



Bharat Motorsports

Dream to Race



BUSINESS PLAN

PROSPECTUS

INTRODUCTION

“Because it takes courage to bring about a change.”

We, at Bharat Motorsports aim to bring about a revolution in the nascent market of Indian Motorsports, fabricating Formula Cars that are accessible to the common Indian.

At a Glance

Bharat Motorsports is the result of imagination and innovation budding from the minds of engineers from different parts of the country. The coalescence of ideas have set them on a **mission** to:

- Pioneer recreational, professional and economical Motorsports in India.
- Boost and expand the existing Formula Student Community in India.
- Impart technical education under the Skill India Movement.

The team is headed by

Mr. Archit Katare, the CEO

Mr. Devansh Verma, the CFO and

Miss Urja Bhosekar, the Chief Marketing Officer.

who take pride in stating the Start Up's **vision** as:

To establish Bharat Motorsports on a national platform as the most successful enterprise that delights consumers

with a thrilling and affordable driving experience, along with propagating technical education in India.

Our Products

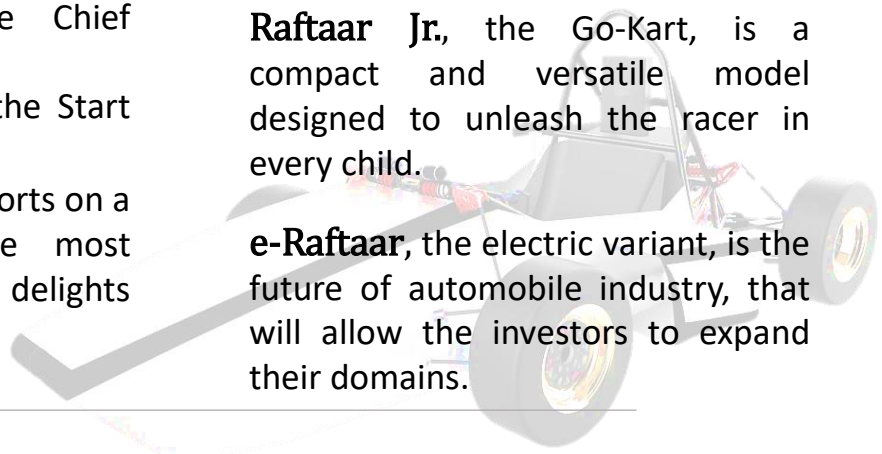
Bharat Motorsports' assortment of quality and easy-on-the-pocket products promise to ignite the racer within every class of the Indian economy.

Introducing the nimble and peppy **Raftaar 1.0** as our flagship model, we set the foundation for the start up. Meant for recreational purposes, it is designed for amateurs with a modest top speed.

Quick as an eagle **Raftaar 2.0** offers a thrilling driving experience to customers. Light-weight and customized with a superior aero-package, it ensures better stability and grip at higher velocities.

Raftaar Jr., the Go-Kart, is a compact and versatile model designed to unleash the racer in every child.

e-Raftaar, the electric variant, is the future of automobile industry, that will allow the investors to expand their domains.



RAFTAAR 1.0 SPECIFICATIONS



POWER TRAIN

Rear Wheel Drive
Spool Drive
Manual Gear
Shifting

SUSPENSION

Tyres: R10 Hoozier
Wheels: Two piece
Aluminium Rims
Steer Ratio: 128:44

BODY

IA Configuration: DOW IMPAXX 700, Standard IA
Frame Construction and Material: Steel
Spaceframe with AISI 1018 Steel Tubes
Others: Carbon Fibre Seat and Bodyworks

BRAKES

System: Front Outboard,
Rear Inboard
Caliper: Self-manufactured
and tested Caliper

DIMENSIONS

Overall Dimensions:
2820.98×1401×1054.1 mm
Wheelbase: 1549.4 mm
Trackwidth: 1216.5 mm
Centre of Gravity: 254 mm
Kerb Weight: 171 kg


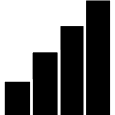

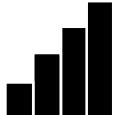
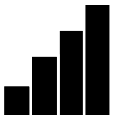
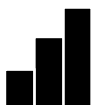
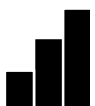


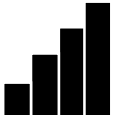


ENGINE

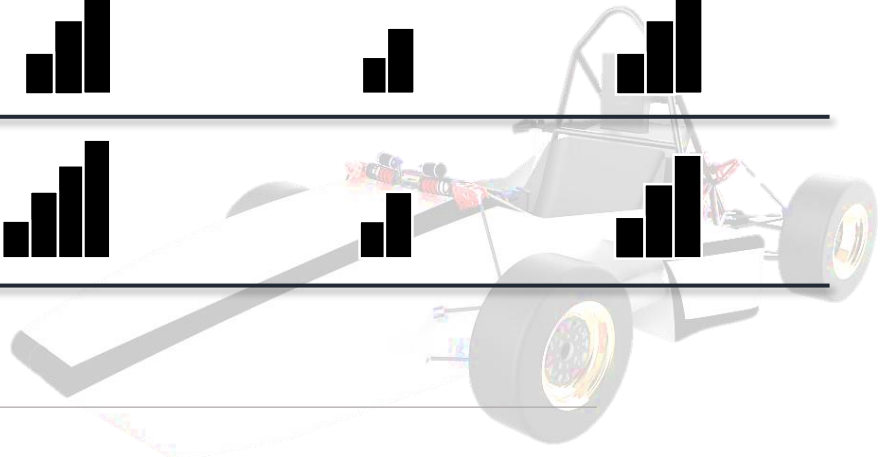
Model: KTM 390
Displacement: 373.2cc
Bore: 89 mm
Stroke: 60 mm

LOCATION SELECTION

Bharat Motorsports opts to lay its foundation in **Chennai** because the city of temples has an environment conducive to the growth of our company. We compared factors like racetrack availability, proximity to vendor locations, cost of land, involvement of the masses in Formula Motorsports and frequency of foreign tourist in India's primary locations.

We finally selected Chennai to set up our manufacturing plant as it has an appreciable proximity to vendors, the selling price of land is significantly lower when compared to Delhi NCR and Pune, along with a comparable tourist population.

	DELHI NCR	PUNE	CHENNAI
RACETRACK AVAILABILITY	✓	✗	✓
PROXIMITY OF VENDORS			
LAND COST			
MOTORSPORTS MARKET			
TOURIST POPULARITY			



PLANT STATISTICS

After extensive research we have settled upon **Sivanthangal** in Chennai as the site to lay out our manufacturing plant. The location proved to be economically viable and statistically connected.

Topographical Connectivity

Railways

Putlur Halt Rail Way Station 18KM
Trivellore Rail Way Station 18KM

Airports

Chennai Airport 23 KM
Tirupati Airport 96 KM
Salem Airport 274 KM
Bengaluru International Airport 276 KM

Cities

Thirunindravur 19KM
Nandivaram Guduvancheri 20KM
Thiruvallur 21 KM
Ambattur 27 KM

Vendor Connectivity

Given below is a list of suppliers located around our plant.

Aluminium

KMC Aluminium Pvt. Ltd.

Address: Plot No. C-13, SIPCOT Industrial Park, Irugattukottai, Sriperumbudur, Chennai, Tamil Nadu 602105

Phone: 044 2715 6212

Param Aluminium Company

Address: No. 56A, Kathibada Road, Basin Bridge, Kathibada, Washermanpet, Chennai, Tamil Nadu 600001

Phone: 044 2520 5270

Deccan Aluminium

Address: No. 5, 2nd Main Road, Selvi Nagar, Kolathur, Chennai, Tamil Nadu 600099

Phone: 094446 97006

Mild and Stainless Steel

Bharat Steels Chennai Pvt. Ltd.

Address: 7th, Venkatamaistry Street, Mannady, Mannady, George Town, Chennai, Tamil Nadu 600001

Phone: 044 2526 8515



Tamil Nadu Steel Tubes Pvt. Ltd.

Address: 65, Pantheon Road,
Egmore, Chennai, Tamil Nadu
600008

Phone: 044 2855 5653

Glass Wool and Fabrics**National Industrial Company**

Address: Old No. 16, Mooker
Nallamuthu Street, Chennai, Tamil
Nadu 600001

Phone: 044 2521 1028

Ayiswarya Polymers

Address: 34 Ravindranath Layout,
Venkatasamy Road, Coimbatore,
Tamil Nadu 641044

Phone: 0422 252 1801

ST Advanced Composites

Address: 147, Sri Krishna Nagar,
Allapakkam, Maduravoyal, Chennai,
Tamil Nadu 600095

Phone: 096030 26266

CNC**Prasad NC Machines Pvt. Ltd.**

Address: 15/1, Mel Ayanambakkam
Road, Off Ambattur Vanagaram
Road, Ayanambakkam, Chennai,
Tamil Nadu 600095

Phone: 099400 08503

Bharat Fritz Werner

Address: No. 4, Century Plaza, 560-
562, Anna Salai, Mount Road, Thiruv
Kudiyiruppu, Teynampet, Chennai,
Tamil Nadu 600018

Phone: 044 2434 9299

SVP Laser Technologies

Address: 21/A, Throwpathy Amman
Koil Street, TN Police Housing
Colony, Velachery, Chennai, Tamil
Nadu 600042

Phone: 098407 78013

Waterjet**Water Jet Germany Pvt. Ltd.**

Address: F-66 (Part-2), SIPCOT
Industrial Estate, Irrungattukottai,
Sriperumbudur, Tamil Nadu 602105

Phone: 044 2715 6378

Excel Water Jet Cutting

Address: Plot No. 152, SIDCO
Industrial Estate,
Thirumazhisai, Chennai, Tamil Nadu
602107

Phone: 096000 30986, 044
26810461, 044 26810462

Laser**Vinayagar Cutting Works**

Address: No. 33B/63B, Pillaiyar Koil
St, Maduvinkarai, Guindy, Chennai,
Tamil Nadu 600032

Phone: 098407 22544

Rohini Weld Tech

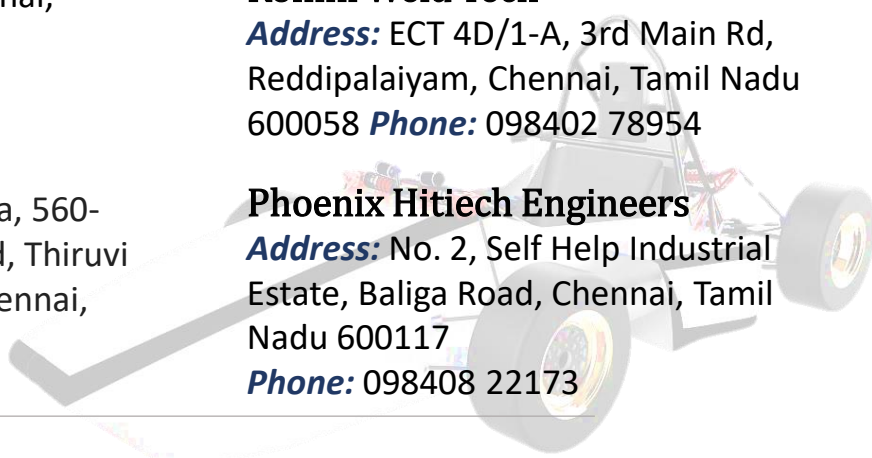
Address: ECT 4D/1-A, 3rd Main Rd,
Reddipalaiyam, Chennai, Tamil Nadu
600058

Phone: 098402 78954

Phoenix Hitech Engineers

Address: No. 2, Self Help Industrial
Estate, Baliga Road, Chennai, Tamil
Nadu 600117

Phone: 098408 22173



Plant Layout

The plant occupies a total area of **1,96,020 square feet** and the manufacturing area occupies 15,000 square feet.

