

## A. About the Company (1–10)

### 1. Q: What does Umang Living do?

**A:** Sir/Madam, Umang Living is a Senior Living Community Network where we provide services like membership, engagement, healthcare coordination, and community support for senior citizens.

*Sector: Health & Wellness, Travel, Legal, and Finance.*

### 2. Q: How long has your company been operating?

**A:** Umang Living is a rapidly growing senior care and community support ecosystem, and we are now expanding PAN India.

### 3. Q: Where is your head office?

**A:** Our main office is located in Noida, Sector 18, and our PAN India operations are managed remotely.

### Q: Is this business legal?

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**A:** Absolutely, it is a fully legally compliant and registered business model.

### Q: Who are the founders of the company?

5.

**A:** Mr. Sanjay Bhadrwaj. Our team consists of experienced professionals from senior care, operations, and technology sectors.

### 6. Q: Do you have government registrations?

**A:** Yes, Umang Living operates with all the required business registrations.

### Q: What is your mission?

7. A:

Our mission is to build India's largest community support network for senior citizens.

### 8. Q: Which sector do you operate in?

**A:** We operate in the Senior Living, Elder Care, and Community Networking sectors.

### 9. Q: What is the future of the Senior Living sector?

**A:** India's senior population is increasing rapidly, making this one of the fastest-growing sectors in the country.

### 10. Q: Is this a long-term business?

**A:** Yes, it is a long-term and future-proof business opportunity.

## B. Franchise Models (11–25)

### 11. Q: How many franchise models do you have?

**A:** We have two models - City Franchise and Master Franchise.

### 12. Q: What is a City Franchise?

**A:** A City Franchise is a single-city model that gives you exclusive zonal rights within your city.

**13. Q: What is a Master Franchise?**

**A:** A Master Franchise grants rights for a larger region or multiple cities.

**14. Q: What is the difference between the two?**

**A:** City Franchise covers city zones, while the Master Franchise covers full cities or larger territories.

**15. Q: Which model is better for me?**

**A:** It depends on your budget and market size. I will recommend the best option after reviewing your location.

**16. Q: How much area does a City Franchise cover?**

**A:** City zones and surrounding urban zones.

**17. Q: How large is the area given under a Master Franchise?**

**A:** The territory is allocated at the district or multiple-district level.

**18. Q: Can I take more than one franchise?**

**A:** Yes, multiple territories can be allotted depending on availability.

**19. Q: Is the franchise transferable?**

**A:** Yes, it can be transferred with company approval.

**20. Q: What are the new terms?**

**A:** The franchise agreement renewal is smooth and process-based.

**21. Q: What is the agreement period?**

**A:** The agreement is for 5 years.

**22. Q: Do I get territory monopoly?**

**A:** Yes, you get exclusive rights for your assigned region.

**23. Q: What is included in the franchise rights?**

**A:** Branding, training, SOPs, backend support, CRM access, marketing material, and business process guidelines.

**24. Q: Is the investment negotiable?**

**A:** The investment is standardized so all franchises operate at the same level.

**25. Q: Is the franchise available in my area?**

**A:** Yes, I will check the system right away and confirm availability.

## C. Investment & Financials (26–38)

**26. Q: What is the total investment?**

**A:** It depends on the model you choose. I will explain both options to you in detail.

**27. Q: What is the franchise fee?**

**A:** The franchise fee is structured and transparent, and it will be shared with you in the official document.

**28. Q: How much is the registration fee?**

**A:** The registration fee is ₹10,000, which temporarily blocks your territory.

**29. Q: Is the registration fee refundable?**

**A:** It is non-refundable because the fee is used to reserve the territory.

**30. Q: Are there any hidden charges?**

**A:** No, the entire model is completely transparent.

**31. Q: What will be the monthly operational cost?**

**A:** It is very minimal because this business does not require heavy infrastructure.

**32. Q: Is there any royalty charge?**

**A:** No, this is a **no-royalty franchise model**.

**33. Q: When will I get ROI?**

**A:** ROI starts **from day one**.

**34. Q: How much can I earn monthly?**

**A:** Earnings depend on community member on boarding and activity scale, but the potential is high.

**35. Q: How does the franchise owner earn 2%?**

**A:** You receive 2% per month of the total franchise cost for the first **6 months**.

**36. Q: Will I receive a financial projection?**

**A:** Yes, we will send you a detailed projection in PDF format.

**37. Q: How much working capital is needed?**

**A:** ₹20,000–₹50,000 is enough, as this is a lightweight operational model.

**38. Q: Can I get a bank loan?**

**A:** Yes, you can apply for a loan, and we will provide all required supporting documents.

## D. Training & Support (39–50)

**39. Q: Where will the training take place?**

**A:** Training is available in both online and hybrid modes.

**40. Q: How long is the training?**

**A:** There is a 2–3 day orientation training followed by ongoing monthly training sessions.

**41. Q: Is online training available?**

A: Yes, we have complete onlinetraining modules.

**42. Q: What will be covered in the training?**

A: Sales, operations, senior onboarding process, events, CRM usage - everything is included.

**43. Q: Will the onboarding team support me?**

A: Absolutely. Our team will support youfrom the start till the full setup.

**44. Q: Do you provide marketing support?**

A: Yes, we provide online creatives, templates, and strategic guidance.

**45. Q: Do you offer telecalling support?**

A: Yes, support is provided if required.

**46. Q: Will I get software support?**

A: Yes, you will get access to theCRM and reporting system.

**47. Q: Who will provide field training?**

A: Your dedicated franchisemanagerteam will supervise field training.

**48. Q: Do you provide SOPs?**

A: Yes, complete operationalSOPs are provided.

