choko la

DEEPLY DIVINE CHOCOLATES

OUR **STORY**

The name **"Choko la"**
comes from the Mayan word
To Drink Chocolate Together.

The commitment of sharing pure indulgent chocolate with the world is what inspired Vasudha Munjal Dinodia, a third generation entrepreneur from the illustrious Hero Group ($5bn in Revenue) to create artistry with chocolate. Struggling to find quality chocolate in India she decided to bring the best quality ingredients from all over the globe and produce world class chocolates in India.

WHAT DO **WE DO?**

With a wide array of products, specializing in **unique chocolates, designer** and **celebration cakes,** and **customized gifting.**

Choko La represents the universe of happiness, togetherness, and love as an indulgent treat to share and gilt as well as for sell-consumption.

What started as a single location store in Vasant Vihar, **New Delhi in 2005,**

is today a well-recognized global brand in the chocolate world with its presence not across major Indian cities through its own boutique stores but throughout the world through retail partners. The brand is now expanding its footprint across **South East Asia, Europe,** and the **US** through various channel partners.

MISSION & VISION

Our Mission is
to make the world a

“ **HAPPY PLACE** ”

where there is Purity, Love,
Togetherness and
Celebration all around

Our vision is to spread love
through our chocolates.

Our core values

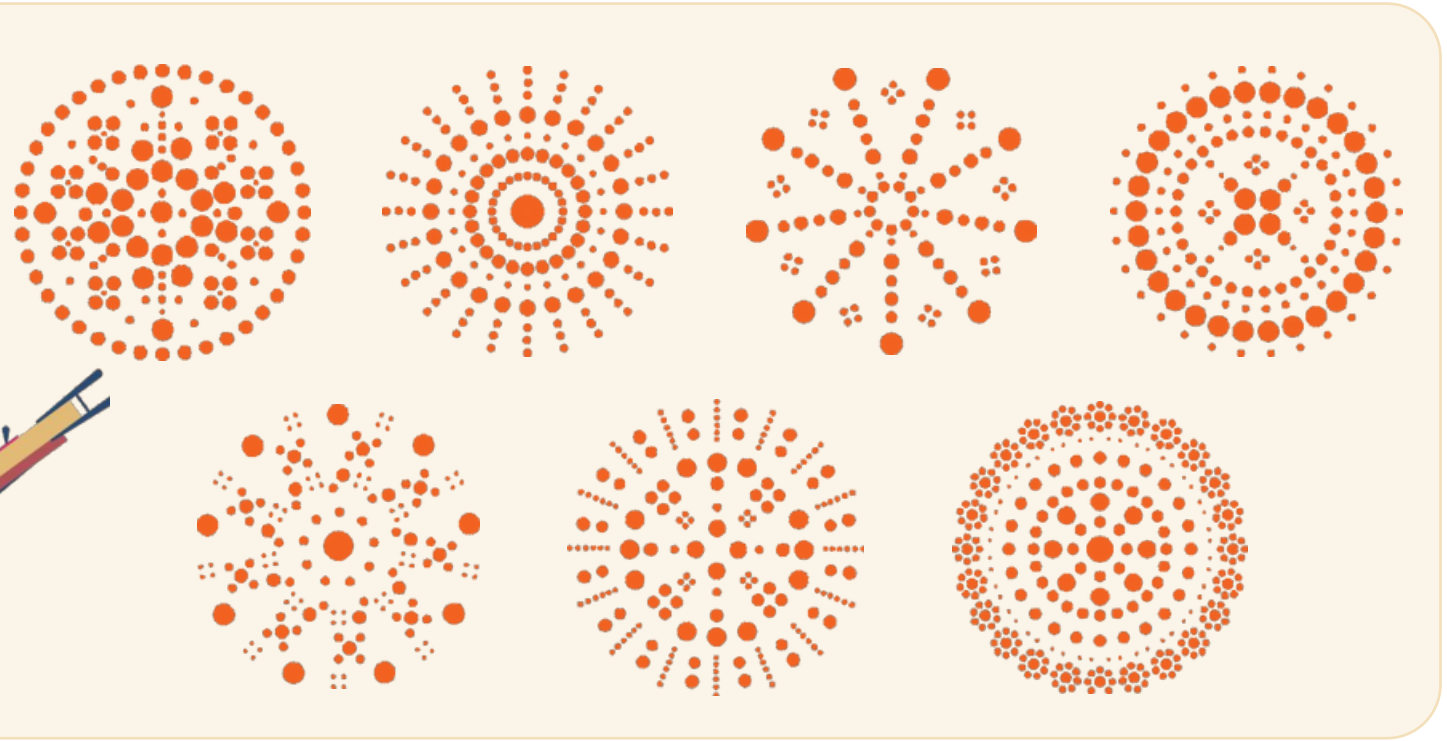
are **respect** towards people and products, **shared ownership** and **responsibility** & excellence through continuous **improvement** and **innovation**

MANDALA

The Choko la insignia is inspired by the concept of a **'Mandala'**.

