

CAPITAL INVESTMENT			
S.No	Description	Nos	Cost
1	Assembly line	4	₹ 12,950,000
2	Molding machine (160T- 3 Nos, 120T-2 Nos, 86 T-1 No) cost, list attached	6	₹ 11,400,000
3	Cost of misc molding shop		₹ 7,870,345
4	Cost of All Tool room machines list attached	7	₹ 2,504,000
5	Contengencies		₹ 9,588,750
6	monthly cash flow required		₹ 11,616,875
7	Advertisement brand building		₹ 662,250
	Total Investment		₹ 56,592,220

MONTHLY EXPENSIS			
1	Tentative Manpower cost Monthly		₹ 5,413,125
2	Tentative cost of electricity PM		₹ 600,375
3	Tentative RM Buying PM (ABS@140, POM@180,PA@380, PC@190, Brush matr@100)		₹ 5,403,375
4	rent		₹ 200,000
	Total monthly expenses		₹ 11,616,875

profit considering 1500 each production PM

₹ 4,360,250

considering old valuation 9 cr

Breakeven

months req
for payback

34

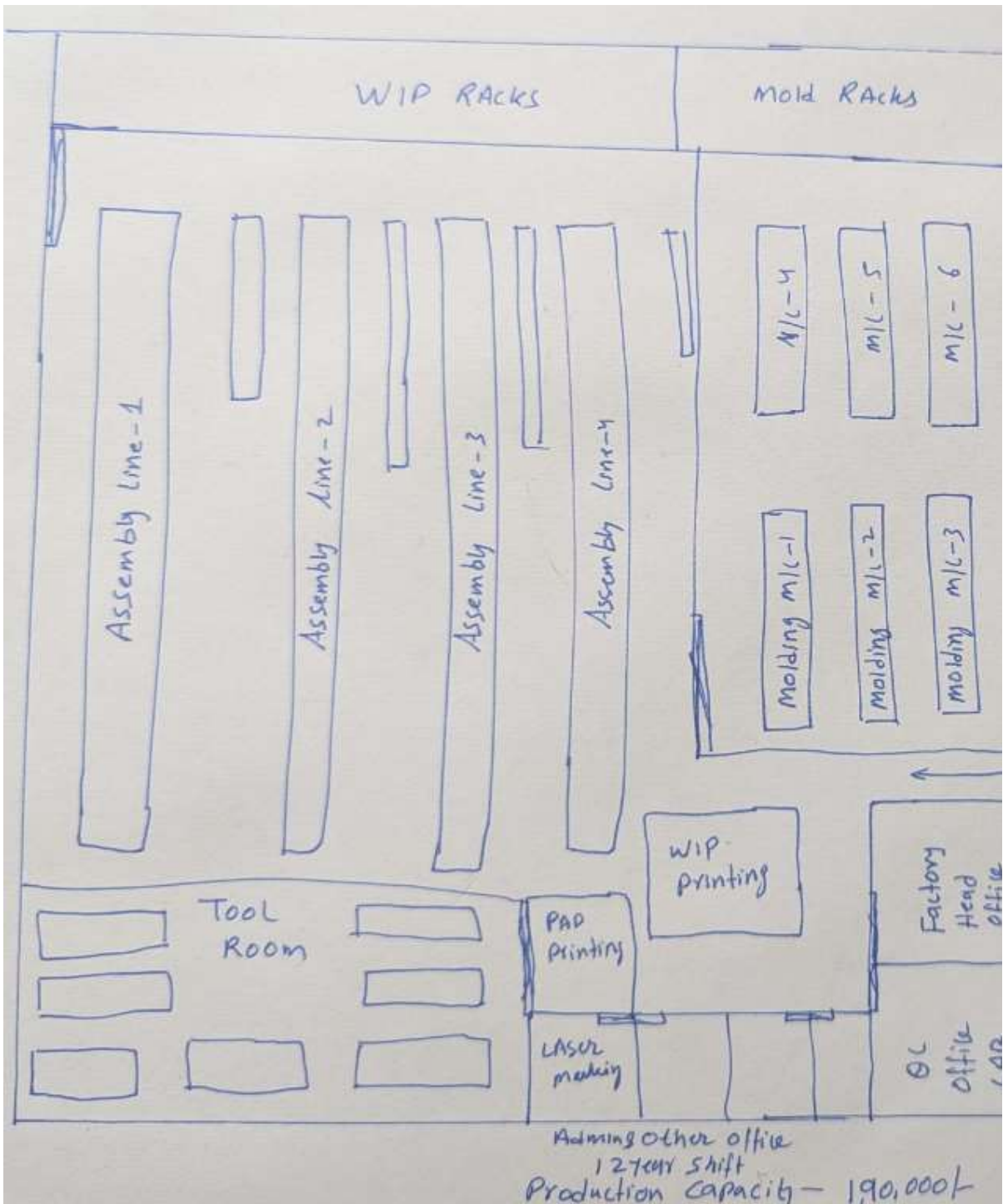
Man Power Cost				
Particular	Nos.	Cost / Year /person	Manpower INR (Lacs) YEAR	Manpower INR(LACS) MONTH
Manager Production	1	12.00	12.00	1.00
Assembly line incharge	1	9.60	9.60	0.80
Production Supervisor	4	4.00	16.00	1.33
operator Assembly	120	2.16	259.20	21.60
Store and Dispatch Supervisor	1	4.00	4.00	0.33
1) Operator Skilled- Machine	12	3.60	43.20	3.60
2) Helper	10	2.16	21.60	1.80
Manager Tool room	1	4.80	4.80	0.40
Helper/Operator tool room	2	3.00	6.00	0.50
QC Manager	1	4.80	4.80	0.40
Q.C. Engineer Incoming	2	3.00	6.00	0.50
Q.C. Engineer Process	4	3.00	12.00	1.00
Q.C. Engineer Outgoing	2	3.00	6.00	0.50
Asst. HR	1	3.60	3.60	0.30
Adm. & Commercial Staff	3	3.00	9.00	0.75
Other Assistant-Housekeeping/Office Boy	3	2.16	6.48	0.54
Security	4	3.00	12.00	1.00
Purchase Assistant	1	3.60	3.60	0.30
Asst. Manager-Maintenance	1	3.60	3.60	0.30
Maintenance Supervisor	2	3.00	6.00	0.50
Head Marketing	2	12.00	24.00	2.00
Content writer	2	3.00	6.00	0.50
Graphic Designer	4	3.00	12.00	1.00
e commerce	2	4.80	9.60	0.80
marketing team	20	4.80	96.00	8.00
Total	206		443.48	49.76
Contingency Cost 10%			44.35	4.98
Total Man power cost			487.83	5,473,233

