

Standard Operating Procedure (SOP) for Umang Living Franchise Partners

1. Franchise Investment & Onboarding

- **Each partner must pay :**

(For City Franchise)

- ₹3,00,000/- as Non-Refundable Franchise Fee.
- ₹1,00,000/- (Refundable deposit) locking period for 2 years.

(For Master Franchise)

- ₹7,50,000/- as Non-Refundable Franchise Fee.
- ₹2,50,000/- (Refundable deposit) locking period for 2 years.

- A formal agreement will be signed between Umang SCL Pvt. Ltd. (Umang) and the Franchise Partner outlining mutual responsibilities, brand usage rights, and confidentiality terms

2. Infrastructure Requirement

- The Franchise Partner must maintain a functional office setup in the allocated territory.
- This office will act as the local base for branding, onboarding, coordination, and customer redressal if needed.

3. Manpower Requirement

- The partner must appoint at least one dedicated Coordinator who will be responsible for:
 - Onboarding Care Managers, Doctors, Nurses, and GDAs into the Umang ElderTech platform.
 - Managing operational queries from service professionals.
 - Ensuring timely updates and coordination with Umang BDM and backend teams.

4. Sales & Marketing Responsibilities

- **Franchise Responsibilities**

- Conduct local BTL activities, outreach programs, offline awareness campaigns, and partner tie-ups within their area.
- Act as a representative of Umang during local events or healthcare exhibitions.

- **Umang Responsibilities:**

- Handle all digital promotions, including social media, search engine marketing, and influencer campaigns tailored to the franchise's territory.
- Run media campaigns to create brand visibility and generate digital leads in the assigned area.

5. Sales & Revenue

- While sales activities are majorly driven by Umang Corporate Team, the Franchise is expected to provide local support for conversions and onboarding of service providers.
- A dedicated Business Development Manager (BDM) from Umang will be allocated to each franchise territory to coordinate all sales, training, and operational activities.

6. Training & Support

- All training programs (for Coordinators, Care Managers, and other service partners) will be conducted and facilitated directly by Umang through both online and offline modes.
- Tech support and troubleshooting related to the Umang Work management system (WMS) and dashboard will be provided by the central technical team of the franchisor.

7. Revenue Sharing

- Umang and the Franchise Partner will follow a 50:50 revenue sharing model on the services rendered through the Umang Work management system (WMS) in the assigned area.
- All financials will be transparent and settled monthly with detailed reports on bookings, commissions, and net share.
- **Guaranteed First 6 Months Income : Get 2% monthly of your ₹4 lakh franchise fee starting from day one.**

8. Code of Conduct

- The franchise must uphold the brand integrity of Umang, maintaining the standards, ethics, and service delivery expected by the organization.
- Any deviation from standard protocol, misuse of brand, or negligence in service will be liable for penalty or termination as per agreement.

Responsibility	Franchise Partner	Umang SCL Pvt. Ltd. (Franchisor)
Initial Investment	3L/7.5L Franchise Fee (Non-refundable) + 1L/2.5L Refundable Security Deposit	N/A
Infrastructure	Set up and maintain a physical office	Provide brand and operational SOPS
Local Coordination	Appoint Coordinator for onboarding and field ops	Training and operational support
Service Provider Onboarding	Add Care Managers, Nurses, Doctors to Umang platform	Approve and train them
Promotions	Execute offline/local promotions	Run digital & media campaigns regionally
Sales	Provide ground support	Lead generation & major sales activities
Training	Facilitate locally	Conduct training sessions
Tech Support	Relay issues to Umang	Provide complete backend and tech platform support
Revenue Share	50% of net revenue	50% of net revenue + 2% Assured Return* CL7 P3
Reporting & Transparency	Submit monthly reports if requested	Share service-level data and payouts monthly
Performance Review	Quarterly reviews with Umang BDM	Provide actionable feedback and business insights

This SOP and SLA ensure clarity, transparency, and accountability for both Umang and its Franchise Partners. Together, we aim to deliver quality elder care at scale while empowering local partners to grow sustainably.