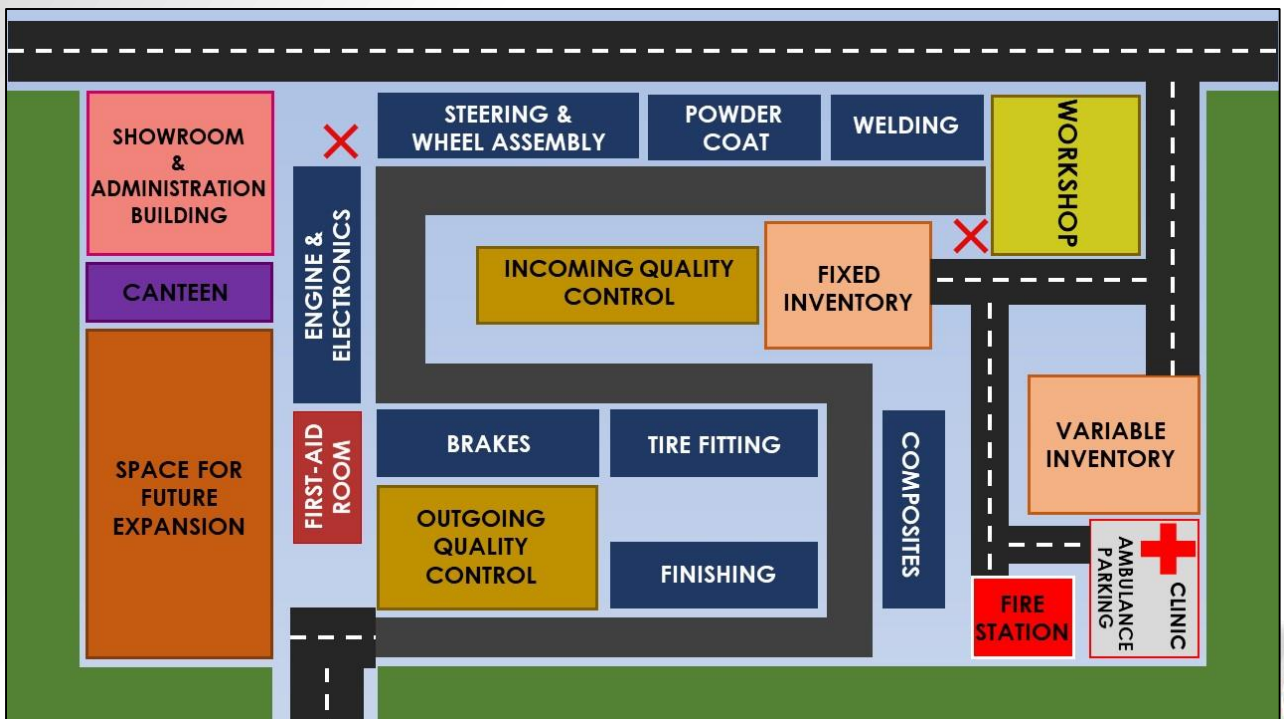
The plant area is divided into the manufacturing area, workshop, showroom and a green belt.

We have implemented a **push-pull strategy** enabling us to manage inventory efficiently.

The assembly line is designed to be in the shape of an 'S' which is actually a double 'U' shape facing each other. The assembly line is manually handled.

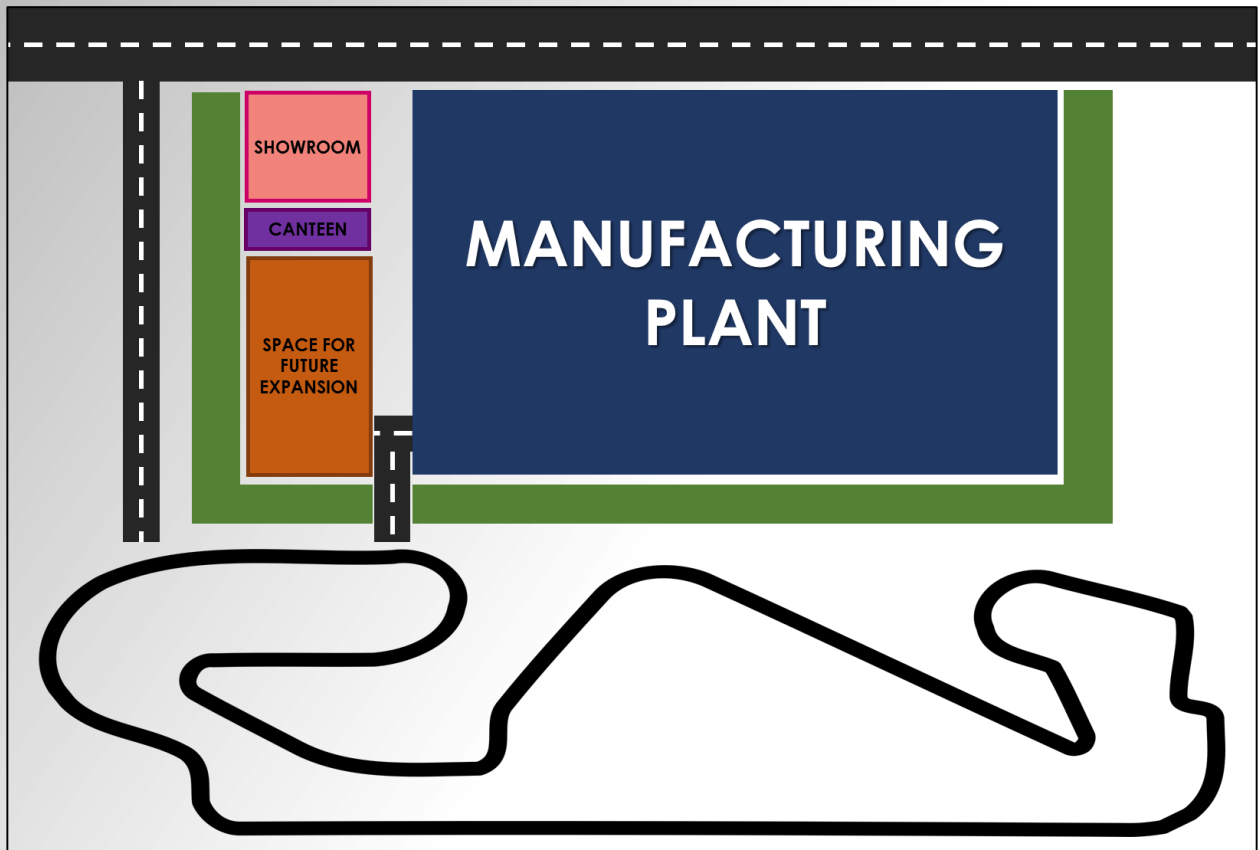
The first U has workstations executing the **push phase**. The workstations will be categorized as chassis mounting and engine assembly. These allow for a **fixed inventory** where constant amount of raw material enters the plant. This manufacturing process is common to all vehicles. 80 % of the assembly will be completed here.

The second U will execute the **pull phase**. The workstations here will complete the wheel assembly and the bodyworks. The **inventory is variable** according to the customers requirements.



✗ Emergency Exit

PLOT LAYOUT



Bharat Motorsports will need a **racetrack** for the primary purpose of testing our manufactured variants. We thus plan to invest in a racetrack for the following reasons:

STRATEGIC

The time slots dedicated to testing the variants can be managed by our firm. By doing so, we can not only **save capital** required to rent a racetrack but can as well benefit by a time table **suited for ourselves**.

FINANCIAL

The racetrack will be utilized for conducting **Recreational Formula Racing** so that motorsports enthusiasts can pursue their passion. This will eventually craft a **motorsports hub** and will consequently add to our revenue sources.

MANUFACTURING PLANT

The manufacturing plant of Bharat Motorsports will be designed as per **IS 8091 (2008) : Industrial Plant Layout – Code of Safe Practice [CHD 8 : Occupational Safety, Health and Chemical Hazards]**.

Resources

Ground water survey is undertaken to ensure the availability of sufficient water for industrial requirement. Factors like availability of raw material, transportation, market, labour supply and population density played a key role in ascertaining the plant location.

Considering the **high moisture content** in the chosen location, we shall properly **oil** the metals first-hand in the workshop.

Climate

Storage

We prefer a **single-storey building** because floor loads will be heavy. Furthermore, excessive handling of materials by vertical and inclined conveyors would be required in a multi-storey building. The vertical space can be utilized by stacking equipment by **double and triple decking**.

Fire resistant construction and mandatory separation between building shall be maintained. **Two escape routes** shall be provided in the plant. **Hydrant points** shall be positioned so that hoses can reach any fire on the plot. **Fire station** has been set up adjacent to the **clinic**.

Fire Preventive Measures

Layout

The **pathways** for trucks and other vehicles shall be 5 metres wide with a corner radius of 2 metres to provide enough room for their movement without endangering men and equipment. **Welding** and **machine shop** are positioned in proximity as they involve related operations. **First-aid room** shall be provided and all **security officers** shall be trained in first-aid so that they can be called upon to assist in a medical emergency.

COMPETITOR ANALYSIS

The market for Formula motorsports in India is unexplored. Following an extensive research, we have developed a **competition matrix** that will give the investors a knowledge of our standing in the market. This matrix compares chief models, Raftaar 1.0 and Raftaar 2.0, with those of our primary and sole competitor (and manufacturer) in India - **JA Motorsports**.

The matrix additionally highlights our key features when assessed with **foreign models**.

