



# Srujanankur

## Area Franchise proposal

2013



## Area Franchise proposal

### **‘Srujanankur’ Antenatal services**

#### **Company profile**

**Srujanankur** offers unique Antenatal services based on Yoga and Ayurveda. Srujanankur’s primary offering ‘Garbhasanskar’ is a copyrighted program, which employs a unique technique of conveying the good qualities and good values of life to the baby during pregnancy.

The technique is based on ‘Yoga-Pranayam-Dharan-Dhyan’ (Meditation) Srujanankur’s Antenatal services cater to all three aspect of woman pregnancy: Pre-pregnancy, During pregnancy & Post pregnancy

**‘Srujanankur’** strives to be a place to make an expecting mother healthy by body and by mind. Srujanankur is a place where authentic ‘ayurved’ and ‘panchakarma treatment is given. Srujanankur is a perfect place to rejuvenate for any expecting or pregnant women.

Srujanankur services are offered by experience and qualified personnel's who have gained wide knowledge and experience over the years. All the treatments are given within peaceful and rejuvenating atmosphere



The company currently has two company owned centers

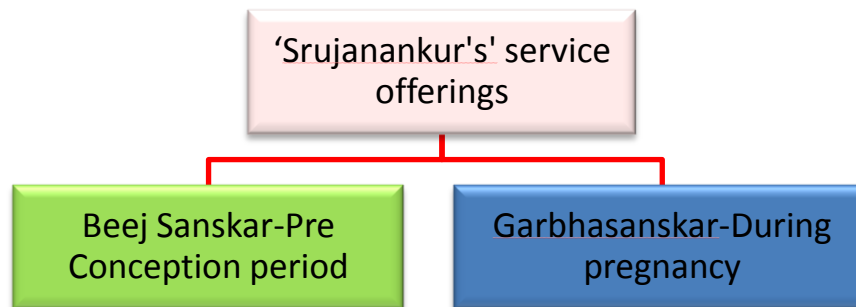
1. **Pune**
2. **Pimple saudagar-Pimpri**



## Area Franchise proposal

### Service offerings-Details

*Srujanankur's antenatal services essentially consist of two service offerings:*



#### **Beej Sanskar-(3 month duration)**

- Mind detoxification-Counseling,
- Meditation
- Mind and body strengthens –Yoga & Rasayan therapy
- Guidance of diet
- 2 Classes per week

#### **Garbhasanskar- Copyright program (9 month duration)**

- Includes of a 60 to 75 minutes session
- Session based on yogic techniques of 'Pranayam', 'Dharna' and 'Dhyan'
- Includes breathing exercises, 'Pranayam', 'Nadanusandhan' , 'Omkar'
- Yoga during pregnancy
- Music therapy during pregnancy.
- Diet consultation during pregnancy.



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- Various informative lectures.
- Total 8 sessions in a month.
- The sessions are to be conducted from 1<sup>st</sup> month to 9<sup>th</sup> month.
- Facility of online session's available

### **'Srujanankur'– Founder & Management Team**

**Dr Yogesh Joshi** holds a B.A.M.S in Ayurvedachrya and has more than 10 years of experience in the field of Ayurved and Yoga. He has held several lifestyle & stress management sessions in various corporate and arranged various Yoga & Stress management camps.

He is a specialist in Panchakarma Treatments, Ayurved dietetics, Yoga and meditation. He also has expertise in project development of Ayurved, Naturopathy, Yoga & Meditation Center. He has developed the Garbhasanskar Program, which is a copyright program. He also possesses expertise in Joint Disorders, Spine disorders, Neurological disorders, stress & Lifestyle related disorders, Gynecological disorders, Gastrointestinal Disorders, Ayurved Pediatric Medicine.

#### **Affiliation and Attachments:-**

1. Center head -Lokmanya Ayurvedic multispecialty clinic & Kerala Panchakarma Center, Chinchwad.
2. Co-coordinator Holistic Cancer Control Unit, Lokmanya Hospital.

