties)



Maggi
(10 Varieties)



Kulhad Pizza
(4 Varieties)



Kathi Roll
(3 Varieties)



Momos
(5 Varieties)



Sandwich
(7 Varieties)

We Advise you on the Menu
Pricing, Final Decision on Setting the Menu Price is always yours.

चाय with CHURI

Taste the Tradition



MENU CUSTOMIZATION

WE AT CHAI HOTSPOT INDIA GIVE YOU COMPLETE SETUP GUIDE AS PER YOUR SPACE TO ENSURE BRAND DESIGN CONTINUITY AND LOWEST INVESTEMENT POSSIBLE FOR THE SETUP.

CHAI HOTSPOT Gives You Freedom in MENU to have



Select an All Pure Veg Menu if you want to

Add any Local Items in menu as per your Local Area



Add on Seasonal Menu available on request

CHAI HOTSPOT

PIZZA SINGLE TOPPING

SOYA	49/-
ONION	60/-
CAPSICUM	70/-
TOMATO	70/-
PANEER	100/-
CORN	70/-



PIZZA DOUBLE TOPPING

ONION + CAPSICUM	90/-
ONION + CORN	90/-
ONION + JALAPENOS	90/-
ONION + PANEER	100/-
CAPSICUM + PANEER	100/-
CORN + PANEER	100/-
JALAPENOS + PANEER	100/-



SPECIAL

	S	M	L
LOVE BITE PIZZA (CORN, BLACK OLIVES, MUSHROOM)	180	340	480
GARDEN FRESH (ONION, CAPSICUM, TOMATO, MUSHROOM)	180	340	480
VEGGIE DELUX (ONION, CAPSICUM, CORN, PANEER)	180	340	480
VEGGIE PARADISE (ONION, CAPSICUM, RED PAPRIKA, BLACK OLIVES)	180	340	480

SPECIAL 2

	S	M	L
ACHARI PANEER (ACHARI PANEER, PANEER, CAPSICUM, CORN)	200	380	510
MAKHANI PANEER (CAPSICUM, PANEER, MAKHANI SAUCES, TANDOORI PANEER)	200	380	510
TANDOORI PANEER (CAPSICUM, ONION, PANEER, RED PAPRIKA, TANDOORI SAUCES)	200	380	510
SPICY PANEER (CAPSICUM, PANEER, SPICY SAUCES, RED PAPRIKA)	200	380	510

SPECIAL 3

PANEER TIKKA (ONION, CAPSICUM, PANEER, BLACK OLIVES, RED PAPRIKA)	240/-	420/-	550/-
FARM VILLA (ONION, CAPSICUM, PANEER, BLACK OLIVES, RED PAPRIKA)	240/-	420/-	550/-
CHEESY LOVE PIZZA (ONION, CAPSICUM, CORN, PANEER, MUSHROOM, JALPALENO)	240/-	420/-	550/-
PASTA PIZZA (WHITE SAUCE PASTA, OLIVES, CORN, ONION, CAPSICUM)	240/-	420/-	550/-
FOOD HUB SPECIAL			
FULLY VEGGIE (ONION, CORN, MUSHROOM, CAPSICUM, TOMATO, PANEER)	280/-	460/-	630/-
FOOD HUB SPECIAL (YUMMY PIZZA) (TOMATO, CAPSICUM, RED PAPRIKA, PANEER, OLIVES WITH JALPALENO SAUCE WITH EXTRA CHEESE)	280/-	460/-	630/-
VEG KING PIZZA (ONION, CAPSICUM, CORN, MUSHROOM, TOMATO, PANEER RED PAPRIKA WITH EXTRA CHEESE + CRUNCH TIKKI ON TOP)	280/-	460/-	630/-
BIRYANI PIZZA (ONION, CAPSICUM, PANEER, TOMATO, DRY FRUIT, BIRYANI SAUCE WITH EXTRA CHEESE)	280/-	460/-	630/-

WRAPS

VEG WRAP	80/-
SPICY MIX WRAP	90/-
CHEESE + SAUCE WRAP	100/-
CHILLY CHEESE WRAP	120/-
PANEER WRAP	120/-
TANDOORI WRAP	140/-
SPECIAL WRAP	150/-



