CHAI AANGAN

It's not just tea, it's a Vibe



CANADA FRANCHISE & EXPANSION

BUSINESS PROPOSAL

BREWING **MOMENTS.**
BUILDING CONNECTIONS.

OUR VISION

To create meaningful experiences through authentic chai, warm hospitality and a sense of belonging.

YOUR OPPORTUNITY

A growing café concept with proven appeal, expanding across high-potential markets in Canada.

YOUR SUCCESS

Our success is built on your success. Together, we brew a future full of possibilities.



ACROSS CANADA



SIGNATURE CHAI

Handcrafted blends using premium tea leaves and authentic Indian spices. Brewed fresh in traditional kuhads for a rich, soulful experience.

WELLNESS HERITAGE TEA

A range of wellness-inspired teas made with natural herbs, spices and traditional recipes for mind, body and soul.

THE CHAI AANGAN DIFFERENCE

- 100% Natural Ingredients
- No Artificial Flavours
- Slow-Brewed for Maximum Taste
- Served in Eco-Friendly Kuhads
- Made with Passion, Served with Love

CHAI AANGAN

A MESSAGE FROM THE FOUNDERS



MONU JARODIA

Co Founder & Managing Director
Chai Aangan

WELCOME TO THE WORLD OF CHAI AANGAN

Dear Friends, Customers, Franchise Partners & Future Entrepreneurs,
Welcome to the world of Chai Aangan.

01 A DREAM INSPIRED BY INDIA'S AANGAN

This is more than a cafe brand—it is a dream inspired by the timeless spirit of India's Aangan. Long before cafes became destinations, every Indian home had an Aangan—a place where families gathered, cooked meals, and shared stories. This is a blend of the Old World and every cup of chai carried warmth, comfort, and countless memories. That emotion became the foundation of Chai Aangan.

02 A PLACE TO PAUSE, CONNECT & BELONG

When we started our journey in 2021, our vision was not limited to serving tea. We wanted to build a place where people could pause from their busy lives, reconnect with one another, and experience the comfort of home in a modern café setting. We believe that Chai Aangan is a timeless, classic, and that belief continues to guide every decision we make.

03 OUR PROMISE, IN EVERY CUP

Every cup of our handcrafted Kulh Tea, every freshly prepared dish, every thoughtfully designed cafe, and every smile from our team reflects our commitment to excellence. We combine India's rich tea heritage with modern café culture, creating an experience that is authentic, premium, and memorable.

04 BUILDING A BRAND THAT REPRESENTS INDIA

As our journey continues, our ambition has grown beyond opening cafés. We are building a brand that proudly represents India while meeting global standards of quality, design, hospitality, and operational excellence. Our vision is to expand across India and internationally, beginning with Chai Aangan, while preserving the values that inspired our very first outside.



KARTIK SHARMA

Co Founder & Creative Director
Chai Aangan

To every customer who has trusted us, every team member who has been in our mission, and every franchise partner who join our journey—thank you. You are not just part of our business; you are part of our story.

> "Together, we are building more than cafés.
> We are creating places where conversations begin, relationships flourish, and every cup reminds people of the warmth of home."



Welcome to the World of Chai Aangan.
Warm Regards,
The Founders

OUR *Story*



Born in India's Aangan.
Crafted for the World.

From the timeless warmth of Indian homes to thoughtfully designed cafés, Chai Aangan reimagines the rich tradition of Kuhlad Chai through meaningful spaces, authentic flavours, and heartfelt hospitality—bringing the spirit of India's Aangan to every community we serve.

Long before cafés became destinations, every Indian home had an Aangan—a place where life slowed down, conversations flowed naturally, and every cup of chai carried warmth, comfort, and a story waiting to be shared.
It was where mornings began with the comforting aroma of freshly brewed tea, and the chatter shared timeless wisdom, parents found moments of peace, children filled the air with laughter, and ordinary evenings quietly became cherished memories.

For generations, chai was never simply a beverage.
It welcomed guests. It brought families together. It sparked conversations, celebrated milestones, and transformed everyday moments into memories that lasted a lifetime.

As the world evolved, cities grew faster, homes became smaller, and everyday life became increasingly busy.
The simple joy of sitting together over a cup of chai slowly began to disappear.
Yet the feeling of an Aangan never truly faded.
It simply waited to be rediscovered.

That belief became the foundation of Chai Aangan.
We didn't begin with the ambition of opening another café.
We began with a much greater purpose—to recreate a feeling.
A place where India's timeless tea culture meets contemporary café design, handcrafted Kulhad Chai, authentic flavours, and genuine hospitality. A place where every guest feels welcomed, every cup offers comfort, every flavour tells a story, and every visit becomes a memory worth returning to.

Our journey began in 2021 with a single café inside an HCL Corporate Campus.
What started as a simple idea—to give busy professionals a comforting tea break that felt like home—soon became something much greater.
People didn't simply return for the chai.
They returned for the warmth.
They returned for the conversations.
They returned for the feeling that only Chai Aangan could offer.

Today, Chai Aangan continues to grow across India while preparing to share its journey with the world.
With every new café, every new city, and every new community we become part of, we carry something far more meaningful than tea.
We carry the warmth, culture, and togetherness of India's Aangan.







One Kulhad.
One Conversation.
One Memory.
At A Time.

Because we're not just serving chai.

We're sharing the warmth of India's Aangan with the world.

CHAI AANGAN

CHAI AANGAN

It's not just tea, it's a Vibe

OUR PHILOSOPHY

We Don't Serve Tea. We Recreate A Feeling.



Long before cafés became destinations, every Indian home had an Aangan—a place where conversations lingered, relationships deepened, and every cup of chai carried the comfort of home.

As modern life became faster, those spaces quietly disappeared. But the human need for belonging never did.

Chai Aangan exists to bring that feeling back.
Not by recreating the past.
But by reimagining it for today's world.

Every café we build is designed to become the modern Aangan of its neighbourhood—a place where students find inspiration, professionals pause between meetings, families celebrate together, and strangers become regulars over a shared cup of chai.

WHY WE EXIST

Because the world doesn't need another café.
It needs places where people genuinely connect.

Where conversations matter more than transactions.

Where hospitality feels personal.

Where a simple Kulhad becomes the beginning of a memory.

That is why Chai Aangan was created.

OUR BRAND PROMISE

Every Chai Aangan, whether in Noida, Delhi, Calgary, Toronto or tomorrow's cities, will always promise the same experience:

01

A hand-filled Signature Kulhad Collection that celebrates Indian creativity.

02

A Handmade Wellness Collection inspired by centuries of Indian tea traditions.

03

Spaces designed to feel welcoming, wenn and familiar.

04

Hospitality that treats every guest as someone returning home.

05

Uncompromising quality, every recipe, every ingredient and every experience.

06

A globally consistent cafe experience carrying the soul of India's Aangin.

WHY CHAI AANGAN

Six Brand Pillars That Define the Chai Aangan Experience



> Every successful brand has a reason to exist. Ours is simple—**bring people together** through authentic flavours, meaningful experiences and timeless Indian hospitality.

Chai Aangan isn't just another café. It is a carefully crafted destination where heritage meets innovation, creating experiences that guests remember long after the last sip.

01

AUTHENTIC INDIAN HERITAGE

Rooted in the timeless culture of the Indian Aangan, our brand celebrates warmth, togetherness and meaningful conversations, transforming a daily cup of tea into an unforgettable experience.

'Where Every Cup Feels Like Home.'

02

SIGNATURE KULHAD TEA COLLECTION

Handcrafted premium teas served in authentic clay Kulhads that enhance aroma, flavour and nostalgia while preserving India's traditional chai culture.

'Tradition Brewed to Perfection.'

03

CURATED CAFÉ KITCHEN

A thoughtfully curated menu featuring gourmet burgers, handcrafted sandwiches, stone-baked pizzas, premium momos, signature snacks and café classics, prepared fresh for every guest. Your menu reflects this wide café offering alongside beverages.

'More Than Tea. A Complete Café Experience.'



04

PREMIUM BEVERAGE COLLECTION

Beyond chai, Chai Aangan offers specialty coffees, refreshing mojitos, handcrafted shakes, lemonades, iced teas and seasonal beverages, ensuring there's a drink for every taste and every occasion.

'Crafted for Every Mood'

05

DESIGNED FOR SUSTAINABLE GROWTH

Built on standardized operations, efficient training, curated procurement and scalable systems, Chai Aangan is positioned for consistent franchise expansion while maintaining the same guest experience across locations.

'Built to Scale. Designed to Last'

06

EXPERIENCE THAT BUILDS LOYALTY

From the moment guests walk in until the final sip, every detail—from ambience and hospitality to presentation and service—is designed to create memories that inspire repeat visits.

> "More than a cup of chai, we serve a place where flavours connect, conversations flow, and every guest feels at home."



CHAI AANGAN

It's not just tea, it's a Vibe

OUR MISSION

To bring back the feeling of India's Aangan—one Kulhad, one conversation, and one memory at a time.

At Chai Aangan, we don't simply serve tea—we recreate a feeling that many people have forgotten. Inspired by the warmth of the traditional Indian Aangan, every café is designed to bring people together through handcrafted Kulhad chai, meaningful conversations, authentic flavours, and heartfelt hospitality. Whether in Noida, Calgary, or any city around the world, every guest should leave with the same feeling—they've found a place where they truly belong.



OUR VISION

To make Chai Aangan the world's most loved Indian café brand by taking the warmth of India's Aangan to every city we call home.

We envision Chai Aangan becoming a global destination where India's timeless tea culture meets contemporary café experiences. Through thoughtfully designed cafés, signature Kulhad tea collections, wellness-inspired teas, and exceptional hospitality, we aim to build a brand that connects communities, create memories, and proudly represents India on the world stage—beginning with canada.

OUR BRAND PROMISE

SIGNATURE CHAI

Handcrafted Kulhad chai made with curated blends and traditional brewing techniques for an authentic taste.

WELLNESS HERITAGE

A range of wellness-inspired teas made with natural herbs, spices and traditional recipes for mind, body and soul.

KULHAD EXPERIENCE

Serving in eco-friendly kulhads that keep our traditions alive while delivering a unique and memorable feel.

AANGAN HOSPITALITY

Creating warm, welcoming spaces where conversations flourish, communities connect and everyone feels at home.

