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Life is full of compromises — but chai should be the exception.

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**Phani Kumar M**  
**Founder**

**Ayaanz Food Labs Private Limited**

**[www.chaiomi.com](http://www.chaiomi.com)**

# The Chai Experience Is Broken

India drinks **850M** cups of chai every day,  
yet every cup is still a compromise.

**Inconsistent  
Taste**

Every cup is different

**No  
Personalization**

Same chai for everyone

**No  
Intelligence**

No learning. No memory. No insights.



India doesn't need another chai brand. It needs a smarter way to serve chai.

# Introducing OMI

— The World's First AI + Robotics Chai System



## Precision Engine

Controls brewing method and strength, spice/flavour intensity, sweetener level, and temperature — to the gram and degree.



## Intelligence Engine

Understands your mood, learns your unique taste preferences, adapts to the time of day and weather, and recommends the perfect Chai



## Retention Engine

Save your recipe once, access it anywhere in India. Taste memory creates a high-switching-cost ecosystem by design.

*"We're not selling chai. We're selling the feeling of being understood  
— one cup at a time."*



# Why Chaiomi Will Win



**Precision** — Every cup brewed exactly as intended.

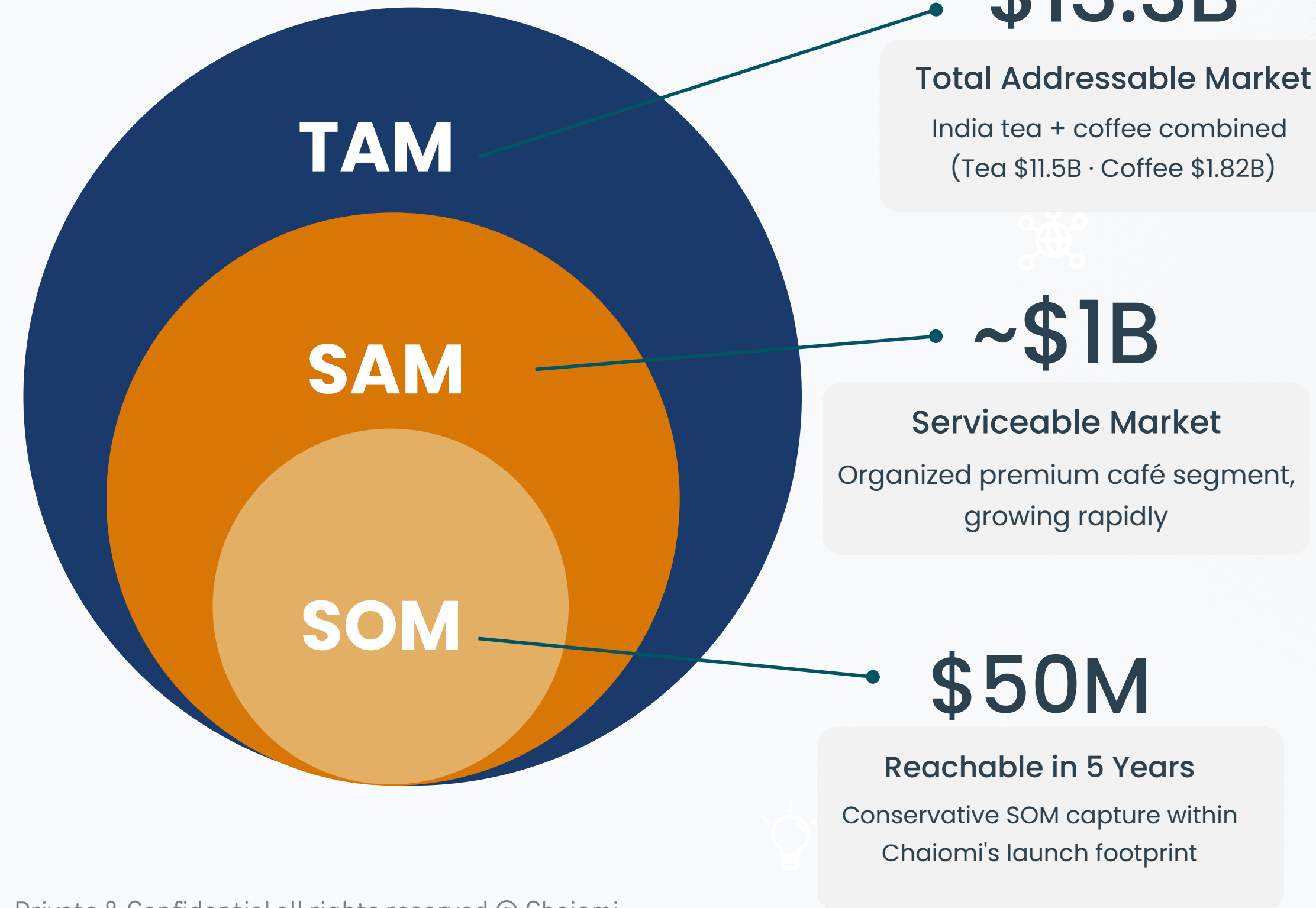
**Personalization** — AI remembers every customer's unique taste.

