



Bistro & Cafe

*live life chocolatey...*

2



0  
and  
growing

Growth is not just a number,  
It's a number that matters most.

# FRANCHISEE NETWORK



## CREATING A NEW CHOCOLATE CULTURE ACROSS THE GLOBE

8 Countries 20+ States 50+ Cities 200+ Cafes



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be a franchisee of world's fastest  
growing chocolate cafe chain

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

**SHINE LIKE A STAR**



More than

**2**



Franchisee Network Across The Globe

INDIA | AUSTRALIA | SRI LANKA | CHINA | PAKISTAN | OMAN | USA | UK

# INTRODUCTION



**The Chocolate Room** - A world class chocolate cafe chain, is the fastest growing, customer focussed, profitable venture in the F&B retail sector, has a visibility of 200+ chocolate cafes around the globe.

The Chocolate Room - is the largest franchisee of Chocolate café chain in the world. With a distinguished track record and expertise in the Bistro & Cafe segment, The Chocolate Room India Pvt. Ltd., an ISO 9001-2008 certified registered trademark company, had launched its brand in the year of 2007.

Drawing on years of retail experience, Vikas and Kumar have produced an inviting and distinctive fit out for this boutique chocolate café across the Globe.

With having a USP of Hot Chocolates, there is more than Chocolate in our café menu like, Hot Chocolates, Choctails, Chocshakes, Chocizza, Chocolate Crepes, Chocolate Fondues, Italian Panini, Mexican Delicious Food; besides that, a selection of Belgian Bon Bons.

The Chocolate Room envisions "Numero Uno Tender Love Care provision company in the world, with impeccable standards in meeting the needs of the customers". The Chocolate Room has a passionate and committed team; and it has strong intentionality and method to realize this vision, for sure. The Chocolate Room leverages some powerful management tools to drive its operations. Some of the tools and processes include in TCR Franchise Operations Manual.

With the proven track record and excellence in the café industry time to time we have achieved many awards, such as Times of India award, in the category of Best Desserts for the year of 2009 & 2011, Power brands award in 2012-13, Franchisor of the Year in 2015. We were also ranked amongst Top 100 Franchise Opportunities in the year of 2013-2016.



# FRANCHISE OPPORTUNITY



**AT PRESENT THE COMPANY OFFERS FIVE DIFFERENT KIND OF MODELS**

#### **MASTER FRANCHISE**

Franchise Fee - US \$ 100,000\*

#### **STANDALONE MODEL**

Franchise Fee - ₹ 10 Lacs\*

Royalty - 6% on Net Sales, Marketing Levy - 2% on Net Sales,  
Area Required- 800 Sq. Feet onwards,  
Total Investment - ₹ 40-50 Lacs

#### **COMPACT MODEL**

Franchise Fee - ₹ 5 Lacs\*

Royalty - 6% on Net Sales, Marketing Levy - 2% on Net Sales,  
Area Required - 400-600 Sq. Feet,  
Total Investment - ₹ 25-30 Lacs

#### **KIOSK MODEL**

Franchise Fee - ₹ 2.5 Lacs\*

Royalty - 6% on Net Sales, Marketing Levy - 2% on Net Sales,  
Area Required - 80-200 Sq. Feet,  
Total Investment - ₹ 10-15 Lacs

#### **TCR EXPRESS MODEL**

Franchise Fee - ₹ 1 Lac\*

Royalty - 6% on Net Sales, Marketing Levy - 2% on Net Sales,  
Area Required - 80-120 Sq. Feet,  
Total Investment - ₹ 8-10 Lacs

#### **FOR MORE INFORMATION, CONTACT**

Email: [franchising@thechocolateroomindia.com](mailto:franchising@thechocolateroomindia.com)










\*Taxes applicable

## STANDING OUT WITH OUTSTANDING GROWTH

#1 Chocolate Cafe   10 Years   1000+ Employees   8 Countries  
 50+ Cities   200+ Cafes   10 Million+ Customers   1000+ Success Stories



## 10 UNBEATABLE REASONS TO BE A TCR FRANCHISEE

<p><b>TRUST</b></p>  <p>Most trustworthy brand</p>	<p><b>GROWTH REASSURED</b></p>  <p>Sanctioning only those franchisees that show high success chances</p>	<p><b>FLEXIBILITY</b></p>  <p>Select investment model that suits your needs</p>	<p><b>HIGH ROI</b></p>  <p>Surety of high footfall due to fan base</p>	<p><b>ONE STOP SHOP</b></p>  <p>From chocolates to all other food items</p>
<p><b>TRANSPARENT AGREEMENT</b></p>  <p>All terms &amp; conditions are written on contract</p>	<p><b>TOTAL SUPPORT</b></p>  <p>From location selection to staff training</p>	<p><b>TECHNOLOGY</b></p>  <p>State of the art CRM to back end reporting, superior customer service</p>	<p><b>ACCREDITATION</b></p>  <p>Accredited for high performance by national &amp; international authorities</p>	<p><b>BRAND VISIBILITY</b></p>  <p>Continuous marketing &amp; promotion to increase brand visibility &amp; recall</p>



# 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 had 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 200+ 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 who introduced 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 continued 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



L. C. 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  
Franchisor of the Year,  
Bakery & Café**



# YOUR FAVOURITE



CHOCOLATE SUNDAES



COFFEE



ITALIAN



CHOCTAILS



PANCAKES



CHOCOLATE FONDUE



TCR COFFEE

# CHOCOLATE MENU



PANINI



WAFFLES



CUPCAKE



Bistro & Cafe



CREPES



CHOCOLATE PIZZAS



MEXICAN



BROWNIE