CHAI AANGAN

It's not just tea, it's a Vibe

THE VALUES

WE SERVE IN EVERY KULHAD

(CORE VALUES)



We Don't Just Brew Tea. We Brew Experiences.

Every cup we serve carries the warmth of India's Aangan, the richness of authentic ingredients, and the passion to create unforgettable memories. These values guide every café we build, every recipe we craft, and every guest we welcome.

SIGNATURE CRAFTSMANSHIP

Every flavour tells its own story.

Our Signature Kulhad Collection transforms chai into an experience through handcrafted flavours like Rooh-Ani Gulbach Chai, Chocolate Nirvana Chai, Paan Gulkand Chai, Shahi Kesar Chai, Cardamom Bliss Chai, and Rooh-Ani Gulbach Chai, and Rooh-Ani Elaichi Chai, and Jaggery Chai.

WELLNESS WITH HERITAGE

Ancient wisdom, crafted for modern living.

Our Heritage Wellness Collection celebrates Indian wellness traditions with Pure Himalayan Green Chai, Safrazi Kahwa, and Ayur-Veda Urhai Chai—bringing together authentic herbs, spices, and high ingredients for a nourishing tea experience.

THE SPIRIT OF THE AANGAN

Where every guest feels at home.

An Aangan was never just a space—it was where stories were shared, relationships grew, and every cup of chai brought people closer. Every Chai Aangan café is designed to recreate that same warmth and belonging.

HOSPITALITY FROM THE HEART

Every guest is welcomed like family.

We don't believe in transactions—we believe in relationships. Every smile, every kulhad, and every interaction reflects genuine Indian hospitality and heartfelt service.

EXCELLENCE IN EVERY DETAIL

Premium isn't a promise—it's our standard.

From ethically sourced ingredients and handcrafted brewing to hygienic preparation, premium Kulhads, and thoughtfully designed cafés, we pursue excellence in everything we do.

BORN IN INDIA. CRAFTED FOR THE WORLD.

Taking India's chai culture beyond borders.

As Chai Aangan expands globally, we proudly carry the flavour of traditional and emotional India's Aangan to every city, creating a premium café experience that connects cultures through one timeless ritual: sharing a cup of chai.

AANGAN JOURNEY

From One Cup to a Global Vision



Our Journey

THE BEGINNING

Chai Aangan began its journey by bringing the warmth and familiarity of India's traditional Aangan into the corporate world.
Its first corporate cafe at HCL, Noida Sector 126, marked the beginning of this vision – creating a space where professionals could experience premium Kulhad tea and freshly prepared cafe food in a setting that felt both contemporary and rooted in tradition.



2021

2022

EXPANDING THE FOUNDATION

Building on its early success, Chai Aangan expanded to Amity University and expanded its operations to HCL. Now, the foundation is across both the education and corporate sectors. This year marked the beginning of the brand's journey toward becoming a recognized premium cafe destination.



ENTERING PREMIUM BUSINESS PARKS

The brand continued its growth with the opening of its outlet at Oxygen Embassy, further reinforcing its presence in high-profile corporate environments and serving thousands of working professionals every day.



2023



2024

NSL NOIDA SECTOR 144

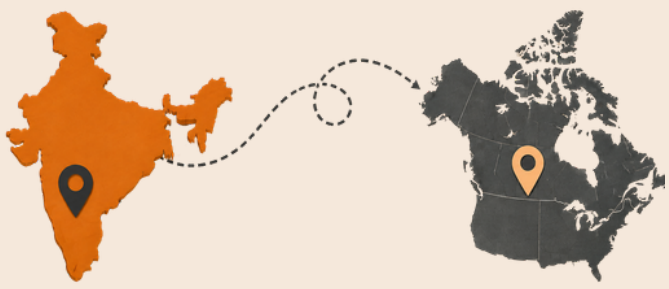
Chai Aangan expanded its corporate footprint with the launch of its cafe at HNL. Noida Sector 144. This milestone reflected the company's commitment to premium Kuhad Tea, quality food, and exceptional customer experience.

STRENGTHENING THE BRAND

With multiple successful outlets in operation, Chai Aangan focused on refining its business model, standardizing operations, enhancing community engagement, and creating a sustainable franchise system for future expansion across India.



2025



INDIA & CANADA EXPANSION STRATEGY

Chai Aangan entered its next phase of growth by preparing for international expansion into Canada through detailed territory analysis, financial modelling, and a structured strategy. The company began planning Master Franchise opportunities across Delhi NCR, creating a regional expansion network that would become a global brand presence and support future multi-city development.

CLOSING STATEMENT

> "Every milestone reflects one belief: great brands are not built overnight– they are built one guest, one Kulhad, and one meaningful experience at a time."



The Heart of Chai Aangan

Handcrafted. Heritage Inspired. Perfectly Brewed.

Every signature tea at Chai Aangan is crafted to celebrate India's timeless tea culture while embracing the expectations of today's premium café experience. Every blend is thoughtfully prepared to deliver rich flavour, authentic aroma and a memorable moment in every Kulhad.



CRAFTED WITH HEART. SERVED WITH PURPOSE.

FINEST INGREDIENTS
Sourced from trusted estates and local farms.

TRADITIONAL BLENDING
Blended with age-old wisdom for authentic taste.

SLOW BREWED
Brewed slowly to unlock rich flavour and aroma.

SERVED IN KULHAD
In an earthy Kulhad that keeps it natural and warm.

MADE FOR MOMENTS
Thoughtfully made to create meaningful moments.

OUR SIGNATURE TEA COLLECTION

HERITAGE CLASSICS



ADRAK CHAI
100KCAL

ELAICHI CHAI
100KCAL



MASALA CHAI
120KCAL

JAGGERY CHAI
110KCAL

SIGNATURE COLLECTION



SHAHI KESAR CHAI
130KCAL

CHOCOLATE NIRVANA CHAI
160KCAL



PAAN GULKAND CHAI
150KCAL

GULAB CHAI
150KCAL

SIGNATURE COLLECTION



HIMALAYAN GREEN TEA
60KCAL

ZAFRANI KAHWA
90KCAL



AYUR-URJA CHAI
110KCAL



CHAI AANGAN

OUR MENU

FLAVOURS THAT
FEEL LIKE HOME

**FRESH &
PREMIUM INGREDIENTS**

**MADE WITH
LOVE**

**INDIAN ROOTS,
MODERN TOUCH**

**MADE FOR REAL
CONVERSATIONS**



ADD MORE LOVE

Extra Chutney	$0.50
Extra Dip	$0.50
Cheese Slice	$0.50
Jalapeños	$0.50



CHINESE MOMOS & ROLLS

(Veg Momo & Desi Veg Roll)

$9.99



SANDWICH

(Corn Masala Sandwich - Half)

$6.99



SOUP

(Tomato Soup)

$5.49



HOT CHOCOLATE

(Hot Chocolate)

$5.49



DESSERT

(Brownie)

$5.49



PIZZA

(Margherita & Onion Pizza - Small)

$12.99



FRIES & SIDES

(Crispy French Fries)

$4.49

CHAI
AANGAN

It's Not Just Tea. It's a Vibe.





MAGGIE

(Plain Maggie)

$5.49



SPECIAL BURGER

(Aloo Tikki Burger)

$6.49



CORN CHAAT

(Butter Chat Masala & Salted Classic Origano)

$6.49



PASTA

(Red Sauce Pasta - Regular)

$10.49



DESSERT

(Brownie)

$5.49



PIZZA

(Margherita & Onion Pizza - Small)

$12.99



FRIES & SIDES

(Crispy French Fries)

$4.49



ADD MORE LOVE

Extra Chutney	$0.50
Extra Dip	$0.50
Cheese Slice	$0.50
Jalapeños	$0.50

CHAI AANGAN

More than a Café,
It's your Aangan.





HOT CHAI

STARTING AT

$3.75

Traditional chai crafted with premium tea leaves and warning spices.



HOT COFFEE

STARTING AT

$3.25

Bold, aromatic and perfectly brewed to energize your day.



COLD COFFEE

STARTING AT

$5.25

Chilled, creamy and smooth cold coffees for the perfect pick-me-up.



ICED TEA

STARTING AT

$4.49

Refreshing and crisp iced teas to keep you cool and refreshed.



MOJITO

STARTING AT

$5.99

Minty, zesty and fizzy mojitos that refresh your soul instantly



SHAKES

STARTING AT

$6.99

Rich, creamy and indulgent shakes in exciting flavours.





MASALA LEMONADE

STARTING AT

$5.49

Tangy, spicy and refreshing lemonades with a desi twist.

ADD MORE LOVE

Extra Chutney	$5.05
Extra Dip	$5.05
Cheese Slice	$5.05
Jalapeños	$0.50





ICE CRUSSER

STARTING AT

$4.99

Chilled, chilled and ice delights bursting with fruity goodness.

Café Interior



Designed for Comfort.
Built for Connection.

Our cafe interiors are crafted to create the perfect balance of warmth, style and functionality. Every detail is designed to make our guests feel welcome, relaxed and inspired.

50
SEATING CAPACITY

AMBIENCE
Warm, welcoming and vibrant ambience that makes every visit special.

MATERIALS
Premium quality materials like wood, metal, glass and natural textures.

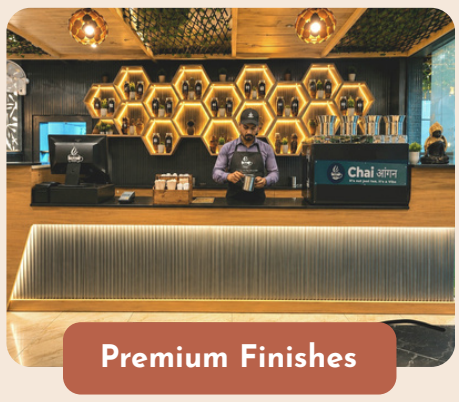
LIGHTING
Thoughtfully designed lighting to create the perfect mood.

FURNITUR E
Ergonomic seating, spacious layout and comfortable furniture.


