

Profit & Loss	Year 1					Year 2					Year 3					Year 4				
	Q1	Q2	Q3	Q4	EOY1	Q1	Q2	Q3	Q4	EOY	Q1	Q2	Q3	Q4	EOY	Q1	Q2	Q3	Q4	EOY
Total Revenue After Phase 3 (Cr)	0.00	0.03	0.07	0.34	0.44	1.20	3.72	9.01	18.67	32.60	33.34	54.60	78.73	106.92	273.60	139.16	175.45	215.80	260.20	790.61
Total Expenses(Cr)	4.04	4.14	7.55	11.90	27.64	11.69	13.44	16.31	20.50	61.94	26.38	33.93	40.40	47.34	148.06	54.39	62.34	70.75	79.66	267.14
Projected PBT	-4.04	-4.11	-7.48	-11.56	-27.20	-10.49	-9.72	-7.30	-1.84	-29.34	6.96	20.67	38.33	59.58	125.54	84.77	113.11	145.05	180.53	523.46
Adjusted P/L after Set Off					-27.20					-56.55					68.99					523.46
TAX					0					0					17.25					157.04
PAT					-27.20					-56.55					51.74					366.42
Share of Investor ( Assuming															12.94					91.61

CALCULATING RETURN ON INVESTMENT (SIMPLE INTERST METHOD )					
PERIOD	INVESTMENT	RATE OF RETURN	PERIOD	RETURN ( SI )	PROFIT SHARE ( AFTER SETTING OFF LOSSES )
1ST YEAR	30	34.80%	4	41.76	0
2ND YEAR	60	34.80%	3	62.64	0
3RD YEAR	0				12.94
4TH YEAR	0				91.61
TOTAL PAYBACK ( ASSUMING 25% SHARE )				104.40	104.54

Calculation of NPV				
PERIOD	Outflow	Inflow	Cash Flow	Present Value
0	-30		-30	-30
1	-60	-27.20	-87.20	-63.605
2	0	-56.55	-56.55	-30.084
3	0	51.74	51.74	20.0792
4	0	366.42	366.42	103.713
			<b>Total</b>	0.10313

Interest 37.10%

Calculation of IRR			
PERIOD	Outflow	Inflow	Cash Flow
0	-30		-30
1	-60	-27.20	-87.2
2	0	-56.55	-56.55
3	0	51.74	51.744
4	0	366.42	366.42
		<b>IRR</b>	37.14%

Master Worksheet Computing All Revenue Projection

	Comments	Parameters	Year 1				Year 2				
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
<b>Sales Team Deployment Plan</b>											
	Kolkata		6	6	6	6	6	6	6	6	
	Bangalore				2	4	6	8	10	12	
	NCR				2	4	6	8	10	12	
	Chennai					2	4	6	8	10	
	Mumbai					2	4	6	8	10	
	<b>Total Partner Acquisition Staff Count</b>		6	6	10	18	26	34	42	50	
	<b>Partner Acquisition Staff Perf / Month</b>		1	1	2	2	3	3	3	3	
	<b>Acquired Partner Count</b>		18	18	60	108	234	306	378	450	
	<b>Cumulative Partner Counts</b>		18	36	96	204	438	744	1,122	1,572	
	<b>Partner's Yield/Month</b>		1	1	2	3	4	5	6	7	
	<b>Acquired Client Count</b>		0	54	108	576	1,836	5,256	11,160	20,196	
	<b>Cumulative Client Count</b>		0	54	162	738	2,574	7,830	18,990	39,186	
<b>Revenue Projections</b>											
<b>Revenue from Partner Onboarding for Company</b>											
<b>Revenue from Onboarding of Clients</b>											
	<b>Revenue from Onboarding/Store</b>		5000	5000	5000	5000	5000	5000	5000	5000	
	<b>Total Revenue from Onboarding</b>	To Partner	50.0%	0	135,000	270,000	1,440,000	4,590,000	13,140,000	27,900,000	50,490,000
		To Company	50.0%	0	135,000	270,000	1,440,000	4,590,000	13,140,000	27,900,000	50,490,000
<b>Revenue from Sales of Hardware</b>											
	<b>Revenue from Sale of Hardware</b>	Printer									
		POS									
		WiFi Access Point									
		Internet Connection									
		Thermal Paper									
		Security Camera									
		AMC									
		Total									
<b>Revenue from Delivery</b>											
	<b>Average # of Delivery/Day</b>		5	5	5	5	5	5	5	5	
	<b>Revenue Per Delivery (3Km Max/10KG/Max)</b>		30	30	30	30	30	30	30	30	
	<b>Number of Delivery Persons</b>		5	7	11	30	91	266	638	1,312	
	<b>Revenue from Delivery</b>	To Partner	90.0%	0	656,100	1,968,300	8,966,700	31,274,100	95,134,500	230,728,500	476,109,900
		To Company	10.0%	0	72,900	218,700	996,300	3,474,900	10,570,500	25,636,500	52,901,100

