



· FRANCHISE OPPORTUNITY · 2026 ·

CHA RASIA

Brew Success Together

Premium Tea · Coffee · Cafe · Snacks

PRESENTED BY

Manorath Franchisee Ventures

Confidential Investor Presentation

www.charasia.in





· WELCOME ·

Thank You for Your Interest

Here is what we will cover today.

01

Our Story

02

Why the Tea Cafe Business?

03

Why CHA RASIA?

04

Investment Models

05

Profit Potential

06

Franchise Support

07

Expansion Opportunities

08

Next Steps



· OUR STORY ·

About CHA RASIA

CHA RASIA is a premium Indian tea cafe brand committed to delivering authentic taste, hygienic preparation, and memorable customer experiences at affordable prices.

Our mission is to build a globally recognized tea cafe brand while empowering entrepreneurs through a scalable and profitable franchise model.

HIGHLIGHTS

◆ **Authentic Indian Tea**

◆ **Premium Cafe Experience**

◆ **Standardized Recipes**

◆ **Hygienic Operations**

◆ **Affordable Luxury**

◆ **Franchise-Focused Growth**



· FOUNDER'S VISION ·

We Are Building Business Partners

“

Our dream is to transform India's everyday tea into an unforgettable cafe experience.

We are not just opening tea cafes. We are building successful entrepreneurs and creating a trusted national brand.

Every cup served represents quality, consistency, and our commitment to long-term partnerships.

We are not selling a franchise. We are building business partners.

— Binit K, Founder



· MARKET FUNDAMENTALS ·

Why the Tea Business?

01

Massive Daily Demand

02

High Repeat Customers

03

Affordable Products

04

Low Wastage

05

Fast Service

06

Strong Cash Flow

07

All-Season Business

08

Universal Customer Base



Rs 2.3 L Cr

Indian Tea Market

18% CAGR

Cafe Industry

Fast Growing

QSR Segment

Explosive

Tier 2 & 3 Growth

Rs 1 L Cr+

Food Delivery

Rising

Corporate Consumption

Booming

Youth Cafe Culture

Steady

Rising Disposable Income

Consistent upward trajectory across every sub-segment we operate in.



· 13 CORE ADVANTAGES ·

Why Choose CHA RASIA?

01

Premium Branding

02

Affordable Investment

03

High Profit Margins

04

Fast Operations

05

Standardized Recipes

06

Strong Supply Chain

07

Complete Training

08

Marketing Support

09

Technology Integration

10

Central Procurement

11

Continuous Guidance

12

Expansion Opportunities

13

Proven Business Model



CHA RASIA

Alaidi Chuski · Premium Tea Cafe

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· TWO WAYS TO PARTNER ·

Franchise Models

KIOSK MODEL

CHA RASIA Express

INVESTMENT FROM

Rs 3.99 L*

Footprint · 50 to 80 sq.ft.

Kiosks, offices, colleges and transport hubs.

STORE MODEL

CHA RASIA Cafe

INVESTMENT FROM

Rs 8.99 L*

Footprint · 200 to 500 sq.ft.

Premium high-street cafe locations.



