



BUSINESS PLAN · INDIA

Estate & Succession Planning Practice

Wills, trusts, succession certificates & estate planning in India

LEGAL

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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 an **Estate & Succession Planning Practice** in India — a specialist legal firm helping individuals and families plan the orderly transfer of wealth: wills, trusts, gift and settlement deeds, nomination reviews, succession certificates and legal-heir processes, powers of attorney, and digital-asset inheritance, along with probate and succession-dispute support.

Rising household wealth, more complex family and asset structures, and growing awareness of the cost of dying intestate are increasing demand for professional estate planning in India — historically an under-served, under-penetrated area. This firm provides high-trust advisory and documentation, with premium fees and strong referral dynamics from wealth advisors, CAs and banks.

The promoter — a lawyer with estate/succession expertise — seeks total funding of **₹5.5 lakh** (₹2.0 lakh promoter + ₹3.5 lakh term loan, eligible under PMMY-Mudra / CGTMSE), targeting **₹28 lakh** revenue in Year 1 and **₹72 lakh** by Year 3.

2. Business Description, Vision & Legal Structure

Concept: An estate-planning partner that helps families protect and pass on wealth smoothly — with sound wills, trusts and succession documents that prevent disputes.

Vision: To be the trusted estate-planning firm for families in the region.

Mission: Give every client a clear, valid succession plan and the documents to execute it — sparing families conflict and cost.

Legal structure options

- **Sole proprietorship / advocate practice** — simplest entry.
- **LLP of advocates** — recommended as the team grows; credibility with HNI clients.

Professional note: legal advice and drafting are provided by enrolled advocates under the Advocates Act and BCI norms. Trust structuring and tax aspects are coordinated with CAs; probate/court steps follow litigation procedure. Sensitivity and confidentiality are paramount in family-wealth matters.

3. Promoter & Ownership

Led by a lawyer with estate, succession and trust expertise. Delivery uses associates and paralegals for documentation and process under supervision, coordinating with CAs on tax/trust matters. Year-one ownership rests with the promoter; associates are added as clients grow. Ownership and profit-sharing are editable inputs.

4. Market Analysis — India

Estate planning is under-penetrated in India relative to rising wealth. Most people die intestate, causing disputes and delays; awareness is now growing, spurred by wealth advisors, media and complex family structures (NRIs, blended families, business families). Demand for wills, trusts and succession planning is set to grow strongly from a low base.

Demand drivers

- **Rising household wealth & assets** needing orderly succession.

- **Cost of intestacy:** disputes and delays motivate planning.
- **Complex families:** NRIs, blended families, business succession.
- **Advisor push:** wealth managers and CAs recommending estate planning.
- **Digital assets** creating new inheritance needs.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Individuals/families needing estate planning in India	Very large
SAM	Reachable affluent/HNI families in the firm's region	Large & growing
SOM (Yr 1-3)	Estate-planning clients & matters	120 → 350 matters

Target segments

- Affluent individuals and HNIs planning succession.
- Business families needing succession structuring.
- NRIs with Indian assets.
- Legal heirs needing succession certificates and transmission.

5. Competition & Competitive Advantage

Landscape: individual advocates, general firms, and wealth-management/estate-planning arms. The firm differentiates on estate-planning specialisation, sensitivity, and dispute-proof documentation.

The firm's edge

- **Estate-planning specialisation** — wills, trusts, succession structuring.
- **Dispute-proof documentation** — valid, clear, executable.
- **Sensitive, confidential handling** of family matters.
- **Advisor & CA coordination** for tax and wealth alignment.
- **NRI & business-succession fluency.**

6. Services & Pricing

Service	Model	Indicative fee (₹)
Will drafting & advisory	Per will	5,000-50,000
Trust structuring & deed	Project	50,000-5,00,000
Gift / settlement deed	Per deed	5,000-40,000
Succession certificate / legal-heir process	Per matter	15,000-1,50,000
Nomination audit & PoA	Per engagement	3,000-25,000
Estate-planning advisory (comprehensive)	Project	25,000-3,00,000
Probate / succession-dispute support	Matter + appearances	30,000-5,00,000+

Wills and deeds provide volume; trust structuring and comprehensive planning are premium; succession certificates and probate add matter-based income.

7. Go-to-Market — Marketing & Sales (within BCI norms)

- **Wealth-advisor & CA partnerships:** the primary referral channel for affluent clients.
- **Bank & private-banking tie-ups** for HNI referrals.
- **Compliant education:** seminars and content on why-you-need-a-will.
- **NRI networks** for cross-border succession.
- **Referrals** from delivered, dispute-free plans.

Practice growth

Build advisor/CA/bank referral relationships; convert will clients into comprehensive planning and family engagements. Grow through trust and reputation.

8. Operations Plan

- **Location:** a professional, discreet office suitable for confidential family meetings.
- **Process:** discovery (assets, family, wishes) → plan design → documentation (will/trust/deed) → execution (witnesses/registration) → safekeeping guidance → periodic review; succession matters follow their own process.
- **Technology:** secure document management, templates, and a client/review tracker.
- **Quality & confidentiality:** valid, dispute-proof drafting; strict confidentiality; CA coordination.
- **Capacity:** a lawyer + associate pod handles many matters; scale by adding lawyers.

