



B U S I N E S S P L A N · I N D I A

Media-Buying & Planning Agency

*Plan & buy advertising across channels — optimising brands' ad spend for reach,
performance & ROI*

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 **Media-Buying & Planning Agency** in India — a business that plans and buys advertising inventory across digital (Google, Meta, programmatic, OTT), TV, print, radio & outdoor on behalf of brands, optimising spend for reach, performance & ROI. It earns commission on media spend, planning & management fees, and performance/retainer income, acting as the brand's expert intermediary to the media ecosystem.

India's advertising market is large and shifting rapidly to digital & performance media, where planning & buying expertise, data, and platform relationships materially improve outcomes. Brands — especially SMEs, D2C & startups — need agencies to navigate fragmented media, optimise spend and prove ROI. A well-run media agency with strong planning, buying efficiency & performance delivery earns recurring commission & fee income that scales with clients' ad budgets.

The promoter — a media/digital-marketing professional — seeks total funding of **₹12 lakh** (₹5 lakh promoter + ₹7 lakh working-capital/term finance or self-funded, eligible under Mudra/CGTMSE), targeting **₹50 lakh** revenue (net) in Year 1 and **₹1.5 crore** by Year 3. (*Asset-light; commission & fees on managed media spend, working-capital-sensitive.*)

2. Business Description, Vision & Legal Structure

Concept: A media agency that plans & buys advertising smartly across channels — maximising brands' reach, performance & ROI on ad spend.

Vision: To be a trusted, performance-focused media-buying partner for growing brands.

Mission: Plan & buy media expertly & transparently — delivering measurable results on every rupee of ad spend.

Legal structure options

- **Proprietorship / LLP** — LLP recommended as clients & spend grow.
- **Private Limited** — for scaling, larger clients & platform accreditations.

Regulatory anchor: a media agency is a services + intermediary business — GST on fees/commission, transparent media-spend & billing practices, platform accreditations (Google/Meta partner), advertising norms (ASCI), and contracts. A key dynamic is working capital: agencies often fund/float media spend before/around client payment. Planning skill, buying efficiency, performance delivery & transparent, disciplined billing determine success.

3. Promoter & Ownership

Led by a promoter with media, digital-marketing or advertising experience. Delivery uses media planners, performance/buying specialists, and an account manager, plus analytics/creative support. Year-one ownership rests with the promoter; ownership and profit-sharing are editable inputs.

4. Market Analysis — India

India's ad market is large and growing, with digital now the dominant & fastest-growing segment, followed by TV, and fragmented across many platforms & formats. Brands — especially SMEs, D2C & startups — need planning & buying expertise, performance optimisation & ROI proof. The shift to performance & programmatic media favours data-savvy agencies. Demand is strong & scales with client budgets.

Demand drivers

- **Digital & performance** media growth.
- **Fragmented media** needing expertise.
- **SME/D2C/startup** ad adoption.
- **ROI & measurement** demand.
- **Programmatic & OTT** complexity.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Ad spend intermediated in India	Very large
SAM	Reachable brands in the agency's niche/region	Substantial
SOM (Yr 1-3)	Managed ad spend / active clients	Scaling

Target segments

- SMEs & local businesses.
- D2C & startups (performance).
- Mid-size brands.
- Other agencies (buying desk).

5. Competition & Competitive Advantage

Landscape: large media agencies, digital/performance agencies, freelancers, and in-house teams. The firm competes on planning skill, buying efficiency, performance, transparency & service.

The firm's edge

- **Data-driven planning & optimisation.**
- **Buying efficiency & platform** relationships.
- **Performance & ROI** delivery.
- **Transparency** (vs. opaque buying).
- **Service & niche** focus.

6. Services & Revenue Model

Stream	Model	Basis
Media-buying commission	% of media spend	10-18%
Planning & management fee	Retainer / % of spend	Fee
Performance marketing	Retainer + performance	Results-linked
Creative & content add-ons	Project	Add-on
Consulting / audits	Project	Advisory

Note: revenue here means the agency's net income (commission + fees), not the gross media spend it manages. Commission & management fees scale with managed spend; performance & retainers add recurring, higher-value income. Managed spend can be many times net revenue.

7. Go-to-Market — Marketing & Sales

- **Case studies & ROI** proof.
- **SME/D2C & startup** business development.
- **Platform partnerships** (Google/Meta).
- **Referrals & niche** reputation.
- **Retainer & performance** deals.

Sales approach

Win clients with planning & ROI proof → manage & optimise spend transparently → deliver performance → grow managed spend & retainers → expand via referrals. Results & transparency retain clients and grow their budgets — compounding commission income.

8. Operations Plan

- **Base:** an office (or distributed) with media-planning, buying & analytics tools.
- **Process:** brief & goals → media plan → buying & campaign setup → optimisation & management → reporting & ROI → billing & reconciliation.
- **Tools:** ad platforms, programmatic DSPs, analytics, planning & reporting dashboards.
- **Financial discipline:** transparent media billing, spend reconciliation, and working-capital/float management.
- **Capacity:** planners/buyers manage client portfolios; scale by adding specialists & clients.

