



THE CHAI WALAHTM
TRULY HANDMADE ARTISANAL TEAS



www.thechaiwalah.com



"FINDING
WARMTH
IN EVERY
SIP"



MEET OUR FOUNDER

Faisal Yousaf, the visionary founder and CEO of **THE CHAI WALAH**, has redefined the landscape of the tea industry with a humble roadside cart in southern India evolving into a nationwide empire of over **100 outlets**. His journey, marked by a passion for tea and guided by the mantra "Do small things with great love," transcends the boundaries of business success. Dedicating himself to the art of brewing the perfect cup of chai, Faisal Yousaf's mission goes beyond tea - it's about brewing opportunities for aspiring entrepreneurs.



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THE COMPANY

THE CHAI WALAH has become a catalyst for local entrepreneurship, offering over 100 franchise opportunities and creating jobs while nurturing hope within communities. At the heart of THE CHAI WALAH's success lies a commitment to fair trade and sustainability.

Faisal Yousaf's vision drives the brand to source tea leaves directly from local farmers across India, ensuring not only a premium product but also promoting fair wages and ethical farming practices. This commitment ripples through the Indian economy, contributing to the growth of rural communities.

FIRST OUTLET

From a modest tea cart near Alappuzha lighthouse to a nationwide chain, **THE CHAI WALAH**'s journey exemplifies the transformative power of innovation, entrepreneurship, and community development. Faisal Yousaf's emphasis on ethical principles stands as a beacon of inspiration in an industry often focused solely on profits.

Faisal stumbled upon the idea while he was working and enjoying a cozy life in London. Then didn't think twice just started the business in India.



As **THE CHAI WALAH** expands its footprint, it continues to serve as a testament to how entrepreneurship can be a force for positive change. Faisal Yousaf's blend of business acumen and social responsibility sets an example for those aspiring to make a difference. In a world where success stories often lack a human touch, THE CHAI WALAH shines as a symbol of how love, passion, and commitment can lead to not just business success but also the upliftment of lives and communities.

As we embark on future global expansions and ventures, Faisal's insights stand as a compass guiding THE CHAI WALAH toward success with a soul. Faisal's commitment to revolutionizing the street tea experience transcends borders, and as we set our sights on international markets, his emphasis on affordability, hygiene, and quality remains robust.



Faisal's dedication to fair trade and sustainability sets a gold standard. Sourcing tea leaves directly from local farmers underscores not only a commitment to quality but also contributes to the well-being of those who cultivate the land. As we venture into new territories, this ethical foundation will continue to be a cornerstone of **THE CHAI WALAH's** global identity.

THE CHAI WALAH will continue to be a beacon of inspiration, proving that business and humanity can thrive hand in hand, for a better tomorrow.

Linked by a common purpose, driven by a shared passion, THE CHAI WALAH under Faisal Yousaf's leadership is poised to not only conquer new markets but to leave a lasting legacy of positive change on a global scale.



OUR PARTNERSHIP

OUR SPICES:

We've partnered with a founding member of the Fairtrade Alliance Kerala in India who strive to bridge the physical and emotional distance between the sensitive spice farmer and the conscious consumer.



Our spices grows within an organic farm that resembles nature in its rawest form - A tropical jungle. Thriving Ant hills, scattered spiders webs, marigolds together with birds, Leopards, Wild Elephants and even the odd family cow etc.



At the foot of the Himalayas, along the Brahmaputra River, Assam hosts the perfect conditions for tea cultivation. Nutrient-rich flood plains, lots of rain, and hot, humid rain conditions produces a strong full bodied and malty tea. The perfect pairing for our masala.

The tea in your cup is sourced directly from a single family run estate in Assam who prioritises quality over quantity and use age old organic practises.





OUR, MISSION

is to provide every customer with the best cup of Authentic Indian Tea, enhancing and enlightening to the true flavours of regional Indian Tea Blends.

OUR, GOAL

is to revolutionise Tea and get a little Indianness to the whole wide world.



WHAT WE OFFER

WE PROMISE TO PROVIDE YOU WITH THE OPPORTUNITY TO
CONSTANTLY DEVELOP YOUR STORE AND INCREASE YOUR
KNOWLEDGE IN F&B SECTOR



We understand the importance of a solid work-life balance and we want you to be physically, mentally and spiritually on your on your game of all times.

We ensure these standards are kept by opening up our entire franchisee community to you as well as being your direct point of call in business.

We promise to make you feel rewarded in your daily life, supported in your decision and educated in your marketing choices.

In becoming a franchisee you become a family member to a young and rapidly growing company with a team of people that value your ideas, opinions and experiences.

We are a brand that continues to evolve and we want you to not only be part of this change, rather, to be an innovator in your own right.





ARE
YOU FIT
FOR A TCW
FRANCHISE?



THE CHAI WALAH franchisee is a particular type of person, we personally select our representatives from a wide range of applicants from varying walks of life to join our family.

We don't necessarily need you to come from a beverage industry background or have previous franchisee experience, we are simply looking for individuals with that spark and passion to put their best foot forward and represent our brand and culture at all times.

We are the kind of people, that dare to be different. We laugh at ourselves often, work our asses off and love what we do 24/7. If community and culture isn't something you care about, we probably aren't your best fit franchise.

To us, our stores are like our second home.

To our customers, our stores are a guaranteed place to go to relax, drink and eat amazing chai and snacks and soak up with the world pass by. These promises are made through excellent customer service, passion and people skills.

Our franchisees tend to have the gift of the gab, and as a result, they are personable, people who listen to the ubile, brentatrald fun. We look for of change and actively seekout community collaborations as a means of marketing and brand.

On any given day, you will be a sales person, counsellor, marketer, promotions guru, chai conosseur and tea ambassador, and more!

We want you to feel like you're making a positive change in your community by bringing THE CHAI WALAH to your area, and we need you to feel motivated and embody our like-minded love for a good cup of chai!



OUR STORES

LOCATION....

When looking for a location, we suggest following specific criteria to ensure your store remains successful.

Location is single-handedly one of the most important variables that determine the success of any business and although our marketing is industry leading, foot traffic and street vantage-points help us make your store **EVEN BETTER.**



We don't need to be located in costly 'prime lot areas, but do thrive best off locations near main attractions, off popular streets or in areas that generate a particular local interest. When looking for your TW outlet location, think community, accessibility, and character - our branding tends to handle the rest as you can see from these interior design mockups.

STORE SIZE

This is very much dependent on location and availability, however, we require a minimum space of 50sqft to roughly anywhere between 800 to 1000sqft to create the most aesthetically pleasing store, as well as allow us to practise industry standard safety.





STILL INTERESTED?

If you've read all of the above pages and are still keen to join our brotherhood then we think it'd be mad not to continue this discussion.

Please email us at hello@thechaiwalah.com and our representative will get back to you shortly to organise a meeting in our HQ or meeting at one of our many stores around the country.

THE CHAI WALAH®
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OUR APPROACH:





TAKE THE
FIRST STEP

CONTACT US



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