

✦✦ Myths vs Facts about Phugat Ki Chai®

So many people are confused about our unique concept!

Let's clear everything now 🙌

Myth 1

Myth:

"Phugat Ki Chai is just free tea like charity."

Fact:

- ✓ No! Phugat Ki Chai is not a charity. It is a coin-based economy where you earn Pure Karma Coins (PKC).
- ✓ Every time you spend ₹1 on our snacks, bakery, pickles, sweets, gadgets, or other items (non-tea), you earn 1 PKC in your wallet.
- ✓ You can use those coins to claim tea. So, tea feels free—but actually, you are earning it through your spendings and engagement.

Myth 2

Myth:

"You can only earn PKC by spending money."

Fact:

Not true! You can also earn PKC (Pure Karma Coins) by:

- ✓ Signing up in our app,
- ✓ Following us on social media,
- ✓ Referring your friends,
- ✓ Choosing subscription plans (for families, corporates, or individuals).

So, PKC is not limited to spending—it's about being part of the community.

Myth 3

Myth:

"Free tea means low quality."

Fact:

Our tea is premium and organic. We use natural ingredients only, and serve the same (or even better) quality than costly branded teas. The word "Phugat" does not mean cheap—it means valuable change for society.

Myth 4

Myth:

“If we give tea for free, our business will close soon.”

Fact:

Wrong again! Our revenue comes from:

- ✓ Ads/Promotions on tea cups, outlet screens, app & website (real estate companies, hospitals, schools etc.),
- ✓ Sales of bakery, FMCG, pickles, sweets, accessories, gadgets and more,
- ✓ Franchisee & Vendor partnerships,
- ✓ Subscriptions.

So, Phugat Ki Chai is sustainable and profitable.

TM

Myth 5

Myth:

“Cash payments are allowed at outlets.”

Fact:

No. We accept only digital payments for 100% transparency and compliance. Even a single rupee in cash is not taken, so that every record is clear to customers, government, and investors.

Myth 6

Myth:

“Some individuals own Phugat Ki Chai.”

Fact:

- ✓ Actually, Phugat Ki Chai is incubated and backed by NGO - Youngsters of Hyderabad Youth Welfare Association (YOHYWA) under its **“Vyaparasetu – An Ecosystem of 21st Century”** Initiative.
- ✓ Startups inside this ecosystem supply every product—nothing comes from outside markets.

Example: Zamchai (tea powder brand of Pooja traders – Authorized Vendor of Phugat Ki Chai) buys its branding and printing services from Hiii Solutions, another Vyaparasetu’s startup.

It’s a self-sustaining chain—everyone grows together.

Myth 7

Myth:

“Anyone can casually supply their products to Phugat Ki Chai or Request Tie-ups with Phugat Ki Chai.”

Fact:

No. Vendors must first register as Vyaparasetu Ecosystem Partners through NGO website. Only after completing all documents verification and agreements by NGO Team they can supply to Phugat Ki Chai. No random or unauthorized entries are entertained.

Myth 8

Myth:

“Business key secrets and strategies can be shared casually or publicly.”

Fact:

Important information is only shared with investors, banks, and government authorities through proper official communication. Not through random calls or casual meetings. We are strict about professionalism.

Myth 9

Myth:

“Phugat Ki Chai is just another tea franchise.”

Fact:

No. We are a revolution in the tea market. Franchisees get:

- ✓ Subsidy support (up to ₹50,000) from NGO,
- ✓ 50% investment share from franchisor,
- ✓ Guaranteed ecosystem products,
- ✓ Marketing & compliance support.

This is not ordinary franchising—it’s empowerment.

Myth 10

Myth:

“Our products are only available at outlets.”

Fact:

No. You can order all Phugat Ki Chai products through our app and get them delivered by Zomato, Swiggy, Blinkit, Amazon, etc.

Myth 11

Myth:

“PKC (Pure Karma Coins) is only useful for claiming free chai.”