EXTRA TOPPINGS

S	M	L
40	60	90

CHEESE BRUST

S	M	L
60	80	120

MENU

PASTA

WHITE SAUCE	120/-
RED SAUCE	110/-
ITALIAN SAUCE	140/-
MAKHANI SAUCE	130/-
MACCRONI	100/-



PARCEL

VEG ZINGY PARCEL	40/-
PANEER PARCEL	60/-
MAKHANI PARCEL	70/-



BURGER

CRUNCHY
CHARGES 30

ALLO TIKKI BURGER	35/-
VEG BURGER	50/-
CHEESE BURGER	60/-
SPICY BURGER	70/-
PANEER BURGER	80/-
TANDOORI BURGER	120/-
FOOD HUB SPL. BURGER	140/-
MEXICAN TANGO BURGER	110/-
DOUBLE TIKKI CRUNCH	160/-

CHINESE FOOD

VEG SOUP	70/-
HOT & SOUR SOUP	80/-
VEG NOODLES SOUP	100/-



NOODLES

HAKKA NOODLES	80/-
SCHEZWAN NOODLES	90/-



GARLIC BREAD

CHEESE GARLIC BREAD	120/-
TANDOORI GARLIC BREAD	150/-
PERI PERI GARLIC BREAD	150/-
MAKHANI GARLIC BREAD	150/-
FOOD HUB SPECIAL	160/-

MOMOS

6PC 8PC

FRIED MOMOS	60/-	80/-
CRISPY MOMOS	80/-	100/-
CHEESY MOMOS	100/-	120/-



TACO

VEG TACO	120/-
CHILLY PANEER TACO	150/-
MAKHANI PANEER TACO	140/-
CALZON	130/-



RICE

FRIED RICE	70/-
RICE BOWL (8PCS BALLS)	120/-



SALAD

VEG SALAD	100/-
PANEER SALAD	120/-
PEANUT SALAD	140/-
CRISPY CORN SALAD	160/-



SPRING ROLL

HALF 60/- FULL 80/-

CHILLY POTATO

120/-

CHILLY PANEER

150/-

NEW

CHAI HOTSPOT

ME

Chai

ADRAK	20/-	30/-	40/-
ADRAK ELACHI	30/-	45/-	60/-
GUR	30/-	40/-	50/-
KESAR ELACHI	30/-	45/-	60/-
BADAM	30/-	45/-	60/-
BUTTER SCOTCH	30/-	45/-	60/-
PISTA	30/-	45/-	60/-
MASALA	30/-	45/-	60/-
STRAWBERRY	30/-	45/-	60/-
TANDOORI	30/-	45/-	70/-
VANILLA	30/-	45/-	60/-
TULSI	30/-	45/-	60/-
ELACHI	30/-	45/-	60/-
LEMON GRASS	30/-	45/-	60/-
MAWA MALAI	30/-	50/-	70/-
CLASSIC CHAI	20/-	30/-	40/-
DAL CHINNI	30/-	45/-	60/-
CHOCOLATE	30/-	45/-	60/-
HOTSPOT SPECIAL CHAI	40/-	55/-	70/-
GREEN TEA	40/-	60/-	70/-
ROSE	30/-	45/-	60/-
PAAN	20/-	30/-	40/-

Maggi

CLASSIC MAGGI	40/-
MASALA MAGGI	50/-
VEG MAGGI	70/-
CORN & CHEESE MAGGI	80/-
PANEER MAGGI	90/-
SCHEZWAN MAGGI	90/-
HOTSPOT MAGGI	120/-
ATTA MAGGI	100/-

Hot Coffee

ESPRESSO	50/-
CAPPUCHINO	80/-
LATTE	90/-
MOCHA	100/-
AMERICANO	60/-
HOT CHOCOLATE MILK	80/-

Sandwich

VEG GRILLED	90/-
CHEESE & CORN	110/-
MAKHANI PANEER	120/-
ACHARI PANEER	120/-
HOT & SPICY	100/-
HOTSPOT SPECIAL	150/-

Desserts

VANILLA WITH CHOCOLATE	40/-
VANILLA WITH STRAWBERRY	40/-
LAVE CAKE	70/-
LAVA CAKE WITH ICE CREAM	100/-

Cold Coffee

CLASSIC COLD COFFEE	80/-
CHOCOLATE COFFEE	90/-

Mojito

FRESH LEMON SODA	80/-
MINT MOJITO	80/-
BLUE CURACAO	90/-
WATERMELON	100/-
CHILLY GAVA	120/-

MENU

NU

Kulhad/Handi Special

KULHAD MAGGI	120/-
KULHAD PIZZA	VEG MAKHANI ACHARI 110/- 120/- 120/-
HANDI PASTA	140/-
HANDI VEG BIRYANI	120/-
HANDI CHEESY FRIES	150/-
HANDI MACARONI	140/-

