



Franchise Opportunity

A century-old chai ritual, built into a modern retail format.

THE BRAND

Hyderabadi Irani Chai

Irani chai arrived in Hyderabad in the early twentieth century, when Persian settlers opened the city's first tea houses. Strong tea leaves, cardamom and slow-simmered milk, poured piping hot — from the first cup of the morning to the last conversation of the night.

We take that ritual and give it a format a franchisee can run: a fixed recipe, a fixed menu, a fixed look, and a name customers already trust.

100+

years of chai culture

50+

items on the menu

₹10

lowest price point



WHY PARTNER WITH US

Six things you get on day one

0 1

Authentic Recipe

The original Irani chai method, with fixed ingredient specs and a supplier list, so every cup tastes the same in every store.

0 2

Free Chef Training

Hands-on training for you and your staff, until the team can prepare and serve the full menu without supervision.

0 3

Free Launch Ad Shoot

A professional photo and video shoot of your store, produced by us and handed over for your own marketing.

0 4

Brand Promotions

Ongoing campaigns and digital marketing run by our team to keep footfall coming to your outlet.

0 5

Complete Store Branding

Storefront, signage, cups, bottles and menu boards delivered ready to install, in one consistent identity.

0 6

Ongoing Support

Operational guidance, pricing and cost-control advice, and a point of contact for problems after launch.

WHAT YOU RECEIVE

Physical branding, ready to install



Branded Cups

Printed paper cups in two sizes



Store Front

Signage, façade and interior identity



Water Bottles

Labelled bottles for dine-in and takeaway

Tea



Irani Chai, poured to order

All prices in Indian Rupees.

SIGNATURE

Irani Chai

Regular ₹25 • Large ₹30

Malai Chai — regular / large	₹30 / ₹35
Irani Black Tea	₹25
Premium Tea	₹40
Special Masala Chai	₹30
Lemon Tea	₹30
Lemon Ginger Tea	₹30
Green Tea	₹30

THE MENU

Coffee

SERVED HOT

Filter Coffee

₹30

Black Coffee

₹30

Strong Coffee

₹35

Sukku Coffee — dry ginger

₹40

SERVED COLD

Cold Black Coffee

₹50

Cold Coffee

₹90

All prices in Indian Rupees.

02 / 05 • COFFEE



Freshly poured, to order

Milk & Milkshakes



Chocolate Milkshake

HOT MILK

Hot Milk	₹20
Sukku Milk — dry ginger	₹25
Horlicks / Boost	₹30
Badam Milk	₹30
Hot Chocolate	₹40

MILKSHAKES

₹90 • any flavour

Oreo • Chocolate • Strawberry • Rose • Vanilla • Lychee • Green Apple • Kiwi • Banana • Black Currant • Cold Coffee • Orange

Mojitos & Lassi

MOJITOS / MOCKTAILS

₹70 • any flavour

Blue • Rose • Mint Lemon • Orange • Strawberry • Pineapple • Green Apple

LASSI

₹50

Sweet

₹60

Masala • Mango • Pineapple • Mint

₹70

Banana • Strawberry • Chocolate • Jeera • Vanilla



Lassi, finished with almond and pistachio

From the Kitchen

BUNS

Plain Bun	₹10
Garlic Bun	₹30
Malai Bun	₹50
Maska Bun	₹50
Chocolate Bun	₹90
Nutella Bun	₹90
Peanut Butter Bun	₹90
Peanut Chocolate Bun	₹90

SANDWICHES

Veg Plain Sandwich	₹80
Veg Grilled Sandwich	₹90
Veg Cheese Sandwich	₹100
Omelette Sandwich	₹120
CORN	
Sweet Corn	₹50
Masala Corn	₹60

FRENCH FRIES

Salted	₹60
Masala	₹60
Double Masala	₹70
Peri Peri	₹100

Every item on this menu is covered in the free chef training programme.

