

CHAI TAPRI CO.

BUSINESS PLAN 2026-2029

Chai Tapri Co.

A modern chai and snacks chain for students and office-goers

PREPARED BY

VERSION

CITY

Rohit Kale and team

1.0 · Confidential

Pune

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1. EXECUTIVE SUMMARY

Chai Tapri Co. serves fresh masala chai, filter coffee and local snacks from compact kiosks near colleges and office parks. Our standard recipes, digital ordering and clean, cheerful kiosks give customers the comfort of a roadside tapri with the reliability of a brand.

The opportunity

Tea is India's everyday drink, yet most outlets are unbranded and inconsistent. Young customers want quality, hygiene and quick digital payment at a fair price.

Key figure (sample)	Year 1	Year 3
Kiosks	4	25
Cups sold per day	2,400	16,000
Revenue	₹1.1 Cr	₹7.8 Cr
Team size	22	140

All projections in this plan are illustrative sample figures.

2. COMPANY OVERVIEW

Mission

To serve the best cup of chai within two minutes, at a price students can afford, in a place they enjoy.

Products and Services

Offering	Description	Price (sample)
Masala chai	Brewed fresh every 20 minutes with our spice blend	₹20
Filter coffee	South Indian decoction coffee	₹30
Snacks	Vada pav, poha, samosa and sandwiches	₹25–60
Office subscriptions	Daily delivery of flasks to small offices	₹4,500/month

Legal Structure and Location

The business will be registered as a private limited company with an FSSAI licence for each kiosk. A central kitchen in Kothrud prepares snacks and spice blends.

3. MARKET ANALYSIS

Industry Overview

The organised tea-café segment is growing quickly in metro cities, while the vast unorganised market remains price-sensitive. Kiosks near colleges and IT parks see heavy footfall in the morning and evening.

Target Customers

Segment	Description	Priority
College students	Price-sensitive, visit in groups	High
Office workers	Value speed and cleanliness	High
Small offices	Daily bulk orders	Medium

Competition

Competitor type	Strength	Our advantage
Roadside tapris	Cheap, familiar	Consistency, hygiene, UPI ordering
Premium cafés	Ambience	Lower price, faster service
Delivery apps	Convenience	Freshness, office subscriptions

SWOT Analysis

Strengths • Low-cost kiosk model • Strong recipes	Weaknesses • New brand • Dependence on footfall
Opportunities • Office subscriptions • College tie-ups	Threats • Rent increases • Copycat brands

4. MARKETING AND SALES STRATEGY

We will grow through location choice and habit: loyalty stamps, student discounts and college fest sponsorships, supported by Instagram content.

- Kiosks near colleges and IT parks
- Loyalty app with stamp cards
- Office flask subscriptions
- College fest sponsorships

5. OPERATIONS PLAN

Each kiosk is run by two trained staff per shift, supplied twice daily from the central kitchen. Checklists cover hygiene, opening and closing.

Milestone	Target date	Owner
First 4 kiosks open	Q2 2026	Operations
Central kitchen upgraded	Q4 2026	Operations
Office subscriptions reach 100 offices	Q2 2027	Sales
25 kiosks across Pune	Q1 2029	Founders

6. MANAGEMENT TEAM

Name	Role	Background
Rohit Kale	Founder & CEO	Ran a café chain franchise for 6 years
Sana Mulla	Operations head	Hotel management graduate, central kitchens
Varun Iyer	Finance & tech	Chartered accountant, POS systems

7. FINANCIAL PLAN

The projections below are sample figures that show the structure of a financial plan. Replace them with your own estimates and assumptions.

(₹ lakh)	FY 2026–27	FY 2027–28	FY 2028–29
Revenue	110	360	780
Cost of goods	36	115	245
Gross profit	74	245	535
Operating expenses	82	190	380
Net profit / (loss)	(8)	55	155

Funding Requirement

We are seeking ₹1.5 crore to open 10 kiosks, upgrade the central kitchen and build the loyalty app over 18 months.

Use of funds	Share
New kiosks and equipment	50%
Central kitchen	20%
App and marketing	20%
Working capital	10%

8. RISKS AND MITIGATION

Risk	Impact	Mitigation
Low footfall at a new site	High	Site trials with a pop-up cart first
Milk price rises	Medium	Supplier contracts and menu pricing reviews
Staff turnover	Medium	Training, incentives and career path