



Are you tired of making Tea & Coffee manually,  
Madras Chai Story will make your life and Business easy !  
Welcome to Madras Chai Story (MCS) !

**WHERE TRADITION MEETS INNOVATION**  
**INDIA'S MOST INNOVATIVE FRANCHISE BRAND**

BE A PARTNER WITH  
**2,79,000**  
*Only*

**FRANCHISE**  
*Brochure*

For Franchise Enquiry |  
**+91 99940 42433**

## Discover the MCS Difference

At MCS, we believe that tea is more than just a beverage - it's an experience. Our brand is rooted in the rich traditions of tea-making while embracing contemporary flavours and innovative practices. Join us in bringing the warmth and comfort of Kuladh Chai to communities across the country.



## Why Choose Madras Chai Story (MCS)?

**Rich Heritage, Modern Twist:** Our blends honour traditional recipes with a modern twist, creating a unique tea experience that stands out in today's market.

**Quality Ingredients:** We source the finest tea leaves and natural ingredients to ensure every cup is exceptional in taste and quality.

**Diverse Menu:** From classic masala chai to innovative cold brews and specialty teas, our menu caters to a wide range of preferences and tastes.

**Strong Brand Identity:** MCS is more than a name - it's a brand known for its quality, consistency, and customer-centric approach

## MENU HIGHLIGHTS

Kuladh Chai | Kuladh Coffee | Kuladh Pizza | Kuladh Maggi | Cold Coffee  
Milkshake | Waffle | Momo | Burger | Vada Pav | Bread Omelette | Sandwich  
Rose Milk | Lassi | Falooda | Pasta | Bun Butter Jam



## FRANCHISE ADVANTAGES

NO ROYALTY FEES

FREE TRAINING AT INSTITUTE

FSSAI SUPPORT

NO DEPENDENCY ON SKILLED MANPOWER

FREE SWIGGY & ZOMATO INTEGRATION

EASY ROI

FREE ONLINE & LOCAL PROMOTIONS



## Franchise Benefits

**Proven Business Model:** Benefit from a successful and scalable business model with a track record of excellence.

**Comprehensive Training:** Receive in-depth training on our processes, recipes, and customer service standards.

**Marketing Support:** Gain access to targeted marketing strategies and promotional materials designed to drive traffic and build brand awareness.

**Ongoing Support:** Our dedicated support team is here to assist you with operations, marketing, and any challenges that arise.



## Franchise Requirements

**Passion for Tea:** A genuine love for tea and a commitment to delivering an exceptional customer experience.

**Business Acumen:** Previous experience in business management or a strong entrepreneurial spirit.

**Investment Capacity:** An initial investment that covers franchise fees, equipment, and setup costs.

**Location:** A prime retail space with high foot traffic and visibility.



## JOIN THE MADRAS CHAI STORY (MCS) FAMILY

Becoming a MCS franchisee means more than just opening a store - it means becoming part of a vibrant and supportive community. Our team is dedicated to your success and growth, providing the tools and guidance needed to thrive in the competitive beverage market.

## READY TO BREW SUCCESS?

Take the first step towards owning your own Madras Chai Story (MCS) franchise. Contact us today to learn more about the exciting opportunities that await you!





# PLAN – STANDARD

## FRANCHISE FEE – 2.79 LAKHS

### FRANCHISE INCLUSIONS

#### MACHINERIES & EQUIPMENTS:

- ▶ Heavy duty steamer machine
- ▶ SS 3 burner stove
- ▶ 2ft food display counter
- ▶ 250L deep freezer
- ▶ Sujatha mixer grinder

#### BRANDING & PROMOTION

- ▶ 10\*4ft Branding name board
- ▶ 6\*3ft Standing light board
- ▶ 2ft Led logo
- ▶ Branding photo frames - 8nos
- ▶ A5 Pamphlet - 2000nos
- ▶ Social media posters



## Menus

#### MILK CHAI

	Normal	Kuladh
Madras Dum Chai	10	15
Ginger Chai	18	20
Cardamom chai	20	20
Masala Chai	20	20
Chocolate Chai	20	25

#### COFFEE

	Normal	Kuladh
Almond Coffee	15	20
Vanilla Coffee	15	20
Hazelnut Coffee	20	25

#### BLACK CHAI

	Price
Plain Chai	15
Lemon Chai	18
Ginger Chai	18
Lemon & Ginger Chai	20
Madras Special Lemon Chai	20

#### GREEN CHAI

	Price
Plain Chai	15
Lemon Chai	18
Ginger Chai	18
Lemon & Ginger Chai	20
Madras Special Lemon Chai	20