#### Management Team

Dr. Yogesh Joshi  
Managing Director

Dr. Dinesh Sahakar,  
Director

Mr. Girish Gandhi  
Director

Dr. Srikrishna Joshi,  
Director



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### Trainer's profile

**Mrs. Smita Kulkarni** (*In charge of Yoga training*) Smita has completed Govt. Certified Yoga Training Courses from Yog-Vidhyadham, Nasik (Maharashtra) and has developed expertise in Yog Pravesh, Yog Parichay, Yog Prabodh, Yog Pravin, Yog Pandit, Yog therapy on various diseases, Garbha-Sanskar, Yog Adhyapak, Yog & Naturopathy

She also completed Yoga Therapy classes for diabetic patient (Stop Diabetes Movement), Garbha-Sanskar, Omkar Therapy of Dr. Jayant Karandikar. (Ahmadnagar) at Swami Vivekanand Yog Anushthan Sanstha (S- Vyasa), Bangalore (Karnataka)

She has been Teaching & Training in Yoga since 2002 and has developed expertise in , Basic and advanced courses in Yoga program designed by Yog Vidhyadham, Nasik, Yog Shikshak course designed by Yashavantrao Chavan Open University, Nasik (Maharashtra), Pranayam Shibir, Shuddhi Kriya Shibir, Weight Loss Programme , Garbha Sanskar,

She has also delivered lectures to various yoga students, Senior officers & families of corporate group, and various social entities in and around Pune. And has received Adarsha Shikshak' award from Yog Vidhyadham, Nasik in the year 2008.

Adishakti' award by Nationalist Congress Parti & Sunetra Pratishthan, Pimpri-Chinchwad Branch, Pune in the year 2011.

**Dr. Vishal Kashalkar** (*In charge of Music therapy*) DR. Vishal is an accomplished vocalist of Gwalior Gharana.



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He has trained from childhood by his father N.D.Kashalkar, before receiving taleem in Guru-Shishya Parampara from Pt.Gajnanrao Joshi a well-known vocalist & violinist. Dr. Kashalkar's performance are both emotionally intense and intellectually stimulating. He wrote on creativity in Music for his 'SANGITACHARYA' degree, he has published several articles on Music.

He has also developed a unique module of Music therapy for Garbhasanskar He has also guided many Ph.d theses of different universities. His research topics include Voice culture, Sufi music, Haveli Sangeet parampara and Music Therapy. He has given dozen of lecture demonstrations and concerts.

Many students from India and throughout the world are taking his guidance for Indian Classical music

**Mrs. Vrushali Katkar:** (*Music therapy trainer*) She holds a M.A in classical music vocal from S.N.D.T University. She also holds a Diploma in sound recording and reproduction from Mumbai University

She is an 'Art of living' basic course teacher and founder and trusty of an Institution for Indian Classical performing arts, named 'BHARATEEYA KALA KENDRA'. Have been Rendering various musical performances in Marathi and Hindi light music, under the banner all over Maharashtra and India for last 18years.

She headed the entire Music wing of 150 Volunteers of Art of living for the Unique and grand Hindustani classical program 'ANTARNAAD' .Wherein ,2750 Hindustani vocalists performed classical compositions with the great musical maestros like Pt. Rajan –Sajan Mishra, and Shankar mahadevan as the lead singers. The GRAND event took place in Pune, Maharashtra on 12<sup>th</sup> Jan 2010 . The concept of this program was inspired by the teachings of His Holiness Sri Sri Ravi Shankarji This was conducted by THE ART OF LIVING FOUNDATION and its countless dedicated volunteers



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**Dr. Anjali Dani:** (*Music Therapy trainer*) Received M.A.(Music) degree under guidance of Dr.Prbha Atre and 'SANGITACHARYA' under precious guidance of Dr.Vikas Kashalkar. She is also Secretary of 'KALOPCHAR FOUNDATION' – A Foundation working in the field of Music therapy and research of Music therapy

**Ms. Vaishnavi Kawadkar** (*Music Therapy trainer*) A “Sangeet Visharad’ Vaishnavi Initially she started her education in Music from Mr.Vivek Kaslikar, then Mr. Subhash Kashalkar and now is taking training from Dr. Vikas Kashalkar.

Vaishnavi is B Grade artist of AIR for Marathi Light Music. She is currently pursuing her M.A. in Psychology from SNTDWU, Pune.

