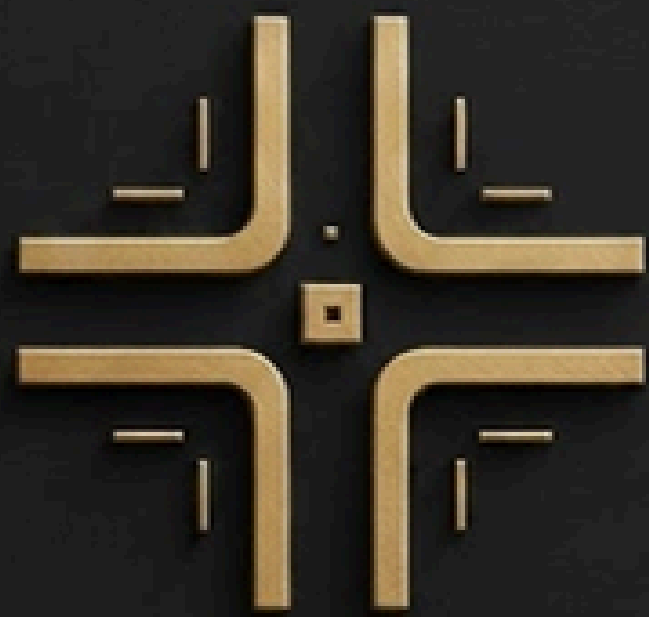




CHOWK & CO.

— INDIAN STREET KITCHEN —

CHOWK & CO.

- Indian Street Kitchen -



BUSINESS CONCEPT & IMMIGRATION SUPPORT PACKAGE



KATHI ROLLS



PIZZA



WINGS



MOMOS



CHAI



PASTA



APPROX. SETUP INVESTMENT:

CAD \$350,000



DESIGNED FOR CANADA



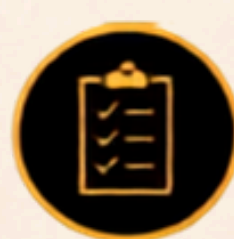
ONE STORE MODEL



IMMIGRATION & WORK PERMIT SERVICES INCLUDED



COMPLETE SETUP SUPPORT



END-TO-END GUIDANCE & DOCUMENT SUPPORT



DESIGNED FOR CANADA



A PROVEN FUSION CONCEPT. A SMART INVESTMENT.

WE BUILD • YOU GROW • TOGETHER IN CANADA

WHAT IS CHOWK & CO.

**A bold Indian fusion kitchen concept
built for Canadian communities**

CHOWK & CO. is a modern fast-casual takeout and delivery-focused food concept built around Kathi Rolls, pizza, wings, momos, chai, and pasta. The concept is designed for busy Canadian communities where customers want bold flavours, quick service, affordable daily chai, and a simple operating model.



KATHI ROLLS

Fresh handmade paratha rolls as the core identity.



DAILY CHAI

A repeat-visit traffic driver designed to bring customers back regularly.



PIZZA + WINGS + MOMOS

High-demand add-ons that support family orders, delivery, and late-night demand.



TAKEOUT + DELIVERY FOCUS

A compact, efficient, lower-complexity model built for speed and scalability.



DESIGNED
FOR CANADA

CHOWK & CO.

— Indian Street Kitchen —



BUSINESS MODEL

A focused one-store concept built for speed, simplicity and Canadian demand



ONE CONCEPT.
ONE STORE.
MAXIMUM FOCUS.

ONE STORE MODEL ONLY



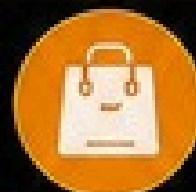
TAKEOUT + DELIVERY

Fast service model built for convenience and online order flow.



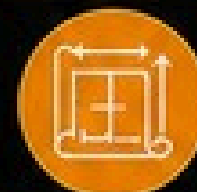
OPEN 24 HOURS

Where location demand supports it.



DELIVERY READY

Pickup shelf, delivery-app friendly workflow and compact packaging.



PREFERRED FOOTPRINT

1,000 to 1,500 sq. ft. preferred.



