



OYE!
CHACHA

INDIA'S **NEXT - GEN** FOOD BRAND

- ☑ **Authentic Flavours**
- ☑ **Focused Menu**
- ☑ **Fast Operations**

Oye! Chacha is more organised, consistent and scalable.

THE OPPORTUNITY

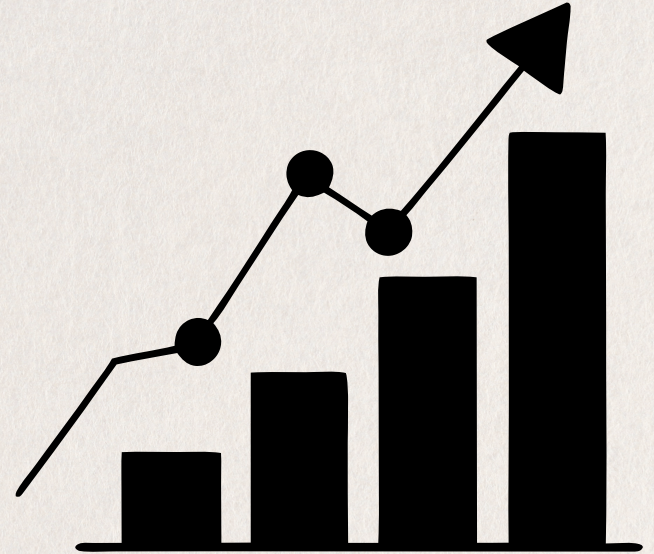
India's Food Delivery Market is Exploding.

☑ ₹60,000+ Cr market size.

☑ Fastest Growth in QSR & Cloud Kitchens.

☑ High Demand for:

- Rolls
- Bowls
- Affordable Quick Meals





THE BRAND

What is Oye! Chacha?

1st Indian Street Food Brand
Focused on **Rolls, Tikka, and
Quick Bowls.**

Built for:

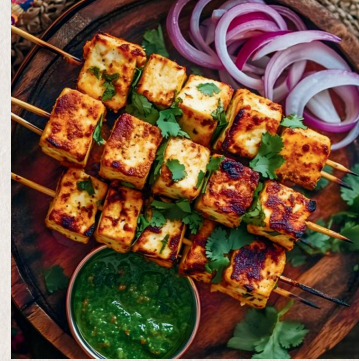
- **High** Order Volume
- **Fast Prep**
- **Repeat** Customers

WHY WE WIN?



- ✓ **High** Margins Menu
 - ✓ Designed for **Swiggy & Zomato** Growth
 - ✓ **Low investment** Mitchen Model
 - ✓ **Fast service** - More Orders/Hour
 - ✓ Youth-Focused **Branding**
-

WHY INVESTORS CHOOSE **OYE! CHACHA**



-
- ✓ No operational **Headaches**
 - ✓ **Professionally** Managed
 - ✓ **Standardised** Systems
 - ✓ Scalable **Multi-Unit Potential**

BUSINESS MODEL – OWNED STORE | FOCO

FOCO = Franchise Owned | Company Operated

YOU:

- Invest
- Own The Outlet **et**



WE:

- **Run** Daily Operations
- **Hire** & Train Staff
- **Manage** Online Platforms
- **Handle** Supply Chain & All The Expenses Of The Store

INVESTMENT MODEL

Model A = Rolls + Tikka & Bowl

Total Investment Includes:

- Security + Rent + Brokerage
(All Total) = 2.5Lac
- Franchisee Fees 7Lac
- Interiors = 3Lac
- Kitchen Setup = 5Lac
- Equipment = 1Lac
- Branding = 1Lac
- Licensing = 50K

Total
Investment
20
Lacs

Model B = Rolls

Total Investment Includes:

- Security + Rent + Brokerage
(All Total) = 2Lac
- Franchisee Fees = 5Lac
- Interiors = 2.5Lac
- Kitchen Setup = 3Lac
- Equipment = 1Lac
- Branding = 1Lac
- Licensing = 50K

Total
Investment
15
Lacs

RETURNS MODEL

Option A

7%

- Total Sale Revenue
- Monthly Payments Ensure Consistent Returns For Franchise

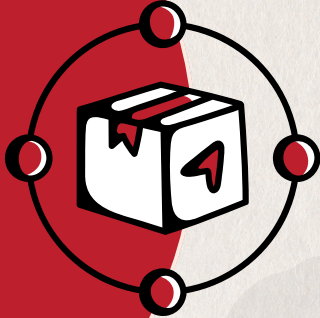
Option B

- **60%** Profit Share for First 20 Months.
- **40%** Thereafter Paid Monthly On Net Distributable Profits.