Master Worksheet Computing All Revenue Projection

	Comments	Parameters	Year 1				Year 2			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Revenue from Software Usage</b>										
Average Ticket Size of Delivery			500	500	500	500	500	500	500	500
Delivery GMV			0	12,150,000	36,450,000	166,050,000	579,150,000	1,761,750,000	4,272,750,000	8,816,850,000
Revenue from Software Usage	To Partner	0.5%	0	60,750	182,250	830,250	2,895,750	8,808,750	21,363,750	44,084,250
	To Company	0.5%	0	60,750	182,250	830,250	2,895,750	8,808,750	21,363,750	44,084,250
<b>Total Revenue of Ecosystem</b>										
All Partners/Q			0	851,850	2,420,550	11,236,950	38,759,850	117,083,250	279,992,250	570,684,150
Per Partner/Q			0	23,663	25,214	55,083	88,493	157,370	249,547	363,031
Company			0	268,650	670,950	3,266,550	10,960,650	32,519,250	74,900,250	147,475,350
Partner (Cr)			0	0	0	1	4	12	28	57
Company (Cr)			0	0	0	0	1	3	7	15
Total/Q (Cr)			0	0	0	1	5	15	35	72
Total/Year (Cr)						2				127
<b>Phase 2 - Additional Revenue</b>	We propose increase profitability of Partner by helping them to migrate tp EV for frothier Staffs. We have in advance stage of partnership with an EV Manufacturing Com									
<b>Phase 3 - Additional Revenue</b>	To start with we focus on enabling just online ordering from local business 99% of which does not have Inven									
<b>Revenue from Core Software Sale</b>										
% of Clients Adopting our POS			0%	0%	1%	2%	4%	6%	8%	10%
% of POS Adopters Adopting our Inventory			50%	50%	50%	50%	50%	50%	50%	50%
Revenue from POS/Client/Month			2500	2500	2500	2500	2500	2500	2500	2500
Revenue from Inventory/Month/Client			10000	10000	10000	10000	10000	10000	10000	10000
Revenue from POS Clients	To Partner	20.0%	0	0	2,430	22,140	154,440	704,700	2,278,800	5,877,900
	To Company	80.0%	0	0	9,720	88,560	617,760	2,818,800	9,115,200	23,511,600
Revenue from Inventory/Client/Month	To Partner	20.0%	0	0	4,860	44,280	308,880	1,409,400	4,557,600	11,755,800
	To Company	80.0%	0	0	6,480	59,040	411,840	1,879,200	6,076,800	15,674,400
Total Revenue After Phase 3 (Cr)	To Partner		0	0	0	1	4	12	29	59
	To Company		0	0	0	0	1	4	9	19
Total Partners' Revenue /Q (Cr)			0	0	0	2	8	24	57	116
Revenue/Q/Partner (L)			0	0.47325	0.505040625	1.104917647	1.780434247	3.175814516	5.051879679	7.37278626