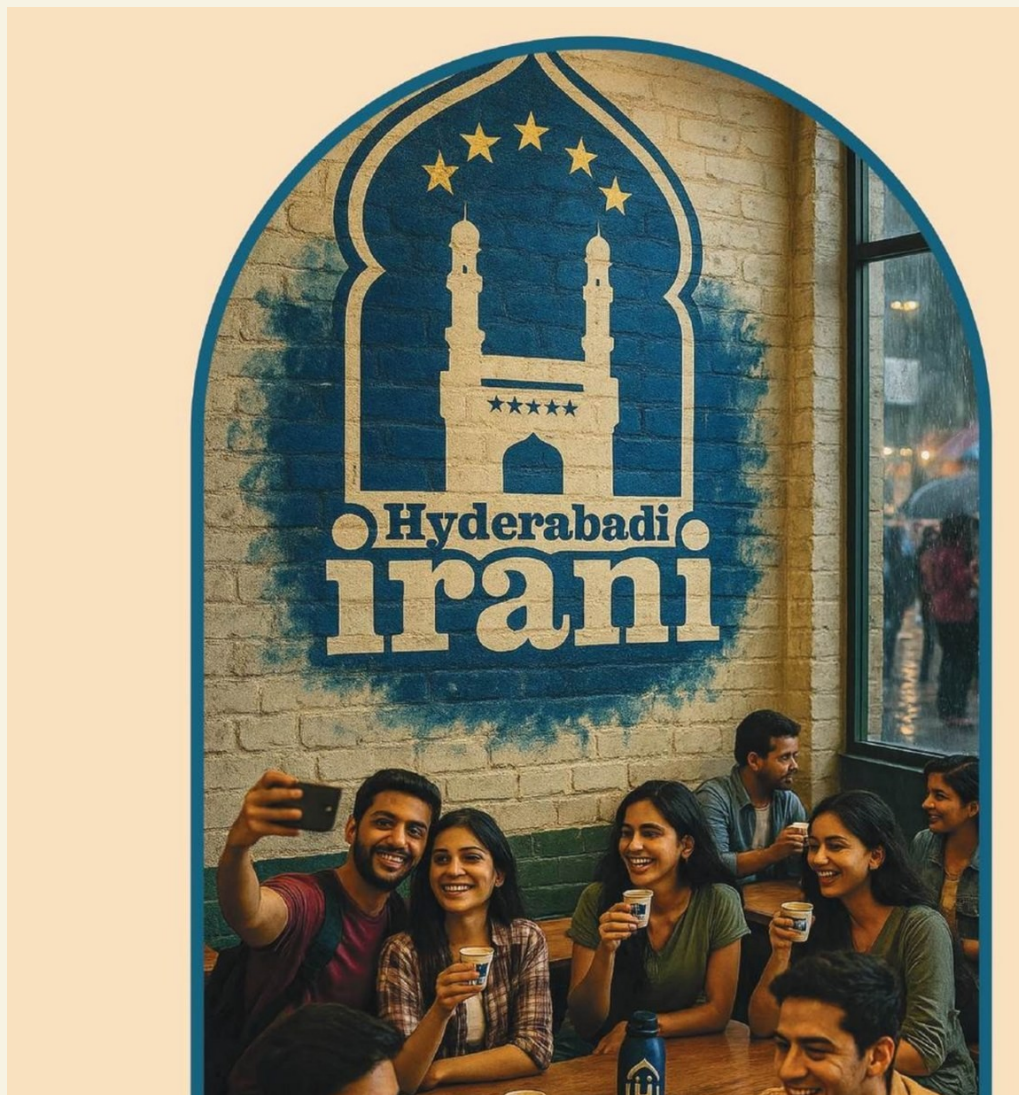


INCLUDED IN THE FEE

Free Chef Training

Our team trains you and your staff on site — the chai recipe, the milk ratios, the full food menu, portioning, and service speed at peak hours. Training runs until your team can hold the standard without us in the room.

No training fee. No hidden charges.



INCLUDED IN THE FEE

Free Ad Shoot & Promotions

We produce a professional photo and video shoot of your outlet at launch, and hand the files to you. Our marketing team then runs brand campaigns and digital promotions that push customers towards your store, not just the brand.

Launch shoot. Social content. Ongoing campaigns.

THE INVESTMENT

Unit Franchise

₹2,50,000 + GST

One-time franchise fee

Brand licence · Chef training · Branding kit · Launch ad shoot · Ongoing support

CONTACT US TODAY

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Please note: the franchise fee is strictly non-refundable. The Company reserves the right to take appropriate legal action in the event of any breach of this agreement or violation of its terms.