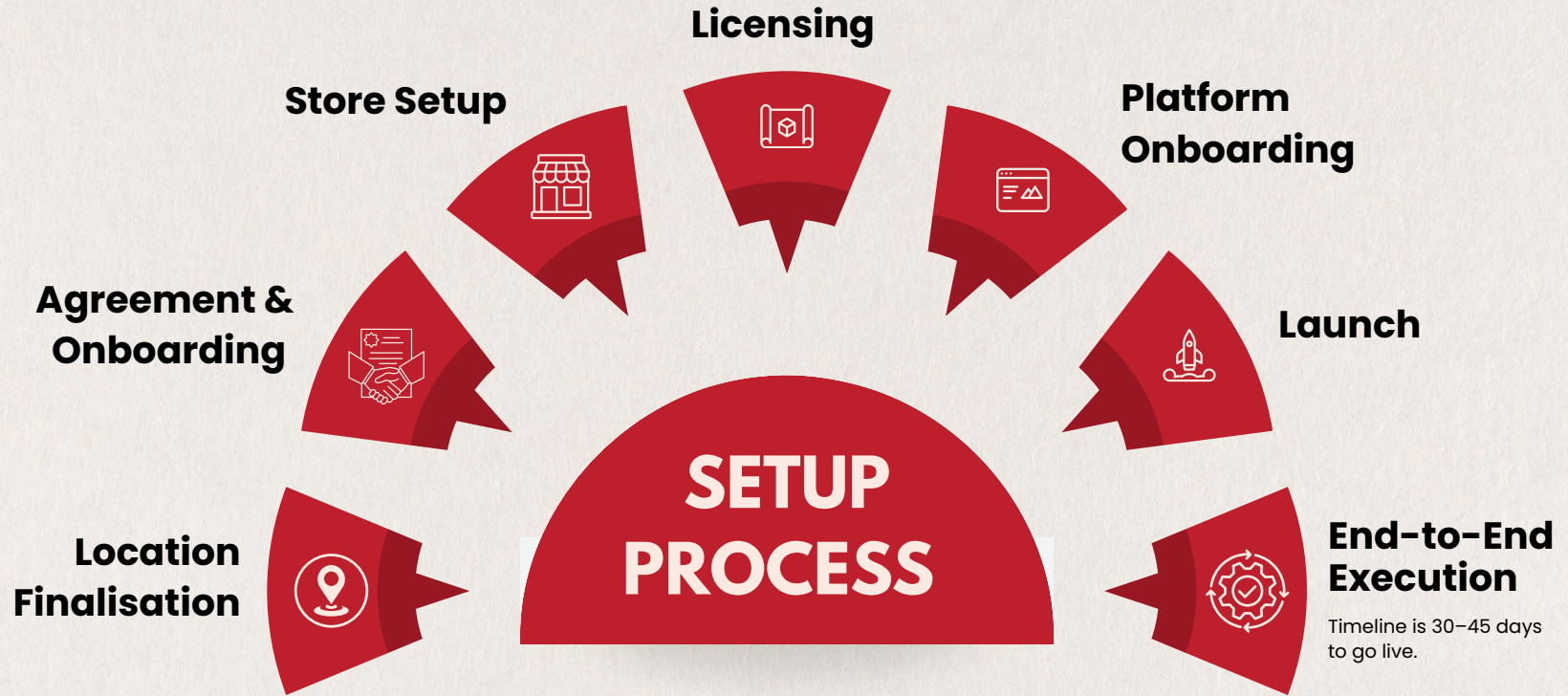
LOCATION STRATEGY

 SWIGGY

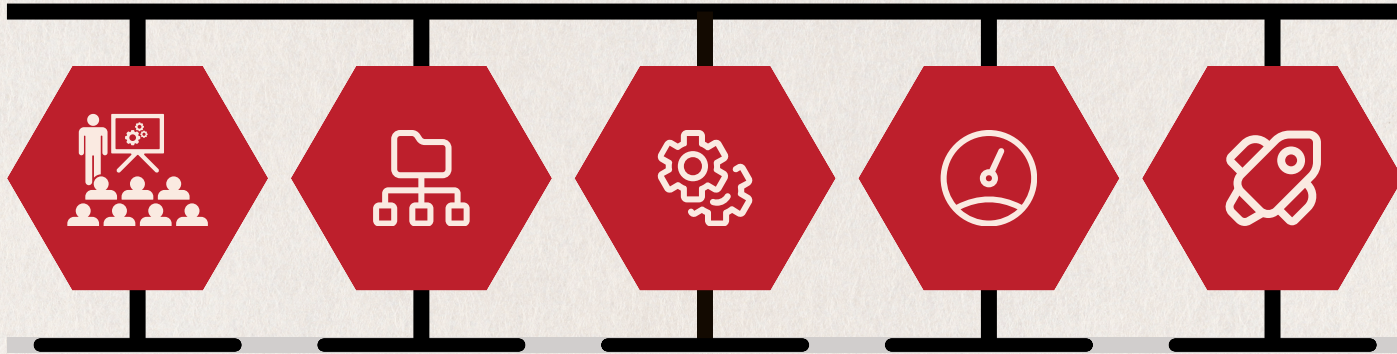
 zomato



- Swiggy/Zomato Demand Insights**
- High-Density Delivery Zones**
- College + Office Clusters**
- Proven Micro-Markets**



