



chaiiwala[®]

indian street food cafe

brand profile

about us

#chaiiwala #vision #community #values #indianstreetfood

chaiiwala is one of the UK's leading fast casual dining restaurants today which has balanced tradition with the growing consumer need for aspirational, fresh and exciting food with a story.

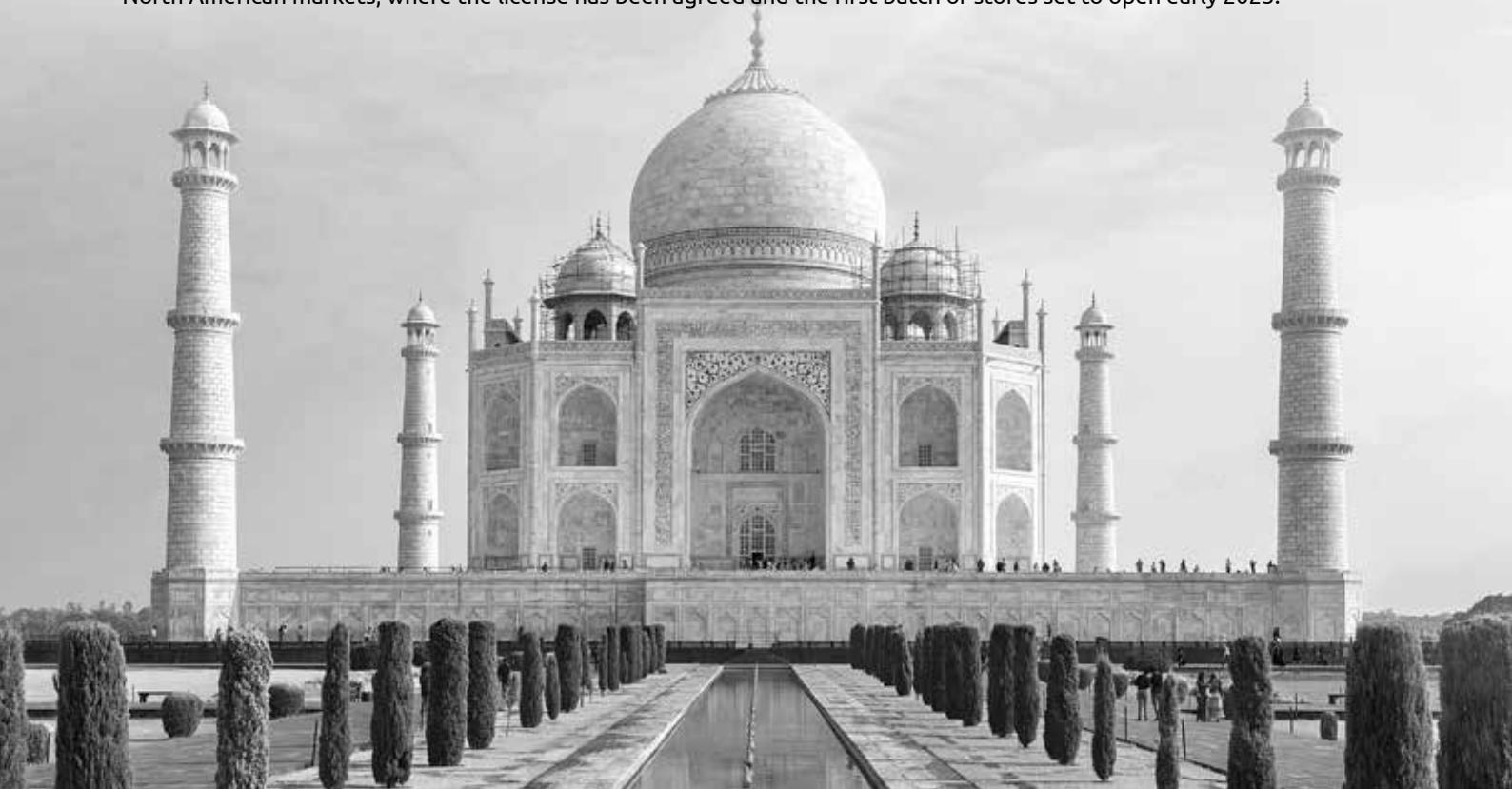
What started as an eatery paying homage to traditional Indian street food is now an iconic brand with a real standing within every community we serve.

