

THE TEA PALACE

ROYAL TASTE. REGAL EXPERIENCE.



Why Choose THE TEA PALACE

A distinctive taste. A consistent experience. A partner in your journey.

Every successful beverage business begins with customers to return for a reason. At Tea Palace, that reason starts with the cup—and extends to the care, consistency and support behind it.

Creating consistency in taste and quality is the Heart of the Tea Palace franchise.

Tea Palace uses raw materials developed through its own research to preserve the brand's special taste across stores. For franchise partners, this provides a clear foundation brand defined ingredients and recipes that help maintain flavour consistency for the business growth.

A signature method behind every serving of Our Tea and other Beverages are prepared using carefully defined standard operating procedures. These processes bring precision to every stage—from ingredient measurements, preparation, serving and helping your team to deliver the experience customers expect.

A Distinctive selection of beverages gives customers something to discover beyond their everyday order. the menu creates opportunities to encourage first-time visits, introduce customers to new favourites and build repeat business.

Our commitment continues after your store opens. Tea Palace conducts periodic store checks to review preparation practices, product quality, cleanliness and service standards. These visits help identify improvements, reinforce good practices and protect the customer experience across the brand.

Running a store brings new questions and challenges every day.

Tea Palace supports franchise partners with business assistance and operational guidance, helping them address challenges and make informed decisions. You bring local knowledge, commitment and ambition; the brand brings its product expertise, preparation systems and ongoing support.

Choosing Tea Palace means joining a business built around distinctive beverages, consistent taste and a continuing relationship with the brand. Together, these foundations help you create a store customers enjoy visiting—and a business you can take pride in building.

Build your next chapter with Tea Palace.



THE TEA PALACE

Bring a Royal Tea experience to your Neighbourhood.

01

Identify and Share your location

Minimum 150 sq outlet at a busy location which can be near to bus stops, highways, hospitals, markets, railway stations, IT campus, colleges etc.



02

Review your shop plan

The outlet should have tile flooring, kitchen partition, water connection & an outlet counter.



03

Man Power

Get 2 employees who will be trained by our chef to run your business. Anybody can learn the entire menu in 3 days.



04

Confirm the commercial terms

Review the final quotation, agreement and launch support.



Franchise fees: ₹2.50 lakh + GST

+91 90 4747 7575

Franchise package for shops up to 250 sq ft

YOUR FRANCHISE PACKAGE

Your business & Our shared commitment



01

Location selection

Assistance in choosing a suitable outlet location.

03

Complete startup kit

Brand New Fridge, Deep Freezer, High Pressure Stove, Induction Stove and all the required Kitchen Equipment will be provided .

05

Branding

Outlet Name Board & Lollipop Board will be installed by Professionals. Interior Branding : Menu Board, Photo Frames, Foam Board, Eco Solvent Vinyl Etc.

07

Grand opening promotion

Marketing and advertising support for your launch. Constant brand promotion activities in social, Print and electronic media.

09

Retail starter stock

Retail starter stock Free initial tea powder stock for the sales counter.

02

Raw Materials

Exclusive initial Raw Materials package will be provided to prepare the complete Tea Palace Menu.

04

Initial management training

An introduction to managing the shop and its routines, especially menu production training to kitchen staff.

06

Product and menu updates

Research and development updates from the brand.

08

Brand identity

Use of the brand's trademarks and slogans under the franchise agreement.

₹2.50 lakh + GST

Franchise package for shops up to 250 sq ft

+91 90 4747 7575

Support scope, timing and responsibilities are to be recorded in the final franchise agreement.

THE BEVERAGE MENU

SOMETHING FOR EVERY TEA BREAK

A Menu Full of Favourites.

7 TEA VARIETIES*

4 COFFEES

7 MILKSHAKES



TEA

Palace Tea

A royal sip, crafted to rule your taste!

