Monitors ₹6,000.00 10 ₹60,000.00 Mouses ₹200.00 10 ₹2,000.0 Keyboards ₹60,000.0 10 ₹60,000.0 Desks ₹5,500.00 10 ₹55,000.0 Whiteboards ₹250.00 10 ₹2,500.0 Stationary ₹1,650.00 10 ₹16,500.0		Capex		
Monitors ₹6,000.00 10 ₹60,000.00 Mouses ₹200.00 10 ₹2,000.0 Keyboards ₹600.00 10 ₹6,000.0 Desks ₹55,000.00 10 ₹55,000.0 Whiteboards ₹250.00 10 ₹2,560.00 Stationary ₹1,650.00 10 ₹16,500.0 Total ₹54,200.00 ₹6,200.00 ₹622,000.0 Opex Litem Monthly Yearly Electricity ₹8,000.00 ₹96,000.00 ₹000,000.00 Employee Cost ₹2,500.00 ₹300,000.00 Download T000,000.00 T	Item	Price	Quantity	Yearly
Mouses ₹200.00 10 ₹2,000.0 Keyboards ₹600.00 10 ₹6,000.0 Desks ₹5,500.00 10 ₹55,000.0 Whiteboards ₹250.00 10 ₹2,500.0 Stationary ₹1,650.00 10 ₹16,500.0 Total ₹54,200.00 ₹622,000.0 Total \$8,000.00 ₹96,000.00 Electricity ₹8,000.00 ₹96,000.00 Employee Cost ₹25,000.00 ₹600,000.00 Developer Cost ₹50,000.00 ₹300,000.00 Hosting Charges ₹2,500.00 ₹30,000.00 Domain Charges ₹1,000.00 ₹72,000.00 Maintainance Charges ₹60,000 ₹72,000.00 Marketing Charges ₹2,500.00 ₹30,000.00 Marketing Charges ₹2,500.00 ₹72,000.00 Marketing Charges ₹60,000.00 ₹72,000.00 Website Storage ₹2,500.00 ₹30,000.00	Rental	₹40,000.00	1	₹480,000.00
Keyboards ₹600.00 10 ₹6,000.0 Desks ₹5,500.00 10 ₹55,000.0 Whiteboards ₹250.00 10 ₹55,000.0 Stationary ₹1,650.00 10 ₹16,500.0 Total ₹54,200.00 ₹622,000.0 ₹622,000.0 Opex Item Monthly Yearly Electricity ₹8,000.00 ₹96,000.00 Employee Cost ₹25,000.00 ₹300,000.00 Employee Cost ₹50,000.00 ₹600,000.00 Hosting Charges ₹2,500.00 ₹300,000.00 Domain Charges ₹1,000.00 ₹12,000.00 Maintainance Charges ₹60,000.00 ₹7,200.00 Marketing Charges ₹2,500.00 ₹30,000.00 Marketing Charges ₹60,000.00 ₹7,200.00 UI/UX Designer Charges ₹30,000.00 ₹30,000.00	Monitors	₹6,000.00	10	₹60,000.00
Desks ₹5,500.00 10 ₹5,500.00 Whiteboards ₹250.00 10 ₹2,500.0 Stationary ₹1,650.00 10 ₹16,500.0 Total ₹54,200.00 ₹6,200.00 ₹622,000.0 Wearly Item Monthly Yearly Electricity ₹8,000.00 ₹96,000.00 Employee Cost ₹25,000.00 ₹300,000.00 Developer Cost ₹50,000.00 ₹300,000.00 Developer Cost ₹2,500.00 ₹30,000.00 Domain Charges ₹1,000.00 ₹12,000.00 Maintainance Charges ₹60,000 ₹7,200.00 Website Storage ₹60,000.00 ₹72,000.00 Marketing Charges ₹60,000.00 ₹72,000.00 UI/UX Designer Charges ₹30,000.00 ₹300,000.00	Mouses	₹200.00	10	₹2,000.00
Whiteboards ₹250.00 10 ₹2,500.00 Stationary ₹1,650.00 10 ₹16,500.0 Total ₹54,200.00 ₹622,000.0 ₹622,000.0 Opex Item Monthly Yearly Electricity ₹8,000.00 ₹96,000.00 Employee Cost ₹25,000.00 ₹300,000.00 Developer Cost ₹50,000.00 ₹30,000.00 Hosting Charges ₹2,500.00 ₹30,000.00 Domain Charges ₹1,000.00 ₹12,000.00 Maintainance Charges ₹2,500.00 ₹30,000.00 Marketing Charges ₹2,500.00 ₹30,000.00 Marketing Charges ₹60,000.00 ₹7,200.00 Marketing Charges ₹60,000.00 ₹30,000.00	Keyboards	₹600.00	10	₹6,000.00
\$\frac{\text{Opex}}{\text{Total}}	Desks	₹5,500.00	10	₹55,000.00
Total \$54,200.00 \$622,000.00	Whiteboards	₹250.00	10	₹2,500.00
Copex Item Monthly Yearly	Stationary	₹1,650.00	10	₹16,500.00
Item Monthly Yearly Ellectricity ₹8,000.00 ₹96,000.00 Employee Cost ₹55,000.00 ₹50,000.00 Developer Cost ₹50,000.00 ₹30,000.00 Hosting Charges ₹2,500.00 ₹30,000.00 Domain Charges ₹1,000.00 ₹72,000.00 Maintainance Charges ₹600.00 ₹7,200.00 Website Storage ₹2,500.00 ₹30,000.00 Marketing Charges ₹60,000.00 ₹72,000.00 UI/UX Designer Charges ₹30,000.00 ₹360,000.00	Total	₹54,200.00		₹622,000.00
