



B U S I N E S S P L A N · I N D I A

OTT / Web-Series Content Producer

*Develop, produce & license original streaming content — commissioned & owned-IP
slate*

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 an **OTT / Web-Series Content Producer** in India — a production company that develops, produces and licenses original streaming content (web series, films, shorts, non-fiction) to OTT platforms (Netflix, Prime, JioHotstar, regional OTTs) and monetises through commissioning fees, licensing, and IP/rights. It creates content on commission or self-develops IP to sell/license, riding India's booming streaming market and insatiable demand for original, multilingual content.

India's OTT market is growing explosively with cheap data, smartphones, and demand for original regional & Hindi content across platforms competing for subscribers. Platforms commission and acquire large volumes of series, films and non-fiction. A production house with strong creative, development slate, execution capability and platform relationships can build a valuable content & IP business — though it is project- & capital-intensive with a hits-driven dynamic.

This is a project- & IP-financed creative venture with a different funding profile: content is largely **commissioned (platform-funded) or co-produced/equity-financed per title**, not a standard term loan. The promoter — a filmmaker/producer — models a development & production business raising **₹50 lakh** setup + development capital (equity/promoter + slate financing), targeting **₹1.5 crore** revenue in Year 1 and **₹5 crore** by Year 3 as the production slate builds. *(Illustrative slate model — figures are indicative and hits-dependent.)*

2. Business Description, Vision & Legal Structure

Concept: A content production house creating original streaming series & films — commissioned by or licensed to OTT platforms, building creative reputation & IP.

Vision: To be a sought-after producer of original streaming content across languages.

Mission: Develop & produce compelling original content platforms want — building a slate, reputation and IP library.

Legal structure options

- **Private Limited** — recommended for platform deals, financing & IP.
- **Per-project SPV** — to ring-fence individual title production & financing.

Regulatory anchor: OTT content production involves platform commissioning/licensing contracts, IP & rights (music, script, talent, remake/format), the IT Rules 2021 (OTT self-regulation & content code), GST, and talent/crew/guild norms. Creative slate, platform relationships, execution & budget control, and IP strategy determine value; it is hits-driven and project-financed.

3. Promoter & Ownership

Led by a promoter with filmmaking, production or content-development experience. Delivery uses a development/creative team, line producers, and freelance directors, writers, cast & crew per project. A per-title SPV may hold each production; ownership, IP-splits and co-production stakes are editable inputs.

4. Market Analysis — India

India's OTT market is among the world's fastest-growing, with intense platform competition driving heavy investment in original content, especially regional & Hindi series & films. Demand for fresh, differentiated content is strong and continuous. Success depends on creative quality, platform relationships, and the hits-driven economics of streaming

— with IP ownership as a long-term value driver.

Demand drivers

- **OTT growth & platform competition.**
- **Original regional & Hindi** content demand.
- **Heavy content investment** by platforms.
- **Multilingual & niche** audiences.
- **IP & format** value.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	OTT original-content spend in India	Very large & growing
SAM	Commissioning in the house's genre/languages	Substantial
SOM (Yr 1-3)	Projects produced/licensed per year	Slate-linked

Target buyers/segments

- National OTT platforms.
- Regional OTT platforms.
- Co-producers & studios.
- International/format buyers.

5. Competition & Competitive Advantage

Landscape: established production houses, studios, and independent producers competing for platform commissions. The firm competes on creative slate, platform relationships, execution reliability, cost & IP.

The firm's edge

- **Strong development slate** & creative.
- **Platform relationships.**
- **Reliable execution & budget** control.
- **Regional/niche** genre depth.
- **IP & format** strategy.

6. Revenue Model

Stream	Model	Basis
Commissioned production	Platform-funded + producer fee	Cost + margin
Licensing / acquisition	License fee for finished content	Per title
Co-production	Shared cost & upside	Equity split
IP / format / remake rights	Licensing	Long-tail
Development / creative services	Fee	Add-on

Commissioned production (platform-funded) gives a producer fee/margin with limited risk; self-developed IP & licensing offer higher upside but more risk. A balanced slate of commissioned + owned-IP projects manages the hits-driven economics.

7. Go-to-Market — Development & Sales

- **Development slate** & pitches to platforms.
- **Platform & studio** relationships.
- **Track record & creative** reputation.
- **Regional/genre** specialisation.
- **Co-production & format** partnerships.

Approach

Build a development slate → pitch & secure commissions → execute reliably on budget → build reputation & IP → grow slate & platform relationships. Commissioned work funds the business; owned IP builds long-term value.

8. Operations Plan

- **Base:** a development office; production on location/sets with hired crew per project.
- **Process:** development (concept/script) → pitch & greenlight → pre-production → production (shoot) → post-production → delivery & licensing.
- **Execution:** line production, budgeting & scheduling, quality & delivery to platform specs.
- **IP & legal:** rights, contracts, music/format clearances, delivery & compliance.
- **Capacity:** a manageable concurrent slate; scale by adding development & production capacity.