Kashmiri Tea

A royal blend of aromatic tea and exotic spices, crafted for a luxuriously warm and soulful experience.

Royal Elaichi Tea

Espresso with silky steamed milk for a smooth finish.

Darbar Masala Tea

A rich espresso served in a single shot.

Kings Lemon Tea

Black tea served with fresh lemon.

Ice Tea

Slow-brewed coffee served chilled with a smooth finish.

15

25

25

25

20

35

COFFEE

Crowns Coffee

The signature Royal **Filter Coffee**.

Senator Coffee

The taste indulging **Hazelnut coffee**.

Cafe Latte

French vanilla, Rich espresso, silky milk, pure latte bliss.

Cold Coffee

Bold coffee, creamy chill, pure refreshment.

25

35

35

60



MILKSHAKES

Cosmic Milo shake

A heavenly swirl of rich chocolate milo and creamy goodness.

Kit Kat shake

Chocolate crunch meets creamy bliss in every sip.

Lotus Biscoff

Caramelised biscuit magic, blended into creamy bliss.

Ferrero Rocher

Rich chocolate, roasted hazelnut, luxury in every sip.

Pink Island

Extasy of blending strawberry with Bannana.

Butternut

The exotic combination of Bannana with Peanut Butter

Avacado

Velvety avocado, creamy goodness in every sip.

150

140

160

155

140

145

135

From classic Palace Tea to flavoured coffees and indulgent shakes, the range creates choices across different tastes and spending levels.

Cosmic Milo Shake

Chocolatemalt richness.
Creamy, chilled indulgence.



More reasons to stay a little.



J
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Watermelon

Matcha blended with milk and served over ice.

Lemon

Black tea served with fresh lemon.

Pineapple

Sparkling drink with a light peach flavor.

Apple

Matcha blended with milk and served over ice.

Orange

Black tea served with fresh lemon.

Grapes

Sparkling drink with a light peach flavor.

Veg/Paneer/Egg/Chicken

B
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Wrap

Big flavours, delicious fillings, all wrapped up.

Sandwich

Layers of flavour, stacked to satisfy.

Burger

Big bites, bold flavours, cravings satisfied.

French Fries

Golden, crispy, and made for one more bite.



50

40

65

75

75

60

60

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Puffs

Golden flaky layers, delicious filling, the perfect tea-time bite.

Roll

Deliciously wrapped, fried packed with flavour in every bite.

Momos

Little pockets of flavour, big bites of happiness.



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Ghee Ooty Varky

A crunchy bite of Ooty, a perfect match for your tea.

Samosa

Golden crunch, spicy heart, a perfect tea-time treat.

Brownie

Sparkling drink with a light peach flavor.

Cheese Bun

Soft bun, melty cheese, comfort in every bite.

Bun Maska

A soft, sweet milk bun generously slathered with rich, whipped butter.

Bun Butter Jam

A comforting soft, fluffy bun sliced and spread with rich butter and sweet fruit jam.

20/25/25/30

20/25/25/30

20/25/25/30

20

15

35

30

40

45



Variant prices as supplied for each savoury item. Food visuals are illustrative.

PLAN, RECORD, COMPARE

Your monthly numbers.

Illustrative planning example in INR. Replace every assumption with local figures.
This is a management worksheet, not an audited statement or earnings promise.

SALES ASSUMPTIONS (at average volume)

Category	Units/day	Avg. price	30-day sales
Tea	200	₹20	₹1,20,000
Coffee	30	₹35	₹31,500
Milkshakes	15	120	₹54,000
Snacks & bites	40	₹30	₹36,000
Total outlet sales			₹2,41,500

OPERATING RESULT

Profit Calculation	Monthly amount
Milk, Raw Materials,Gas,etc.	78,000
Labour.	₹30,000
Rent and Electricity.	25,000
Misceleanous.	₹20,000
Total Expenses	₹1,53,000
Net Profit	₹88,500
Add Profit from Retail Tea Powder Sales(Rs, 700x30 days Rs 21,000 @ 20% Profit)	₹4,200
Total Profit (Assumed at Minimum Assured Sales)	₹92,700

Expense assumptions: rent ₹15,000; staff ₹30,000; utilities ₹6,000; other operating costs ₹9,000. Product costs, including the free biscuit, are assumed to be covered by the gross-margin inputs.

