

ROAST ×



FRANCHISE PARTNERSHIP · INDIA 2026

DUBAI'S CAFÉ CULTURE. YOUR CITY NEXT.

ROAST Specialty Coffee and Cha Cha Chai — two Dubai-born brands, one kitchen, one proven operating system. Now selecting founding partners in India.

Presented by **Aamir**, Founder · **Sarkar Chauhan**, Partner

BUILT IN DUBAI. PROVEN EVERY SINGLE DAY.

9

Points of sale across Dubai, plus a production kitchen in Dubai Science Park

2

Brands, one group — specialty coffee and karak chai

21

Years of combined heritage — Cha Cha Chai since 2013, ROAST since 2018

65

Menu items, recipe-locked and costed to the gram

5

Delivery platforms live, with both brands listed from the same kitchens

4.6–4.7★

Public Google rating across our Dubai cafés — hundreds of real reviews

Every number on this page is public. Walk into any café unannounced, read the reviews, or open any delivery app in Dubai.

TWO BRANDS. ONE KITCHEN.

ROAST

ROAST SPECIALTY COFFEE

- ◆ Specialty coffee, brunch and signature drinks
- ◆ Owns the morning, the office and the weekend
- ◆ Premium café experience, Instagram-first menu



ONE RENT
ONE TEAM
ONE STOCK ROOM



CHA CHA CHAI

- ◆ Karak chai and desi street food
- ◆ Owns the afternoon, the evening and late night
- ◆ Delivery-first, built for everyday repeat orders

Two menus, two audiences and two storefronts on every delivery app — from a single site and a single cost base.

THE DEMAND IS ALREADY **THERE.**

USD 680M

**INDIA'S COFFEE RETAIL
CHAINS, 2025**

Growing at roughly 8% a year, driven by a young, urban, café-going generation.

4.3M

**INDIANS LIVING IN THE
UAE**

Millions of Indian families already know Dubai's cafés first-hand, and bring the taste home.

Karak

THE GULF'S OWN CHAI

Born from South Asian roots in the Gulf. We bring it back as a premium, branded daily ritual.

Dubai

**A FLAVOUR THE WORLD
WANTS**

Dubai-style desserts went viral worldwide. Our menu already carries them, made the Dubai way.

Sources: IMARC Group, India Coffee Retail Chains Market report (2025 market size, 2026–2034 CAGR 7.94%); Embassy of India, Abu Dhabi (resident Indian nationals in the UAE).

THE PRODUCT

A MENU BUILT TO TRAVEL.



SIGNATURE ICED LATTES



DUBAI CHOCOLATE



STRAWBERRY MATCHA



PISTACHIO CROFFLE



RED VELVET LATTE

SPECIALTY COFFEE

single-origin beans, espresso bar, cold brew

KARAK & CHAI

the Cha Cha Chai signature blend

BRUNCH & BAKES

croffles, sandwiches, yoghurt pots

STREET FOOD

desi favourites built for delivery

Adapting the menu to local tastes and price points is agreed market by market. Core recipes and standards stay locked.

PICK YOUR FORMAT

THREE WAYS TO BUILD WITH US.

01

FLAGSHIP CAFÉ

The full ROAST experience: specialty bar, brunch kitchen and dine-in seating.

Fits: high streets, premium malls, destination neighbourhoods

02

EXPRESS KIOSK

Compact, high-velocity coffee and karak. Small footprint, fast service. Proven inside Dubai Science Park.

Fits: IT parks, office towers, metro stations, campuses, hospitals

03

DUAL-BRAND CLOUD KITCHEN

Delivery-only ROAST and Cha Cha Chai from one kitchen: two brands live on every food-delivery app.

Fits: dense delivery zones, lowest set-up cost

Indicative investment, space and staffing for each format are set out in the Franchise Pack, shared after an introductory meeting and NDA.

WHAT YOU PLUG INTO

YOU'RE NOT BUYING A LOGO. YOU'RE BUYING THE MACHINE.

01

THE RECIPE BIBLE

All 65 items locked and costed to the gram, with portioning and supplier specs.

02

THE SOP PLAYBOOK

Open to close, hygiene to service: the standards that keep every cup identical.

03

CLOUD POS & DATA

The system HQ runs on: live sales, recipes, stock and costs, from day one.

04

TRAINING ACADEMY

Barista, kitchen and management training for your whole team.

05

LAUNCH CREW

The team that opened nine points of sale in Dubai, beside you through opening weeks.

06

MARKETING ENGINE

Brand kit, menu design, content playbook and a dual-brand delivery strategy.

START WITH ONE SITE. OR TAKE A WHOLE REGION.

UNIT

SINGLE-UNIT FRANCHISE

One site, one format. For experienced owner-operators who want to run a flagship, kiosk or cloud kitchen in their city.

CITY

MULTI-UNIT DEVELOPER

A development schedule for a city: several sites across formats, opened to an agreed timeline.

REGION

MASTER FRANCHISE

Rights for a state or region, with the ability to open company units and develop sub-franchisees. For well-capitalised groups.

Territory, fees and development schedules are agreed individually with each partner.

WHO WE'RE **LOOKING FOR.**

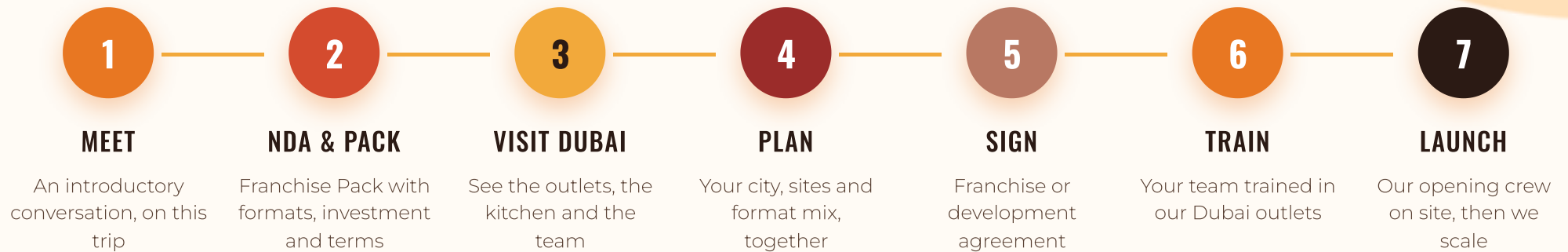
OUR IDEAL PARTNER

- **Operating experience** in F&B, QSR or retail, or a strong operating team
- **Real-estate access** to prime malls, IT parks or high streets
- **Capital ready** for the chosen format, plus working capital to ramp
- **Respect for standards:** recipes, SOPs, POS and brand
- **A long-term view:** building a network, not a single shop

WHAT WE COMMIT

- **Training in Dubai** in our live outlets
- **Opening crew** on site for your launch
- **Site and design guidance** for every format
- **Delivery playbook** adapted to India's apps
- **Ongoing support:** field visits, audits and menu updates

FROM HANDSHAKE TO GRAND OPENING.



FOUNDING PARTNERS

INDIA IS A NEW MARKET. THE FIRST PARTNERS SHAPE IT.

- **Direct founder access**, not a franchise sales desk
 - **Priority conversations** on territory in your city
 - **First-mover position** for two Dubai brands in your market
 - **Launch attention from HQ** that later partners won't get
- Founding-partner places are limited by city and agreed case by case.



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NEXT STEP

LET'S TALK ABOUT YOUR CITY.

AAMIR

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roastdubai.com/franchise-deck.html



SCAN TO WHATSAPP AAMIR



SCAN TO SHARE THIS DECK

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