



BUSINESS PLAN · INDIA

Video / Film Production House

Ad films, corporate & brand video — full pre-to-post production for brands & agencies

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 a **Video / Film Production House** in India — a business that produces ad films, corporate videos, brand films, event coverage, music videos and digital commercials for brands, agencies, corporates and event clients. It handles the full production pipeline — pre-production (concept, script, casting, location), production (shooting), and post-production (editing, colour, sound, VFX) — earning project-based fees on each production.

Video is the dominant marketing & communication medium, and demand for professional-quality video — ad films, corporate & brand films, product videos, event films — is strong across brands, agencies and corporates. While project-based and equipment-intensive, a production house with strong creative, reliable execution and client relationships earns healthy project margins and repeat business from agencies & corporates.

The promoter — a filmmaker / production professional — seeks total funding of **₹30 lakh** (₹10 lakh promoter + ₹20 lakh equipment/term finance, eligible under PMMY-Mudra / CGTMSE), targeting **₹70 lakh** revenue in Year 1 and **₹1.8 crore** by Year 3. *(Project-based, equipment- & talent-intensive; margins on production execution.)*

2. Business Description, Vision & Legal Structure

Concept: A full-service production house delivering high-quality ad films, corporate & brand videos from concept to final cut.

Vision: To be a trusted production house known for creative, reliable, high-production-value video.

Mission: Bring brands' stories to life through great filmmaking and reliable end-to-end production.

Legal structure options

- **Proprietorship / LLP** — LLP recommended as the team & projects grow.
- **Private Limited** — for scaling, larger clients & co-productions.

Regulatory anchor: a production house is a project-based creative business — GST on services, production contracts & IP/usage rights, talent/crew/music licensing, location & shooting permissions, and advertising norms (ASCI). Creative reputation, execution reliability, agency/corporate relationships, and project & cash-flow management (production costs precede payment) determine profitability.

3. Promoter & Ownership

Led by a promoter with filmmaking, direction or production experience. Delivery uses a core team (DoP, editor, producer/coordinator) plus freelance crew & talent per project. Year-one ownership rests with the promoter; ownership and profit-sharing are editable inputs.

4. Market Analysis — India

India's video-production demand is large and growing — brands, agencies, corporates, startups and events all need professional video for advertising, communication, digital and social. The shift to video-first marketing, digital advertising growth, and content demand drive the market. Demand is project-based and relationship-driven, favouring production houses with strong creative & reliable delivery.

Demand drivers

- **Video-first** marketing & advertising.
- **Brand, corporate & product** films.
- **Digital & social** commercials.
- **Events & corporate** coverage.
- **Agency & corporate** outsourcing.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Video-production demand in India	Very large
SAM	Reachable clients in the house's region/niche	Substantial
SOM (Yr 1-3)	Productions per year	30 → 75

Target segments

- Brands & D2C (ad/product films).
- Ad & creative agencies.
- Corporates (corporate/brand films).
- Events & institutions.

5. Competition & Competitive Advantage

Landscape: other production houses, freelance filmmakers, agencies with in-house production, and large studios. The firm competes on creative, production value, reliability, relationships and price.

The firm's edge

- **Strong creative & production value.**
- **Reliable end-to-end execution.**
- **Agency & corporate relationships.**
- **Own equipment & crew network.**
- **Portfolio & reputation.**

6. Services & Pricing

Service	Model	Indicative price
Ad film / commercial	Project	₹2-20 lakh+
Corporate / brand film	Project	₹1-8 lakh
Product / e-com video	Per video / package	₹30,000-2 lakh
Event film / coverage	Per event/day	Day/project rate
Post-production only	Per project	Edit/VFX fee

Each production is priced on scope (crew, days, talent, post). Ad films & brand films are higher-value; product & event work give volume. Margin sits on production execution after crew, talent, equipment & post costs.

7. Go-to-Market — Marketing & Sales

- **Showreel & portfolio** — the core sales asset.
- **Agency & corporate** relationships.
- **Referrals & repeat** clients.
- **Digital presence** & awards.
- **Niche/genre** specialisation.

Sales approach

Build a strong showreel → win projects via pitches & relationships → deliver excellent production reliably → earn repeat & referrals from agencies/corporates. Creative reputation and reliable execution drive project flow.

8. Operations Plan

- **Base:** a production office with equipment storage & edit suites; shoots on location/sets.
- **Process:** brief & pitch → pre-production (concept/script/casting/logistics) → production (shoot) → post-production (edit/colour/sound/VFX) → review & delivery.
- **Resources:** owned core gear + rentals; freelance crew, talent & specialists per project.
- **Project & cost management:** budgeting, scheduling, and milestone billing (production costs precede final payment).
- **Capacity:** concurrent projects via core team + freelancers; scale by adding capacity & clients.