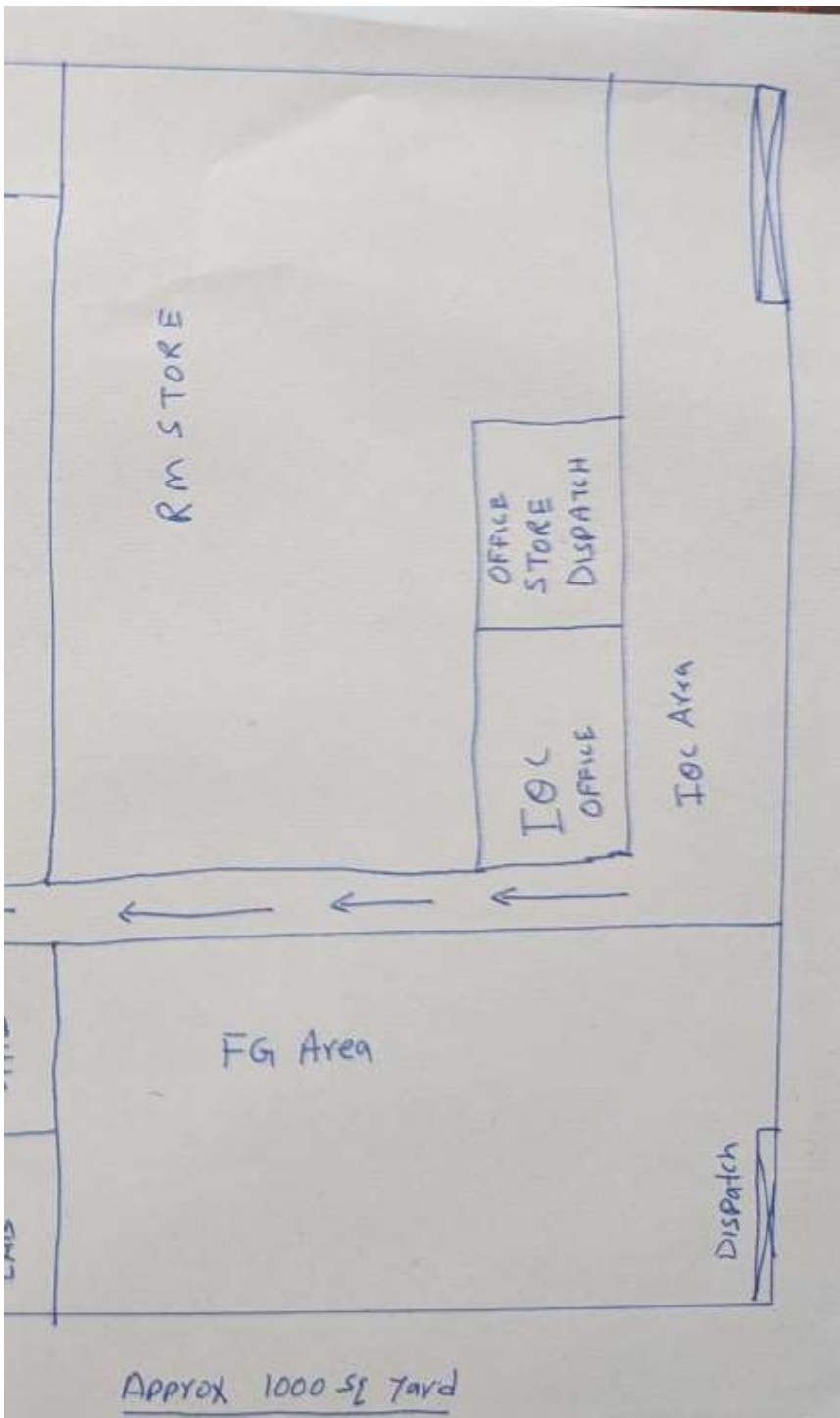
Rise	Master List Of Machine	
S. No	Machine Name	Budgetery Price(Rs)
1	line material	₹540,000
2	Electrical connection	₹500,000
3	conveyor line	₹800,000
4	Tray line	₹240,000
5	Fixtures lines	₹200,000
6	Automatic screw driver(15kx20)	₹300,000
7	Automatic soldering station(15k*20)	₹300,000
8	Normal soldering station	₹30,000
9	sitting stool(120X2k)	₹240,000
10	HS LED diffusing	₹5,000
11	HS Performance Test 60 station	₹350,000
12	HS HV tester	₹50,000
13	HS Intermitency tester	₹50,000
14	HD high Voltage Tester	₹50,000
15	HD hypo Tester	₹70,000
16	HD Performance 36 station	₹550,000
17	Charging Panel 1	₹12,000
18	Charging Panel 2	₹12,000
19	Charging Panel 3	₹12,000
20	Charging Panel 4	₹12,000
21	Charging Panel 5	₹12,000
22	Pad Printing Machine	₹150,000
23	Pad Printing Machine	₹200,000
24	LT Panel	₹110,000
25	Servo Stabilizer	₹200,000
26	Compressor	₹350,000
27	Dryer	₹35,000
28	Air Reciever	₹10,000
29	Fire Hydrant pump with point	₹45,000
30	Trimmer Diffusing Fixture	₹5,000