In the same way, the original chaiiwala in the streets of India was the epitome of the community he or she served, our brand lives for the community we serve. A place in the community like its humble predecessor for chaii and conversation.

chaiiwala is now synonymous as being the number one food brand of choice for thousands celebrating today's fast lifestyle, diversity and aspirational choices.

we now have a portfolio of almost 100 stores in the UK, 15 in Canada and three in Dubai since we began our journey in 2015.

Our next phase of growth is to expand our brand across the world to help us deliver our strategic targets. Starting with North American markets, where the license has been agreed and the first batch of stores set to open early 2025.



the chaiiwala concept

chaiiwala is a fast growing brand serving a variety of chaii and urban style Indian street food. We are looking to disrupt the billion-pound hot drinks industry with our unique product offering, detailed flavouring and innovative concepts of presentation.

We will not rest until chaiiwala has become everyone's favourite Indian street food brand. We are a unique and independent, quality food brand; a fast casual operation with dine-in, takeaway elements and deliveries. Bringing together old Indian ideas and introducing them with a stylish and fresh feel that appeals to the mass market.

We have signed up over 200 locations among our small network of seasoned operators and we are currently opening four to five sites every month.

Customer care is embodied in our core values; we strive to offer high quality products and top-class service, creating the perfect ambience in all our stores.





our vision

To become the go to Indian street food café

customer focus

Prioritise customer satisfaction and create exceptional experiences.

quality

Maintain the highest standards of quality in food, service, and operations striving for continuous improvement in all aspects of the business.

respect

Treat all colleagues, customers, and partners with respect and dignity

integrity

Act with honesty and transparency in all business dealings.

passion

Approach work with enthusiasm and a love for Indian street food culture.

Since we started franchising in 2015, we have opened 115 unique and stunning stores across the world. Our aim is to be recognised as one of the top fast casual dining food and beverage brand in the UK and globally.

uk locations

Circa 100 stores currently in operation. Projected 250 locations over the next five years. Limited territories available in the UK.



manchester ▲



cityscape ▼



high wycombe ▼



slough central ▼



norbury ▲



killburn ▲



barking ▼



knightsbridge ▼



evington road ▼



newcastle ▼

northampton ▼



rochdale ▼



cheetham hill ▼



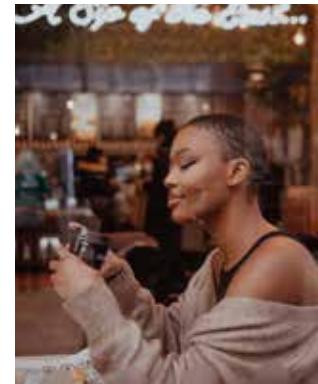
expansion

Following our North American expansion in 2021, we have entered the Middle East markets, with the launch of our Dubai stores in 2022.

The chaiiwala brand has huge global demand across numerous platforms:

- shopping malls
- high streets
- drive thru
- retail parks/plaza
- university campuses
- travel hubs (airports etc)
- hospitals
- exhibition centres

The perfect global partners are vital to grow our brand across the world as we believe our people are our largest asset. Ideal locations being sought to build in sizes 1500 - 2500sqft.



chaiiwalla®



A Sip of the Old Town

KEEP
CALM
and
DRINK
CHAIR



hand
pas

canada

Currently 15 locations in Canada and 12 additional stores committed for 2024.

 **15** locations in Canada

 **50** upcoming already committed



- Sept 2021**
Scarborough
- Nov 2021**
Abbotsford
- March 2022**
Erin Mills
- July 2022**
Dixie
- Nov 2022**
Little India
- Sept 2023**
Langley BC
- Oct 2023**
Etobicoke Ontario
- Dec 2023**
Brantford Ontario
- 2024**
Ajax
Brampton
Cityscape
Newton
Nordel
Surrey Central Mall
University of Calgary



dubai

Currently three locations open in Dubai and 10 more committed for 2024

 **3** locations in **Dubai**

 **10** upcoming already committed



organisational strengths



operations

Experienced management team and strong industry knowledge within the fast-paced retail food sector.



marketing

In-house marketing, branding and social media teams enable us to quickly get product and brand awareness out to customers.



finance

Our finance department monitors our financial operations alongside tax preparation, auditing, banking and other daily financial requirements company wide.



human resources

Our staff are the core of our business with benefits and continuous training programs strongly supporting our high retention rate.



research & development

We are always looking to grow our brand and are constantly working on ways to improve our operations by implementing the latest technologies and new best practices. Our chefs are mandated to search and test for new recipes and products in our central test kitchen.



location

Our real estate team constantly and actively prospect strategic locations and partners for growth that align with our key metrics.



franchise associations

The British Franchise Association (BFA) and The Canadian Franchise Association (CFA) regulate the franchising industry to protect franchisees and customers who use the services of franchised businesses.