**Platform** — Every order improves the intelligence of the system.

*No existing beverage company combines AI, robotics, personalization, and a data flywheel into a single platform.*



# A Market Built for Disruption



## Why Now?

- **25% CAGR** — organized chai café segment
- **500M+** urban smartphone users ready for app-first ordering
- **28% YoY** premium F&B growth nationally
- **No** Dominant AI chai brand

# Traction

Real proof. Real demand. Before first commercial cup.



**933+**

**Beta tasters surveyed**

Real people, real conditions



**90%**

**Repurchase intent**

Not 'would consider' — would repurchase



**280+**

**Recipe iterations**

R&D that cannot be replicated



**76%**

**Chose a personalization**

Over a standard chai



**62%**

**Would switch permanently**

From their existing chai provider



**INR 5Cr+**

**Founder investment**

Skin in the game before asking for yours



# Competitive Advantage

Every check mark is a moat. We have them all.

| Feature            | Chaiomi | Chaayos | Chai Point | Tea Time | Chai Sutta Bar |
|--------------------|---------|---------|------------|----------|----------------|
| Customization      | Yes ✓   | Partial | ✗          | ✗        | ✗              |
| AI & Robotics      | Yes ✓   | ✗       | ✗          | ✗        | ✗              |
| IoT & Automation   | Yes ✓   | ✗       | Partial    | ✗        | ✗              |
| 150M Recipes       | Yes ✓   | ✗       | ✗          | ✗        | ✗              |
| Trade Secrets (IP) | Yes ✓   | ✗       | ✗          | ✗        | ✗              |
| Habit Loop Design  | Yes ✓   | ✗       | ✗          | ✗        | ✗              |
| App-First          | Yes ✓   | Partial | ✗          | ✗        | ✗              |
| Scalability        | High ✓  | Medium  | Medium     | High ✓   | High ✓         |

**Chaiomi is the ONLY player combining AI + robotics + Personalization + emotional habit loop + app-first design.**



# A Proprietary IP Estate

What no competitor can buy, copy, or replicate.

Built over 5 years of research, 2.5+ years of engineering, and powered by ₹5+ crore of investment, Chaiomi has created a proprietary technology ecosystem that redefines how personalized beverages are made, delivered, and experienced.



## 1,000+ Proprietary Recipes

Saffron Hazelnut · Chocolate Mint · Cardamom Rose — and hundreds more, each documented and protected

## 20+ Trade Secrets

behind our signature spice extracts and flavor engineering.

## Patents Filed

AI-powered Mood Intelligence that creates personalized chai recipes based on a user's mood, biometrics, preferences, and real-time context.

## 1 Registered TradeMark

Chaiomi is registered trade mark



IP depth creates compounding defensibility — every recipe, secret, and patent raises the barrier to entry.



# The Growth Engine

Every cup strengthens the platform.

## Stronger Platform & Competitive Moat

Every new customer and every new store strengthen Chaioni's AI, data advantage, and ecosystem—making the platform increasingly difficult to replicate.

## Larger Network

More stores generate more customers, more data, and more recurring revenue.

## Stronger Franchise Economics

Higher repeat customers improve outlet profitability and attract more franchise partners.

## Smarter AI Recommendations

The recommendation engine continuously improves for every customer.