**49. Q: Is there a performance review process?**

A: Yes, monthly performance reviewsare mandatory.

**50. Q: Do you offer after-sales support?**

A: Yes, 24×7 backend support is available.

## E. Business Model & Operations (51–63)

**51. Q: What will be the daily work?**

A: Member onboarding, senior interaction, activity planning, and reporting.

**52. Q: How many team members are needed?**

A: Initially, 1–2 people are sufficient.

**53. Q: Will you provide staff?**

A: We'll provide hiring guidelines and deliver the training. Two BDMs will be provided by the franchisor & two employees will be hired by franchisee.

**54. Q: How do senior citizen members join?**

A: Through online campaigns, offline awareness, and community outreach.

**55. Q: How does the membership model work?**

A: Seniors join a free membership and receivecommunity benefits.

**56. Q: Will the franchise have targets?**

**A:** Soft targets and a growth roadmap are provided; there is no pressure. We understand the setup takes time but later there will be reviews.

**57. Q: How is the community built?**

**A:** Through regular calls, check-ins, events, and activities.

**58. Q: Do you conduct events?**

**A:** We provide templates, plans, and full guidance.

**59. Q: Does the franchise deliver the services?**

**A:** Yes, the franchise must manage community engagement and member support.

**60. Q: How does revenue sharing work?**

**A:** Through a transparent, auto-calculated system.

**61. Q: Does the software generate reports automatically?**

**A:** Yes, the entire reporting system is automated.

**62. Q: How will the business scale?**

**A:** By increasing members, tie ups, advertising & events. More usage = more revenue, also you may take more franchise

**63. Q: Will there be exclusivity in the territory?**

**A:** Only Franchise Rights are 100% exclusive—not the entire territory.

## F. Legal & Documentation (64–72)

**64. Q: What is the franchise agreement like?**

**A:** It is a standard, simple, and legally drafted agreement.

**65. Q: What documents are required?**

**A:** Aadhaar, PAN, address proof, and basic business documents.

**66. Q: Can a partnership firm apply?**

**A:** Yes, absolutely.

**67. Q: Is GST compulsory?**

**A:** It is recommended but not mandatory.

**68. Q: Is KYC mandatory?**

**A:** Yes, business KYC is required.

**69. Q: When should the registration fee be paid?**

**A:** Immediately, to block the territory.

**70. Q: When do I receive the offer letter?**

**A:** It is sent right after the registration fee is paid.

**71. Q: Is your agreement lawyer-approved?**

A: Yes, it is verified and professionally drafted by our legal team.

**72. Q: Do I need to sign an NDA?**

A: In some cases, yes - if required.

## G. Marketing & Branding (73–80)

**73. Q: Who will handle the franchise launch marketing?**

A: The company provides launch guidelines and creative materials.

**74. Q: Will I receive social media creatives?**

A: Yes, all templates are provided to you.

**75. Q: Will the company provide leads?**

A: Yes, support is provided, and you can also do local marketing.

**76. Q: Can we run local ads?**

A: Yes, they are allowed as long as they follow the brand guidelines.

**77. Q: What are the brand guidelines?**

A: Logo usage, color palette, and content style are all predefined.

**78. Q: Is your branding PAN India?**

A: Yes, it is a rapidly expanding PAN India brand.

**79. Q: Will I get an offline marketing toolkit?**

A: Yes, posters, banners, and brochure templates are provided.

**80. Q: Will I get WhatsApp marketing support?**

A: Yes, content and scripts are provided for WhatsApp outreach.

## H. Location & Territory (81–88)

**81. Q: Is my city suitable?**

A: Yes, we confirm suitability based on the senior population and market size.

**82. Q: What will be the size of the territory?**

A: The entire city plus selected surrounding areas will be included.

**83. Q: Can a franchise open in nearby areas?**

A: Yes, but your territory will not be disturbed.

**84. Q: How do you avoid territory conflicts?**

A: Each area is allotted a unique exclusive code.

**85. Q: Can I take extra territory in the future?**

A: Yes.

**86. Q: Are village areas covered?**

A: Coverage is optional – considered depending the size of the territory

**87. Q: What office size is required?**

A: For City Franchise: **200–350 sq ft**

For Master Franchise: **750–1000 sq ft**

**88. Q: Can I operate from a home office?**

A: No.

## I. Eligibility & Requirements (89–96)

**89. Q: What qualification is required?**

A: Minimum 12th pass, but business understanding is more important.

**90. Q: What is the age limit?**

A: Anyone above 21 years can apply (Seniors preferred)

**91. Q: How much time is needed?**

A: Even 5–6 hours per day is enough to manage the operations. (10 am – 6 pm Office, 24/7 support)

**92. Q: Can this be done part-time?**

A: Yes, many people operate it part-time – staff should be present.

**93. Q: Can working professionals do this?**

A: Yes, absolutely.

**94. Q: Can women entrepreneurs take it?**

A: Yes, of course.

**95. Q: Is sales experience necessary?**

A: No, everything is taught during the training.

**96. Q: Is it easy to take a franchise?**

A: Yes, it's a simple 3-step process.

## J. Closing & Next Steps

**97. Q: What is the process to take a franchise?**

A:

- **Step 1:** Application Form
- **Step 2:** Registration Fee, Screening, KYC
- **Step 3:** Agreement & Onboarding

**98. Q: What happens after the registration fee is paid?**

A: Your territory will be blocked, and you will receive an official confirmation letter.

**99. Q: How long does it take for a franchise to become active?**

A: The activation process is completed within **3 months**.

**100. Q: What is the next step?**

A: Simply submit the form, and I will **block your territory immediately**.



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**Umang SCL Private Limited**

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