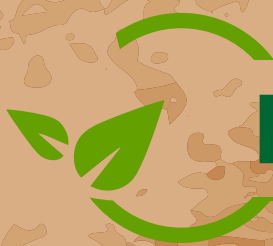




**NAMO CHAI**

By NAABAA

**Quick Service Café**



**PRIDE OF INDIA | CHAI FOR ALL**

Follow Us On:    [info@namochai.com](mailto:info@namochai.com) | [www.namochai.com](http://www.namochai.com)

ABOUT  
US

Namochai is an Indian cafe that focuses on tea-based beverages. Namochai was founded in 2020 in Bengaluru, India. We offer a variety of tea and beverages with some snacks as well. We provide the best taste of tea & coffee at best prices. We always try to provide the best experience and complete satisfaction to our customers through our variety of food & beverages.



Narendra Babu Kalahasthi  
Founder of Namochai

Founder of Cuppa Cafe Chain

[2008 - 2013] In this period expanded from 1 to 42 Cafes (Franchise Model) PAN INDIA

## Why Choose Us?

We offer an exceptional quality products, standard service and hospitality which is essential for growth.

We have flexible business options that would match a prospect's desire for development. We're the right partner for you!





## Vision

To be the largest and Best Tea Shop franchise network of India. With our unique and best Tea products, we want to be part of every city across India and to generate maximum profit for our proud franchise owners.



## Mission

- Always provide exceptional service to our valued customers
- Provide the highest quality menu items at a price everyone can afford and enjoy.
- Keep operating costs low and ensure you have great systems in place and never stop improving.



## Values

- Hygiene and Cleanliness
- Service Quality
- Guarantee Customer Satisfaction



# Q&A



— PRIDE OF INDIA | CHAI FOR ALL —

## Area required for Namochai ?

**Ans:** You will need Minimum of around 150 Sqft of space.

## How to become a franchise of Namochai ?

**Ans:** You can contact us on 98455 53595 for a detailed explanation and guidance.

## Can I get the required Equipment ?

**Ans:** Yes, we will provide you with all the branded equipments.

## COST and Documents ?

**Ans:** The Franchise amount will be Rs. 10,00,000/-.

## Will you provide the required raw materials ?

**Ans:** Yes, we will provide the required raw materials. A few stock should be purchased by the franchise which are available locally.

## What about Snacks ?

**Ans:** The Franchise will provide snacks.

## Will you provide staff for the stall ?

**Ans:** No, the Franchise have to hire staff on their own.

## Can we use our equipment like glasses ?

**Ans:** No, we will provide with all the equipments.

## What about the competition ?

**Ans:** We will provide necessary guidance to grow the business.

## How long does our agreement last ?

**Ans:** Initial agreement will be of 3 years, it can be renewed on Terms & Conditions

## Will the Franchise Amount refunded ?

**Ans:** The amount will not be refunded.

## HIRING AND STAFF

The youth needs employment and we should provided them, which will help them earn either pocket money for part-time job or Monthly Salary for full time job according to their preferences.



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# Fresh Tea Leaves From Garden





# MENU CUSTOMIZATION

We at Namochai give you option to customize your Café Menu as per your need and give you freedom to add or remove any item from the menu to suit your style of operations.

**Namochai gives you freedom to have**



**Select an All Pure  
Veg Menu**

**Add any Local  
Cuisine or Items to  
Boost Sales as per  
your Local Area**



### Tea with Milk



Irani Chai .....	₹ 20
Kadak Tea .....	₹ 20
Ginger Tea .....	₹ 20
Masala Tea .....	₹ 20
Elachi Tea .....	₹ 20
Cinnamon Tea .....	₹ 20

Filter Coffee .....	₹ 25
Instant Coffee .....	₹ 30
Dark Chocolate .....	₹ 40
Vanilla Cream .....	₹ 40
Irish Cream .....	₹ 40
Coconut Coffee .....	₹ 40
Almond Coffee .....	₹ 40
Hazelnut Coffee .....	₹ 40
Swiss Chocolate.....	₹ 40

