

FRANCHISEE
NETWORK



Australia • India • Oman • UK • USA • Pakistan
Saudi Arabia • China • Bangladesh • Nepal • UAE



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Follow us on



300
+ CAFES

11 Countries

20+ States

50+ Cities



become a Franchisee of
world's most beloved
Chocolate Cafe brand

SHINE LIKE A STAR



01

More than

30



Franchisee Network Across The Globe

Australia • India • Oman • UK • USA • Pakistan
Saudi Arabia • China • Bangladesh • Nepal • UAE

02

INTRODUCTION

The Chocolatey Tale Began in 2006

An exotic place with lively ambience, where recipes are innovated, where delicious taste and graceful presentation reside together, where happiness is served in the form of lip-smacking food & beverages, the journey of such International Chocolate Café Brand, the chocolate room began in Geelong, Victoria, Australia in 2006. Since 2006, the chocolate room is striving to achieve the aim of reaching every chocolate lover with the best possible innovation and presentation of chocolate. Till date, the chocolate room has won the hearts and taste buds of millions of customers from Australia, India, Oman, UK, USA, Pakistan, Saudi Arabia, China, Bangladesh, Nepal and UAE. Even after being the preferred choice of chocolate lovers across the globe, the chocolate room doesn't believe in resting on laurels. To serve better than the best experience, the chocolate room imports quality ingredients from around the world, brings continuous innovation in recipes and presentation and is determined to turn every ordinary to extra ordinary moment into a memory that customers can relish forever.

Well, it's not only about happy customers because to make a customer happy, the team needs to be happy. To motivate employees and franchise of the chocolate room, it provides training, global branding and full support which ensure the growth. If you share our passion, join us to spread more chocolaty smiles in your corner of the globe.

FRANCHISE OPPORTUNITY

STANDALONE MODEL

Franchise Fee - ₹ 15 Lacs*
Royalty - 8% on Net Sales, Marketing Levy - 2% on Net Sales,
Area Required- 800 -1200Sq. Feet onwards,
Total Investment - ₹ 50-55 Lacs

COMPACT MODEL

Franchise Fee - ₹ 10 Lacs*
Royalty - 8% on Net Sales, Marketing Levy - 2% on Net Sales,
Area Required - 500-700 Sq. Feet,
Total Investment - ₹ 35-40 Lacs

KIOSK MODEL

Franchise Fee - ₹ 5 Lacs*
Royalty - 8% on Net Sales, Marketing Levy - 2% on Net Sales,
Area Required - 100-300 Sq. Feet,
Total Investment - ₹ 15-20 Lacs

FOFO MODEL: Franchisee Owned Franchisee Operated
Fixed monthly return

FOR MORE INFORMATION, CONTACT

Email: franchising@thechocolateroomindia.com

STANDING OUT WITH OUTSTANDING GROWTH

#1 **Chocolate Cafe** 10+ **Years** 1000+ **Employees** 8 **Countries**
50+ **Cities** 250+ **Cafes** 10 **Million+ Customers** 1000+ **Success Stories**



05

10 UNBEATABLE REASONS TO BE A TCR FRANCHISEE

TRUST



Most trustworthy brand

GROWTH REASSURED



Sanctioning only those franchisees that show high success chances

FLEXIBILITY



Select investment model that suits your needs

HIGH ROI



Surety of high footfall due to fan base

ONE STOP SHOP



From chocolates to all other food items

TRANSPARENT AGREEMENT



All terms & conditions are written on contract

TOTAL SUPPORT



From location selection to staff training

TECHNOLOGY



State of the art CRM to back end reporting, superior customer service

ACCREDITATION



Accredited for high performance by national & international authorities

BRAND VISIBILITY



Continuous marketing & promotion to increase brand visibility & recall

06



FRANCHISE SUPPORT

As an independent store owner, you will receive a step by step program for opening and operating your own chocolate room cafe. The chocolate room will provide end to end buying and consultation service for setting up "the chocolate room".

- Site Selection
- Store Layout & Designing
- Interior & Furniture Setup
- Manpower Recruitment & Training
- Assistance in Buying Equipments, Inventory, POS Hardware & Software
- Supply of Raw Materials & Merchandise
- TCR Standard Operating Procedures, Training of Staff & Franchise Owner
- Launch of the Store
- Inventory Management
- Designing & Assistance of Marketing Promotions



FROM FOUNDERS' DESK



The Chocolate Room is a name that has become synonymous with lots of chocolate and chocolate items; TCR is a Bistro & Café. Ever since its inception, it is trying to spread a new chocolate culture worldwide. The Chocolate Room has become a No.1 chocolate café and always had its position as a pioneer among its competitors.

The Chocolate Room was established in the year of 2007. From last 10 years the company has grown very fast. Now the brand has its presence in 8 countries, 20+ states, 50+ cities and 250+ chocolate cafes across the globe. It's the first chocolate café brand which started giving franchise in the Indian market and it's the first brand to introduce live kitchen concept in the Indian café industry to serve fresh food.

With aggressive growth strategy in place, The Chocolate Room is committed to being a "people first, customer focused and process driven operations, with excellence". The Chocolate Room will continue to vigorously pursue its journey to be the best for customers - both internal and external.

Every operation at The Chocolate Room is governed, regulated and activated by our Mission Statement: "Sustainability is a mission that entails providing for the present without compromising on the future." We strive to ensure resource preservation and respect to local traditions while keeping global issues in mind.

I take this opportunity to thank our valued customers, whose continuous patronage and confidence in our products, inspire us to extend the best of services and enable us to provide value for their money.

Vikas Panjabi / Chaitanya Kumar
(Co - Founders)



VIKAS PANJABI



CHAITANYA KUMAR



WE DON'T SAY IT, WORLD SAYS IT



**2009 - 2011
Times Food Award,
Best Desserts**



**2012 - 2013
Power Brands,
Rising Star**



**2012 - 2016
Top 100 Franchise
Opportunities**



**2013
Glamme Award**



**2014
Best Regional Café
of the Year (West & South)**



**2015
Franchise of the Year,
Bakery & Café**



**2017
FASTEST GROWING
CAFÉ CHAIN**



**2018
Most Admired
Food Café Chain
Ice Cream &
Dessert Parlour**

YOUR FAVOURITE

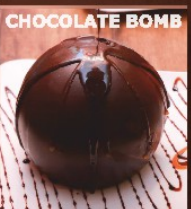
CHOCOLATE MENU



CHOCOLATE SUNDAES



COFFEE



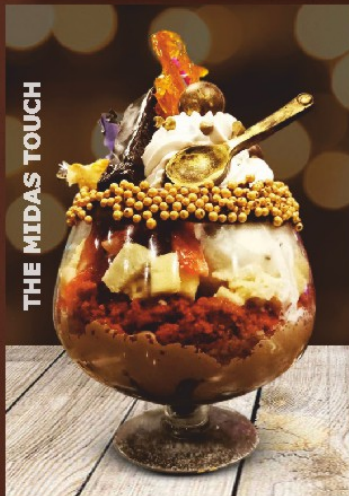
CHOCOLATE BOMB



PANINI



WAFFLE



THE MIDAS TOUCH



PASTA



CAKE



CREPES



CHOCOLATE FONDUE



TCR-COFFEE



CHOCOLATE PIZZA



FREAKY SHAKE



BROWNIE