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| **Financial Summary (amount in lacs)** | | | | | | | | |
| **Figures in Rs. Lacs** | Revenue  (For the year) | Revenue (Cumulative) | Operating Expenses (Cumulative) | One-time exp (CapEx etc.) (Cumulative) | Difference  (net cash-flow) | EBIDTA (FTY) | Net Profit  after tax (FTY) | Profit %age (Net profit / Revenue) |
| Year 1 | 37.70 | 37.70 | 137.86 | 10.81 | (110.97) | (100.16) | (104.70) | NA |
| Year 2 | 358.74 | 396.44 | 519.93 | 34.40 | (157.89) | (23.33) | (29.97) | NA |
| Year 3 | 918.42 | 1,314.86 | 1,213.11 | 57.71 | 44.04 | 269.37 | 216.64 | 24% |
| Year 4 | 1,628.23 | 2,943.09 | 2,398.83 | 78.74 | 465.52 | 677.51 | 436.43 | 27% |
| Year 5 | 2,592.63 | 5,535.72 | 4,197.50 | 99.59 | 1,238.63 | 1,218.18 | 787.83 | 30% |

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| **Cumulative Cash-flow statement (amount in lacs)** | | | | |
| **Figures in Rs. Lacs** | Income | Revenue expenses | One-time expenses  (CapEx & Deposits) | Difference  (nett cash-flow) |
| Year 1 | 37.70 | 137.86 | 10.81 | (110.97) |
| Year 2 | 396.44 | 519.93 | 34.40 | (157.89) |
| Year 3 | 1,314.86 | 1,213.11 | 57.71 | 44.04 |
| Year 4 | 2,943.09 | 2,398.83 | 78.74 | 465.52 |
| Year 5 | 5,535.72 | 4,197.50 | 99.59 | 1,238.63 |

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| **Breakup of expenses (amount in lacs)** | | | | | | | | | | |
| **Figures in Rs. Lacs** | | Year 1 | Year 2 | | Year 3 | | Year 4 | | Year 5 | |
| FTY | FTY | Cum've | FTY | Cum've | FTY | Cum've | FTY | Cum've |
| Sales & Marketing | Amt | 60.29 | 183.42 | 243.71 | 321.03 | 564.74 | 499.76 | 1064.50 | 752.24 | 1816.75 |
|  | ***%*** | ***44%*** | ***48%*** | ***47%*** | ***49%*** | ***48%*** | ***53%*** | ***50%*** | ***55%*** | ***52%*** |
| Development | Amt | 34.55 | 79.29 | 113.84 | 103.95 | 217.79 | 125.93 | 343.72 | 144.82 | 488.54 |
|  | ***%*** | ***25%*** | ***21%*** | ***22%*** | ***16%*** | ***19%*** | ***13%*** | ***16%*** | ***11%*** | ***14%*** |
| Tech support | Amt | 2.4 | 15.70 | 18.10 | 41.86 | 59.95 | 84.18 | 144.14 | 150.33 | 294.46 |
|  | ***%*** | ***2%*** | ***4%*** | ***3%*** | ***6%*** | ***5%*** | ***9%*** | ***7%*** | ***11%*** | ***8%*** |
| Mgmt | Amt | 15.45 | 37.56 | 53.01 | 60.27 | 113.28 | 73.85 | 187.13 | 106.22 | 293.35 |
|  | ***%*** | ***11%*** | ***10%*** | ***10%*** | ***9%*** | ***10%*** | ***8%*** | ***9%*** | ***8%*** | ***8%*** |
| Other expenses | Amt | 25.17 | 66.10 | 91.27 | 121.95 | 213.21 | 167.00 | 380.21 | 220.85 | 601.06 |
|  | ***%*** | ***18%*** | ***17%*** | ***18%*** | ***19%*** | ***18%*** | ***18%*** | ***18%*** | ***16%*** | ***17%*** |
| **Grand Total** | **Amt** | **137.86** | **382.07** | **519.93** | **649.05** | **1168.98** | **950.72** | **2119.70** | **1374.45** | **3494.15** |

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| **Income breakup (amount in lacs)** | | | | | | | | | | | | |
| **Figures in Rs. Lacs** | | Direct Sales | | TPD | | TA Services | | Booking services | | Gifting | | Totals |
| Amount | % to total | Amount | % to total | Amount | % to total | Amount | % to total | Amount | % to total |  |
| Year 1 | FTY | 21.00 | 56% | 11.20 | 30% | 5.50 | 15% | - | 0% | - | 0% | 37.70 |
| Year 2 | FTY | 119.41 | 33% | 94.86 | 26% | 40.30 | 11% | 19.15 | 5% | 85.02 | 24% | 358.74 |
|  | Cum've | 140.41 | 35% | 106.06 | 27% | 45.80 | 12% | 19.15 | 5% | 85.02 | 21% | 396.44 |
| Year 3 | FTY | 268.18 | 29% | 231.61 | 25% | 70.30 | 8% | 62.91 | 7% | 285.44 | 31% | 918.42 |
|  | Cum've | 408.59 | 31% | 337.66 | 26% | 116.10 | 9% | 82.06 | 6% | 370.45 | 28% | 1,314.86 |
| Year 4 | FTY | 464.42 | 29% | 435.33 | 27% | 103.80 | 6% | 110.73 | 7% | 513.95 | 32% | 1,628.23 |
|  | Cum've | 873.01 | 30% | 772.99 | 26% | 219.90 | 7% | 192.79 | 7% | 884.40 | 30% | 2,943.09 |
| Year 5 | FTY | 714.21 | 28% | 742.48 | 29% | 139.80 | 5% | 173.22 | 7% | 822.91 | 32% | 2,592.63 |
|  | Cum've | 1,587.22 | 29% | 1,515.47 | 27% | 359.70 | 6% | 366.02 | 7% | 1,707.31 | 31% | 5,535.72 |

## Investment sought

Investment sought is Rs. 2.50 crores, which will be used for operating expenses, mainly for salaries for personnel to be used in marketing/sales and product development during the first 1 ½ years when the expenses will be higher than the revenue generated. From the third year onwards, as per our projections, the company starts showing significant profits as seen from the table above.