



B U S I N E S S P L A N · I N D I A

Project and Feasibility Consultancy

Techno-economic feasibility and project reports

CONSULTING

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 **Project & Feasibility Consultancy (PMC)** in India — a professional-services firm that prepares techno-economic feasibility studies, Detailed Project Reports (DPRs) & project appraisals for capex projects, and then provides ongoing Project Management Consultancy (PMC) — monitoring, coordination & lender's/owner's-engineer services — through the project's execution life. It earns report/project fees upfront plus **recurring PMC/monitoring fees over the project life**, monetising India's capex & infrastructure investment cycle & the need for independent techno-economic rigour — a low-capex, expertise-/project-linked-/milestone-driven professional-services business.

Every significant capex project — plant, infrastructure, real estate, industrial — needs a bankable feasibility/DPR to raise finance & approvals, and disciplined project management/monitoring to execute on time & budget; banks & lenders require independent appraisal & lender's-engineer monitoring. A PMC/feasibility consultancy is a **techno-economic expertise & project-monitoring business**: little capital, driven by engineering/financial appraisal skill, sector knowledge, credibility with lenders & the ability to deliver bankable reports & effective monitoring. Revenue blends **feasibility/DPR report fees (upfront) + recurring PMC/monitoring/lender's-engineer fees over the project life (milestone-linked)**; success rests on techno-economic rigour, bankability/lender acceptance, sector depth, project-monitoring capability & a repeatable engine — it is expertise-, project-flow- & capex-cycle-dependent, working-capital-light.

This is a professional-services business — funded largely by promoter equity (low capex), with a modest working-capital line (services-MSME eligible). This plan models a PMC/feasibility consultancy requiring **₹36 lakh** (₹26 lakh promoter + ₹10 lakh bank/WC finance), targeting **₹1.4 crore** revenue in Year 1 and **₹3.4 crore** by Year 3. (*PMC/feasibility consulting; feasibility/DPR report fees + recurring PMC/monitoring fees, expertise-/project-linked-/milestone-driven, low-capex.*)

2. Business Description, Vision & Legal Structure

Concept: A project & feasibility consultancy (PMC) - techno-economic feasibility, DPRs & appraisal for capex projects + ongoing project management/monitoring & lender's/owner's-engineer services through execution, on report fees + recurring PMC fees.

Vision: To make capex projects bankable, well-planned & delivered on time & budget.

Mission: Deliver rigorous, independent techno-economic appraisal & disciplined project monitoring - projects that get funded & get built right.

Legal structure options

- **LLP** — common for an engineering/consulting practice.
- **Private Limited** — recommended for scale, lender empanelment, large projects & credibility.

Regulatory anchor: a PMC/feasibility consultancy is a professional-services business (company/LLP, GST on services, engagement contracts, professional indemnity, lender empanelment, engineering/appraisal standards, independence & accurate projections). Techno-economic rigour, bankability/lender acceptance, sector depth, project-monitoring capability & a repeatable engine determine success; it is expertise-, project-flow- & capex-cycle-dependent, capital-light. (Projections use genuine, sourced data — never fabricated.)

3. Promoter & Ownership

Led by a promoter with project engineering, techno-economic appraisal, PMC or infrastructure/project-finance expertise & lender relationships. The team includes engineers (technical/feasibility), financial-appraisal analysts, project-

monitoring/PMC leads & BD/support. Techno-economic rigour, bankability, sector depth & monitoring capability are the differentiators. Ownership & stakes are editable inputs.

4. Market Analysis — India

India's large & sustained capex/infrastructure investment cycle (manufacturing, infrastructure, real estate, industrial, PLI-driven & government capex) generates constant demand for bankable feasibility/DPRs & project monitoring — with banks/lenders requiring independent appraisal & lender's-engineer services. Demand is capex-/investment-/lending-driven & cycle-linked. The market rewards techno-economic rigour, bankability/lender acceptance, sector depth, monitoring capability & a repeatable engine; it is expertise-, capex-cycle-, lending- & project-flow-sensitive, met with rigour, bankability, sector depth & BD.

Demand drivers

- **Capex & infrastructure** investment cycle.
- **PLI & industrial** capex.
- **Lender appraisal & lender's-engineer** requirements.
- **Project finance & approvals** (bankable DPRs).
- **On-time/on-budget execution** discipline.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Feasibility/DPR/PMC in India	Large & capex-linked
SAM	Sector/project-type & geography	Substantial
SOM (Yr 1–3)	Projects / mandates	Scaling

Target segments

- Project promoters (capex/plant/infra).
- Banks/lenders (appraisal & lender's engineer).
- Real-estate/industrial developers.
- Government/PSU & institutional projects.

5. Competition & Competitive Advantage

Landscape: large engineering/PMC firms, Big-4 project-advisory, boutique feasibility consultants & independent engineers. The firm competes on techno-economic rigour, bankability/lender acceptance, sector depth, monitoring capability, credibility & value.

