

CHAI KAAPÍ



FOFO

MODEL



ABOUT US

CHAI KAAPÍ was started in 2016 with an idea of creating a bohemian space, a place for artists, ideators & thinkers to come down and run a discourse, showcase their talents, and have a great cup of Chai Kaapi. We are loved by people of all age and have been called their Dusraghar!

Founded by Sahil Juneja & Suyash Singh Thakur, Chai Kaapi serves as an invitation to creativity and connection, making it more than just a café - it's a cultural hub. With an experienced team backing, Chai Kaapi is Central India's biggest café brand.



60+ RUNNING OUTLETS

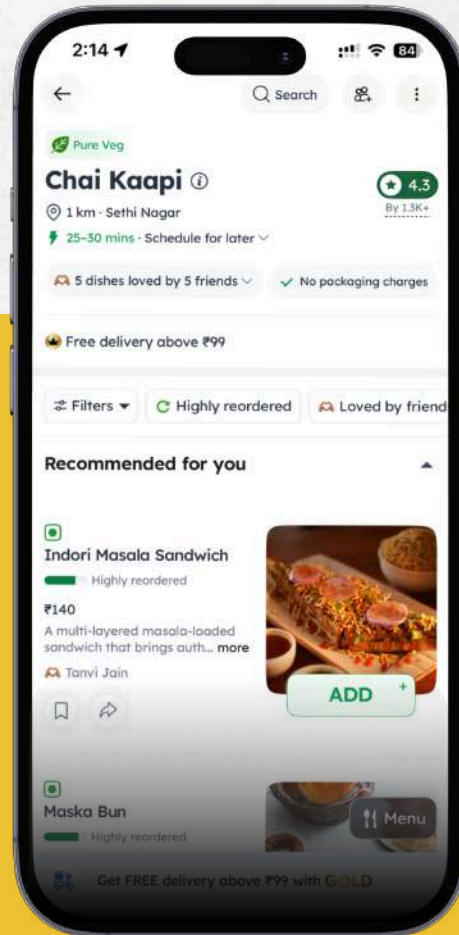
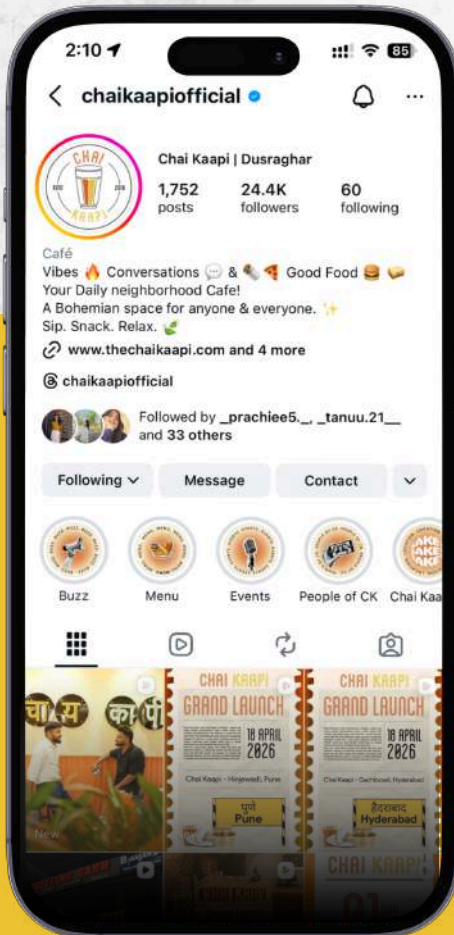
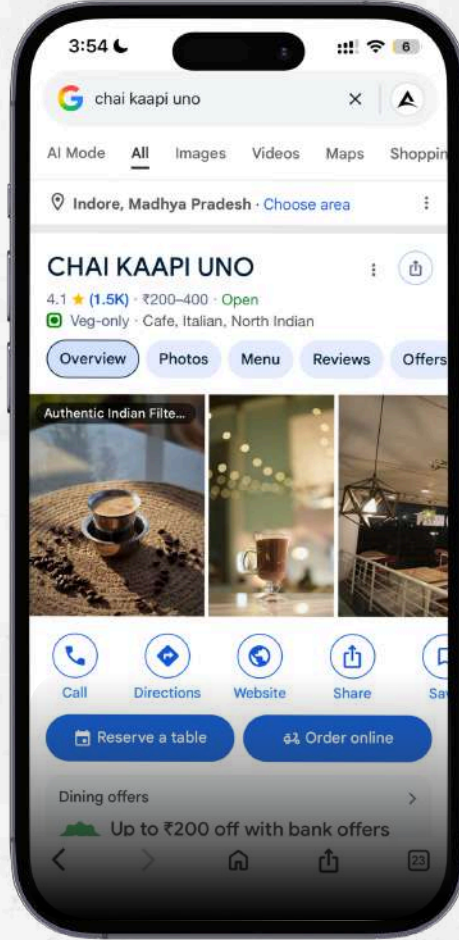
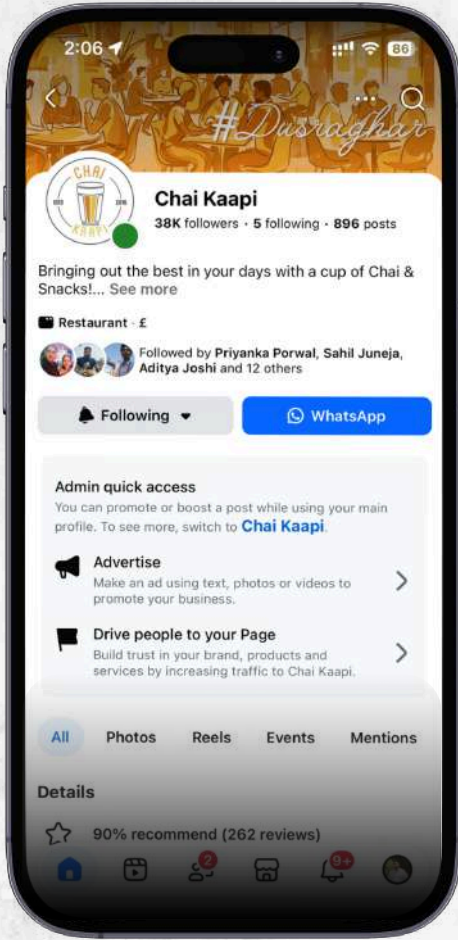
CHAI KAAPIS IS GLOBAL

