BUSINESS PLAN · INDIA

Unclaimed-Property Recovery Firm

Recovering IEPF shares, dormant deposits & unclaimed assets in India

FINANCE

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

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1. Executive Summary

This plan sets out an **Unclaimed-Property Recovery Firm** in India — a specialist that helps individuals, legal heirs, NRIs and companies recover forgotten or stuck financial assets: unclaimed shares and dividends transferred to the IEPF, dormant bank deposits, matured but unclaimed insurance and provident-fund balances, unclaimed mutual funds, and unadjusted credit balances.

Enormous sums lie unclaimed in India — thousands of crores in the IEPF, dormant bank accounts (transferred to the RBI's DEAF), unclaimed insurance and matured deposits. Recovering them involves navigating complex, document-heavy processes (IEPF-5 claims, succession, KYC, indemnities) that ordinary claimants find daunting. This firm monetises that complexity, typically on a **success-fee** basis — a compelling, low-risk proposition for claimants.

The promoter seeks total funding of **₹5.5 lakh** (₹2.0 lakh promoter + ₹3.5 lakh term loan, eligible under PMMY-Mudra / CGTMSE), targeting **₹30 lakh** revenue in Year 1 and **₹75 lakh** by Year 3.

2. Business Description, Vision & Legal Structure

Concept: A recovery firm that reunites people and companies with money they had forgotten or thought lost — handling the entire claim process end-to-end.

Vision: To be India's most trusted unclaimed-asset recovery service.

Mission: Recover every rupee our clients are entitled to, with integrity and full transparency, on a no-recovery-no-fee basis where appropriate.

Legal structure options

- **LLP** — recommended: limited liability and credibility for a trust-sensitive service.
- **Private Limited** — for scaling and a technology platform.
- **Proprietorship** — acceptable for a solo start.

> **Trust & conduct note:** this business handles sensitive personal and financial matters, often for grieving heirs. Transparent fees, verified authorisations (PoA), lawful process and strict data protection are essential — and the firm coordinates with CAs/advocates for certifications, succession and legal steps.

3. Promoter & Ownership

Led by a promoter with finance, legal-process or documentation experience and familiarity with IEPF, banking and insurance claim procedures. Delivery is process- and documentation-intensive. Year-one ownership rests with the founder(s); claim executives and a legal-coordination specialist are added as case volume grows. Ownership and profit-sharing are editable inputs.

4. Market Analysis — India

The pool of unclaimed financial assets in India runs into tens of thousands of crores and grows every year as shares, deposits, insurance and funds go dormant. Awareness is rising (media coverage, regulator drives), yet the recovery process remains complex enough that most claimants need help — a large, under-served, and socially valuable market.

Demand drivers

- **Massive unclaimed pool:** IEPF shares/dividends, DEAF dormant deposits, unclaimed insurance and matured funds.
- **Process complexity:** IEPF-5, succession, KYC, indemnity bonds and follow-ups deter self-service.
- **Succession & NRI cases:** legal heirs and NRIs face especially complex recoveries.
- **Rising awareness:** regulator and media drives surface more claimants.
- **Low-risk pitch:** success-fee model removes the claimant's objection.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Unclaimed financial assets & claimants across India	₹ tens of thousands of cr
SAM	Reachable claimants (individuals, heirs, NRIs, firms) in target region/segments	Large & growing
SOM (Yr 1–3)	Recovery cases handled	120 → 350 cases

Target segments

- Individuals with forgotten shares, dividends, deposits or policies.
- Legal heirs recovering a deceased relative's assets.
- NRIs with dormant Indian assets.
- Companies with unadjusted credits or unclaimed balances.

5. Competition & Competitive Advantage

Landscape: a few specialist recovery firms, some CAs/advocates offering it ad hoc, and DIY claimants. The market is under-served and trust-driven; the edge is process mastery, transparency and a smooth client experience.

The firm's edge

- **End-to-end process mastery** across IEPF, banking, insurance and succession.
- **Transparent success-fee model** that builds trust.
- **Compassionate, guided experience** for heirs and elderly claimants.
- **NRI-friendly remote handling.**
- **Legal coordination** for succession and certifications.