#### FLAVOURED MILK

	Price
Rose Milk	40
Special Rose Milk	60
Badam Milk	50
Chocolate Milk	60
Pista Milk	70
Milo Milk	70

#### KULADH LASSI

	Price
Sweet	40
Mango	60
Strawberry	60
Chocolate	70
Butterscotch	70
Pista	70
Pineapple	70

#### MADRAS HOT SNACKS

	Price
Potato Bonda	10
Mirchi Milagai Bajji	15
Vada Pav	35
Vada Cheese Pav	50

#### MADRAS SPECIAL BUN

	Price
Bun Butter Jam	40
Peanut Butter	50
Chocolate Butter	60
Palkova Butter	60

#### MAGGI

	Price
Veg Maggi	40
Veg Cheese Maggi	50
Egg Maggi	60
Egg Cheese Maggi	70
Madras Spl Kuladh Maggi	80

#### BREAD OMELETTE

	Price
Bread Omelette - Normal	40
Bread Omelette - Special	60





# PLAN – STUDIO

## FRANCHISE FEE – 3.95 LAKHS

### FRANCHISE INCLUSIONS

#### MACHINERIES & EQUIPMENTS:

- ▶ Heavy duty steamer machine
- ▶ Milkshake blender
- ▶ SS 3 burner stove
- ▶ Microwave oven
- ▶ Pizza deck oven
- ▶ 7L deep fryer
- ▶ Commercial sandwich maker
- ▶ Single waffle machine
- ▶ 3ft food display counter
- ▶ Single Waffle machine
- ▶ 350L deep freezer

#### BRANDING & PROMOTION

- ▶ 10\*4ft Branding Name board
- ▶ 6\*3ft Standing light board
- ▶ 3\*2ft LED logo
- ▶ Branding photo frames - 10nos
- ▶ A5 Pamphlet - 2000nos
- ▶ 10\*8ft Banner - 3nos

## Menus

MILK CHAI	Normal	Kuladh
Madras Dum Chai	10	15
Ginger Chai	18	20
Cardamom chai	20	20
Masala Chai	20	20
Chocolate Chai	20	25

COFFEE	Normal	Kuladh
Almond Coffee	15	20
Vanilla Coffee	15	20
Hazelnut Coffee	20	25

BLACK CHAI	Price
Plain Chai	15
Lemon Chai	18
Ginger Chai	18
Lemon & Ginger Chai	20
Madras Special Lemon Chai	20

GREEN CHAI	Price
Plan Chai	20
Thulasi Chai	20
Ginger & Thulasi Chai	20

COLD COFFEE	Price
Almond Coffee	80
Vanilla Coffee	80
Caramel Coffee	80
Hazelnut Coffee	90

FALOODA	Price
Arabian Falooda mini	80
Arabian Falooda Regular	120

MILKSHAKE	Price
Vannila	80
Chocolate	90
Butterscotch	90
Strawberry	90
Mango	90
Pista	90
Peanut butter	90
Oreo	90
Oreo Kitkat	90
Dark Fantasy	90
Almond & Nuts	120

KULADH LASSI	Price
Sweet	40
Mango	60
Strawberry	60
Chocolate	70
Butterscotch	70
Pista	70
Pineapple	70

KULADH PIZZA	Price
Veg Pizza	50
Veg Mexican cheese Pizza	60
Chicken Pizza	70
Chicken mexican Pizza	90

FLAVOURED MILK	Price
Rose Milk	40
Special Rose Milk	60
Badam milk	50
Chocolate milk	60
Pista milk	70
Milo milk	70

MOJITO	Price
Virjin Mojito	40
Green Mint	50
Blue Curacao	60
Watermelon	60
Mango	70
Pineapple	70
Blueberry	80



BREAD OMELETTE	Price
Bread Omelette - Normal	40
Bread Omelette - Special	60





## FRENCH FRIES

Salted Fries	70
Salt & Pepper Fries	80
Mexican Fries	90
Peri Peri Fries	90



## FRIED MOMO

Veggie Momo (6pc)	60
Panner Momo (6pc)	80
Corn Cheese Momo (6pc)	90
Chicken Momo (6pc)	80
Chicken Tikka Momo (6pc)	90
Peri Peri Chicken Momo (6pc)	100
Schezwan Chicken Momo (6pc)	100



## MAGGI

Veg Maggi / Kuladh maggi	40 / 60
Veg Cheese Maggi	50
Egg Maggi	60
Egg Cheese Maggi	70
Madras Spl Kuladh Maggi	80