Indore (13)	Ujjain (3)	Bhopal (9)	Jabalpur	Khargone
Mhow	Mandsaur	Bhilwara	Ajmer	Jaipur (2)
Bilaspur	Pune (4)	Talegaon	Rajkot	Dahod
Ahmedabad (3)	Gandhinagar	Surat	Gurugram	Noida (2)
Chennai	Vadodara	Mumbai (2)	Anand	Katni
Hyderabad (2)	Gwalior	Bengaluru	Bhuvneshwar	
Ratlam	Sagar	Nasik	Rewari	Dewas
Bengaluru (2)	Indore (2)	Jabalpur (2)	Gurugram (2)	Nagpur (2)
Hyderabad (4)	Vrindavan	Rewa	Chhatrapati Sambhaji Nagar	Akola
Delhi NCR (8)	Bhilai	Kota	Mysuru (2)	Mumbai (3)
Udaipur	Ahmedabad (2)	Pune (7)	Jaipur	Bhopal (2)
Mohali	Jalandhar	Hoshiarpur	Ludhiana	Thane
Katni	Bhavnagar	Prayagraj	Agra	Mathura
Texas	California	UAE	Sydney	London
Toronto	Nigeria			

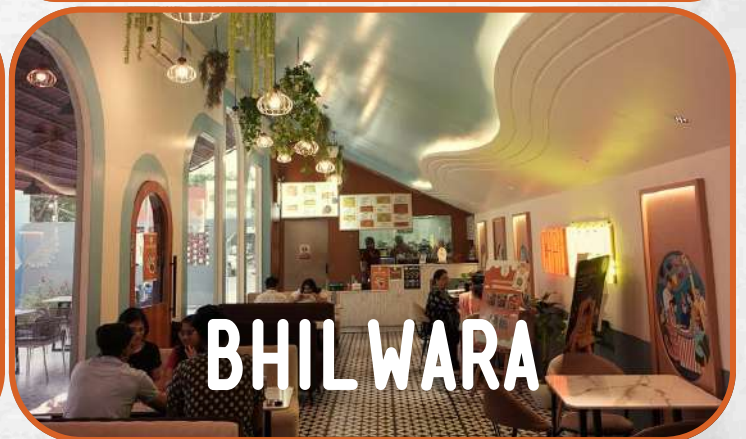
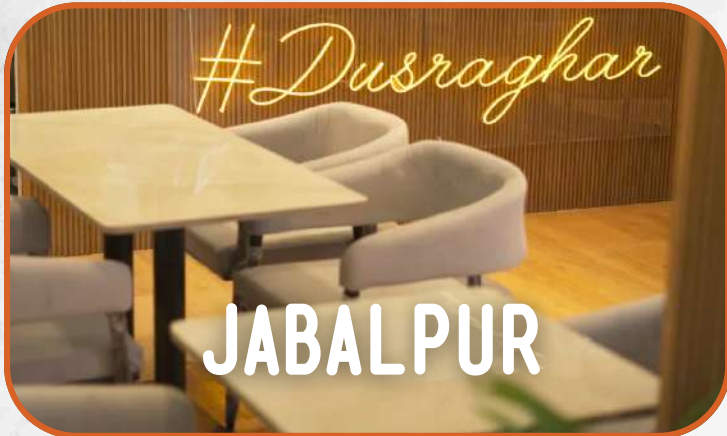
Running Stores
 Coming Soon
 International Opening Soon



HOW WE TAP THE HEART OF EVERYONE?