The business's edge

- **Techno-economic rigour & bankability.**
- **Lender empanelment & acceptance.**
- **Sector/engineering depth.**
- **Project-monitoring capability (on-time/budget).**
- **Independence & credibility.**

6. Products & Revenue Model

Stream	Model	Basis
Feasibility studies & DPRs	Report/project fee (upfront)	Core entry
Techno-economic appraisal (lenders)	Appraisal fee	Core
PMC / project monitoring	Recurring fee over project life	Recurring/milestone
Lender's / owner's engineer	Recurring monitoring fee	Recurring
Advisory / bid / tender support	Project fee	Margin

Feasibility/DPRs & appraisal give upfront project fees (the entry); PMC/project-monitoring & lender's/owner's-engineer services recur over the project's execution life (milestone-linked — the durable base); advisory/bid support adds margin. Economics = report fees + PMC fees × utilisation; techno-economic rigour, bankability, sector depth, monitoring & BD drive it — the decisive PMC levers (low-capex, project-linked).

7. Go-to-Market — Marketing & Sales

- **Promoter & lender BD** (capex projects, bank empanelment).
- **Bank/lender empanelment** (appraisal & lender's engineer).
- **Sector focus & track record** (bankable projects delivered).
- **Referrals & credibility.**
- **PMC conversion** (feasibility → monitoring — recurring).

Sales approach

Win feasibility/DPR/appraisal mandates (promoters, lenders, empanelment) → deliver bankable reports (funding secured) → convert to PMC/monitoring over the project life (recurring) → build track record, empanelment & referrals → grow sector mandates. Rigour, bankability, empanelment & monitoring build a project-linked, partly-recurring practice.

8. Operations Plan

- **Delivery model:** engineer-/analyst-led feasibility & DPR preparation (technical + financial appraisal), then project-monitoring/PMC teams through execution; independence maintained.
- **Process:** mandate → data/scoping → technical feasibility → financial appraisal/DPR → lender submission/funding → PMC mobilisation → monitoring (progress/cost/quality) → milestone reporting → completion.
- **Rigour & bankability:** accurate, sourced techno-economic analysis & lender-acceptable reports are central; monitoring discipline drives on-time/budget delivery.
- **Tech:** feasibility/financial-model templates, project-monitoring/PM tools, document management, CRM.
- **Integrity:** genuine, sourced data & realistic projections — never fabricated.

Engagement workflow

Stage	Activity	Metric
Scope	Mandate/data	Fee/scope

Feasibility/DPR	Techno-economic/appraisal	Bankability
Fund	Lender submission	Funding secured
Monitor (PMC)	Progress/cost/quality	On-time/budget
Report	Milestone/completion	Recurring/retention

9. Regulatory, Licences & Compliance (India)

- **Entity:** LLP/company; GST on services; PAN/TAN.
- **Empanelment:** bank/lender empanelment; lender's-engineer accreditation.
- **Standards:** engineering/appraisal standards; independence; professional indemnity.
- **Contracts:** engagement/NDA; accurate, sourced projections; no misrepresentation.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / lead (project engineer)	1	2	3
Engineers & feasibility consultants	4	8	13
Financial-appraisal analysts	2	4	7
PMC / monitoring, BD & support	3	5	8
Total	10	19	31

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-2	Entity, templates, empanelment, team, first mandates
Ramp	Month 2-8	Feasibility/DPRs, funding secured, first PMC mandates
Traction	Month 8-12	Projects & PMC; ₹1.4cr revenue
Expand	Year 2	More sectors, empanelments, PMC book, teams
Scale	Year 3	₹3.4cr revenue; track record & PMC recurrence

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. PMC/feasibility consulting; report fees + recurring PMC/monitoring fees; people-driven, low-capex, working-capital-light.

12.1 Project cost & means of finance

Capital requirement	₹
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Office setup, fit-out & IT	9,00,000
Working capital (salaries + receivables runway)	18,00,000
Templates, tools, software & empanelment	5,00,000
Brand, BD & pre-operative	4,00,000
Total project cost	36,00,000
Promoter contribution	26,00,000
Bank / WC finance (services MSME)	10,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Feasibility, DPR & appraisal fees	70,00,000	1,30,00,000	1,55,00,000
PMC / monitoring / lender's-engineer	50,00,000	1,10,00,000	1,60,00,000
Advisory, bid support & other	20,00,000	35,00,000	25,00,000
Total revenue	1,40,00,000	2,75,00,000	3,40,00,000
Engineer & analyst salaries	72,00,000	1,38,00,000	1,72,00,000
Travel, software, tools & empanelment	15,00,000	28,00,000	34,00,000
Office, BD & overheads	27,00,000	46,00,000	57,00,000
Interest & other	3,00,000	5,00,000	6,00,000
Total expenses	1,17,00,000	2,17,00,000	2,69,00,000
Net profit (before tax)	23,00,000	58,00,000	71,00,000
Net margin	16.4%	21.1%	20.9%