## PASTA

White sauce pasta (veg)	80
Maggi pasta (veg)	90
Peri Peri pasta (veg)	90
Mexican Pasta (veg)	90
White sauce pasta (Non veg)	90
Peri Peri pasta (Non veg)	100
Mexican Pasta (Non veg)	100



## MADRAS HOT SNACKS

Potato Bonda	10
Mirchi Milagai Bajji	15
Vada Pav	35
Vada Cheese Pav	50



## SANDWICH

Veg Sandwich	40
Veg Cheese Sandwich	50
Corn Cheese Sandwich	60
Chocolate Sandwich	60
Panner Sandwich	60
Paneer Cheese Sandwich	70
Chicken Sandwich	70
Chicken Cheese Sandwich	80
Mexican Chicken Sandwich	80
Peri Peri Chicken Sandwich	80
Mexican Chicken Cheese Sandwich	90
Peri Peri Chicken Cheese Sandwich	90

## BURGER

Veg Burger	70
Veg Cheese Burger	80
Veg Paneer Burger	80
Panner Cheese Burger	90
Chicken Burger	80
Chicken Cheese Burger	90

## WAFFLE

Belgian Chocolate Milk	80
Belgian Chocolate Dark	90
Hazzlenut	110
Red Velvet - White Chocolate	120



## MADRAS SPECIAL BUN

Bun Butter Jam	40
Peanut Butter	50
Chocolate Butter	60
Palkova Butter	60







## AVERAGE SALES PROJECTION

Sales Projection	Projection 1		Projection 2	
	Daily	Monthly	Daily	Monthly
<b>Average Sales</b>	<b>7000</b>	<b>210000</b>	<b>10000</b>	<b>300000</b>
Raw material Cost (40%)	2800	84000	2800	84000
Staff Salary	500	15000	500	15000
Rent	500	15000	500	15000
Current Bill	400	12000	400	12000
Gas Expense	300	9000	300	9000
Packing Material Cost	200	6000	200	6000
Miscellaneous(5%)	300	9000	300	9000
<b>Total Expenses</b>	<b>5000</b>	<b>150000</b>	<b>7250</b>	<b>217500</b>
<b>Net Profit</b>	<b>2000</b>	<b>60000</b>	<b>2750</b>	<b>82500</b>

Sales Projection	Projection 3		Projection 4	
	Daily	Monthly	Daily	Monthly
<b>Average Sales</b>	<b>15000</b>	<b>450000</b>	<b>20000</b>	<b>600000</b>
Raw material Cost (40%)	6000	180000	8000	240000
Staff Salary	1000	30000	1000	30000
Rent	800	24000	1000	30000
Current Bill	600	18000	700	21000
Gas Expense	400	12000	450	13500
Packing Material Cost	350	10500	400	12000
Miscellaneous(5%)	500	15000	500	15000
<b>Total Expenses</b>	<b>9650</b>	<b>289500</b>	<b>12050</b>	<b>361500</b>
<b>Net Profit</b>	<b>5350</b>	<b>160500</b>	<b>7950</b>	<b>238500</b>



# FRANCHISEE RESPONSIBILITIES

## Choosing Location

Franchisee should choose the locations based on people crowding areas like Market, School, College, Bus stand, Companies, etc.

## Transportation charges

Franchise should take care of the Food cart transportation charges depends on their location. Franchisor shall arrange "MSS / VRL / A1 transport" kind of logistics under 'TO PAY' option.

## Battery backup

Power backup should be arranged by the Franchise based on requirements.

## Cylinders

Franchise should arrange two cylinders. One for work and other for backup.

## Trade & Commercial Licence

Franchise should take care on the local permissions and other licences if required. Franchisor shall advice on the procedural formalities.

## Initial stocks purchase

Franchise should arrange Rs.60,000 for purchasing basic stocks like Tea & Coffee powders, Kuladh glass, groceries, vegetables, masalas, packing containers etc

## Cutleries purchase

Franchise should arrange Rs.50,000 for Plates, cutting board, working tables, etc. based on the requirements.

## Business Cycle amount

Franchise should maintain Rs.1,00,000 for business rotation.







#### CHENNAI HEAD OFFICE

KVM Complex, GST Road,  
Chengalpattu By-Pass, Chengalpattu,  
Tamil Nadu - 603002.  
Contact Number : +91 70100 24542

#### BANGALORE OFFICE

515, Shilpitha Sunflower,  
Bore Well Road, Nallurhalli,  
Bangalore - 560 066.  
Contact Number: +91 93631 06783

#### TO START YOUR OWN FRANCHISE

Tamilnadu : 99940 42433 | 93632 53118 | 75500 77078

Andhra Pradesh & Telangana : 63640 62635

Karnataka : 63640 62635