We've been proud members of the CFA and BFA for a number of years.



product offering

Our menu takes you on a journey to the heart of the East. Led by our Karak Chaii, we offer you breakfast, lunch and all-day snacks at prices to suit a wide demographic.

The ever improving product range has enticed our customers to visit us multiple times a week, thus taking an increasing market share from traditional high street coffee shops/cafés and becoming a meeting point with a difference.

We launched our new loyalty App in July 2024 to offer our customers a more convenient and personalised ordering experience and reward their loyalty with additional offers and deals

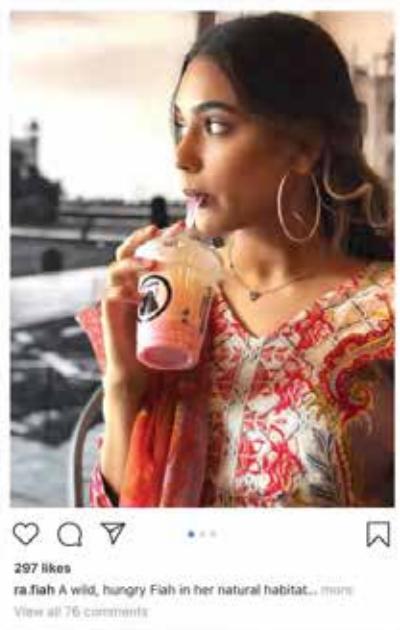




social media

Our business started and is based around social media along with our marketing strategies. Creating photogenic foods is a key element of our business.

Our business has strengthened throughout the years and social media has been a key aspect of this growth.



"The most distinctive tea on the drink menu is the Karak Chaii-'a strong tea also known masala chai' - a blend of black tea, milk, sugar and spices boiled in a pan on a low flame."

Birmingham Mail



typical store models



drive thru

In 2022 we launched the UK's first 'drive thru' style store for Indian street food in Bolton, UK. We've named this format "chaiiwala drive thru". We added another 100 seater drive-thru in Mellorbrook July 2024.

As consumers have come to rely on their daily chai fix, this format of chaiiwala store has seen a lot of interest too.

Look out for more of our drive thru stores around the UK in all major cities over the next 12-24 months.



airports

We now have lift-off as a food operator in airports with our first store in London Luton Airport which launched in August 2024. This will be followed by Birmingham Airport due to open in Q4 of 2024.

These stores are part of our strategic move into travel hubs across the UK and world.



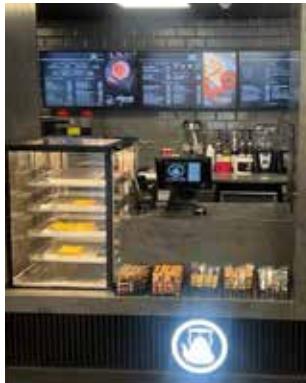
express stores

At the end of 2021, we launched our first 'kiosk' style store in a service station. We've named this format 'chaiiwala express'.