### Hot Coffee



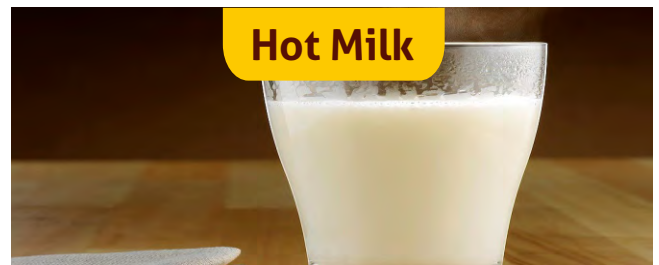
Green Tea .....	₹ 20
Lemon Tea .....	₹ 20
Apple Tea .....	₹ 20
Sulaimani Tea .....	₹ 20
Mango & Peach Tea .....	₹ 20
Peach Passion .....	₹ 20

### Herbal Tea Without Milk



Boost .....	₹ 30
Horlicks .....	₹ 30
Hot Chocolate .....	₹ 30
Bournvita .....	₹ 30

### Hot Milk



### Ayurvedic Hot Milk



Badam Milk .....	₹ 20
Turmeric Mix .....	₹ 20
Saffron .....	₹ 20
Morning Java .....	₹ 20

### Special Green Tea



Green Tea Leaves .....	₹ 20
Masala Tea .....	₹ 15
Ginger Tea .....	₹ 15
Lemon Green Tea .....	₹ 15
Grape Green Tea .....	₹ 20
Watermelon Green Tea .....	₹ 20
Cinnamon Green Tea .....	₹ 20
Cardamon Green Tea .....	₹ 20
Strawberry Green Tea .....	₹ 20

Lemon .....	₹ 60
Peach Passion .....	₹ 60
Strawberry Berry .....	₹ 60
Grape .....	₹ 60
Apple Cinnamon .....	₹ 60
Green Mango .....	₹ 60
Earl Grey .....	₹ 60
Green Tea Peppermint .....	₹ 60

### Ice Tea



Oreo Coffee .....	₹ 60
Nutella Coffee .....	₹ 60
Vanilla Cream Coffee .....	₹ 60
Dark Chocolate Coffee .....	₹ 60
Hazelnut Coffee .....	₹ 60
Almond Coffee .....	₹ 60
Coconut Coffee .....	₹ 60
Irish Coffee .....	₹ 60

### Cold Coffee



Lime Water .....	₹ 20
Nannari .....	₹ 20
Lassi .....	₹ 25
Sabja Water .....	₹ 20
Butter Milk .....	₹ 20

### Pure Energy Drink







- Peach & Passion Fruit ..... ₹ 70
- Lemon & Mint ..... ₹ 70
- Grape ..... ₹ 70
- Apple Cinnamon ..... ₹ 70
- Green Tea & Coconut ..... ₹ 70
- Lychee ..... ₹ 70
- Raspberry ..... ₹ 70
- Kiwi ..... ₹ 70
- Vanilla ..... ₹ 70

- Pink Guva ..... ₹ 70
- Oreo ..... ₹ 70
- Blueberry ..... ₹ 70
- Kiwi Strawberry ..... ₹ 70
- Triple Berry ..... ₹ 70
- Pan Shake ..... ₹ 70
- Banana Peanut Butter ..... ₹ 70



