

### Brand Introduction

#### FUELING INDIA'S JOURNEY

Chalte Chalte is a dynamic beverage and snack brand dedicated to fueling India's journey. Rooted in the heart of Maharashtra, we specialize in delivering the authentic "cutting chai" culture and premium refreshments to people on the move. Whether it is a quick morning caffeine fix or a relaxed family break during a long highway drive, our brand stands for quality, consistency, and convenience.

With a name that translates to "On the Go," we have meticulously designed our service models to fit into the busy lives of our customers. From minimalist street-side carts to expansive highway hubs, Chalte Chalte is more than just a tea stall- it is a reliable companion for every traveller.



### Business Profile

#### CHALTE CHALTE OPERATES UNDER THE PRESTIGIOUS VARDHAMAN GROUP OF INDIA, AKURDI PUNE

leveraging years of expertise in service and retail. Our business model is built on versatility, offering scalable franchise and partnership opportunities through three distinct modules tailored to different urban and suburban environments.



### Core Offerings

**PREMIUM BEVERAGES**  
Signature Tea and Coffee blends.



**REGIONAL SPECIALTIES**  
Authentic Maharashtrian snacks and delicacies.

**CONTINENTAL CUISINE**  
A modern menu of global favourites for diverse palates.

**RETAIL TRADING**  
Convenience shopping integrated into our larger service hubs.

### Business Modules

#### OUR SERVICE MODULES AT A GLANCE

Feature	Module 1: Tea Sip Cart	Module 2: Smart Kiosk	Module 3: Modern Kiosk
Concept	Minimalist Open-Concept	Grab-and-Go	Highway Service Hub
Best For	High-visibility quick breaks	High customer turnover	Groups & Families
Structure	Self-contained mobile unit	Permanent, wired & branded	Full-scale retail & dining
Dimensions	L: 6feet, H: 8feet, W:3feet	L: 7feet, H: 9feet, W:7feet	L: 10feet, H: 9feet, W:7feet
Menu Focus	Tea & Coffee essentials	Premier Tea & Treats	Full Refreshments & Retail

### Why Partner with Us?

✓ **STRATEGIC VERSATILITY**  
Solutions from city sidewalks to national highways.

✓ **READY-TO-OPERATE**  
Fully built, wired, and branded kiosks, ensuring a seamless "plug-and-play" setup.

✓ **BRAND TRUST**  
Based in Pune, maintaining high standards of hygiene and service quality.

### Contact Information

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