

**Revenue Share Among FRANCHISE (30%), CUSTOMER (15%) & DAD AYURVEDA (5%) = Total Profit 45-50% Category wise**

| TYPE OF EXPENSES            |                          | FRANCHISE SCOPE (20%) | FRANCHISE EXPENSES ONE TIME + MONTHLY | CUSTOMER SCOPE (15%)   | CUSTOMER EXPENSES ONE TIME+MONTHLY | DAD AYURVEDA (5%)            | DAD EXPENSES ONE TIME + MONTHLY |
|-----------------------------|--------------------------|-----------------------|---------------------------------------|------------------------|------------------------------------|------------------------------|---------------------------------|
| <b>1</b>                    | <b>One Time Expenses</b> | 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        |                                 |
|                             |                          |                       |                                       |                        |                                    | CCTV Installation            |                                 |
|                             |                          |                       |                                       |                        |                                    | Clinic Establishment License |                                 |
|                             |                          |                       |                                       | All relevant licensing |                                    |                              |                                 |
| <b>2</b>                    | <b>Monthly Expenses</b>  | Electricity Bill      | According to location                 |                        |                                    | Monthly Salary – Employees   | 78k in Mega, 1.5L in CP         |
|                             |                          | Water Bill            | According to location                 |                        |                                    | Stationery                   | Approx. 10,000                  |
|                             |                          | Space Rent            | According to location                 |                        |                                    | 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                          |
| <b>Total (Mon Expenses)</b> |                          |                       | 300K 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 Lac of City Pride) we just need sells of (5Lac in Mega & 9L in CP monthly) and to breakeven DAD Ayurveda's expenses (1.20L of Mega & 1.90Lac of CP) we need sales of (25Lac+ in Mega & 60Lac+ 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 Lac in mega and 7 to 10 Lac in City Pride franchise will earn every month. What else is needed in ROI against the investment?