The competitive analysis is a testimony to Bharat Motorsports'

claim of being able to design **affordable cars** for the general economy. This facet will be well received in the Indian market, ensuring steady success.

The average engine compensated by the **light weight** of the car results in a modest acceleration and top speed. Our cars will provide **utmost safety**, a parameter that ranks much higher for our cars when compared with contending models.

Hence, our customers can savor the thrill of speeding on a racetrack without being worried about safety.

MODEL	PRICE	WEIGHT	ENGINE	ACCELERATION
Raftaar 1.0	INR 13 lakhs	178 kg	KTM Duke 390	0 to 60 kmph in 2.4 secs
Raftaar 2.0	INR 16 lakhs	150 kg	Yamaha R6	0 to 60 kmph in 2 secs
MRF F1600	INR 19.5 lakhs	450 kg	1.6L Ford Duratec Engine	0 to 60 kmph in 1.5 secs
MRF F2000	INR 25.2 lakhs	473 kg	Sealed 16-valve, 4-cylinder type E073	0 to 60 kmph in 1.8 secs
Foreign Models (Dallara F302)	INR 15 lakhs – INR 23 lakhs (excluding shipping charges)	498 kg	Vauxhall XE Engine	Variable

PRIMARY MARKET RESEARCH

In order to succeed, we must know the customers' expectations. To understand the motorsports market, we conducted a survey using **Google Forms**. The survey questions regarding the one feature that the user will desire the most in a race car. On analyzing the results we realize that the Raftaar offers what the consumers covet the most, **speed** and **acceleration** guarantying **safety** at the same time. Survey was conducted with 400 people and some of the responses are tabulated on the next page.

Bharat Motorsports: Survey

This google form is a medium for us to analyse what the customer desires most in a Race-Car and what Bharat Motorsports aims to offer.

* Required

Email address *

Your email

What features would you desire the most in a race-car ? (Select any 1) *

☐ Safety

☐ Acceleration

☐ Speed

☐ Handling

☐ Comfort

SUBMIT

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Bharat Motorsports: Survey

This google form is a medium for us to analyse what the customer desires most in a Race-Car and what Bharat Motorsports aims to offer.

* Required

Email address *

sejaldangi98@gmail.com

What features would you desire the most in a race-car ? (Select any 1) *

☐ Safety

☒ Acceleration

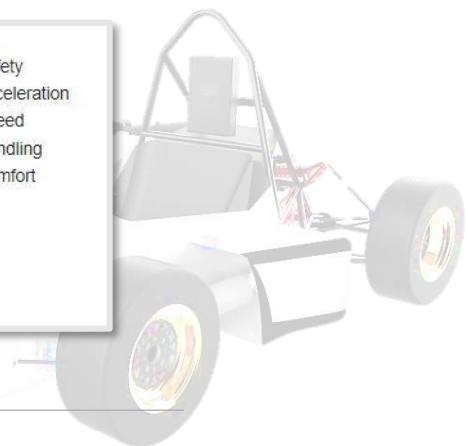
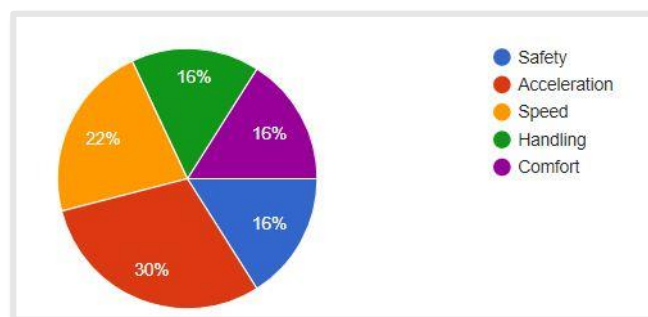
☐ Speed

☐ Handling

☐ Comfort

SUBMIT

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Responses

sejaldangi98@gmail.com	Acceleration	devika.patel@yahoo.com	Comfort
meenal1298@rediffmail.com	Safety	chagansuthar@gmail.com	Acceleration
archisha.chandel26@gmail.com	Speed	raulchandnani@yahoo.co.in	Comfort
urja.infinite@gmail.com	Safety	tonystark89@gmail.com	Acceleration
briandavid@hotmail.com	Safety	panniker.knl@yahoo.co.in	Handling
architdevil@yahoo.com	Speed	garu.chavan56@gmail.com	Comfort
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raskar.amit@gmail.com	Safety	riddhiadhihan23@gmail.com	Safety
pratikrrr@gmail.com	Acceleration	tejalpanchal@gmail.cpm	Acceleration
pendorroshan33@hotmail.com	Handling	rhea.santha@gmail.com	Safety
mrunalchavan@yahoo.co.in	Speed	ayushchobe@gmail.com	Acceleration
devansh.verma1997@gmail.com	Acceleration	rahul.kapse@yahoo.com	Safety
anujmahadeshwar@gmail.com	Handling	nikhil.patil@yahoo.co.in	Acceleration
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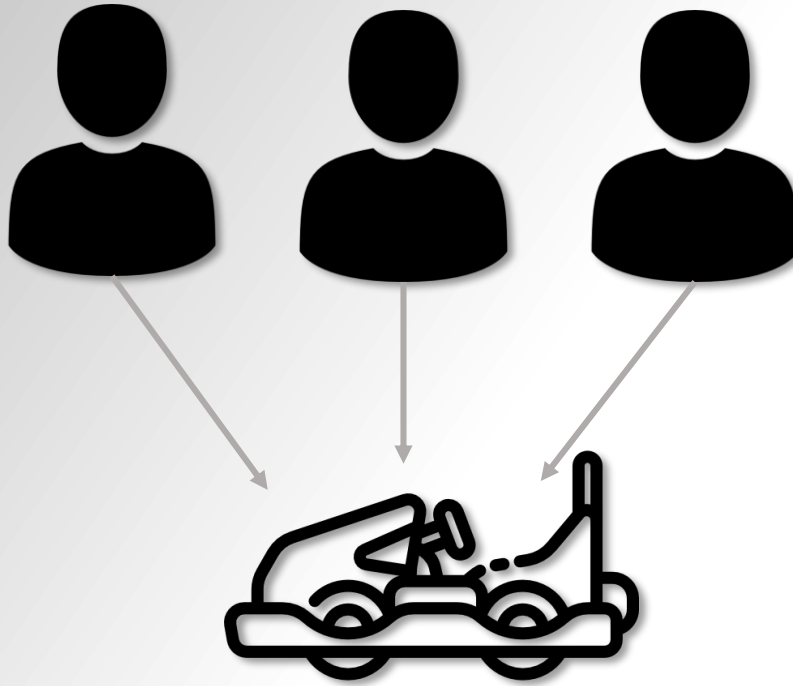
MAINTENANCE COST COMPARISON

Bharat Motorsports moves forward with a goal to offer their consumers the best models at comparatively lower maintenance cost.

We compared the maintenance cost of our flagship model, Raftaar 1.0 with the country's leading automobile brand's model **Maruti Suzuki Swift**. The comparison concludes that Raftaar 1.0 entails lesser maintenance cost than our contender.

MAINTENANCE COST (per 5,000 km)	RAFTAAR 1.0		MARUTI SUZUKI SWIFT	
Engine Oil	₹	1200	₹	1300
Oil Filter	₹	200	₹	90
Air Filter	₹	200	₹	260
Coolant Replacement	₹	400	₹	400
Spark Plug	₹	1300	₹	2400
Brake & Clutch Fluid	₹	200 (clutch fluid not applicable)	₹	300
Total	₹	3,300	₹	4,750

SPLIT SPEED PROGRAM



3 Sharing Basis

Fabricated for consumers who cannot afford the Raftaar, this program will allow buyers to **share** the car in such a way that the cost price is borne by **three individuals**.

Negotiable Time Slots

The three individuals will be given an opportunity to decide the time slots amongst themselves. There will be **three slots per day** each comprising of **2 hours** at maximum. These slots will be decided by the customers themselves and will be finalized by us giving users a freedom of choice.

Profit Margin

The Raftaar costs **INR 13,00,000**. In order to benefit from the split speed program we have decided to sell the Raftaar at **INR 5,00,000** to each person. This will generate a **profit of INR 2,00,000** per car, generating a significant revenue.

The Split Speed Program is an imaginative concept which when brought to reality will serve to satisfy the customers. The buyer will have the ownership of the car at a lower price and at the same time the company generates profit.

Inspired by the idea of **Share Autos** in Mumbai, the availability of this ingenious option will entice buyers to Bharat Motorsports.

TARGET CONSUMERS

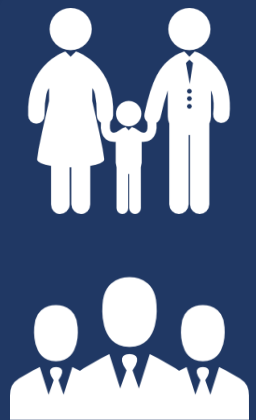
If not us, who ?

Pioneering in recreational motorsports, Bharat Motorsports treasures a potential market base among the Indian youth. Our target market is divided into - Entertainment and Motorsports.



ENTERTAINMENT SECTOR

Our primary target will be **families** and **community** groups who aspire to spend frolic time together and savor the thrill of racing in our fast, but safe cars. Even **juniors** can engage themselves in buzzing activities, credits to **Raftaar Jr.** Along with this, we will tie-up with **corporate companies** who can conduct adrenaline-charged team building activities for their employees by organising an annual **gathering day** on our prodigious race track and thus fostering excellent **team bonding**.



MOTORSPORTS SECTOR



Our driver training program, **N.E.D.** (Nurture. Every. Dream.) is for those who wish to pursue formula racing, or any other form of motorsports as a professional career. This program will also benefit existing formula student drivers to **improve** their skills.

Our most crucial target consumers are the motorsports enthusiasts. We have further classified this segment into two sections. First, the economy class, which qualifies for our **rental driving**, membership and **split speed programs**. On the other hand there is the elite sector, that comprises the major section of our buyer market.

MARKETING STRATEGIES

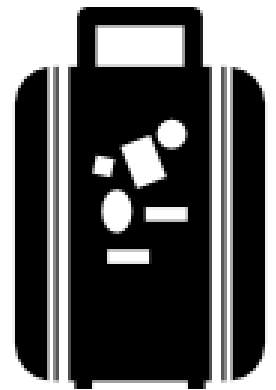


Loyalty Program

A major promotional strategy, this program is supported by **Indian Oil**. It works on a Payment to Points System. For every INR 100 that a person spends, he will receive a point. On accumulation of 50 points, the customer will be granted **free ride for 5 laps**. The next 50 points will earn him **4 laps** and so on. This system will thus **tempt the customers to rent our cars**, generating profit for Bharat Motorsports.

