



BUSINESS PLAN · INDIA

Commercial Printing Press

Offset and digital print production

PRINTING

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

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This document is confidential and prepared for planning purposes. All financial figures are illustrative model assumptions for an Indian MSME context and must be validated against live quotes, local rates and professional advice before any investment or borrowing decision.

1. Executive Summary

This plan sets out a **Commercial Printing Press** in India — a real-asset print-manufacturing business running offset & digital presses to produce **brochures, books, catalogues, stationery, commercial & publicity print** for businesses, publishers & institutions. It sells print jobs on a per-unit/job-work basis, converting paper + ink + press-time into finished print — a capex-, capacity-, utilisation- & job-driven business.

Despite digital media, commercial print remains large & steady in India — marketing collateral, packaging inserts, books/education, stationery, government & institutional printing. A commercial printing press is a **real-asset print-manufacturing business**: it invests in offset (and/or digital) presses, prepress (CTP) & postpress (cutting/binding/lamination/finishing), and produces print jobs to order. It is capex-, capacity-, utilisation- & job-heavy: **press utilisation & job throughput** are the economic core, with paper (the largest cost, largely pass-through) & ink as the main variable costs. Revenue = **print jobs × per-unit/job realisation**; economics rest on utilisation, job mix, paper-cost pass-through, prepress/postpress value-add & B2B demand — it is capex-, utilisation-, job- & cost-driven, real-asset.

This is a capital-intensive real-asset manufacturing business — funded by promoter equity plus term loan & working capital. This plan models a commercial printing press requiring **₹3.5 crore** (₹1.4 crore promoter + ₹2.1 crore term loan/WC), targeting **₹6 crore** revenue in Year 1 and **₹11 crore** by Year 3. (*Commercial printing; jobs × realisation, capex/utilisation/job/cost-driven, real-asset — figures illustrative.*)

2. Business Description, Vision & Legal Structure

Concept: A commercial printing press - offset/digital production of brochures, books, catalogues, stationery & commercial print for businesses, publishers & institutions.

Vision: To be a reliable, quality commercial printer - great print, on time, at fair cost.

Mission: Deliver quality print jobs efficiently - strong press utilisation, prepress-to-postpress capability & service.

Legal structure options

- **Private Limited / LLP** — recommended for capex, term loan, B2B contracts & liability.
- **Proprietorship/Partnership** — common for a small press but weak for finance/scale.

Regulatory anchor: commercial printing is a moderately-regulated manufacturing activity — factory/MSME registration, electricity load, GST, pollution (solvents/waste where applicable), labour & (for publishing) title/ISBN handled by clients. Press utilisation, job throughput, paper-cost pass-through, prepress/postpress value-add & B2B demand determine success; it is capex-, utilisation-, job- & cost-driven, real-asset.

3. Promoter & Ownership

Led by a promoter with printing/press, publishing or graphic-production expertise. The team includes a press manager, press operators, prepress (DTP/CTP), postpress (binding/finishing), sales/estimation & accounts. Press utilisation, quality, turnaround, job mix & estimation discipline are the differentiators. Ownership, equity & any partner are editable inputs.

4. Market Analysis — India

India's commercial-print demand is large & steady — marketing collateral, books/education, catalogues, stationery, packaging inserts, government/institutional print — though it shifts toward shorter runs, quality & quick turnaround.

Demand is B2B-, marketing-, education- & institution-driven. The market rewards utilisation, quality, turnaround, price & prepress-to-postpress capability; it is job-, cost- & competition-sensitive.

Demand drivers

- **Marketing/collateral** (brochures/catalogues).
- **Books/education** printing.
- **Stationery & commercial print.**
- **Government/institutional** printing.
- **Packaging inserts & publicity.**

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Commercial printing in India	Large
SAM	Regional B2B/publisher clients	Substantial
SOM (Yr 1-3)	Press capacity & jobs	Scaling

Target segments

- Businesses/agencies (collateral).
- Publishers & education.
- Government/institutions.
- Packaging/print buyers.

5. Competition & Competitive Advantage

Landscape: other offset/digital presses, large integrated printers, online-print aggregators & small print shops. The press competes on utilisation/price, quality, turnaround, capability (prepress-to-postpress) & relationships.