The 60% outlet and 20% retail rates are gross-margin assumptions for this illustration only. The brand-stated margin basis is unconfirmed. Figures are modelled net of sales tax; the surplus is before depreciation, finance costs, income tax and any unprovided franchise charges.

THE BUSINESS MODEL

01



THE
TEA PALACE

Extraordinary tea,
flavoured coffee,
milkshakes, snacks
and bites. A menu that
gives customers a
reason to drop in
throughout the day.



02



ZAMINDAR TEA
A Taste Of Heritage

Superior-quality tea
powder for customers
to take home. A
dedicated sales
counter adds a second
line of business within
the same outlet, leads
you as a distributor for
your Town.



Welcome customers for a cup. Introduce them to the tea powder counter.
Let them carry the tea experience to home.

ONE SHOP. TWO BUSINESS.

Franchise enquiries: Connect with The Tea Palace team.

 90 4747 7575



ZAMINDAR TEA
A Taste Of Heritage

Experience the
**TRUE ESSENCE
OF ASSAM TEA**

in every Sip!





**EXTRA
STRONG**

ZAMINDAR TEA

A Taste Of Heritage



**RICH
AROMA**



**STRONG
TASTE**



**PREMIUM
QUALITY**



The **Strong Classic Taste** of everyday tradition.

From the careful selection of tea leaves to the final blend, Zamindar Tea celebrates the natural character that tea lovers will cherish for generations.

Enjoy a satisfying cup of tea with a rich flavour and inviting aroma. Zamindar Tea is a comforting companion for your morning routine, afternoon break, or conversations with family and friends. Brew it strong for a powerful, invigorating experience, or prepare it with milk and sugar for a classic cup of Assam tea. With its **100% Assam origin** and original, unadulterated Tea taste, Zamindar Tea **Extra Strong** turns an everyday moment into a rich and memorable tradition. Zamindar Tea Extra Strong is crafted for those who enjoy a bold cup with a rich flavour, deep colour, and inviting aroma.

