



World's Largest Chai-Led Beverage Platform

India runs on chai



Chai is **Fuel.** Chai is **Culture.**

Statistics of Chai Consumption in India

750m+

cups of tea are
consumed everyday

350m+

cups of tea are
consumed everyday
outside home

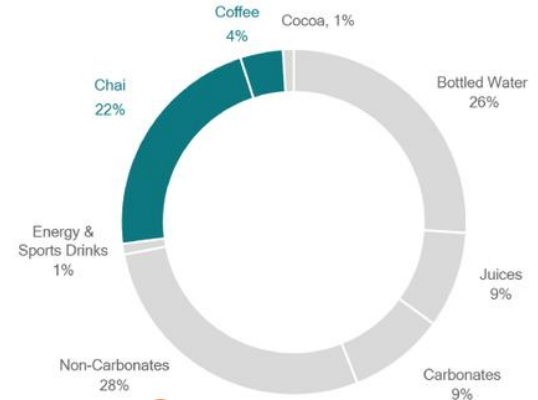
30 cups

of chai are consumed
for every cup of coffee

The consumption
volume of tea is

**1.2 Billion
Kilograms**

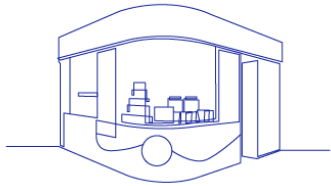
Drink sales by categories in India



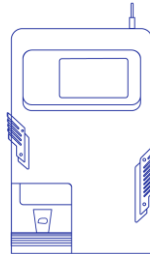
Brewing 800,000+ Cups Everyday

Chai Point is the world's largest chai-led beverage platform present through its retail network across 9 cities and its specialised Brewing Bots at leading workplaces across 50+ cities in India.

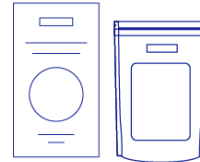
Driven by the brand's purpose **"To serve a great cup that brightens lives and brings people together"**, Chai Point continues to expand its omni-channel presence in India brewing high quality beverages along with a wide range of food and accompaniments. We also serve customers at homes through our CPG products.



170+ Stores
Across
13 Cities in
India



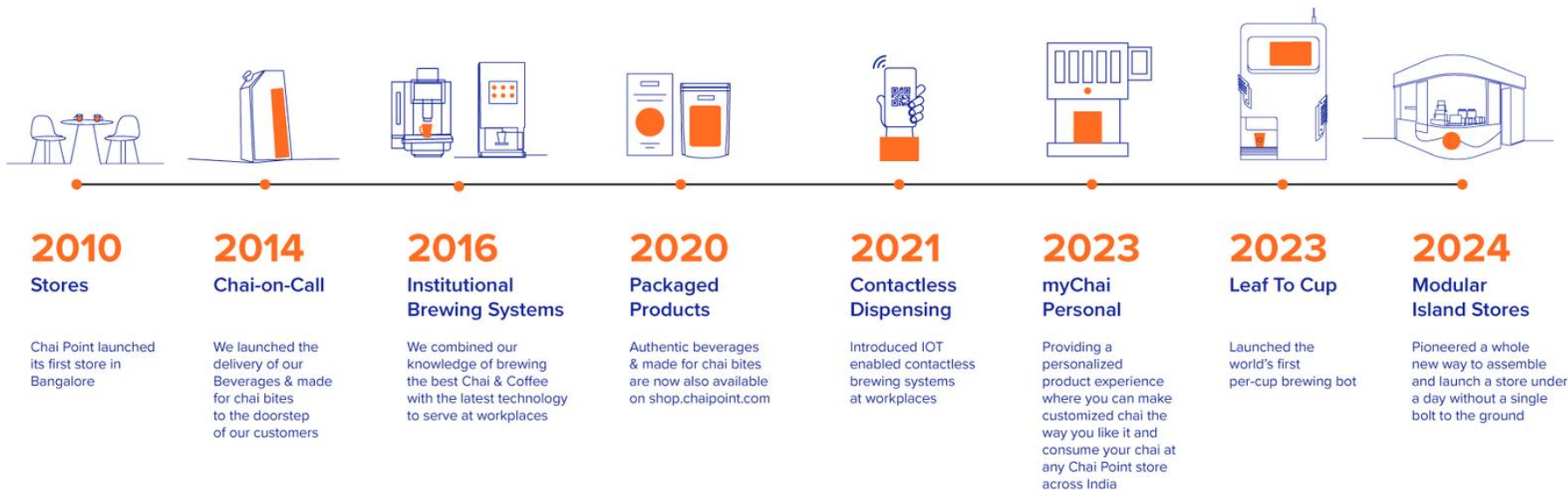
Brewing at
5,100+
Locations
Across **30+ Cities**



9,000+
Pincodes Served
with Packaged
Goods

The Journey So Far

We've grown as an omni-channel brand over the past 13 years



Brewing at Leading Organisations



ibis

zepto

zomato



wework

sodexo*

Adobe



amazon

Microsoft

Google



SIEMENS



SMARTWORKS

PHILIPS



Meta

accenture

Deutsche Bank



SHERATON

IndusInd Bank

reckitt®

medanta

Deloitte.