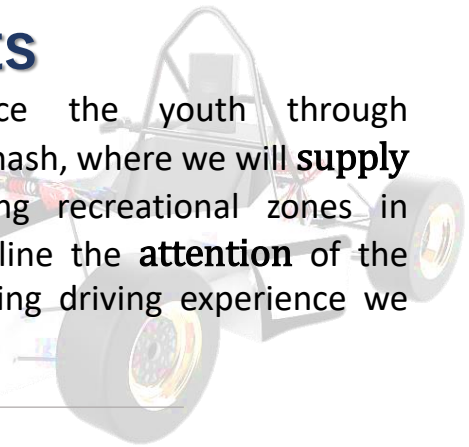
Collaboration with Travel Agencies

Chennai is one of the most visited cities by foreign tourists and we intend to use it to our advantage. We plan to collaborate with major travel companies asking them to **include a visit to the Bharat motorsport race track in their itinerary**, thus giving us a greater reach with minimal effort.



Recreational Endorsements

We intend to influence the youth through recreational centres like Smash, where we will **supply our Go-Karts**. Developing recreational zones in amusement parks will incline the **attention** of the visitors towards the fulfilling driving experience we plan to offer.



Digital Marketing



We intend to connect to the masses by establishing a sizeable presence on social media platforms like **Facebook, Instagram and LinkedIn**, where we will keep our followers updated on the latest offers, awards won, and events organized by our company.

We will grab the attention of the motivated petrolheads by promoting ourselves through popular **automobile magazines**, which will feature our latest car models and upgrades.

Raftaar plans to feature in popular **console racing games** which will further boost its popularity among the young generation.

Promotional Track Days

We plan to boost our fan base by organizing promotional track days at **strategic locations** throughout metropolitan cities. Track days at landmark sites like famous roads and amusement parks will be a good opportunity to grab some eyeballs and garner attention for our cars.

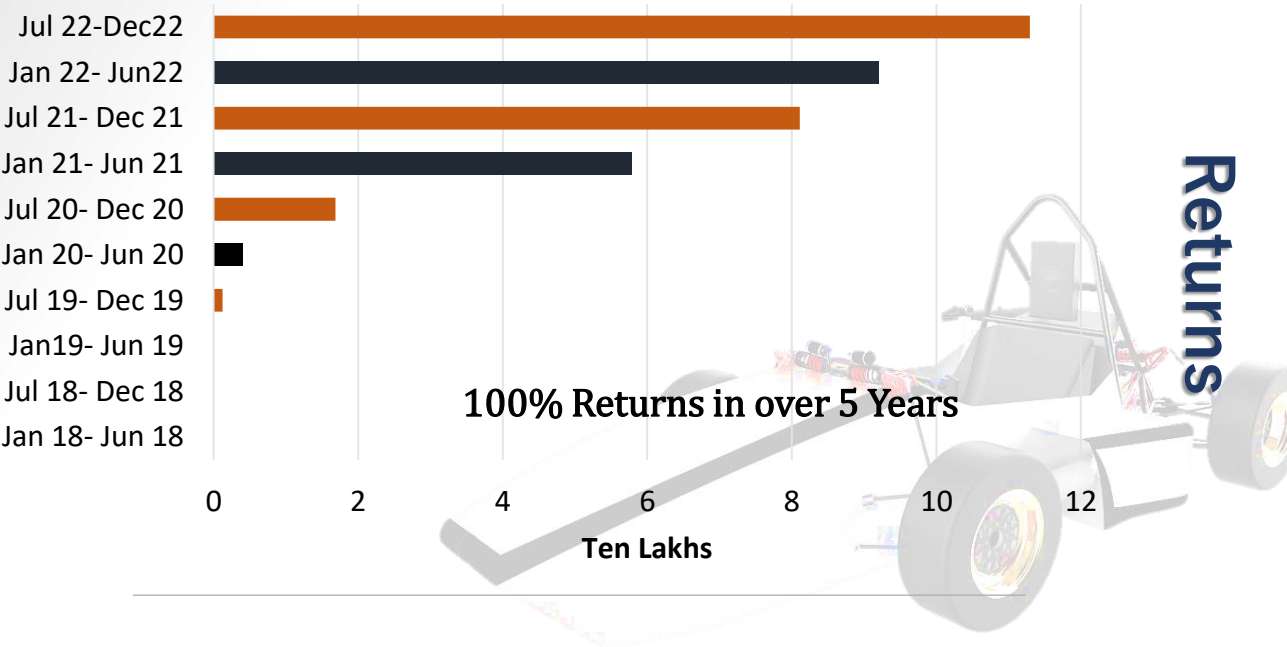
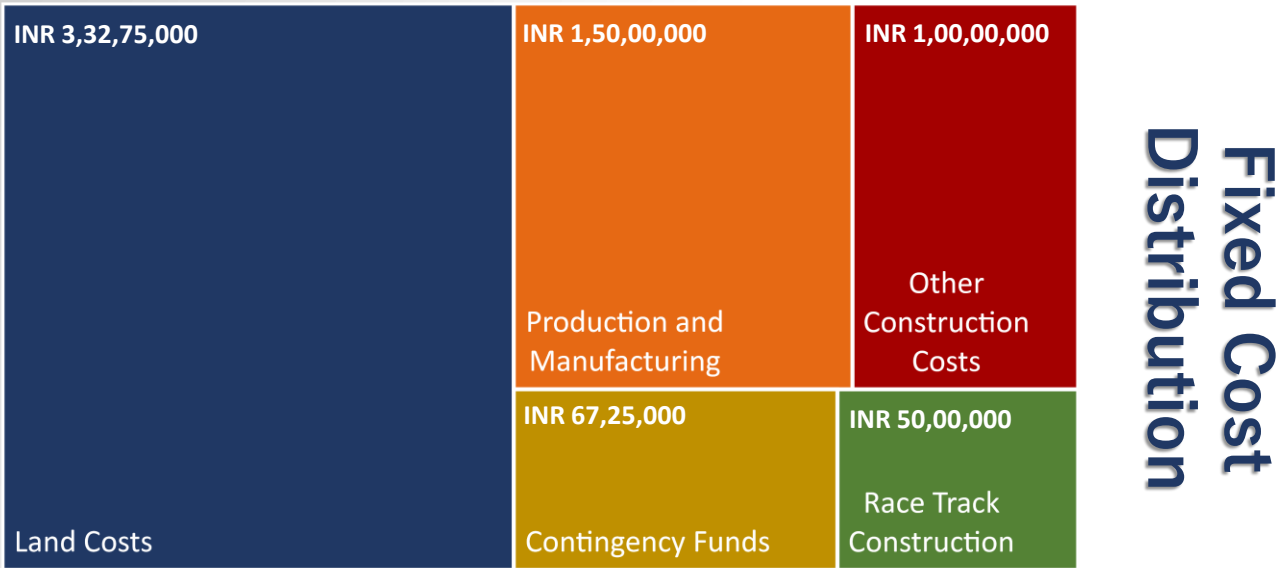


TV Show

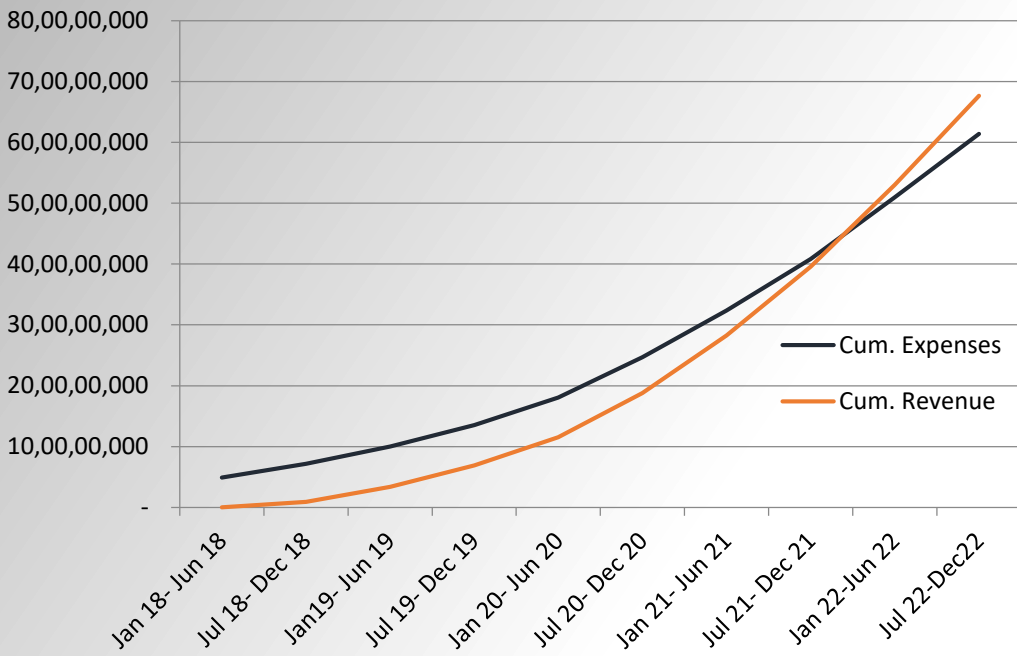
Amongst our **future promotional strategies** is the showcasing of the variants in TV shows so as to attract the audience towards our enterprise.



