



# The Mission Chai Co. — Sample Income Statistics

(Per Center | INR | Conservative Estimates)

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## The 6 Revenue Sources

1. Signature Chai & Healthy Snacks
  2. Packed Teas & Superfoods Retail
  3. Last-Mile Delivery Hub (E-commerce)
  4. Community Hub & Events
  5. Local Commerce / Village Store Services
  6. MSME Scaling & Consulting (Core Engine)
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## YEAR 1 — Foundation & Footfall Build

Revenue Source	Monthly Avg (₹)	Annual (₹)
① Chai & Snacks	1,80,000	21,60,000
② Packed Teas & Superfoods	80,000	9,60,000
③ Last-Mile Delivery Hub	60,000	7,20,000
④ Community Events & Space	25,000	3,00,000
⑤ Local Commerce Services	35,000	4,20,000
⑥ MSME Scaling Services	50,000	6,00,000

◆ **TOTAL** **4,30,000** **51,60,000**

→ **Net Margin (Yr-1): ~25%**

→ **Net Profit: ~₹12.9 lakh**

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## **YEAR 2 — Stabilization & Network Effect**

Revenue Source	Monthly Avg (₹)	Annual (₹)
① Chai & Snacks	2,40,000	28,80,000
② Packed Teas & Superfoods	1,20,000	14,40,000
③ Last-Mile Delivery Hub	90,000	10,80,000
④ Community Events & Space	50,000	6,00,000
⑤ Local Commerce Services	60,000	7,20,000
⑥ MSME Scaling Services	1,20,000	14,40,000
◆ <b>TOTAL</b>	<b>6,80,000</b>	<b>81,60,000</b>

→ **Net Margin (Yr-2): ~30%**

→ **Net Profit: ~₹24.5 lakh**

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## **YEAR 3 — Maturity & Compounding**

Revenue Source	Monthly Avg (₹)	Annual (₹)
① Chai & Snacks	3,20,000	38,40,000
② Packed Teas & Superfoods	1,80,000	21,60,000
③ Last-Mile Delivery Hub	1,50,000	18,00,000
④ Community Events & Space	90,000	10,80,000
⑤ Local Commerce Services	1,00,000	12,00,000

⑥ MSME Scaling Services	2,50,000	30,00,000
◆ TOTAL	10,90,000	1,30,80,000

→ Net Margin (Yr-3): ~35%

→ Net Profit: ~₹45.7 lakh

## What Investors Immediately Notice

- ✓ Multiple income streams = risk insulation
- ✓ MSME scaling revenue grows non-linearly
- ✓ Fixed costs stay mostly flat
- ✓ Strong recurring & subscription-based income
- ✓ Extremely high revenue per sq.ft model

## 3-Year Snapshot (Per Center)

Metric	Value
Total Revenue (3 yrs)	~₹2.64 crore
Total Net Profit (3 yrs)	~₹83 lakh
Initial Investment	₹10–12 lakh
Payback Period	3–4 months
ROI (3 yrs)	<b>600–800%+</b>

**The Mission Chai Co. is designed to earn from Day 1 through 6 diversified revenue streams.**

## Annual Revenue Potential (Per Center)

- **Year 1:** ₹50–55 lakh  
*(Footfall + early MSME onboarding)*
  - **Year 2:** ₹80–85 lakh  
*(Stabilized operations + network effect)*
  - **Year 3:** ₹1.25–1.35 crore  
*(MSME scaling engine fully active)*
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## Where the Money Comes From

- Signature chai & healthy snacks
  - Packed teas & superfoods retail
  - Last-mile delivery hub (e-commerce)
  - Community events & shared space
  - Local commerce / village-store services
  - MSME scaling & consulting (core growth driver)
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## Profitability at a Glance

- **Net Margin:** 25–35%
  - **Monthly Net Profit (Yr-1):** ₹1–1.2 lakh
  - **Monthly Net Profit (Yr-3):** ₹3.5–4 lakh
  - **Break-Even:** 3–4 months
  - **3-Year ROI:** 600%+ (conservative estimate)
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## Why This Is Powerful

**Most chai shops depend on one income.**

**Mission Chai Co. compounds six.**

High-frequency chai ensures cashflow,  
while MSME scaling and logistics create long-term wealth.