SAMSUNG



pwc

KPMG



COLGATE-PALMOLIVE

APPLIED MATERIALS.

GSK

Morgan Stanley



BIKANERVALA

BARCLAYS

VOLVO

Opella.

and 2100+ Organisations

Our Stores

Chai Point stores are present in 13 cities in prime locations delighting customers with freshly made chai and made for chai snacks.

The stores designed for a great experience with comfortable seating, tea origin and spice storytelling through art and high speed wi-fi.



brewing bots

chai
point | EVERY
WHERE



World's first Per Cup Brewing

Suitable for 50+ employees

System Features

- Home-Like Freshly Brewed Chai & Authentic Filter Coffee
- Instant Per-Cup brewing of Chai
- Automatic Batch brewing of Filter Coffee
- Hoppers for Ingredients
- Lowest Intervention
- Easy to Clean & Maintain

Output products

- Freshly Brewed Normal & Kadak Chai – 2 sugar & milk levels
- Authentic Filter Coffee
- Strong Filter Coffee
- Black Coffee
- Hot Milk
- Hot Water



L2C Bot

Automatic 'Real-boiled' Batch Brewing

Suitable for 350+ employees

System Features

- Fresh and real boiled Chai
- Large batch brewing
- Customizable Menu
- Easy and Automated Cleaning
- Tracking real time consumption
- Optimised On-demand preparation

Output products

- Freshly Brewed Chai
- Freshly Brewed Kadak Chai
- Freshly Brewed Masala Chai
- Black Chai
- Authentic Filter Coffee
- Hot Milk
- Hot Water



Automatic 'Real-boiled' Batch Brewing

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Output products

- Freshly Brewed Chai
- Freshly Brewed Kadak Chai
- Freshly Brewed Masala Chai
- Black Chai
- Authentic Filter Coffee
- Hot Milk
- Hot Water



Café-like quality of beverages

Suitable for 75+ employees

System Features

- Freshly Grounded & Brewed Coffee
- 16+ Variants
- Hoppers for beans
- Highly Convenient – twin dispenser for faster and multiple servings
- Operational ease with auto cleaning and flushing

Output products

- Cappuccino
- Café Latte
- Americano
- Espresso
- Tea (Milk + Water)
- Hot Milk
- Hot Water



Unique mix of beverages

Suitable for 120+ employees

System Features

- Home-Like Freshly Brewed Chai & Authentic Filter Coffee
- In-built food safety & hygiene features
- Major component & process upgrades
- Single Origin Teas – CTC with 2nd Flush leaves

Output products

Chai
Strong Chai
Filter Coffee
Strong Filter Coffee
Black Chai
Black Coffee
Hot Milk
Hot Water



Versatile Solutions

We have a wide range of Brewing Bots each designed
For specific uses cases and office sizes.

- ➔ Offices
- ➔ Educational Institutions
- ➔ Factories and Warehouses
- ➔ Hospitals
- ➔ Co-Working Spaces



Offices



Leaf To Cup

- Per-Cup Brewing
- 100+ Cups Per Day

Ideal for:

- Lobby
- Office Cafeteria
- Conference Room
- Office Floor
- Office Pantry



Fresh Brew

- Chai & Filter Coffee
- 200+ Cups Per Day

Ideal for:

- Lobby
- Office Cafeteria
- Conference Room
- Office Floor
- Office Pantry



Personal-Small

- Batch Brewing
- 100+ Cups Per Day

Ideal for:

- Cafeteria
- Cafeteria Kitchen

Education Institutions



Leaf To Cup

- Per-Cup Brewing
- 100+ Cups Per Day

Ideal for:

- Staff Pantry
- Staff Room
- Admin Office
- Student Clubs



Fresh Brew

- Chai & Filter Coffee
- 200+ Cups Per Day

Ideal for:

- Staff Pantry
- Staff Room
- Admin Office
- Student Clubs



Personal-Small

- Batch Brewing
- 100+ Cups Per Day

Ideal for:

- Students Canteen
- Hostel Mess
- Staff Cafeteria

Factories and Warehouses



Leaf To Cup

- Per-Cup Brewing
- 100+ Cups Per Day

Ideal for:

- Office Area
- Office Cafeteria
- Waiting Lobby
- Conference Rooms



Fresh Brew

- Chai & Filter Coffee
- 200+ Cups Per Day

Ideal for:

- Office Area
- Office Cafeteria
- Waiting Lobby
- Conference Rooms



Personal-Large

- Batch Brewing
- 200+ Cups Per Day

Ideal for:

- Shop Floor
- Cafeteria

Hospitals



Leaf To Cup

- Per-Cup Brewing
- 100+ Cups Per Day

Ideal for:

- OPD
- Doctors Lounge
- Nurses Lounge
- Waiting Lobby
- Staff Pantry
- Admin Office
- Visitors Cafeteria



Fresh Brew

- Chai & Filter Coffee
- 200+ Cups Per Day

Ideal for:

- OPD
- Doctors Lounge
- Nurses Lounge
- Waiting Lobby
- Staff Pantry
- Admin Office
- Visitors Cafeteria



Personal-Small

- Batch Brewing
- 100+ Cups Per Day

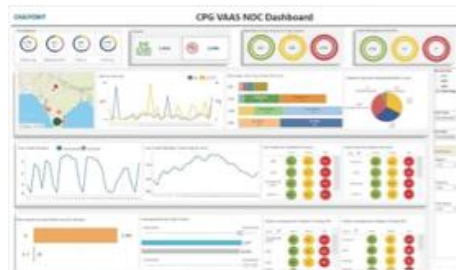
Ideal for:

- Kitchen
- Visitors Cafeteria
- Staff Pantry

Services: Cloud Apps Ecosystem

NOC Dashboard

- Consumer consumption statistics
- Data-Lake driven intelligence
- Machine Health Statistics



NOC Dashboard

NOC Dashboard

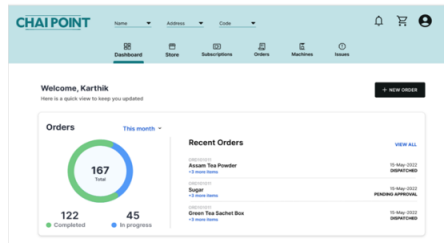
- Consumer consumption statistics
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CKART (Indenting SaaS)

- Indent-PO-Invoice-Delivery System
- Auto indenting
- Upselling Algorithms

NOC Dashboard

- Consumer consumption statistics
- Data-Lake driven intelligence
- Machine Health Statistics



C-Kart Dashboard

India Stack Integration

- ONDC
- OCEN
- UPI

Distributor ROI working – For Year 1, Year 2 & Year 3

Duration		Year 1	Year 2	Year 3
No of Bots		50	100	150
One Time Investment		1,75,000	-	-
Rent		72,000	75,600	79,380
Sales & Ops Team		2,88,000	6,00,000	6,24,000
Logistics		1,68,000	3,36,000	5,04,000
Misc		30,000	40,000	50,000
Total Expenses	A	7,33,000	10,51,600	12,57,380
Total Revenue	B	84,00,000	1,68,00,000	2,52,00,000
Earnings at 20%	$C = B \times 20\%$	16,80,000	33,60,000	50,40,000
Returns	$D = C - A$	9,47,000	23,08,400	37,82,620
Working Capital Investment	$E = (2 B / 12)$	14,00,000	28,00,000	42,00,000
Bot SD Investment	F	5,00,000	10,00,000	15,00,000
Total Investment	$G = E + F$	19,00,000	38,00,000	57,00,000
ROI	$H = D / G$	50%	61%	66%

Chai Point – Sales & Marketing support



Sales training by
Chai Point, for sales team



Free 1 Kg Tea and 1 Kg Coffee: With every **new deployment that is eligible** as per the criteria. (If the sampling was conducted by channel partner)



Channel Financing support:
Leading banks in India



Sampling Van by Chai Point:
For any event the channel partner conducts for clients/prospective clients (head count more than 40)



Marketing collateral
by Chai Point



Industry event participation

Digital Lifecycle of Chai Point: Channel partner to use for managing Sales and Operations

- a. **Leadsquared** – Tracking Leads
- b. **KCI** (Keep Customer Informed)
 - i. Automated emailers when a lead is added
 - ii. Automated emailers when sampling is scheduled
 - iii. Automated emailer with employee feedback for sampling
 - iv. Automated emailer for Deployment
- c. **VOC** (Voice of the Customer) for customer feedback and NPS
- d. **Sigma6** – Ticketing and Field force management tool
- e. **CKart** – Integrated ordering and consumption tracking tool
- f. Incentive tool



Key Success Criteria

CAPABILITY

- ☐ Have a robust **distribution network** (reach) within the assigned territory.
- ☐ Existing association with target customer types as a supplier of Stationery / Bulk Water / Vending machines / Food Services or other FMCG goods.
- ☐ Minimum **5 years** institutional distribution experience.
- ☐ One dedicated sales resource for enhancing CP business and assisting Chai Point Team



CAPACITY

- ☐ Warehouse close to prominent IT / Corporate Parks/Industrial areas to reduce overall transport cost and improve efficiency.
- ☐ Capability to invest Rs 25 lakh in first year towards purchase of reserve stock, service credit terms of client organization and working capital.
- ☐ Investment of 1.2-2.5 lacs for basic infra creation in owning 1-2 machines and setting up an experience centre; Mandated for MCP & L2C distributors and optional for Fresh Brew and B2C distributors
- ☐ Infrastructure to enable onsite sampling for potential MCP, L2C & B2C clients



CRAVING

- ☐ Willingness to use MTF billing module (**CKart**)
- ☐ Assistance in business development
- ☐ Onboarding with minimum **20 qualified leads with leads having 5 installations potential**
- ☐ Min.12 samplings in first 3 months and 3 samplings/months after
- ☐ Minimum **12 deployments** through distributor leads in first year



Thank You!

