

An illustration of four people at a table. On the left, a woman in a yellow top and teal pants stands with her hand on the shoulder of a man in a pink sweater and glasses who is holding a chocolate drink. Across from him, a bearded man in a green sweater holds a green folder and gestures while talking to a woman in a yellow dress who is also holding a chocolate drink. The table has two more chocolate drinks on it. The background features a large, faint circular pattern of grey dots.

choko la

DEEPLY DIVINE CHOCOLATES

OUR STORY

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

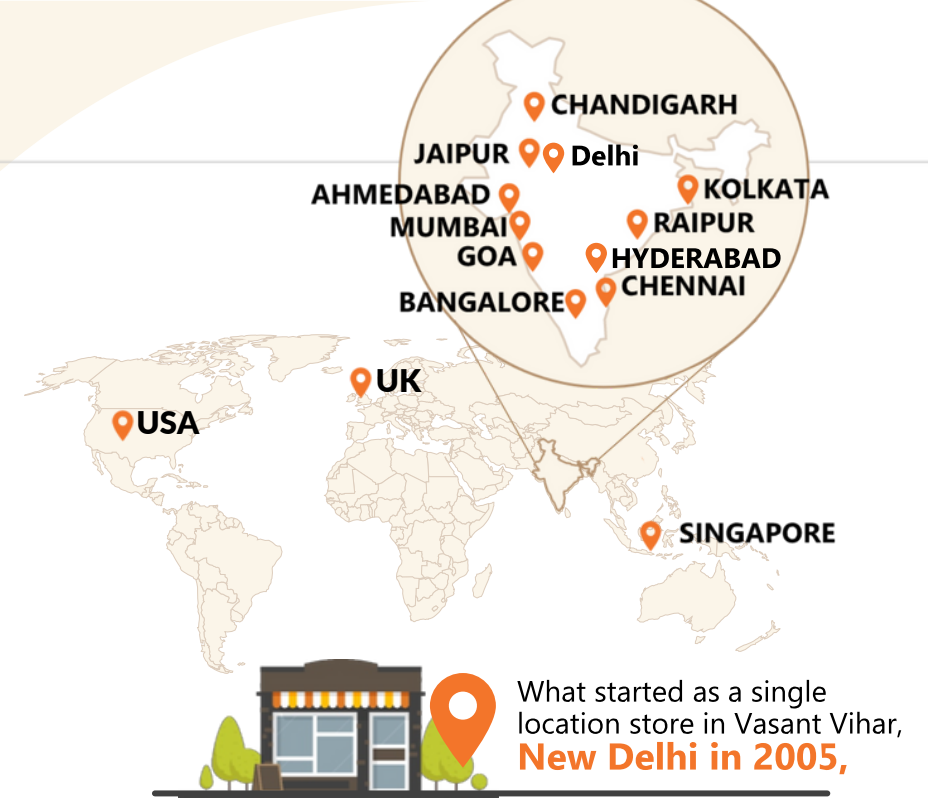
The commitment of sharing pure indulgent chocolate with the world is what inspired Vasudha Munjal Dinodia, a third generation entrepreneur from the illustrious Hero Group (\$5bn in Revenue) to create artistry with chocolate. Struggling to find quality chocolate in India she decided to bring the best 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 gift as well as for self-consumption.



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.

