



**OWN A PIECE OF INDIA'S HOTTEST
CHAAP BRAND**

WWW.CHAAPSHALA.COM



THE BRAND STORY



Chaapshala was born with one mission — to make India fall in love again with Soya Chaap, the street classic that never goes out of style.

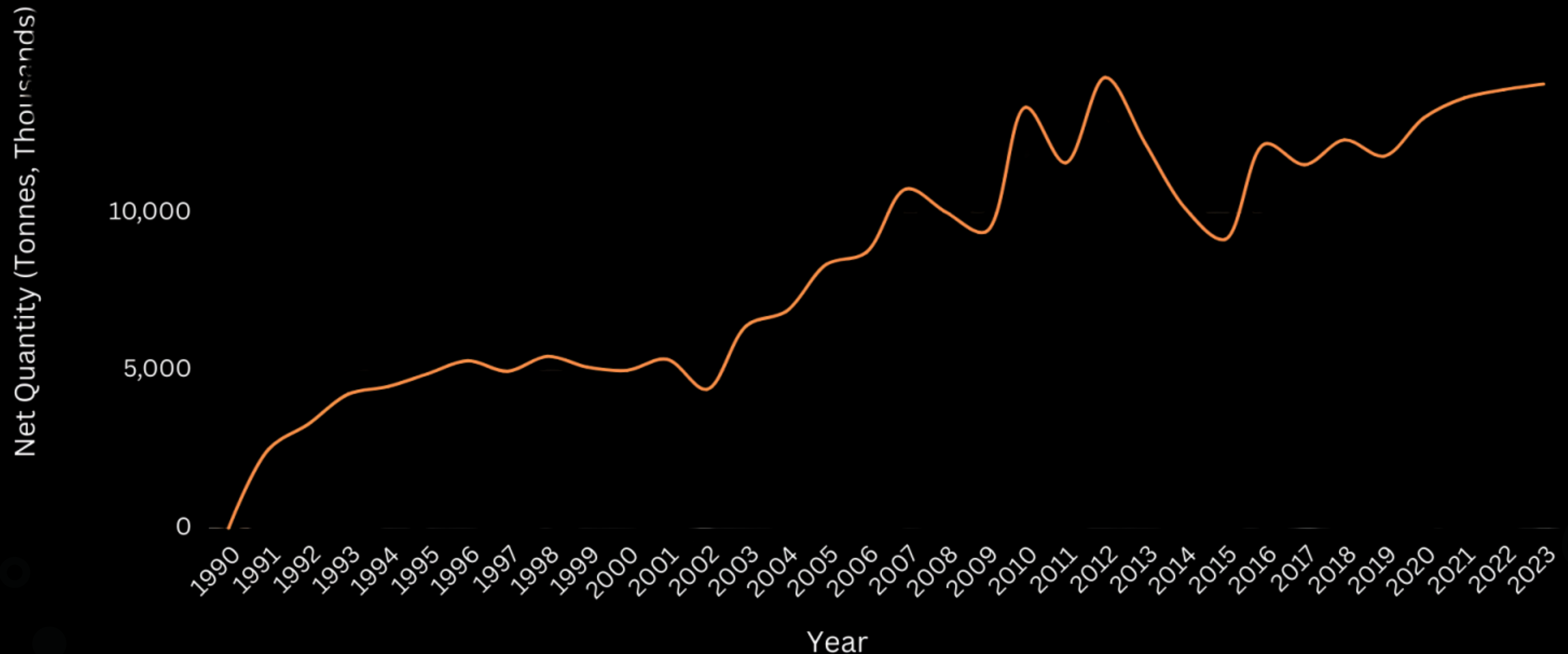
We reinvented Delhi's iconic soy chaap for today's generation — clean, high-protein, and pocket-friendly. From Malai Chaap to creamy rolls, Chaapshala delivers authentic desi taste without compromise.

Pure Soya. No Maida.