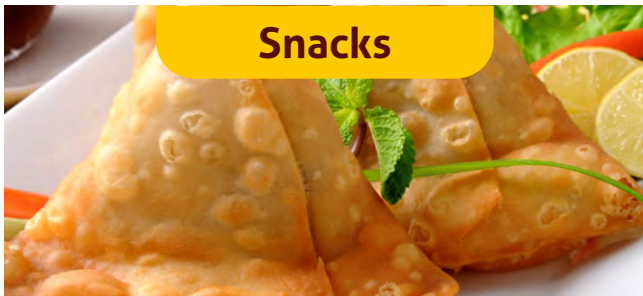
- Blue Hawaii ..... ₹ 70
- Mojito Mint ..... ₹ 70
- Rose & Cardamom ..... ₹ 70
- Watermelon & Tulsi ..... ₹ 70
- Passion Berry ..... ₹ 70
- Razzy ..... ₹ 70





- Plain ..... ₹ 49
- Peri Peri ..... ₹ 59
- Lemon Chilli ..... ₹ 85
- Extra Hot & Spicy ..... ₹ 70

- Masala Peanut ..... ₹ 49
- Kurkure Chat ..... ₹ 45
- Corn Chat ..... ₹ 40



## Biscuits | Samosa

- Guava ..... ₹ 20
- Water Melon ..... ₹ 20
- Banana ..... ₹ 25
- Mango ..... ₹ 20



**Going Eco-Friendly,  
no more plastic waste around us.**



# Namochai Kitchen Equipments



Tea Boiler



Deep Freezer  
( 150 to 250 Liters)



Refrigerator  
( 150 to 250 Liters)



Filter Coffee Boiler



Micro Oven



Hand Blenders



Fryer 8 Liters



Induction Electric Stove



Mixer Set

BRANDED  
EQUIPMENTS  
USED FOR DEEP  
FREEZER | FRIDGE |  
CHOPPER | OVEN | BLENDERS





# Raw Material's for Store

## Tea Pre Mix Flavours

Tea Powder	15 Kgs
Irani Mix	1 Kg
Masala Flavour	1 Kg
Cardamom Flavour Brust	1 Kg
Elachi	1 Kg
Watermelon Flavour Brust	1 Kg
Guava Flavour Brust	1 Kg
Mango Flavour Brust	1 Kg
Banana Flavour Brust	1 Kg

## Fruit Mix Bubble Boba

Peach Fruit Tea	1 Kg
Lemon Fruit Tea	1 Kg
Grape Fruit Tea	1 Kg
Apple Cinnamon Tea	1 Kg
Coconut Bubble Mix	1 Kg
Lychee Bubble Mix	1 Kg
Green Apple Instant	1 Kg
Raspberry Bubble Mix	1 Kg
Kiwi Bubble Mix	1 Kg

## Milk Mix Bubble Boba

Water Melon Bubble Tea Mix	1 Kg
Nutty Taro Syrup	1 Kg
Taro Base Mix Bubble Tea	1 Kg
Bubblegum Bubble Tea	1 Kg
Thai Tea Bubble	1 Kg
French Vanilla	1 Kg
Banana Bubble Mix	1 Kg
Strawberry Bubble Mix	1 Kg
Hong Kong Bubble Mix	1 Kg

## Milk Shakes Mix Syrup

Pink Guava Syrup	1 Kg
Oreo Grape Base	1 Kg
Blue Berry Mix	1 Kg
Kiwi Strawberry	1 Kg
Pan Milkshake	1 Kg
Banana Milkshake	1 Kg

## Coffee Flavours

Anna Filter Mix	1 Kg
Instant Coffee	1 Kg
Dark Chocolate 2in1	1 Kg
Vanilla Cream Coffee 2in1	1 Kg
Irish Cream Coffee 2in1	1 Kg
Hazelnut Coffee 2in1	1 Kg
Almond Coffee 2in1	1 Kg
Coconut Freeze Coffee 2in1	1 Kg

