



BUSINESS PLAN · INDIA

Litigation & Dispute-Resolution Practice

Civil, commercial, recovery & arbitration representation in India

LEGAL

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 **Litigation & Dispute-Resolution Practice** in India — an advocate-led firm representing clients in civil, commercial and consumer disputes, recovery suits, cheque-bounce and contractual matters, arbitration and other ADR, and appeals across courts and tribunals. Services span pre-litigation notices and strategy, drafting and pleadings, court appearances, and settlement/arbitration.

Disputes are endemic in commerce and daily life, and India's litigation volume is enormous. Businesses and individuals need competent representation to protect their interests, recover dues and resolve conflicts. A well-run litigation practice earns matter-based fees and appearances, augmented by corporate dispute retainers and arbitration work — a durable, demand-resilient business.

The promoter — a practising advocate with litigation experience — seeks total funding of **₹6.0 lakh** (₹2.5 lakh promoter + ₹3.5 lakh term loan, eligible under PMMY-Mudra / CGTMSE), targeting **₹30 lakh** revenue in Year 1 and **₹80 lakh** by Year 3.

2. Business Description, Vision & Legal Structure

Concept: A dispute-resolution partner that protects clients' interests through sound strategy, strong pleadings and effective advocacy — in court and in arbitration.

Vision: To be a respected litigation firm known for winning strategy, diligence and client care.

Mission: Resolve every client's dispute effectively — through settlement, arbitration or the courts — with rigour and integrity.

Legal structure

- **Sole proprietorship (individual advocate)** — standard entry structure.
- **Partnership / LLP of advocates** — recommended as the team and matter volume grow.

Regulatory anchor: only enrolled advocates may appear in courts, governed by the Advocates Act and BCI rules (including advertising restrictions). Growth is reputation- and referral-driven. Diligent deadline/limitation management and ethics are core professional obligations.

3. Promoter & Ownership

The firm is led by a practising advocate with litigation and drafting experience. Delivery uses junior advocates and paralegals for research, drafting and court coordination under supervision, with strong cause-list and limitation tracking. Year-one ownership rests with the proprietor/founding partners; ownership and profit-sharing are editable inputs governed by BCI norms.

4. Market Analysis — India

India's courts carry a very large pending caseload, and commercial disputes, recovery matters, consumer complaints and contractual conflicts arise constantly. Arbitration and ADR are growing as faster alternatives. Demand for competent litigation is structural and recession-resilient — disputes occur in good times and bad — while quality, client-focused representation remains scarce.

Demand drivers

- **High dispute volume:** commercial, civil, property, consumer and recovery matters.
- **Cheque-bounce & recovery:** large, steady categories for businesses.
- **Arbitration/ADR growth:** faster resolution channels.
- **Contractual complexity:** more agreements mean more disputes.
- **Recession resilience:** disputes (defaults, insolvency) rise in downturns.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Businesses & individuals with disputes in India	Very large
SAM	Reachable disputing parties in the firm's courts/region	Large
SOM (Yr 1-3)	Active matters handled	80 → 250 matters

Target segments

- Businesses in commercial and recovery disputes.
- Individuals and businesses in civil and property matters.
- Consumers and consumer-facing firms in consumer disputes.
- Parties in arbitration and contractual disputes.

5. Competition & Competitive Advantage

Landscape: individual advocates, litigation boutiques and larger firms. Within BCI norms, differentiation is on strategy, drafting quality, diligence, communication and outcomes.

The firm's edge

- **Strategic case management** — clear strategy and realistic outcome assessment.
- **Strong drafting & research** — well-prepared pleadings.
- **Diligence on limitation & hearings** — never a missed date.
- **Client communication & transparency** on progress and cost.
- **ADR capability** — efficient settlement/arbitration where sensible.

6. Services & Pricing

Service	Model	Indicative fee (₹)
Legal notice & pre-litigation strategy	Per matter	3,000-25,000
Civil / commercial suit	Matter fee + appearances	30,000-5,00,000+
Cheque-bounce / recovery matter	Per matter	15,000-1,00,000
Consumer dispute	Per matter	10,000-75,000
Arbitration / ADR	Matter + sittings	50,000-5,00,000+
Corporate litigation retainer	Monthly	15,000-75,000/mo

Appeals & higher-court matters	Per matter	40,000–5,00,000+
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Matter fees and appearances drive income; corporate dispute retainers add recurring revenue and a steadier base.

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

- **Referrals:** clients, CAs, bankers, other advocates and professional networks.
- **Business relationships:** companies with recurring dispute/recovery needs.
- **Reputation & outcomes:** quality work driving word-of-mouth.
- **Bank/NBFC panels:** for recovery and cheque-bounce matters.
- **Compliant informational presence** within BCI advertising rules.

Practice growth

Build a matter pipeline and convert business clients into dispute retainers. Grow through reputation and referrals; develop practice-area strengths (recovery, commercial, arbitration).

8. Operations Plan

- **Location:** an office accessible to relevant courts/tribunals, suitable for client meetings.
- **Delivery model:** juniors research and draft under the principal's supervision; the principal argues key matters; strong cause-list, limitation and file management.
- **Technology:** matter/case-tracking, cause-list tools, document management, and deadline reminders.
- **Quality & ethics:** conflict checks, confidentiality, limitation discipline, realistic client advice.
- **Capacity:** the principal supervises a team handling a portfolio of matters and appearances; scale by adding advocates.

