

**Vivaah franchise P & L sheet**

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5	Remark
Expenditure to obtain a VIVA AH franchise						
Franchise Fee (one time investment Non refundable)	600000.00	0.00	0.00	0.00	0.00	
Travel Cost for VIVA AH experts	150000.00					
Marketing Cost	150000.00	100000.00	100000.00	100000.00	100000.00	
Total	900000.00	100000.00	100000.00	100000.00	100000.00	
Revenue from VIVA AH Franchise estimated sales	<b>10000000.00</b>	<b>12500000.00</b>	<b>15000000.00</b>	<b>25000000.00</b>	<b>35000000.00</b>	based on roughly 3/5 big & 5/7 small weddings in the 1st year and then increase in these numbers year on year
Net income from franchise owner (VIVA AH) to franchisee excluding Government taxes(20% ROYALTY)	<b>2000000.00</b>	<b>2500000.00</b>	<b>3000000.00</b>	<b>5000000.00</b>	<b>7000000.00</b>	
0.20						
<b>Expenditure Bourne by BUSINESS (PCL)</b>						
All Production Cost	as per event	as per event	as per event	as per event	as per event	
Royalty commission in case of hotel tie ups	as per tie ups	as per tie ups	as per tie ups	as per tie ups	as per tie ups	
Staff Salaries Expenses for production only	Franchise mgnt team set in mumbai	Franchise mgnt team set in mumbai	Franchise mgnt team set in mumbai	Franchise mgnt team set in mumbai	Franchise mgnt team set in mumbai	
Transport	as per event	as per event	as per event	as per event	as per event	
Service tax	as per event	as per event	as per event	as per event	as per event	
Marketing costs (National level )	as per city	as per city	as per city	as per city	as per city	
Miscellaneous	as per event	as per event	as per event	as per event	as per event	
Operating expenses	as per event	as per event	as per event	as per event	as per event	
<b>Expenditure Bourne by Franchisee</b>						
					In Thousands	
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	
Staff Salaries Expenses for Sales, Marketing & Off maintenance	360000.00	396000.00	435600.00	479160.00	527076.00	
Marketing costs (Localised mktg thru sms, email, tel calls)	150000.00	100000.00	100000.00	100000.00	100000.00	
Telephone	25000.00	25000.00	25000.00	30000.00	30000.00	
Staff welfare (INCENTIVES)						
Maintenance Office	20000.00	20000.00	20000.00	20000.00	20000.00	for your office computers & aircon
Conveyance for S & M work	36000.00	36000.00	36000.00	36000.00	36000.00	
<b>Total Cost</b>	<b>591000.00</b>	<b>577000.00</b>	<b>616600.00</b>	<b>665160.00</b>	<b>713076.00</b>	
<b>GOP</b>	<b>1409000.00</b>	<b>1923000.00</b>	<b>2383400.00</b>	<b>4334840.00</b>	<b>6286924.00</b>	