Comfortable Seating



Warm Lighting



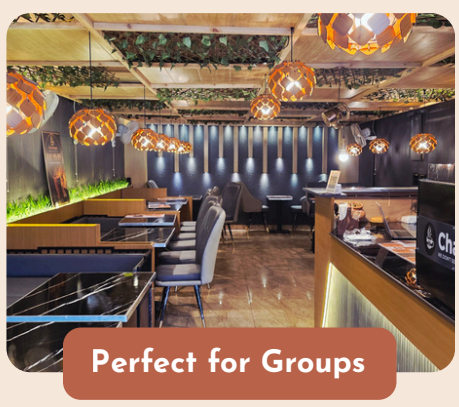
Premium Finishes

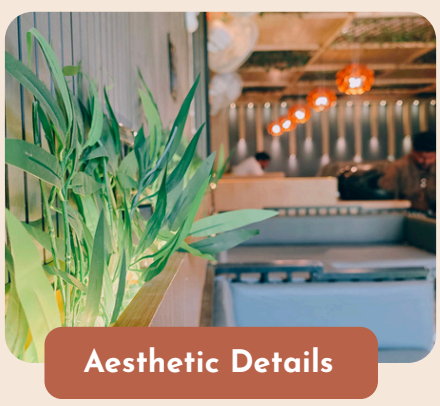

Indian Soul



Welcoming Entry


Cozy Corners


Perfect for Groups


Aesthetic Details

CHAI AANGAN DESIGN LANGUAGE

Nature Inspired
Greenery & natural elements bring positive energy.

Warm Tones
Earthly colors that soothe, impart and connect.

Functional Layout
Optimized space planning for smooth, modern and clean great experience.

Local Identity
Kulhadr culture represents our roots and adds a unique charm.

TESTIMONIALS

Customer Experience. Real Stories. Real Love.

At Chai Aangan, every cup we serve creates a memory. every visit becomes an experience, and every customer becomes a part of our Aangan.



Google Reviews ★★★★★

4.8 ★★★★★ (1,248 Reviews)

5 ★		1,058
4 ★		132
3 ★		38
2 ★		12
1 ★		8

Loved by Thousands of Happy Customers

GOOGLE REVIEWS

> Amazing ambience and superb chai! Kulhad chai is the best. A must visit place in the city.
★★★★★
Amit Verma — 2 weeks ago

> Loved the vibe, food and service. Perfect place to chill with friends.
★★★★★
Neha Singh — 1 month ago

> Very cozy place with great music and yummy food. Totally recommend!
★★★★★
Rohit Sharma — 3 weeks ago

> Best place for students and remote work. Great ambience and fast Wi-Fi.
★★★★★
Pooja Tiwari — 2 months ago

> Every visit feels like home. The staff is polite and the experience is always top-notch.
★★★★★
Sandeep Malik — 2 months ago

OUR VIBE

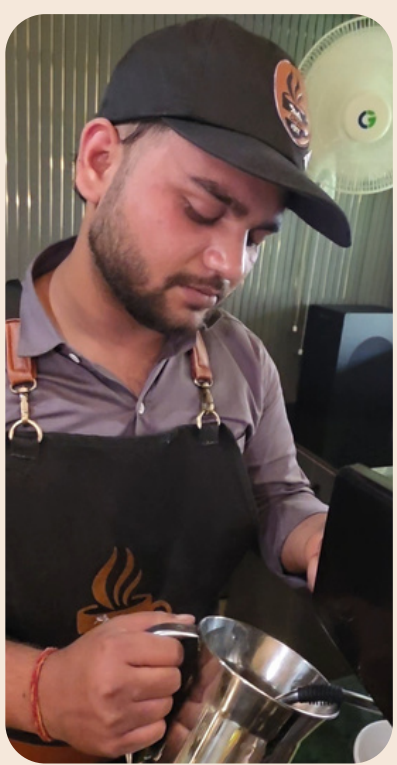
More Than a Cafe, It's an Experience





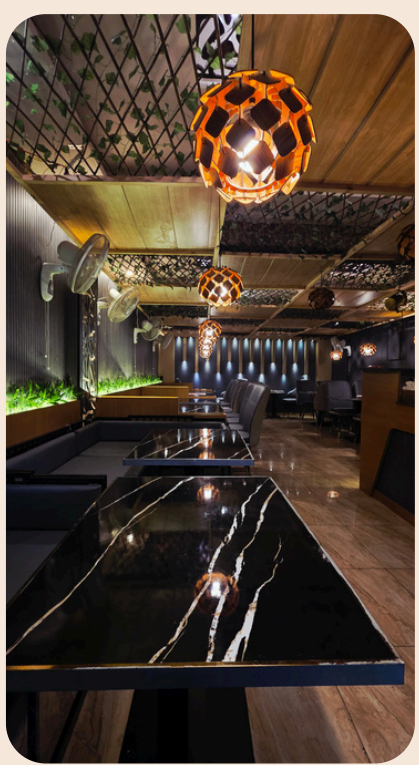












It's Not Just Tea,
It's a **Vibe**

BRAND IDENTITY



One Brand. One Vibe. Every Experience.

Our brand identity reflects who we are – warm, welcoming and rooted in tradition with a modern vibe. Every element is crafted to create a consistent and memorable experience for our customers.

01 LOGO

A perfect blend of tradition and comfort. Our logo symbolizes warmth, togetherness and the love for chai.

It's Not Just Tea,
It's a **Vibe**

LOGO MEANING

STEAM
Represents warmth, energy and the feeling of a fresh, perfect cup of chai.

HOME
The house signifies comfort, belonging and a place where everyone is welcome.

LEAVES
Synthesizes natural ingredients, purity and our connection to tradition.

02 PACKAGING

Thoughtful packaging that carries our identity beyond the café. Sustainable, stylish and crafted to keep the chai experience perfect.











03 UNIFORM

Smart, comfortable and stylish uniforms that reflect our brand values and bring our team together as one.



It's not just tea,
it's a **Vibe**

EXPANSION MAP

Brewing Experiences. Expanding Beyond Borders.

From India to Canada, Chai Aangan is on a journey to bring the warmth of India's Aangan to the world.





INDIA EXPANSION DELHI NCR

CORPORATE SECTOR

- HCL Campus
- Candor TechSpace, Gurugram
- BPT Capital
- Additional HCL Corporate Branches

UNIVERSITIES

- JECRC University – NCR Campus
- Amity University
- Galgotias University

RETAIL EXPANSION

- Premium Delhi NCR shopping malls
- High-street commercial locations
- Business parks and corporate hubs

CANADA EXPANSION

Based on your franchise document, the primary territories are:

ANCHOR MARKETS

- Brampton – Highest household income and more territories with a large establishment in the GOTA market.
- Mississauga – Large affluent market with strong professional and family demographics.
- Surrey – Fast-growing Metro Vancouver market with strong long-term potential.

NATIONAL SCALE

- Toronto, Calgary, Edmonton – Canada's largest city with district-level opportunities and diverse customer demand.

OPPORTUNISTIC

- Ottawa, Winnipeg, Vancouver – One of Canada's fastest-growing major metropolitan markets with an attractive and diverse population.

It's Not Just Tea.
It's A Vibe

THE OPPORTUNITY

A café concept built on real numbers

$416,659
Estimated total initial investment (CAD), Expected case, Contemporary format

2.8 yrs
Expected case payback, cumulative EBITDA basis

$774,000
Expected case Year 1 revenue (ramped), Contemporary

19
Candidate territories identified & ranked

Format	Total investment	EBITDA / month	Payback
Kiosk-Style (450 sq ft)	$327,580	$12,313	2.4 yrs
Contemporary (800 sq ft)	$416,659	$12,894	2.8 yrs
Full-Fledged (1,600 sq ft)	$836,044	$13,910	4.2 yrs

WHY CHAI AANGAN

A concept with broad appeal, backed by real data

Canada has a strong and rapidly evolving café culture, supported by growing demand for premium, specialty, and high-quality beverage experiences. The country's coffee & tea market has grown at a 6.4% CAGR since 2021, driven by expanding café culture and a consumer shift toward more premium offerings. High household incomes, urban growth, and strong population density create attractive conditions for café businesses across multiple markets. Chai Aangan's territory strategy therefore focuses on the strength of each location's overall opportunity — not on the presence of any single community.

01 Authentic recipes & sourcing
Every outlet draws on a costed Setup & Procurement Requirement List — 18 line items across 18 categories, benchmarked against Canadian foodservice suppliers (GFS Canada, Sysco, Zanduco) — so quality and cost stay consistent from city to city.

02 Three formats, one playbook
Kiosk-Style at 450 sq ft (counter service, no dine-in), Contemporary at 800 sq ft (21 seats) and Full-Fledged at 1,600 sq ft (53 seats). Contemporary is the recommended flagship; revenue is driven by ticket and transaction count rather than floor area, so spaces address rent and leasehold without adding sales.

03
Every territory comes with a transparent, editable Unit Economics & ROI Model — Conservative, Expected and Aggressive scenarios, with NPV, IRR and discounted payback over five years, not a single rosy projection. Third-party delivery commission, card processing and fixed labour floor are all carried as their own lines.

04 Data-driven territory selection
Site recommendations are ranked using Statistics Canada census data — population scale, household income, growth rate and urban density — not gut feel.

THE CANADIAN MARKET

A market built for a growing café culture

Canada's specialty tea and coffee market is large and growing quickly, powered by rising disposable incomes, a fast-expanding café culture, and a consumer shift toward premium, out-of-home beverage occasions. Chai Aangan's territory research weighs population scale, household income, growth and local market dynamics in every city we evaluate.

73% of Canadians drink coffee every day, and tap water is the only daily habit that comes close — a strong, everyday appetite for hot beverage occasions that a distinctive chai menu is well placed to share in.

Sources: IBISWorld, "Coffee & Tea Production in Canada" industry report (2026); E2PZ Coffee, "Canadian Coffee Industry Statistics 2026"; Expert Market Research, "Canada Coffee Market Report" (2025). Population and income figures used in territory ranking are drawn from Statistics Canada's 2021 Census of Population.

CHAI AANGAN FORMAT PORTFOLIO

Three Formats. One Scalable Brand.

From compact kiosks to full-service cafés,
Chai Aangan offers a format for every opportunity
– all powered by the same proven Unit Economics.



CHOOSE YOUR MODEL. OWN YOUR GROWTH.