» Available in 500gm pack

From
Our Estates
to Your
Everyday
Moments





ZAMINDAR TEA

A Taste Of Heritage

Gold



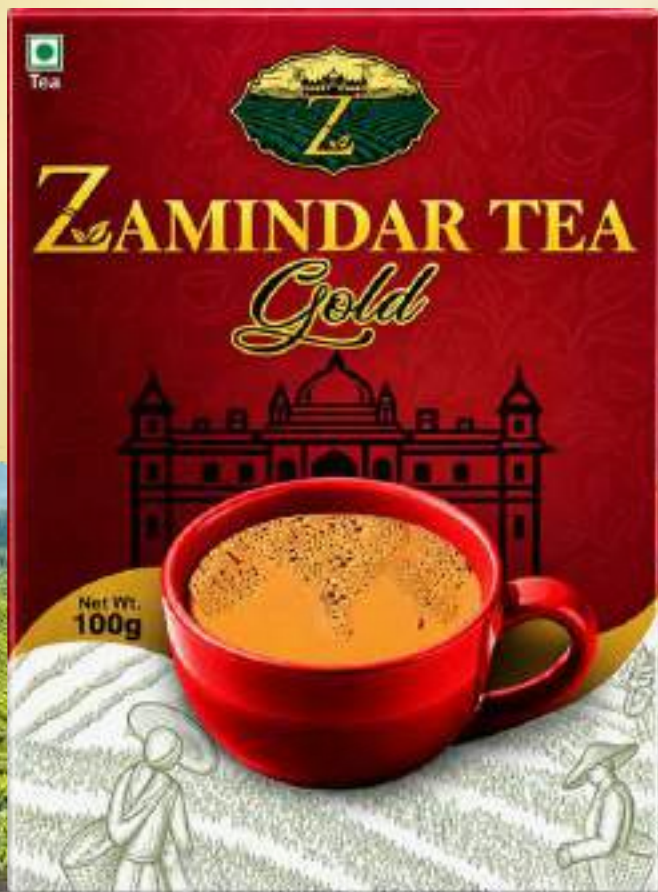
RICH
AROMA



STRONG
TASTE



PREMIUM
QUALITY



Zamindar Tea Gold is a premium tea **created for families** who enjoy a rich, satisfying cup throughout the day. Carefully selected tea leaves come together to create a deep colour, inviting fragrance, and well-rounded flavour that feels comforting from the very first sip.

Whether it is served alongside breakfast, enjoyed during a quiet break, or poured for visiting relatives and friends, this blend adds warmth to every familiar routine. Its robust character pairs beautifully with milk and sugar, creating a smooth, flavourful cup that suits the tastes of the whole family.

Zamindar Tea Gold is made from high grade tea buds for domestic enjoyment, bringing the **best quality and a touch of indulgence to every common hand**. With its rich taste and comforting aroma, it transforms an ordinary cup of tea into a simple pleasure worth sharing.

From
Our Estates
to Your
Everyday
Moments

» Available in 100gm, 250gm & 500gm packs



ZAMINDAR TEA

A Taste Of Heritage

Royal Elaichi

Elaichi
in every Sip



RICH
AROMA



STRONG
TASTE



PREMIUM
QUALITY



Enjoy the comforting taste of tea paired with the warm, aromatic character of Elaichi, also known as **Cardamom**. Antioxidant compounds in cardamom help reduce oxidative stress, It is rich in plant compounds **fight chronic inflammation** and protect cells from damage.

Zamindar Tea Royal Elaichi is made with **100% original, high-grade elaichi** to deliver the true flavour and aroma of authentic cardamom. Unlike products that rely heavily on artificial elaichi flavours created with synthetic chemical flavouring agents, Our tea brings you the genuine taste of real elaichi. Carefully blended with quality tea leaves, it adds a rich, natural aroma twist to your daily chai, making every sip feel special and truly royal.