	Comments	Parameters	Year 3				Year 4			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Sales Team Deployment Plan</b>										
	Kolkata		6	6	6	6	6	6	6	6
	Bangalore		12	12	12	12	12	12	12	12
	NCR		12	12	12	12	12	12	12	12
	Chennai		12	12	12	12	12	12	12	12
	Mumbai		12	12	12	12	12	12	12	12
	<b>Total Partner Acquisition Staff Count</b>		54	54	54	54	54	54	54	54
	<b>Partner Acquisition Staff Perf / Month</b>		3	3	3	3	3	3	3	3
	<b>Acquired Partner Count</b>		486	486	486	486	486	486	486	486
	<b>Cumulative Partner Counts</b>		2,058	2,544	3,030	3,516	4,002	4,488	4,974	5,460
	<b>Partner's Yield/Month</b>		8	8	8	8	8	8	8	8
	<b>Acquired Client Count</b>		33,012	49,392	61,056	72,720	84,384	96,048	107,712	119,376
	<b>Cumulative Client Count</b>		72,198	121,590	182,646	255,366	339,750	435,798	543,510	662,886
<b>Revenue Projections</b>										
<b>Revenue from Partner Onboarding for Company</b>										
<b>Revenue from Onboarding of Clients</b>										
	<b>Revenue from Onboarding/Store</b>		5000	5000	5000	5000	5000	5000	5000	5000
	<b>Total Revenue from Onboarding</b>									
	To Partner	50.0%	82,530,000	123,480,000	152,640,000	181,800,000	210,960,000	240,120,000	269,280,000	298,440,000
	To Company	50.0%	82,530,000	123,480,000	152,640,000	181,800,000	210,960,000	240,120,000	269,280,000	298,440,000
<b>Revenue from Sales of Hardware</b>										
	<b>Revenue from Sale of Hardware</b>									
	Printer									
	POS									
	WiFi Access Point									
	Internet Connection									
	Thermal Paper									
	Security Camera									
	AMC									
	Total									
<b>Revenue from Delivery</b>										
	<b>Average # of Delivery/Day</b>		5	5	5	5	5	5	5	5
	<b>Revenue Per Delivery (3Km Max/10KG/Max)</b>		30	30	30	30	30	30	30	30
	<b>Number of Delivery Persons</b>		2,412	4,058	6,094	8,518	11,330	14,532	18,122	22,102
	<b>Revenue from Delivery</b>									
	To Partner	90.0%	877,205,700	1,477,318,500	2,219,148,900	3,102,696,900	4,127,962,500	5,294,945,700	6,603,646,500	8,054,064,900
	To Company	10.0%	97,467,300	164,146,500	246,572,100	344,744,100	458,662,500	588,327,300	733,738,500	894,896,100