KIOSK-STYLE

450 SQ FT

Counter-Service Format



- Compact footprint
  High-footfall locations
- Takeaway focused
  No dine-in seating
- Lower investment
  Faster payback

IDEAL FOR
Malls • Office Clusters
Transit Hubs • High Footfall Areas

CONTEMPORARY

800 SQ FT

Balanced Café Format



- 21 Seats / 7 Dining Tables
  Comfortable dine-in experience
- Ideal balance of capacity
  and investment
- Strong returns
  Consistent performance

IDEAL FOR
Community Hubs • High Streets
Office Areas • Residential Catchments

FULL-FLEDGED

1,600 SQ FT

Full Café Experience



- 53 Seats
  Destination café experience
- Full food menu
  Larger kitchen & service area
- Premium locations
  Maximum scale potential

IDEAL FOR
High Streets • Premium Locations
Lifestyle Destinations • Flagship Sites

ALL FORMATS, ONE PROVEN ECONOMICS

2.4 - 4.2	$12.3K - $13.9K	60.6% - 135.5%	Three Formats
Years Payback Cumulative EBIDA Basis	Steady-State EBIDTA per Month	3-Year Cumulative ROI Range	One Brand Unlimited Potential

Kiosk-Style outlet return profile, by scenario



Chai Aangan models three scenarios for every territory —Conservative, Expected and Aggressive — rather than a single projection. Conservative and Aggressive are derived from the Expected case rather than typed independently, so no two adverse assumptions can be stacked by accident. Conservative Year 1 revenue lands at 77% of Expected. Figures below reflect the Kiosk-Style (450 sq ft) format.

$327,580
Total initial investment (Expected)

2.4 yrs
Payback, cumulative EBITDA (Expected)

$63,798
Year 1 EBITDA (Expected)

135.5%
3-yr cumulative ROI (Expected)

YEAR 1 REVENUE BY SCENARIO



3-YR CUMULATIVE EBITDA BY SCENARIO



Metric	Conservative	Expected	Aggressive
Year 1 Revenue	$555,810	$722,358	$913,786
Year 1 EBITDA	$19,427	$63,798	$154,679
Year 1 EBITDA Margin	(3.5%)	8.8%	16.9%
Payback (Cumulative EBITDA)	Beyond 5 yrs	2.4 yrs	1.6 yrs
3-Yr Cumulative EBITDA	$132,552	$443,757	$785,207
3-Yr Cumulative ROI	40.5%	135.5%	239.7%

Kiosk-Style is modelled as a vented food-court stall in a COMMUNITY / SUBURBAN ENCLOSED MALL, at a net rent of $5.00/sq ft/month plus $2.50/sq ft/month TMI. Location type is the single biggest lever on this format: the model also carries a Class A enclosed regional mall option at roughly three times the occupancy cost, and a street-front option. A franchisee targeting a Class A centre should re-run the model on that basis before committing.

EBITDA-basis (pre-tax, pre-debt-service) planning estimates from the Unit Economics & ROI Model, August 9, 2026. Validate against a real lease, contractor quotes and a local footfall study before committing capital.

Contemporary Outlet Return Profile, by Scenario

Chai Aangan models three scenarios for every territory — Conservative, Expected and Aggressive — rather than a single projection. Conservative and Aggressive are derived from the Expected case rather than typed independently, so no two adverse assumptions can be stacked by accident: Conservative Year 1 revenue lands at 77% of Expected. Figures below reflect the Contemporary (800 sq ft) format.



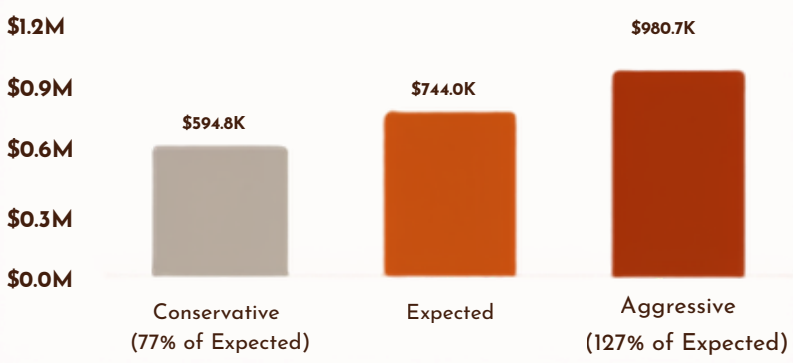
$416,659
Total initial investment (Expected)

2.8 yrs
Playback, cumulative EBITA (Expected)

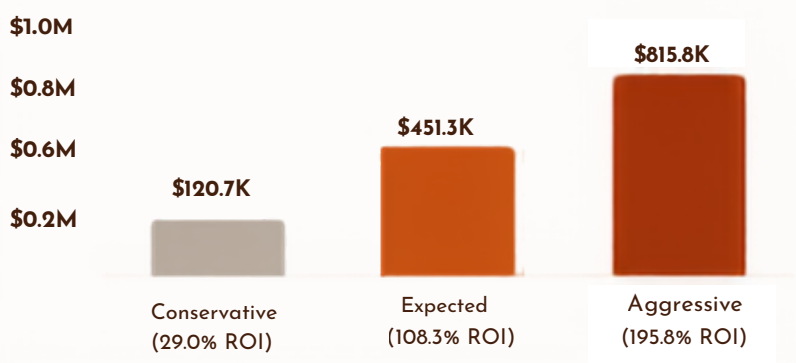
$73,205
Year 1 EBITDA (Expected)

108.3%
3-yr cumulative ROI (Expected)

YEAR 1 REVENUE BY SCENARIO



3-YR CUMULATIVE EBITDA BY SCENARIO



Metric	Conservative	Expected	Aggressive
Year 1 Revenue	$594,817	$774,000	$980,716
Year 1 EBITDA	$18,262	$73,205	$173,467
Year 1 EBITDA Margin	(3.1%)	9.5%	17.7%
Payback (Cumulative EBITDA)	Beyond 5 yrs	2.8yrs	1.8yrs
3-Yr Cumulative EBITDA	$120,749	$451,318	$815,771
3-Yr Cumulative ROI	29.0%	108.3%	195.8%

THE TAKEAWAY

Contemporary is the recommended flagship format. It delivers a strong return profile with an Expected case payback of 2.8 years and 3-year cumulative ROI of 108.3%. Its 800 sq ft layout with 21 seats is optimized for high transaction velocity and a memorable dine-in experience.

Contemporary is the recommended flagship format. It is modelled as a street-front or plaza unit at a net rent of $3.89/sq ft/month plus $1.25/sq ft/month TMI, benchmarked to TRREB Commercial Realty Watch 2025 transaction data for the 0–1,000 sq ft band. It carries 21 seats across 7 distinct zones.

EBITDA-basis (pre-tax, pre-debt-service) planning estimates from the Unit Economics & ROI Model, August 9, 2026. Validate against a real lease, contractor quotes and a local footfall study before committing capital.

Full-Fledged Outlet Return Profile, by Scenario



Chai Aangan models three scenarios for every territory —Conservative, Expected and Aggressive — rather than a single projection. Conservative and Aggressive are derived from the Expected case rather than typed independently, so no two adverse assumptions can be tracked by accident. Conservative Year 1 revenue lands at 77% of Expected. Figures below reflect the Full-Fledged (1,600 sq ft) format.

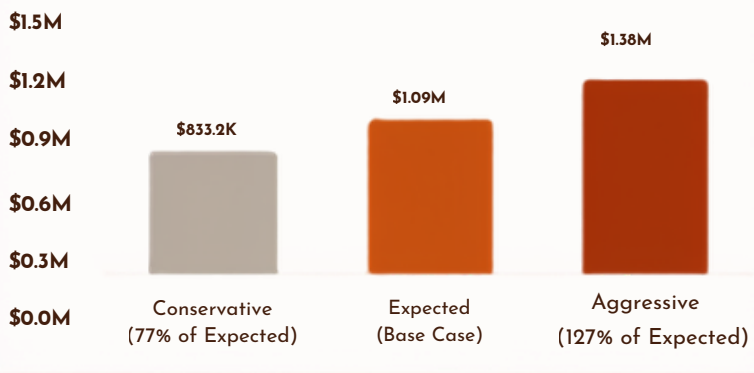
$836,044
Total initial investment (Expected)

4.2 YRS
Payback, cumulative EBITDA (Expected)

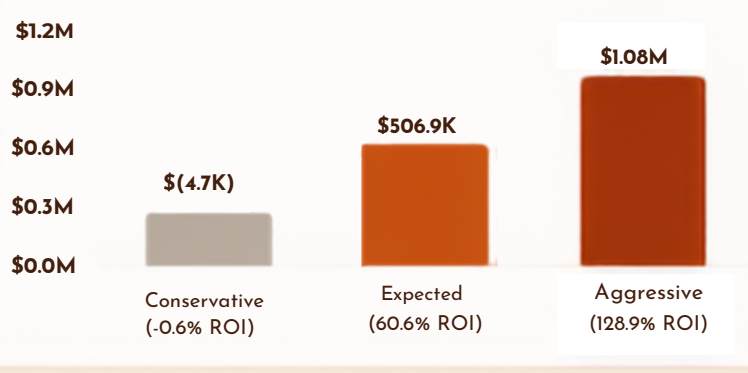
$37,464
Year 1 EBITDA (Expected)

60.6%
3-yr cumulative ROI (Expected)

YEAR 1 REVENUE BY SCENARIO



3-YR CUMULATIVE EBITDA BY SCENARIO



Metric	Conservative	Expected	Aggressive
Year 1 Revenue	$833,216	$1,085,760	$1,377,060
Year 1 EBITDA	$(102,247)	$37,464	$192,312
Year 1 EBITDA Margin	(12.3%)	3.5%	14.0%
Payback (Cumulative EBITDA)	Beyond 5 yrs	4.2 yrs	2.5 yrs
3-Yr Cumulative EBITDA	$(4,688)	$506,928	$1,077,647
3-Yr Cumulative ROI	(0.6%)	60.6%	128.9%

READ THIS FORMAT CAREFULLY.

At a shell / cold-space build the Expected case returns an IRR of 7.2% against an assumed 10% cost of capital, and a five-year NPV of ($69,305) — it does not clear its hurdle. The reason is capital, not trading: leasehold alone is $416,000 of a $336,044 build. A SECOND-GENERATION restaurant use — one that already has the Type I hood, grease interceptor and adequate utilities — leasehold falls to $264,000, total investment to $684,044, payback to 3.7 yrs and IRR to 13.8%. Chai Aangan recommends the Contemporary format as flagship, and Full-Fledged only on a second-generation site.

