

2026



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BUSINESS PROPOSAL

FROM THE HOUSE OF VARDHAMAN GROUP OF INDIA



BRAND INTRODUCTION OUR STORY

Established in 2019, Chaha House is a vibrant tea house focused on providing exceptional varieties of tea experiences. Coming from the house of the Vardhaman Group of India, we deliver high-quality tea and tea powder directly from tea gardens through our "Garden to Cup" concept. The brand has grown rapidly to over 100 outlets across more than 30 cities. Our core motive is to create a welcoming haven for tea lovers of all ages, serving high-quality brews, bakery products, continental dishes, and delicious snacks.





MISSION

To provide a one-stop solution for customer's cravings with varieties of authentic teas, appetizing drinks, and snacks "From Garden to Cup". We focus on a "Food with taste" concept at a reasonable price, providing excellent service paired with strict hygiene.



VISION

To engage food lovers from all over the world with the authentic taste of our tea and savouries, creating a lifetime relationship with our customers.



Strong Brand Identity

We boast a popular, fast-growing tea brand with standardized premium taste and a high recall value among the youth and office crowd.



High Profitability

Designed as a low-wastage, scalable model with high-margin beverages, allowing for a fast break-even period (3-6 months in good locations).



CORE BRAND VALUES & SUPPORT



360° Support System

Our complete support covers location assistance, interior design, branding setup, raw material supply, and ongoing operational guidance.



Technology-Enabled Operations

We supply a fully integrated POS system for billing and inventory, online order support for Swiggy/Zomato, and dashboard monitoring.

BUSINESS MODEL OVERVIEW (Chaha House Model)

Category	-	Details
Brand Name	-	Chaha House
Industry	-	Foods & Beverages
Franchisee Type	-	FOFO (Franchisee own Franchisee operated)
Space Required	-	Min. 300 Sq. Ft.
Menu Offering	-	Varieties Of Tea & Coffee, Maharashtrian Snacks, Hot & Cold Beverages, Italian Foods, Continental Foods, Milkshakes, Sliders, Bakery & Tea Powder

INVESTMENT DETAILS

Minimum Area Required	Total Investment
Min. 300 Sq. Ft.	Rs. 7,00,000

Agreement Period	Expected ROI
6 Years (Renewable)	15-18 Month



WHAT YOU GET IN THIS SETUP

Your comprehensive ₹7,00,000 setup cost covers



- Store Ambiance
- Interior & Civil Work
- Machinery & Equipment
- Housekeeping Materials
- Kitchen Utensils
- Tables & Chairs
- IT Support
- Electronic Items
- Full Concept Cost

We Also Provide:

Complete Online And Offline Marketing, Manpower Management Training, Staff Hiring Solutions, And Store Monitoring.

MENU LIST (100+ Range)



INDIAN CHAHA (Starting from ₹12)

- Dum Chaha • Masala Chaha • Adrakwali Chaha • Gulacha Chaha
- Chocolate Chaha • Kulhad Chaha • Elaichi Chaha • Rose Tea • Kesar Tea
- Gulacha Masala Chaha • Without Sugar Tea • Chaha House Kadak



HEALTHY & HERBAL TEAS (Starting from ₹25)

- Lemon Black Tea • Hibiscus Tea • Tulsi Green Tea
- Kashmiri Kahwa • Detox Tea



HOT & COLD COFFEE (Starting from ₹25)

- Without Sugar Coffee • Hot Coffee • Mocca Coffee • Honey Coffee
- Vanilla Coffee • Jaggery Hot Coffee • Cold Coffee



ICE TEAS (Starting from ₹25)

- Lemon Grass Ice Tea • Apple Cinnamon Ice Tea
- Lemon Mint Ice Tea



SARBAT & BEVERAGES (Starting from ₹40)

- Sarbat:** • Limboo • Aam Panna • Desi Jeera • Masala Peru • Kala Khatta • Orange



- Hot & Cold Drinks:** • Dry fruit Kesar Milk • Shahi Thanda • Hot Bournvita, Sweet Lassi • Hot Chocolate



- Milkshakes:** • Pista • Oreo • Kitkat • Brownie • Chocolate • Mango • Strawberry • Pan Kulfee • Kesar Badam Pista • Blueberry

SNACKS & STREET FOOD



Crunchies (From ₹80): • Potato Cheese Balls • Paneer Popcorn



Paratha (From ₹60): • Aloo Paratha • Mix Veg Paratha • Paneer Paratha



Sandwiches (From ₹80): • Club • Bombay • Veggie Grilled
• Classic Corn Mayo • Paneer Bhurji • Cheese Chutney • Paneer Bhurji



Rolls (From ₹90): • Veg Cheese • Sweet Corn • Cheese • Paneer Tikka
• Paneer Tikka Cheese • Aloo Tikki Cheese



Burgers (From ₹60): • Aloo Tikki • Veg Burger

SNACKS & STREET FOOD



French Fries (From ₹60): • French Fries • Peri-Peri



Maggi (From ₹60): • Plain • Masala • Butter Cheese



Buns (From ₹40): • Maska Bun • Mango Maska



Chat (From ₹60): • Samosa Chat • Aloo Tikki Chat



Toasties (From ₹80): • Cheese Garlic Bread • Cheese Chilli Toast • Nutella Cheese Toast



Snacks (From ₹18): • Vada Pav • Crunchy Vada • Punjabi Mini Samosa • Poha • Upma • Pineapple Sheera • Sabudana Vada

BAKERY & RETAIL TEA POWDERS



Bakery (From ₹6): • Chocolate Cookies • Jaggery Oats Cookies • Coconut Cookies • Karela Cookies • Pista Cookies • Peanut Butter Cookies • Makkhanwala Toast • Butter Khari • Cake Rusk • Osmania Cookies • Honey Oats Cookies • Multigrain Cookies • Frutilla Finger Cake • Crispy Cream Roll



Retail Teas (From ₹100): • Jaggery Tea • Vardhaman Family Mixture No 1 • Vardhaman CTC • Vardhaman Masala Tea • Green Tea

YOUR JOURNEY TO OPENING (Franchisee Inauguration Procedure)

1

Initial Discussion
(Business Model + ROI Explained)

2

Location Shortlisting
(2-3 Options Shared)

3

Site Inspection & Approval
(Footfall + Rent + Visibility Check)

4

Franchisee Proposal
(Investment + Terms & Conditions)

5

Agreement Signing & Booking Payment
(LOI / Franchisee Agreement)

6

Outlet Layout & Design
(Civil, Electrical, Branding)

7

Interior Work & Setup
(2D / 3D Plan, Branding Theme)

8

Interior Work & Setup
(Civil, Electrical, Branding)

9

Equipment Installation
(Kitchen + Billing machine + Signage)

10

Raw Material Dispatch
(Opening Stock Kit)

11

Staff Training
Providing necessary training to your operational team.

12

Pre-Launch Testing
(Menu + Equipment Testing)

13

Marketing & Promotions
(Social Media + Opening Offers)

14

Grand Opening

15

Post-Opening Support
(Audits + Marketing + Supply Chain)

Additional Facilities:

1. SOP: (Store Operational Services).
2. BDF: (Business Development Facilities).
On monthly bases. (Charges Extra).



PUNE HEAD OFFICE

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