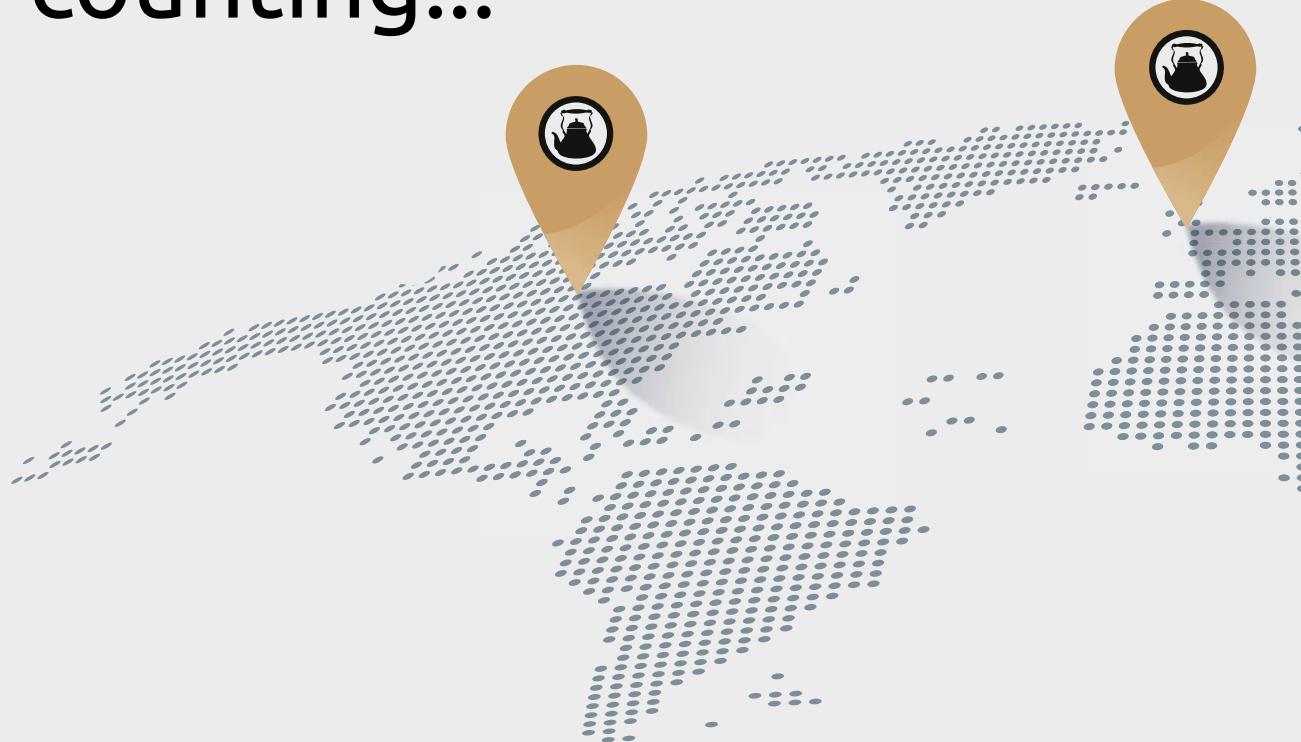
Our menu offering has been streamlined to align with those on the move and help us serve other similar sectors such as travel hubs, exhibitions, and services.

As consumers have come to rely on their daily chaii fix, this format of store has seen a lot of interest from venues with heavy moving footfall.

Look out for more of these express concepts nationally and international over the next 12 months.