Matter lifecycle

Stage	Work	Revenue
Pre-litigation	Notice, strategy	Per matter
Filing & pleadings	Drafting	Matter fee
Hearings	Appearances	Per appearance
Settlement/ADR	Negotiation, arbitration	Matter/sitting
Judgment/appeal	Argument, appeal	Matter fee

9. Regulatory, Licences & Compliance (India)

- **Bar Council enrolment** and practice standing for all advocates.
- **Firm setup:** proprietorship or partnership/LLP of advocates; PAN/TAN; **GST registration** (legal-services GST treatment varies; RCM may apply), professional tax and Shops & Establishments as applicable.
- **Professional conduct:** Advocates Act, BCI rules (advertising, ethics, conflicts), confidentiality and privilege.
- **Data protection** aligned to the DPDP Act; secure custody of case records.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Principal Advocate / Partner	1	1	2
Junior Advocate	1	3	4
Paralegal / Clerk (court)	1	2	3
Admin / Office	0	1	1
Total	3	7	10

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-1	Firm setup, office, case system, referral network
Launch	Month 1-4	First matters & notices; workflow set
Traction	Month 4-9	Growing matter book; retainers; break-even nears
Scale	Year 2	Practice-area depth; bank/NBFC panels; second advocate
Growth	Year 3	250 matters; retainer base; arbitration work

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 furniture & fit-out	1,30,000
Computers, library & IT (3)	1,60,000
Case-management & legal software	60,000
Branding, website & setup	50,000
Deposits & pre-operative	70,000
Working-capital buffer	1,30,000
Total project cost	6,00,000
Promoter contribution	2,50,000
Term loan (Mudra / CGTMSE)	3,50,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Matter fees & appearances	18,00,000	36,00,000	48,00,000
Recovery, cheque-bounce & consumer	7,00,000	13,00,000	18,00,000
Corporate retainers & arbitration	5,00,000	11,00,000	14,00,000
Total revenue	30,00,000	60,00,000	80,00,000
Salaries & wages	14,40,000	28,00,000	37,00,000
Rent & utilities	2,60,000	3,20,000	3,80,000
Library, software & subscriptions	1,50,000	2,30,000	3,00,000
Marketing & networking	1,30,000	2,10,000	2,60,000
Admin, court, travel & misc	2,80,000	4,00,000	5,20,000
Interest on term loan	38,000	28,000	16,000
Total expenses	22,98,000	39,88,000	51,76,000
Net profit (before tax)	7,02,000	20,12,000	28,24,000
Net margin	23.4%	33.5%	35.3%

12.3 Unit economics & break-even

- **Revenue mix:** matter fees plus appearances and retainers; higher-value commercial/arbitration matters drive economics.
- **Leverage:** juniors and paralegals handle preparation under supervision, keeping delivery efficient.
- **Break-even:** a base of matters plus retainers — reached around month 9-11 (litigation cash can be lumpy).

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

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	1,30,000	95,000	1,45,000	2,60,000
Collections	5,20,000	7,00,000	8,80,000	10,20,000
Operating outflows	5,25,000	6,20,000	7,35,000	8,55,000
Loan EMI	30,000	30,000	30,000	30,000
Closing balance	95,000	1,45,000	2,60,000	3,95,000

Retainers and recovery matters steady the cash line while big commercial/arbitration matters add lumpier inflows; the buffer covers early-stage timing.

12.5 Key Performance Indicators to Monitor

- **Book:** active matters; new matters/month; retainer clients.
- **Delivery:** limitation/hearing adherence; outcome/success rate; client satisfaction.

- **Economics:** revenue per advocate; realisation; recovery days.
- **Mix:** matter vs retainer vs arbitration revenue.

13. Funding Requirement & Bankability

Total ask: **₹3.5 lakh term loan** against ₹2.5 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 2.8** — bankable, strengthening as the matter and retainer book grows.

13.1 Funding utilisation

Use of funds	₹	% of total
Office, furniture & deposits	2,00,000	33%
IT, library & case software	2,20,000	37%
Branding & setup	50,000	8%
Working-capital buffer	1,30,000	22%
Total	6,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Missed limitation / hearing	Rigorous cause-list & limitation tracking; reminders; professional-indemnity cover
Revenue lumpiness	Retainers, recovery and consumer matters for a steady base
Delayed court timelines	ADR/arbitration options; realistic client expectations
Talent (juniors)	Training; competitive pay; documented processes
Marketing constraints (BCI)	Referral-led growth; reputation and panels

15. SWOT Analysis

Strengths Protected profession; recession-resilient demand; retainer + matter mix; low capex.	Weaknesses Revenue lumpiness; court-timeline dependence; advertising limits.
Opportunities High dispute volume; recovery & arbitration growth; corporate retainers; bank panels.	Threats Fee competition; court delays; talent shortages.

16. Recommended AiSevak Tools for This Business

This firm would use AiSevak's Legal vertical dispute tools across its practice:

- **Notices & demand:** Demand Letter, Cheque Bounce, Breach Notice, Consumer Notice, Reply Notice, MSME Recovery Notice.
- **Dispute & court:** ADR Guide, Arbitration Clause, Statement of Claim, Written Statement, Settlement Agreement, Litigation Estimator, Court e-Filing, Affidavit, Vakalatnama.
- **Practice:** Business Plan and Unit-Economics tools to model the firm.

17. Key Assumptions & Notes

- Promoter is an enrolled, practising advocate; junior leverage assumed per BCI norms.
- ~80 matters in Year 1 growing to ~250 by Year 3 across categories, plus retainers.
- 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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