



BUSINESS PLAN · INDIA

Digital Content Studio

Social-first video, reels & branded content — recurring retainers for brands & creators

MEDIA

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 **Digital Content Studio** in India — a creative business that produces short-form video, reels, social-media content, and branded content for brands, businesses and creators. It handles ideation, scripting, shooting, editing, motion graphics and social-first packaging, earning project fees and monthly content retainers, riding the explosive growth of digital & social-media marketing.

Every brand and business now needs a constant stream of engaging digital content, and short-form video dominates attention across Instagram, YouTube, and other platforms. Demand for professional, scroll-stopping content far outstrips in-house capacity, and businesses increasingly outsource to specialist studios. A well-run content studio with strong creative, fast turnaround and reliable output earns recurring retainer income with high referral potential.

The promoter — a creative/content professional — seeks total funding of **₹12 lakh** (₹4.5 lakh promoter + ₹7.5 lakh term/equipment finance, eligible under PMMY-Mudra / CGTMSE), targeting **₹40 lakh** revenue in Year 1 and **₹1.1 crore** by Year 3. (*Creative-services model; talent, equipment & retainers drive economics.*)

2. Business Description, Vision & Legal Structure

Concept: A social-first content studio producing scroll-stopping video & branded content that helps brands grow their digital presence.

Vision: To be a go-to content studio brands trust for creative, consistent, high-performing digital content.

Mission: Deliver great creative and reliable content output — on brief, on time — that drives engagement and results.

Legal structure options

- **Proprietorship / LLP** — LLP recommended as the team & clients grow.
- **Private Limited** — for scaling, larger clients & investor/agency partnerships.

Regulatory anchor: a content studio is a creative-services business — GST on services, contracts & IP/usage rights, talent & music licensing, and platform/advertising norms (ASCI for ads, disclosure rules). Creative quality, turnaround reliability, retainer conversion, and talent retention determine profitability; it is asset-light beyond production gear.

3. Promoter & Ownership

Led by a promoter with content, video or creative experience. Delivery uses videographers, editors, a motion/graphics designer, and a content strategist/account manager, plus freelance talent as needed. Year-one ownership rests with the promoter; ownership and profit-sharing are editable inputs.

4. Market Analysis — India

India's digital-content & social-media-marketing market is booming, driven by smartphone & data penetration, the dominance of short-form video, creator economy growth, and every business needing a digital presence. SMEs, D2C brands, startups and creators all need content. Demand is large, recurring and under-served by quality; the market rewards creative, consistent, results-focused studios.

Demand drivers

- **Short-form video** dominance.
- **Every brand needs** constant content.
- **Creator & social-commerce** growth.
- **SME & D2C** digital adoption.
- **Outsourcing** over in-house.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Digital-content demand in India	Very large & growing
SAM	Reachable brands/creators in the studio's niche/region	Substantial
SOM (Yr 1-3)	Active retainer & project clients	12 → 40

Target segments

- SMEs & local businesses.
- D2C & startup brands.
- Creators & personal brands.
- Agencies (white-label).

5. Competition & Competitive Advantage

Landscape: freelancers, other content studios, full-service agencies, and in-house teams. The firm competes on creative quality, consistency, turnaround, niche expertise and results.

The firm's edge

- **Strong, consistent creative.**
- **Fast, reliable turnaround.**
- **Social-first & trend** fluency.
- **Niche/industry expertise.**
- **Results & retainer** focus.

6. Services & Pricing

Service	Model	Indicative price
Monthly content retainer	Retainer (X deliverables/mo)	₹25,000-1,50,000/mo
Reels / short-form video	Per reel / pack	₹2,000-8,000/reel
Branded / campaign content	Project	Project fee
Product / catalogue shoots	Per shoot/day	Day rate
Social management add-on	Retainer	Add-on

Monthly retainers form the recurring, predictable base; reels, campaigns & shoots add project income. Retainer conversion and creative quality (driving retention & referrals) are the economic levers.

7. Go-to-Market — Marketing & Sales

- **Own social presence & portfolio** as proof.
- **Referrals & case studies.**
- **Niche specialisation** (industry focus).
- **Agency white-label** partnerships.
- **Outbound & inbound** to SMEs/D2C.

Sales approach

Showcase creative → win projects → convert to monthly retainers → retain via quality & results → grow via referrals & niche reputation. Retainer conversion and retention build predictable, scalable revenue.

8. Operations Plan

- **Base:** a studio/office with shooting setup (lighting, camera, backdrop) & edit suites.
- **Process:** brief → ideation & script → shoot → edit & graphics → review & revisions → delivery & scheduling.
- **Workflow & tools:** project management, content calendar, asset library, editing software.
- **Quality:** creative direction, brand consistency, on-time delivery, performance review.
- **Capacity:** in-house team + freelancers scale output; scale by adding creators & retainers.