EBITDA-basis (pre-tax, pre-debt-service) planning estimates from the Unit Economics & ROI Model, August 9, 2026. Validate against a real lease, contractor quotes and a local footfall study before committing capital.

INVESTMENT SNAPSHOT COMPARISON

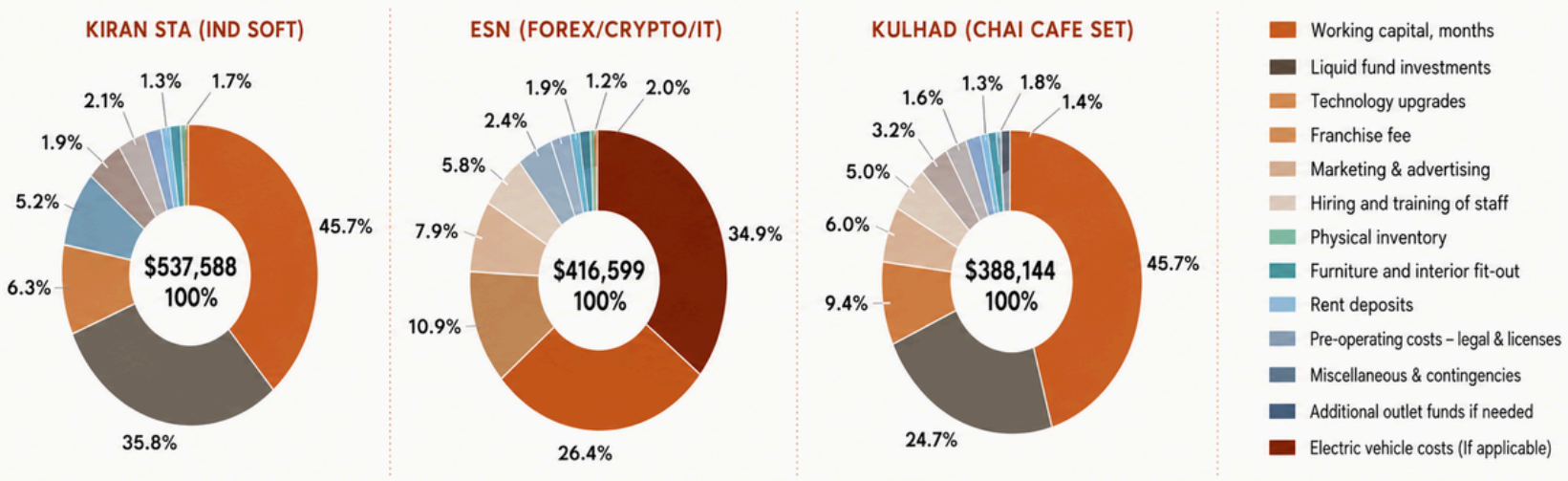
THREE OUTLET MODELS. ONE CLEAR COMPARISON.

	KIOSK-STYLE 450 SQ FT	CONTEMPORARY 800 SQ FT	FULL-FLEDGED 1,600 SQ FT
Total initial investment	$327,580	$416,659	$836,044
CapEx & pre-opening	$207,082	$305,786	$633,477
Working capital reserve	$120,498 (3 months)	$110,873 (2,5 months)	$202,567 (3 months)
Monthly occupancy (rent + TMI)	$3,375	$4,112	$7,152

INVESTMENT BREAKDOWN (TOTAL INITIAL INVESTMENT)

Category	Amount (CAD)	Share	Amount (CAD)	Share	Amount (CAD)	Share
Working capital reserve	$120,498	36.8%	$110,873	26.6%	$202,567	24.2%
Leasehold improvements	$94,500	28.8%	$152,000	36.5%	$416,000	49.8%
Pre-opening costs (permits, hiring & training, launch campaign, legal)	$31,338	9.6%	$31,726	7.6%	$46,749	5.6%
Franchise fee	$30,000	9.2%	$40,000	9.6%	$50,000	6.0%
Kitchen machinery, refrigeration & equipment	$29,801	9.1%	$41,540	10.0%	$53,279	6.4%
Opening inventory — sauces, dairy, beverages, packaging	$7,000	2.1%	$10,000	2.4%	$15,000	1.8%
Furniture, interior fit-out & décor package	$5,000	1.5%	$14,550	3.5%	$26,570	3.2%
Opening stock — tea & spices	$4,390	1.3%	$6,271	1.5%	$9,407	1.1%
POS, security & technology	$4,000	1.2%	$6,000	1.4%	$9,000	1.1%
Kitchen utensils, storage & crockery	$1,053	0.3%	$1,914	0.5%	$2,967	0.4%
Dine-in serviceware & utensils	—	—	$1,785	0.4%	$4,505	0.5%
TOTAL INITIAL INVESTMENT	$327,580	100.0%	$416,659	100.0%	$836,044	100.0%

INVESTMENT BREAKDOWN BY SHARE



Notes

KIOSK-STYLE NOTES

- Leasehold is priced on a shell / cold-space basis at $210/sq ft.
- No landlord tenant-improvement allowance is assumed; both are switchable in the model and both would reduce these figures.

CONTEMPORARY NOTES

- Leasehold is priced on a shell / cold-space basis at $190/sq ft.
- No landlord tenant-improvement allowance is assumed; both are switchable in the model and both would reduce these figures.

FULL-FLEDGED NOTES

- Leasehold is priced on a shell / cold-space basis at $260/sq ft.
- No landlord tenant-improvement allowance is assumed; both are switchable in the model and both would reduce these figures.

It's not just tea, it's a Vibe

FRANCHISE SUPPORT SYSTEM



Everything you need to operate, grow & scale with confidence.



PROFESSIONAL TRAINING

Building capable teams. Delivering consistent experiences.

Training is the foundation of the Chai Aangan franchise. Focused on high-quality, traditional brewing training program covering cafe operations, beverage preparation, food production, customer service, hygiene standards, inventory management, and daily business operations. Every process is taught with precision and attention to detail, ensuring that every customer experience is rooted in quality and hospitality at every Chai Aangan outlet.



TRAINING INCLUDES

01 COMPLETE BARISTA TRAINING

02 KITCHEN & FOOD PREPARATION

03 CUSTOMER SERVICE EXCELLENCE

04 SOP & QUALITY STANDARDS

05 BILLING & POS OPERATIONS

06 HYGIENE & FOOD SAFETY

07 STORE MANAGEMENT

08 STAFF DEVELOPMENT









MARKETING SUPPORT

Building local visibility with national brand consistency.

Our dedicated marketing team helps every franchise partner build strong local awareness while maintaining a consistent national brand identity. From grand opening campaigns to digital promotions, seasonal festivals, social media content, influence collaborations, and local marketing initiatives, every strategy is designed to increase customer engagement, footfall, and long-term brand loyalty.

01 GRAND OPENING CAMPAIGNS

02 DIGITAL MARKETING

03 SOCIAL MEDIA CONTENT

04 LOCAL STORE PROMOTIONS

05 FESTIVAL CAMPAIGNS

06 BRAND CREATIVE ASSETS

07 CUSTOMER LOYALTY PROGRAMS

08 PROMOTIONAL STRATEGIES

It's Not Just Tea. It's a Vibe



TECHNOLOGY

Chai Aangan integrates modern technology to simplify cafe operations and enhance the customer experience. Our technology ecosystem enables faster service, better inventory control, accurate billing, and seamless management, while increasing operational complexity.

TECHNOLOGY FEATURES

- QR Code Table Ordering
- Integrated POS Billing System
- Inventory Management
- Barcode-Based Stock Control
- Kitchen Order Display System (KDS)
- Online Delivery Integration
- Sales & Performance Dashboard
- Customer Data & Loyalty Management
- Real-Time Business Reports



OPERATIONS

Every Chai Aangan outlet follows standardized operating procedures developed to deliver consistent quality, operational efficiency, and an exceptional customer experience. From opening to closing, every activity is guided by well-defined systems that ensure smooth daily operations and brand consistency.

- CONSISTENT QUALITY
- EFFICIENCY
- STANDARDIZED PROCESSES
- TRAINED TEAM
- SMOOTH OPERATIONS
- EXCEPTIONAL EXPERIENCE
- BRAND CONSISTENCY
- CUSTOMER SATISFACTION

OPERATIONAL SUPPORT INCLUDES

- Standard Operating Procedures (SOPs)
- Daily Operations Checklist
- Store Launch Assistance
- Staff Scheduling
- Cost Control & Waste Management
- Product Standardization
- Business Performance Reviews
- Continuous Operational Guidance

SUPPLY CHAIN

A reliable supply chain is essential to maintain premium quality across every outlet. Chai Aangan partners with trusted suppliers in India and Canada to source carefully selected ingredients, packaging, and operational materials. Every project is quality-driven, with high standards for merchandise locations, ensuring freshness, consistency, and uninterrupted operations.