Fact:

Today, PKC is only for claiming a free tea. But if in the future, as digital coin economies grow in India, your PKC balance can turn into real wealth. Buying from Phugat Ki Chai means you are building future assets, not just spending.

Myth 12

Myth:

“Phugat Ki Chai means insult (Phugat = useless/cheap).”

TM

Fact:

Our name represents values:

P – Promoting

H – Humanity

U – Unity

G – Growth

A – Awareness

T – Transformation

It’s not an insult—it’s a mission.

Myth 13

Myth:

“Phugat Ki Chai has no proper documents or licenses.”

Fact:

We have all legal compliances, licenses, and approvals. Our aim is to grow into a public limited company and be listed in the Bombay Stock Exchange Soon in upcoming months.

Myth 14

Myth:

“We allow smoking or sell cigarettes at outlets.”

Fact:

No. We never sell tobacco products. Some outlets rent space outside to pan shops, but smoking is not allowed inside our outlets.

Myth 15

Myth:

“Anyone with borrowed or black money can invest in a franchise.”

Fact:

No. Every franchise investment is verified by NGO team for ethical sources. We strictly reject money from unethical loans or high-interest borrowings.

Myth 16

Myth:

“Phugat Ki Chai only gives tea, nothing else.”

Fact:

We are not just a tea outlet. We offer snacks, bakery items, sweets, pickles, accessories, gadgets, printing services, and more. Everything you buy here adds PKC to your wallet.

Myth 17

Myth:

“Phugat Ki Chai is only for students or poor people.”

Fact:

No. Our customers include families, corporates, institutions, and individuals of every class. It's not about poverty, it's about smart spending and future wealth creation.

Myth 18

Myth:

“All outlets look like small stalls with poor ambience.”

Fact:

Our outlets are designed with modern interiors, digital displays, and comfortable ambience. We focus on hygiene, aesthetics, and customer experience equal to top café brands. And also premium outlets with a lot of extra amenities and play stations are also coming soon at IT parks, Institutional Hubs, Airports and Highway Sides.

Myth 19

Myth:

“Phugat Ki Chai is risky for investor or equity share buyers, because it’s a new concept.”

Fact:

Every new revolution begins as a risk. But we are backed by an Vyaparasetu ecosystem, proper compliances, subsidies, and verified strategies. This makes Phugat Ki Chai low-risk and high-potential. Actually the right investors love to invest in phugat ki chai venture.

Myth 20

Myth:

“Franchisees (Outlet Owners) will not get support after opening the outlet.” TM

Fact:

We provide end-to-end support:

- ✓ Staff training,
- ✓ Digital marketing,
- ✓ Continuous product supply from ecosystem startups,
- ✓ Business strategy updates.

You’re never left alone.

Myth 21

Myth:

“Phugat Ki Chai is limited to Telangana & Andhra Pradesh only.”

Fact:

We started here, but our vision is Pan-India and Global Expansion. With digital apps, delivery services, and franchising, Phugat Ki Chai will soon reach every corner.

Myth 22

Myth:

“Our phugat ki chai app is only for ordering chai.”

Fact:

The app is much more:

- ✓ Wallet to track PKC (Pure Karma Coins), Referral rewards, Subscriptions,
- ✓ Access to bakery, gadgets, accessories, and Nearby Outlet Navigations.
- ✓ It’s a complete ecosystem in your pocket.

Myth 23

Myth:

“Phugat Ki Chai is a casual startup run by inexperienced youth.”

Fact:

Our management includes experienced professionals, NGO side Incubators Team, and Vyaparasetu Partner Startup’s Founders. It’s a strategic movement combining youth energy and expert guidance.

Myth 24

Myth:

“Our prices are high because chai is free.”

TM

Fact:

No. Our products are priced equal or even lower than market standards. Customers actually save more because every spend gives them PKC (Pure Karma Coins)—value is higher than anywhere else.

Myth 25

Myth:

“NGO support means it’s fully non-profit.”