### ***Why partner with Srujanankur?***

- The centre is run by highly trained professionals with several years of experience in the field of Ayurveda and Yoga.
- With the increase in disposable income and growing awareness among married couple, demand for services such as offered by Srujanankur are on a rise
- People are demanding more holistic, safe and healthy alternative to the medical practices bringing differentiating labour knowledge and practices
- Low capital investment business, with high return and pay-back period of one year
- Easy to setup and low setup cost involved.
- Easy day to day operations with full operational training provided by Srujanankur



## Area Franchise proposal

### Franchise proposition

Setup cost	Opportunity Cost	Royalty	Space Required	ROI	Payback
INR 2,007,000	INR 12,50,000	20%	250 sq.ft	57% (1 <sup>st</sup> Year)	2.7 Year

*For further details refer to Annexure 1*

### Franchising strategy

1

Area and interiors

- The unit franchise should have a small sized facility with reception, counseling rooms & workshop areas with total area between 300-400 sq ft
- Reasons attributing to availability of real with branding interiors at INR 390 per sq ft ( Min cost in current scenario) depending on the business model
- Large areas would mean large investments; difficult to achieve efficiency in such cases

2

Franchise Fee

- Franchisee fees of INR 3 lacs is recommended. The same is calculated on the franchisor acquisition cost, training cost, brand fees, marketing support etc

3

Royalties

- We recommend charging a royalties of 20% on monthly gross revenues from the franchisees on a month on month basis
- The same shall be done automatically by setting up the Sweep In/Out bank account with the franchisee.





## Area Franchise proposal

### Roll Out Plan

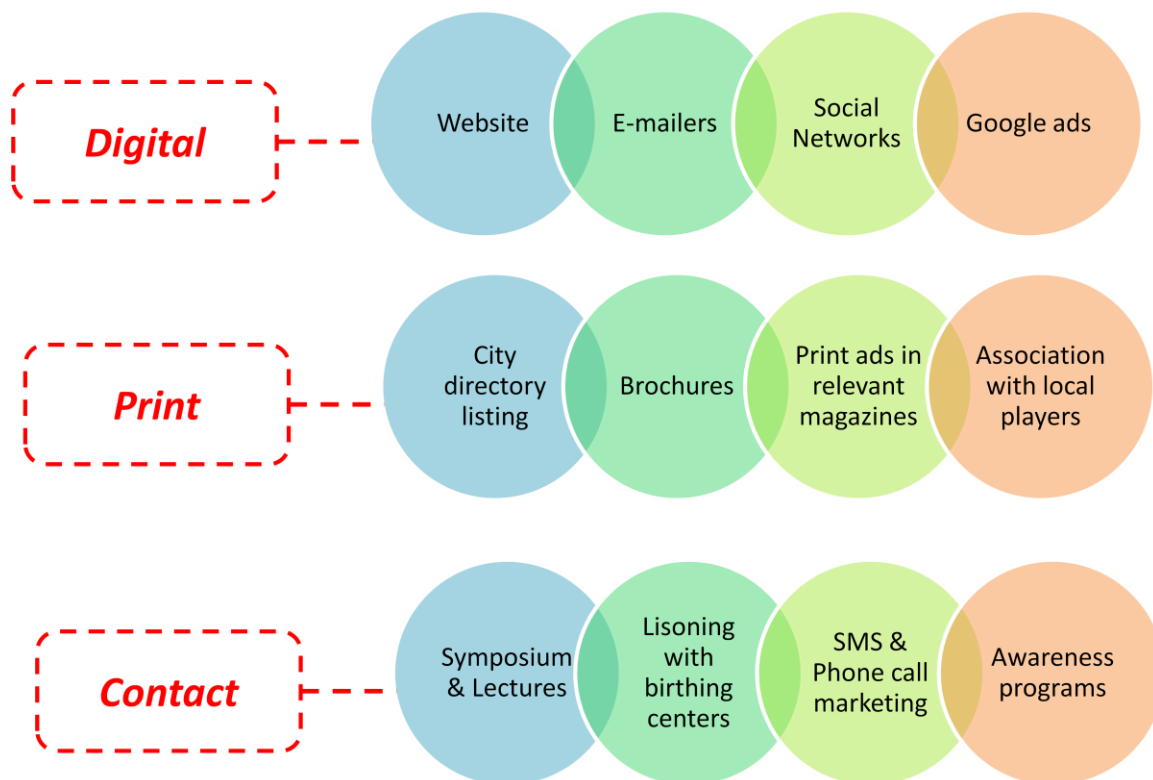
Particulars	Y1	Y2	Y3	Y4	Y5	Total
Franchise Fee	300,000					
Franchise roll out	2	3	0	0	0	5
Total Roll-out plan	2	3	0	0	0	5
Total Franchise fee for AF	600,000	900,000	0	0	0	
Total Franchisee fees	1,500,000					
Shared with Franchisor	83%					
Up-front collection(INR)	1250000					