## Instant Tea's Flavour

Regular Green Tea	1 Kg
Masala Instant Black Tea	1 Kg
Ginger Instant Black Tea	1 Kg
Lemon Instant Black Tea	1 Kg
Grape Instant Black Tea	1 Kg
Watermelon Instant Black Tea	1 Kg
Instant Black Tea	1 Kg
Cinnamon Instant Black Tea	1 Kg
Cardamom Instant Black Tea	1 Kg
Strawberry Instant Black Tea	1 Kg
Apple Cinnamon Instant Green Tea	1 Kg
Sulaimani Instant Green Tea	1 Kg
Mango & Peach Instant Green Tea	1 Kg
Lychee Instant Green Tea	1 Kg
Peach & Passion Instant Green Tea	1 Kg
Kashmir Khava Instant Green Tea	1 Kg
Instant Green Tea	1 Kg

## Mojitos Mix

Blue Curacao	500 ML
Mojito Mint	500 ML
Sweet and Sour	500 ML
Rose Syrup	500 ML
Cardamom Syrup	500 ML
Watermelon Syrup	500 ML
Passion Fruit	500 ML
Raspberry Syrup	500 ML

## Ice Tea Instant Flavour

Lemon Mint Ice Tea	1 Kg
Peach Passion Ice Tea	1 Kg
Strawberry Raspberry	1 Kg
Grape Instant Green Tea	1 Kg
Apple Cinnamon Green Tea	1 Kg
Green Mango Black Tea	1 Kg
Earl Grey Black Tea	1 Kg
Spearmint Green	1 Kg

## Ayurvedic Pre Mix

Turmeric Mix	1 Kg
Morning Java	1 Kg
Saffron	1 Kg
Badam	1 Kg

## Hot Milk

Boost	1 Packet
Horlicks	1 Packet
Hot Chocolate	1 Packet
Bournvita	1 Packet





# Franchise Equipment

## Equipment for Kitchen

Milk Jars	2
Spoon Large	4
Knife	1
Lemon Squeezer	1
Potato Peeler	1
Tea Strainer	2
Scissor	1
1/8 Steel Container	1
1/4 Steel Container with Caps	2
Peg Measure 1 Bar Spoon Big	1

## Plastic Material

100 ML Measuring Jar	1
25 ML Measuring Jar	1
Transparent Lock Boxes	65
Squeeze Bottle	1
Chopping Board	1
Scrub Pad	1 Pck
7.5 ML Measuring Spoon	20
20 ML Measuring Spoon	20
Round Container	25
Dust Pan	2
Serving Trays	4
Ice Cream Scooper	1
Ice Trays	15
Rotating Organizer	2

## Cleaning Purpose

Dust Bin Bags	15
Cleaner for Floor	1
Glass Cleaner	1
Dish Wash	1
Pac Wipes Small	1
Cleaning Mop	1
Broom Stick	1
Hand Wash Cleaner	1
Dust Bin	1
Dust Bin Large	2

## Bubble Tea's & Tea's Disposable

Biscute Cups	2 Cases
Ceramic Tea Cups	35
90 ML Tea Paper Cups	2000
Tissue	2 Pac
250 ML Cups	1 Case
Paper Lids	2 Packets
Carry Bags	2 Packets
Straws	1 Packet

## Menu Board LED

## Main Board LED - 10 x 3

Wall Stickers | Room Painting | Hot Display



# ROI on Sales Projection

Prices Changes from Place to Place - We at Namu Chai will advice you the best Possible Pricing Structure to get Maximum sales but Final Decision on the Menu MRP will be yours.