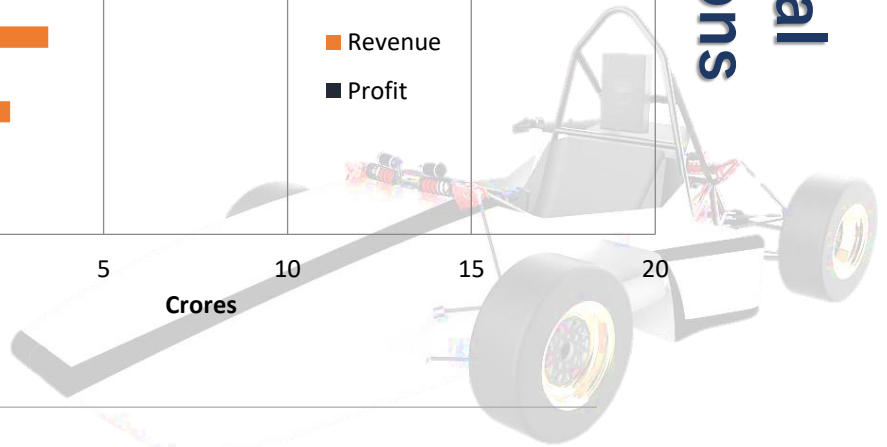
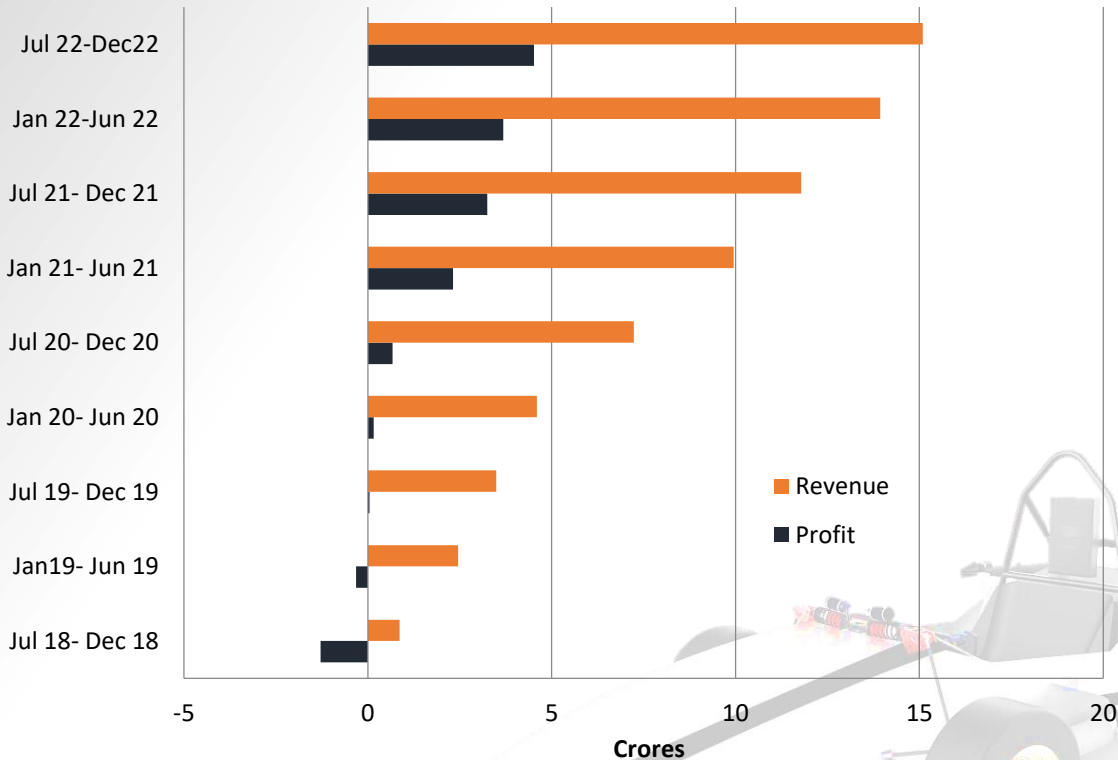
FINANCES



Break-Even Analysis



Financial Projections



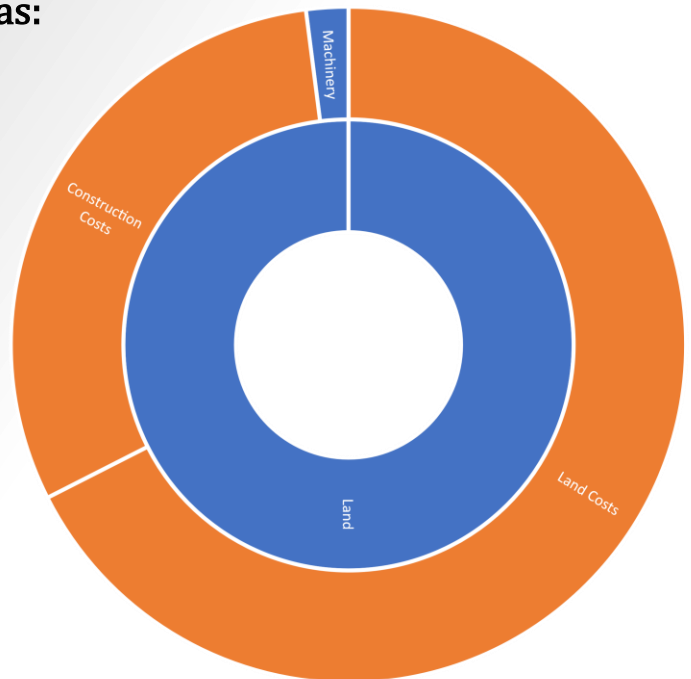
CASH FLOW

Given below are statistics regarding the cash inflow and outflow for Bharat Motorsports. The graphs have been generated half-yearly.

Sources of Cash Inflow are divided as:

1. Sales of Four models i.e., Raftaar Jr., Raftaar 1.0, Raftaar 2.0, e-Raftaar.
2. Alternate revenue sources include:
 - Rental Driving Program
 - N.E.D. Driver Training Program
 - Group Events
 - Sale of FS parts
 - Membership Programs

First Year: First Half



Sources of Cash Outflow are divided as:

1. Production Costs
2. Marketing & Sales
3. Fixed Costs (Salaries, Bills etc.)

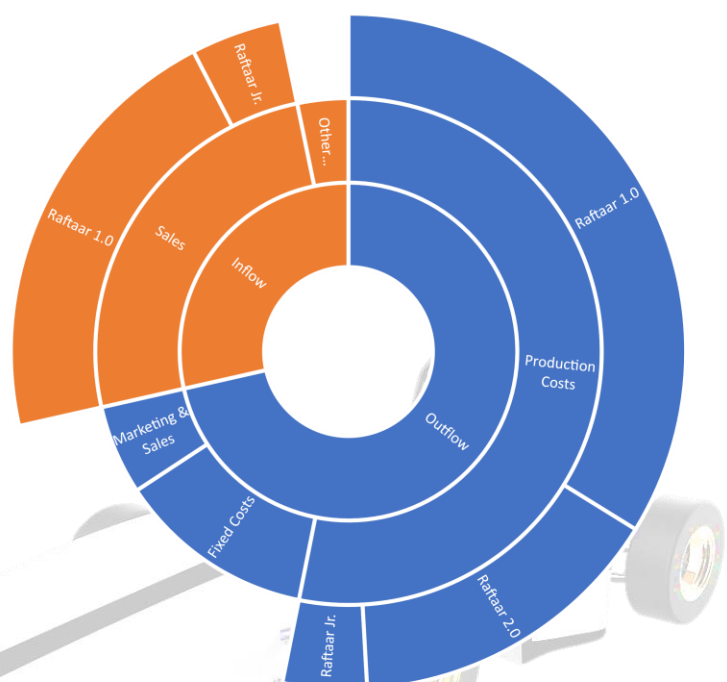
First Year: First Half

There is no revenue being generated in the first half of the first year. The opening balance is primarily being used for buying land, construction of manufacturing plant and race-track and setting up the machinery.

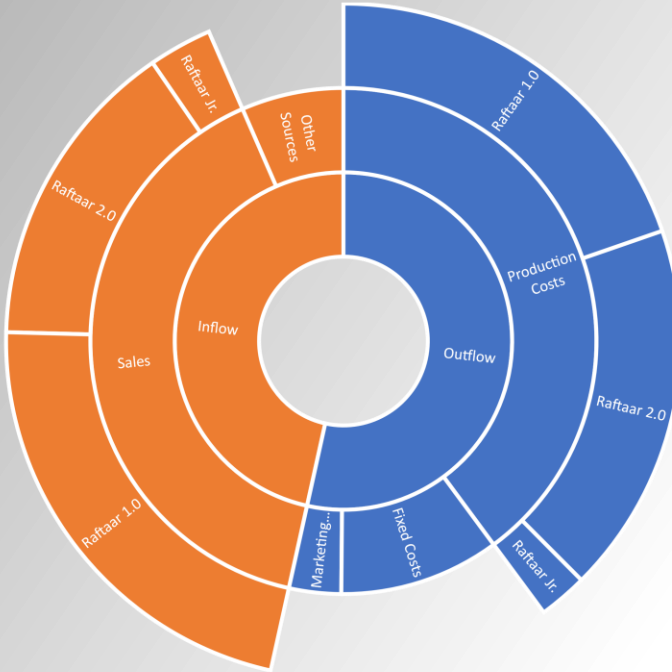
First Year: Second Half

Sale of products begins from the second half of the second year. Revenue is also generated from alternate sources mentioned above.