A Sanskrit word which denotes a circle with a centre point to represent the universe.

The mandala for Choko la represents an **explosion of taste, generosity** and **celebration.**



THE BRAND ESSENCE

What makes Choko la different from other brands

Handcrafted Artisanal Chocolate

Our chef's passion for the craft is our secret ingredient

Crafted Vegan Range

Offering vegan range to attract customers with dietary limitations

Demographic Base

Offering vegan range to attract customers with dietary limitations

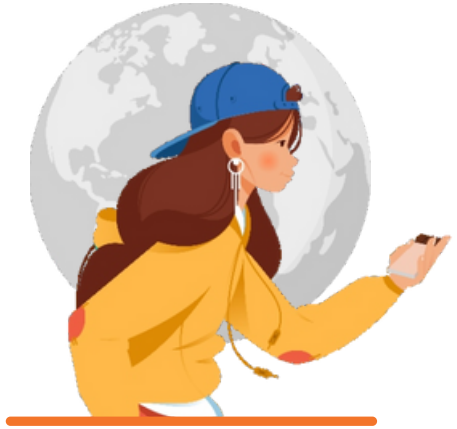
Blend of Indian spices with chocolates in as souvenirs from

To offer finest grade of chocolate with a solid, intense and perfectly balanced taste.

100% Couverture Chocolates

To offer finest grade of chocolate with a solid, intense and perfectly balanced taste.

OUR **COMPETITIVE ADVANTAGE**



Made In India Brand with **Global Taste** and **Quality**

Strong Distribution Network both for sourcing world class ingredients and for Pan India presence through **Omni Channel Retail Partners**

Culture of Continuous Innovation with bringing in world-class chefs for new recipes, constant dialogue with supply chain partners for novel ingredients, and focused customer feedback loops to keep up with ever changing customer palate and demand

Loyal and **Seasoned Team** which believes in the mission, vision and values of the Brand with an average tenure of 10+ years

OUR TEAM **IS OUR BIGGEST STRENGTH**

EXPANSION PLANS

We are present in UK, US & Singapore. Aspiring to expand in Japan, South Korea and Canada

We are Aspiring to be partners with Grab.

The retail offline business through premium international departmental stores and Gourmet supermarkets