Shakes

CHOCOLATE	90/-
BUTTER SCOTCH	90/-
STRAWBERRY	90/-
VANILLA	80/-
BLUEBERRY	90/-
OREO	90/-
MANGO	100/-
DRY FRUIT	150/-
THANDAI	50/-

Bun's

PUNJABI MASKA	60/-
BUN MASKA	50/-

Kathi Roll

VEG ROLL	50/-
PANEER ROLL	70/-
CHEESY ROLL	80/-

Fries

SALTED FRIES	70/-
PERI PERI FRIES	90/-
CHEESY SAUCY FRIES	100/-
HOTSPOT LOADED FRIES	120/-
MASALA FRIES	80/-

Nuggets

CHEESE CORN (8PCS)	110/-
VEG POP (10PCS)	90/-

Beverages

MINERAL WATER	MRP
COLD DRINK	30/-
FRUIT BEER	40/-



CONT. : 78 37 00 0409
CITY CENTRE, NEAR DOMINO'S

Please Note We Include FSSAI Registration's only. No State or Central License is Executed



A circular illustration with a brown background. In the center, a hand holds a red quill pen, writing the word 'Julia' in cursive on a white sheet of paper. The paper has several horizontal lines. To the left of the paper is a small white envelope with a red wax seal. Above the paper is a black ink bottle. To the right of the paper is a black ink bottle. Above the paper is a black box containing a red wax seal. To the left of the box are two black ink bottles. The entire scene is set within a circular frame.

Cafe Decor & Layout Guidelines

We at CHAI HOTSPOT give you mandatory guidelines on how to design your Cafe with Minimum effort and Cost. Our Thematic Design lets you to keep your cafe simple and elegant

THE MOST
IMPORTANT
ASPECT OF THE
CAFE SETUP &
MAINTENANCE
IS TO KEEP IT
HYGIENIC AND
SPACIOUS FOR
PEOPLE TO
HANGOUT.



**MAIN LED CAFE BOARD
DESIGN**



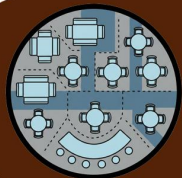
**MINIMAL PER SQ.FT
COST ANALYSIS**



**COUNTER FURNITURE
DESIGN & LAYOUTS**



**CAFE WALLPAPER &
KITCHEN DESIGNS**



**CUSTOMER SEATING
LAYOUT PLANS**



**TV MENU DIGITAL
DISPLAY FILES**

Staff TRAINING (Online & Offline)

Recipe
Management

Raw Materials
Managing Training

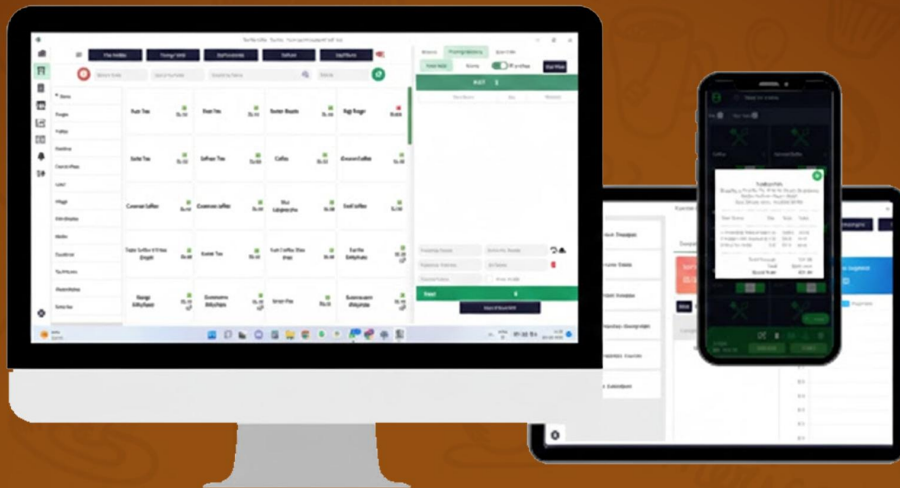
Packing & Biling
Training



CAFE MAINTENANCE PLANNER

We Provide an comprehensive Day to Day Planner to Manage Hygiene and Systematic Staff Management as per Industry Standards

