	www.GruhSaathi.com BUDGET & CASHFLOW	Assumptions	TOTAL	%	October	November	December	January	February	March	April	May	June	July	August	September
A	TOTAL EXPENSES (B+C)		₹ 52,90,78,000	66.84%												
B	CAPEX		₹ 1,27,78,000	1.61%	₹ 1,88,000	₹ 10,35,000	₹ 28,50,000	₹ 21,00,000	₹ 20,00,000	₹ 20,00,000	₹ 20,00,000	₹ -	₹ -	₹ -	₹ -	₹ -
1	Domain Names Registration & Spaces	One Time - already done	₹ 8,000	0.00%	₹ 3,000											
2	Website & Portal Development	One Time	₹ 1,50,000	0.02%	₹ 75,000	₹ 75,000										
3	Mobile App Development	One Time	₹ 70,000	0.01%	₹ 35,000	₹ 35,000										
4	CRM Software Development	One Time	₹ 1,50,000	0.02%	₹ 75,000	₹ 75,000										
5	Call Centre Setup	One Time	₹ 5,00,000	0.06%		₹ 2,00,000										
6	Very Initial Regional Level Publicity	One Time	₹ 1,00,00,000	1.26%			₹ 20,00,000	₹ 20,00,000	₹ 20,00,000	₹ 20,00,000	₹ 20,00,000					
7	Media Studio & Equipment	One Time	₹ 10,00,000	0.13%		₹ 4,00,000	₹ 4,00,000									
8	Certifications	One Time	₹ 4,00,000	0.05%			₹ 2,00,000	₹ 1,00,000								
9	Facilities Setup, Uniforms (T-Shirt, Caps)	One Time	₹ 5,00,000	0.06%		₹ 2,50,000	₹ 2,50,000									
10	Initial Designing - Logo, Posters, etc.	One Time	₹ 5,00,000	0.06%												
C	OPEX		₹ 51,63,00,000	65.23%	₹ -	₹ 16,00,000	₹ 1,29,50,000	₹ 60,10,000	₹ 1,16,70,000	₹ 1,86,90,000	₹ 2,39,10,000	₹ 2,58,30,000	₹ 2,72,50,000	₹ 2,91,70,000	₹ 3,10,90,000	₹ 3,20,50,000
1	**Events** - Rental, Stalls, Displays, F&B, AV, Lighting, Transport, etc.	Per Event @ Rs. 8,00,000	₹ 4,80,00,000	6.06%				₹ 8,00,000	₹ 32,00,000	₹ 56,00,000	₹ 64,00,000	₹ 64,00,000	₹ 64,00,000	₹ 64,00,000	₹ 64,00,000	₹ 64,00,000
2	Salaries - Corporate & Local Level	@ Rs. 1 Cr. Per Month	₹ 12,00,00,000	15.16%		₹ 6,00,000	₹ 12,00,000	₹ 25,00,000	₹ 48,00,000	₹ 75,00,000	₹ 1,00,00,000	₹ 1,00,00,000	₹ 1,00,00,000	₹ 1,00,00,000	₹ 1,00,00,000	₹ 1,00,00,000
3	Commissions & Other Payouts	15 Cities, 20 Persons at Each City, 8 Bookings per Month, @ Rs. 6000/- per Booking	₹ 17,28,00,000	21.83%				₹ 9,60,000	₹ 19,20,000	₹ 38,40,000	₹ 57,60,000	₹ 76,80,000	₹ 96,00,000	₹ 1,15,20,000	₹ 1,34,40,000	₹ 1,44,00,000
4	National & Regional Branding & Publicity	l.s.	₹ 15,00,00,000	18.95%			₹ 1,00,00,000									
5	Portal & Software (IT) related Expenses	l.s.	₹ 25,00,000	0.32%			₹ 2,50,000	₹ 2,50,000	₹ 2,50,000	₹ 2,50,000	₹ 2,50,000	₹ 2,50,000	₹ 2,50,000	₹ 2,50,000	₹ 2,50,000	₹ 2,50,000
6	Training, Travel & Audit Costs	l.s.	₹ 2,00,00,000	2.53%		₹ 10,00,000	₹ 10,00,000	₹ 10,00,000	₹ 10,00,000	₹ 10,00,000	₹ 10,00,000	₹ 10,00,000	₹ 10,00,000	₹ 10,00,000	₹ 10,00,000	₹ 10,00,000
7	Hiring Expenses	l.s.	₹ 30,00,000	0.38%			₹ 5,00,000	₹ 5,00,000	₹ 5,00,000	₹ 5,00,000	₹ 5,00,000	₹ 5,00,000				
D	TOTAL REVENUE (E+F)		₹ 79,15,00,000	100.00%	₹ -	₹ -	₹ -	₹ 40,00,000	₹ 80,00,000	₹ 1,60,00,000	₹ 2,40,00,000	₹ 3,20,00,000	₹ 4,00,00,000	₹ 4,80,00,000	₹ 5,60,00,000	₹ 6,00,00,000
E	DIRECT REVENUE (Customer Bookings)	@ 27,000 Bookings @ Rs. 25,000/- per Booking	₹ 67,50,00,000	85.28%	₹ -	₹ -	₹ -	₹ 40,00,000	₹ 80,00,000	₹ 1,60,00,000	₹ 2,40,00,000	₹ 3,20,00,000	₹ 4,00,00,000	₹ 4,80,00,000	₹ 5,60,00,000	₹ 6,00,00,000
F	INDIRECT REVENUE	Services to Developers	₹ 11,65,00,000	14.72%												
1	Developer AES Consulting	@ 100 Developers @ Rs. 5,00,000	₹ 5,00,00,000	6.32%			₹ 50,00,000	₹ 50,00,000	₹ 50,00,000	₹ 50,00,000	₹ 50,00,000	₹ 50,00,000	₹ 50,00,000	₹ 50,00,000	₹ 50,00,000	₹ 50,00,000
2	Developer Legal & Approval Consulting	@ 20 Developers @ Rs. 2,00,000	₹ 40,00,000	0.51%			₹ 4,00,000	₹ 4,00,000	₹ 4,00,000	₹ 4,00,000	₹ 4,00,000	₹ 4,00,000	₹ 4,00,000	₹ 4,00,000	₹ 4,00,000	₹ 4,00,000
3	Commission from Material Sourced for Developers	@ 30 Developers @ Rs. 20,00,000	₹ 6,00,00,000	7.58%				₹ 40,00,000	₹ 40,00,000	₹ 40,00,000	₹ 40,00,000	₹ 40,00,000	₹ 40,00,000	₹ 40,00,000	₹ 40,00,000	₹ 40,00,000
4	Service Providers Channelising	l.s.	₹ 25,00,000	0.32%												
G	GROSS PROFIT (D-A)		₹ 26,24,22,000	33.16%												