CHA RASIA

Alaidi Chuski · Premium Tea Cafe

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· CRAFTED FOR CRAVINGS ·

Our Menu

01

Premium Tea

02

Kulhad Tea

03

Coffee

04

Cold Coffee

05

Milk Beverages

06

Pasta

07

Maggi

08

Bakery

09

Puffs

10

Sandwiches

11

Farshan

12

Seasonal Specials



· THE EXPERIENCE ·

Why Customers Love Us

01

Premium Taste

02

Authentic Recipes

03

Affordable Pricing

04

Hygienic Preparation

05

Fast Service

06

Family Friendly

07

Instagram-Worthy Ambience

08

Consistent Quality



· WHAT YOU GET ·

Investment Includes

01

Interior Design

02

Furniture

03

Branding

04

LED Signage

05

Tea Counter

06

Service Counter

07

Kitchen Equipment

08

Refrigeration

09

POS System

10

Staff Training

11

Launch Marketing

12

Store Opening Support



· PROFESSIONAL GRADE ·

Equipment Showcase

01

Tea Counter

Commercial grade

02

Copper Matka

Commercial grade

03

Brass Utensils

Commercial grade

04

Refrigerator

Commercial grade

05

Display Counter

Commercial grade

06

Puff Warmer

Commercial grade

07

POS Terminal

Commercial grade



· YOUR CONTRIBUTION ·

Franchise Partner Responsibilities

01

Shop Premises

02

Rent & Security Deposit

03

GST Registration

04

FSSAI License

05

Fire Safety Compliance

06

Commercial LPG

07

Electricity

08

CCTV

09

Music System

10

Staff Salaries

11

Insurance

12

Utility Bills



· 15 TO 30 DAYS ·

Training & Operational Support

01

Recipes

Comprehensive Onboarding

02

Operations

Comprehensive Onboarding

03

Customer Service

Comprehensive Onboarding

04

Inventory

Comprehensive Onboarding

05

POS Systems

Comprehensive Onboarding

06

Marketing

Comprehensive Onboarding

07

Store Launch

Comprehensive Onboarding

08

Business Management

Comprehensive Onboarding



· GROW YOUR FOOTFALL ·

Marketing Support

01

Grand Opening Campaign

02

Google Business Profile

03

Social Media Kit

04

Festival Promotions

05

Creative Designs

06

Posters

07

Reels & Video

08

Influencer Support

09

Local Marketing Guidance



· MULTIPLE DOORS OF INCOME ·

Revenue Streams

01

Tea

02

Coffee

03

Cold Beverages

04

Bakery

05

Puffs

06

Snacks

07

Pasta

08

Maggi

09

Seasonal Menu

10

Combo Offers

11

Delivery Platforms

12

Corporate Orders



· ILLUSTRATIVE PERFORMANCE ·

Profit Potential

ESTIMATED NET MARGIN

33%

up to

Depends on location, operations
and market conditions.

Figures are illustrative and not a guarantee of returns.

KEY DRIVERS

01 Low Wastage

02 High Repeat Customers

03 Quick Service

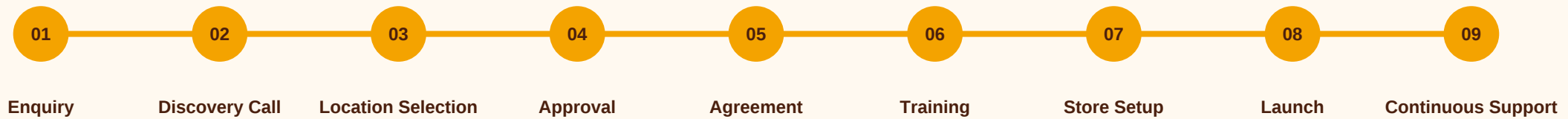
04 Strong Branding

05 Multiple Revenue Streams



· FROM ENQUIRY TO LAUNCH ·

Franchise Journey





· YOUR EXCLUSIVE ZONE ·

Territory Protection

EXCLUSIVE AREA ALLOCATION

- ✦ Protected trade radius
- ✦ Regular business reviews
- ✦ Structured growth planning
- ✦ Expansion rights over time

EXCLUSIVE RADIUS

2 to 2.5
kilometres*

**Subject to market conditions and company policy.*



· BEYOND LAUNCH ·

Ongoing Business Support

01

Monthly Reviews

02

Operational Audits

03

Vendor Management

04

Menu Innovation

05

Marketing Assistance

06

Technology Updates

07

Sales Improvement

08

Dedicated Relationship Manager



· GROWTH PATH ·

Scale With CHA RASIA

01 Start with One Store

02 Multi-Unit Ownership

03 City Expansion

04 State Development

05 Master Franchise



· THE MOMENT IS RIGHT ·

Why Invest Now?

01

Growing Market

02

Strong Consumer Demand

03

Affordable Entry

04

Scalable Business Model

05

Limited Territories

06

Professional Support

07

Future-Ready Brand



· QUICK ANSWERS ·

Frequently Asked Questions

? What is the total investment?

? Is royalty applicable?

? How much training is provided?

? What ongoing support will I receive?

? What is the expected ROI?

? How is marketing handled?

? What locations are suitable?

? Can I own multiple outlets?



· YOUR PATH FORWARD ·

Next Steps

01 Submit Franchise Application

02 Initial Business Discussion

03 Location Evaluation

04 Documentation

05 Franchise Approval

06 Agreement Signing

07 Store Development

08 Grand Opening

· THANK YOU ·

Let's Brew Success Together



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Presented by Manorath Franchisee Ventures



· OUR NORTH STAR ·

Brand Vision & Mission

VISION

One cup at a time.

To become India's most-loved premium tea cafe brand and take the authentic Indian chai experience to the world through consistent quality and warm hospitality.

MISSION

Empower entrepreneurs.

Build a scalable, profitable, brand-first franchise model that turns everyday tea into a memorable cafe experience and creates successful business owners.