POS & Cafe Management System



QR Code Menu & Billing with KOT



Inventory (Stock) Management & Alerts



Customer Database & Marketing Offers



Runs on Mobile / Tablet / Windows



Daily Online & Offline Sales Summary



Product Cost Price Data Management



Daily/Monthly Profit & Loss Report Access



Best Seller Menu Item Identification



Staff login & User Management



Cafe Review & Ratings Management

We Get Your Cafe Live on Swiggy | Zomato

and Also Create a Customer Web Link Bio on our official Website to let Customers find all your info & links at one Place



zomato

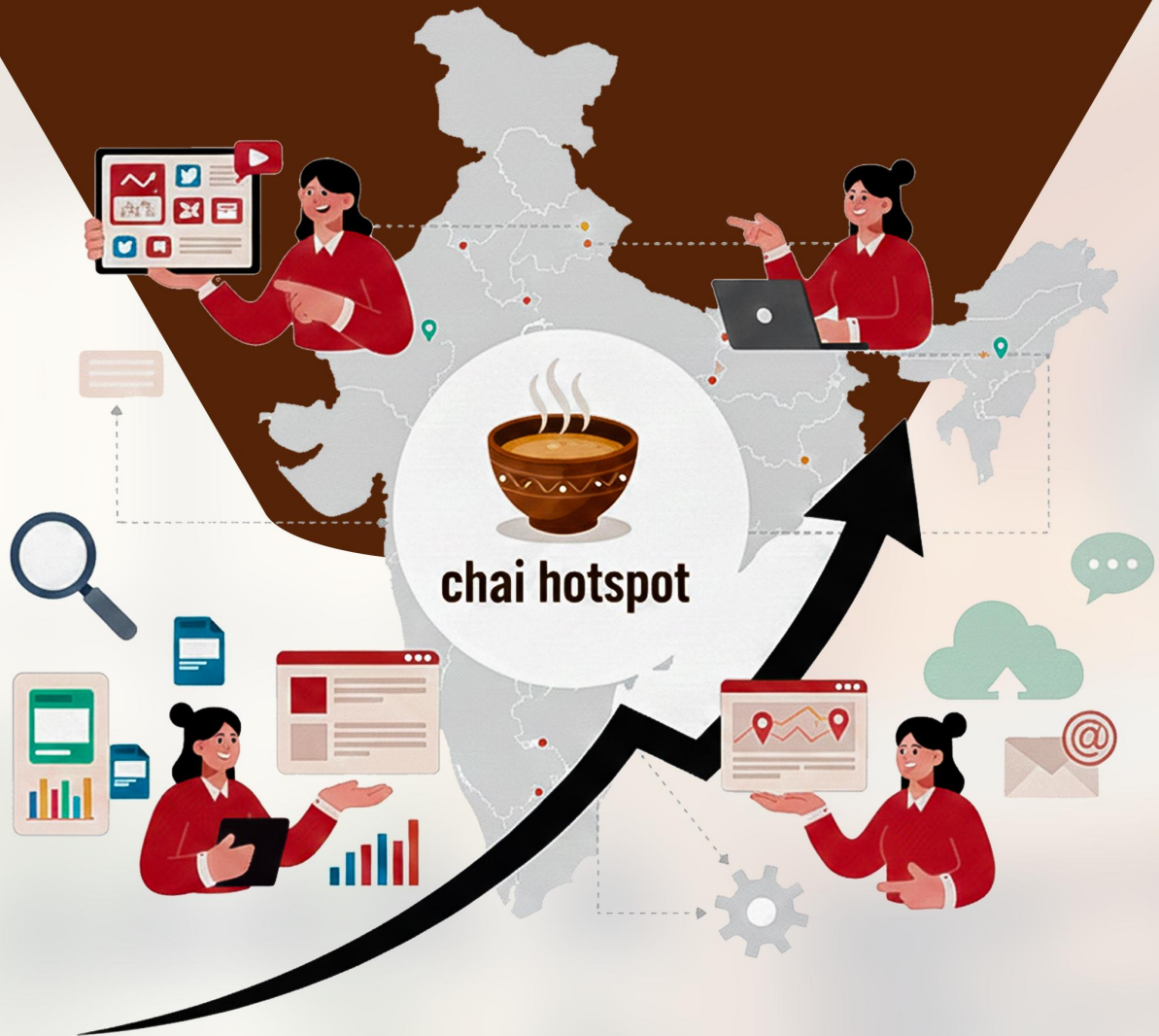
CHAI HOTSPOT Online
Order QR

Swiggy | Zomato | Web Link Page



Please Note Swiggy & Zomato requires additional docs to be presented by each center and registration time varies according to your location.

Online Pan India Digital Branding



**WE AT CHAI HOTSPOT EXECUTE ONLINE DIGITAL MARKETING
FOR ALL OUR CENTERS ON SOCIAL MEDIA PLATFORMS
LIKE FACEBOOK, INSTAGRAM & GOOGLE SEARCH BY SOCIAL
MEDIA MANAGEMENT (SMM).**

ALL YEAR CAFE MARKETING PLAN



Our Efficient Marketing Team Designs Special Offers and Discounts to Increase Your Cafe Sales all round the Year, Boosting your Profits and footfall 90% Cafe's & Quick Service Restaurants focus only on Traditional Marketing Methods like Pamphlets, Boards, Newspaper inserts for sales but in reality only achieve 20-30% revenue of their true potential. To Overcome CHAI HOTSPOT Cafe India has come up with the Marketing Action Plan which gets your cafe 30-50% more sales than other similar outlets.

These methods do not require you to invest any huge amount of money but will make sure you achieve higher admissions by spending as low as possible.

WE'RE HERE