## Personalized Beverage Experience

Every customer gets their perfect chai through AI-driven personalization.

## Higher Customer Satisfaction

Better taste creates stronger repeat purchase behavior.

## More Repeat Customers

Higher retention increases customer lifetime value while reducing acquisition costs.

## Richer Taste Data

Every order teaches OMI about preferences, habits, weather, mood, and consumption patterns.



# How Chaioni Scales

AI-Powered. Franchise-Led. Recurring Revenue.

Chaioni scales through four interlocking pillars — brand authority, capital-efficient expansion, proprietary technology, and data-driven loyalty.



## Company-Owned Flagships

Build brand equity and validate innovation before scaling.



## Asset-Light Franchise Network

Rapid expansion with low capital intensity and high operator ownership.



## OMI Technology Platform

Proprietary robotic brewing ensures consistency and personalization at scale.



## Connected Digital Ecosystem

AI-powered app drives loyalty, repeat purchases, and real-time customer insights.

## Over Revenue Streams

☕ Beverage Sales

🍴 Snacks & Add-ons

🤝 Franchise Fees & Royalties

📺 Merchandise & D2C

🏢 Corporate & Institutional Partnerships

📢 Brand Partnerships & Sponsorships



# Go-To-Market Strategy

## Launch

Open flagship experience stores to introduce AI-powered personalized beverages and build brand awareness.

## Validate

Refine product-market fit by leveraging customer feedback, usage data, and repeat purchase behavior.

## Scale

Expand through an asset-light franchise model powered by the OMI brewing platform.

## Grow

Drive customer acquisition and retention through the Chaioni app, AI personalization, loyalty, referrals, and community engagement.

## Dominate

Deploy OMI across high-footfall locations—offices, airports, malls, hospitals, universities, and transport hubs—to build India's largest AI-powered personalized beverage network.



# 5 Year Roadmap

From validating one intelligent chai experience to building the world's leading AI-powered personalized beverage platform.

## Year 2 — Scale

Expand to 50 stores across key metro cities, strengthen manufacturing and supply chain capabilities, and build a standardized, scalable franchise ecosystem.

## Year 4 — Lead

Scale to 750 stores, expand into Tier-2 cities, optimize franchise profitability, deepen customer loyalty, and build India's largest AI-powered personalized beverage network.

## Year 1 — Validate

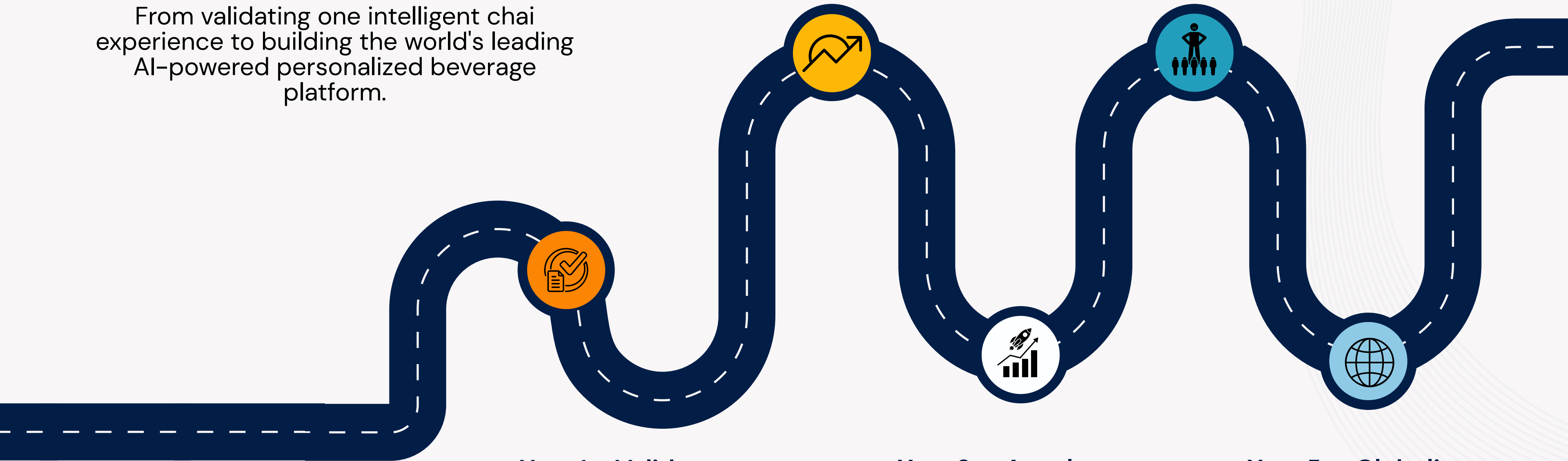
Launch 10 stores to achieve product-market fit, optimize OMI and AI personalization, validate unit economics, and establish the foundation for franchise expansion.

