



B U S I N E S S P L A N · I N D I A

Audio & Jingle Production House

Music, jingles, sonic branding, voice-over & dubbing — professional audio for brands & media

MEDIA

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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 **Audio & Jingle Production House** in India — a studio that produces music, jingles, audio branding (sonic logos), voice-overs, ad audio, dubbing, and sound design for brands, agencies, radio, digital, film & corporates. It earns project fees on audio production & music, plus retainers for ongoing audio-branding & content needs, monetising the growing demand for professional audio across advertising, digital & entertainment.

Audio is a powerful, growing marketing & content medium — brands invest in jingles, sonic branding & audio ads; digital & OTT need voice-overs, dubbing & sound design; and podcasts & music demand production. A well-run audio studio with strong creative, technical quality, reliable turnaround and client relationships earns healthy project margins with retainer & repeat potential in an asset-light-plus-studio model.

The promoter — a music/audio-production professional — seeks total funding of **₹15 lakh** (₹5.5 lakh promoter + ₹9.5 lakh equipment/term finance, eligible under Mudra/CGTMSE), targeting **₹36 lakh** revenue in Year 1 and **₹95 lakh** by Year 3. *(Studio + talent model; projects & retainers drive economics.)*

2. Business Description, Vision & Legal Structure

Concept: An audio production house creating jingles, music, sonic branding & sound for brands, media & digital — with creative & technical excellence.

Vision: To be a go-to audio & jingle studio brands & creators trust for memorable sound.

Mission: Craft distinctive, high-quality audio & music that elevates brands & content — reliably & on brief.

Legal structure options

- **Proprietorship / LLP** — LLP recommended as the studio & clients grow.
- **Private Limited** — for scaling, agency partnerships & music IP.

Regulatory anchor: an audio studio is a creative-services + IP business — GST on services, music & sound IP/copyright, performer & composer rights, licensing (including sync & royalties), and advertising norms. Creative & technical quality, turnaround, client relationships, and a balance of project & retainer/IP income determine profitability; the studio & gear are the main capex.

3. Promoter & Ownership

Led by a promoter with music, audio-engineering or production experience. Delivery uses composers/producers, a sound engineer, and voice/music talent (freelance), with an account/sales person. Year-one ownership rests with the promoter; ownership and profit-sharing (and music-IP shares) are editable inputs.

4. Market Analysis — India

India's audio-production demand spans advertising (jingles, audio ads, sonic branding), digital & OTT (voice-overs, dubbing, sound design), music, podcasts, radio & corporate. Growth in digital advertising, OTT/dubbing, podcasts & audio branding drives demand. Multilingual dubbing is a large opportunity. The market rewards quality, distinctiveness, turnaround & relationships.

Demand drivers

- **Audio branding & jingles** for brands.
- **Digital & OTT** voice-over & dubbing.
- **Multilingual dubbing** demand.
- **Podcasts & audio content.**
- **Sound design** for content & ads.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Audio-production demand in India	Large & growing
SAM	Reachable brands/media in the studio's niche	Substantial
SOM (Yr 1-3)	Projects + retainer clients	Scaling

Target segments

- Brands & ad agencies (jingles/branding).
- OTT/film (dubbing/sound).
- Digital & podcasts (audio/VO).
- Corporates & radio.

5. Competition & Competitive Advantage

Landscape: other audio studios, freelance composers/engineers, dubbing studios, and in-house teams. The firm competes on creative & sound quality, turnaround, distinctiveness, niche & relationships.

The firm's edge

- **Creative & technical sound quality.**
- **Distinctive audio branding.**
- **Fast, reliable turnaround.**
- **Multilingual & dubbing** capability.
- **Client relationships & retainers.**

6. Services & Pricing

Service	Model	Basis
Jingles & audio branding	Per project	Creative fee
Sonic logo / brand sound	Project (+ IP)	Premium
Voice-over & dubbing	Per project / per min	Volume
Sound design & mixing	Per project	Scope
Music & retainer audio	Project / retainer / licensing	Recurring/IP

Projects (jingles, VO, dubbing, sound design) drive income; audio-branding & music IP add premium & licensing upside; retainers give recurring revenue. Studio & talent utilisation drive margin.

7. Go-to-Market — Marketing & Sales

- **Showreel/portfolio** & sonic samples.
- **Agency & brand** relationships.
- **OTT/dubbing & content** clients.
- **Referrals & niche** reputation.
- **Retainer & repeat** deals.

Sales approach

Build a strong reel → win projects via agencies & brands → deliver distinctive audio reliably → convert to retainers & music IP → grow via referrals. Quality, distinctiveness & relationships drive repeat, higher-margin work.

8. Operations Plan

- **Base:** a professional recording & mixing studio (acoustic-treated), edit suites & software.
- **Process:** brief → composition/production → recording (music/VO) → mixing & mastering → review & delivery.
- **Talent:** in-house producers/engineers + freelance singers, voice artists & musicians.
- **IP & rights:** music & performer contracts, licensing, royalty & sync management.
- **Capacity:** studio + team handle concurrent projects; scale by adding capacity & retainers.