THE INTERIORS



THE INTERIORS



THE DELICIOUSNESS



THE DELICIOUSNESS



BUN MASKA

CK Maska Bun ₹70
Nutella Bun ₹100



BESTSELLER

BURGER

Tom Mayo Burger ₹120
Punjabi Tadka Burger ₹140
Cream Cheese Burger ₹160
Spicy Paneer Burger ₹180



GARLIC BREADS

Classic Garlic Bread ₹120
Chilli Garlic Cheese Toast ₹180
Exotic Garlic Bread ₹200



SALAD

Peanut Chaat Salad ₹120
Green Corn Salad ₹140
Paneer Salad ₹150



ALL DAY BREAKFAST

Indori Poha ₹80
Upma ₹120
Idli Sambhar (2 Pcs) ₹140
Medu Vada (3 Pcs) ₹140
Bambaiya Vada Pav (2 Pcs) ₹140
Add Ons
Cheese / Schewzan ₹20



CRISPY FRIES

French Fries Salted ₹120
French Fries Piri Piri ₹140
Honey Chilli Potato ₹180
Cheesy Blast Fries ₹220



10" PIZZA

Margherita ₹260
Golden Corn Pizza ₹280
Farm Fresh ₹300
5 Pepper ₹320
Hot Paneer & Paprika ₹380



DESI VIDESHI

Butter Masala Corn ₹100
Mexican Bhel Poori ₹120
Chhole Tikiya ₹120

देसी
विदेशी

SANDWICHES

Indori Masala ₹140
Cheese Chutney Club ₹160
Veg Club ₹180
Bombay Kaccha Club ₹180
Exotic Cheese Corn Club ₹200
Punjabi Paneer Club ₹220



NOODLES

Desi Maggi ₹140
Mexican Maggi ₹170
Burnt Garlic Maggi ₹180
Italian Maggi ₹180
Cheese Corn Maggi ₹180
Add Ons
Cheese & Butter ₹30



PASTA

Aglio Olio ₹280
Arrabiata Pasta ₹280
White Sauce Pasta ₹280
Exotic White Sauce ₹320
Exotic Arrabiata Pasta ₹320



MOMOS

Veg Momos ₹100 | ₹120 | ₹160
Paneer Momos ₹120 | ₹140 | ₹180
Corn Cheese Momos ₹120 | ₹140 | ₹180
Kurrure Momos ₹180

Steam Fried Pan Tossed



NACHOS

Nachos With Dip ₹240
Exotic Nachos ₹280



WRAPS

Fusion Veggie Wrap ₹140
Masala Potato Wrap ₹140
BBQ Wrap ₹160
Sizzling Paneer Wrap ₹220



MINI MEALS

Butter Khichdi ₹180
Pav Bhaji (Butter/Cheese) ₹130 | ₹150
Paneer Bhurji (with Pav) ₹180
Punjabi Chole ₹180
Paneer Masala ₹180
Dal Makhani ₹180
With: 2 Paratha / 2 Kulcha / Rice



BIRYANI

Veg Biryani ₹200
Paneer Biryani ₹220
Exotic Cheese Biryani ₹240



DESSERT

Chocolate Walnut Brownie ₹140
Brownie Sundae ₹180
Chocolate Earthquake ₹240



Note: Pictures are for representation only; actual items may vary.

J Jain option available on request.

Must Try! You will love it.

₹ All prices in the menu are exclusive of GST

CHAH SE CHAI TAK

Small Large
Kadak Chai ₹50 ₹90
Ghar Wali Chai ₹60 ₹110
Adrak / Masala / Laung / Cinnamon
Flavoured Chai ₹70 ₹130
Elaiichi / Chocolate / Zafran / Pudhina / Jaggery
Irani Chai ₹70 ₹130
Add Ons ₹20
Elaiichi / Chocolate / Zafran / Pudhina / Jaggery / Adrak / Masala / Laung / Cinnamon

चाय



HANDPICKED
Signature Blend
FROM THE TEA
ESTATES OF ASSAM

SHAKES

Vanilla Shake ₹160
Oreo Shake ₹180
Caramel Banana Shake ₹200
Lotus Biscoff ₹220
Brownie Blast ₹200
Kit-Kat Shake ₹220
Paan Gulkand Shake ₹200
Forest Berry Shake ₹220
Rich Chocolate Shake ₹220
Nutella Shake ₹240



