



**Chaat Puchka**  
Great taste great feeling

**We deliver awesome services and we are committed to create better customer experience.**

India's most awaited street food brand, the Chaat Puchka



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## Mission and vision

Our mission is to make smile on everybody's face who is associated with us directly or indirectly. We respect all stakeholders and deliver the best.

Our vision is to become world's most valuable brands in terms of customer service and innovation. In addition we want to take Indian street food to the international market.

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## About us

- ❑ Chaat Puchka is Indore based street food brand which is incorporated with a motto to deliver hygienic and fresh cuisines in organized format.
- ❑ We are new to the foodservice industry, and we take pride to bring new concept, unique recipes and effective customer experience.
- ❑ We offer wide range of street foods and our menu is highly customized.
- ❑ We also include local recipes in menu with a different version.

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## Why we are best

- ❑ Innovative business model
- ❑ Modern-day version of local street foods
- ❑ Outstanding services
- ❑ Flexible work environment
- ❑ High return & profit margin
- ❑ Assistance in store related activities



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## Our Inspiration

Chaats Puchka is result of tremendous research and hard work. we want to create values and better environment where everyone enjoy fresh and hygienic cuisines.

In addition, we have strong team of digital marketing, sales and operations.

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## Why Franchise with us

- ❑ We provide guidance and support to franchisees, even inexperience individuals can also start their own business.
- ❑ Assistance in staff recruitment
- ❑ Extensive training program
- ❑ Opportunity to work with ground-breaking brand
- ❑ Site selection Assistance
- ❑ Post opening support
- ❑ Digital marketing support
- ❑ Standard Operating procedure



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## FOFO Model

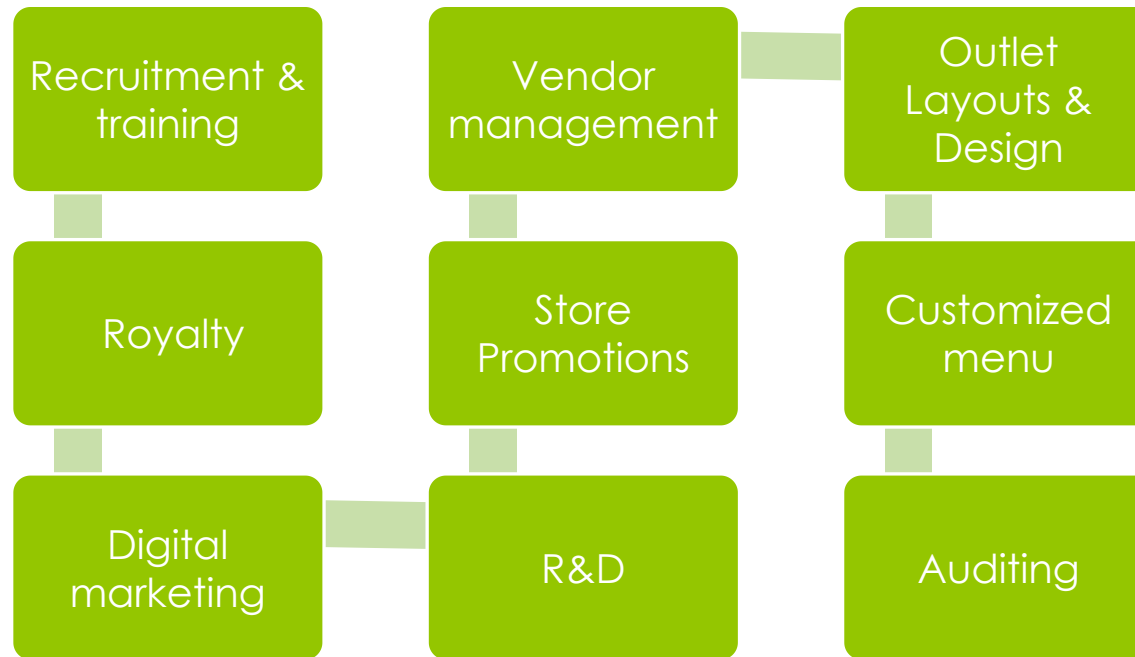
- ❑ Franchise owned Franchise operated (FOFO) model is developed to maintain standard operating.
- ❑ We at Chaat Puchka has experimented with age old models to bring something exciting on the tables.
- ❑ We handle all operational activities of the store.
- ❑ Franchisees will only be acting owner but management is scrutinized by Chaat Puchka team.

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## Franchise Support



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## Our Outlate & News



स्वाद का नया पता- चाट पुचका -  
Khabar The News

ब्रेक टेस्ट स्माइल यूं तो बीकानेर पारम्परिक स्वाद का शहर है। यहां के रसगुल्ले की मिठास हो या भुजिया का तीखापन इसका अपना जायका है, लेकिन बदलते परिवेश में बीकानेर में बहुत सारे नए रेस्तरां और फूड प्वाइंट बन रहे हैं। खासतौर पर टीन एजर्स के बीच बेहद प्रसिद्ध भी हैं। ऐसा एक नया रेस्तरां ...

[khabarthenews.com](http://khabarthenews.com)





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## Investment BreakUp – Upto 4-7 Lacs

Interior & furniture	Approx. 2 lacs
Franchisee fees	2 lacs + GST
Royalty	5 % On Sale (In offer)
Shop size	200-500 Sq. Ft.
Branding	54,000
Kitchen set up & Equipment	Approx. 2,00,000
IT Equipment & CCTV, Music System	37,000
Agreement period & renewal	5 years & after that agreement will be renewed as per T&C

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## Roi(Return of Investment)

Rent 30,000, salary 2 staff 25,000

food cost accordingly to customers minimum 25%

electricity 5,000 , telephone 1,000, other expenses 5,000

Total 66,000

Customers 200, Per billing 100, Total sale one day 20,000

Monthly sale  $20,000 \times 30 = 6,00,000$

Food cost accordingly to customers minimum 25%  $6,00,000 - 25\% = 1,50,000$

Monthly Expenses + Food Costs

$66,000 + 1,50,000 = 2,16,000$

Total Sale - Total Expense

$6,00,000 - 2,16,000 = 3,84,000$

Food waste 5%

$3,84,000 - 5\% = 3,64,000$  Net Profit



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Your success is  
our commitment

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Let's join hands to deliver  
the best

## Contact Us

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