Production workflow

Stage	Activity	Gate
Develop	Script/pitch	Greenlight
Pre-pro	Plan & cast	Budget-lock
Produce	Shoot	On-schedule
Post	Edit & finish	Delivery
License	Deliver & monetise	Realisation

9. Regulatory, Licences & Compliance (India)

- **IT Rules 2021 (OTT):** self-regulation, content classification & code adherence (via platform).
- **Contracts & IP:** platform commissioning/licensing agreements; script, music, talent & format rights; delivery specs.
- **Business & tax:** Pvt Ltd (per-title SPV); PAN/TAN; GST; TDS; talent/crew & guild norms.
- **Permissions & safety:** shooting permits, drone (DGCA), on-set safety & insurance.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Producer	1	1	1
Development / creative	2	3	5
Line producers / production	1	3	5
Business & legal / rights	1	2	3
Admin	1	2	2
Directors/writers/cast/crew	Per project	Per project	Per project
Total (core)	6	11	16

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-3	Team, development slate, platform pitches
First greenlight	Month 3-6	First commission & production start
Delivery	Month 6-12	First title delivered & licensed
Scale	Year 2	Multiple titles; owned IP; co-productions
Growth	Year 3	Established slate & platform relationships

12. Financial Plan (Illustrative — slate)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with a real slate's economics. They are not projections of guaranteed results; OTT production is hits-driven and largely platform/project-financed.

12.1 Setup & financing structure

Requirement / structure	₹
Development slate & team (setup)	25,00,000
Office, equipment & IT	10,00,000
Development capital (scripts/pilots)	10,00,000
Working-capital buffer	5,00,000
Total setup requirement	50,00,000
Promoter / equity	25,00,000
Angel / slate financing	25,00,000
Production budgets	Platform-commissioned / per-title SPV

Note: Individual title production budgets (₹cr-scale) are largely platform-funded (commissioned) or raised per title via co-production/SPV — not from this setup capital, which funds the development & production business itself.

12.2 Projected Business P&L (3 years, producer economics)

Particulars	Year 1	Year 2	Year 3
Commissioned production fees/margin	1,20,00,000	2,80,00,000	3,80,00,000
Licensing & co-production upside	20,00,000	70,00,000	1,00,00,000
IP/format & development fees	10,00,000	20,00,000	20,00,000
Total revenue	1,50,00,000	3,70,00,000	5,00,00,000
Production & delivery costs	1,05,00,000	2,55,00,000	3,40,00,000
Development & team salaries	28,00,000	55,00,000	78,00,000
Office, legal & overheads	10,00,000	20,00,000	28,00,000
Total expenses	1,43,00,000	3,30,00,000	4,46,00,000
Net profit (before tax)	7,00,000	40,00,000	54,00,000
Net margin	4.7%	10.8%	10.8%

12.3 Unit economics & the hits dynamic

- **Commissioned title:** producer fee/margin (10–20% over budget) with limited downside — the stable base.
- **Owned IP/licensing:** higher upside but hits-dependent; a breakout title can transform economics.
- **Break-even:** depends on securing commissions; a balanced commissioned + IP slate manages risk.

12.4 Projected Cash Flow — Year 1 (project-phased, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	5,00,000	4,00,000	4,50,000	5,20,000
Fees & milestone receipts	18,00,000	40,00,000	48,00,000	44,00,000
Production & operating outflows	19,00,000	39,50,000	47,30,000	43,20,000
Closing balance	4,00,000	4,50,000	5,20,000	6,00,000

Commissioned production is milestone-funded by platforms, easing cash risk; owned-IP development is the promoter's investment. Budget discipline & milestone collection protect margins in a hits-driven business.

12.5 Key Performance Indicators to Monitor

- **Slate:** projects in development; greenlights; delivery on-time/budget.
- **Economics:** producer margin; IP/licensing upside; overhead absorption.
- **Relationships:** platform repeat; co-production deals.
- **IP:** owned titles/formats; long-tail licensing.

13. Funding Requirement & Investability

Setup & development capital of **₹50 lakh** (₹25 lakh promoter + ₹25 lakh angel/slate) funds the development & production business; **individual title budgets are platform-commissioned or raised per-title via co-production/SPV**, not from this capital. Investability rests on the creative slate, platform relationships, execution track record, and IP strategy. *Standard term loans/Mudra generally do not fit hits-driven content production; the path is equity/slate financing + platform commissions.*

13.1 Funding utilisation (setup capital)

Use of funds	₹	% of total
Development slate & team (setup)	25,00,000	50%
Office, equipment & IT	10,00,000	20%
Development capital (scripts/pilots)	10,00,000	20%
Working-capital buffer	5,00,000	10%
Total	50,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Hits-driven volatility	Commissioned base + balanced slate; budget discipline
Commission dependence	Multiple platforms; co-production; owned IP
Budget/schedule overruns	Line production; completion discipline; contingency
Rights/legal issues	Clear IP/music/talent contracts; legal review
Platform/market shifts	Genre/language diversification; relationships; IP value

15. SWOT Analysis

Strengths Booming OTT investment; platform-funded base; IP upside; creative reputation.	Weaknesses Hits-driven; commission-dependent; project-lumpy; capital & execution intensive.
Opportunities Regional & original content; owned IP/formats; co-production; international.	Threats Platform budget/strategy shifts; competition; content saturation; cost inflation.

16. Recommended AiSevak Tools for This Business

This OTT producer would use AiSevak's Media vertical tools in delivery:

- **Production ops:** development-slate, budgeting/scheduling, delivery-tracking and rights-management tools.

- **Contracts & compliance:** commissioning/licensing, IP/music/talent-rights and GST/TDS tools (with Legal & Finance verticals).
- **Practice:** Business Plan, per-title economics and slate-break-even tools to model the business.

17. Key Assumptions & Notes

- Illustrative slate; setup capital funds the business, title budgets are platform/co-production-financed.
- Producer margin ~10-20% on commissioned work; owned-IP/licensing adds hits-driven upside.
- Equity/slate financing + platform commissions (not Mudra/term loan) fit this hits-driven model.
- Creative slate, platform relationships, execution/budget control and IP strategy are decisive; figures are pre-tax, exclude GST.

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