**Dedicated Helpline Support
Executive for Every Franchise**



**Resolutions to Any Query within
24 Hours**

**Apply Today & Get All this
at Only**

₹ 3,79,999

TERMS & CONDITIONS

- No Hidden Cost with 100% Transparency in Terms.
- Franchise License is for 2 Years Term
- License Renewal Fee after 2 years is Rs.35000 for Next 2 Years.
- Taxes Extra as per Government Policy & Subject to Change.
- All Payments Made are Non-Refundable.
- No Royalty Model - No Hidden Charges
- All Policies by CHAI HOTSPOT are to be Followed.
- Materials get dispatched within 1-2 Weeks of the final Payment.
- Services & Subscriptions Valid for 1st operational year only.
- NEFT/RTGS and Cash Deposits on Company Account only.
- Transport of Materials & Raw Materials by Franchisee

ROI on Sales Projection

PRICES CHANGES FROM PLACE TO PLACE - WE AT CHAI HOTSPOT WILL ADVISE YOU THE BEST POSSIBLE PRICING STRUCTURE TO GET MAXIMUM SALES BUT FINAL DECISION ON THE MENU MRP WILL BE YOURS

DESCRIPTION	CASE A	CASE B	CASE C	CASE D
TOTAL REVENUE				
Avg Per Day Sale	5,000	6,666	8,333	10,000
Time Frame	1st-3rd Month	4th-5th Month	6th-7th Month	10th Month+
TOTAL REVENUE	1,50,000	2,00,000	2,50,000	3,00,000
TOTAL EXPENSES				
RENT	25,000	25,000	25,000	25,000
STAFF(12K/STAFF)	24,000	24,000	36,000	48,000
RAW MATERIAL	60,000	80,000	1,00,000	1,20,000
INTERNET/WIFI	800	800	800	800
ELECTRICITY	6,000	7,000	8,000	10,000
Ads/Marketing	4000	4000	4000	4000
Total Expenses	1,19,800	1,40,800	1,73,800	2,07,800
Profit/ Month	30,800	59,200	76,200	92,200

What Customer's Say about us!



If you haven't been here yet, you're actually missing out , Food was fire and the vibes were immaculate. Staff is super chill too. Definitely coming back with the squad next weekend. Highly recommend."