Campaign workflow

Stage	Activity	Metric
Plan	Media plan	Strategy
Buy	Inventory	Efficiency
Optimise	Manage	Performance
Report	ROI	Results
Bill	Reconcile	Margin

9. Regulatory, Licences & Compliance (India)

- **Business & tax:** proprietorship/LLP or Pvt Ltd; PAN/TAN; GST (fees/commission attract GST); TDS; Udyam (MSME).
- **Advertising norms:** ASCI code; platform policies; disclosure & consumer-protection rules.
- **Transparency & contracts:** transparent media-billing & spend reconciliation; client contracts; platform partner terms.
- **Data:** DPDP-aligned audience/campaign-data handling; privacy & consent compliance.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Head	1	1	1
Media planners & buyers	2	5	8
Performance / analytics	1	3	5
Account managers	1	3	4
Admin & finance	1	2	3
Total	6	14	21

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-1	Team, tools, platform partnerships, first clients
Launch	Month 1-3	First campaigns & managed spend
Traction	Month 3-8	Client & spend growth; break-even nears
Scale	Year 2	Bigger budgets; retainers; performance
Growth	Year 3	Strong managed-spend 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. Revenue = agency net income (commission + fees); managed media spend is much larger.

12.1 Project cost & means of finance

Capital requirement	₹
Office & IT setup	3,00,000
Tools, DSP & analytics subscriptions	2,50,000
Branding & business development	2,50,000
Working-capital buffer (media float)	4,00,000
Total project cost	12,00,000
Promoter contribution	5,00,000
Term/WC loan (Mudra / CGTMSE)	7,00,000

12.2 Projected Profit & Loss (3 years, net revenue)

Particulars	Year 1	Year 2	Year 3
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Media-buying commission	30,00,000	62,00,000	90,00,000
Planning & management fees	14,00,000	30,00,000	45,00,000
Performance & add-ons	6,00,000	13,00,000	15,00,000
Total net revenue	50,00,000	1,05,00,000	1,50,00,000
Salaries & team	30,00,000	62,00,000	88,00,000
Tools, DSP & analytics	4,50,000	8,00,000	11,00,000
Marketing & business development	4,00,000	8,50,000	12,00,000
Office & overheads	3,20,000	6,00,000	8,50,000
Interest on loan	75,000	55,000	30,000
Total expenses	42,45,000	85,05,000	1,19,80,000
Net profit (before tax)	7,55,000	19,95,000	30,20,000
Net margin (on net revenue)	15.1%	19.0%	20.1%

12.3 Unit economics & break-even

- **Per client:** commission + fees on managed spend – servicing cost; scales as client budgets grow.
- **Managed spend leverage:** net revenue is a % of much larger managed spend; team efficiency drives margin.
- **Break-even:** reached around month 4-6 (asset-light); managed-spend book compounds thereafter.

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

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	4,00,000	3,40,000	3,70,000	4,40,000
Net collections	9,00,000	12,00,000	14,00,000	15,00,000
Operating outflows	9,40,000	11,50,000	13,10,000	14,00,000
Loan EMI	20,000	20,000	20,000	20,000
Closing balance	3,40,000	3,70,000	4,40,000	5,20,000

The critical cash risk is the media-spend float — agencies often pay platforms before/around client collection. The buffer, pre-collection or platform-credit, and disciplined reconciliation manage this; net revenue (not gross spend) is what accrues to the agency.

12.5 Key Performance Indicators to Monitor

- **Book:** managed spend; active clients; retainers.
- **Performance:** client ROI/ROAS; retention; results.
- **Economics:** net revenue % of spend; revenue per client; team efficiency.
- **Cash:** media-float; receivable vs. payable days.

13. Funding Requirement & Bankability

Total ask: **₹7 lakh term/WC finance** against ₹5 lakh promoter contribution — asset-light, so the main need is a **working-capital float for media spend**; eligible under **PMMY (Mudra)/CGTMSE** (or self-funded). Year-1 net profit ~₹7.55 lakh against modest debt service gives a strong DSCR — comfortably bankable, with managed-spend growth compounding net revenue.

13.1 Funding utilisation

Use of funds	₹	% of total
Working-capital buffer (media float)	4,00,000	33%
Office & IT setup	3,00,000	25%
Tools, DSP & analytics subscriptions	2,50,000	21%
Branding & business development	2,50,000	21%
Total	12,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Media-float / payment risk	Advance/pre-collection; platform credit; net terms; discipline
Client churn / performance	ROI delivery; transparency; retainers; diversified clients
Platform/algorithm changes	Multi-platform expertise; adaptability; upskilling
Margin/commission pressure	Value & performance focus; fees + performance mix
Transparency/trust	Transparent billing & reconciliation; disclosures

15. SWOT Analysis

Strengths Growing ad spend; asset-light; scalable with budgets; recurring commission & fees.	Weaknesses Media-float cash risk; performance & client-dependent; platform-reliant; margin pressure.
Opportunities Digital/performance shift; SME/D2C adoption; programmatic & OTT; retainers.	Threats Platform changes; in-housing; competition; commission compression; payment risk.

16. Recommended AiSevak Tools for This Business

This media agency would use AiSevak's Media vertical tools in delivery:

- **Agency ops:** media-planning, campaign-management, ROI-reporting and client-CRM tools.
- **Finance & compliance:** media-billing/reconciliation, GST/TDS and contract tools (with Finance & Legal verticals).

- **Practice:** Business Plan, commission/net-revenue and Break-even tools to model the agency.

17. Key Assumptions & Notes

- Revenue = agency net income (commission 10–18% + fees); managed media spend is several times larger.
- Managed spend & clients grow over Years 1–3; asset-light with early break-even.
- Term/WC finance ~11% p.a. (or self-funded); fees/commission attract GST; TDS applies.
- Planning skill, buying efficiency, performance/ROI, transparency & float discipline are decisive; figures exclude GST.

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Every tool referenced in this plan is available on aisevak.in. Open the [Media toolkit](#) to browse and use them all at <https://aisevak.in/verticals/media> — or go straight to any specific tool at <https://aisevak.in/service/<tool-name>>. No signup needed to explore; each tool guides you step by step.

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