### Company plans to place the 'Srijuanankur' brand and services in the following manner

Abstract Attributes	Concrete Attributes	Functional consequence	Psychosocial Consequence	Instrumental value
Comfort	High	Increases in footfalls	Satisfied with the association	Need to buy the services; More Wisdom led
Convenient	Well situated	Approachable : close to your house	Value for time	Accessible
One stop shop for a mother 's needs	Multiple revenue lines	Independent choice of what she wants	Freedom of choice;	Sense of accomplishment/ pleasurable
Better aesthetics	Look & feel of the store - Feel Good	Cheerful and independent	Relaxing for her	Pleasurable/ happy
Reliable & Private	Emotionally charged staff – able to connect with clients	Informative, high qualified staff	Easy and good experience. Confidentiality maintained	Responsible/ sincere(honest)
Provides brand experience	Overall feel good factor Freedom/ pleasurable/ wisdom/ happiness	Word of Mouth, Shifts consumer from their local opinion makers to certified people	More reliable as decision making is by her	Personal & Emotional connect with brand



## Area Franchise proposal



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***The company will look into engaging in the above activities for brand development***



## Area Franchise proposal

### **Franchise Obligations & Support**

#### ***Master Franchise (Srijunanankur) Obligations***

- Provide initial training and all operating assistance
- Training programs for area franchise
- Will not have any right to sell franchisee in the region
- Continuously assist in monitoring and managing the business to make sure that the best business practices are implemented at the franchisee end
- Provide telephonic or other technical support to the franchisee as and when required

#### ***Area Franchisor's Obligations***

- Provide initial training and all operating assistance as required by the franchisee
- Training programs on a regular basis for franchise owner as well as sales staff
- Provision of all administrative forms & formats, Cash Sheets, Sales Sheets, Monthly report sheets etc
- Pay the royalty fees to the master franchise as per the contract
- Assistance in identifying location and layout, setting up of interiors, furniture and fixtures
- Assistance in creation and installation of visual merchandise, store ambience etc.
- Provision of informative material, presentations
- Assistance in organizing of local promotional activities and events.
- Printed material like Brochures, Pamphlets, Flex Banners on cost basis



## Area Franchise proposal

- Regional Franchisee will have to continuously assist in monitoring and managing the business to make sure that the best business practices are implemented at the franchisee end
- Regional franchisee will have to provide telephonic or other technical support to the franchisee as and when required

### ***Unit Franchisee obligation***

- Center- Site Selection as per requirements (Mid to High street, Premium residential bungalow, front facing, etc)
- Fit-outs and branding of the store and office as per the company's specifications
- Pre-opening purchases of required equipments, software's etc
- Full involvement in opening launch promo
- Attending initial and ongoing individually and key staff trainings
- Compliance with standards and policies/operating guidelines
- Compliance of the customer service standards as set by Srujanankur
- Be adequately insured
- Proper maintenance of books, accounts and online data
- Follow timely reporting structure of database developed at the franchise end
- Will have to ensure smooth flow of business at all times, focus on customer service



## Area Franchise proposal

### ***Pre-Opening Franchise Support extended to the unit franchisee***

- Comprehensive turn-key assistance from site selection to setup and start operations
- Negotiation of suitable terms and organizing of lease for the property
- Layout and design; architectural support in accordance with current branding of Srujanankur
- Monitoring of fabrication of the center
- Assistance in organizing of launch promotions
- Training and manpower: A comprehensive training is provided to all the Franchisees on service operations, standard check up procedures, accounting, service delivery etc. Lamaze trainers and the sales force will go through separate trainings at the franchise location or head office
- The franchisor can provide daily/weekly assistance in setting up retail operations to its franchisees during the pre launch period

