

बदनाम चाय

अस्सल बनारसी कुल्हड वाली चहा

WE ARE INVITING ALL OUR ENTREPRENEUR FRIENDS WHO DREAM OF OWNING A BUSINESS INTO OUR BADNAAM FAMILY!

Badnaam Chai is a new age brand quickly becoming popular in beverages industry among the millennials and Gen Z across cities. Our success story is illustrated by the 7,00,000+ Chai that we have sold across our outlets in a short span of time. We currently have outlets across Pune & Aurangabad. More coming up soon in Mumbai, Navi Mumbai, Nashik, Patna & Delhi.



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www.badnaamchai.com

Specialties of Badnaam Chai



Unique Taste

Your favourite Badnaam Chai is made up of our proprietary blend of finest Assam tea leaves and rich fat milk along with the homemade mix of our magic masala. We hold a promise to maintain the same taste in every outlet!



Kulhad wali Chai

The above magic is served in the clean kulhad made up of terracotta soil for the ultimate experience. This gives you the experience of tasting something heavenly with every sip which has the aroma of soil of the first rains!



Youth Culture

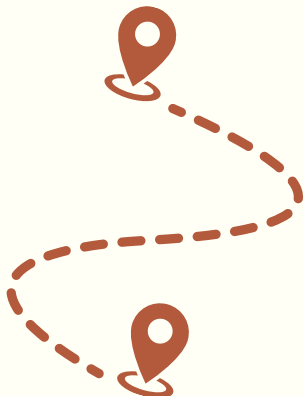
Badnaam Chai is the the symbol of courageous and hardworking youth chasing their dreams. While we target the young audience with our unique social media and offline strategies, we often get visited by the overall demographics, adding up to the profits!



Profitable Business Model

We have designed our products, menu and pricing range in such a way that it facilitates a good enough margin which helps the business owner to breakeven earlier. We aim to make our franchisees more profitable as a part of brand building strategy!

Our Story



Do you know what's the most amazing smell in the world?

It's the smell of the raw soil just after the first rain. The founders of Badnaam Chai have liked this smell since childhood. As lovers of the various teas we've tried while residing in various regions of the nation, we made the decision to introduce a new delightful flavour. When we set out to open the Tea Business, we faced a lot of opposition on the opinion that an educated group of youngsters shouldn't be a simple chai-wallas and if done so, we will ruin (badnaam) the family traditions. Well, the rest is history :)

Supply Chain
& Raw Materials

Product Training
& Staff Assistance

Marketing &
Brand Value

Benefits of partnering with a Brand

Tea is the most consumed liquid after water in India and we have decided to bring the professional corporate-like culture in this industry. Hygiene, cleanliness, supply chain management, people serving at the counters, creative marketing & most importantly an amazingly tasting product! That's what makes us a standout brand!!

Fast Breakeven
& Profitability

Shop Setup &
Efficient Use of space
for max revenue

The
Network
Effect

The Badnaam Menu



Hot Beverages

Badnaam Special
₹ 15



Elaichi Chai
₹ 15



Badnaam Cut
₹ 10



Chocolate Chai
₹ 15



Lemon Tea
₹ 20



Hot Coffee
₹ 20



Gud ki Chai
₹ 15



Green Tea
₹ 20



Filter Coffee
₹ 30



Quick Snacks

Bun Muska
₹ 35



Masala Maggi
₹ 35



Rolls
₹ 25



Cheese Maggi
₹ 45



Masala Fries
₹ 70



Special Maggi
₹ 60



Coolers

Cold Coffee
₹ 50



Blueberry Frappe
₹ 80



Gulkand Shake
₹ 70



Hot Chocolate
₹ 55



Chocolate Frappe
₹ 80



Mango Shake
₹ 70



Franchise Model 1: Outlet



Space Required: 150–200 Sq. Ft.

Front Open Space: 50 Sq. ft.