Production workflow

Stage	Activity	Metric
Pitch	Concept & budget	Win rate
Pre-pro	Plan & cast	Readiness
Shoot	Production	On-schedule
Post	Edit & finish	Quality
Deliver	Review & hand-off	Margin

9. Regulatory, Licences & Compliance (India)

- **Business & tax:** proprietorship/LLP or Pvt Ltd; PAN/TAN; GST (services attract GST); Udyam (MSME).
- **Contracts & IP:** production contracts, usage/IP rights, talent & crew releases, music/stock licensing.
- **Permissions:** location/shooting permits, drone permissions (DGCA) for aerial, safety on set.
- **Advertising norms:** ASCI code for ad films; platform/broadcast standards; DPDP-aligned data handling.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Director	1	1	1
DoP / camera	1	2	3
Editors & post	2	3	5
Producer / coordinator	1	2	3
Sales & admin	1	2	3
Freelance crew/talent	Per project	Per project	Per project
Total (core)	6	10	15

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-2	Office, gear, showreel, first clients
Launch	Month 2-4	First productions delivered
Traction	Month 4-9	Agency/corporate clients; break-even nears
Scale	Year 2	Bigger projects; repeat clients
Growth	Year 3	~75 productions; strong reputation

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. Project-based; production costs (crew/talent/rentals) are variable per project.

12.1 Project cost & means of finance

Capital requirement	₹
Camera, lenses, lighting & audio	14,00,000
Edit suites & post workstations	6,00,000
Office setup & software	4,00,000
Branding, showreel & marketing	2,00,000
Working-capital buffer	4,00,000
Total project cost	30,00,000
Promoter contribution	10,00,000
Term loan (Mudra / CGTMSE)	20,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Ad & brand films	40,00,000	75,00,000	1,05,00,000
Corporate & product videos	22,00,000	42,00,000	58,00,000
Events & post-only	8,00,000	13,00,000	17,00,000
Total revenue	70,00,000	1,30,00,000	1,80,00,000
Production costs (crew/talent/rentals)	28,00,000	52,00,000	72,00,000
Salaries (core team)	21,00,000	38,00,000	52,00,000
Office, gear upkeep & software	5,00,000	7,50,000	10,00,000
Marketing & admin	4,00,000	7,00,000	9,50,000
Interest on term loan	2,10,000	1,60,000	1,00,000
Total expenses	60,10,000	1,06,10,000	1,44,50,000
Net profit (before tax)	9,90,000	23,90,000	35,50,000
Net margin	14.1%	18.4%	19.7%

12.3 Unit economics & break-even

- **Per project:** fee – (crew + talent + rentals + post); creative & efficiency lift margin.
- **Utilisation:** core-team & equipment utilisation across projects drives profitability.
- **Break-even:** reached around month 6-9 as project flow builds; project cash-flow discipline is key.

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

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	4,00,000	3,00,000	3,30,000	4,10,000
Collections (milestones)	12,00,000	17,00,000	20,00,000	21,00,000
Production & operating outflows	12,80,000	16,50,000	19,00,000	20,00,000
Loan EMI	50,000	50,000	50,000	50,000
Closing balance	3,00,000	3,30,000	4,10,000	4,60,000

Production costs are incurred before final payment; milestone billing (advance/shoot/delivery) and the buffer manage the gap. Utilisation and disciplined budgeting protect project margins.

12.5 Key Performance Indicators to Monitor

- **Pipeline:** projects won; value; win rate.
- **Delivery:** on-schedule/budget; client satisfaction.
- **Economics:** gross margin per project; utilisation.
- **Growth:** repeat clients; agency/corporate share.

13. Funding Requirement & Bankability

Total ask: **₹20 lakh term loan** against ₹10 lakh promoter contribution — eligible under **PMMY (Mudra)** and coverable under **CGTMSE**; equipment finance suits the capex. Year-1 net profit ~₹9.9 lakh against annual debt service of ~₹5 lakh gives a **DSCR near 2.0**, strengthening with project flow — bankable, with a working-capital limit useful for production cash cycles.

13.1 Funding utilisation

Use of funds	₹	% of total
Camera, lenses, lighting & audio	14,00,000	47%
Edit suites & post workstations	6,00,000	20%
Office setup & software	4,00,000	13%
Working-capital buffer	4,00,000	13%
Branding, showreel & marketing	2,00,000	7%
Total	30,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Project lumpiness / dry spells	Retainer/AMC deals; diversified clients; pipeline building
Cost/budget overruns	Detailed budgets; milestone billing; production discipline
Payment delays	Advance & milestone billing; WC limit; clear contracts
Talent/crew availability	Freelancer network; scheduling; core team
Equipment obsolescence	Rentals for specialised gear; phased upgrades

15. SWOT Analysis

Strengths Strong video demand; healthy project margins; portfolio-driven; agency relationships.	Weaknesses Project-lumpy; equipment & talent intensive; cash-flow timing; competition.
Opportunities Video-first marketing; digital commercials; corporate & D2C; retainer deals.	Threats Freelancer/agency competition; budget cuts; payment delays; tech shifts.

16. Recommended AiSevak Tools for This Business

This production house would use AiSevak's Media vertical tools in delivery:

- **Production ops:** project-budgeting, scheduling, client-CRM and milestone-billing tools.

- **Contracts & compliance:** production-agreement, IP/usage-rights, talent-release and GST tools (with Legal & Finance verticals).
- **Practice:** Business Plan, per-project costing and Break-even tools to model the house.

17. Key Assumptions & Notes

- Project-based; production costs (crew/talent/rentals) are variable per project; margin on execution.
- ~30 productions in Year 1 growing to ~75 by Year 3 across ad/brand/corporate/product/event.
- Term-loan interest ~11% p.a., 5-year tenure; services attract GST; milestone billing.
- Creative reputation, reliable execution, utilisation and cash discipline are decisive; figures exclude GST.

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