SUPPLY CHAIN SUPPORT INCLUDES

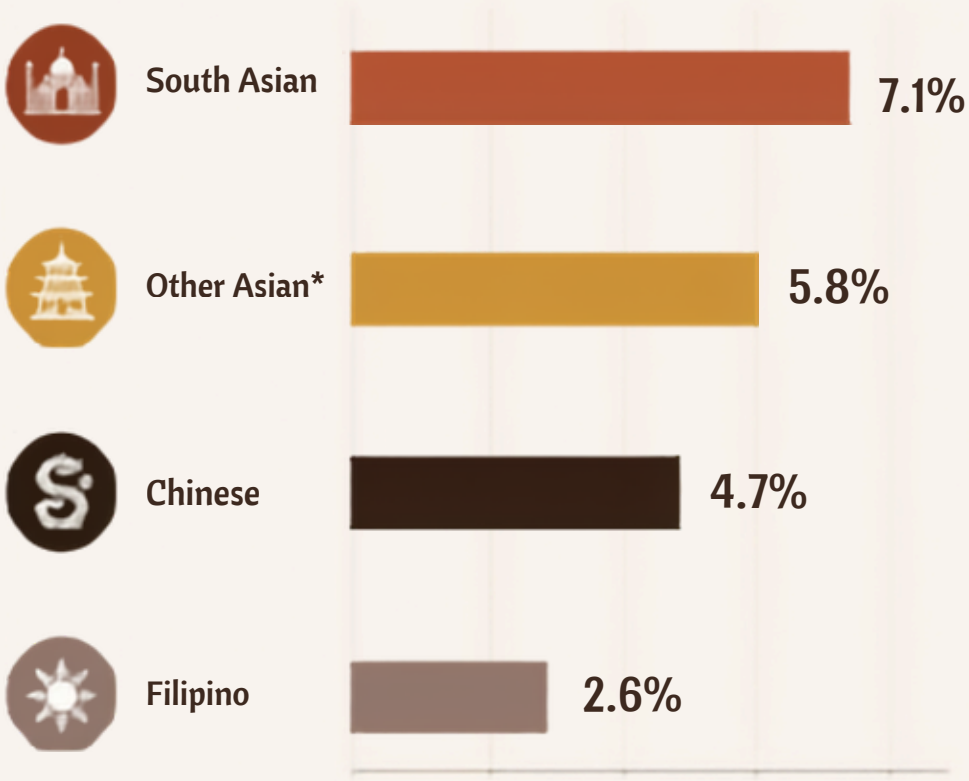
- Premium Ingredient Sourcing
- Centralized Procurement
- Quality-Approved Suppliers
- Standardized Packaging
- Timely Inventory Replenishment
- Logistics & Distribution Support
- Vendor Management

DEMOGRAPHIC ANALYSIS

A nation of tea & coffee drinkers

It's Not Just Tea.
It's a Vibe.

Share of Canada's population (%)



Reading the chart

Across these four Asian-origin groups alone, **20.2% of Canadians (7.5M people)** report Asian origins (2021 Census) — many from cultures with centuries-old tea traditions.

Beyond ethnicity, the appetite is universal: 73% of Canadians drink coffee daily, in a $4.08 market growing at a 6.4% CAGR.

Toronto CMA (-30%) and Vancouver CMA (-40%) show the deepest Asian-origin concentrations of any Canadian metro.

TARGET CUSTOMER PROFILE

The Chai Aangan customer, nationally



Who are they?

- Diverse & multicultural – urban Canadians with strong Asian & South Asian influence
- Students, young professionals, families & working commuters
- Visit cafes 3–5 times per week – for chai, coffee, snacks & social experience
- Value great taste, authenticity, ambiance, and fast service at fair prices

73%
of Canadians drink coffee or tea every day

$4.0B
Canadian coffee market size

6.4%
market growth (CAGR)

30-40%
Asian-origin share in Toronto & Vancouver CMAs (approx.)

It's Not Just Tea. It's a Vibe

Nine Metro Territories, Ranked by Market Fit

Canada has more than 5,000 census subdivisions, but this study identifies the nine metro territories that best align with Chai Aangan's proven café model and expansion strategy.

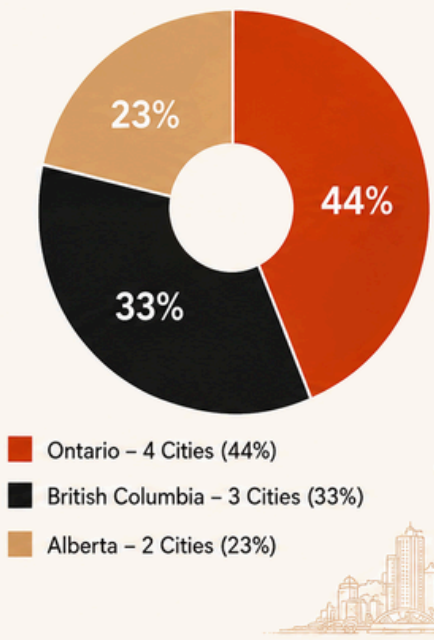
9
METRO TERRITORIES
candidate metro territories evaluated

73%
DAILY COFFEE DRINKERS
of Canadians drink coffee every day, in a $4.0B market growing at a 6.4% CAGR

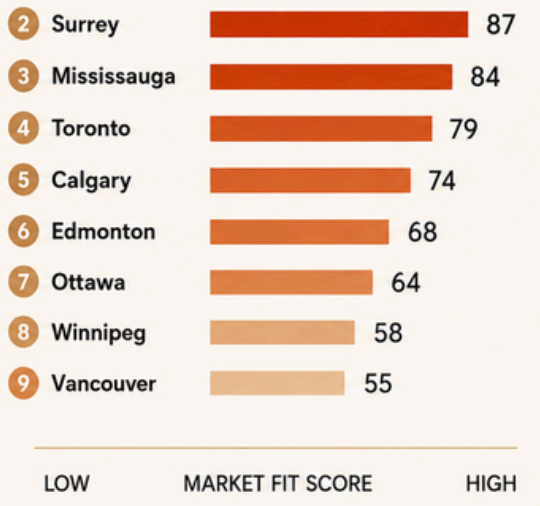
$80K–$111K
MEDIAN HOUSEHOLD INCOME
median household income range across territories

4
PROVINCES
provinces spanned by these nine territories

PROVINCE-WISE DISTRIBUTION



METRO TERRITORIES RANKED
BY MARKET FIT (HIGHEST TO LOWEST)



TERRITORIES EVALUATED

PRIORITY MARKETS
Brampton, Surrey, Mississauga

EXPANSION MARKETS
Toronto, Calgary, Edmonton

SCALABILITY MARKETS
Ottawa, Winnipeg, Vancouver

SCOPE & METHODOLOGY

Why These Nine Cities, Out of Thousands

Rather than profiling every one, this presentation focuses on the metro areas that best match Chai Aangan's proven customer base — the same logic used in the pilot outlet's Unit Economics & ROI Model. The same screen was then run a second time to surface ten further candidates beyond this core nine.

MARKET SCALE
Ranked all major Canadian CMAs by population, household income and community scale (Statistics Canada, 2021 Census).

URBAN DENSITY
Kept only cities large and dense enough to support a QSR/cafe footprint like the pilot outlet's.

INCOME FLOOR
Screened for household income levels consistent with the pilot's Expected-case ticket size and margins.

GEOGRAPHIC SPREAD
Deliberately kept secondary markets (Ottawa, Winnipeg, Vancouver) to test national scalability, not just density.

Nine candidate territories, coast to coast

It's Not Just Tea.
It's a Vibe.



Ontario — 4 territories
Brampton, Mississauga, Toronto, Alberta

British Columbia — 2 territories
Surrey, Vancouver

Alberta — 2 territories
Calgary, Alberta

Manitoba — 1 territory
Winnipeg

These nine territories span 9.5M people combined, with median household incomes from $80,000 to $111,000 — anchored in the deepest GTA markets: Toronto, Brampton, and Mississauga.



EXECUTIVE SUMMARY

Nine metro territories, ranked by market fit

9	73%	$80K-$111K	4
candidate metro territories evaluated	of Canadians drink offers every day in $400,000, growing at a 6.4% CAGR	median household income range across territories	provinces spanned by these nine

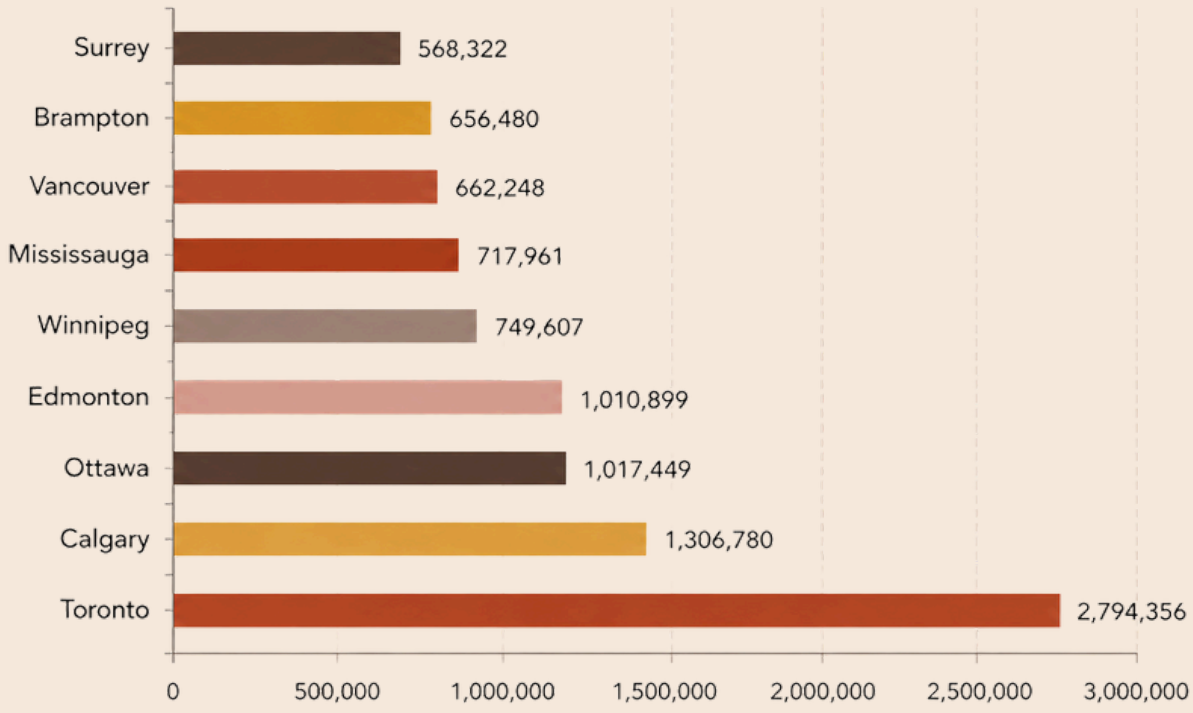
Territories evaluated

- Brampton
- Surrey
- Mississauga
- Toronto
- Calgary
- Edmonton
- Ottawa
- Vancouver



1. DEMOGRAPHIC ANALYSIS

Population by territory



CHAI AANGAN

It's Not Just Tea. It's a Vibe.