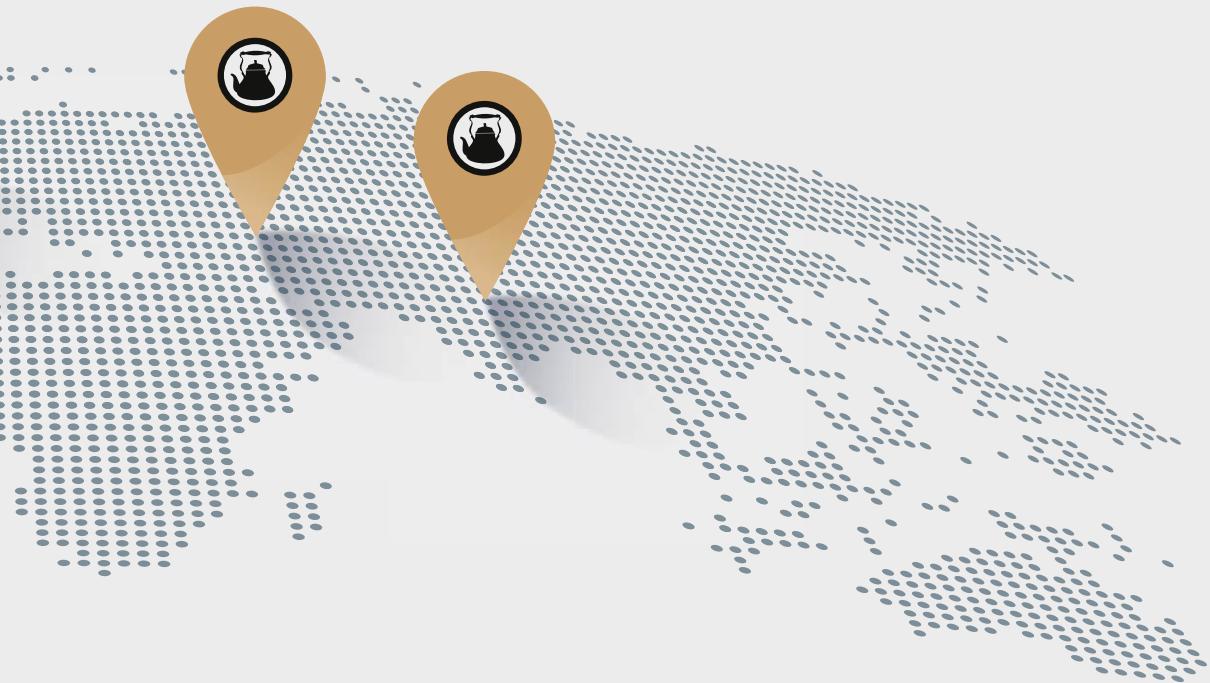


**120 stores
and counting...**



UK

USA



CANADA

MIDDLE EAST

our landlords



PRADERA



CPP Investments



CAPITAL &
REGIONAL

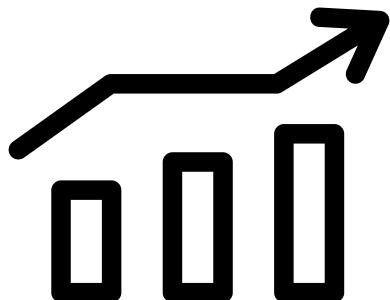
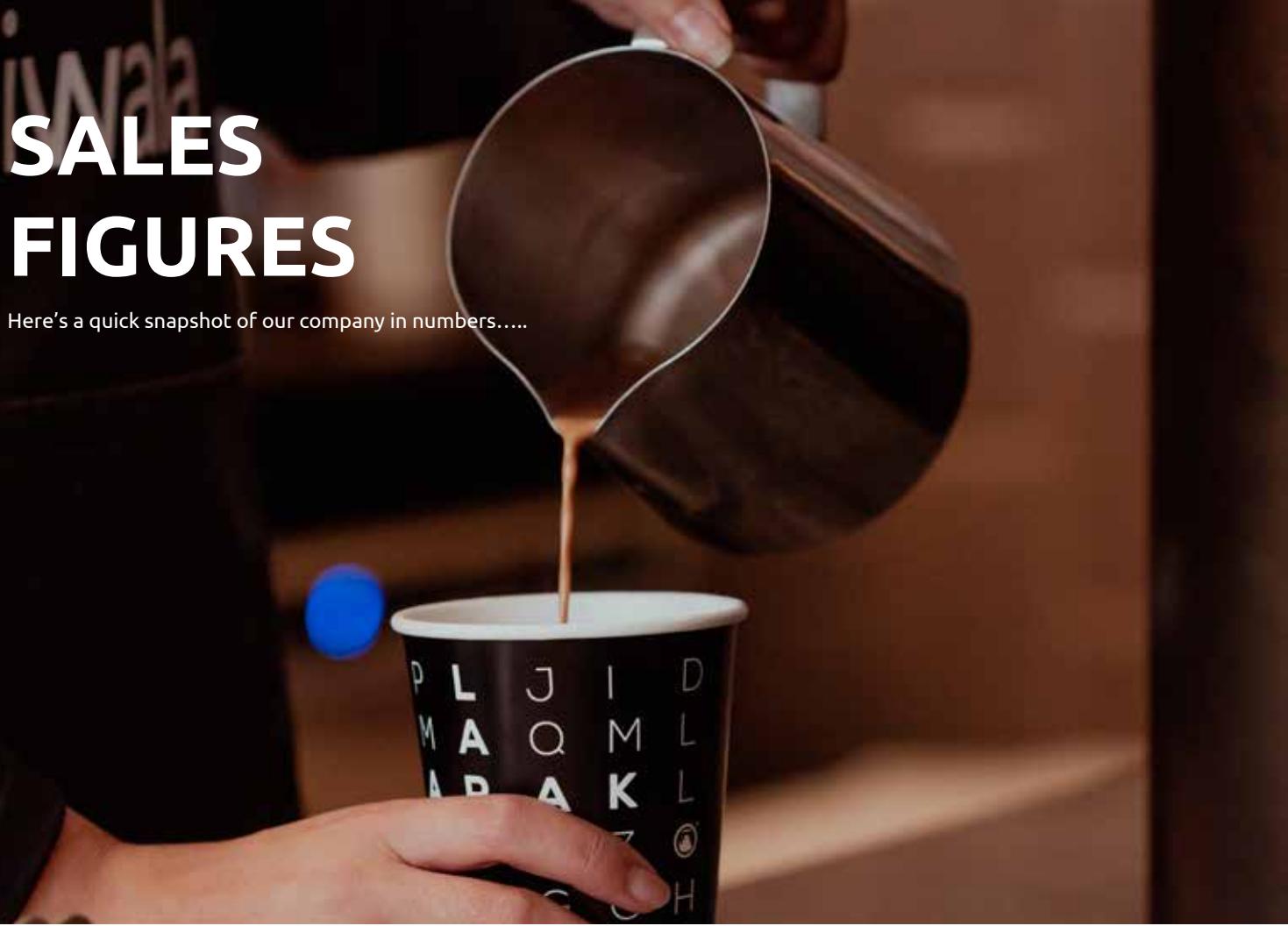


