



चहा हाऊस

ठिकाण एक, चहा अनेक

BUSINESS PROPOSAL 2025



FROM THE HOUSE OF VARDHAMAN GROUP OF INDIA



About Us

- Director - Vardhaman Bamb
- Established in 2019, Chaha House has grown rapidly with over 100 outlets across various locations.
- Chaha House is a vibrant tea house focused on exceptional Varieties of tea experiences.
 - Motive is to create a welcoming heaven for tea lovers of all ages with high-quality brews, bakery products , continental dishes and delicious snacks.
 - A place where the art of tea is celebrated and cherished
- Vardhaman Group delivers high-quality tea and tea powder directly from tea gardens with the "Garden to Cup" concept
- Provides a unique entrepreneurial opportunity with low investment and high returns.

Mission

To provide a one-stop solution for customers cravings with varieties of authentic teas, appetizing drinks & snacks “From Garden to Cup. “Food with taste concept at a reasonable price and excellent service with hygiene.

Vision

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

• The Facilities We Provide •



Manpower Solutions



Variety of Products



Store Monitoring



Store Operation
Management Training



Minimum Investment,
High Return



Seasonal Product
Launching



Technical and
Marketing Support



Customized Concept
Designing & Store Set up



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• Chaha House Model •

TYPE	DETAILS
Brand Name	Chaha House
Industry	Foods & Beverages
Founded	2019
Project By	Vardhaman Group Of India
Corporate Office & Factory	Akurdi, Pune, Maharashtra, India 411035.
Models	FOFO (Franchisee own Franchisee operated)
Menu Offering	Varieties Of Chai , Black Tea , Healthy Tea , Coffee , Snacks, Sarbat, Hot & Cold Beverages, Milk Shakes, Cakes & Cookies.
website	chahahouse.com

TYPE OF FEE	COST AND OTHER DETAILS
Floor Area	Min. 250 Sq. Ft.
Store Ambiance, Interiors & Concept Cost	Rs. 5 - 6 Lacs (As Per Floor Area)
Machinery & Equipment	Rs. 2 - 3 Lacs (As Per Floor Area)
IT Support & Online Platforms	1 Lacs
Agreement Period	6 Years, Renewable
Total Initial Investment	Rs. 8 - 10 Lacs
ROI	15 - 18 Month

Note: 1. Setup cost may vary as per store conditions.
2. GST Extra as actual.



• Chaha House Store •



Chaha House Menu

Chaha

- Elayachi Gulacha Chaha .. ₹20
- Sugar Less Chaha ₹20
- CH Kadak Chaha ₹25
- Keshar Chaha ₹30



Dum Chaha
₹10



Masala Chaha
₹12



Gulacha Chaha
₹15

Black Tea

- Rose Black Tea ₹25
- Masala Lemon Tea ₹30
- Hibiscus Tea ₹30



Lemon Tea
₹25

Healthy Teas



Green Tea
₹25



Detox Tea
₹30

Sarbat

- Limboo Sarbat ₹15
- Desi Jeera Sarbat ₹25
- Orange sarbat ₹25
- Kala Khatta Sarbat ₹25



Aam Panna Sarbat
₹25



Masala Peru Sarbat
₹25

Coffee

- Caremal Jaggery Coffee . ₹30



Classic Hot Coffee
₹25

Hot & Cold Beverages

- Masala Tak ₹20
- Sweet Lassi ₹45
- Hot Chocolate ₹45
- Hot Bornvita ₹45



Cold Coffee
₹45



Lemon Grass Ice Tea
₹45

PARCEL CHARGES EXTRA Rs. 5



MENU



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Chaha House Menu

Milk Shakes

- Badam Milk Shake ₹55
- Chocolate Milk Shake ₹55
- Pista Milk Shake ₹55
- Strawberry Milk Shake ... ₹55



**Rose
Milk Shake**
₹55



**Mango
Milk Shake**
₹55



**Oreo
Milk Shake**
₹55

Snacks

- Jumbo Vadapav ₹20
- Upma ₹25
- Pineapple Sheera ₹25
- Cream Bun ₹25
- Bun Maska ₹40
- Kanda Bhaji ₹40
- Batata Bhaji ₹40
- Sabudana Vada ₹40



**Crunchy
Vadapav**
₹20



Pohe
₹25



**Punjabi Mini
Samosa (2 Pcs)**
₹25



**Puneri
Bhel**
₹45

Cakes & Cookies

- Chocolate Crunch Cookies ₹6
- Jaggery Oats Cookies ... ₹6
- Coconut Cookies ₹6
- Karela Cookies ₹6
- Pista Cookies ₹6
- Makkhanwala Toast ₹6
- Butter Khari ₹6
- Almond Slice Cake ₹10
- Frutilla Finger Cake ₹12
- Crispy Cream Roll ₹12



Tea Powders

- Vardhaman CTC ₹100
- Vardhaman Masala Tea . ₹120
- Green Tea ₹150



PARCEL CHARGES EXTRA Rs. 5

PARCEL CHARGES EXTRA Rs. 5



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• The Setup •

Location Selection

Identify and secure a strategic/ prime location.

Legal Formalities

Complete all necessary legal and regulatory requirements.

Interior Design

Design the interior space to reflect the brand's ambiance and theme.

Staff Training

Train staff in operations, customer service, and menu preparation.

Setup Installation

Install necessary equipment for Concept preparation

Inventory Procurement

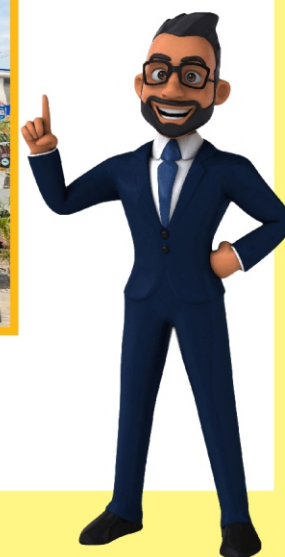
Stock up on initial inventory of tea products and supplies.



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• Chaha House Stores •



• Franchise Inauguration Procedure •

Initial Consultation

This is the first meeting where you discuss the franchise opportunity with potential franchisees. You would typically go over the franchise model, requirements, financial expectations, and support provided by the franchisor.

Site Visit and Approval

Once a potential location is identified we evaluate it to ensure it meets the brand's requirements and standards. Factors such as visibility, accessibility, demographics, and competition in the area are considered.

Agreement Signing

After the site is approved, both parties finalize the franchise agreement. This document outlines the terms of the franchise relationship, including investment, duration, and other points.

Store Interior Work

Once the agreement is signed, the store interior work is initiated. This involves interior design, layout planning, and ensuring the store meets the brand's aesthetic and operational standards.

Training and Setup

We will provide comprehensive training to the franchisee and key staff members. This training covers product knowledge, operational procedures, customer service standards, and other aspects crucial for running the franchise successfully.

Online and Offline Marketing

Marketing efforts are crucial to attract customers to the new franchise location. We will provide marketing materials, strategies, and support to help the franchisee launch effective campaigns both online (digital marketing) and offline (traditional advertising).

Event for Grand Opening

A grand opening event marks the official launch of the franchise location. To execute this event, which typically includes promotional activities, giveaways, special offers, and other initiatives to attract customers and create buzz in the community.



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PUNE HEAD OFFICE

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MIDC, Akurdi, Pune 411035. Maharashtra. INDIA.

MUMBAI OFFICE & WAREHOUSE

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