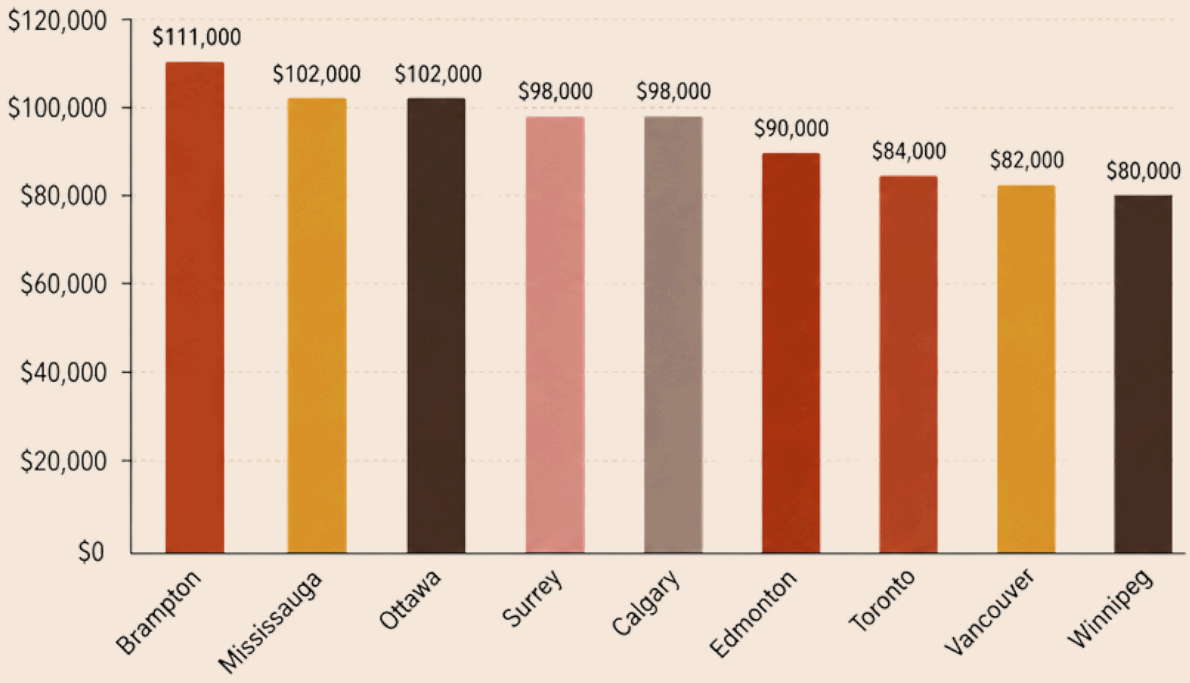
Reading the chart

Toronto dwarfs every other territory in raw size, but **population alone is a poor guide** to Chai Aangan fit — see household income on the next page.

Brampton and Surrey are mid-sized cities that punch far above their population weight on income and growth.

2. INCOME LEVELS

Median household income by territory



Reading the chart

Canada's national median household income is **$84,000**.

Brampton ($111K), Ottawa ($102K) and Mississauga ($102K) sit well above the national line — strong support for a **$12.25–$14.50** average-ticket café concept.

Toronto ($84K) sits level with the national median; Vancouver ($82K) and Winnipeg ($80K) are the two territories below it.

3. DEMOGRAPHIC ANALYSIS

Canada's population, at a glance

41.6M
Canada's total population (2024 est.)

82%
of Canadians live in urban areas, concentrated in the largest metros

31.2M
combined population of Canada's 41 metro areas

+19.2%
Calgary CMA population growth since 2021 – Canada's fastest

Sources

- Statistics Canada, 2021 Census of Population
- Statistics Canada Subprovincial Population Estimates (June 2020 release, data to Jul 1, 2023)
- Statista/World Bank population estimates for 2024



Key takeaway

Canada's population is large, growing, and increasingly urban — 41 census metropolitan areas now hold 31.2M people, three-quarters of the national total. Growth is uneven: Calgary and Edmonton are expanding fastest (+19.2% and +14.9% since 2021), while the GTA and Metro Vancouver remain the largest absolute concentrators. This urban, metro-led growth pattern underpins the nine-territory shortlist that follows.

CITY TERRITORY PROFILE

Brampton

Ontario • Greater Toronto Area

CANDIDATE TERRITORY



656,480
Population (2021)

$111,000
Median household income

Tier 1
Priority Tier · Anchor Market

36.0
Median age

+10.6% over the 2016–2021 census period — fastest-growing of Canada's 25 largest cities

Demographic note:
Brampton's average household size (3.6 people) is among the largest of any major Canadian city, supporting family-formative group visits.



TARGET CUSTOMER PROFILE

Large, young family households (avg. 3.6 people/home) with the highest median income of any territory on this list — Chai Aangan's strongest anchor market.

AVAILABLE TERRITORY & EXPANSION OPPORTUNITY

Highest household income and fastest population growth of any large Canadian city. Priority zones: Queen St / Chinguacousy Rd and Bramalea — established, high-traffic retail nodes.

LOCATION SHORTLIST

Top 5 site candidates — Brampton

1 Bramalea City Centre area (Queen St / Dixie Rd)



Brampton's largest mall and transit hub; dense high-rise housing and heavy year-round foot traffic.

2 Chinguacousy Rd & Sandalwood Pkwy plaza



Established grocery-anchored plaza with heavy weekday and weekend foot traffic.

3 McLaughlin Rd & Charois Blvd



Long-standing grocery corridor in a mature, family-dense residential neighbourhood.

4 Steeles Ave / Bramalea Rd corridor



One of the GTA's busiest arterials; several established retail plazas already trade here.

5 Wanless Dr & McLaughlin Rd



Established restaurant and retail plaza in Brampton's core with strong street visibility.

CITY TERRITORY PROFILE

Surrey

British Columbia • Metro Vancouver

CANDIDATE TERRITORY



568,322
Population (2021)

$98,000
Median household income

Tier 1
Priority Tier · Anchor Market

39.0
Median age

Fastest-growing
city in Metro Vancouver

Demographic note:
Surrey is the fastest-growing city in Metro Vancouver, with strong home-ownership rates supporting steady household spend.



TARGET CUSTOMER PROFILE

Multigenerational, home-owning families; strong home-ownership rates and steady, above-median incomes support everyday café spend.

AVAILABLE TERRITORY & EXPANSION OPPORTUNITY

Second-largest population base in Metro Vancouver.
Priority zone: Newton — Surrey's best-known commercial and residential hub.

LOCATION SHORTLIST

Top 5 site candidates — Brampton

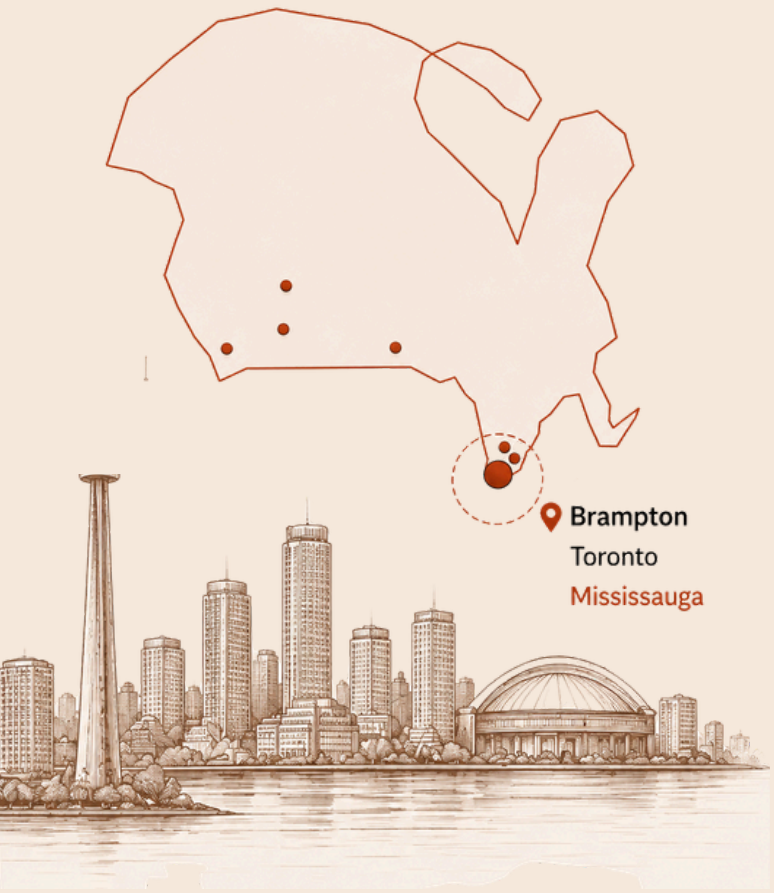
01	**Payal Plaza, Newton** (King George Blvd)	One of BC's largest retail concentrations; anchors Newton's commercial core.
02	**Scott Road corridor**	One of the region's largest commercial strips — grocers, bakeries, banquet halls.
03	**Little India, 128 St & 80 Ave**	High-end specialty shopping node that draws shoppers from across Western Canada.
04	**Newton Town Centre** (King George Blvd & 72 Ave)	Walkable historic commercial heart with strong transit access via the 96 B-Line.
05	**York Centre / Punjabi Bazaar** (Scott Rd & 120 St)	One of the first dedicated retail complexes built in the region.

CITY TERRITORY PROFILE

Mississauga

Ontario • Greater Toronto Area

CANDIDATE TERRITORY



717,961
Population (2021)

$102,000
Median household income

Tier 1
Priority Tier · Anchor Market

40.8
Median age

Canada's 9th-largest city; part of the GTA alongside Brampton

Demographic note:
Canada's 9th-largest city, part of the GTA alongside Brampton, with one of the country's highest median incomes.



TARGET CUSTOMER PROFILE

Established, higher-income professional and family households – a strong complement to Brampton's younger, higher-density base next door.

AVAILABLE TERRITORY & EXPANSION OPPORTUNITY

Large, affluent market directly adjacent to Brampton. Priority zone: Airport Corporate Centre / Malton corridor – a long-standing, high-traffic commercial hub.

LOCATION SHORTLIST

Top 5 site candidates – Mississauga

01	**Malton** (Airport Rd & Derry Rd)	Dense residential community anchored by a major community centre and nearby plazas.
02	**Dixie Rd corridor** (near Ontario Khalsa Darbar)	High weekly foot traffic around one of the region's largest community centres.
03	**Airport Corporate Centre / Drew Rd plaza**	Growing retail node close to a large office and warehouse employment base.
04	**Square One District** (Mississauga City Centre)	Affluent, high-density urban core; captures a broader professional customer base.
05	**Streetsville / Meadowvale**	Emerging suburban nodes with growing young family populations.