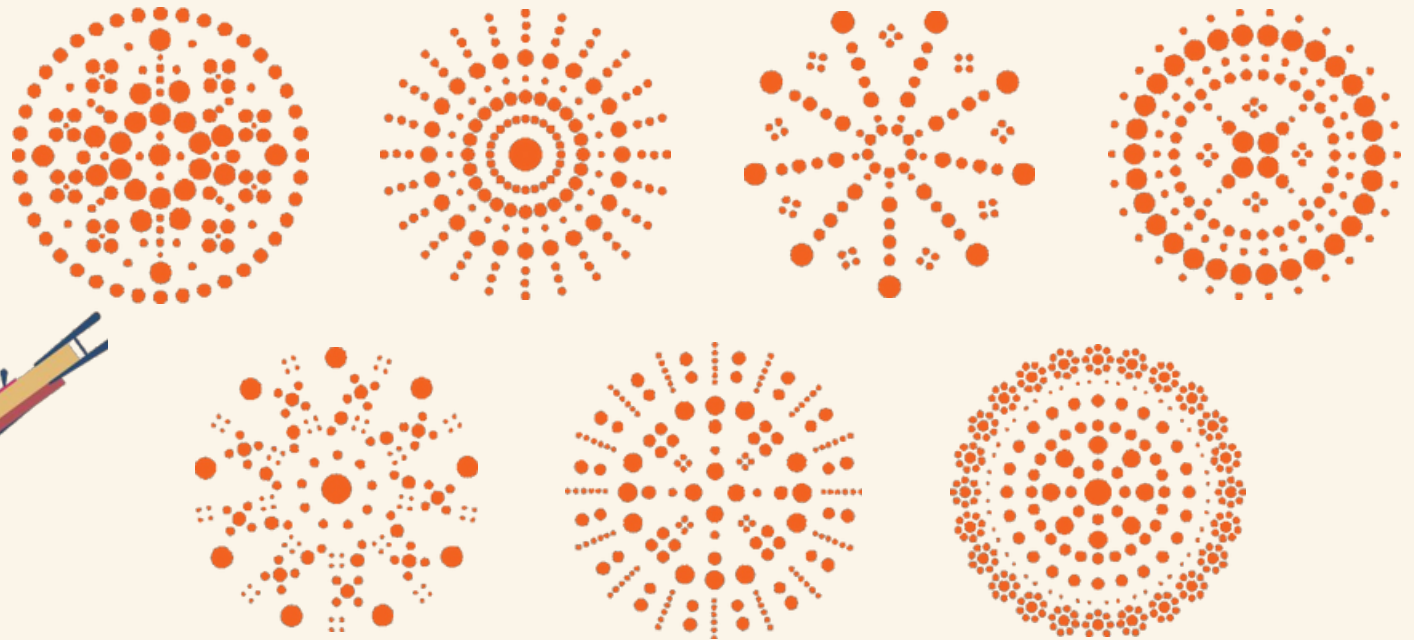
Our core values
are **respect** towards people and
products, **shared ownership**
and **responsibility** &
excellence through continuous
improvement and **innovation**

