



BUSINESS PLAN · INDIA

Podcast Production & Network

Produce, host & monetise podcasts — branded shows, ads, sponsorships & subscriptions

MEDIA

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

August 2026

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 **Podcast Production & Network** business in India — a company that creates, produces and hosts podcasts (its own shows and client/branded podcasts), builds an audience across audio & video platforms, and monetises through advertising/sponsorship, branded-content production, subscriptions and production services. It earns production fees, ad/sponsorship revenue and a network share, riding the fast growth of India's podcast & audio-content market.

Podcasting and audio/video long-form content are growing rapidly in India with cheap data, smartphones, and rising appetite for on-demand audio across languages. Brands increasingly want branded podcasts and audio presence, while creators need production support. A well-run podcast network with quality shows, audience growth and multiple monetisation streams builds a valuable, compounding content & advertising business.

The promoter — a media/audio entrepreneur — seeks total funding of **₹15 lakh** (₹6 lakh promoter + ₹9 lakh term/equipment finance or angel, eligible under Mudra/CGTMSE), targeting **₹35 lakh** revenue in Year 1 and **₹1 crore** by Year 3 as shows, audience & sponsorships scale. *(Mix of production-services income now & audience-monetisation upside later.)*

2. Business Description, Vision & Legal Structure

Concept: A podcast studio & network producing quality shows & branded podcasts, growing audiences and monetising via ads, sponsorships & production.

Vision: To build a leading podcast network with loved shows and strong monetisation.

Mission: Produce great audio/video content and help brands & creators build audio presence — monetised across multiple streams.

Legal structure options

- **Proprietorship / LLP** — LLP recommended as shows & team grow.
- **Private Limited** — for scaling the network, ad sales & investor funding.

Regulatory anchor: a podcast business is a content/media enterprise — GST on services/ad revenue, IP & content rights, music/guest releases & licensing, advertising/disclosure norms (ASCI, sponsored-content rules), and platform terms. Content quality, audience growth, sponsorship sales, and a balance of production-services (cash now) vs. audience-monetisation (upside later) determine success.

3. Promoter & Ownership

Led by a promoter with media, audio or content experience. Delivery uses producers, audio/video editors, a host/creator network, and an ad-sales/partnerships person. Year-one ownership rests with the promoter; ownership and profit-sharing (and any show revenue-shares) are editable inputs.

4. Market Analysis — India

India is among the fastest-growing podcast markets, driven by cheap data, smartphones, multilingual content demand, and video-podcast growth on YouTube & audio platforms. Listeners span education, business, entertainment, regional & niche interests. Brands are increasingly investing in branded podcasts & audio ads. The market rewards

quality content, audience growth and monetisation savvy.

Demand drivers

- **Cheap data & smartphones.**
- **On-demand & multilingual** audio.
- **Video-podcast** growth (YouTube).
- **Branded podcasts & audio ads.**
- **Creator economy** & niche audiences.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Podcast/audio-content & ad market in India	Large & fast-growing
SAM	Reachable listeners & brand clients in niche/languages	Substantial
SOM (Yr 1-3)	Shows + branded-podcast clients	Scaling

Target segments

- Own-show audiences (ad-supported).
- Brands (branded podcasts/audio ads).
- Creators (production services).
- Sponsors & agencies.

5. Competition & Competitive Advantage

Landscape: other podcast networks & studios, independent creators, audio platforms, and agencies. The firm competes on content quality, audience, production capability, niche & monetisation relationships.

The firm's edge

- **Quality shows & production.**
- **Audience growth & niche** focus.
- **Multi-format (audio+video).**
- **Brand & sponsor** relationships.
- **Multiple monetisation** streams.

6. Services & Revenue Streams

Stream	Model	Basis
Branded podcast production	Project / retainer	Production fee
Advertising / sponsorship	Per episode / campaign	CPM / sponsor deal
Production services (creators)	Per episode / package	Service fee
Subscriptions / premium	Recurring	Per subscriber
Live/events & IP	Tickets / licensing	Add-on

Branded-podcast production & services give cash now; ads/sponsorships & subscriptions grow with audience (upside later). A balanced mix funds the network while audience monetisation compounds.

7. Go-to-Market — Marketing & Sales

- **Own shows & audience** as proof & inventory.
- **Brand & agency** sales (branded podcasts/ads).
- **Creator partnerships** for network shows.
- **Cross-promotion & platforms** (YouTube/Spotify).
- **Niche & multilingual** positioning.

Sales approach

Build quality shows & audience → sell branded podcasts & sponsorships → add creators to the network → grow ad inventory & subscriptions. Production-services fund the business while audience & monetisation compound.

8. Operations Plan

- **Base:** a podcast studio (audio + video setup) & edit suites.
- **Process:** show planning → recording (studio/remote) → editing (audio/video) → publishing & distribution → audience growth & monetisation.
- **Distribution:** multi-platform (Spotify, Apple, YouTube, JioSaavn), RSS, social clips.
- **Monetisation ops:** ad sales, sponsor delivery, subscriptions, analytics.
- **Capacity:** studio + team produce multiple shows; scale by adding shows, creators & sales.