Best chai hotspot in the city, hands down. Food was fire, tea was perfect, and the vibes were immaculate.



The staff is friendly and always ready to help. The cafe is clean and nice too. It feels cozy to sit there.



Found my new favorite spot. The environment is 10/10—super clean, nice decor, and feels incredibly cozy. It's the perfect place to chill.



Okay, this place is literally a 10/10! ☕️✨ My friends and I came here for the first time today and we're obsessed.. I had the Karak chai and it was fire—so creamy! Definitely our new favorite hangout spot. If you haven't been yet, you're missing out! 🍷"



"I visited this lovely little chai spot for the first time today, and I must say, I was pleasantly surprised. Even though it seems to be a popular place for the younger crowd, the staff treated me with such kindness and patience while explaining the menu.

96.8%Customer Satisfaction

Some More Customer Reviews !



Arjun Mehta

"Proper Adrak-Elaichi tea! It's so hard to find a cafe that gets the balance of ginger right without it being overpowering. Tastes just like home. The bun-makkhan was incredibly soft too."



Ananya

"Love the vibe here. I tried the Rose Chai and it was so fragrant. It's my new favorite spot for a weekend catch-up with friends. The music isn't too loud, which is a plus!"



Rohan

"The Masala Chai is solid—very spicy and bold. It gets quite crowded on Friday evenings, so finding a table can be a struggle, but the service is quick despite the rush."



Ishita Sharma

"Everything was fresh. It feels like a cozy living room away from home."



Kabir Singh

"The tea is 10/10, but the wait time on weekends is pretty long. I'd recommend ordering ahead if you're in a rush. Still, the ginger kick in the Adrak Chai is worth it if you have the time."



Priya K.

"Finally found a spot that doesn't just serve 'chai tea bags.' The Masala Chai here is authentic, spicy, and served at the perfect temperature."

CHAI HOTSPOT CAFE

In Store Pictures



Phase wise Setup Process



Phase 01: The Beginning Brew

Franchise Booking with a deposit of ₹10,000 & the legal agreement is Completed via Aadhar e-Sign. 1st Instalment of ₹40,000 to be paid within 5 days of the booking date to complete this phase & also to prevent lapse of booking.

 Estimated Time: 1-5 Days



Phase 02: Setup & Strategy Stir

In this phase, we share important Hiring guidelines, forms, Location Specifications, planning kits, creative assets to help you finalize staff & approve/prepare your center.

 Estimated Time: 2-4 Days



Phase 03: Brew-Ready Dispatch

This Phase includes dispatch of equipment's, raw materials & access to Commis chef training, operational ERP systems. You're now fully equipped to begin physical setup.

 Estimated Time: 5-7 Days



Phase 04: Digital Brewstorm

We ensure your centers visibility on all digital platforms. Final arrangements on Menu MRP, Offers and practice drills for launch. Also the registrations on Swiggy/Zomato are executed

 Estimated Time: 3-5 Days



Phase 05: The Big Serve

Once everything is ready, we assist in going live with your café. You get branding visibility, social promotions, and structured growth tracking through our franchise support.

 Estimated Time: 2-3 Days

96.8% Customer Satisfaction



Booking

Franchise application & welcome call + invoice with center code generation.

1



Commis Chef

Access to the commis chef training for all categories via app & website

6



Contract

Online Agreement Signing & 1st installment followed by owner orientation

2



Swiggy/Zomato

Registration of partner programs + Finalized menu & custom Menu PDF's

7



Imp. Guides

Hiring guidelines, Cafe Planner, Recommended MRP, Kitchen Miscellaneous

3



Marketing

Online marketing via social media channels, marketing planner for cafe.

8



Cafe Setup

Final payment followed by kitchen guide, Recipes and FSSAI Registration

4



Inauguration

Final Checks and approval of cafe as per CHAI HOTSPOT and launch of your own cafe

9



Material Dispatch

Complete equipment's & startup kit with custom order material dispatch

5



Support

Monthly Data Monitoring to improve & grow

10

THANK YOU!

Feel Free to Reach Us Incase of Any Queries
in regards to this Proposal

FOR TRUE
CHAI LOVERS

Fastest Growing Franchise
CHAI HOTSPOT

FOR MORE DETAILS
78370-00489