Production workflow

Stage	Activity	Metric
Brief	Plan & script	Clarity
Shoot	Capture	Output
Edit	Post & graphics	Quality
Deliver	Review & publish	On-time
Perform	Engagement	Results

9. Regulatory, Licences & Compliance (India)

- **Business & tax:** proprietorship/LLP or Pvt Ltd; PAN/TAN; GST (services attract GST); Udyam (MSME).
- **Contracts & IP:** client contracts, usage/IP rights, talent releases, music/stock licensing.
- **Advertising norms:** ASCI code for ads; platform disclosure & endorsement rules; DPDP-aligned data handling.
- **Employment:** staff & freelancer agreements; standard labour compliance as team grows.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
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Promoter / Creative Lead	1	1	1
Videographers	1	3	4
Editors & motion designers	2	4	7
Content strategist / account mgr	1	2	4
Sales & admin	1	2	3
Total	6	12	19

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-1	Studio, gear, portfolio, first clients
Launch	Month 1-3	First projects & retainers
Traction	Month 3-8	Retainer base grows; break-even nears
Scale	Year 2	More creators; niche & agency clients
Growth	Year 3	~40 clients; strong retainer book

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. Creative-services model; talent is the main cost, retainers the recurring base.

12.1 Project cost & means of finance

Capital requirement	₹
Camera, lighting & audio gear	4,50,000
Studio setup & edit workstations	3,50,000
Software, branding & marketing	2,00,000
Working-capital buffer	2,00,000
Total project cost	12,00,000
Promoter contribution	4,50,000
Term loan (Mudra / CGTMSE)	7,50,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Retainer income	26,00,000	50,00,000	72,00,000
Project & campaign fees	10,00,000	20,00,000	28,00,000

Shoots & add-ons	4,00,000	8,00,000	10,00,000
Total revenue	40,00,000	78,00,000	1,10,00,000
Salaries & freelance talent	22,00,000	42,00,000	60,00,000
Studio rent & utilities	3,60,000	4,80,000	6,00,000
Software, gear upkeep & IT	2,40,000	3,60,000	4,80,000
Marketing & admin	3,00,000	5,00,000	7,00,000
Interest on term loan	80,000	60,000	35,000
Total expenses	31,80,000	56,00,000	78,15,000
Net profit (before tax)	8,20,000	22,00,000	31,85,000
Net margin	20.5%	28.2%	29.0%

12.3 Unit economics & break-even

- **Per retainer:** monthly fee vs. delivery (talent + edit) cost; utilisation of the team drives margin.
- **Retainer vs. project mix:** retainers give predictability; projects & shoots add upside.
- **Break-even:** reached around month 5–7 as the retainer book builds.

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

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	2,00,000	1,70,000	2,10,000	2,90,000
Collections	7,00,000	9,50,000	11,50,000	12,00,000
Operating outflows	7,10,000	8,90,000	10,50,000	11,00,000
Loan EMI	20,000	20,000	20,000	20,000
Closing balance	1,70,000	2,10,000	2,90,000	3,70,000

Retainers give steady monthly cash; projects add lumpier inflows. The buffer covers the client-building ramp; predictable retainers ease cash management.

12.5 Key Performance Indicators to Monitor

- **Book:** retainer clients; MRR; project pipeline.
- **Delivery:** on-time %; revisions; output per creator.
- **Retention:** churn; retainer renewal; referral %.
- **Economics:** revenue per client; team utilisation.

13. Funding Requirement & Bankability

Total ask: **₹7.5 lakh term loan** against ₹4.5 lakh promoter contribution — eligible under **PMMY (Mudra)** and coverable under **CGTMSE**. Year-1 net profit ~₹8.2 lakh against annual debt service of ~₹2 lakh gives a **DSCR above 3.0** — comfortably bankable, strengthening as the recurring retainer book compounds.

13.1 Funding utilisation

Use of funds	₹	% of total
Camera, lighting & audio gear	4,50,000	37.5%
Studio setup & edit workstations	3,50,000	29%
Software, branding & marketing	2,00,000	17%
Working-capital buffer	2,00,000	16.5%
Total	12,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Client churn / project-lumpiness	Retainer focus; diversified clients; results & retention
Talent attrition	Culture, growth & incentives; freelancer bench; SOPs
Creative-quality consistency	Creative direction; review; templates & process
Price competition / freelancers	Quality, niche & results differentiation
Platform/trend shifts	Trend fluency; multi-platform; adaptability

15. SWOT Analysis

Strengths Booming demand; recurring retainers; asset-light; high margins; referral-rich.	Weaknesses Talent-dependent; creative-consistency risk; project-lumpiness; competition.
Opportunities Short-form video; D2C & SME digital; niche & agency white-label; social management.	Threats Freelancer & agency competition; price pressure; platform/trend shifts; AI tools.

16. Recommended AiSevak Tools for This Business

This content studio would use AiSevak's Media vertical tools in delivery:

- **Studio ops:** content-calendar, project-management, client-CRM and retainer-billing tools.
- **Contracts & compliance:** client-agreement, IP/usage-rights and GST tools (with Legal & Finance verticals).
- **Practice:** Business Plan, retainer-pricing and Unit-Economics tools to model the studio.

17. Key Assumptions & Notes

- Retainers + projects + shoots combined; talent is the main cost, retainers the recurring base.
- ~12 clients in Year 1 growing to ~40 by Year 3; retainer conversion drives predictability.
- Term-loan interest ~11% p.a., 5-year tenure; services attract GST.

- Creative quality, turnaround, retention and talent are decisive; figures exclude GST.

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