### ***Post Opening Franchise Support extended to the unit franchisee***

- Operations Guidelines
- Franchisee Coordination
- Ongoing Service development and other related initiatives to launch newer services
- Franchisor will impart trainings to incorporate any technological advances and service expertise to its franchisees
- For advertising & local promotion the franchisor will organize events specific to marketing/ branding for Srujanankur business at the national level. This will include participation in the related retail exhibitions/ sponsoring such events, tie ups with magazines/ newspapers etc, corporate



## Area Franchise proposal

tie ups and collaboration with other business partners to promote its each Franchisee outlets and brand

- Operational support Day to Day operations, Technical & Administrative advices.
- Regular advices on inventory control and administrative issue Frequent official visits, customer audit, advices on local promotions programs etc.
- Structured Marketing Ideas to suit a location
- PR support:
- Regular PR coverage at national as well as regional
- Centralized Brand Building through all media - Print, Outdoor, Web, Retail, and Electronic.

### **Expansion Plans**

The company is looking to expand in the state of Maharashtra and going forward across various cities in India. Company is looking for investors in the following cities of Maharashtra:

- Mumbai
- Pune
- Nagpur
- Thane
- Pimpri and Chinchwad
- Nashik
- Kalyan and Dombivali
- Vasai Virar
- Aurangabad
- Navi Mumbai



## Area Franchise proposal

- Solapur
- Mira and Bhayander
- Bhiwandi
- Amravati
- Nanded Waghala
- Kolapur
- Ulhasnagar
- Sangli Miraj Kupwad
- Malegoan
- Jalgaon

Also, the company is looking for Franchisees in the following cities across India:

- New Delhi/NCR
- Hyderabad
- Bangalore
- Chennai
- Kolkata
- Chandigarh

For more information please contact: **Dr Yogesh Joshi**

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## Area Franchise proposal

***Disclaimer: All the figures are based on operational assumption and may vary from location to location and from time to time. These are only indicative values and should not be taken as final value)***

## **Annexure**





## Area Franchise proposal

### Area Franchisee Employee cost

INR					
Staff Strength	Y1	Y2	Y3	Y4	Y5
Center Head	-	-	-	-	-
Franchise development manager	1	1	1	1	1
Documentation staff	1	1	1	1	1
Marketing team	1	1	1	1	1
Office Boy	1	1	1	1	1
<b>Total Number Of Employees</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>
Salary structure	Y1	Y2	Y3	Y4	Y5
Center Head	600,000	660,000	726,000	799,000	879,000
Franchise development manager	240,000	264,000	290,000	319,000	351,000
Documentation staff	120,000	132,000	145,000	160,000	176,000
Marketing team	180,000	198,000	218,000	240,000	264,000
Office Boy	60,000	63,000	66,000	69,000	72,000
Annual payout	Y1	Y2	Y3	Y4	Y5
Center Head	-	-	-	-	-
Franchise development manager	240,000	264,000	290,000	319,000	351,000
Documentation staff	120,000	132,000	145,000	160,000	176,000
Marketing team	180,000	198,000	218,000	240,000	264,000
Office Boy	60,000	63,000	66,000	69,000	72,000
<b>ANNUAL HR COST (INR)</b>	<b>600,000</b>	<b>657,000</b>	<b>719,000</b>	<b>788,000</b>	<b>863,000</b>
<b>AVERAGE MONTHLY COST(INR)</b>	<b>50,000</b>	<b>55,000</b>	<b>60,000</b>	<b>66,000</b>	<b>72,000</b>



## Area Franchise proposal

### **Inception cost**

	INR
<b>Franchise set up cost</b>	<b>Y1</b>
<b>ELEMENTS</b>	
Area (Sqft)	250
<b><u>Centre Furnishing / Improvement etc.</u></b>	
Leasehold Improvement	75,000
Furniture	50,000
Airconditioner	30,000
Electrical fittings	25,000
Signage (Int/ext)	25,000
Desktop / Laptops	120,000
Printer Scanner Photocopier	10,000
water dispenser	5,000
Communication Equipments(telephone and internet expenditure)	25,000
Softwares	30,000
Misc Items(menu, reference book, design book etc.)	25,000
<b>Total capital investment</b>	<b>420,000</b>
<b>Launch &amp; Pre-Opening Marketing Expenses</b>	<b>100,000</b>
<b>Training cost</b>	<b>30,000</b>
<b>Security Deposit (3 Months)*</b>	<b>22,500</b>
<b><u>Working Capital Requirement(3 Months)</u></b>	<b>3</b>
Employee Cost	150,000
Rent	22,500
Electricity	12,000
<b>Total WCR</b>	<b>184,500</b>
<b>Total Financial Requirement for Setup</b>	<b>757,000</b>
<b>Opportunity cost</b>	<b>1,250,000</b>
<b>TOTAL PROJECT COST</b>	<b>2,007,000</b>