	Comments	Parameters	Year 3				Year 4			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Revenue from Software Usage</b>										
Average Ticket Size of Delivery			500	500	500	500	500	500	500	500
Delivery GMV			16,244,550,000	27,357,750,000	41,095,350,000	57,457,350,000	76,443,750,000	98,054,550,000	122,289,750,000	149,149,350,000
Revenue from Software Usage	To Partner	0.5%	81,222,750	136,788,750	205,476,750	287,286,750	382,218,750	490,272,750	611,448,750	745,746,750
	To Company	0.5%	81,222,750	136,788,750	205,476,750	287,286,750	382,218,750	490,272,750	611,448,750	745,746,750
<b>Total Revenue of Ecosystem</b>										
All Partners/Q			1,040,958,450	1,737,587,250	2,577,265,650	3,571,783,650	4,721,141,250	6,025,338,450	7,484,375,250	9,098,251,650
Per Partner/Q			505,811	683,014	850,583	1,015,866	1,179,695	1,342,544	1,504,699	1,666,346
Company			261,220,050	424,415,250	604,688,850	813,830,850	1,051,841,250	1,318,720,050	1,614,467,250	1,939,082,850
Partner (Cr)			104	174	258	357	472	603	748	910
Company (Cr)			26	42	60	81	105	132	161	194
Total/Q (Cr)			130	216	318	439	577	734	910	1,104
Total/Year (Cr)						1,103				3,325
<b>Phase 2 - Additional Revenue</b>	We propose increapany for enabling EMI scheme for our partners. EV will decrease the delivery cost by 1 order allowing us to increase our share from delivery revenue									
<b>Phase 3 - Additional Revenue</b>	itory Software. So in phase 2 we start Value-Added Reselling of our core Inventory Software +POS and this is where we start serious value generation									
<b>Revenue from Core Software Sale</b>										
% of Clients Adopting our POS			10%	10%	10%	10%	10%	10%	10%	10%
% of POS Adopters Adopting our Inventory			50%	50%	50%	50%	50%	50%	50%	50%
Revenue from POS/Client/Month			2500	2500	2500	2500	2500	2500	2500	2500
Revenue from Inventory/Month/Client			10000	10000	10000	10000	10000	10000	10000	10000
Revenue from POS Clients	To Partner	20.0%	10,829,700	18,238,500	27,396,900	38,304,900	50,962,500	65,369,700	81,526,500	99,432,900
	To Company	80.0%	43,318,800	72,954,000	109,587,600	153,219,600	203,850,000	261,478,800	326,106,000	397,731,600
Revenue from Inventory/Client/Month	To Partner	20.0%	21,659,400	36,477,000	54,793,800	76,609,800	101,925,000	130,739,400	163,053,000	198,865,800
	To Company	80.0%	28,879,200	48,636,000	73,058,400	102,146,400	135,900,000	174,319,200	217,404,000	265,154,400
Total Revenue After Phase 3 (Cr)	To Partner		107	179	266	369	487	622	773	940
	To Company		33	55	79	107	139	175	216	260
Total Partners' Revenue /Q (Cr)			211	353	524	726	960	1,225	1,521	1,849
Revenue/Q/Partner (L)			10.27408163	13.87535377	17.28291089	20.64414676	23.97593703	27.28784759	30.58570567	33.87326374

Burn Rate																
Burn Rate /Quarter	Year 1				Year 2				Year 3				Year 4			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Marketing</b>	1.67	1.68	4.70	7.81	8.14	8.98	10.46	12.72	15.97	20.08	23.02	25.96	28.91	31.86	34.82	37.78
<b>HR</b>	1.71	1.71	1.95	2.30	2.87	3.73	5.02	6.77	9.10	12.10	15.08	18.42	22.12	26.25	30.74	35.62
<b>Software</b>	0.66	0.66	0.66	0.67	0.68	0.73	0.83	1.01	1.31	1.75	2.30	2.96	3.36	4.22	5.19	6.27
<b>Revenue Loss</b>	0.00	0.09	0.24	1.12												
<b>Total Burn Rate (Cr)</b>	4.04	4.14	7.55	11.90	11.69	13.44	16.31	20.50	26.38	33.93	40.40	47.34	54.39	62.34	70.75	79.66

Revenue Projection Brief

Revenue Streams (L)	Split	Year 1				Year 2				Year 3				Year 4			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Company's Revenue from Partner Onboarding	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Partner's Revenue from Client Enrolment (L)	50.0%	0	1	3	14	46	131	279	505	825	1,235	1,526	1,818	2,110	2,401	2,693	2,984
Company's Revenue from Client Enrolment (L)	50.0%	0	1	3	14	46	131	279	505	825	1,235	1,526	1,818	2,110	2,401	2,693	2,984
Partner's Revenue from Delivery(L)	90.0%	0	7	20	90	313	951	2,307	4,761	8,772	14,773	22,191	31,027	41,280	52,949	66,036	80,541
Company's Revenue from Delivery (L)	10.0%	0	1	2	10	35	106	256	529	975	1,641	2,466	3,447	4,587	5,883	7,337	8,949
Partner's Revenue Hardware Sale(L)	100%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Company's Revenue from Hardware Sale (L)	0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Partner's Revenue Software Usage Fees(L)	50.0%	0	1	2	8	29	88	214	441	812	1,368	2,055	2,873	3,822	4,903	6,114	7,457
Company's Revenue from Usage Fees (L)	50.0%	0	1	2	8	29	88	214	441	812	1,368	2,055	2,873	3,822	4,903	6,114	7,457
Partner's Revenue from Sale of PoS (L)	20.0%	0	0	0	0	2	7	23	59	108	182	274	383	510	654	815	994
Company's Revenue from Sale of PoS (L)	80.0%	0	0	0	1	6	28	91	235	433	730	1,096	1,532	2,039	2,615	3,261	3,977
Partner's Revenue from Sale of Inventory (L)	20.0%	0	0	0	0	3	14	46	118	217	365	548	766	1,019	1,307	1,631	1,989
Company's Revenue from Sale of Inventory (L)	80.0%	0	0	0	1	4	19	61	157	289	486	731	1,021	1,359	1,743	2,174	2,652
<b>Total Revenue to Partners</b>		0	9	24	113	392	1,192	2,868	5,883	10,734	17,923	26,595	36,867	48,740	62,214	77,290	93,966
<b>Total Revenue to Company</b>		0	3	7	34	120	372	901	1,867	3,334	5,460	7,873	10,692	13,916	17,545	21,580	26,020
<b>Partner:Company</b>	NA	3	4	3		3	3	3	3	3	3	3	3	4	4	4	4