Core estate-planning instruments

Instrument	Purpose	Client
Will	Distribute estate	Individuals
Trust	Structured succession	HNI/business
Gift/settlement deed	Lifetime transfer	Families
Succession certificate	Heir entitlement	Heirs
PoA/nomination	Authorisation/estate hygiene	All

9. Regulatory, Licences & Compliance (India)

- **Bar Council enrolment** for advocates; firm setup as proprietorship/LLP.
- **PAN/TAN, GST registration** (legal-services GST treatment varies; RCM may apply), professional tax and Shops & Establishments as applicable.
- **Domain law:** succession laws (personal-law-specific), Indian Succession Act, trust and registration law; professional conduct (Advocates Act/BCI).
- **Data protection** aligned to the DPDP Act; highly confidential handling of family and asset data.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Lead Advisor	1	1	1
Associate Lawyer	1	2	3
Paralegal / Documentation	1	2	3
Admin / Client Support	0	1	1
Total	3	6	8

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-1	Entity, templates, advisor/CA network
Launch	Month 1-3	First wills & deeds; advisor referrals
Traction	Month 4-9	Trust & comprehensive planning; break-even nears
Scale	Year 2	Bank/private-banking tie-ups; NRI work
Growth	Year 3	350 matters; premium planning 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.

12.1 Project cost & means of finance

Capital requirement	₹
Office & fit-out	1,20,000
Computers & IT (3)	1,40,000
Document & secure software	60,000
Branding, website & setup	55,000
Deposits & pre-operative	55,000
Working-capital buffer	1,20,000
Total project cost	5,50,000
Promoter contribution	2,00,000
Term loan (Mudra / CGTMSE)	3,50,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Wills, deeds & nomination	10,00,000	19,00,000	26,00,000
Trust structuring & comprehensive planning	12,00,000	24,00,000	32,00,000
Succession certificates & probate	6,00,000	11,00,000	14,00,000
Total revenue	28,00,000	54,00,000	72,00,000
Salaries & wages	13,20,000	25,00,000	33,00,000
Rent & utilities	2,20,000	2,80,000	3,40,000
Software & subscriptions	1,40,000	2,20,000	2,80,000
Marketing & networking	1,40,000	2,20,000	2,80,000
Admin, travel & misc	2,20,000	3,20,000	4,20,000
Interest on term loan	38,000	28,000	16,000
Total expenses	20,98,000	35,68,000	46,36,000
Net profit (before tax)	7,02,000	18,32,000	25,64,000
Net margin	25.1%	33.9%	35.6%

12.3 Unit economics & break-even

- **Revenue mix:** volume wills/deeds plus premium trust and comprehensive planning; succession/probate add matters.
- **Leverage:** associates and paralegals handle documentation under supervision.
- **Break-even:** a steady flow of wills/deeds plus a few planning engagements — reached around month 9-10.

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

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	1,20,000	90,000	1,40,000	2,55,000
Collections	4,50,000	6,50,000	8,20,000	9,30,000
Operating outflows	4,50,000	5,70,000	6,75,000	7,80,000
Loan EMI	30,000	30,000	30,000	30,000
Closing balance	90,000	1,40,000	2,55,000	3,75,000

Wills and deeds provide steady early cash; premium planning and succession matters add larger inflows; the buffer covers network-building.

12.5 Key Performance Indicators to Monitor

- **Book:** wills/deeds; planning engagements; succession matters.
- **Quality:** validity/dispute-proof rate; client satisfaction.
- **Referrals:** advisor/CA/bank referral share.

- **Economics:** revenue per matter; premium-engagement share.

13. Funding Requirement & Bankability

Total ask: **₹3.5 lakh term loan** against ₹2.0 lakh promoter contribution — eligible under **PMMY (Mudra)** and coverable under **CGTMSE**. Year-1 net profit ~₹7.02 lakh against annual debt service of ~₹1.2 lakh gives a **DSCR above 2.9** — comfortably bankable, with premium upside as the planning book grows.

13.1 Funding utilisation

Use of funds	₹	% of total
IT, document & secure software	2,00,000	36%
Office setup & deposits	1,75,000	32%
Branding & setup	55,000	10%
Working-capital buffer	1,20,000	22%
Total	5,50,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Invalid/disputed documents	Rigorous, valid drafting; proper execution; professional-indemnity cover
Sensitivity of family matters	Confidentiality; empathetic handling; clear scope
Personal-law complexity	Expertise across succession laws; CA coordination on tax
Slow market awareness	Advisor partnerships; education; NRI focus
Confidentiality/data	Secure handling; DPDP alignment

15. SWOT Analysis

Strengths Under-penetrated market; premium fees; high trust; referral-rich.	Weaknesses Awareness-building needed; personal-law complexity; sensitivity.
Opportunities Rising wealth; business & NRI succession; advisor/bank tie-ups; digital assets.	Threats Wealth-firm competition; slow adoption; regulatory/tax changes.

16. Recommended AiSevak Tools for This Business

This firm would use AiSevak's Legal vertical estate tools in delivery:

- **Estate & succession:** Estate Planning, Will Drafting, Gift Deed, Trust Deed, Nomination Audit, Succession Certificate, POA, Digital-Asset Inheritance.

- **Support:** Family-Law and Property tools for related matters; Business Plan tools to model the firm.

17. Key Assumptions & Notes

- Promoter is an enrolled advocate with estate/succession expertise; CA coordination on tax/trust.
- ~120 matters in Year 1 growing to ~350 by Year 3 across wills, planning and succession.
- Term-loan interest ~11% p.a., 5-year tenure; adjust to sanctioned terms.
- Legal-services GST varies by client (RCM in some cases) — figures exclude GST.

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