



Franchise Opportunity

AUTHENTIC IRANIAN TEA · SINCE THE CAFÉS OF OLD HYDERABAD

UNIT FRANCHISE PROPOSAL · 2026

THE CUP WE GREW UP WITH

Irani Chai

Irani chai is a cherished gem from the heart of India — a blend of strong black tea with rich **mawa** that delivers a sweet, creamy indulgence and leaves a lasting impression on the palate.

It began in the historic Iranian cafés that once flourished across the city, and it has held generations with its distinctive flavour and unhurried, soulful ritual. Our recipe pairs the finest black tea leaves with the essence of mawa, balanced carefully to stay both comforting and invigorating.

Mister Irani invites entrepreneurs to carry that tradition forward — as part of our franchise family.



What makes a Mister Irani franchise different

01

Authenticity Preserved

High-quality ingredients and traditional preparation methods keep the taste of Irani chai exactly as it should be.

02

Comprehensive Support

Training, brand promotion and continuous company support from signing through to your first busy season.

03

Excellent Returns

A proven business model with tested pricing and cost management guidance, built for a healthy return on investment.

04

Free Chef Training

Our experts equip you and your staff with the skills to prepare and serve our signature Irani chai flawlessly.

05

Brand Promotions

A dedicated marketing team runs strategic campaigns and digital activity that bring a steady stream of customers.

06

Company Support

Operational guidance and ongoing assistance, so any challenge that comes up has someone behind it.

EVERYTHING ARRIVES BRANDED

Physical branding

Your outlet opens with a complete, consistent identity kit — the same one customers already recognise across every Mister Irani counter.



Cups & Servingware

Printed paper cups, saucers and lids



Name Board & Façade

Storefront signage and interior graphics



Bottles & Food Packing

Water bottles, carry bags and takeaway packs

INCLUDED • NO EXTRA COST

Free chef training

We do not hand over a recipe and wish you luck. Our team trains your kitchen until the chai comes out right, every single time.

- Hands-on training in brewing, mawa handling and consistency
- Full menu preparation across tea, coffee, shakes and snacks
- Counter workflow, hygiene and service standards
- Refresher sessions whenever you add new staff





INCLUDED • NO EXTRA COST

Free ad shoot & promotions

Your outlet gets its own campaign assets — shot, edited and pushed by our marketing team, not sourced from a stock library.

- Professional product and store photography at your location
- Launch campaign across social and local digital channels
- Festival and seasonal creatives supplied through the year
- Listing and review support on delivery platforms

Tea

Brewed to the same house recipe in every outlet

Tea

Irani Chai	₹25 / ₹30 Regular / Large
Malai Chai	₹30 / ₹35 Regular / Large
Irani Black Tea	₹25
Premium Tea	₹40
Lemon Tea	₹30
Green Tea	₹30
Special Masala Tea	₹30
Lemon Ginger Tea	₹30



Coffee

South Indian filter decoction, drawn fresh through the day

Coffee

Filter Coffee	₹30
Strong Coffee	₹35
Black Coffee	₹30
Sukku Coffee	₹40
Cold Black Coffee	₹50
Cold Coffee	₹90



Hot Milk & Lassi

Steaming or chilled, churned to order

Hot Milk



Hot Milk	₹20
Sukku Milk	₹25
Horlicks / Boost	₹30
Badam Milk	₹30
Hot Chocolate	₹40

Lassi



Sweet	₹50	Banana	₹70
Masala	₹60	Strawberry	₹70
Mango	₹60	Chocolate	₹70
Pineapple	₹60	Jeera	₹70
Mint	₹60	Vanilla	₹70



Shakes & Coolers

Blended and muddled fresh to order

Milkshakes



Oreo	₹90	Green Apple	₹90
Chocolate	₹90	Kiwi	₹90
Strawberry	₹90	Banana	₹90
Rose	₹90	Black Currant	₹90
Vanilla	₹90	Cold Coffee	₹90
Lychee	₹90	Orange	₹90

Mojitos & Mocktails



Blue Mojito	₹70	Strawberry	₹70
Rose	₹70	Pineapple Mojito	₹70
Mint Lemon	₹70	Green Apple Mojito	₹70
Orange Mojito	₹70		



Bakery & Bites

Baked and griddled through the day

Buns

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Plain Bun	₹10	Chocolate Bun	₹90
Garlic Bun	₹30	Nutella Bun	₹90
Malai Bun	₹50	Peanut Butter Bun	₹90
Maska Bun	₹50	Peanut Chocolate Bun	₹90

Sandwiches

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Veg Plain Sandwich	₹80
Veg Grilled Sandwich	₹90
Veg Cheese Sandwich	₹100
Omelette Sandwich	₹120

French Fries & Corn

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Salted Fries	₹60
Masala Fries	₹60
Double Masala Fries	₹70
Peri Peri Fries	₹100
Sweet Corn	₹50
Masala Corn	₹60



THE PROPOSITION

Sip into success with Mister Irani

A tea brand the city already knows, a menu that runs from ₹10 to ₹120, and a support system that stays after the shutter opens.

LIMITED TIME OFFER

10% off

on franchise cost

Why choose Mister Irani

- 01 **Quality assured** — the same ingredients and recipe at every counter
- 02 **Local legacy** — a name built in Hyderabad, for Hyderabad's tea habit
- 03 **Tea expertise** — brewing knowledge handed down, not improvised

Discover our range

- 01 **Signature blends** — Irani and Malai chai at the heart of the menu
- 02 **Classic elegance** — café-style presentation at street-side prices
- 03 **Exquisite aroma** — fresh mawa and leaf, brewed to order all day

Join the tea legacy — become a Mister Irani franchisee



INVESTMENT

Unit franchise

₹3,00,000 + GST

Franchise model

Unit franchise — single outlet

Included in the fee

Chef training · Branding kit · Ad shoot · Promotions

Ongoing

Operational and marketing support

Current offer

10% off franchise cost — limited period

TALK TO US

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