

WELCOME !!

“

INDIA'S BEST FOOD
BRAND

”



Chaat Puchka[®]

Break. Taste. Smile

THE BRAND



Quick service restaurant

01

The beginning

The Chaats Puchka was started in 2018, with an aim to serve delicious street food cuisines in family-friendly environment.

02

The Concept

The brand is completely focusing on healthy and hygienic food concept.

03

The Research & Development

After tremendous experientment we have developed customised FOFO model that can be established across the nation effectively.

04

The Franchise

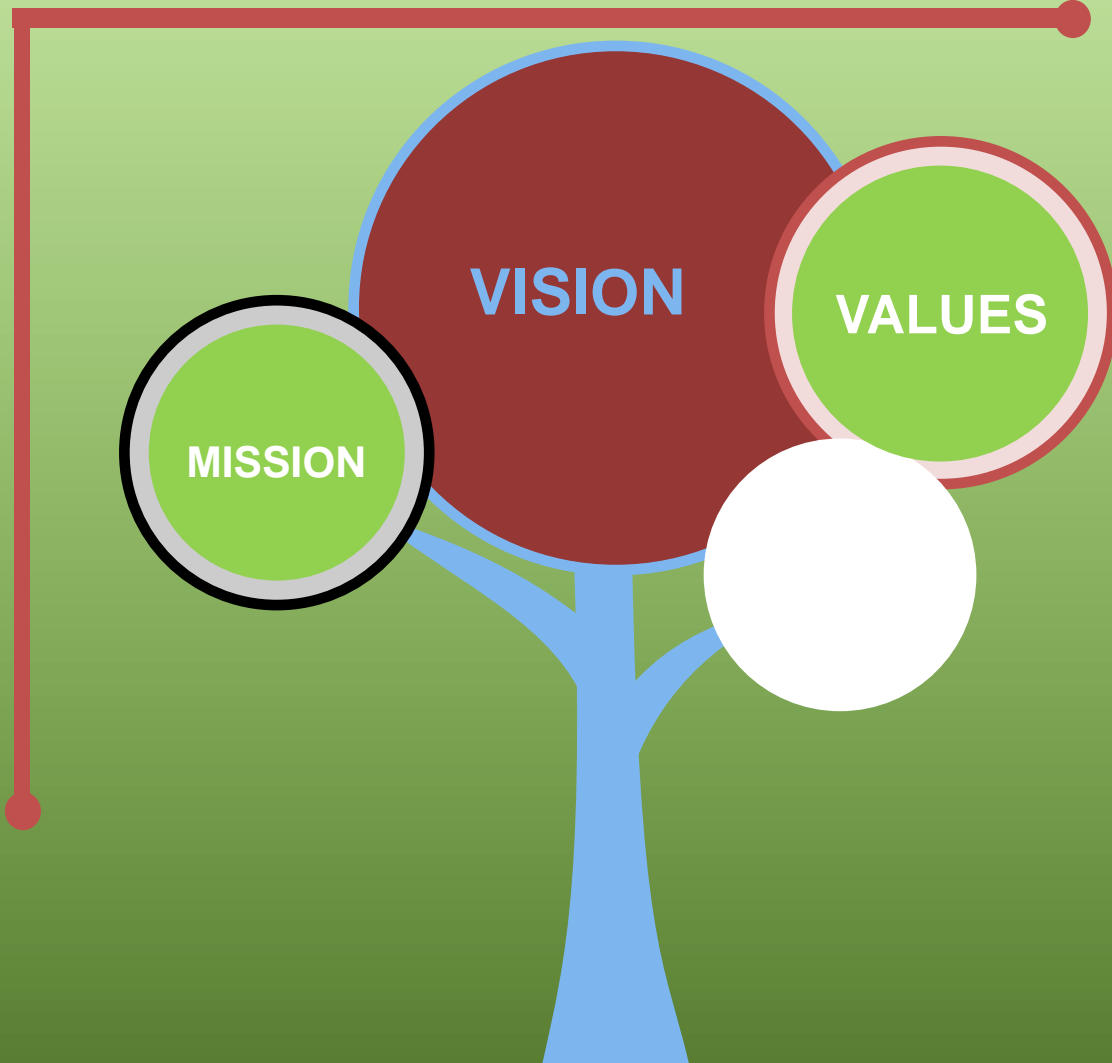
Our profitable franchise model guide young entrepreneurs who are looking to start food business.

05

Be The Boss

Join hands with India's ultimate street food brand to become boss of your own business.

What we are looking to achieve & aiming at?