31	DG Set	₹1,550,000
32	Transformer	₹65,000
33	RO Plant	₹85,000
34	Goods Lift	₹250,000
35	Passenger Lift	₹600,000
36	HD Wattage and Hammer Testing	₹35,000
37	Bursting Strength Tester	₹65,000
38	Salt Spray Chamber	₹55,000
39	Bottle filler	₹15,000
40	HS Performance Test 60 station	₹750,000
41	HS-HV Tester	₹35,000
42	HS Intermittency tester	₹40,000
43	Laser printing machine	₹380,000
44	Motor Fan Assembly Fixture	₹5,000
45	HS Endurance 4 station	₹300,000
46	HS Switch Endurance	₹200,000
47	HS hinge Endurance	₹45,000
48	HS Swivel Flex 4 station	₹180,000
49	HS Coating Test 4 station	₹190,000
50	HD Endurance 4 station	₹280,000
51	HD Switch Endurance	₹280,000
52	HD Flexing 2 station	₹300,000
53	Hair Dryer Handle Endurance	₹200,000
54	Salt Spray Chamber	₹180,000
55	Humidity Chamber	₹50,000
56	Hot Air Oven	₹50,000
57	Variable Voltage Supply	₹860,000
58	High Voltage Tester	₹45,000
59	Noise testing chamber	₹220,000
60	BIS instrument	₹200,000
61	Total	₹12,950,000

