

PRESS RELEASE



Mantraa Ventures, Singapore is appointed as an exclusive market representative by the chocolate room, Australia.

the chocolate room international, Australia appoints Mantraa Ventures, Singapore as its exclusive market representative to source strategic franchise partners for its expansion across various Asian countries.

Singapore – Mantraa Ventures Pte. Ltd. a Singapore based business consulting firm that provides advisory and turnkey solutions on business strategy, fund raising, real estate, retail, franchising, and interior design. The firm has been appointed as the exclusive market representative for various Asian countries by the chocolate room international, Australia.

The market expansion strategy is led by Pushpendra Sharma, Managing Director, Mantraa Ventures, who has undertaken a diverse portfolio of assignments for leading multinationals corporations and SME's across investments, business consulting, retail, franchising and design projects within the Asian subcontinent.

Mr Sharma has worked extensively in top tier private equity, asset management and consulting firms in Asia. He is an avid writer; his articles have been published in various journals, magazines and newspapers. He is a US Ivy League educated professional who received his Masters Degree from Columbia University, New York (USA), where he was also elected President of his Class.

On this appointment, Mr Sharma said "We were approached by the chocolate room international to assist them with their market expansion in the region and we are excited to take on this project. the chocolate room is a fast growing concept and after our own assessment, we see a lot of opportunity for them to expand within the countries we have identified. We believe that with this exclusive appointment, we can provide unique solutions across a wide range of services, primarily turnkey consultancy, fundraising/franchising and design solutions".

Yaju Vaghela from the chocolate room international, Australia said "We are an award winning specialist Chocolate Cafe based out of Geelong, Australia since our inception in 2006. We are in a rapid expansion mode and Asia is one of our key regions identified for expansion. In that regard, we are excited to appoint Mantraa Ventures as our exclusive partner. The Mantraa Ventures team is ably led by Pushpendra Sharma who is a creative, experienced and highly networked professional. We are excited about our association and look forward to building on our relation with his team to source franchise partners."

ABOUT MANTRAA VENTURES

Mantraa Ventures is a business consulting firm that provides advisory and turnkey solutions on business strategy, fundraising, real estate, retail, franchising, and interior design. Our team comprises of skilled professionals with relevant experience across the Asia Pacific region.

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ABOUT the chocolate room

the chocolate room was first established in Geelong, Victoria, Australia in 2006 and has quickly grown to become the leading brand in the chocolate café market. The response to the chocolate room concept has been overwhelming - our customers love the total chocolate experience - the drinks, we sell beautiful coffee too - the food - the atmosphere - the chocolates! Not content to keep the status quo, the chocolate room continues to develop and grow and now our cafes are offering a savoury range for our customers - this, together with our range of handmade chocolates, chocolate drinks and chocolate food lines, makes for a totally awesome visit to your nearest café.

For all inquiries regarding the chocolate room, Australia, please contact:

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