WHOLE FOODS

Galeries Lafayette

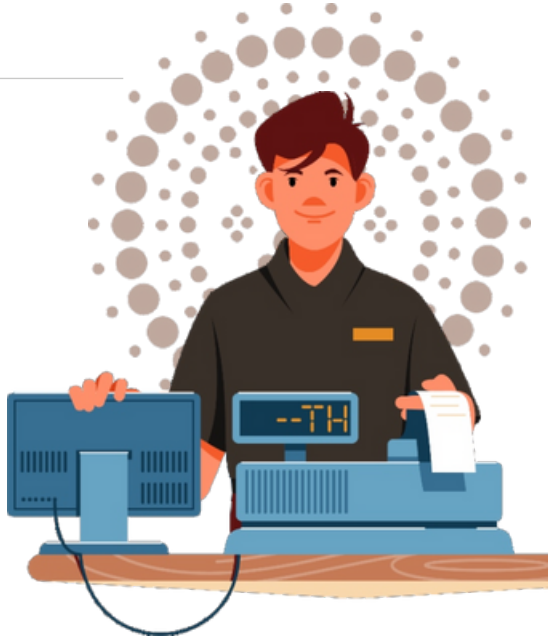
SELFRIDGES&Co

KaDeWe

PRODUCT **RANGE**

BAKERY, PASTRY & CONFECTIONARY

BOUTIQUES & CAFES



DELHI

KHAN MARKET
DLF PROMENADE, VASANT KUNJ
SELECT CITYWALK G-23, SAKET

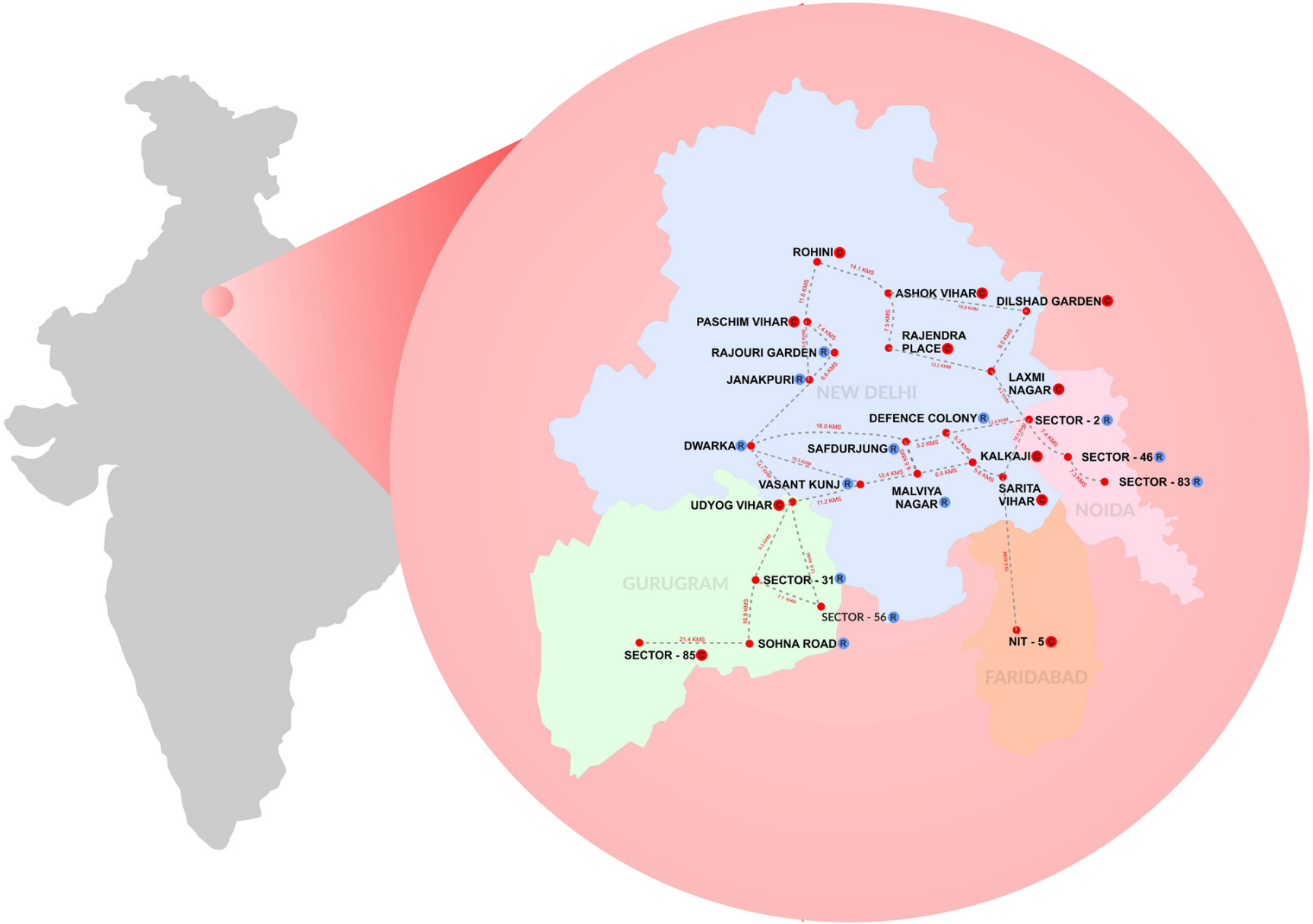
GURGAON

GALLERIA MARKET

AIRPORTS

T1D DEPARTURE
T3 DEPARTURE DOMESTIC
T3 DEPARTURE INTERNATIONAL

CLOUD KITCHENS



NEW DELHI - 15

FARIDABAD - 1

GURUGRAM - 5

NOIDA - 3

Total no of Cloud Kitchen: 24

OUR PARTNERS

Duty Free

- FLEMINGO – THE DUTY FREE PEOPLE
- WHSmith
- DUFRY
- Lagardère TRAVEL RETAIL
- 皇權集團 KING POWER GROUP

Online Partners

- amazon.in
- Flipkart
- Myntra
- SWIGGY – FOOD DELIVERY APP
- zomato
- amazon.com

Corporate Partners

- Hero
- EY – Building a better working world
- McKinsey & Company
- KPMG
- BCG
- pwc

Modern Trade

- spencer's – Makes fine living *affordable*
- 24SEVEN
- Le Marche – THE GOOD FOOD STORE
- Shoppers Stop – START SOMETHING NEW
- modern bazaar – Department store

Visit us at

www.chokola.in

Chokolachocolates | Chokolaindia | Chokolaindia

The founder’s love and passion has created a brand that is firmly rooted in the cause to make the world a **Happy Place** one delicious chocolate at a time. As a brand, Choko la believes in sending smiles, packed in boxes.