## Year 3 — Accelerate

Grow to 200 stores nationwide, strengthen enterprise and institutional partnerships, enhance AI intelligence, and establish Chaioni as India's leading AI-powered personalized beverage brand.

## Year 5 — Globalize

Reach 2,000 stores through domestic expansion and international master franchises, positioning Chaioni as the global leader in AI-powered personalized beverages.



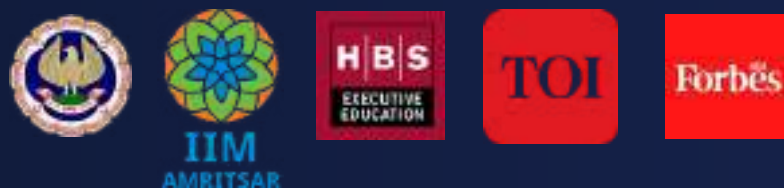


# Our Team



**CA Phani Kumar M**  
**Founder**  
**18+ Years Experience**

He is a driven entrepreneur with experience in education, technology, and finance. He founded successful companies like Mapha (EdTech) and SriMedhaV group. He is a CA, alumnus of IIM and holds esteemed qualifications from Harvard University, London Business School, etc., and awards recognizing his achievements and innovative spirit. Chaioni is his brain child and he will act as the full-time CEO for this project.



**Anil Ambati**  
**Co Founder**  
**25+ Years Experience**

With nearly 3 decades of experience in Marquee Companies like Asian Paints, MRF, Titan and Tata Teleservices across various geographies and national leadership roles, with and MBA from ISB who brings extensive operational experience from diverse companies, Adept at handling complex business models and achieving objectives, he will manage corporate connections at Chaioni.



**Srinivas Rao Mahankali**  
**Advisor & Mentor**

Mr.MSR is a distinguished technology entrepreneur and former CEO of T-Hub with 39+ years of experience in building, scaling, and mentoring technology-driven businesses.



**Ravi Subramanyam**  
**Advisor**

Enterprise tech leader (24+ yrs), ex-SAP, built and exited B2B SaaS products; leading OMI hardware and brewing automation.



**Hasitha Samineni**  
**Co Founder**

MBA with over 10 years' experience in franchise network building and experiential branding; scaling franchise partnerships and outlet network.



**Srinirao Saripalli**  
**Mentor**

30+ years of running Businesses across Telecom, Green Energy, IOT in India, Middle East & Africa @CXO level. Startup founder, scaled and successfully exiting the Venture. Helping founders scale across India, MEA and emerging markets.

# Our Ask & Use of Funds

We're raising USD 1 Million

**19%**

## Admin & Payroll

Build a strong execution team for operations, supply chain, quality assurance, store training

**21%**

## Tech & AI Personalization Enhancements

Strengthen OM Taste Graph, Sips & Scripts & app personalization

**23%**

## OMI Manufacturing & Calibration

First 10 robotic kiosks deployed + production supply chain stabilized+ setting up OMI assembling unit

**20%**

## Pilot + Flagship Setup

2 showcase locations launched to validate brand + experience

**17%**

## Brand & Customer Acquisition

Acquire first 10,000 repeat customers + activate Chaioni brand recall

We have already invested INR 5+ crore including manhours at idea stage, which has been invested in building OMI, our mobile app, the supporting software ecosystem, SOPs and setting supply chain.





