

Chalte Chalte

FUELING INDIA'S ENERGY

BUSINESS PROPOSAL 2026



Our Story – Fueling India's Energy

India Never Stops Moving.

Office-goers, students, travelers, and daily commuters all need a quick, clean energy break.

Cafes are slow and expensive. Street stalls lack consistency. Cleanliness is uncertain.

People should not choose between speed and quality.



Why Chalte Chalte?

Complete Setup. Zero Operational Headaches.

Small Space, Big Output

Works perfectly in just 60 sq. ft.

100% Ready-Made Setup

We build, wire, install,
and brand everything.

Daily Central Supply

Standard taste, zero recipe dependency.

Training & Marketing Support

We help you generate regular footfall.





Core Brand Values



Same Taste Every Time

Centralized supply ensures
100% consistency



Fast Service

Smart layout for quick
customer turnover



Top-Class Cleanliness

Standardized hygiene practises
in every outlet



High Profits for Franchisee

Low rent + low wastage & strong
margins.

Mission & Vision

MISSION



“To serve premium, clean, and great-tasting tea and snacks to busy Indians on the go.”

To empower local entrepreneurs with a ready-made, highly profitable business model in just 60 sq. ft.”

VISION



“To become India’s most trusted street-side tea and snack brand.”

To create standardized taste, hygiene, and speed across every Chalte Chalte kiosk nationwide.”

Brand Introduction

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 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.

Tea Sip Cart Business Model

Brand Name	-	Chalte Chalte
Module Name	-	Tea Sip Cart (High-visibility quick breaks)
Core Concept	-	Minimalist Open-Concept
Industry	-	Food & Beverages (Street-Cafe Retail)
Franchisee Type	-	FOFO (Franchisee Owned, Franchisee Operated)
Space Required	-	L: 6feet, H: 8feet, W:3feet
Available Areas	-	PAN India
Menu Focus	-	Tea & Coffee essentials

Investment Details

₹3,00,000 + GST

Expected ROI: 12 Months

Agreement Period: 5 Years

Delivery Time:

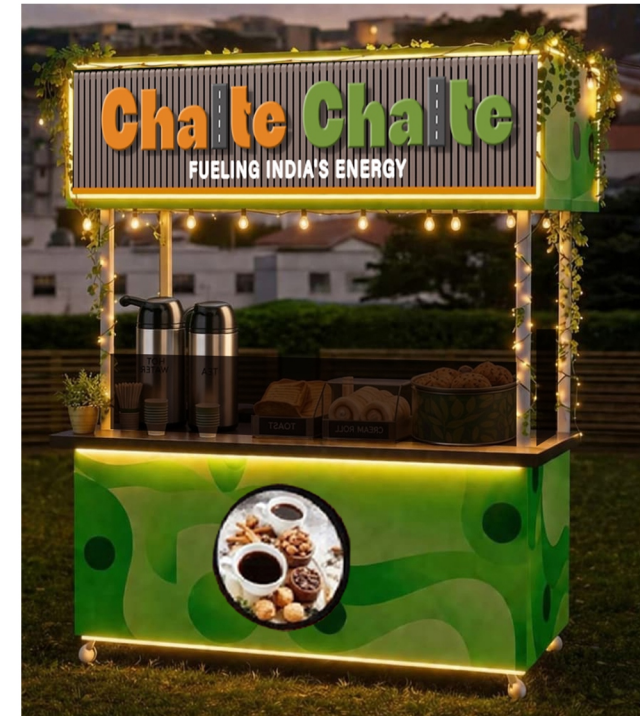
- 15 Days From date of advance payment.

Payment Terms:

- 75% Advance - To start kiosk manufacturing.
- 25% Before Delivery, After inspection approval
- Transport - At actual cost (optional arrangement).

Important Notes:

- Setup cost may vary depending of location condition.
- GST applicable is per actuals.
- Initial raw material billed separately.
- Location must be approved to company.



Smart Kiosk Business Model

Brand Name	-	Chalte Chalte
Module Name	-	Smart Kiosk (High customer turnover)
Core Concept	-	Grab-and-Go
Industry	-	Food & Beverages (Street-Cafe Retail)
Franchisee Type	-	FOFO (Franchisee Owned, Franchisee Operated)
Space Required	-	L: 7feet, H: 9feet, W:7feet
Available Areas	-	PAN India
Menu Focus	-	Premier Tea & Treats

Investment Details

₹6,00,000 + GST

Expected ROI: 15 Months

Agreement Period: 5 Years

Delivery Time:

- 20 Days From date of advance payment.