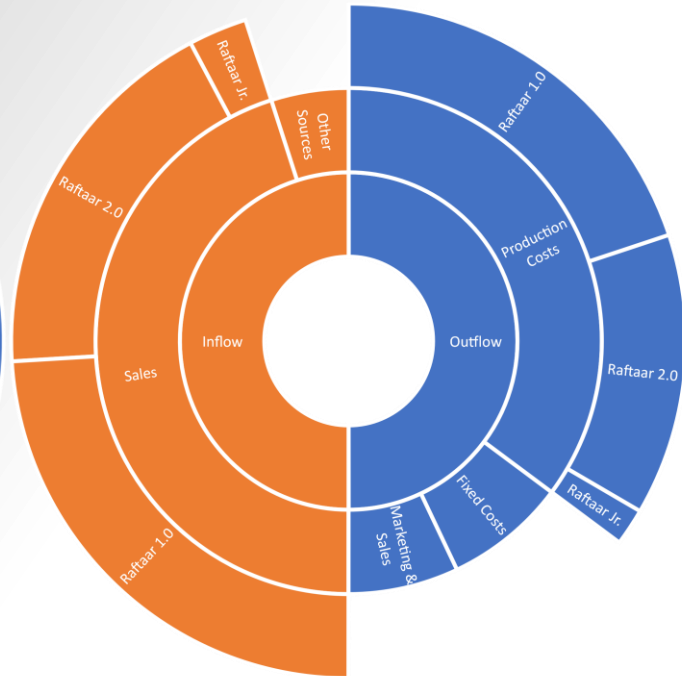
First Year: Second Half



Second Year: First Half

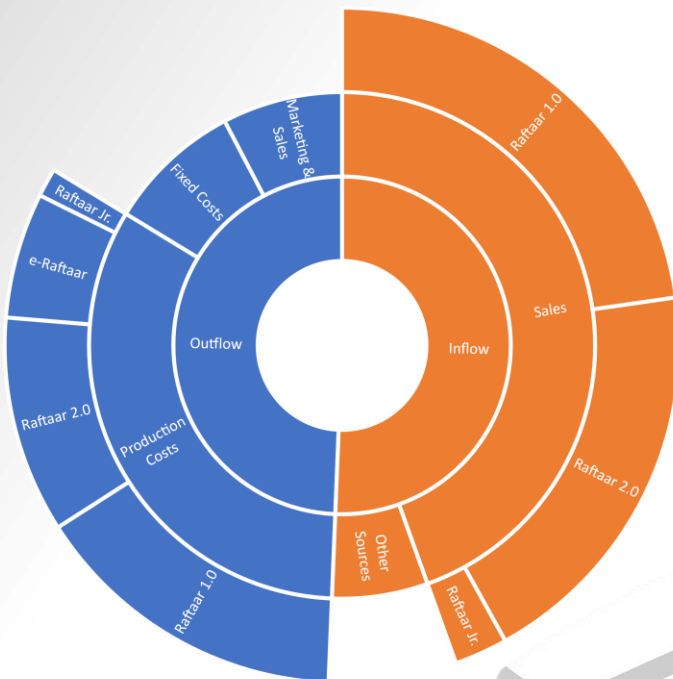


Second Year: Second Half

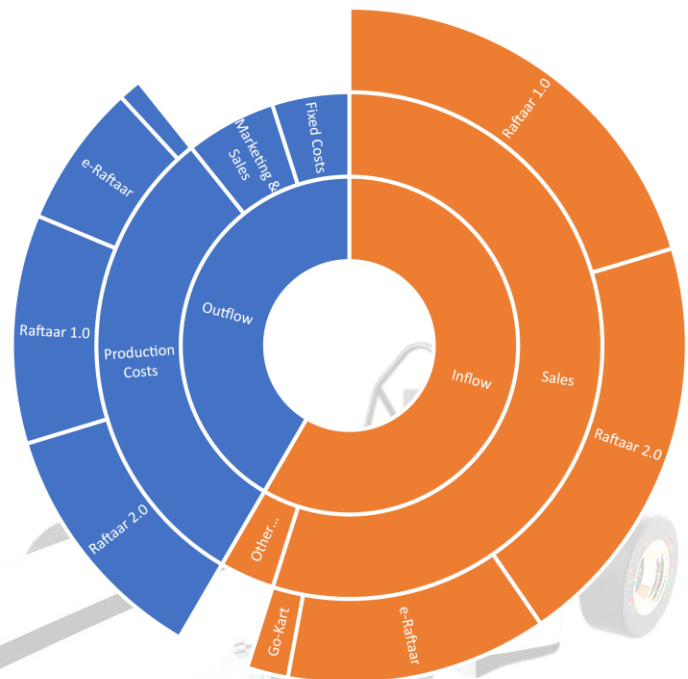


Third Year: is the most crucial for our company. The sales of **e-Raftaar** begin in the third year. We achieve **break-even** and cash inflow is significantly greater than cash outflow for the third year.

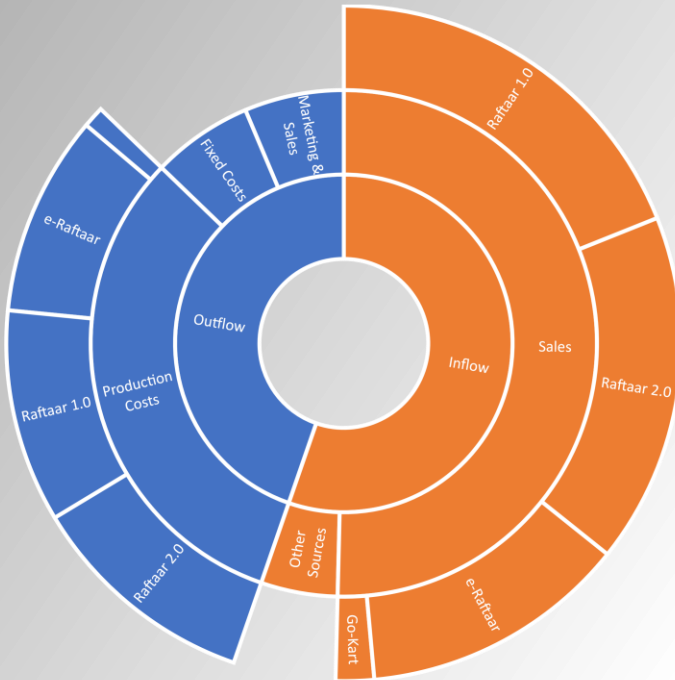
Third Year: First Half



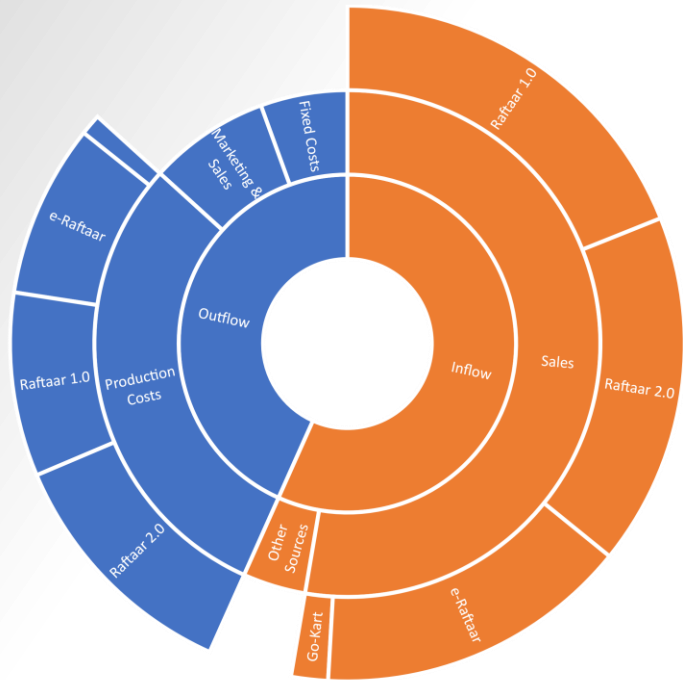
Third Year: Second Half



Fourth Year: First Half

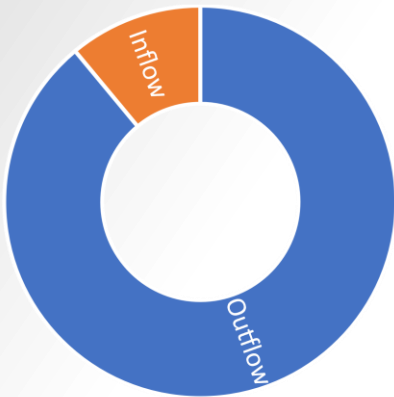


Fourth Year: Second Half

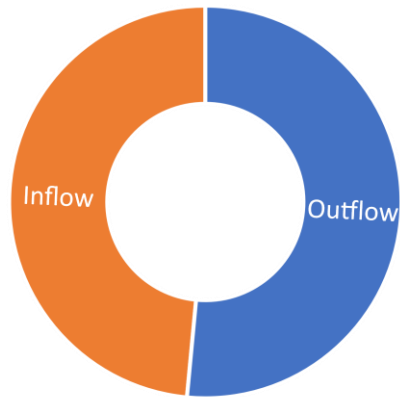


Following graphs will give you a clear idea about the cash inflow and cash outflow over the years.

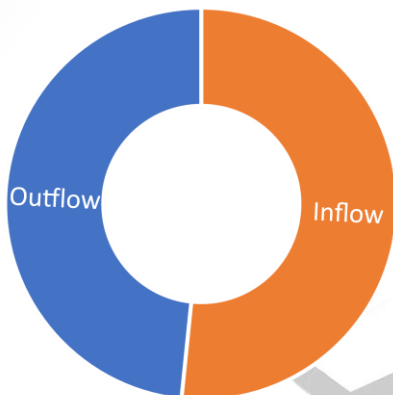
Annual Cash Flow Graphs: First Year



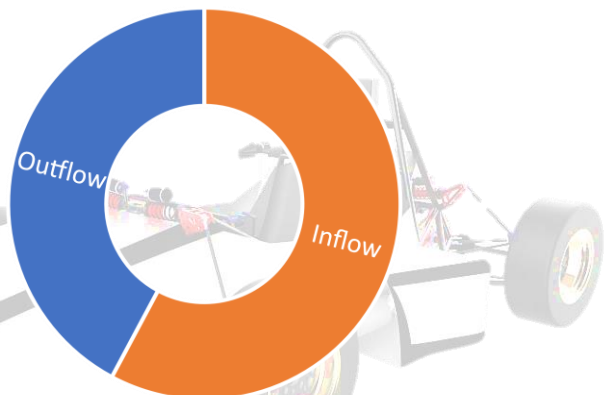
Annual Cash Flow Graphs: Second Year



Annual Cash Flow Graphs: Third Year



Annual Cash Flow Graphs: Fourth Year



COLLABORATIONS & Expansions

Short Term Plans



The Federation of Motor Sports Clubs of India

By 2020, we aspire to collaborate with **FMSCI**. This association will allow us to organise events for revenue generation.



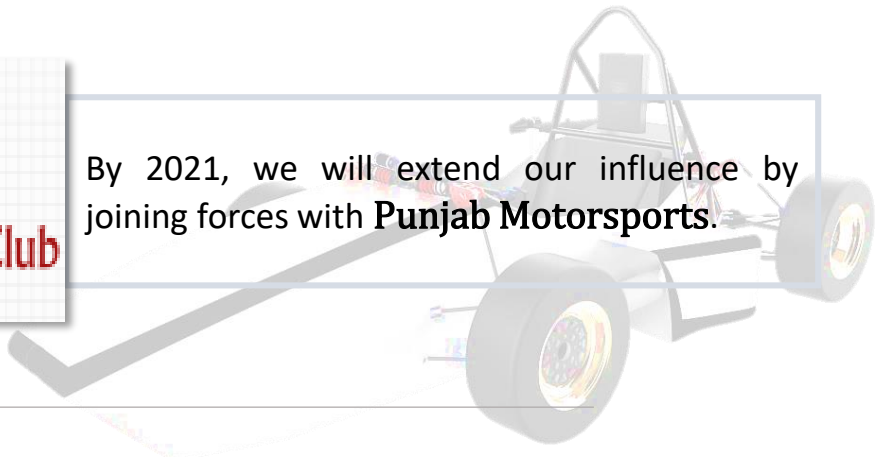
A collaboration with **Madras Motorsports Club** in the same year will be beneficial again.



Pune Automotive Racing Association will aid our expansion campaigning by the year 2021.



By 2021, we will extend our influence by joining forces with **Punjab Motorsports**.