MISSION

- ✓ To guide young entrepreneurs in their food business journey
- ✓ To create family-friendly environment by offering rich quality food
- ✓ To create & promote healthy & hygienic eating behaviour

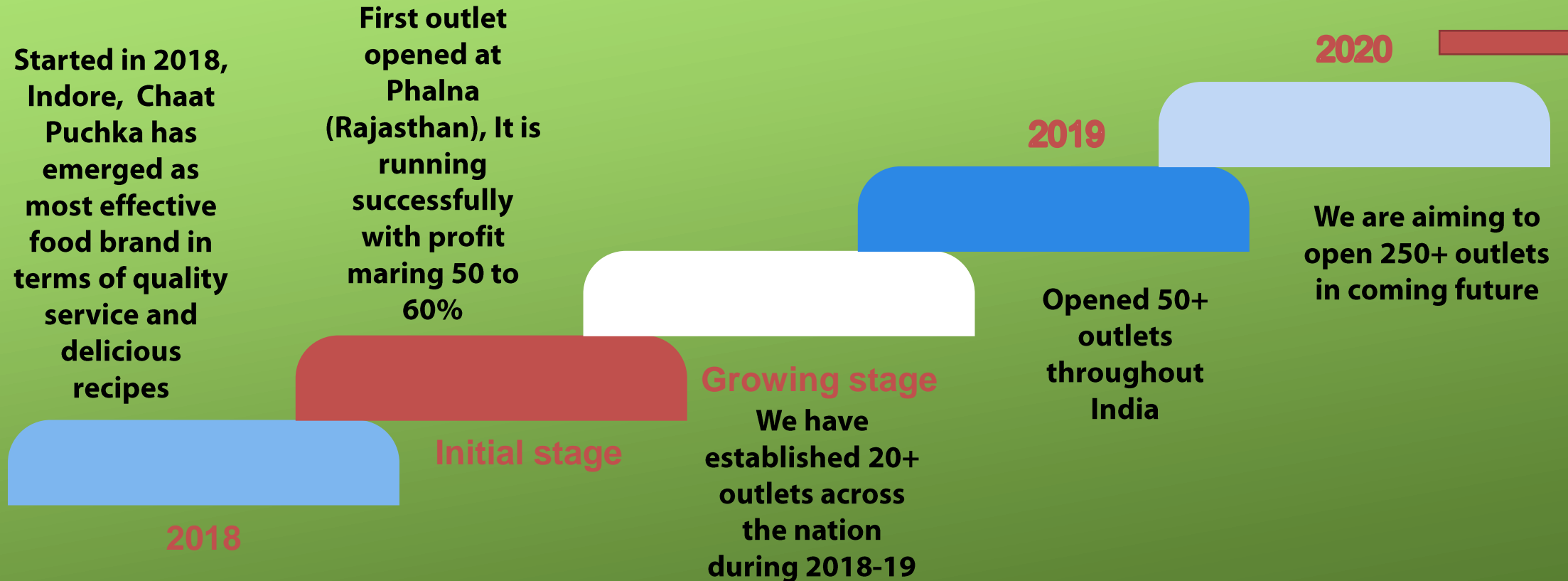
VISION

- ✓ To become most value brand in the world
- ✓ To create better business environment
- ✓ To open 250+ outlets by 2021

VALUES

- ✓ Respect for all stakeholders
- ✓ Consistent innovation
- ✓ Integrity, honesty and focus

OUR CONSISTENT PROGRESS



To own a Chaat Puchka franchise is to join a growing community of entrepreneurs

Make a Smart Move, start your business with Chaat Puchka



Customised business model

We deliver high profit with a minimum investment, taking your business to new profitability.



Well-known brand

We are a recognised brand and well-known among food lovers everywhere.



Success

Good ROI

Our business model generate good return on investment and ensure consistent profitability.

Strong Support

Our experience team assist franchise partners in operational activities to run business effectively.

STEPS TO JOIN CHAAT PUCHKA FRANCHISE FAMILY



**Be a
Franchise
owner**

**Join
us**

01

**MEETING
CALL & IN-PERSON**

02

FRANCHISE APPLICATION

03

**SITE OR LOCATION
SELECTION**

04

**FRANCHISE FEE &
AGREEMENT**

**START OF WORK AT SITE
DESIGNING, BRANDING, & OTHER**

05

STAFF TRAINING

06

PRE-OPENING AUDIT

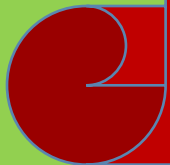
07

GRAND OPENING

08

Franchisor Support

- ❖ Franchise Agreement
- ❖ Location Verification
- ❖ Digital Marketing Support
- ❖ Store Layout Design
- ❖ Man-Power Recruitment
- ❖ Staff Training
- ❖ Raw Materials Procurement
- ❖ Operation Support
- ❖ Transport Support
- ❖ Auditing Support



Investment Breakup

Chaats Puchka Investment Breakup

Head	Amount
Franchise Fee with Taxes	7,08,000
Opening Kit (Food and Non Food Materials)	1,60,000
Kitchen Equipment's	1,00,000
Kitchen Setup	1,20,000
Store Setup	2,00,000
Branding	50,000
IT Equipment's	40,000
Total Investment	13,78,000

Chaat Puchka Sales and Profit Margin

Estimated Sales and Revenue

Sales Projections

Daily Sale	10,000	15,000	20,000
Monthly Sale	3,00,000	4,50,000	6,00,000

Expense Projections

Shop Rent	30,000	40,000	50,000
Salary	25,000	35,000	45,000
Electricity Bill & Internet	7,000	8,000	9,000
Food Cost 30%	90,000	1,35,000	1,80,000
Totals Expense	1,52,000	2,18,000	2,84,000

