

Revenue Share Among FRANCHISE (50%), CUSTOMER (15%) & DAD AYURVEDA (5%) = Total Profit 35-40% Category wise

TYPE OF EXPENSES	FRANCHISE SCOPE (20%)	FRANCHISE EXPENSES ONE TIME + MONTHLY	CUSTOMER SCOPE (15%)	CUS EXP 1 TIME+MON	DAD AYURVEDA (5%)	DAD EXP ONE TIME + MON
1 One Time Expenses	Investment				Business Model	
					Team	
					Technology	
					Infrastructure	
					Interior & Exterior Work	
					Manpower Hiring	
					Market Survey	
					Product Planning, Sourcing	
					Branding, Advertisement	
					Multiple Software's	
					Delivery Vehicle, Services	
					POS Installation Team	
2 Monthly Expenses	Electricity Bill	According to location			CCTV Installation	
	Water Bill	According to location			Clinic Establishment License	
	Space Rent	According to location			All relevant licensing	
	Monthly Salary – Employees	78k in Mega, 1.5L in CP				
	Stationery	Approx. 10,000				
	Software Billing – AMC	2,000				
	Software Telemedicine - AMC	2,000				
	Internet Monthly Expenses	1,000				
	DTH Monthly Expenses	1,000				
	Food & Beverages for staff	6,000				
	Carry Bag/ Envelops for Meds	10,000				
	Cleaning & Maintenance	10,000				
	Subscription management cost	10,000				
Total (Mon Expenses)	60K in Mega, 1L in CP	1.20 L in Mega, 1.90 L in CP				

Compare our expenses: Let's talk about Monthly expenses that are going to make actual difference... Compare what DAD Ayurveda is spending every month and what Franchise is spending every month. Now let us clarify that **to breakeven franchise's expenses (60K of Mega & 1 L of City Pride) we just need sells of (5L in Mega & 9L in CP monthly) and to breakeven DAD Ayurveda's expenses (1.20L of Mega & 1.90L of CP) we need sales of (25L+ in Mega & 60L+ in CP)** now you understand yourself how quickly we would need to touch our breakeven and when we will touch our breakeven then how much a franchise owner will get? It is going to be huge... **Approx. 3 L in mega and 7 to 10 Lakh in City Pride franchise will earn every month.** What else is needed in ROI against the investment?