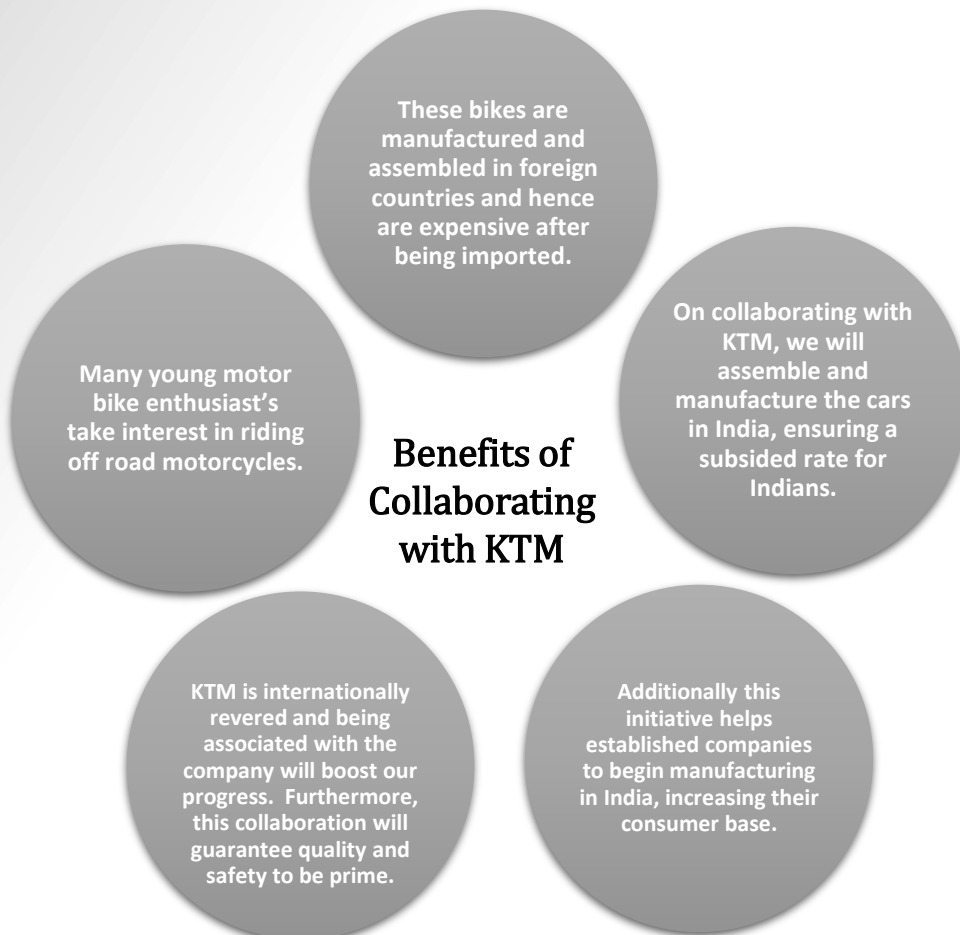
“In order to be irreplaceable, one must always do something different”.



BIKE INDUSTRIES

Long Term Plan

A collaboration with KTM, the internationally renowned bike industries, will set Bharat Motorsports apart from other Motorsports Companies in India.



IMAGINE. INVENT. INSPIRE.

“Apprise Education, Reprise Innovation.”

India is all set to become the world’s youngest country by 2020 with an average age of the population being 29 years. But just 3.5% of the country’s workforce is skilled against the global average of 40-50%.

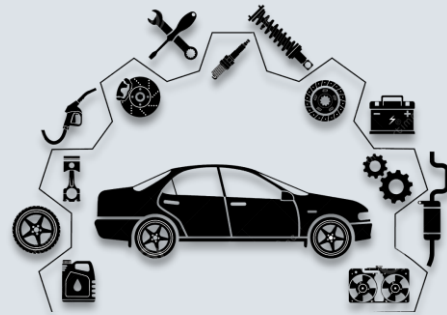
Bharat Motorsports aspires to contribute towards **social responsibility** by transforming bright youth into assets for the nation. Our core focus lies on **uplifting** the under-privileged Indian economy by inculcating **technical skills** and thus improving their employment opportunities. Along with this, we intend to reach maximum students to empower technical insight in them.



We aim to arrange **technical workshops** in recognized tech-fests which will:

- Train, support and deliver proper guidance to enhance expertise in youth.
- Include brain-storming sessions, group discussions, practical experience and case study.
- Devise to provide in-plant training and internship programs for all individuals to swiftly grasp maximum technical fluency, successively boosting their careers.

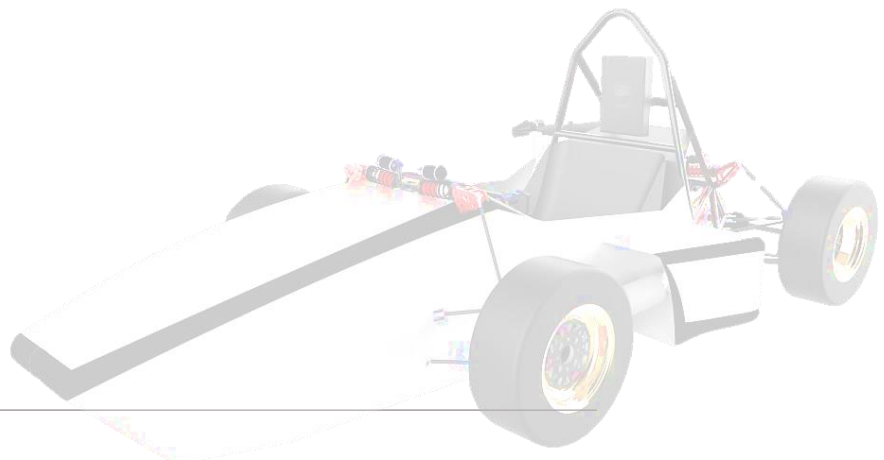
We plan to **sell automobile equipment** to Formula Student Teams at a reasonable price so as to encourage their participation and boost their forte.



Additionally, we look forward to fabricating **DIY kits** along with **reports** to impart the knowledge of manufacturing of parts and assembly, thus giving students technical perception.



**“The road to success is
always under construction.”**



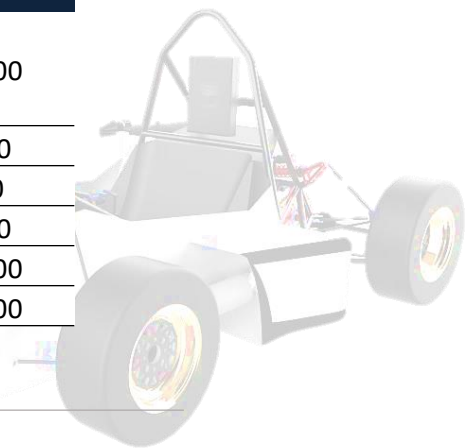
APPENDIX - I

First Year: First Half

Total Initial Fixed Cost = INR 4,66,41,000. The following tables give the distribution of the initial investment of INR 7,00,00,000. Remaining amount will be utilised to start production, marketing and set up the company.

Machines/Instruments Cost			
Machine/Instrument	Unit cost (₹)	Quantity	Total Cost (₹)
Hand Cutter/ Grinder	1,600	6	9,600
Pipe Cutting Machine	9,500	1	9,500
Pipe Bending Machine	8,800	1	8,800
Tig Welding Machine	25,000	5	1,25,000
Tool Kit	3,000	10	30,000
Soldering Machine	200	5	1,000
Conventional Lathe (second hand)	50,000	2	1,00,000
Conventional Milling (second hand)	50,000	2	1,00,000
PPEs	50,000	-	50,000
Powder-coating gun	40,000	1	40,000
Hydraulic press	70,000	1	70,000
Vacuum pump	5,000	3	15,000
Molds	1,20,000	5	6,00,000
Chassis and suspension fixtures	15,000	5	60,000
Electrical Equipments	-	-	5,00,000
Miscellaneous	1,00,000	-	1,00,000
Total			16,66,000

Land Costs	
Total Land (Race Track: 181020 sq. ft. ; Plant: 15000 sq. ft.)	2,75,00,000
Stamp Duty (7%)	22,00,000
Registration Fees (1%)	2,75,000
Race Track Construction	50,00,000
Other Construction Costs	1,00,00,000
Total	4,49,75,000



APPENDIX - II

Monthly Fixed Cash Outflow: First Year (2018)

Total cash outflow for the first year is INR 84,36,000 comprising of salaries given on monthly basis and miscellaneous costs calculated monthly.

Staff Salaries per month 2018			
Position	Salary	No.	Total (₹)
CEO	35,000	1	35,000
CFO	30,000	1	30,000
CTO	30,000	1	30,000
Marketing Head	30,000	1	30,000
Production Head	25,000	1	25,000
Engineers	25,000	5	1,25,000
Accounting & Finance Staff	15,000	2	30,000
Sales Staff	15,000	1	15,000
Advertisement & P.R.	15,000	2	30,000
Inventory & Workshop Manager	15,000	1	15,000
Driving Trainers	20,000	1	20,000
Testing Drivers	15,000	2	30,000
Total			4,15,000

Other costs per month			
Position	Salary	No.	Total (₹)
Labour	7,000	15	1,05,000
GS4 Security Guard	6,000	4	24,000
GS4 Security Officer	9,000	1	9,000
Machine Maintenance & Tooling Cost			10,000
Electricity Cost *			40,000
Maintenance Costs (race track+plant+cars+showroom)			50,000
Other			50,000
Total			2,88,000

* Calculation of cost of electricity per month

Appliance	No.	Energy in kW	Total(₹)
CCTV	14	0.04	0.56
AC	3	1.2	3.6
Centrally cooled (1500 sq ft)	1	9	9
Fan	10	0.07	0.7
Tube Light	50	0.03	1.5
Computers	5	0.25	1.25
Flood Light	10	0.3	3
Total			19.61

Rate of Electricity: ₹6.35/kWh

Usage during day time: 10 Hours & Usage during night time: 4 Hours

No. of working days in a month: 25

Total no. of units consumed in a day: 16.61

Total amount spent per month on electricity during day time:

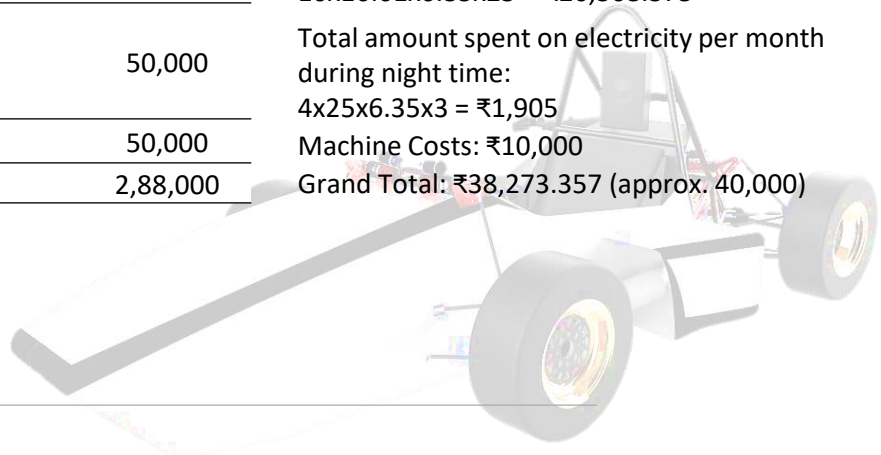
$10 \times 16.61 \times 6.35 \times 25 = ₹26,368.375$

