



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 overs 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.





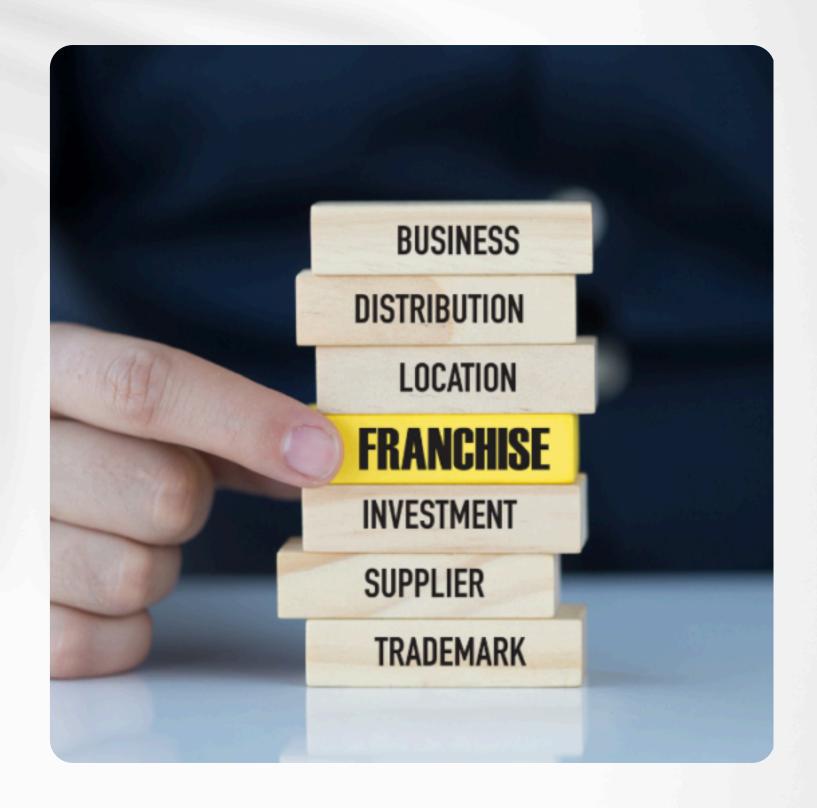
Vision & Mission

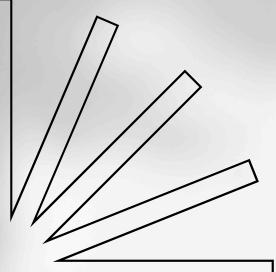
- → Baithack envisions a future where chai is not just a beverage but a way of life, bringing people together over meaningful conversations and moments of joy. We aim to be the most trusted and admired chai brand in India, with a focus on quality, innovation, and expanding our footprint across the country.
- 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)

Franchise Fee

Software, Tea Machine, Kulhad & Tea, Coffee Powder

Kitchen Equipments & Sauces

Interior & Furniture

300-350 sq.ft

5 LAKHS

1.90 LAKHS (Approx)

2 LAKHS (Approx)

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

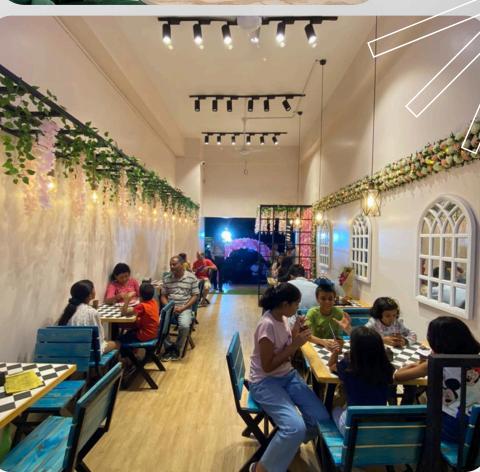
The ambience of a café is warm and cozy, with soft lighting, and the comforting scent of Chai and Coffee.

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











India's anly Registered Restaurant Awards Bitaward hough 2021. Shaula defined by the Nahamor Product agen to agent for the Product Product The Vertical Control of National Action of the National Awards are the Second Product Certificate of Excellence RESTAURANT AWARDS 2022 *** Best Cafe Chain of the Year IS AWARDED TO BAITHACK - TASTE OF KULHAD On July 1", 2022 Liff Marya. Ena Marya.

Awards