Partner Onboarding Scheme

			Year 1				Year 2			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Partner Onboarding Session</b>			10	10	10	10	10	10	10	10
<b>Partner Admission Tickets</b>	Includes Dinner/Alcohol		0	0	500	500	1,000	1,000	1,000	1,000
<b>Max Number of Tickets /Session</b>			100	100	100	100	100	100	100	100
<b>Collections from Tickets</b>			0	0	500,000	500,000	1,000,000	1,000,000	1,000,000	1,000,000
<b>Zone on Auction/Every / Session</b>			5	5	5	5	5	5	5	5
<b>Average Booking Price /Zip/Year</b>	Rural	Reserve Price	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
	Urban	Reserve Price	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000
	Metro	Reserve Price	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000



		Year 3				Year 4			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Partner Onboarding Session</b>		10	10	10	10	10	10	10	10
<b>Partner Admission Tickets</b>	Includes Dinner/Alcohol	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
<b>Max Number of Tickets /Session</b>		100	100	100	100	100	100	100	100
<b>Collections from Tickets</b>		1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
<b>Zone on Auction/Every / Session</b>		5	5	5	5	5	5	5	5
<b>Average Booking Price /Zip/Year</b>	Rural	Reserve Price	10,000	10,000	10,000	10,000	10,000	10,000	10,000
	Urban	Reserve Price	25,000	25,000	25,000	25,000	25,000	25,000	25,000
	Metro	Reserve Price	100,000	100,000	100,000	100,000	100,000	100,000	100,000

				Marketing Cost Detailed									
0				Year 1				Year 2					
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
<b>Offline</b>		Slot/Size	Rate	Exposures/Day									
<b>TV/Radio</b>	National/Regional	10 Sec	10000	10	10	30	50	50	50	50	50	50	50
		Cost		9,000,000	9,000,000	27,000,000	45,000,000	45,000,000	45,000,000	45,000,000	45,000,000	45,000,000	45,000,000
<b>News Paper</b>	Regional/National	1/8 Page	1000000	6	6	18	30	30	30	30	30	30	30
		Cost		6,000,000	6,000,000	18,000,000	30,000,000	30,000,000	30,000,000	30,000,000	30,000,000	30,000,000	30,000,000
<b>BTL</b>	Local News Paper Inserts	A5	0.5	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
	Handouts in Marketplaces												
	Apartment												
<b>Signage</b>			Count	0	54	108	576	1,836	5,256	11,160	20,196		
	Banners for every shop	1000	Cost	0	54,000	108,000	576,000	1,836,000	5,256,000	11,160,000	20,196,000		
	Electric Hangouts	1500	Cost	0	81,000	162,000	864,000	2,754,000	7,884,000	16,740,000	30,294,000		
<b>T-Shirts</b>	for Delivery New Boys		Count	5	2	9	21	70	196	442	870		
	Staff of Partners		Count	18	18	60	108	234	306	378	450		
	Our Sales & Support Staff		Count	9	0	13	7	25	25	55	74		
			Total #	32	20	82	136	329	527	875	1,394		
			T Shirt Cost	6,400				65,800					
<b>Events</b>													
<b>Partner Onboarding Evnets</b>				3	3	3	3	3	3	3	3	3	3
			Rate/Event	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000
			Total	600,000	600,000	600,000	600,000	600,000	600,000	600,000	600,000	600,000	600,000
<b>Digital</b>													
<b>Facebook</b>				1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
<b>Google Ad Words</b>													
<b>YouTube</b>													
<b>Twitter</b>													
<b>Instagram</b>													
	<b>Total Cost</b>			16,706,400	16,835,000	46,970,000	78,140,000	81,355,800	89,840,000	104,600,000	127,190,000		
	<b>Total Cost (Cr)</b>			2	2	5	8	8	9	10	13		