The business's edge

- **Press utilisation & capacity.**
- **Quality & consistency.**
- **Turnaround & reliability.**
- **Prepress-to-postpress capability.**
- **Estimation/pricing & relationships.**

6. Products & Revenue Model

Job type	Model	Basis
Brochures/catalogues/collateral	Per-job (per-unit)	Core
Books/publications	Per-job/per-copy	Volume
Stationery/commercial print	Per-job	Volume
Digital short-run/variable	Per-copy	Quick/short

Postpress/finishing (value-add)	Per-job fee	Uplift
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Revenue is **print jobs × per-unit/job realisation** (offset for volume, digital for short-run; + postpress value-add).
Economics = jobs × realisation – (paper + ink + plates + press/labour) – overheads; press utilisation, job mix, paper-cost pass-through & prepress/postpress value-add drive it — the decisive press levers (real-asset, utilisation-critical).

7. Go-to-Market — Sales & Jobs

- **B2B/agency & publisher** relationships.
- **Government/institutional** empanelment/tenders.
- **Turnaround/quality** reputation.
- **Estimation/pricing** competitiveness.
- **Repeat/annual** contracts.

Sales approach

Set up press & capability → win B2B/publisher/institutional jobs → maximise press utilisation (offset volume + digital short-run) → add postpress value-add → build repeat/annual clients → optimise utilisation/job-mix/cost. Utilisation, quality, turnaround & estimation build a real-asset print-manufacturing business; postpress & digital add margin/flexibility.

8. Operations Plan (print manufacturing, real-asset)

- **Prepress:** design/DTP, CTP (computer-to-plate), proofing.
- **Press:** offset press(es) (volume) + digital press (short-run), press utilisation/scheduling.
- **Postpress:** cutting, folding, binding, lamination, finishing.
- **Materials & WC:** paper (largest cost, pass-through), ink, plates, consumables; inventory/receivables.
- **Quality & delivery:** colour/quality control, turnaround, dispatch.

Workflow

Stage	Activity	Metric
Estimate	Job/quote/paper	Win rate/margin
Prepress	DTP/CTP/proof	Turnaround
Print	Offset/digital	Press utilisation
Postpress	Bind/finish/cut	Quality/value-add
Deliver	Dispatch/collect	On-time/receivables

9. Regulatory, Licences & Compliance (India)

- **Business:** factory/MSME/Udyam; company/GST; electricity load; trade licence.
- **Environment/labour:** pollution (solvents/waste where applicable); labour/safety.
- **Content:** client-held (ISBN/title/copyright); imprint norms.
- **General:** contracts; TDS.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / press manager	1	2	2
Press operators	5	8	12
Prepress (DTP/CTP)	2	4	5
Postpress / binding / finishing	4	7	10
Sales/estimation & accounts	3	5	7
Total	15	26	36

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-4	Premises, presses, prepress/postpress, first clients
Ramp	Month 4-12	Utilisation & jobs, ₹6cr (ramp)
Grow	Year 2	Utilisation/postpress/digital, ₹9cr
Scale	Year 3	₹11cr revenue; utilisation & job mix

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. Commercial printing is a real-asset manufacturing business; revenue = jobs × realisation; capex (presses) is the base; paper (pass-through) & ink are the main variable costs; press utilisation & job mix are the economic core.

12.1 Project cost & means of finance

Capital requirement	₹
Offset & digital presses	1,90,00,000
Prepress (CTP) & postpress (binding/finishing)	70,00,000
Premises fit-out, power & setup	40,00,000
Working capital (paper/ink + receivables)	50,00,000
Total project cost	3,50,00,000
Promoter contribution	1,40,00,000
Term loan / WC finance	2,10,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
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Offset print jobs	4,20,00,000	6,00,00,000	7,50,00,000
Digital/short-run & publications	1,30,00,000	2,20,00,000	2,80,00,000
Postpress/finishing value-add	50,00,000	80,00,000	70,00,000
Total revenue	6,00,00,000	9,00,00,000	11,00,00,000
Paper, ink, plates & consumables	3,30,00,000	4,95,00,000	6,05,00,000
Press labour, power & operations	1,30,00,000	1,90,00,000	2,30,00,000
Sales, overheads & admin	65,00,000	95,00,000	1,15,00,000
Depreciation, interest & other	45,00,000	48,00,000	50,00,000
Total expenses	5,70,00,000	8,28,00,000	10,00,00,000
Net profit (before tax)	30,00,000	72,00,000	1,00,00,000
Net margin	5%	8%	9.1%

12.3 Unit economics & break-even

- **Jobs × realisation:** per-job/per-unit pricing; paper is the largest cost (largely pass-through with markup); press utilisation determines fixed-cost absorption; postpress/finishing & digital short-run lift margin.
- **Utilisation is the core:** press utilisation (shifts/jobs) is the make-or-break — idle press carries finance/depreciation; estimation discipline (paper/ink/time) protects margin; digital adds short-run flexibility.
- **Break-even:** at a utilisation/job level covering paper/ink, labour, overheads & finance; margins expand with utilisation, job mix, postpress value-add & operating leverage.