Employee Cost ₹25,000.00 ₹300,000.00 Developer Cost ₹50,000.00 ₹600,000.00 Hosting Charges ₹2,500.00 ₹30,000.00 Domain Charges ₹1,000.00 ₹12,000.00 Website Storage ₹2,500.00 ₹7,200.00 Marketing Charges ₹600.000 ₹30,000.00 UI/UX Designer Charges ₹30,000.00 ₹360,000.00			_	
Employee Cost ₹25,000.00 ₹300,000.00 Developer Cost ₹50,000.00 ₹600,000.00 Hosting Charges ₹2,500.00 ₹30,000.00 Domain Charges ₹1,000.00 ₹12,000.00 Maintainance Charges ₹600.00 ₹7,200.00 Website Storage ₹2,500.00 ₹30,000.00 Marketing Charges ₹60,000.00 ₹720,000.00 UI/UX Designer Charges ₹30,000.00 ₹360,000.00			_	
Developer Cost ₹50,000.00 ₹600,000.00 Hosting Charges ₹2,500.00 ₹30,000.00 Domain Charges ₹1,000.00 ₹12,000.00 Maintainance Charges ₹600.00 ₹7,200.00 Website Storage ₹2,500.00 ₹30,000.00 Marketing Charges ₹60,000.00 ₹72,000.00 UI/UX Designer Charges ₹30,000.00 ₹36,000.00		-	-	
Hosting Charges ₹2,500.00 ₹30,000.00 Domain Charges ₹1,000.00 ₹12,000.00 Maintainance Charges ₹600.00 ₹7,200.00 Website Storage ₹2,500.00 ₹30,000.00 Marketing Charges ₹60,000.00 ₹72,000.00 UI/UX Designer Charges ₹30,000.00 ₹360,000.00				
Domain Charges ₹1,000.00 ₹12,000.00 Maintainance Charges ₹600.00 ₹7,200.00 Website Storage ₹2,500.00 ₹30,000.00 Marketing Charges ₹60,000.00 ₹720,000.00 Ul/UX Designer Charges ₹30,000.00 ₹360,000.00	<u> </u>	-	-	
Website Storage ₹2,500.00 ₹30,000.00 Marketing Charges ₹60,000.00 ₹720,000.00 UI/UX Designer Charges ₹30,000.00 ₹360,000.00	<u> </u>	₹1,000.00	₹12,000.00	
Marketing Charges ₹60,000.00 ₹720,000.00 UI/UX Designer Charges ₹30,000.00 ₹360,000.00	Maintainance Charges	₹600.00	₹7,200.00	
UI/UX Designer Charges ₹30,000.00 ₹360,000.00	Website Storage	₹2,500.00	₹30,000.00	
	Marketing Charges	₹60,000.00	₹720,000.00	
Total ₹179,600.00 ₹2,155,200.00	UI/UX Designer Charges	₹30,000.00	₹360,000.00	
	Total	₹179,600.00	₹2,155,200.00	

V	Vho is our audience?
Total Audience	8,77,32,900(Tier 3), 1,32,61,950(Tier 2)
Category	Small and Marginal Farmers(Tier 3), Medium and Semi Medium Farmers(Tier 2
Average income per annum	₹63,576.00
Average Monthly Income	₹5,298.00
Average Montly Spend	3,777/-
Average repeat customer rate(predicted)	75%
Average Age Grp to Use the app is	45
	Customers
Per Customer Transaction Value (Minimum)	₹49.
Employees for Marketing	
Minimum Customer Acquired per Employee	
Total Customers per Day	3
Daily Income from Customers	₹14,700.
Yearly Revenue	₹5,292,000.
	Employee Cost
Employees	
Employee Cost	₹4,080,000
	In-App Shop
Per Customer Transaction Value (Minimum)	₹225.
Employees for Marketing	
Minimum Customer Acquired per Employee	
Minimum Customer Buying from In-App Shop	
Total Customers per Day	1
Daily Income from Customers	₹33,750.
Yearly Revenue	₹12.150.000

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P&L S	
Capex	₹622,000.00
Opex	₹2,155,200.00
Yearly Revenue	₹17,442,000.00
Emloyee Cost	₹4,080,000.00
Revenue	₹14,664,800.00
Hidden Charges	₹100,000.00
Regulatory Fees	₹100,000.00
Taxes	18%
Bank Royalties	3%
Documentations	₹500,000.00
Bonuses	₹200,000.00
Inverter(Backup)	₹100,000.00
EBITDA	₹13,664,800.00
Taxes	₹2,463,763.44
Gross Profit	₹11,201,036.56