0				Year 3				Year 4				
				Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
<b>Offline</b>												
		Slot/Size	Rate									
<b>TV/Radio</b>	National/Regional	10 Sec	10000	50	50	50	50	50	50	50	50	50
		Cost		45,000,000	45,000,000	45,000,000	45,000,000	45,000,000	45,000,000	45,000,000	45,000,000	45,000,000
<b>News Paper</b>	Regional/National	1/8 Page	1000000	30	30	30	30	30	30	30	30	30
		Cost		30,000,000	30,000,000	30,000,000	30,000,000	30,000,000	30,000,000	30,000,000	30,000,000	30,000,000
<b>BTL</b>	Local News Paper Inserts	A5	0.5	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
	Handouts in Marketplaces											
	Apaprments											
<b>Signage</b>			Count	33,012	49,392	61,056	72,720	84,384	96,048	107,712	119,376	
	Banners for every shop	1000	Cost	33,012,000	49,392,000	61,056,000	72,720,000	84,384,000	96,048,000	107,712,000	119,376,000	
	Electric Hangouts	1500	Cost	49,518,000	74,088,000	91,584,000	109,080,000	126,576,000	144,072,000	161,568,000	179,064,000	
<b>T-Shirts</b>	for Delivery New Boys		Count	1,542	2,516	3,578	4,940	6,390	8,142	9,980	12,122	
	Staff of Partners		Count	486	486	486	486	486	486	486	486	
	Our Sales & Support STaff		Count	125	173	247	318	416	510	632	748	
			Total #	2,153	3,175	4,311	5,744	7,292	9,138	11,098	13,356	
			T Shirt Cost	430,600	635,000	862,200	1,148,800	1,458,400	1,827,600	2,219,600	2,671,200	
<b>Events</b>												
<b>Partner Onboarding Evnets</b>				3	3	3	3	3	3	3	3	3
			Rate/Event	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000
			Total	600,000	600,000	600,000	600,000	600,000	600,000	600,000	600,000	
<b>Digital</b>												
<b>Facebook</b>				1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	
<b>Google Ad Words</b>												
<b>YouTube</b>												
<b>Twitter</b>												
<b>Instagram</b>												
	<b>Total Cost</b>			159,660,600	200,815,000	230,202,200	259,648,800	289,118,400	318,647,600	348,199,600	377,811,200	
	<b>Total Cost (Cr)</b>			16	20	23	26	29	32	35	38	

### Marketing Cost Calculations Brief

	Year 1				Year 2				Year 3				Year 4			
in Lakh	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>TV/Radio</b>	90	90	270	450	450	450	450	450	450	450	450	450	450	450	450	450
<b>News Paper</b>	60	60	180	300	300	300	300	300	300	300	300	300	300	300	300	300
<b>BTL</b>	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
<b>Signage</b>	0	1	3	14	46	131	279	505	825	1,235	1,526	1,818	2,110	2,401	2,693	2,984
<b>T-Shirts</b>	0	0	0	0	1	0	0	0	4	6	9	11	15	18	22	27
<b>Partner Onboarding Evnets</b>	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
<b>Digital Marketing</b>	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
<b>Total</b>	167	168	470	781	814	898	1,046	1,272	1,597	2,008	2,302	2,596	2,891	3,186	3,482	3,778
<b>Total (Cr)</b>	2	2	5	8	8	9	10	13	16	20	23	26	29	32	35	38