Fact:

Phugat Ki Chai is an individual commercial entity for profit. The NGO only incubates and supports startups under Vyaparasetu Ecosystem Building Initiative. Profits are essential to scale and empower more people.

Myth 26

Myth:

“If PKC (Pure Karma Coins) loses value, customers will lose everything.”

Fact:

PKC (Pure Karma Coins) is only an additional benefit—it is bonus wealth. Even without PKC (Pure Karma Coins), you enjoy quality tea, food, services, and fair prices. PKC is an extra future opportunity, not the only gain.

Myth 27

Myth:

“Phugat Ki Chai is only about business—no social cause.”

Fact:

While commercial, our ecosystem indirectly supports hundreds of startups, jobs for youth, women empowerment, and economic growth. Every cup of tea fuels a bigger mission.

Myth 28

Myth:

“Phugat Ki Chai is only another discount scheme like ‘Buy 1 Get 1 Free’.”

Fact:

Not at all. Discount schemes are temporary. Phugat Ki Chai is building a long-term coin-based economy. Every rupee you spend becomes a digital asset (PKC – Pure Karma Coin), not a one-time discount.

Myth 29

Myth:

“Since tea is cheap or free, hygiene may be compromised.”

Fact:

Our outlets follow strict hygiene protocols. Staff undergo training in food safety, outlets are regularly inspected, and only certified organic ingredients are used. Cleanliness is a core value.

Myth 30

Myth:

“Service will be slow because chai is free.”

Fact:

Our outlets use standardized processes, automated billing, and digital PKC (Pure Karma Coins) wallets to ensure fast service. Quality and speed are both priorities.

But at initial stage of starting new outlets may take some time to improve the service speed.

Myth 31

Myth:

“PKC (Pure Karma Coins) can only be used for tea.”

Fact:

Currently PKC is mostly for chai, but the long-term vision is that PKC can be redeemed for other products and services across the ecosystem. It will grow beyond tea into a true alternative currency, if Indian Government enables it in future decades.

Myth 32

Myth:

“If PKC (Pure Karma Coins) value decreases, the whole model will collapse.” **TM**

Fact:

No. PKC is a reward mechanism, not the only revenue driver. Our core income is from ads, subscriptions, product sales, and franchisee fees. PKC (Pure Karma Coins) is an added advantage.

Myth 33

Myth:

“Government might ban such a coin model.”

Fact:

- ✓ PKC (Pure Karma Coins) is not a cryptocurrency. It is a closed reward point system like airline miles or shopping points, but with more value.
- ✓ It is fully transparent and compliant with regulations.

Myth 34

Myth:

“Phugat Ki Chai is only about chai—it has no community value.”

Fact:

Phugat Ki Chai builds a community movement:

- ✓ People connect through our app,
- ✓ Franchisees (Outlet Owners) are supported,
- ✓ Startups get a ready market,

Consumers feel part of a bigger mission.

Myth 35

Myth:

“Our supply chain depends on outside markets.”

Fact:

Every raw material comes from Vyaparasetu ecosystem startups. This ensures quality control, sustainability, and support to new entrepreneurs. No dependency on random vendors.

Myth 36

Myth:

“Our tea is just ordinary like roadside chai.”

Fact:

Phugat Ki Chai is curated from Zamchai brand organic tea leaves selected and supplied by Govt. Officials of Assam Tea County. The recipe is standardized, tested, and refined for unique taste. It's a premium café experience at affordable rates.

Myth 37

Myth:

“There is no accountability since it's NGO-backed.”

Fact:

Phugat Ki Chai runs on separate commercial entity compliances with full audits, licenses, and government reporting. Transparency is core.

Myth 38

Myth:

“Investors won't trust such a free chai model.”

Fact:

Investors love disruptive models. Our unique PKC (Pure Karma Coins) economy, multi-layer monetization, and NGO-incubated startup chain give us strong investor appeal. Already, expansion talks are ongoing.

