

SHAAY GLOBAL

Premium Tea&BeverageBrand | Global Franchise Opportunity

Founded by Assim Mohamed Musthafa

About the Brand

Shaay Global is a fast-growing modern tea brand built around premium tea blends and quick service café experiences. With outlets across India and international markets, Shaay has developed a scalable franchise system supported by standardized operations, strong product identity, and efficient store formats designed for high-footfall locations.

Why Investors Choose Shaay

- Established brand with growing recognition
- Simple and easy-to-operate outlet formats
- Low investment compared to typical café chains
- Complete SOP-driven operations system
- Training, layout guidance, and backend support
- Continuous product innovation and supply chain support

Franchise Investment Models

Model	Franchise Fee	Concept	ROI
Kiosk V1	■ 1,00,000	Tea, coffee, juices, shakes with ready-made snacks	10 Months
Kiosk V2	■ 1,50,000	Extended menu with burgers,pizza,sandwiches,kunafa	10 Months
QSR Model	■ 3,00,000	Menu with burgers,pizza,sandwiches,kunafa,desserts	1 Year
Cafe Model	■ 5,00,000	Complete dining experience continental dishes	1.5 Year

What the Franchise Partner Receives

- Brand license to operate Shaay outlet
- Complete SOP and operational instruction manual
- Outlet layout planning and setup guidance
- Staff training support
- Backend operational consultation
- Supply of Shaay signature tea powders and products

Royalty Structure

Shaay operates with **Zero Monthly Royalty**. Optional marketing support package available for 5,000 per month.

Location Recommendation

High-footfall areas such as commercial streets, near colleges, transport hubs, and busy marketplaces are recommended to achieve the projected ROI timelines.

Contact & Franchise Enquiries

Website: www.shaaytea.com

Instagram: @shaayglobal

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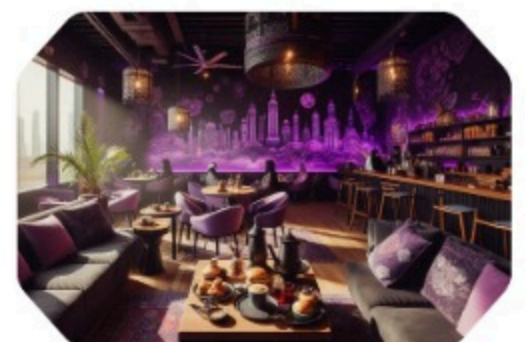
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KIOSK



QSR



CAFE