SIMPLE SCALABLE LAYOUT

Designed for efficient staffing and operational control.

STARTER LAYOUT ZONES



ORDER COUNTER



PICKUP SHELF



KATHI ROLL LINE



PIZZA OVEN



WINGS FRY STATION



MOMOS / PASTA PREP



CHAI STATION



COLD STORAGE



CHOWK & CO. is built as one strong operating store model so clients can focus on launching and running **one efficient location** with confidence.

CHOWK & CO.

— INDIAN STREET KITCHEN —



MENU ECOSYSTEM



A high-demand menu built for repeat orders, combos and late-night traffic



KATHI ROLLS

Chicken Tikka, Butter Chicken,
Paneer, Egg, Veggie,
Seekh Kebab, Fish,
Spicy Potato.



PIZZA

Build-your-own,
Tandoori Paneer,
Butter Chicken,
Spicy Chicken, Veggie.



WINGS

Tandoori, Peri-Peri,
Buffalo, BBQ,
Honey Garlic, Hot Garlic,
Masala.



MOMOS

Steamed, Fried,
Tandoori,
Butter Masala.



DAILY CHAI

Standard chai from
CAD \$1.50 plus
Masala, Ginger,
Elaichi and Karak.



PASTA

Creamy Masala,
Butter Chicken,
Veggie, Spicy Red Sauce,
Tandoori Paneer.



FOOD VARIETY + BOLD FLAVOUR + DAILY CHAI =
REPEAT CUSTOMER TRAFFIC





APPROX. SETUP INVESTMENT

Estimated business setup budget for one **CHOWK & CO.** store



APPROX.

 **\$350,000**

INVESTMENT BREAKDOWN		APPROX. AMOUNT (CAD)
	Brand / franchise and setup coordination	\$30,000
	Lease deposit and initial rent setup	\$30,000
	Design, drawings, permits and approvals	\$25,000
	Leasehold improvements / buildout	\$90,000
	Kitchen equipment and refrigeration	\$75,000
	POS, security, menu screens and tech	\$15,000
	Signage, branding and storefront	\$15,000
	Initial inventory and packaging	\$15,000
	Launch marketing and local promotions	\$15,000
	Opening working capital reserve	\$40,000
TOTAL APPROXIMATE INVESTMENT		CAD \$350,000

Final investment may vary by province, location, landlord conditions and construction scope.

Balance business investment can be completed once visas are allocated to the family, they arrive in Canada, and begin moving forward with the business setup.

CHOWK & CO.

— INDIAN STREET KITCHEN —



COMPLETE SUPPORT PACKAGE

— Business setup + immigration support from start to finish —

01



BUSINESS CONCEPT FINALIZATION

Confirm CHOWK & CO.
model, investment level
and target market.

02



LOCATION SEARCH SUPPORT

Shortlist suitable plazas
and target
communities.

03



LEASE COORDINATION

Review food use,
signage, terms and
setup feasibility.

04



BUSINESS PLAN SUPPORT

Prepare concept
summary, budget and
economic benefit
narrative.

05



DESIGN & BUILDOUT COORDINATION

Layout, signage,
kitchen flow, contractors
and timeline.

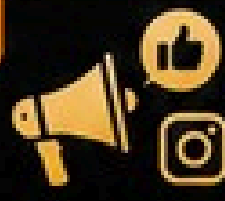
06



VENDOR & SUPPLIER SETUP

Equipment, food supply,
packaging, POS and
opening inventory.

07



BRANDING & LAUNCH GUIDANCE

Menu boards, local
marketing, social
templates and opening
promotion.

08



IMMIGRATION & WORK PERMIT SERVICES INCLUDED

Work permit preparation
support is part of
the package.



END-TO-END GUIDANCE INCLUDED

06



FOCUSED
ON YOUR SUCCESS



SUPPORT AT
EVERY STEP



DESIGNED FOR
CANADA

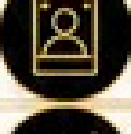


WE BUILD.
YOU GROW.