Payment Terms:

- 75% Advance - To start kiosk manufacturing.
- 25% Before Delivery, After inspection approval
- Transport - At actual cost (optional arrangement).

Important Notes:

- Setup cost may vary depending of location condition.
- GST applicable is per actuals.
- Initial raw material billed separately.
- Location must be approved to company.



Modern Kiosk Business Model

Brand Name	- Chalte Chalte
Module Name	- Modern Kiosk (Groups & Families)
Core Concept	- Highway Service Hub
Industry	- Food & Beverages (Street-Cafe Retail)
Franchisee Type	- FOFO (Franchisee Owned, Franchisee Operated)
Space Required	- L: 10feet, H: 9feet, W:7feet
Available Areas	- PAN India
Menu Focus	- Full Refreshments & Retail

Investment Details

₹9,00,000 + GST

Expected ROI: 18 Months

Agreement Period: 5 Years

Delivery Time:

- 25 Days From date of advance payment.

Payment Terms:

- 75% Advance - To start kiosk manufacturing.
- 25% Before Delivery, After inspection approval
- Transport - At actual cost (optional arrangement).

Important Notes:

- Setup cost may vary depending of location condition.
- GST applicable is per actuals.
- Initial raw material billed separately.
- Location must be approved to company.



What You Get In This Setup

COMPLETE KIOSK INFRASTRUCTURE & INCLUSIONS

Base & Primary Structure

- Foundation
- Core Framework
- Flooring

Operational Interiors & Serving Counters

- Customer Serving Area
- Storage Solutions
- Display & Shelving
- Kitchen Setup

Exterior & Security

- Wall Finishing
- Main Entry
- Service Shutters
- Aesthetic Detailing
- Side Viewing

Branding & Visibility Elements

- Menu Display
- Illumination Elements
- Signage

Electrical, Plumbing & Utility Integrations

- Comprehensive Electrical Setup
- Lighting
- Plumbing & Water System

Online, Offline Marketing & Events

- Kiosk Branding
- Social Media Marketing
- Offline Marketing & Events

Additional Information:

- Setup cost may vary as per space condition.
- Raw material cost extra.
- GST applicable as per actual.
- Transportation cost extra.

The model is designed to ensure affordability while maintaining operational efficiency.



Menu Highlights

High Demand. High Margins. Everyday Essentials.

Teas

₹15 to ₹40



Coffee

₹25 to ₹50



Cold Beverages

₹20 to ₹80



Snacks

₹30 to ₹90



Bakery

₹6 to ₹20



Refreshments

₹10 to ₹100

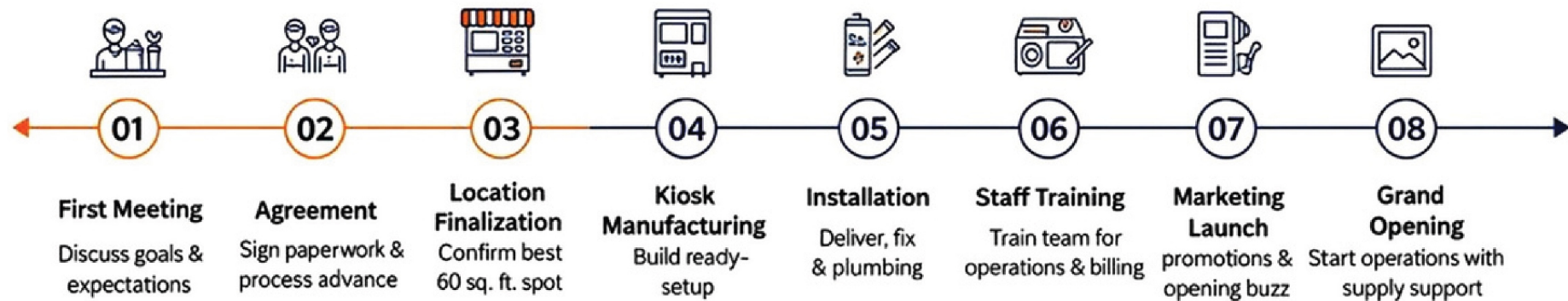


Continental

₹60 to ₹300



Your Journey To Opening



*Grand
Opening*



Grand Opening

Pimple Petroleum, Pimpri, Pune.



Chalte Chalte

FUELING INDIA'S ENERGY

HEAD OFFICE

Chalte Chalte

Vardhaman Group of India

Sector 173/2, Pandharkar Nagar,

Near Beena English School, MIDC, Akurdi, Pune - 411035

Email: sales@vardhaman.group