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	50,00,000	34,00,000	33,00,000	34,00,000
Job collections	1,00,00,000	1,40,00,000	1,65,00,000	1,90,00,000
Paper/ink, labour, overheads & operating	1,16,00,000	1,41,00,000	1,64,00,000	1,86,00,000
Closing balance	34,00,000	33,00,000	34,00,000	38,00,000

Printing is capex-heavy upfront (presses) with a ramp as utilisation builds; paper/ink & labour are steady, receivables (B2B credit) need a WC buffer. Utilisation, job mix, paper-cost pass-through, receivable management & a WC line manage cash; the key risks are utilisation/idle-press, paper-price volatility (pass-through helps), B2B receivables/credit, digital-substitution & competition — met with utilisation, estimation discipline, value-add, digital & relationships.

12.5 Key Performance Indicators to Monitor

- **Press:** utilisation %; jobs/throughput; makeready/wastage.
- **Job:** realisation/job; job mix (offset/digital); postpress share.
- **Cost:** paper cost/pass-through; ink/plate; wastage.
- **Finance:** net margin; receivable days; DSCR.

13. Funding Requirement & Bankability

Total ask: **₹2.1 crore term loan/WC** against ₹1.4 crore promoter contribution — for presses, prepress/postpress & working capital on a real-asset base (presses are financeable collateral). Fundability rests on utilisation, job pipeline, job mix & B2B demand; printing-machinery loans are standard. Year-1 profit ₹30 lakh growing to ₹1 crore as utilisation/job-mix scale; utilisation, job mix & estimation are key. DSCR supported by jobs × realisation; utilisation, job mix, paper pass-through & demand underpin the model.

13.1 Funding utilisation

Use of funds	₹	% of total
Offset & digital presses	1,90,00,000	54.3%
Prepress (CTP) & postpress (binding/finishing)	70,00,000	20%
Premises fit-out, power & setup	40,00,000	11.4%
Working capital (paper/ink + receivables)	50,00,000	14.3%
Total	3,50,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Utilisation / idle press	B2B pipeline, repeat/annual jobs, digital short-run, multi-shift
Paper-price volatility	Pass-through pricing, estimation discipline, sourcing
B2B receivables / credit	Advances, credit terms, collection, diverse clients
Digital substitution	Value-add (postpress), packaging/short-run, quality/service
Competition	Utilisation, quality, turnaround, niche, relationships

15. SWOT Analysis

Strengths Steady B2B print demand; real-asset presses; prepress-to-postpress capability; digital+offset mix; operating leverage.	Weaknesses Capex-/utilisation-heavy; paper-cost/receivable-sensitive; digital-substitution exposure; competition; thin-ish margins.
Opportunities Short-run/digital/variable-data; packaging inserts; postpress value-add; institutional/tender; annual contracts.	Threats Digital media shift; paper-price; price competition; receivable defaults; overcapacity.

16. Recommended AiSevak Tools for This Business

This commercial printing press would use AiSevak's Printing vertical tools in operations:

- **Press & jobs:** press-utilisation & jobs × realisation, estimation/paper-cost & job-mix tools.

- **Finance & sales:** paper-pass-through/receivables & GST, pipeline/annual-contract tools (with Finance vertical).
- **Practice:** Business Plan, break-even/DSCR and utilisation-economics tools to model the press.

17. Key Assumptions & Notes

- Commercial printing: real-asset print-manufacturing — offset/digital presses produce brochures/books/stationery/commercial print; revenue = jobs × per-unit/job realisation.
- Jobs × realisation – (paper + ink + labour) – overheads decisive; press utilisation & job mix are the economic core; paper is the largest cost (pass-through); postpress/digital add margin/flexibility.
- Equity + term loan/WC (presses financeable); factory/MSME/GST, electricity, pollution (solvents where applicable); content/ISBN client-held.
- Utilisation, job mix, paper pass-through & B2B demand drive economics; figures illustrative, exclude GST; digital-substitution-aware.

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