Real protein. Real flavor. Real India

MARKET OPPORTUNITY

INDIA'S SOYBEAN PROTEIN CONSUMPTION



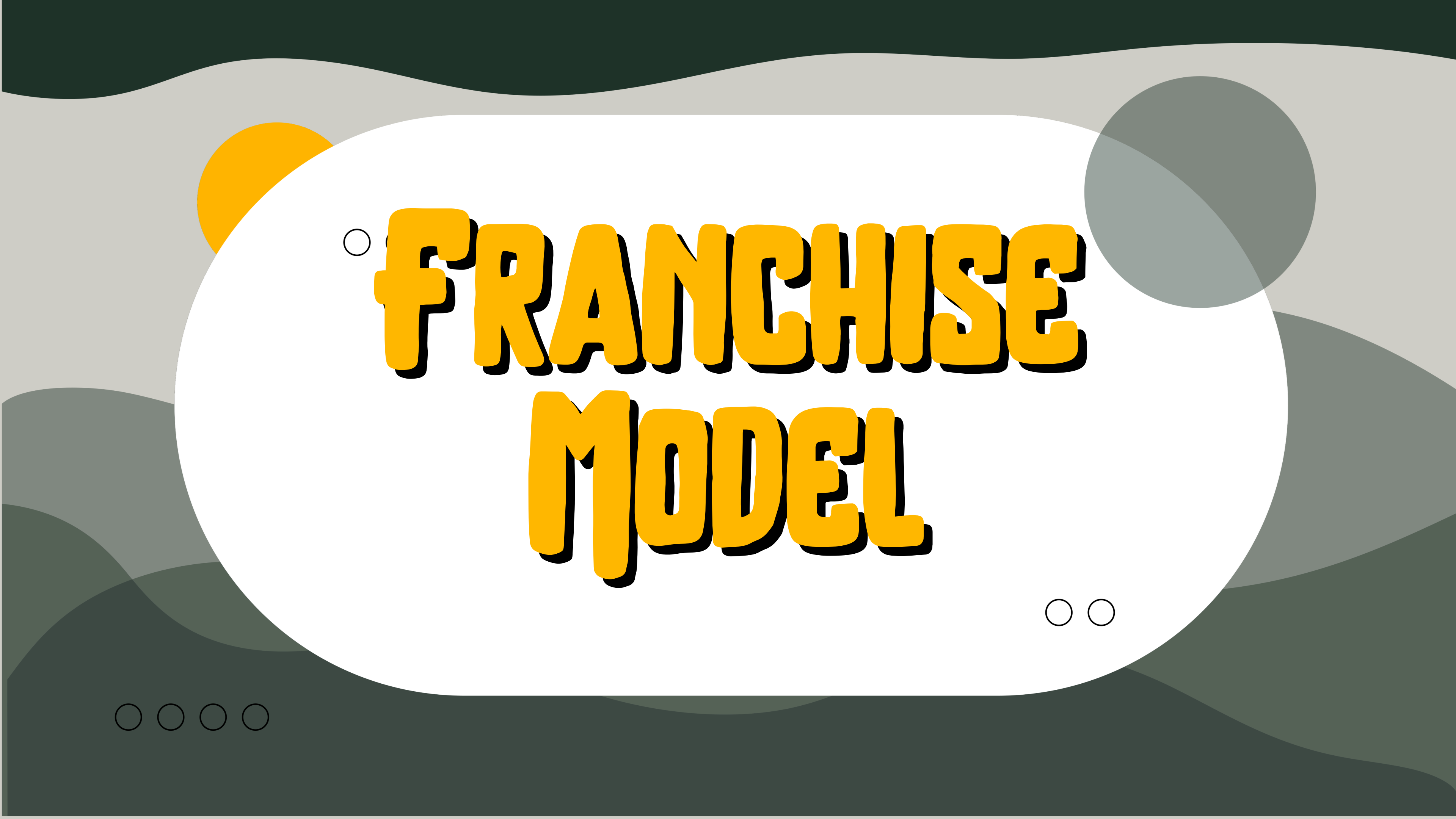


WHY CHAAPSHALA?

Feature	Chaapshala	Competitors
Core Ingredient	0% Maida	Maida + Mixed Fillings
Taste	Bold Punjabi flavours	Generic
Pricing	₹120-240	Overpriced
Concept	Interactive chaap bars	Basic counters

OUR USP

- High Protein, Pure Ingredients: pure soya-based, zero maida or fillers.
- Unbeatable Value: Menu starting at ₹39 — strong footfall magnet.