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



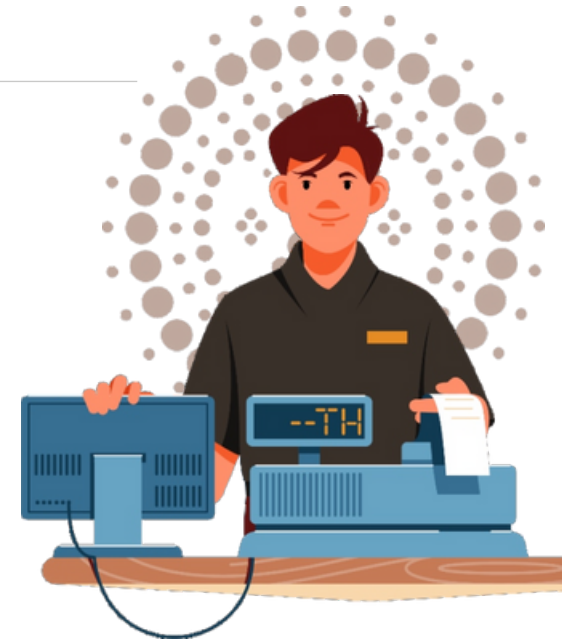
PRODUCT RANGE



BAKERY, PASTRY & CONFECTIONARY



BOUTIQUES & CAFES



📍 **DELHI**

KHAN MARKET

**DLF PROMENADE, VASANT KUNJ
SELECT CITYWALK G-23, SAKET**

📍 **GURGAON**

GALLERIA MARKET

✈️ **AIRPORTS**

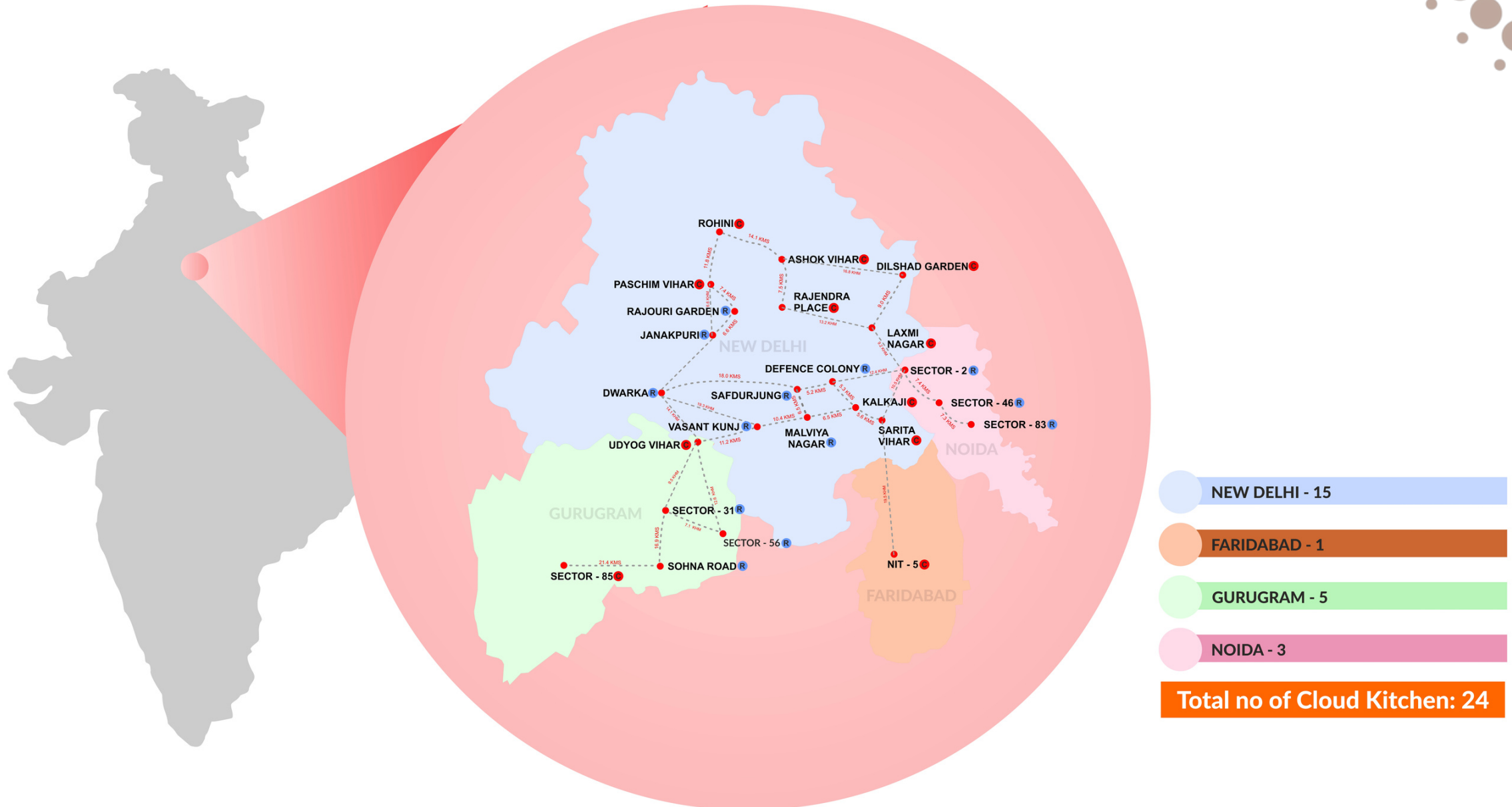
T1D DEPARTURE

T3 DEPARTURE DOMESTIC

T3 DEPARTURE INTERNATIONAL

www.chokola.in

CLOUD KITCHENS



OUR PARTNERS



Duty Free

FLEMINGO
THE DUTY FREE PEOPLE

WHSmith

DUFY

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**
Empowering women



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.

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