



www.baithack.com



About Us

Welcome to Baithack, where every sip of Kulhad Chai invites you into a world of exceptional flavors and cozy vibes. Savor our unique blends and top-quality teas, each crafted to perfection.

Join us in our warm, welcoming space, where every sip becomes a cherished moment. Discover the magic, where tea lovers come together and unforgettable memories are created.

We're dedicated to providing an extraordinary dining experience. With a rich heritage and expertise, our diverse menu combines innovation with tradition, offering new flavors and recipes designed to delight every palate.





Vision & Mission



- ✦ Baithack envisions a future where chai is not just a beverage but a way of life, bringing people together over meaningful conversations and moments of joy. We aim to be the most trusted and admired chai brand in India, with a focus on quality, innovation, and expanding our footprint across the country.
- ✦ Our mission is to serve the finest Kulhad chai, paired with a diverse range of high-quality products. We aim to create an unforgettable experience for every customer, uphold our award-winning reputation, and continue expanding our presence to touch more lives, one cup of chai at a time.



Join us and create your own Success Story

Start your journey with Baithack by owning a franchise in our growing network of 100+ outlets across India. With 150+ menu options, your success is just a step away.





Capital Investment Plan

MODEL DETAILS

Space Required (Owned or Rented)	300-350 sq.ft
Franchise Fee	5 LAKHS
Software, Tea Machine, Kulhad & Tea, Coffee Powder	1.90 LAKHS (Approx)
Kitchen Equipments & Sauces	2 LAKHS (Approx)
Interior & Furniture	3 - 6 LAKHS

Service Support Charges After 30 Days - ₹5,000/- + 18% GST, Per Month.

- Social Media Marketing Support
- The Menu is updated Yearly
- Staff training and HR Support
- Sales Growth Strategies (After Sales Dept.)
- GST will be applicable as per Govt Rules.
- Interior Cost is a variable that depends on design & Area.
- Transport Charges Extra Applicable

Terms And Conditions



1. Location Survey (R&D team) + Lodging & Travelling (by Baithack).

- Property broker charges paid by Franchise.
- In case Re-R&D applied, charges paid by franchise.

2. Support In Legal Formalities Property Agreement Help.

- Franchise Agreement by Baithack.
- Stamp Charges, Notarize, (including courier charges) paid by Baithack.

3. Recipes & Cost sheet would be provided (soft-copy) Via mail, whatsapp to Franchise owner(s) only.

- Product Gross profit Margin Range starting from 55% to 70% (approx) according to Franchise Model.

4. Owner and Staff Training.

- Owner and Staff Training at our Company Outlet by Trainer for 15- 20 days.
- Professional Chef Service for 2-3 days at the outlet at the time of opening.
- Chef ticket by Baithack, accommodation, food and local conveyance by Franchise.
- Franchise has to manage food and accommodation of staff.

5. Sales Growth Strategies (by Baithack After sales Department).

- Chef support (training, guidance, suggestions & yearly new product launch with SOP).
- Menu design & updates (by Baithack) printing cost & execution to be paid by Franchise.

6. Marketing OFFLINE.

- Inauguration support, Designing Content, Pamphlets, Banner, Standee, Creative and other printing material (only designing will be provided by Baithack, measurement, print and execution by Franchise).

7. Marketing ONLINE - Vloggers / Video (by Baithack).

- Coming Soon & Grand Opening - Reels & posts, Special days, festivals, offers creative.
- After Inauguration - Sending one food vlogger after opening to cover the outlet and food by Baithack.

8. Inauguration

- Certificate provided by Baithack.

9. Handshake amount / Token amount are non refundable.

10. ROI covered between 18 Months approx (T&C apply).



Benefits of Baithack

✦ **Tested & Proven Business Model**

✦ **ROI upto 100%**

✦ **Excellent Margin**

✦ **Great Operational Support**

✦ **Managerial & Staff Training**

✦ **Raw Material and Recipes**

✦ **Consistent Brand Building Support**

✦ **Rapidly Growing Quick Food Chain**



Ambience

The ambience of a café is warm and cozy, with soft lighting, and the comforting scent of Chai and Coffee.

It offers a welcoming space for both relaxation and conversation, with a variety of seating options and a peaceful, inviting atmosphere.





Awards





THANK
★ YOU ★

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