SMOOTHIES

Strawberry Smoothie ₹190
Berry Blast Smoothie ₹200
Mango Smoothie ₹200
Kiwi Mint Banana Smoothie ₹220



HOT KAAPPI

Authentic Indian Filter Kaapi ₹60 | ₹110
Sultan Kaapi ₹60 | ₹110
Cinnamon Kaapi ₹60 | ₹110
Turkish Kaapi ₹60 | ₹110

Small Large

काफ़ी



Authentic Traditional
Filter Kaapi
FROM THE COFFEE ESTATES OF
CHIKKAMAGALURU



BHAYANKAR THANDI CHAI

Peach Iced Tea ₹120
Lemon Iced Tea ₹120



COOLERS

Aam Panna ₹120
Nimbu Paani ₹100
Masala Lemonade ₹140
Mango Masala Soda ₹140

MOCKTAIL

Virgin Mojito ₹120
Kala Khatta Mojito ₹140
Apple Mojito ₹140



SPECIAL - TEA

Classic Green Tea With Lemon & Honey ₹90
Moroccan Mint Tea ₹120
Kesar Sulemani ₹120
Kashmiri Kahwah ₹120
Hot Lemon Tea ₹120
Add Ons ₹20
Ginger/Honey

特制茶



SLUSHY

Berry Blast Slush ₹120
Kala Khatta Slush ₹120
Orange Slush ₹120
Mango Mint Margarita ₹120



BHAYANKAR THANDI KAAPPI

Thandi Kaapi ₹160
Frappe ₹180
Vanilla/Chocolate Kaapi ₹200
Cookie Kaapi ₹240
Brownie Kaapi ₹240

Cold
Coffee



CK SECRET MILK

Masala Milk Hot/Cold ₹100
Hot Chocolate ₹180
Nutella Hot Chocolate ₹200



Bussin

Note: Pictures are for representation only; actual items may vary.



Scan & show some love
Instagram: @chaikaapiofficial

For Store Info:

chaikaapi.com

CHAI KAAPPI

#Dusraghar

CHAI KAAPPI

IF YOU DON'T GET THE BILL,
YOUR FOOD IS ON US.

For feedback please call
07343558704

OUR TEAM



SAHIL JUNEJA
(CoFounder & CEO)

**SUYASH SINGH
THAKUR**
(CoFounder & COO)

OUR TEAM



ANKIT PODDAR
(Partner & CMO)



SURYA PRATAP SINGH
(Key Investor & CPO)



MANAV JUNEJA
(Chief Project Officer)



AYUSHI JUNEJA
(HR Manager)

STORE INVESTMENT COST

Investment for ~ 1200 sqft CHAI KAAPi STORE

PARTICULARS	AMOUNT IN INR
CK Onboarding Fees	25,00,000 + Taxes
Cost of Construction & Interior	19,00,000 (Approx)
Miscellaneous	1,00,000
Total	45,00,000

Working capital investment

A spare working capital of ₹5,00,000 for 6 months is mandatory for this industry to continue operations and marketing and get the best results.



STORE ROI

ROI SHEET FOR 1200 SQFT CHAI KAAPi STORE

		Good Sales	Averages Sales	Low Sales
Expected Sales		2100000	1500000	900000
Rent	Fixed	165000.0		
Electricity	4.0%	84000.0	60000.0	36000.0
Food Cost	28.0%	588000.0	420000.0	252000.0
Salary	15.0%	315000.0	225000.0	135000.0
Maintenance	1.0%	21000.0	15000.0	9000.0
Royalty	8.0%	168000.0	120000.0	72000.0
Misc	2.0%	42000.0	30000.0	18000.0
Profit		717000.0	465000.0	213000.0
Net Profit %		34.1	31.0	23.7
Investment		4500000.0		
ROI In Months		6.3	9.7	21.1



OUR OFFERINGS



Architectural Drawings, Designings & Visits



Centralised Marketing



Full-scale training



Hiring/Manpower Support



Location Scouting



Launch Planning & Execution



2 Cloud Kitchen Brand



Dedicated POC



Vendor Alignment With Transparency



Smart Inventory Management



Chefless Kitchen Model



Legal Licences Support (FSSAI, GST)

STEP FORWARD

What's going to happen in the next 3 Months?

- Sign the Letter of Intent (LOI) within the next 30 days.
- Deposit the remaining Franchise fees with the LOI.
- We help you scout a premium location.
- Construction of Outlet.
- Training
- Grand Launch!
- Sales!!
- Profits.



Instagram: @chaikaapiofficial



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