OPERATIONS & SUPPORT



**Full Staff Hiring
& Training**

**Inventory &
Supply Chain**

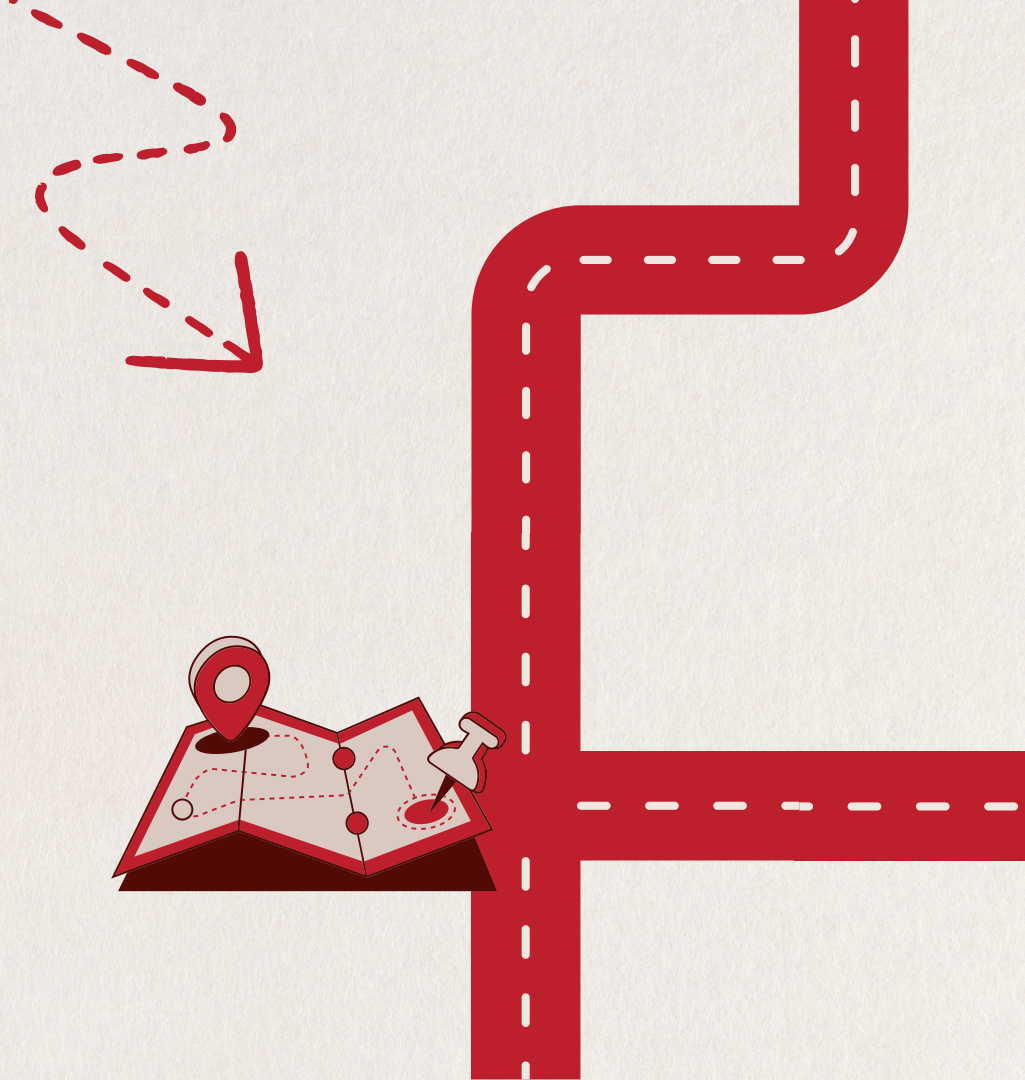
**Daily
Operations
Management**

**Platform
Optimisation**

**Marketing
Campaigns**

LAUNCH STRATEGY

- ✓ **Pre-Launch** Buzz
- ✓ **Soft Launch** Testing
- ✓ **Grand opening** Push
- ✓ Online **Visibility Boost**



SCALE & VISION



WHY JOIN NOW !

**Early Investor
Advantage**



**Prime
Locations
Still Available**



Lower Entry vs Future Cost

FOR FRANCHISE DETAIL CONTACT :


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THANK YOU!

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