DOCUMENTS REQUIRED FOR WORK PERMIT PREPARATION

Primary checklist for the main applicant and family members

	Passport copies for all applicants	☒
	Resume / CV	☒
	Educational documents	☒
	Employment letters / experience proof	☒
	Business ownership / management proof, if available	☒
	Bank statements / proof of funds / net worth support	☒
	Marriage certificate and children's birth certificates, if family is included	☒
	Digital photos	☒
	Travel history / visa copies, if available	☒
	Police certificates, if required	☒
	Completed client questionnaire and signed forms	☒
	Any additional documents requested by the licensed representative	☒



NOTE: Final document requirements may vary based on the client profile, family composition and immigration strategy.



BUSINESS MODEL

A focused one-store concept built for speed, simplicity and Canadian demand



CHOWK & CO.
INDIAN STREET KITCHEN

ONE STORE MODEL ONLY

TAKEOUT + DELIVERY

Fast service model built for convenience and online order flow.

DELIVERY READY

Pickup shelf, delivery-app friendly workflow and compact packaging.

PREFERRED FOOTPRINT

Approx. 1,000 to 1,500 sq. ft. preferred, subject to location.

SIMPLE SCALABLE LAYOUT

Designed for efficient staffing and operational control.

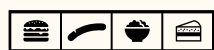
EXTENDED HOURS

Longer hours may be explored where demand supports it.

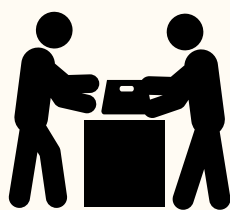
ONE STRONG LAUNCH

Clients focus on launching and running one efficient location with confidence.

STARTER LAYOUT ZONES



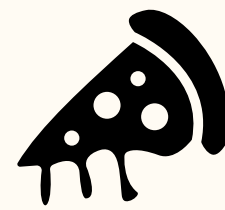
Order Counter



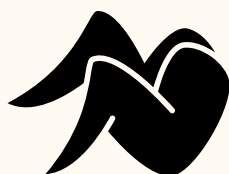
Pickup Shelf



Kathi Roll Line



Pizza Oven



Wings Fry Station



Momos / Pasta Prep



Chai Station



Cold Storage

MAJOR INVESTMENT AFTER APPROVAL STAGE

A client-friendly structure with minimal initial deposit to begin



CHOWK & CO.
INDIAN STREET KITCHEN

BIGGEST ADVANTAGE

The CHOWK & CO. structure is designed so the client does not need to complete the full business investment upfront. Initial onboarding can begin with a smaller deposit, while the major business setup investment is planned after C11 / Rural Entrepreneur approval or allocation stage.

1

MINIMAL INITIAL DEPOSIT

Begin onboarding, eligibility review and concept alignment.

2

DOCUMENTATION STAGE

Prepare business package, budget framework and supporting material.

3

APPROVAL / ALLOCATION STAGE

Move forward once work permit approval or allocation stage is reached.

4

MAJOR BUSINESS INVESTMENT

Complete setup investment, location, lease, buildout and launch preparation.

**PAYMENT STRUCTURE BUILT TO MOVE THE MAJOR BUSINESS INVESTMENT
AFTER THE VISA STAGE**

FRANCHISE FEE, ROYALTY & ONGOING SUPPORT

Transparent commercial terms to be confirmed in final agreement



CHOWK & CO.
INDIAN STREET KITCHEN

FRANCHISE / BRAND FEE

Included or credited within the selected onboarding package, as confirmed in the final franchise agreement.

ROYALTY

Proposed royalty structure: 5% to 6% of gross sales. Final percentage to be confirmed in the franchise agreement.

MARKETING CONTRIBUTION

Suggested marketing contribution: 1% to 2% of gross sales for brand, advertising and promotional support

DOCUMENTATION SUPPORT FEE

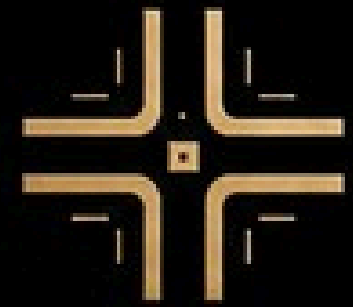
No separate fee for core CHOWK & CO. business documentation support within the package.