CITY TERRITORY PROFILE

Toronto

CANDIDATE TERRITORY

Ontario • City of Toronto



2,794,356
Population (2021)

$84,000
Median household income

Tier 1
Priority Tier · Anchor Market

39.3
Median age

Canada's largest city, anchoring the country's biggest single urban consumer market

Demographic note:
A highly diverse, dense urban population (2.79M) – the largest single territory on this list.



TARGET CUSTOMER PROFILE

Highly diverse, dense urban population; district-level site selection matters more than city-wide averages.

AVAILABLE TERRITORY & EXPANSION OPPORTUNITY

Scale market, not a density market – success depends on picking the right district.
Priority zone: Gerrard St / Scarborough

LOCATION SHORTLIST

Top 5 site candidates – Toronto

01	**Gerrard India Bazaar (Gerrard St E)**	North America's largest South Asian mainstreet marketplace; an established retail and cultural draw.
02	**Malvern, Scarborough**	One of the GTA's densest residential communities.
03	**Woburn / Eglinton Ave E, Scarborough**	Established retail and residential concentration.
04	**Crescent Town / Victoria Park**	Dense high-rise residential population with subway access.
05	**Flemingdon Park (Don Mills & Eglinton)**	Dense, transit-connected residential community.

CITY TERRITORY PROFILE

Calgary

Alberta • City of Calgary

CANDIDATE TERRITORY



1,306,780
Population (2021)

$98,000
Median household income

+19.2%
CMA growth, 2021–2025 (StatsCan)

38.0
Median age

Alberta's largest city; median age of 38 is among the youngest of major Canadian cities

Demographic note:
Best income-to-cost ratio of any territory outside Ontario, with a comparatively affordable cost of living.



TARGET CUSTOMER PROFILE

Young, economically mobile population with strong household incomes and comparatively affordable cost of living versus Ontario/BC peers.

AVAILABLE TERRITORY & EXPANSION OPPORTUNITY

Best-in-class income-to-cost ratio outside Ontario, and Canada's fast-growing major metro. Priority zone: NE Calgary (Falconridge / Taradale).

LOCATION SHORTLIST

Top 5 site candidates – Calgary

01	**Falconridge Blvd NE plaza**	Established dining and retail cluster in NE Calgary.
02	**Taradale**	Large, family-oriented residential community.
03	**Saddletowne Circle, Saddle Ridge**	Retail plaza directly at the CTrain station; high walk-in traffic.
04	**Marlborough / Marlborough Park**	Established NE Calgary community node with long-running local retailers.
05	**Martindale**	Growing residential base adjacent to Saddle Ridge and Taradale.

CITY TERRITORY PROFILE

Edmonton

CANDIDATE TERRITORY

Alberta • City of Edmonton



1,010,899
Population (2021)

$90,000
Median household income

+14.9%
CMA growth, 2021–2025 (StatsCan)

36.8
Median age

Passed 1 million residents for the first time in the 2021 Census

Demographic note:
An emerging, still under-served market with comparatively affordable cost of living for its size.



TARGET CUSTOMER PROFILE

Young, immigration-driven population; lower cost of living stretches household spending power further than the national median suggests.

AVAILABLE TERRITORY & EXPANSION OPPORTUNITY

Emerging market, still under-served, with strong population growth.
Priority zone: Mill Woods – an established Edmonton residential and retail community.

LOCATION SHORTLIST

Top 5 site candidates – Calgary

01	**Mill Woods Town Centre**	Edmonton's primary retail and community hub in this territory.
02	**34 Ave NW corridor, Mill Woods**	Established grocery and restaurant strip.
03	**Mill Woods Rd E**	Home to long-running grocers serving the surrounding neighbourhood.
04	**Parson's Village / Mill Woods Rd**	Growing retail cluster with steady local demand.
05	**The Meadows**	Newer, fast-growing family community just east of Mill Woods.

CITY TERRITORY PROFILE

Ottawa

CANDIDATE TERRITORY

Ontario • National Capital Region



1,017,449
Population (2021)

$102,000
Median household income

Tier 3
Priority Tier
Opportunistic

37.0
Median age

Passed 1 million residents in the 2021 Census, alongside Edmonton.

Demographic note:
Ottawa is tied with Mississauga for second-highest median household income on this list ($102,000), behind Brampton.



TARGET CUSTOMER PROFILE

Stable government and professional workforce on one of the highest household incomes on this list — strong spend per visit from a broad customer base.

AVAILABLE TERRITORY & EXPANSION OPPORTUNITY

Income-led rather than density-led opportunity.
Priority zone: South Ottawa (Barrhaven / South Keys), a fast-growing residential corridor.

LOCATION SHORTLIST

Top 5 site candidates – Ottawa

01	**Barrhaven (Longfields Sq. / Strandherd Dr)**	Fast-growing family suburb with several dedicated grocers already trading.
02	**Carling Ave corridor, west end**	Established supermarket cluster with a loyal, longstanding customer base.
03	**South Keys / Hunt Club**	Growing residential population near transit and big-box retail.
04	**Centrepointe / Merivale Rd**	Accessible commercial corridor serving west-end family neighbourhoods.
05	**Kanata**	Tech-sector professional base with a fast-rising population.

CITY TERRITORY PROFILE

Winnipeg

Manitoba • City of Winnipeg

CANDIDATE TERRITORY



749,607
Population (2021)

$80,000
Median household income

Tier 3
Priority Tier
Opportunistic

39.0
Median age

Key Insight
Manitoba's capital and largest city



TARGET CUSTOMER PROFILE

Value-conscious, immigration-driven population; lowest household income on this list, but the lowest operating-cost environment.

AVAILABLE TERRITORY & EXPANSION OPPORTUNITY

Longer-term, lower-priority market. No single dominant retail corridor yet — citywide, opportunistic entry only.

LOCATION SHORTLIST

Top 5 site candidates – Winnipeg

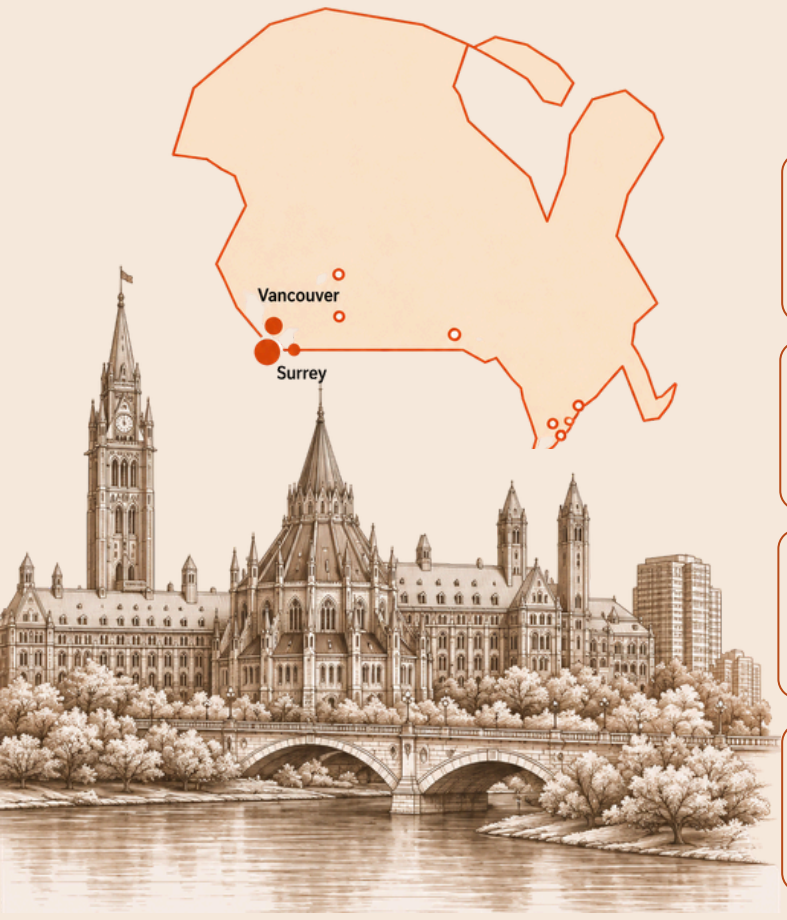
01	**The Maples (McPhillips St)**	Winnipeg's most established retail cluster in this territory.
02	**Garden City**	Adjacent growing community with existing shopping-centre access.
03	**Regent Ave, East Kildonan / Transcona**	Emerging retail presence in a growing part of the city.
04	**West End (Ellice Ave)**	Winnipeg's oldest grocery corridor in this territory, trading since the early 1980s.
05	**Citywide, opportunistic**	No single dominant retail node yet — entry here should follow, not lead, demand.

CITY TERRITORY PROFILE

Vancouver

CANDIDATE TERRITORY

British Columbia • City of Vancouver



662,248
Population (2021)

$82,000
Median household income

Tier 3
Priority Tier
Opportunistic

42.2
Median age

Key Insight

BC's largest city; an affluent, established urban core anchored by Surrey nearby

Demographic note:

An affluent, established urban core with a mature café culture and higher commercial rents than Surrey.



TARGET CUSTOMER PROFILE

Affluent, older, established urban core with a broad customer base and mature café culture — a longer-term market relative to Surrey.

AVAILABLE TERRITORY & EXPANSION OPPORTUNITY

Not a priority in its own right. Historic Main Street retail remains a legacy node, but Surrey should anchor the region instead.

LOCATION SHORTLIST

Top 5 site candidates - Vancouver

01	**Punjabi Market (Main St, 48th-51st Ave)**	Historic commercial district — one of Canada's oldest ethnic mainstreets, now revitalizing.
02	**Sunset / Fraser St district**	Vancouver's most multicultural neighbourhood, adjacent to the historic Punjabi Market district.
03	**Marpole Village**	Nearby retail node with a diverse general shopping mix.
04	**South Vancouver residential core**	Established residential core within the city's southern neighbourhoods.
05	**Citywide, legacy only**	Surrey should anchor the region; a Vancouver site is opportunistic, not a priority.