6. Services & Pricing

Service	Model	Indicative commercials
IEPF share/dividend recovery (IEPF-5)	Success fee	10–25% of recovery
Dormant / unclaimed deposit recovery	Success fee	10–20%
Unclaimed insurance / maturity recovery	Success fee	10–20%
Succession / legal-heir recovery	Fixed + success	Case-based
Transmission / dematerialisation support	Per case	2,000–25,000
Corporate unclaimed-balance recovery	Success / project	15–25% or fixed

> Success-fee recoveries are the core; fixed-fee support work (transmission, demat, documentation) adds steadier income and smooths cash flow.

7. Go-to-Market — Marketing & Sales

- **Digital lead generation:** SEO/ads for "unclaimed shares / IEPF claim / dormant deposit recovery" — high-intent searches.
- **Referrals:** CAs, advocates, wealth advisors and banks.
- **Awareness content:** explainers on how to check and claim unclaimed assets.
- **NRI outreach** via community networks and advisors.
- **Trust-building:** testimonials, transparency and verified credentials.

Sales funnel

Lead → free eligibility/asset check → engagement + PoA → documentation & filing → follow-up → recovery & fee settlement. High-intent digital leads plus referrals drive a steady case pipeline.

8. Operations Plan

- **Location:** a small office; much work is documentation and remote follow-up.
- **Process:** asset identification → claimant verification & authorisation → document assembly (KYC, succession, indemnity) → filing (IEPF-5/bank/insurer) → authority follow-up → recovery → transparent settlement.
- **Technology:** case-management CRM, document tracker, and secure client-data storage.
- **Quality & compliance:** verified authorisations; lawful process; audit trail; strict confidentiality.
- **Capacity:** a claim executive manages many concurrent cases at various stages; scale by adding executives and legal coordination.

Typical recovery categories

Category	Authority / route	Typical timeline
Shares & dividends	IEPF-5 (MCA/IEPF)	6–15 months
Dormant bank deposits	Bank / RBI DEAF	1–6 months
Unclaimed insurance	Insurer / IRDAI	1–6 months
Provident fund / small savings	EPFO / dept	2–8 months
Succession-linked recovery	Legal + authority	Varies

9. Regulatory, Licences & Compliance (India)

- **Business registration:** LLP/Pvt Ltd (preferred) or proprietorship; MCA incorporation.
- **Udyam (MSME)**, PAN/TAN, **GST registration** (fees attract GST), professional tax and Shops & Establishments as applicable.
- **Authorisations:** proper Power of Attorney and claimant consent; lawful, transparent process; coordination with CAs/advocates for certifications and succession.

- **Data protection:** DPDP-aligned handling of sensitive personal, KYC and financial data; strong confidentiality and anti-fraud controls.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Founder / Case Lead	1	1	1
Legal / Succession Coordinator	1	1	2
Claim / Documentation Executive	1	3	4
Client Support / Admin	0	1	2
Total	**3**	**6**	**9**

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0–1	Entity, CRM, process playbooks, website & lead engine
Launch	Month 1–4	First 30 cases filed; first recoveries realised
Traction	Month 4–9	100+ cases; NRI & succession lines; break-even nears
Scale	Year 2	Corporate recovery line; larger case pipeline
Growth	Year 3	350 cases; recurring referral flow; platform build

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.

12.1 Project cost & means of finance

Capital requirement	₹
Office & fit-out	1,10,000
Computers & secure IT (3)	1,50,000
CRM & case-management software	60,000
Branding, website & lead generation	70,000
Deposits & pre-operative	50,000
Working-capital buffer (recovery lag)	1,60,000
Total project cost	**5,50,000**
Promoter contribution	2,00,000
Term loan (Mudra / CGTMSE)	3,50,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Success-fee recoveries	22,00,000	42,00,000	55,00,000
Fixed-fee support (transmission, demat, docs)	5,00,000	9,00,000	12,00,000
Corporate & succession engagements	3,00,000	7,00,000	8,00,000
Total revenue	**30,00,000**	**58,00,000**	**75,00,000**
Salaries & wages	14,40,000	27,00,000	35,00,000
Rent & utilities	2,20,000	2,80,000	3,40,000
Software & secure IT	1,60,000	2,40,000	3,00,000
Marketing & lead generation	3,00,000	4,40,000	5,20,000
Admin, travel, filing & misc	2,80,000	3,80,000	4,80,000
Interest on term loan	38,000	28,000	16,000
Total expenses	**24,38,000**	**40,68,000**	**51,56,000**
Net profit (before tax)	**5,62,000**	**17,32,000**	**23,44,000**
Net margin	18.7%	29.9%	31.3%