S.no.	Description	Quantity	Net Price	Total Price	Remarks
1	MA 1600/570G II A type PC screw and Bimetallic Barrel	3	1,800,000	₹5,400,000	1 machine with Bimetallic Barrel
2	MA 1200/400G II A type PC screw	2	1,900,000	₹3,800,000	approx depend upon area
3	MA 860/280G II A type PC screw	1	2,200,000	₹2,200,000	1 machine with Bimetallic Barrel
Total				₹11,400,000	
4	MOULD TEMPERATURE CONTROL	2	100000	₹200,000	
6	EOT crane 5 ton	1	1,000,000	₹1,000,000	
7	HOT AIR DRYER WITH LOADER (FOR 150 T - 4 NOS.)	1	610037	₹610,037	Cost include 4set
8	HOT AIR DRYER WITH LOADER (FOR 50 T - 1 NO. & 120 T - 3 NOS.)	1	543308	₹543,308	Cost include 4 set
9	Cooling Tower 200TR		200000	₹200,000	
10	Mold Storage Racks		₹300,000	₹300,000	
11	Material Storage Racks		₹150,000	₹150,000	
12	Runner Granulator	3	55000	₹165,000	For different grade materials
13	Heavy duty Granulator	1	100000	₹100,000	For hard material like GF mixed Nylon
14	Oven 10KG	1	250000	₹250,000	
15	Hydraulic Stacker 2Ton	2	50000	₹100,000	
17	SMED Trolley	4	13000	₹52,000	
18	Mold clamping systems				
19	Mold positioning systems				
20	Magnetic clamp				
21	Pneumatic clamp				
22	Ejecting systems				
23	Material handling				
24	Material conveying machine				
25	Material dehumidifying and drying				
26	Coloured Mixer				
27	Central intelligent system solutions				
28	Part weighing scales				
29	Heating cooling equipment				
30	Water assist device				
31	water piping & pneumatic lines			₹200,000	
33	Furniture & Fixture and Partitions			₹300,000	
35	Computers and Laptops			₹200,000	
36	TATA CHOTA hathi (Provision for Driver)			₹600,000	
37	CC TV Camaras			₹200,000	
38	Fire Extigushers			₹200,000	
39	EPBX and Other Office Equipments			₹200,000	
40	Air Conditioners			₹200,000	
41	Other Pantry & Security Equipments			₹100,000	
43	Factory License/Pollution Consent/Licenses & Registration Fee				
Sub Total of other plant assencials				₹7,870,345	
Total				₹19,270,345	

