

**India's
Most Affordable
NO ROYALTY
CHAI FRANCHISE**



**तिखी चाय
मीठा नाश्ता**

YUMMY INDORI FOOD PVT. LTD.



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ABOUT US

Chai Nimki is a rapidly growing tea and snack brand focused on quality, consistency, and customer satisfaction. We deliver an exceptional tea experience to every customer through affordable pricing, hygienic preparation, and authentic flavors. Chai Nimki is a contemporary tea and snacks brand that celebrates India's timeless tradition of chai and conversation. Inspired by the essence of local street flavors, Chai Nimki reimagines the authentic tea experience for today's generation. Every cup is brewed using carefully selected tea leaves, perfectly balanced spices, and a touch of nostalgia — thoughtfully paired with our signature nimkis and snacks that evoke the warmth and comfort of home. With an unwavering commitment to quality, hygiene, and taste, Chai Nimki aims to revive India's rich snacking heritage through a modern, inviting, and community-driven concept that brings people together and connects hearts over chai.

Our Vision

Our vision is to establish Chai Nimki as a trusted and beloved brand that redefines India's tea culture on both national and global platforms. We aspire to blend the charm of local street flavors with world-class quality and design, creating a brand that resonates with both tradition and modernity.

Through sustainable growth, consistent innovation, and a strong focus on authenticity, Chai Nimki envisions becoming a symbol of India's warmth, taste, and timeless togetherness — one cup at a time.

FRANCHISE HIGHLIGHTS

Start Your Own CHAI NIMKI OUTLET



**Requires only
250 sq. ft. area**



**Low Investment
- High Returns**



**Fresh, Strong
& Affordable**



**Best Quality,
Quick Service**

**40-50%
Average
Gross Profit**

Low Risk
Minimized Risk
Management

WHY CHOOSE US ?



Chef-Less Model

Chai Nimki operates on a chef-less business model, eliminating the need for skilled chefs. Standardized recipes and ready-to-use processes ensure consistent taste across all outlets while reducing manpower dependency and operating costs.

Easy to Operate

Our simple and streamlined operations make Chai Nimki an easy-to-run business. With minimal equipment, a limited yet high-demand menu, and clear SOP's, even first-time entrepreneurs can manage the outlet smoothly.

Low Operating Cost

Fewer staff requirements and efficient processes help keep operational expenses low, resulting in higher profitability.

Consistent Quality

Centralized sourcing and standardized preparation ensure uniform taste, hygiene, and quality at every outlet.

High Demand Product

Chai is a daily-consumption product with repeat customers, ensuring steady sales throughout the year.



CHAI NIMKI INVESTMENT MODEL

Total Investment: ₹3,51,000

Area Required: 250 sq. ft. (Minimum)

One-Time Investment Model

No Royalty Fees

Chef-Less Model (Easy to Operate)

Low Investment – One of the Most Affordable Setup Cost Plans in India

Profit Margin: 40% – 50%

No Hidden Charges or Fees

FRANCHISE APPLICATION & PROCESS



1 Inquiry Submission

Fill out the franchise application form or contact our franchise team for initial details.



2 Discussion & Approval

Our team reviews your application and discusses location, requirements, and investment details.



3 Franchise Cost Payment

Pay 25% of the total franchise cost at the time of booking

The remaining amount must be paid within 8 to 10 days of confirmation.



4 Site Visit & Finalization

We assist you in choosing the perfect location and finalize the franchise agreement.



5 Grand Opening

Launch your Chai Nimki Outlet Counter and start serving desi happiness!

WHAT YOU GET ? CHAI NIMKI FRANCHISE

Branding & Setup

Chai Nimki Brand Board & Complete Branding
Menu Board with LED Light
Wooden Cash Counter
32 Inch LED TV
Tea Table
Steel Table

Kitchen & Beverage Equipment

Steel Table Top Gas Burner
Induction Stove
Hilton Beverage Dispenser
Press Tea Pot (4 Liters)
Steel Tea Pots (3 Nos)
Steel Tea Strainers (2 Nos)
Mixer Grinder
Cold Drink Freezer

Serving & Storage Items

Plastic Containers (12 Nos)
Acrylic Containers (6 Nos)
Plastic Trays – Small & Big (4 Nos)
Tissue Holders (2 Nos)
Stone Lighters (2 Nos)

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Cups & Glassware

50 ml Cups – 100 Nos
80 ml Cups – 50 Nos
50 ml Tea Glasses – 14 Nos
Kulhad – 450 Nos
CCTV CAMERA – 4 Nos
Pen Drive
Diary
Pens (2 Nos)

Furniture & Miscellaneous

Staff T-Shirts (4 Nos)
Dust Bins (2 Nos)
Chair (1 No)
Round Tables (2 Nos)
Chairs (8 Nos)

Sop

- Following the Chaii Nimki SOP is mandatory for all franchise outlets.
- All outlets must maintain the same taste, quality, service, and hygiene standards at all times.
- Any change or modification to approved recipes is strictly not allowed.
- Only brand-approved raw materials, processes, and procedures must be used.
- Wearing staff uniform and cap is compulsory during working hours.
- Proper cleanliness, hygiene, and food safety standards must be maintained at the outlet.
- Selling any unapproved or non-authorized items without prior written permission from the brand is strictly prohibited.
- Any activity that goes against Chaii Nimki brand guidelines will not be permitted.

Terms & Condition:

- No Hidden cost
- All payments made are Non-Refundable.
- You have to buy Tea Masala & Dry Nasta Items, instant mixes, packaging materials etc from the company only.
- Materials get dispatched within 1 or 2 days of final payment.
- Chai Nimki Outlate will be opened only after the agreement is signed.

MENU



SUGAR TEA

Regular Tea
Masala Tea
Amrutul Masala Tea
Rajwadi Tea
Tikhi Tea
Gulab Tea
Elaichi Tea
Adrak Tea
Adrak Elaichi Tea
Chocolate Tea
Basundi Tea

HEALTHY TEA

Leamon Tea
Regular Green Tea
Masala Green Tea
Gud Adrak Kadda

COFFEE

Regular Hot Coffee
Black Coffee
Cold Coffee
Elaichi Hot Coffee

GUD COFFEE

Regular Gud Hot Coffee
Gud Cold Coffee
Gud Elaychi Coffee
Gud Adrak Black Coffee

GUD CHAI

Regular Gud Tea
Rajwadi Gud Tea
Masala Gud Tea
Amrutul Masala Gud Tea
Tikhi Gud Tea
Gulab Gud Tea
Elaichi Gud Tea
Adrak Gud Tea
Adrak Elaichi Gud Tea
Chocolate Gud Tea
Basundi Gud Tea

SHACK

Kesar Milk Shack
Gulab Milk Shack
Mango Milk Shack
Sitafal Milk Shack

NIMKI

Nimki
Masala Nimki
Peri Peri nimki
Pudina Nimki
Sweet Nimki
Gud Nimki

KACHORI

Dry Kachori
Dry Kachori with Chutney
Dry Kachori Chaat
Sev Chatni Kachori

SAMOSA

Dry samosa
Dry Samosa with Chutney
Dry Samosa Chaat
Sev Chatni Samosa

PAPDI

Regular Papdi
Masala Papdi
Tikhi papdi
Peri Peri masala Papdi
Pudina Papdi
Papdi Chaat

BHEL

Indori Bhel
Bombay Bhel
Chatpati namkeen Bhel
Gujarati Bhel





THANK YOU

**Feel Free To Reach Us Incase Of Any Queries In
Regards To This Proposal**

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