abrdn



SALES FIGURES

Here's a quick snapshot of our company in numbers.....



over **£100m** group sales

50% projected growth year on year

1,170 working population



120 total chaiiwala stores

Projected to hit **150** mark by 2025

1,500 sq ft average retail space per store



Management board





sohail alimohamed

founder of chaiiwala

As one of the founders of chaiiwala, Sohail Alimohamed has grown the company from its start-up in 2015 to become the UK's fastest growing independent fast casual dining brand.

Sohail's experience of business came from a young age working with his father and family in their retail and wholesale furniture business trading across the world before setting up a recruitment agency for the healthcare sector.

Sohail possesses a rare combination of business and creative credentials.

He is a successful entrepreneur, charismatic speaker and acknowledged leader in brand marketing and communications leading all the creative elements of the chaiiwala brand.

He is currently an advisor to a number of start-up firms and is very passionate about charity work, working closely with the chaiiwala Foundation on projects in Africa.

muhummed ibrahim

CEO and Co-Founder

Muhummed Ibrahim is British serial entrepreneur, philanthropist and co-founder of fast casual dining brand chaiiwala. His business interests include food, property and pharmaceuticals.

With a family history of business, he has been trading since his teenage years and has launched several businesses across a number of sectors.

He has balanced his entrepreneurial spirit with an academic grounding.

In 2008, he qualified with First Class Honours in Pharmacy and worked as a senior consultant for five years.

In 2015, he founded chaiiwala - one of the leading food brands of choice for thousands celebrating today's fast lifestyle, diversity and aspirational choices.

With 91 stores currently across the UK, 10 stores in Canada, 200 additional committed in UK, Muhummed is currently overseeing an expansion





mustafa ismail

founder of chaiiwala

Co-founding chaiiwala, Mustafa Ismail has been part of a journey to create something that has touched thousands of people's lives and has actually, in a small way, changed the culture of the UK food market.

Prior to chaiiwala, Mustafa already had a vast degree of experience of the commercial world in the manufacturing and real estate industry.

Having developed his business instincts during his school years at his family's textile company, Mustafa started working in construction at the age of 16.

His hands-on approach, technical know-how and hard work saw him develop and build a number of projects across the UK.

It was this passion that enabled Mustafa to give the chaiiwala brand the look and feel that you see today with his vision, experience and ideas at the fore across all the retail units.

abdul piranie

chief financial officer

Abdul Piranie BA ACMA is the CFO of chaiiwala Holdings Ltd.

Abdul has over 20yrs experience in Financial Services first with HSBC Bank Plc and then Global Payments where he was the Finance Director of Europe.

His experience is largely around leading Acquisitions, Mergers and Corporate Governance.

mike bostock

operations director

Mike's route to industry, is not only admirable but inspirational. As a school leaver he went straight into flipping burgers for the biggest name in the F&B sector McDonalds.

Working his way up through the ranks and excelling in all the management programmes the market leader had to offer. He spent 15 years mastering operations, training and managing teams of up to 180.

He has a keen eye for detail across the board, and is a world-class asset to our team.





simon hooper

international business director

With a career history taking in the roles of Chief Operating Officer and Country Director in the UK, India, Egypt, Saudi Arabia, Iraq, Bahrain, Oman, the UAE, Lebanon, Jordan and Kuwait, Simon brings a truly international flavour to Chaiiwala of London.

He has two decades of experience in building and revitalising businesses in B2B, BCB, retail, franchising, hospitality, leisure, private equity and global corporate sectors.

Simon is a trusted business ambassador, highly culturally aware, who has operated within organisations that have invited over \$60 billion in the MENA region. He has worked with ambassadors, government ministers and legislative bodies on

new business innovations and has a track record of achieving major commercial goals.



www.chaiiwala.co.uk