## Area Franchise proposal

### Income Statement

Income projections Franchisee	Y 1	Y2	Y3	Y4	Y5
Franchisee fee	600,000	900,000	-	-	-
New franchisees	2	3	-	-	-
Cumulative franchisee	2	5	5	5	5
Royalty from unit franchisee	489,600	587,520	794,880	1,077,120	1,457,280
Y1	979,200	1,175,040	1,589,760	2,154,240	2,914,560
Y2		1,468,800	1,762,560	2,384,640	3,231,360
Y3			-	-	-
Y4				-	-
Y5					-
Total royalty received	979,200	2,643,840	3,352,320	4,538,880	6,145,920
Marketing contribution from unit franchisee	73,000	88,000	119,000	162,000	219,000
Y1	146,000	176,000	238,000	324,000	438,000
Y2		219,000	264,000	357,000	486,000
Y3			-	-	-
Y4				-	-
Y5					-
Total receipts	146,000	395,000	502,000	681,000	924,000



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<b>Total income</b>	<b>1,725,200</b>	<b>3,938,840</b>	<b>3,854,320</b>	<b>5,219,880</b>	<b>7,069,920</b>
<b><u>Cost of Operations</u></b>					
Royalty shared with franchisor	489,600	1,321,920	1,676,160	2,269,440	3,072,960
Employee Cost	600,000	657,000	719,000	788,000	863,000
Travel cost	30,000	32,850	35,950	39,400	43,150
Rent	90,000	99,000	108,900	119,790	131,769
Electricity	48,000	52,800	58,080	63,888	70,277
Communication Expenses (Tel + Internet)	12,000	13,200	15,000	17,000	19,000
Marketing expenses	87,600	237,000	301,200	408,600	554,400
Audit fee	40,000	100,000	100,000	100,000	100,000
Training fee	30,000	75,000	75,000	75,000	75,000
Misc Expenses	60,000	66,000	73,000	80,000	88,000
<b>Total Cost of Operations</b>	<b>1,487,200</b>	<b>2,654,770</b>	<b>3,162,290</b>	<b>3,961,118</b>	<b>5,017,556</b>
<i>% of Gross Receipts</i>	86%	67%	82%	76%	71%
<b>PBDIT</b>	<b>238,000</b>	<b>1,284,070</b>	<b>692,030</b>	<b>1,258,762</b>	<b>2,052,364</b>
Depreciation(AF)	84,000	84,000	84,000	84,000	84,000
<b>PBIT</b>	<b>154,000</b>	<b>1,200,070</b>	<b>608,030</b>	<b>1,174,762</b>	<b>1,968,364</b>
PBIT Margin (%)	9%	30%	16%	23%	28%
<b>Project Cost</b>	<b>1,800,000</b>				
ROI (%)	9%	67%	34%	65%	109%
<b>Average ROI (%)</b>	<b>57%</b>				
Cumulative ROI (%)	9%	75%	109%	174%	284%
<b>Payback (Yrs)</b>	<b>2.7</b>				



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<b><u>Roll out</u></b>						
	<b>Y1</b>	<b>Y2</b>	<b>Y3</b>	<b>Y4</b>	<b>Y5</b>	<b>Total</b>
<b>Franchise Fee</b>	<b>300,000</b>					
Franchise roll out	2	3	-	-	-	5
<b>Total Roll-out plan</b>	<b>2</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>5</b>
<b>Total Franchise fee for AF</b>	<b>600,000</b>	<b>900,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	
<b>Total Franchisee fees</b>	<b>1,500,000</b>					
<b>Shared with Franchisor</b>	<b>83%</b>					
<b>Up-front collection(INR)</b>	<b>1,250,000</b>					