# A Cup of You

## Join us in brewing the future.

Contact Us :

**+91 9155111599**

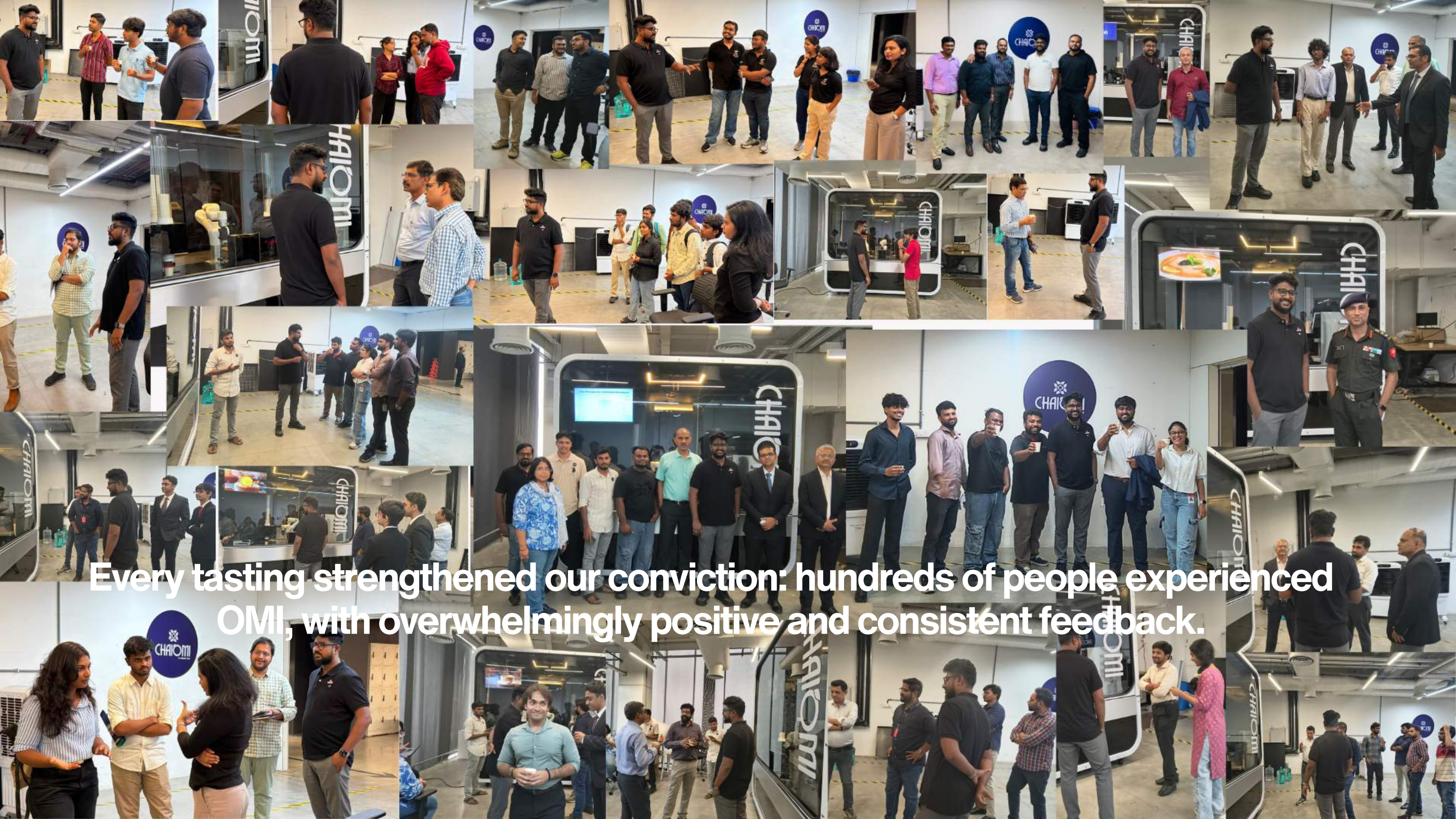
Visit Our Website :

**[www.chaiomi.com](http://www.chaiomi.com)**

Reach out to us at :

**[mpk@thechaistories.com](mailto:mpk@thechaistories.com)**





Every tasting strengthened our conviction: hundreds of people experienced OMI, with overwhelmingly positive and consistent feedback.