Infrastructure	
Description	Cost
Civil + Plumbing + Electrical + Interior Work	62,000
JINDAL Steel Furniture	180000
Signboards + Lollipop + Banners + Standees	40000
CCTV + Music Systems + Lighting	9000
POS System + Printer + Cash Drawer	35000
SUB-TOTAL	Rs. 3,26,000
Kitchen Setup	
Description	Cost
Kitchen Equipments	86000
Optimized Storage Spaces & Racking	42000
Serving Platters + Takeaway packaging	30000
Utensils + Cleaning Essentials	5000
Raw Material (Opening Stock)	FREE
Staff Orientation and Training	FREE
Staff Uniform	FREE
SUB-TOTAL	Rs. 1,63,000
Others	
Description	Cost
Social Media Marketing Package	25000
Miscellaneous	20000
Total Investment	Rs. 5,34,000 (excluding GST)
Expected Gross Profit per Month	Rs. 1,44,000

The average gross margin for our entire menu is 48%

(Meaning even if you make a sale of just Rs.9000 per day,
your monthly gross profit would be Rs. 1,30,000)

Franchise Model 2: Cafe



Space Required: 500–800 Sq. Ft.

Front Open Space and parking space required

Infrastructure	
Description	Cost
Civil + Plumbing + Electrical + Interior Work	122000
Furniture + Fixtures + Counters + Wooden Work	280000
Interior Design + Internal Branding + Lighting	190000
Dining Furniture + Specialized Tables, Chairs	160000
Signboards + Lollipop + Banners + Standees	120000
CCTV + Music Systems	16000
POS System + Printer + Cash Drawer	35000
SUB-TOTAL	Rs. 9,23,000
Kitchen Setup	
Description	Cost
Kitchen Equipments	120000
Storage Spaces & Racking, Partitions	72000
JINDAL Stainless Steel Cabinets	45000
Serving Platters + Takeaway packaging	30000
Utensils + Cleaning Essentials	10000
Raw Material (Opening Stock)	FREE
Staff Orientation and Training	FREE
Staff Uniform	FREE
SUB-TOTAL	Rs. 2,77,000
Others	
Description	Cost
Social Media Marketing Package	25000
Miscellaneous	20000
Total Investment	Rs. 12,45,000 (excluding GST)
Expected Gross Profit per Month	Rs. 2,10,500

The average gross margin for our extended menu is 55%

(Please note that the menu items, pricing and margins may vary depending on the franchise model and the location chosen)

Franchise Fees

Badnaam Chai delivers a powerful array of brand services, encompassing brand usage, organic visibility, online and offline marketing campaigns, along with top-notch call, chat, and mail-based support, as well as valuable education and assistance. All of this along with the brand usage licence is available to franchisees at an unbeatable franchise fees of just **Rs. 1,00,000 !!**

No sneaky royalties, no hidden charges whatsoever!

It's all included, right here, right now!

Terms & Conditions

- The above financial working is for the generic understanding of Badnaam Chai's franchise model. The actual costs may vary based on the location, placement and area of the shop.
- Franchise tenure is 5 years. After which the franchisee can renew the term.
- It takes minimum of 20-30 days to setup the outlet/cafe once location of the shop and final agreement agreement is signed.
- Franchise has to take all the raw material (including tea-powder, sugar, masala, etc) and kulhad from Badnaam Chai or the brands chosen by Badnaam Chai.
- Franchise has to do the interior and exterior work of the outlet from Badnaam Chai appointed agency only unless agreed upon otherwise.
- Franchisees have the freedom of keeping the snacks items as per their choice. Franchisees also have the freedom of keeping ceramic tea cups of their choice along with the prescribed kulhads and papercups.
- Other important terms & conditions will be specified in the final legal agreement between Badnaam Chai and the franchisee.

Team Badnaam is ultimately focused on brand building and we wish to create happening and fun places around the town hosting events, concerts, social initiatives and things which add value to our society. The only question is do you want to be a part of this exciting journey?