

INDIA'S NO.1
CHOCOLATE CAFE



400
+ Cafes

14+ Countries

18+ Years of Legacy



**BORN IN AUSTRALIA BECOME INDIA'S NO.1
CHOCOLATE CAFE , NOW SERVING LOCAL TO GLOBAL**

SHINE LIKE A STAR



MORE THEN

400



Franchisee Network Across The Global

**Australia * Bangladesh * China * India * Nepal * Oman
Pakistan * Saudi * U.A.E. * U.S.A. * Kenya * Sri Lanka * U.K.
* Canada**

About



TCR Cafe & Lounge

TCR Cafe



TCR Bistro & Cafe



Welcome to The Chocolate Room (TCR Group)
A Journey Began in Australia, Grown in India & Now Serving Globally.

Since our first café opened in 2007, The Chocolate Room has been a haven for chocolate lovers and foodies alike. From decadent hot chocolates and handcrafted desserts to comforting café meals and savory favorites, our menu is designed to satisfy every craving. Whether you're stopping by for a quick coffee, a wholesome meal, or a chocolate escape, you'll always find warmth, flavor, and happiness on your table.

14+ Countries, 400+ Cafes, 18+ Years of Legacy.



Our Product

At The Chocolate Room, we bring you a delightful fusion of global flavors with a chocolatey twist. Our carefully curated menu offers a wide variety of cuisines to suit every mood and palate:

🍫 Chocolate Specialties

Indulgent chocolate desserts, signature hot chocolates, waffles, fondue, pancakes, and handcrafted choco shots.

🍰 Desserts & Bakes

Cakes, pastries, brownies, and baked treats made fresh daily.

☕ Café Beverages

Gourmet coffees, frappes, teas, smoothies, and refreshing coolers.

🍝 Italian

Classic pastas, cheesy lasagnas, garlic breads, and more.

🥪 Continental & Café Bites

Gourmet sandwiches, burgers, pizzas, salads, and wraps.

- Asian Foods



14+ Countries, 400+ Cafes, 18+ Years of Legacy.



Franchise Models

- **TCR Cafe & Lounge**

Franchise Fee - ₹ 15 Lacs*

Royalty - 8 % on net sales

Area Required - 2000 -3000 Sq. Feet

Total Investment - ₹ 80 - 95 lacs

- **TCR Bistro & Cafe**

Franchise Fee - ₹ 10 Lacs*

Royalty - 8 % on net sales

Area Required - 800- 1500 Sq. Feet

Total Investment - ₹ 60 - 75 lacs

- **TCR Cafe**

Franchise Fee - ₹ 5 Lacs*

Royalty - 8 % on net sales

Area Required - 150-450 Sq. Feet

Total Investment - ₹ 20 - 35 lacs

10 UNBEATABLE REASONS TO BE A TCR FRANCHISE

TRUST



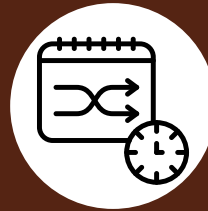
Most Trustworthy brand

GROWTH REASSURED



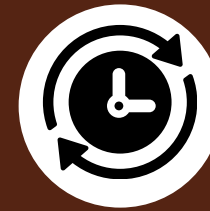
Sanctioning only those franchisees that show high success chances

FLEXIBILITY



Select investment model that suits your needs

HIGH ROI



Surety of high footfall due to fan base

ONE STOP SHOP



From chocolates to all other food items

TRANSPARENT AGREEMENT



All terms and conditions are written on contract

TOTAL SUPPORT



From location selection to staff training

TECHNOLOGY



State of the art CRM to back and reporting, superior customer service

ACCREDITATION



Accredited for high performance by national & International authorities

BRAND VISIBILITY



Continuous marketing & promotion to increase brand visibility & recall



FRANCHISE SUPPORT



As an Independent store owner, you will receive a step by step program for opening and operating your own chocolate room cafe. The chocolate room will provide and to end buying and consultation service for setting up "The chocolate room".

- **Site Selection**
- **Store Layout & Designing**
- **Interior & Furniture Setup**
- **Manpower Recruitment & Training**
- **Assistance in Buying Equipment, Inventory, POS Hardware & Software**
- **Supply of Raw Material & Merchandise**
- **TCR Standard Operating Procedures, Training of Staff**
- **Inventory Management**
- **Designing & Assistance of Marketing Promotions.**



From CMD Desk



The Chocolate Room is a name that had become synonymous with lots of chocolate and chocolate items: TCR is a Bistro & Cafe. Ever since its inception, It is trying to spread a new chocolate culture worldwide.

The chocolate Room was established in the year of 2007 . from last 10 years the company has grown very fast. Now the brand has its presence in 14 countries, 20+ states, 50+ cities and 400+ chocolate cafes across the globe. Its the first chocolate cafe brand which started giving franchise in the India Market and its the brand to introduce live kitchen concept in the indian cafe industry to serve fresh food.

Every operation at The Chocolate Room is governed, regulated and activated by our mission statement : "Sustainability is a mission that entails providing for the present without compromising on the future."

I take this opportunity to thank our valued customer, whose continuous patronage and confidence in our products, inspire us to extend the best services and enable us to provide value for their money.



L. Chaitanya Kumar
CMD-TCR Group



WE DON'T SAY IT, WORLD SAYS IT



**2009 - 2011
Times Food Award,
Best Desserts**



**2014
Best Regional Cafe
of the year (West &
South)**



**2017
40 Most Influential
Asians Under**



**2012 - 2016
Top 100 Franchise
Opportunities**



**2015
Franchisor of the
year,
Bakery & Cafe**



**2018
Most Admired Food
Cafe Chain Ice
Cream & Dessert
Parlour**



**2012 - 2013
Power Brands,
Rising Star**



**2017
Fastest Growing
Cafe Chain**



**2018
Food Service
National Operation**



WE DON'T SAY IT, WORLD SAYS IT



**2018
Young Indian
Entrepreneur**



**2020
Food & General
Retail
indias Retail
Chapion**



**2021
Brand Impact
award,
Achiever's**



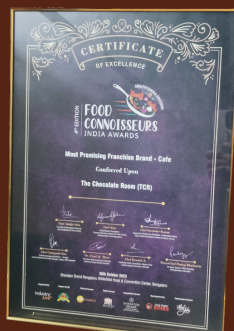
**2021
VYSYA Limelight
Award**



**2022
Iconic Business
Leader Award
Food industry**



**2023
Silicon India Most 10
Promising
Food and Beverage
Franchise**



**2023
Most Promising
Franchise Brand**



**2023
Food
Connoisseurs
India Award**



**2025
Times Black
Presents
Award**



TCR Cafe Menu



TCR Cafe Desert Menu



FRANCHISE NETWORK



Catch up For a Coffee



HEAD OFFICE LOCATION

14 Countries 20+ State 50 + cities 400 + cafes

TEL PHONE : 1800-203-6646 , Email - bd@tcr.cafe