12.3 Unit economics & break-even

- **Report fees + PMC fees × utilisation:** feasibility/DPR/appraisal give upfront project fees; PMC/monitoring & lender's-engineer recur over the project life (milestone-linked — a durable, partly-recurring base); utilisation & realisation are base levers.
- **Rigour & bankability:** lender-accepted, bankable reports (funding secured) build credibility, empanelment & referrals, and convert to PMC mandates — the compounding lever; monitoring quality sustains the relationship.
- **Break-even:** at a mandate/PMC threshold covering salaries & overheads; margins strong, scaling with report flow, PMC book, empanelment & utilisation.

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

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	4,00,000	3,60,000	3,80,000	4,10,000
Fee & PMC collections	28,00,000	34,00,000	38,00,000	42,00,000
Salaries, travel & operating	28,40,000	33,80,000	37,70,000	41,20,000

Closing balance	3,60,000	3,80,000	4,10,000	4,90,000
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Capital-light but salary- & travel-led, with client receivables the main WC — eased by milestone-linked PMC/monitoring fees over the project life. Report advances, milestone billing, recurring PMC fees, a modest WC line & utilisation management maintain cash; the key risks are capex-cycle downturns, project-flow gaps, receivable delays & talent dependence — met with empanelment, PMC recurrence, sector spread & retention.

12.5 Key Performance Indicators to Monitor

- **Mandates:** feasibility/DPRs; funding-success (bankability); empanelments.
- **Recurring:** PMC book; monitoring mandates; recurring vs. report mix.
- **Delivery:** utilisation; on-time/budget (PMC); report quality.
- **Finance:** revenue/engineer; net margin; receivable days.

13. Funding Requirement & Bankability

Total ask: **₹10 lakh bank/WC finance** against ₹26 lakh promoter contribution — a modest working-capital line (salaries/receivables) on a low-capex base, services-MSME eligible. Bankability rests on techno-economic expertise, lender empanelment, the PMC recurring book & strong margins; the firm is capital-light & cash-generative, with PMC adding recurrence. Year-1 profit ~₹23 lakh growing to ₹71 lakh supports servicing; report flow, PMC book & empanelment are key. Techno-economic rigour, bankability, sector depth & monitoring capability underpin the model.

13.1 Funding utilisation

Use of funds	₹	% of total
Working capital (salaries + receivables runway)	18,00,000	50%
Office setup, fit-out & IT	9,00,000	25%
Templates, tools, software & empanelment	5,00,000	13.9%
Brand, BD & pre-operative	4,00,000	11.1%
Total	36,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Capex-cycle downturn	Sector/geography spread; PMC recurrence; lender/appraisal work
Project-flow gaps	Empanelment, BD, referrals, PMC book
Bankability / report quality	Techno-economic rigour, sourced data, independence, review
Receivable delays	Advances, milestone billing, PMC recurring, WC line
Talent / key-person & integrity	Team, templates/IP, retention; genuine data, no fabrication

15. SWOT Analysis

Strengths Low-capex & high-margin; capex/infra tailwind; PMC recurrence; lender empanelment & credibility; scalable.	Weaknesses Capex-cycle- & project-flow-dependent; talent-intensive; bankability-critical; receivable timing.
Opportunities Infra/capex cycle; PLI; lender's-engineer mandates; PMC book; sector expansion; government/PSU projects.	Threats Large-firm/Big-4 competition; capex slowdowns; talent war; project delays affecting PMC; policy shifts.

16. Recommended AiSevak Tools for This Business

This PMC/feasibility consultancy would use AiSevak's Consulting vertical tools in delivery:

- **Delivery ops:** feasibility/DPR & financial-appraisal, techno-economic-model & bankability, PMC/project-monitoring & milestone-reporting tools.
- **Firm ops:** engagement/empanelment & GST, project/CRM & receivable-management tools (with Legal & Finance verticals).
- **Practice:** Business Plan, report-flow/PMC-book and Break-even tools to model the firm — and feasibility/DPR deliverables clients pay for.

17. Key Assumptions & Notes

- PMC/feasibility consulting: techno-economic feasibility, DPRs & appraisal + ongoing PMC/project-monitoring/lender's-engineer over the project life; report fees + recurring PMC fees; expertise-/project-linked-driven, low-capex.
- Report fees + PMC fees × utilisation decisive; techno-economic rigour, bankability/lender acceptance, sector depth & monitoring capability are the levers; PMC adds recurrence.
- Largely equity-funded (low capex) + modest WC line, services-MSME eligible; LLP/company, GST-on-services, empanelment, independence & professional indemnity.
- Projections use genuine, sourced data — never fabricated. Report flow, PMC book, empanelment & utilisation drive economics; figures illustrative, exclude GST.

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