FRANCHISE MODEL



QSR FRANCHISE MODEL



FRANCHISE FEE

4 LACS

SPACE REQUIREMENT

200-250 SQ.FT MIN

TENURE

5 YEARS

ROYALTY

1% OF SALES

TENTATIVE ROI

12 MONTHS

TOTAL INVESTMENT

9-10 LACS

PROJECT COST AS PER CARPET AREA

ALL TAXES ARE AS PER GOVT. NORMS

**HEALTHIER,
MORE AFFORDABLE AND
SCALABLE QSR CONCEPT**

INVESTMENT BREAKUP

FRANCHISE FEE

4 LACS

RENOVATION OF OUTLET
(CIVIL, PLUMBING, ELECTRIC FITTINGS AND
FIXTURES)

50,000

KITCHEN EQUIPMENTS
INCLUDING UTENSILS , DUCKTING

4 LACS

BILLING SETUP

50,000

DISPLAY BOARD

30,000

SOUND & CAMERA SETUP

35,000

MISCELANEOUS EXPENSES

30,000

TENTATIVE ROI

AVERAGE ORDER VALUE	250		250		250	
NO. OF ORDERS PER DAY	50		80		100	
AVERAGE DAILY SALES	12500		20000		25000	
OPERATIONAL DAYS IN THE MONTH	30		30		30	
AVERAGE MONTHLY SALE	375000		600000		750000	
FOOD COST	150000	40%	240000	40%	300000	40.0%
FIXED COST (RENTAL , ELECTRICITY BILL)	60000	16%	60000	8.5%	60000	6.5%
OPERATING COST	110000	29%	110000	18%	97500	13.0%
PACKAGING COST	18750	5%	30000	5%	37500	5.0%
UTILITY COST	18750	5%	23000	4%	25000	3.3%
ROYALTY	7500	2%	12000	2%	15000	2.0%
MISCELANEOUS (MAINTENANCE COST)	7500	2%	18000	3.0%	15000	2.0%
EBIDTA	2500	1%	107000	17.8%	200000	26.7%



BEST SELLING DISHES



MALAI MASTI CHAAP

Creamy, dreamy & oh-so-smooth! Our Malai Chaap is like a hug for your taste buds. 🥰🔥



MALAI TIKKA MOMOS

Warning: Extreme crunch & fiery kick! 🥵🔥 These Malai Tikka Momos bite back – dare to try?



WHAT'S INCLUDED IN YOUR FRANCHISE

- Right to use the Chaapshala Brand name
- Digital + Offline presence
- Kitchen + Interior setup guidance
- Menu design (online/offline)
- Unlimited staff hiring & training support
- Recipe training & SOP-based operations
- Cashier + Manager hiring & training
- Operations manual
- Launch Marketing action plan
- Offline branding designs & hoardings
- Zomato & Swiggy onboarding
- Area manager visits & feedback calls
- Business growth strategy & planning
- Continuous supply chain support
- New product introductions every quarter
- Dedicated support teams
- 100+ tested recipes & customization options



50-60%
GROSS PROFIT
MARGIN

OPERATIONAL

Blueprint

A Simplified, Standardized, and Scalable Model Designed for Smooth Operations.

- NEFT/RTGS only to official company account.
- Token amount fully adjustable in final franchise fee.
- Training travel, stay, and food to be managed by the franchisee.
- Material dispatch within 4–5 working days post final payment.
- All payments made are non-refundable.

- Chef-less operational model powered by SOP-driven training.
- Unlimited-time staff hiring & training support from the brand team.
- Detailed Operations Management Manual for daily execution.
- Cashier and manager training to maintain service quality and speed.

- In-house manufacturing unit ensures purity and consistency.
- Centralized supply chain with dispatch within 4–5 days post final payment.
- Access to 100+ innovative recipes and seasonal product upgrades.
- Continuous R&D and quality audits to maintain excellence.

- SOP-based operational flow to simplify daily management.
- Integrated POS and billing system for accuracy and analytics.
- Regular feedback calling for performance monitoring.
- Area manager assistance for on-ground audits and guidance.

CONTACT US



Website

www.chaapshala.com



Mail

apexusventures@gmail.com



Phone

+91 78519 10353



Office

Shop No. 1 Basement, Ganesh Palace,
Karmyogi Enclave, Agra, Agra, Uttar
Pradesh, India, 282005