Audio workflow

Stage	Activity	Metric
Brief	Concept	Clarity
Produce	Compose/record	Quality
Mix	Mix & master	Finish
Deliver	Review	On-time
License	IP/royalty	Upside

9. Regulatory, Licences & Compliance (India)

- **Business & tax:** proprietorship/LLP or Pvt Ltd; PAN/TAN; GST (services attract GST); Udyam (MSME).
- **Music IP & rights:** copyright, composer/performer contracts, licensing (incl. sync), royalty societies (IPRS etc.) where relevant.
- **Contracts:** client & talent agreements, usage/IP rights, NDA.
- **Advertising & data:** ad-audio norms; DPDP-aligned data handling.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Music Producer	1	1	1
Sound engineers	1	3	4
Composers / producers	1	2	4
Account / sales	1	2	3
Admin	1	1	2
Voice/music talent	Freelance	Freelance	Freelance
Total (core)	5	9	14

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-2	Studio build, gear, reel, first clients
Launch	Month 2-4	First projects delivered
Traction	Month 4-9	Agency/brand clients; break-even nears
Scale	Year 2	Retainers, dubbing & music IP
Growth	Year 3	Strong client base & IP library

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. Studio + talent model; projects & retainers drive income.

12.1 Project cost & means of finance

Capital requirement	₹
Studio build & acoustic treatment	6,00,000
Recording & production equipment	4,50,000
Software & instruments	1,50,000
Branding, reel & marketing	1,50,000
Working-capital buffer	1,50,000
Total project cost	15,00,000
Promoter contribution	5,50,000
Term loan (Mudra / CGTMSE)	9,50,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Jingles & audio branding	16,00,000	32,00,000	45,00,000
Voice-over & dubbing	14,00,000	26,00,000	36,00,000
Sound design, music & licensing	6,00,000	12,00,000	14,00,000
Total revenue	36,00,000	70,00,000	95,00,000
Salaries & freelance talent	19,00,000	37,00,000	50,00,000
Studio, software & upkeep	4,00,000	6,50,000	8,50,000
Marketing & overheads	4,50,000	8,00,000	11,00,000
Interest on term loan	1,00,000	75,000	45,000
Total expenses	28,50,000	52,25,000	69,95,000
Net profit (before tax)	7,50,000	17,75,000	25,05,000
Net margin	20.8%	25.4%	26.4%

12.3 Unit economics & break-even

- **Per project:** fee – (talent + studio-time + overhead); audio branding & music IP earn premium.
- **Utilisation & retainers:** studio & team utilisation and retainer/dubbing volume drive margin.
- **Break-even:** reached around month 5–7 as project flow & retainers build.

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

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	1,50,000	1,40,000	1,80,000	2,50,000
Collections	6,50,000	8,50,000	10,00,000	11,00,000
Operating outflows	6,40,000	7,90,000	9,10,000	10,00,000
Loan EMI	20,000	20,000	20,000	20,000
Closing balance	1,40,000	1,80,000	2,50,000	3,30,000

Projects & retainers give steady cash; dubbing volume & music IP add streams. The buffer covers the client-building ramp; retainers & licensing stabilise revenue.

12.5 Key Performance Indicators to Monitor

- **Pipeline:** projects; retainer clients; win rate.
- **Delivery:** on-time; quality; revisions.
- **Economics:** margin per project; studio utilisation.
- **IP:** music/licensing income; sonic-branding deals.

13. Funding Requirement & Bankability

Total ask: **₹9.5 lakh term loan** against ₹5.5 lakh promoter contribution — eligible under **PMMY (Mudra)/CGTMSE**; equipment finance suits the studio/gear capex. Year-1 net profit ~₹7.5 lakh against annual debt service of ~₹2.5 lakh gives a **DSCR near 3.0** — comfortably bankable, strengthening with retainers & IP.

13.1 Funding utilisation

Use of funds	₹	% of total
Studio build & acoustic treatment	6,00,000	40%
Recording & production equipment	4,50,000	30%
Software & instruments	1,50,000	10%
Branding, reel & marketing	1,50,000	10%
Working-capital buffer	1,50,000	10%
Total	15,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Project lumpiness	Retainers; dubbing volume; diversified clients
Talent availability	Freelance network; in-house core; scheduling
IP/rights disputes	Clear music/performer contracts; licensing management
Price/competition	Quality, distinctiveness & niche differentiation
Tech/AI audio shifts	Creative edge; adopt tools; premium/bespoke work

15. SWOT Analysis

Strengths Growing audio demand; high margins; IP upside; retainer potential; asset-light-plus-studio.	Weaknesses Project-lumpy; talent-dependent; studio capex; IP-management needs.
Opportunities Audio branding; dubbing/multilingual; podcasts; music IP & licensing.	Threats Freelancer competition; AI audio tools; price pressure; rights complexity.

16. Recommended AiSevak Tools for This Business

This audio studio would use AiSevak's Media vertical tools in delivery:

- **Studio ops:** project-management, studio-scheduling, client-CRM and retainer-billing tools.
- **IP & compliance:** music/performer-contract, licensing/royalty and GST tools (with Legal & Finance verticals).

- **Practice:** Business Plan, per-project economics and Break-even tools to model the studio.

17. Key Assumptions & Notes

- Studio + talent model; jingles/branding + VO/dubbing + sound/music/IP combined.
- Retainers & dubbing volume grow over Years 1–3; music IP adds licensing upside.
- Term-loan interest ~11% p.a., 5-year tenure; services attract GST; music rights per contract.
- Creative/sound quality, distinctiveness, utilisation and relationships are decisive; figures exclude GST.

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