Total amount spent on electricity per month during night time:

$4 \times 25 \times 6.35 \times 3 = ₹1,905$

Machine Costs: ₹10,000

Grand Total: ₹38,273.357 (approx. 40,000)



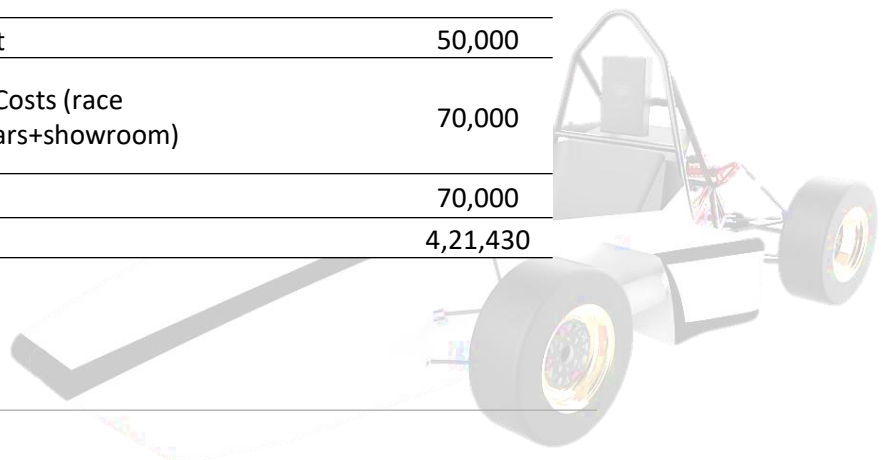
APPENDIX - III

Monthly Fixed Cash Outflow: Second Year (2019)

Total cash outflow for the second year is INR 1,21,00,560 comprising of salaries given on monthly basis and miscellaneous costs calculated monthly.

Staff Salaries per month 2019 (7 % increment)			
Position	Salary	No.	Total (₹)
CEO	37,450	1	37,450
CFO	32,100	1	32,100
CTO	32,100	1	32,100
Regional Marketing Head	32,100	2	62,100
Production Head	26,750	2	26,750
Engineers	26,750	8	2,08,750
Accounting & Finance Staff	16,050	2	32,100
Sales Staff	16,050	2	31,050
Advertisement and P.R.	16,050	3	47,100
Inventory & Workshop Manager	16,050	1	16,050
Driving Trainers	21,400	1	21,400
Testing Drivers	16,050	2	40,000
Total			5,86,950

Other costs per month			
Position	Salary	No.	Total (₹)
Labour	7,490	20	1,49,800
GS4 Security Guard (2)	6,000	10	60,000
GS4 Security Officer (1)	9,630	1	9,630
Machine Maintenance & Tooling Cost			12,000
Electricity Cost			50,000
Maintenance Costs (race track+plant+cars+showroom)			70,000
Other			70,000
Total			4,21,430



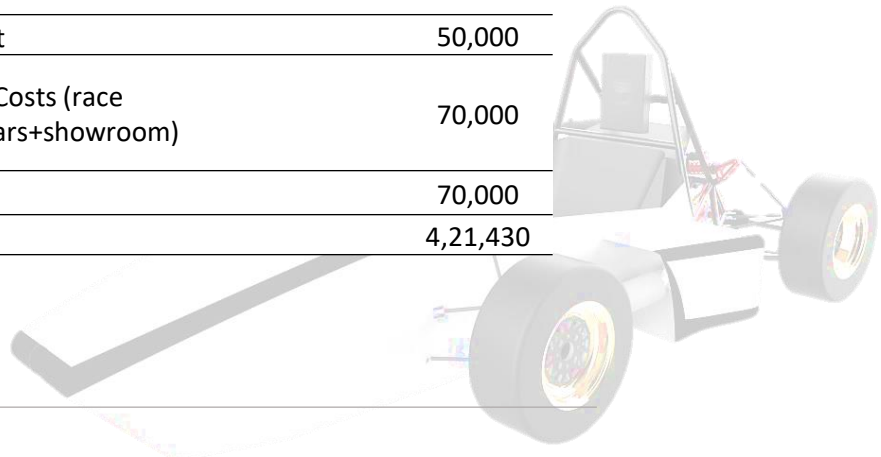
APPENDIX - IV

Monthly Fixed Cash Outflow: Third Year (2020)

Total cash outflow for the second year is INR 1,75,33,620 comprising of salaries given on monthly basis and miscellaneous costs calculated monthly.

Staff Salaries per month 2020 (7 % increase)			
Position	Salary	No.	Total (₹)
CEO	40,072	1	40,072
CFO	34,347	1	34,347
CTO	34,347	1	34,347
Regional Marketing Head	34,347	2	66,447
Production Head	28,623	2	28,623
Engineers	28,623	15	3,98,363
Accounting & Finance Staff	17,174	4	64,347
Sales Staff (2)	17,174	3	48,224
Advertisement and P.R. (4)	17,174	5	65,397
Inventory & Workshop Manager	17,174	2	32,174
Driving Trainers	22,898	2	45,796
Testing Drivers	20,000	4	1,00,000
Total			9,58,135

Other costs per month			
Position	Salary	No.	Total (₹)
Labour	7,490	20	1,49,800
GS4 Security Guard (2)	6,000	10	60,000
GS4 Security Officer (1)	9,630	1	9,630
Machine Maintenance & Tooling Cost			12,000
Electricity Cost			50,000
Maintenance Costs (race track+plant+cars+showroom)			70,000
Other			70,000
Total			4,21,430



APPENDIX - V

Monthly Fixed Cash Inflow: Data for First 4 Years

In addition to sales, the following tables list down the revenue generated from other sources per year.

Also, mentioned are the cost and the selling prices of the Raftaar.

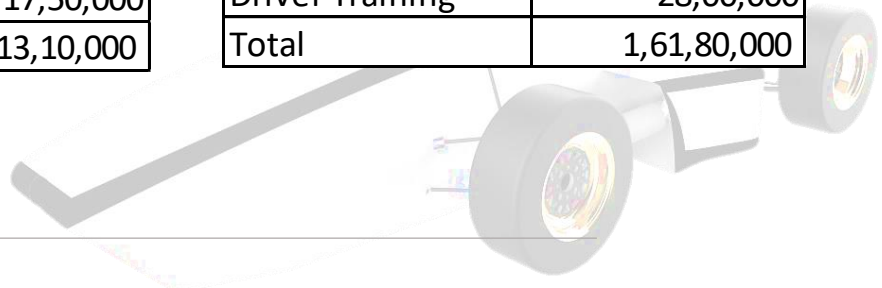
Revenue from other sources: 2018	
Rental Driving	5,20,000
FS Parts	5,00,000
Memberships	10,00,000
Group Events	10,00,000
Driver Training	600000
Total	36,20,000

Revenue from other sources: 2019	
Rental Driving	9,10,000
FS Parts	7,00,000
Memberships	28,00,000
Group Events	15,00,000
Driver Training	10,50,000
Total	69,60,000

	Cost Price	Selling Price
Raftaar Jr.	50,000	90,000
Raftaar 1.0	7,00,000	13,00,000
Raftaar 2.0	9,50,000	16,00,000
e-Raftaar	11,00,000	20,00,000

Revenue from other sources: 2020	
Rental Driving	15,60,000
FS Parts	10,00,000
Memberships	50,00,000
Group Events	20,00,000
Driver Training	17,50,000
Total	1,13,10,000

Revenue from other sources: 2021	
Rental Driving	20,80,000
FS Parts	13,00,000
Memberships	70,00,000
Group events	30,00,000
Driver Training	28,00,000
Total	1,61,80,000



APPENDIX - VI

Expenses

The given table lists down the amount spent per half year. The expenses include the production costs of the variants, amount spent in marketing and monthly fixed cash outflow sources. Mount spent in marketing: Initially, 0.2 and later 0.15 percent of the revenue generated.

Month	Opening Bal.	Units Produced				Expenses
		Raftaar Jr.	Raftaar 1.0	Raftaar 2.0	e-Raftaar	
Jan 18- Jun 18	7,00,00,000	0	0	0	0	4,67,93,900
Jul 18- Dec 18	2,32,06,100	25	15	5	0	2,26,50,000
Jan19- Jun 19	1,02,16,100	25	15	10	0	2,92,32,280
Jul 19- Dec 19	57,83,820	25	20	10	0	3,57,60,280
Jan 20- Jun 20	53,33,610	25	20	10	5	4,60,48,810
Jul 20- Dec 20	55,93,253	35	25	20	10	6,72,95,810
Jan 21- Jun 21	96,87,645	35	25	20	15	7,79,36,778
Jul 21- Dec 21	2,21,40,062	40	25	25	15	8,62,04,528
Jan 22-Jun 22	4,21,61,666	40	30	25	20	10,28,67,938
Jul 22-Dec22	6,61,75,962	40	30	25	20	10,61,65,988

Revenue

The given table lists down the revenue generated. The sources of income include sales of our models and revenue generated from miscellaneous other sources.

Month	Opening Bal.	Units Sold				Revenue	Profit
		Raftaar Jr.	Raftaar 1.0	Raftaar 2.0	e-Raftaar		
Jan 18- Jun 18	7,00,00,000	0	0	0	0	-	-4,67,93,900
Jul 18- Dec 18	2,32,06,100	15	5	0	0	96,60,000	-1,29,90,000
Jan19- Jun 19	1,02,16,100	18	9	5	0	2,48,00,000	-44,32,280
Jul 19- Dec 19	57,83,820	22	13	8	0	3,51,60,000	-6,00,280
Jan 20- Jun 20	53,33,610	26	16	11	0	4,63,95,000	3,46,190
Jul 20- Dec 20	55,93,253	30	20	14	8	7,27,55,000	54,59,190
Jan 21- Jun 21	96,87,645	35	25	18	11	9,45,40,000	1,66,03,222
Jul 21- Dec 21	2,21,40,062	39	29	21	15	11,29,00,000	2,66,95,472
Jan 22-Jun 22	4,21,61,666	43	33	26	18	13,48,87,000	3,20,19,062
Jul 22-Dec22	6,61,75,962	45	35	29	20	14,64,67,000	4,03,01,012