Monthly Profit Margin	1,48,000	2,32,000	3,16,000
Yearly Profit Margin	17,76,000	27,84,000	37,92,000

Add on Revenue Cold Beverages and Water	20% on MRP		

Menu Offerings @CHAAT PUCHKA



Chaats Puchka[®]
Break. Taste. Smile

Tea & Coffee



Kadak Tea	20/-
Ginger Tea	20/-
Elachi Tea	25/-
Masala Tea	25/-
Honey Ginger Coffee	30/-
Coffee	25/-
Chocolate Tea	35/-
Hot Chocolate	60/-
Chocolate Coffee	60/-

Shake Bazar



Strawberry Shake	90/-
Mango Shake	90/-
Cold Coffee	100/-
Cold Coffee With ice Cream	120/-
Kit-Kat Shake	120/-
Chocolate Shake	120/-
Browine Shake	130/-
Fig Shake	140/-
Butter Scotch Milk	140/-
Oreo Shake	150/-
Ferrero Rocher Shake	160/-

Mojito's



Classic Virgin Mojito	80/-
Watermelon Mojito	80/-
Lychee Mojito	80/-
Black Current Mojito	90/-
Green Apple Mojito	90/-
Blueberry Mojito	100/-
Sea Curacao Mojito	100/-
Lemon Ice Tea	60/-

Garlic Bread



Plain Garlic Bread	80/-
Cheese Garlic Bread	110/-
Exotic Bread	115/-
Supreme Bread	130/-

Puchka Bhar Ke



Sev Puchka	30/-
Makka Puchka	40/-
Masala Puchka	40/-
Dahi Puchka	30/-
Dahi Balla	45/-

Pani Puri



Regular Puri	25/-
Lasan Puri	25/-
Adark Puri	25/-
Hajma Puri	25/-
Hing Puri	25/-
Jeera Puri	25/-
Khatta Meetha	30/-

Pani Puri Shot



Pan Shots	50/-
Pani Puri Shots	50/-

Tortilla Stuffed



Tortilla Veg Stuffed	105/-
Cheese Corn Stuffed	110/-
Cheese Maxican Stuffed	115/-
Tortilla Garlic Stuffed	110/-
Tortilla Tandoori Stuffed	120/-

Rolls



Veg Roll	100/-
Veggie Spicy Roll	110/-
Masala Pasta Roll	120/-
Paneer Roll	140/-
Paneer Bhurji Roll	150/-

Pasta



White Pasta	110/-
Red Pasta	110/-
Maxican Pasta	120/-

Chaat Ki Chacha



Delhi Papdi Chaat	50/-
Aloo Tikki With Chutny	50/-
Aloo Tikki With Chole	55/-
Masala Papdi Chaat	50/-
Corn Chaat	55/-
Samosa Chaat	50/-
Chatpati Chaat	60/-

Basket Chaat



Katori Chaat	50/-
Trangle Chaat	50/-
Disko Chaat	50/-
Tray Chaat	50/-

Indori Specail



Indori Poha (Half)	25/-
Indori Poha (Full)	40/-
Potato Spiral	50/-
CP Special Spiral	65/-

Sandwich Salsa



Aloo Tikki Club	40/-
Corn & Mayo	60/-
Veg Loaded	100/-
Corn & Cheese	100/-
Russian Sandwich	80/-
Jam & Cheese Sandwich	80/-
Tandoori Paneer	100/-
Double Decker	110/-

Maggi Forest



Veg Maggi	40/-
Veggie Maggi	45/-
Chilli Garlic	55/-
Tandoori Maggi	60/-
Maxican Maggi	70/-
Panjabi Tadka	70/-
Butter Maggi	80/-
Corn & Cheese	80/-

Pav Garden



Vada Pav	30/-
Indori Pav Bhaji	80/-

Pizza State



Tandoori Paneer Pizza	120/-
Paneer & Capsicam	110/-
Spicy Veggie	120/-
Double Cheese	140/-
Corn & Cheese	100/-
Country Feast	120/-
Maxican Paneer	125/-
Vaggie Supreme	125/-
Corn Pizza	70/-
Onion/Capsicum Pizza	75/-

Burger Book



Aloo Tikki	50/-
Schezwan Burger	65/-
Maxican Burger	85/-
Coleslwa Burger	75/-
Creamy Burger	75/-
Paneer Tikki	100/-
Double Decker	120/-
Paneer With Coleslaw	95/-
Extra Cheese	20/-

French Fries



French Fries	50/-
Masala Fries	55/-
Cheese Loades Fries	70/-
Potato Nuggets	70/-

Our Delicious Recipes



Our Outlets



Our Franchise Network



150+ Outlets across the Nation



Be The Boss of Your Own Business



Registered Address:

Head Office:- 1115 H, Scheme No 114, Rajiv Aawas Vihar Part 1, Near Astha Hospital, Indore Madhya Pradesh 452010

Visit: www.chaatpuchka.net

Email: Info@chaatpuchka.net

Call us: +91 9755016498
+91 8770297781



THANK YOU !!