Show workflow

Stage	Activity	Metric
Plan	Show & guests	Pipeline
Record	Studio/remote	Output
Edit	Audio/video	Quality
Publish	Distribute	Downloads/views
Monetise	Ads/sub	Revenue

9. Regulatory, Licences & Compliance (India)

- **Business & tax:** proprietorship/LLP or Pvt Ltd; PAN/TAN; GST (services/ad revenue); Udyam (MSME).
- **Content & IP:** content rights, guest/music releases & licensing, IP ownership of shows.
- **Advertising norms:** ASCI & sponsored-content disclosure; platform terms; defamation/content-liability care.
- **Data:** DPDP-aligned subscriber/listener-data handling; payment compliance for subscriptions.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Head	1	1	1
Producers	1	3	5
Audio/video editors	2	4	6
Ad sales & partnerships	1	2	4
Admin & marketing	1	2	3
Total	6	12	19

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-2	Studio, first shows, distribution, first clients
Launch	Month 2-4	Shows live; first branded/sponsor deals
Traction	Month 4-9	Audience & client growth; break-even nears
Scale	Year 2	Network shows; ad inventory; subscriptions
Growth	Year 3	Strong audience & multi-stream monetisation

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. Production-services fund early; audience monetisation grows over time.

12.1 Project cost & means of finance

Capital requirement	₹
Studio setup (audio+video)	6,00,000
Recording & edit equipment	4,00,000
Software, branding & marketing	2,50,000
Working-capital buffer	2,50,000
Total project cost	15,00,000
Promoter contribution	6,00,000
Term loan / angel (Mudra / CGTMSE)	9,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
-------------	--------	--------	--------

Branded podcasts & production	22,00,000	40,00,000	55,00,000
Advertising & sponsorship	9,00,000	22,00,000	35,00,000
Subscriptions, events & IP	4,00,000	8,00,000	10,00,000
Total revenue	35,00,000	70,00,000	1,00,00,000
Salaries & creator payouts	20,00,000	38,00,000	54,00,000
Studio, software & distribution	4,00,000	6,50,000	9,00,000
Marketing & ad-sales cost	3,50,000	7,00,000	10,00,000
Overheads & admin	3,00,000	5,00,000	7,00,000
Interest on loan	1,00,000	75,000	45,000
Total expenses	31,50,000	57,25,000	80,45,000
Net profit (before tax)	3,50,000	12,75,000	19,55,000
Net margin	10.0%	18.2%	19.6%

12.3 Unit economics & break-even

- **Branded podcast:** production fee – delivery cost; healthy margin, funds the network.
- **Ad/sponsorship:** grows with downloads/views (CPM & sponsor deals); audience is the asset.
- **Break-even:** reached around month 5–8 on production income; ad/subscription upside compounds later.

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

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	2,50,000	2,10,000	2,40,000	3,00,000
Collections	6,50,000	8,50,000	9,50,000	10,50,000
Operating outflows	6,70,000	8,00,000	8,70,000	9,60,000
Loan EMI	20,000	20,000	20,000	20,000
Closing balance	2,10,000	2,40,000	3,00,000	3,70,000

Production & branded-podcast fees give steady cash; ad/sponsorship builds with audience. The buffer covers the audience-building ramp; production income de-risks the network model.

12.5 Key Performance Indicators to Monitor

- **Audience:** downloads/views; growth; retention.
- **Clients:** branded-podcast & sponsor deals; retainers.
- **Monetisation:** ad CPM; sponsorship value; subscriptions.
- **Economics:** revenue per show; production margin.

13. Funding Requirement & Bankability

Total ask: **₹9 lakh term loan / angel** against ₹6 lakh promoter contribution — eligible under **PMMY (Mudra)**/CGTMSE for equipment & setup. Year-1 net profit ~₹3.5 lakh (production-led) against modest debt service gives a sound DSCR, strengthening as audience-monetisation grows — bankable, with production-services income de-risking the early years.

13.1 Funding utilisation

Use of funds	₹	% of total
Studio setup (audio+video)	6,00,000	40%
Recording & edit equipment	4,00,000	27%
Software, branding & marketing	2,50,000	17%
Working-capital buffer	2,50,000	17%
Total	15,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Slow audience monetisation	Production-services cash; balanced streams; niche focus
Content/audience risk	Quality, consistency & niche; multi-show portfolio
Ad-market/sponsor cyclical	Diversified clients; subscriptions; production income
Platform dependence	Multi-platform + owned RSS & audience
Talent/creator churn	Fair revenue-share; relationships; owned shows

15. SWOT Analysis

Strengths Fast-growing market; multiple revenue streams; asset-light; compounding audience.	Weaknesses Audience-monetisation takes time; content-dependent; ad-cyclical; talent-reliant.
Opportunities Video podcasts; branded audio; regional/multilingual; subscriptions & IP.	Threats Platform & competition; ad-market cycles; creator churn; content saturation.

16. Recommended AiSevak Tools for This Business

This podcast network would use AiSevak's Media vertical tools in delivery:

- **Network ops:** show-calendar, production-workflow, client-CRM and ad-sales tools.
- **Contracts & compliance:** content/IP-rights, guest-release, sponsorship & GST tools (with Legal & Finance verticals).
- **Practice:** Business Plan, per-show economics and Break-even tools to model the network.

17. Key Assumptions & Notes

- Balanced model: branded-podcast/production cash now + ad/subscription upside later.
- Audience & sponsorships scale over Years 2-3; production-services fund the build.
- Loan/angel ~11% p.a.; services & ad revenue attract GST; content/IP rights secured.
- Content quality, audience growth, sponsorship sales and stream balance are decisive; figures exclude GST.

► Use these tools now — free on AiSevak

Every tool referenced in this plan is available on aisevak.in. Open the [Media toolkit](https://aisevak.in/verticals/media) 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.

Prepared by AiSevak.in — a product of ABL Digital Technologies. AI-powered business services for India. This is AI-assisted guidance; figures are illustrative and not a guarantee of results. Verify all numbers, licences and regulatory requirements with a qualified professional before relying on this plan for binding decisions. © 2026 ABL Digital Technologies Private Limited.