BUSINESS SETUP COORDINATION

Included for concept alignment, vendor guidance, setup planning and launch preparation.

THIRD-PARTY COSTS

Government fees, legal fees, RCIC/lawyer fees, translation, reports, travel, rent and operating costs may be separate.



IDEAL CLIENT + PROCESS TIMELINE

Who this concept suits and how the journey moves forward



1. IDEAL CLIENT FIT



BUSINESS / MANAGEMENT EXPERIENCE

Suitable for clients with business, retail, hospitality, food or management background.



ACTIVE OWNERSHIP

Client should be ready to participate in setup, management and growth.



CANADA-FOCUSED MINDSET

Prepared to operate and build the business in Canada.



GROWTH COMMITMENT

Willing to support hiring, compliance and operational development.



2. PROCESS TIMELINE

1



Profile Review
& Onboarding

2



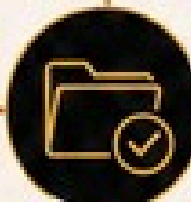
Concept
Alignment

3



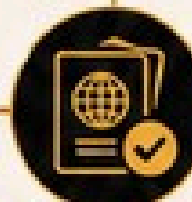
Documentation
& Business Plan
Preparation

4



Work Permit
Preparation &
Filing Support

5



Visa Allocation /
Approval Stage

6



Arrival in
Canada &
Business Setup
Execution

7



Location
Finalization,
Buildout &
Launch



Actual timelines depend on client readiness, documentation, immigration processing, lease timelines and setup conditions.

DOCUMENTATION SUPPORT INCLUDED

No separate core documentation support fee for the business package



CHOWK & CO.
INDIAN STREET KITCHEN

NO SEPARATE CORE DOCUMENTATION SUPPORT FEE

Core business documentation support is included in the CHOWK & CO. package.



Business concept summary



Budget framework



Economic benefit explanation



Location research support



Business plan support



Setup timeline



Work permit document coordination support



Franchise package material



Client questionnaire guidance



Licensed representative coordination where required

CLIENT JOURNEY TIMELINE

From inquiry to Canada business launch



CHOWK & CO.
INDIAN STREET KITCHEN



CLIENT READINESS

Timelines depend on funds, documents, background, family composition and location choices.

LOCATION CONDITIONS

Lease, landlord work, permits, buildout, equipment and municipal timelines may affect launch.

LICENSED REVIEW

Immigration strategy and filing should be reviewed by licensed professionals.

IDEAL CLIENT PROFILE

Who this concept is designed for



CHOWK & CO.
INDIAN STREET KITCHEN

1



BUSINESS / MANAGEMENT EXPERIENCE

Suitable for clients with business, retail, hospitality, food, sales or management background.

2



ACTIVE OWNERSHIP

Client should be ready to participate in setup, management and growth.

3



CANADA-FOCUSED MINDSET

Prepared to operate the business and build in Canada.

4



GROWTH COMMITMENT

Willing to support hiring, compliance, marketing and operational development.

5



FAMILY FUTURE

May suit clients seeking both business ownership and family settlement planning.

6



FINANCIAL READINESS

Client should have funds for staged setup, reserves and personal settlement needs.

BUSINESS DRIVERS

Menu and operating factors that may support customer demand



CHOWK & CO.
INDIAN STREET KITCHEN



REPEAT CHAI TRAFFIC

Affordable daily chai can encourage frequent visits and add-on sales.



MULTIPLE DAYPARTS

Lunch, dinner, evening snacks and late-night demand may be targeted.



DELIVERY-FRIENDLY MENU

Rolls, wings, pizza, momos and pasta fit takeout and delivery habits.



COMBO STRATEGY

Food bundles can support larger family and group orders.



BROAD CUSTOMER APPEAL

South Asian flavours with mainstream-friendly items.



LOCAL MARKETING

Grand opening, social media, nearby workplaces and student areas can drive awareness.

Revenue, profit and business performance are not guaranteed. Actual results depend on location, rent, staffing, pricing, marketing, owner involvement and customer demand.