Myth 39

Myth:

“PKC (Pure Karma Coins) is just a gimmick to attract people.”

Fact:

PKC (Pure Karma Coins) is a serious loyalty and wealth-building tool. The more India shifts towards digital coin economies, the more PKC (Pure Karma Coins) will gain long-term value.

Myth 40

Myth:

“Franchise setup is complicated and unaffordable.”

Fact:

Phugat Ki Chai (Franchisor) shares 50% of investment cost and NGO – Youngsters of Hyderabad Youth Welfare Association also gives subsidy up to ₹50,000. Franchisees (Outlet Owners) mainly handle rental expenses and 40% of the total setup cost. This makes franchising more affordable than any other brand.

Myth 41

Myth:

“Franchisees (Outlet Owners) will struggle to attract customers.”

Fact:

Not at all, because:

- ✓ Our brand name
- ✓ Vyaparasetu ecosystem
- ✓ NGO digital marketing support
- ✓ PKC (Pure Karma Coins) concept already attract huge footfall.

Franchisees (Outlet Owners) don't need to worry—customers are naturally drawn.

Myth 42

Myth:

“Phugat Ki Chai is competing with local roadside tea sellers.”

Fact:

No. We compete with big café chains and bring café-quality tea to the masses. Roadside sellers are not our competition—they serve a different market. Even most of the roadside sellers may claim the free tea through their gold subscription and sell it on roads on their own price to gain good profit margin as compared to their own preparation costs of tea.

Myth 43

Myth:

“PKC is too complicated for common people.”

Fact:

Our app shows everything clearly—your balance, transactions, and how to use PKC (Pure Karma Coins). Even someone new to smartphones can learn easily. It’s simple and user-friendly.

Myth 44

Myth:

“There will be hidden charges while claiming chai.”

TM

Fact:

Never! 25 PKC (Pure Karma Coins) = 1 tea. No hidden charges, but tiny handling charges added as per the subscription level. Transparency is our foundation.

Myth 45

Myth:

“Only youth will be interested in Phugat Ki Chai.”

Fact:

We serve everyone:

- ✓ Youth enjoy free chai and digital wallet,
- ✓ Families buy bakery and sweets,
- ✓ Corporates use subscription modules,
- ✓ Franchisees (Outlet Owners) create jobs.

It’s multi-generational.

Myth 46

Myth:

“Phugat Ki Chai is just a trend—it won’t last.”

Fact:

Our business is built on evergreen business module and sustainable revenue strategies, NGO – Vyaparasetu Ecosystem Linked support, and digital adoption. It’s not a trend, it’s a long-term economic model.

Myth 47

Myth:

“Franchise owners won’t make profits because chai is free.”

Fact:

Franchisees (Outlet Owners) earn from all non-tea sales (bakery, FMCG, gadgets, accessories, etc.) plus ad revenues and subsidies. Free tea is a customer magnet, not a loss.

Myth 48

Myth:

“Marketing is only local word of mouth.”

Fact:

We run digital campaigns, influencer marketing, outlet branding, and NGO collaborations to ensure huge visibility. Every outlet gets professional marketing support.

Myth 49

Myth:

“Phugat Ki Chai benefits only the company.”

Fact:

It benefits everyone in the chain:

- ✓ Customers earn PKC (Pure Karma Coins),
- ✓ Startups get buyers,
- ✓ Franchisees earn profits,
- ✓ NGO gets sustainable Vyaparasetu Ecosystem module,
- ✓ Society gets jobs and empowerment,
- ✓ Government gets transparency and tax revenues.

Myth 50

Myth:

“Phugat Ki Chai is just about tea.”

Fact:

- ✓ Phugat Ki Chai is about Promoting Humanity, Unity, Growth, Awareness, and Transformation.
- ✓ Tea is the medium, but the mission is economic and social revolution.

Phugat Ki Chai is not just tea—it’s a movement. It’s about economy, transparency, empowerment, and future wealth. 🍵 Drink with pride. Invest with trust. Grow with us.