DESCRIPTION	CASE - 1	CASE - 2	CASE - 3	CASE - 4	CASE - 5
<b>TOTAL REVENUE</b>					
Avg Per Day Sale	5,000	7,000	10,000	11,000	12,000
Time Frame	1st - 2nd Month	2nd - 4th Month	4th - 6th Month	6th - 8th Month	8th - 10th Month
<b>TOTAL REVENUE</b>	<b>1,50,000/-</b>	<b>2,10,000/-</b>	<b>3,00,000/-</b>	<b>3,30,000/-</b>	<b>3,60,000/-</b>
<b>TOTAL EXPENSES</b>					
RENT	25,000	25,000	25,000	25,000	25,000
STAFF	30,000	30,000	30,000	30,000	30,000
40 % RAW MATERIAL	60,000	84,000	1,20,000	1,32,000	1,44,000
ROYALTY@ 8%	12,000	16,800	24,000	26,400	28,800
ELECTRICITY	3,000	4,000	5,000	6,000	8,000
<b>Total Expenses</b>	<b>1,30,000</b>	<b>1,59,800</b>	<b>2,04,000</b>	<b>2,19,400</b>	<b>2,35,800</b>
<b>Profit Per Month</b>	<b>20,000</b>	<b>50,200</b>	<b>96,000</b>	<b>1,10,600</b>	<b>1,24,200</b>

**Disclaimer:** This report is the expected trajectory of the sales and does not represent any direct numbers in sales and numbers. Profit and expenses are calculated based on the assumptions we made from the nearby franchises and experiences and from other sources. The profit may be affected by different aspects like location, pricing, service, Demographics, paying capacity of the people in the location. It is advised to the franchise to talk to the Franchiser about the profit margin and the business strategy from time to time.

# Franchise Application Process



## Step - 01

Franchise Booking to be done with a deposit of Rs. 2,00,000/- in Favor of Namochai



## Step - 02

Welcome Mail is sent to you of the Official Franchise Agreement, which is to be signed & send back to the Company



## Step - 03

Café Design and Layout Plan will be send and our staff will visit the place



## Step - 04

After 10 Days pay 8 Lakhs (7 Lakhs + 1 Lakh Inventory) to the company. Company will dispatch all material and complete the entire Café interiors within 15 days and hand it over to the franchise



## Step - 05

Online Marketing Swiggy / Zomato / Local Apps Registration with Integration on Namochai Link Page



## Step - 06

Training will be given one week before Opening of the Store

# Why Choose Namo Chai ?



**Chef Less Model**

Easy to Operate



**Quickest ROI**

Return on Investment in 8 - 10 Months



**0% Wastage**

Unique Efficient Raw Materials



**Low Investment**

Most Affordable Setup cost Pan India



**60 - 80 %**

Average Gross Profit



**Low Risk**

Minimized Risk Management



**No GAS Cooking**



**Tech Enabled**

Data & Inventory Management

No Hidden  
**FEEES**

**100%**  
Transparency



# Our Standard Operating Procedure



Digital Software



Automatic Receipts Generation



Total Cost will be calculated Automatically



Digital Marketing  
FB, Insta, Twitter



Customized Database



Local Marketing, Apps  
Like Swigy, Zomato

## TERMS & CONDITIONS

- 1. Franchise Initial Agreement will be of 3 Years**
- 2. Agreement can be Renewed on payment of 5% for next 3 years**
- 3. 8% Royalty will be charged on Income**
- 4. All material will be despatched within one week after 80% of the payment.**
- 5. Raw Materials will be given by the company**
- 6. All Payments are non-refundable**
- 7. All Taxes Extra**





## Booking Details

Account Details : For NEFT / RTGS / IMPS / Cash Deposits

Bank Name : ICICI

Account Name : NAABAA CAFE PVT LTD

Account Number : 272305001435

IFSC Code: ICIC0002723

Branch: Harlur Road Branch, Bengaluru, Karnataka 560102.

## Online Payment (Credit / Debit Card / Net Banking)



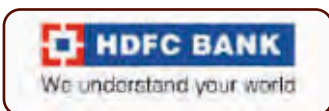
### CREDIT CARD EMI AVAILABLE

3 Months

6 Months

12 Months

## Supported Banks for CREDIT CARD EMI



# Thank You!

for any queries Call

**98455 53595**



No. 1007, 4th Floor, Sai Arcade, Next to Bank of Baroda,  
Sector-1, HSR Layout, Bangalore 560 102.

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