IMPORTANT DISCLAIMER

Read carefully before proceeding



CHOWK & CO.
INDIAN STREET KITCHEN

This introductory package is for general business discussion and franchise opportunity presentation only. It is not legal advice, immigration advice, financial advice, accounting advice or a guarantee of approval.

Immigration approval, work permit approval, PR approval, business success, sales, profit, financing, lease approval, location availability, franchise approval and final investment cost are not guaranteed.

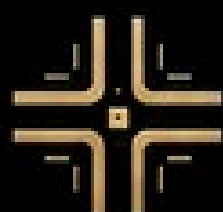
Final eligibility depends on client profile, funds, business background, documentation, selected program, location feasibility, community requirements, licensed immigration review and Canadian authority decisions.

Government fees, third-party reports, legal fees, licensed representative fees, translation, notarization, travel, rent, deposits, construction, equipment, operating expenses and taxes may be separate where applicable.

All franchise fees, royalties, marketing contributions, territory terms, operating obligations and support obligations must be confirmed in the final franchise agreement and related legal documents.

CHOWK & CO. | INDIAN STREET KITCHEN

A structured franchise concept for eligible entrepreneurs planning a Canada business journey



CHOWK & CO.

— INDIAN STREET KITCHEN —



FEE STRUCTURE & PAYMENT STAGES

— Transparent process from onboarding to filing —

1



Sign Non-Disclosure Agreement (NDA)

2



Sign Franchise Agreement

3



Retainer —
CAD \$10,000

4



Documentation Stage —
CAD \$10,000

5



Filing Stage —
CAD \$10,000

6



Balance Business Investment

Once visas are allocated to the family, they arrive in Canada, and begin moving forward with the business.



The payment structure is designed to allow **the major business investment to move forward after the visa stage.**



DESIGNED
FOR CANADA

- Government fees, third-party costs, and operating expenses may be separate where applicable.

WHY CHOOSE CHOWK & CO.

A structured franchise concept instead of starting from zero

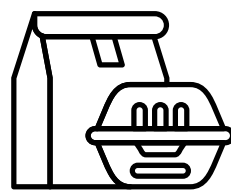


CHOWK & CO.
INDIAN STREET KITCHEN



NO BLANK PAGE

Brand identity, menu concept, layout thinking and support structure already prepared.



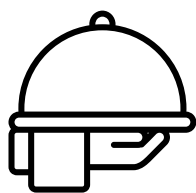
CANADA-READY POSITIONING

Concept is designed for Canadian communities, takeout, delivery and repeat traffic.



BUSINESS PLANNING SUPPORT

Budget, concept, economic benefit and documentation material can be prepared more efficiently.



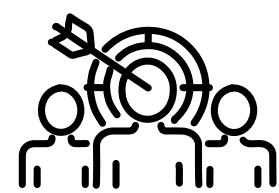
FOOD-SERVICE SIMPLICITY

Focused menu and one-store model help avoid unnecessary complexity at launch.



MARKETING-READY BRAND

Professional logo, colours, menu categories and franchise presentation already developed.



CLIENT CONFIDENCE

A clean package creates a better first impression before the client invests serious time and money.

CHOWK & CO.

INDIAN STREET KITCHEN



CHOWK & CO.

INDIAN STREET KITCHEN

CHOWK & CO. SUMMARY



Bold flavours. Smart investment. Built for Canada.



01

ONE STORE MODEL ONLY

Focused. Efficient. Built for success.



02

APPROX. CAD \$350,000

Setup investment



03

KATHI ROLLS, PIZZA, WINGS, MEMOS, CHAI AND PASTA

A bold fusion menu. Broad customer appeal.



04

IMMIGRATION & WORK PERMIT SERVICES INCLUDED

Simplifying your journey to business ownership.



05

COMPLETE BUSINESS SETUP SUPPORT

From planning to launch — we've got you covered.



06

END-TO-END GUIDANCE AND DOCUMENTATION SUPPORT

Accurate, complaint, and stress-free.



07

DESIGNED FOR ACTIVE OWNEROPERATORS BUILDING IN CANADA

Real business. Real growth. Real impact.



CONTACT FOR FRANCHISE DETAILS

www.chowkco.ca