S.no.	Machine for mold maintenance	Quantity	Net Price	Total Price	Remarks
1	Surface grinder Machine	1	200000	₹200,000	
2	Radial Drilling Machine	1	65000	₹65,000	
3	Vertical Milling Machine	1	250000	₹250,000	Second phase
4	Lathe	1	250000	₹250,000	Second phase
5	EDM	1	1200000	₹1,200,000	Second phase
6	Assecories for above machinery	1	100000	₹100,000	Second phase
7	Ultrasonic Cleaning machine	1	160000	₹160,000	
8	De- scaling Machine	1	150000	₹150,000	
9	Pneumatic Impact Wrench	5	4000	₹20,000	
10	TIG Welding/ Laser Welding Machine	1	20000	₹20,000	
11	Hydraulic Power pack	5	12000	₹60,000	
12	Laser gun/ Thermal Imaging camera	1	1000	₹1,000	
13	Mould Coolant Flow Meter (LPM Check)	2	6500	₹13,000	
14	Tool Trolley for Maintenance	1	15000	₹15,000	
Total				₹2,504,000	
Miscellanious Contingency				1,500,000.00	
				₹23,274,345	





Approx 1000 sq yard

Marketing strategy Pan India				
ASM will find super stockist every district, then stockist in area than distributor locality wise on				
ASM	catering complete state	Urban Young Adult population 2001	potential sale (crore)	Nos of distributor
1	Bihar	8681800	173.64	1736
2	Chandigarh	808515	16.17	162
3	Chattisgarh	295581	5.91	59
4	Delhi	12905780	258.12	2581
5	Goa	670577	13.41	134
6	Gujarat	18930250	378.61	3786
7	Haryana	6115304	122.31	1223
8	Himachal Pradesh	595581	11.91	119
9	Jammu and Kashmir	2516638	50.33	503
10	Jharkhand	295581	5.91	59
11	Karnataka	17961529	359.23	3592
12	Kerala	8266925	165.34	1653
13	Madhya Pradesh	15967145	319.34	3193
14	Maharashtra	41100980	822.02	8220
15	Odisha	5517238	110.34	1103
16	Punjab	8262511	165.25	1653
17	Rajasthan	13214375	264.29	2643
18	Uttar Pradesh	34539582	690.79	6908
19	Uttarakhand	295581	5.91	59
20	West Bengal	24539582	490.79	4908
	Total			44296

time required 3 year




Phase-2

- Andaman and Nicobar Islands
- Andhra Pradesh
- Arunachal Pradesh
- Assam
- Dadra and Nagar Haveli and Daman and Diu
- Ladakh
- Lakshadweep
- Manipur
- Meghalaya
- Mizoram
- Nagaland
- Tamil Nadu
- Telangana
- Tripura
- Puducherry
- Sikkim

MRP Choos

Selling Price 50.0% Discount Choos

Enter GST% % Choos

	 Flipkart	 Snapdeal	 Amazon
Selling Price	1000	1000	1000
Marketplace Commission	-150 (15%)	-150 (15%)	-80 (8%)
GST on Commission @18%	-27	-27	-14
Marketplace Payment Fee	-10	-32 (3.2%)	-10
GST on Payment Fee @18%	-2	-6	-2
GST on Item (as on top)	-153	-153	-153
Shipping (incl. GST)	-55	-50	-40
Net in Hand*	₹ 603	₹ 582	₹ 701
Deductions	-40%	-42%	-30%
Net In Hand%	60%	58%	70%

Marketing strategy Ecommerce India		
Description	Budget	time
Social marketing on blogs, portal, internet	₹50,000	60 days
Insta, facebook, social sites	₹50,000	
You tube adds	₹80,000	
Google adwords	₹60,000	
shorts in different portals	₹80,000	
insite adds	₹50,000	
website development	₹60,000	
SEO	₹60,000	
banners, hoardings , metro display	₹50,000	
Flipkart, Amazon, Nyka major listing	₹80,000	
minor listings other e commerce	₹40,000	
Total	₹660,000	