



**chaiiwala<sup>®</sup>**

indian street food cafe

# the chaiiwala concept

chaiiwala is a fast growing brand serving a variety of chahi and urban style Indian street food. We are looking to disrupt the billion-pound hot drinks industry with our unique product offering, detailed flavouring and innovative concepts of presentation.

We will not rest until chahiwala has become everyone's favourite Indian street food brand. We are a unique and independent, quality food brand; a fast casual operation with dine-in, takeaway elements and deliveries. Bringing together old Indian ideas and introducing them with a stylish and fresh feel that appeals to the mass market.

We have signed up over 200 locations among our small network of seasoned operators and we are currently opening four to five sites every month.

Customer care is embodied in our core values; we strive to offer high quality products and top-class service, creating the perfect ambience in all our stores.



**120** total chahiwala stores

Projected to hit **150** mark by 2025

**1,500 sq ft** average retail space per store



# our vision

To become the go to Indian street food café

## customer focus

Prioritise customer satisfaction and create exceptional experiences.

## quality

Maintain the highest standards of quality in food, service, and operations striving for continuous improvement in all aspects of the business.

## respect

Treat all colleagues, customers, and partners with respect and dignity

## integrity

Act with honesty and transparency in all business dealings.

## passion

Approach work with enthusiasm and a love for Indian street food culture.

Since we started franchising in 2015, we have opened 115 unique and stunning stores across the world. Our aim is to be recognised as one of the top fast casual dining food and beverage brand in the UK and globally.

# organisational strengths



## **operations**

Experienced management team and strong industry knowledge within the fast-paced retail food sector.



## **marketing**

In-house marketing, branding and social media teams enable us to quickly get product and brand awareness out to customers.



## **finance**

Our finance department monitors our financial operations alongside tax preparation, auditing, banking and other daily financial requirements company wide.



## **human resources**

Our staff are the core of our business with benefits and continuous training programs strongly supporting our high retention rate.



## **research & development**

We are always looking to grow our brand and are constantly working on ways to improve our operations by implementing the latest technologies and new best practices. Our chefs are mandated to search and test for new recipes and products in our central test kitchen.



## **location**

Our real estate team constantly and actively prospect strategic locations and partners for growth that align with our key metrics.

# uk locations

Circa 100 stores currently in operation. Projected 250 locations over the next five years. Limited territories available in the UK.



manchester ▲

cityscape ▼



high wycombe ▼



slough central ▼







norbury ▲



killburn ▲



barking ▼



knightsbridge ▼



evington road ▼



newcastle ▼



northampton ▼



rochdale ▼



cheetham hill ▼

# typical store models

## express stores

At the end of 2021, we launched our first 'kiosk' style store in a service station. We've named this format 'chaiiwala express'.

Our menu offering has been streamlined to align with those on the move and help us serve other similar sectors such as travel hubs, exhibitions, and services.

As consumers have come to rely on their daily chahi fix, this format of store has seen a lot of interest from venues with heavy moving footfall.

Look out for more of these express concepts nationally and international over the next 12 months.



## airports

We now have lift-off as a food operator in airports with our first store in London Luton Airport which launched in August 2024. This will be followed by Birmingham Airport due to open in Q4 of 2024. These stores are part of our strategic move into travel hubs across the UK and world.

## drive thru

In 2022 we launched the UK's first 'drive thru' style store for Indian street food in Bolton, UK. We've named this format "chaiiwala drive thru". We added another 100 seater drive-thru in Mellorbrook July 2024.

Look out for more of our drive thru stores around the UK in all major cities over the next 12-24 months.



# our landlords





# property requirements

- 1,500 sq ft ground floor
- Class E
- Extraction/ventilation route or options
- 3-phase 100 amp 55kVA electric supply or option to upgrade
- U16 gas supply or option to upgrade
- Water supply to the site
- 1+ foul ground drainage point
- Bin storage area
- Rear Access
- Minimum shopfront 12 ft