12.3 Unit economics & break-even

- **Per case:** average recovery varies widely; a blended ~₹18,000 fee per successful case is assumed.
- **Break-even:** depends on realised recoveries; reached as the first cases mature, around month 10–12 (recovery timelines are long).
- **Cash timing:** success fees realise only on recovery, often 6–15 months later for IEPF — the working-capital buffer and fixed-fee work bridge the gap.

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

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	1,60,000	90,000	85,000	1,80,000
Collections (fixed + early recoveries)	3,00,000	5,50,000	8,50,000	11,50,000
Operating outflows	3,40,000	5,25,000	7,25,000	8,90,000
Loan EMI	30,000	30,000	30,000	30,000
Closing balance	**90,000**	**85,000**	**1,80,000**	**4,10,000**

> Early quarters lean on fixed-fee work and the buffer while long-cycle IEPF recoveries mature; cash strengthens markedly from Q3 as recoveries land.

12.5 Key Performance Indicators to Monitor

- **Pipeline:** cases filed; recovery value in progress vs realised.

- **Conversion:** lead-to-case rate; case success rate; average recovery timeline.
- **Value:** average fee per case; recovery per executive.
- **Trust:** client satisfaction; referral rate; complaint rate (kept near zero).

13. Funding Requirement & Bankability

Total ask: **₹3.5 lakh term loan** against ₹2.0 lakh promoter contribution — eligible under **PMMY (Mudra)** and coverable under **CGTMSE**. Year-1 net profit ~₹5.62 lakh against annual debt service of ~₹1.2 lakh gives a **DSCR above 2.5**. The financing chiefly funds the working-capital buffer for long recovery cycles.

13.1 Funding utilisation

Use of funds	₹	% of total
IT, CRM & secure systems	2,10,000	38%
Office setup & deposits	1,60,000	29%
Branding & lead generation	70,000	13%
Working-capital buffer (recovery lag)	1,10,000	20%
Total	**5,50,000**	**100%**

14. Risk Analysis & Mitigation

Risk	Mitigation
Long recovery cycles / cash lag	Fixed-fee support work; working-capital buffer; diversified case pipeline
Trust / fraud perception	Transparency, verified PoA, testimonials, lawful process, zero-complaint focus
Documentation / rejection	Process mastery; complete, accurate filings; legal coordination
Data security (sensitive KYC)	Encryption, access controls, DPDP-aligned handling
Regulatory / process change	Continuous tracking of IEPF/RBI/IRDAI procedures

15. SWOT Analysis

Strengths Huge under-served pool; low-risk client pitch; socially valuable; scalable process.	**Weaknesses** Long recovery cycles; cash lag; trust-sensitive; documentation-heavy.
Opportunities Rising awareness; NRI & succession niches; corporate recovery; platform build.	**Threats** Process changes; fraud-perception risk to the category; competition.

16. Recommended AiSevak Tools for This Business

This firm would use AiSevak's Finance vertical unclaimed-property tools in delivery:

- **Recovery:** Unclaimed-Property, IEPF-Eligibility, IEPF-5 Claim, Dormant-Liability, Unclaimed-Deposits, Credit-Recovery, Due-Diligence-Letter, Escheatment-Pack.
- **Support:** succession/estate tools (via the Legal vertical) for heir cases; Business Plan and Unit-Economics tools to model the firm.

17. Key Assumptions & Notes

- ~120 cases in Year 1 growing to ~350 by Year 3 across recovery types.
- Blended ~₹18,000 fee per successful case — adjust to recovery mix and success rates.
- Recovery timelines are long (esp. IEPF 6–15 months) — cash lags case work; buffer is essential.
- Term-loan interest ~11% p.a., 5-year tenure; figures exclude GST on fees (pass-through).

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