From
Our Estates
to Your
Everyday
Moments



»Available in 100gm & 250gm packs



ZAMINDAR TEA

A Taste Of Heritage

Royal Kashmiri Chai



RICH
AROMA



STRONG
TASTE



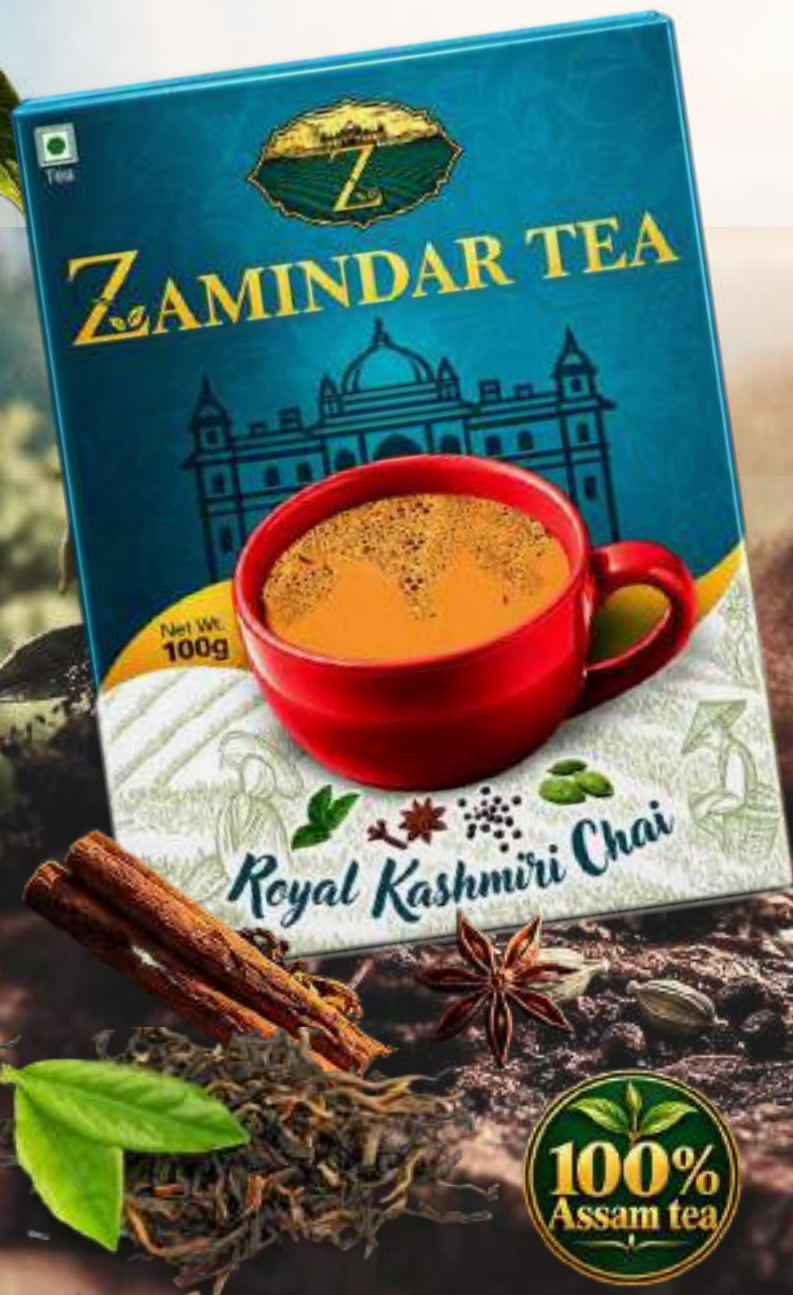
PREMIUM
QUALITY

*The authentic taste of
Kashmir in every
cup.*

Discover the rich, aromatic experience of **Zamindar Tea Kashmiri Chai**—our signature hero blend, crafted to bring the authentic flavour of Kashmir to your cup. This special blend combines approximately **10 carefully selected spices**, thoughtfully balanced to create a warm, fragrant, and distinctive taste.

Every sip unfolds with layers of comforting spice, gentle warmth, and traditional character, making it a truly unique tea experience. Whether enjoyed during a quiet moment or shared with family and guests, Zamindar Tea Kashmiri Chai takes you straight to the misty valley of snow covered Kashmir.

Prepare and serve according to the pack instructions, and savour the deliciously aromatic flavour of a **Kashmiri-inspired** tea made for those who appreciate something truly special.



From
Our Estates
to Your
Everyday
Moments

» Available in 100gm & 250gm packs

ZAMINDAR TEA

A Taste Of Heritage

Price List

Product	Pack Size		MRP (₹)	Tea Palace Price Mrp-15% (₹)
Zamindar Tea Extra Strong	500 g		275 Rs	233 Rs
Zamindar Tea Gold	100 g		65 Rs	55 Rs
Zamindar Tea Gold	250 g		142 Rs	120 Rs
Zamindar Tea Gold	500 g		280 Rs	238 Rs
Zamindar Tea Royal Elaichi	100 g		90Rs	76 Rs
Zamindar Tea Royal Elaichi	250 g		205 Rs	174 Rs
Zamindar Tea Royal Kashmiri Chai	100 g		115 Rs	98 Rs
Zamindar Tea Royal Kashmiri Chai	250 g		230 Rs	195 Rs





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