



BUSINESS PLAN · INDIA

Yoga and Meditation Studio

Authentic, quality yoga and mindfulness - classes, training and community

WELLNESS

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 **Yoga & Meditation Studio** in India — a wellness studio offering yoga classes (hatha, vinyasa, power, prenatal), meditation & mindfulness, breathwork, therapeutic yoga & teacher-training, in-studio & online, on a membership / class-pack model. It earns recurring class & membership revenue plus teacher-training, workshops & online income, monetising India's deep yoga heritage & the global wellness boom on a low-capex, instructor-led model — a membership-, retention- & instructor-quality-driven wellness business.

Yoga & mindfulness are booming worldwide & in urban India, driven by health awareness, stress/mental-wellness needs, International Yoga Day & AYUSH promotion, & premiumisation of boutique wellness. A studio is relatively low-capex (space + instructors, no heavy equipment) with healthy margins, earning recurring membership/class revenue plus high-value teacher-training (TTC), workshops, retreats & online. Success rests on instructor quality & authenticity, community & retention, class utilisation, location/online reach & premium/TTC monetisation.

This is a low-capex MSME wellness business — funded partly by the promoter and partly through bank finance (term loan for fit-out + CC for working capital, under Mudra/CGTMSE; a very financeable small venture). This plan models a studio requiring **₹22 lakh** (₹8 lakh promoter + ₹14 lakh bank finance), targeting **₹45 lakh** revenue in Year 1 and **₹85 lakh** by Year 3. (*Yoga studio; low-capex, recurring membership + TTC/online, retention- & instructor-driven.*)

2. Business Description, Vision & Legal Structure

Concept: A calming, authentic yoga & meditation studio - classes, mindfulness, therapeutic yoga, teacher-training & online - built on instructor quality & community.

Vision: To be a trusted yoga & wellness community in its catchment & online.

Mission: Guide people to health & calm through authentic, quality yoga & mindfulness.

Legal structure options

- **Proprietorship / Partnership** — simplest for a single studio.
- **LLP / Private Limited** — recommended for multi-studio, TTC, brand & funding.

Regulatory anchor: a yoga studio is a wellness-service establishment — Shops & Establishments, GST, trade licence, fire/safety, music/PPL (if used), member waivers & liability insurance, & (for teacher-training) Yoga Certification Board/AYUSH-aligned accreditation as relevant. Instructor quality/authenticity, community & retention, class utilisation, location/online reach & TTC/premium monetisation determine success; low-capex with healthy margins.

3. Promoter & Ownership

Led by a promoter who is a senior yoga teacher / wellness entrepreneur with authenticity & following. The team includes yoga instructors, meditation/therapy specialists, front-desk & a community/online function. Instructor quality, authenticity, community & retention are the differentiators. Ownership & stakes are editable inputs.

4. Market Analysis — India

India's yoga & wellness market is growing strongly, driven by health & mental-wellness awareness, stress/lifestyle concerns, yoga's cultural authenticity & global stature (International Yoga Day, AYUSH), premiumisation & the online-wellness boom. Urban consumers seek authentic, quality classes, community & results. The market rewards instructor

quality, authenticity, community, retention, location & online/TTC reach; it is retention- & competition-sensitive but low-capex, met with authenticity, community, premium & TTC/online monetisation.

Demand drivers

- **Health & mental-wellness** awareness.
- **Stress & lifestyle** concerns.
- **Yoga authenticity & AYUSH** promotion.
- **Premiumisation & boutique** wellness.
- **Online & TTC** demand.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Yoga/wellness market in India	Large & growing
SAM	Catchment + online reach	Substantial
SOM (Yr 1-3)	Members, TTC & online	Scaling

Target segments

- Wellness & fitness seekers.
- Stress/mental-wellness & therapeutic.
- Prenatal, seniors & special groups.
- Aspiring teachers (TTC) & online.

5. Competition & Competitive Advantage

Landscape: other studios, gyms with yoga, online platforms & independent teachers. The studio competes on instructor quality, authenticity, community, experience, results & TTC/online reach.

The studio's edge

- **Instructor quality & authenticity.**
- **Community & retention.**
- **Therapeutic & specialised** offerings.
- **TTC & workshops (high-value).**
- **Online & hybrid reach.**

6. Products & Revenue Model

Stream	Model	Basis
Memberships / class-packs	Recurring / package fee	Core recurring
Teacher-training (TTC)	High-value course fee	Margin driver
Workshops & retreats	Package fee	Margin/community
Therapeutic / private / corporate	Premium fee	ARPU

Online classes / content	Subscription (scalable)	Reach/margin
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Memberships/class-packs give recurring revenue on a low-capex base; **teacher-training (TTC)**, workshops & retreats are high-value margin drivers; therapeutic/private/corporate & online lift ARPU & reach. Class utilisation, retention, TTC/premium monetisation & online scale drive economics — the decisive yoga-studio levers; instructor quality drives retention.

7. Go-to-Market — Marketing & Sales

- **Community & word-of-mouth** (core).
- **Social & content** (Instagram/YouTube).
- **Trials, memberships & TTC** conversion.
- **Workshops, retreats & events.**
- **Corporate & online** channels.

Sales approach

Attract via community, social, authenticity & trials → convert to memberships/class-packs → retain via instructor quality, community & results → grow ARPU with TTC, workshops, therapeutic, private & corporate → scale via online/hybrid. Retention, TTC/premium & online build healthy, scalable revenue on a low-capex base.

8. Operations Plan

- **Studio & setup:** calming, well-located studio space(s), props/mats, changing area; online setup (streaming/recording).
- **Process:** schedule & classes → membership/booking → teach (in-studio + online) → community & retention → TTC/workshops/retreats.
- **Staff & quality:** qualified instructors, therapeutic specialists; class quality & safety.
- **Tech:** membership/booking/CRM, online streaming/content, retention analytics.
- **Compliance:** Shops & Establishments, fire/safety, music/PPL, waivers/insurance, TTC accreditation (as relevant).

Yoga-studio workflow

Stage	Activity	Metric
Attract	Community/social/trials	Leads/conversion
Enrol	Membership/pack	Members/ARPU
Teach	Classes (studio+online)	Utilisation/quality
Retain	Community/results	Retention
Upsell	TTC/workshops/retreats	Premium revenue

9. Regulatory, Licences & Compliance (India)

- **Registration:** Shops & Establishments; trade licence; Udyam (MSME).
- **Safety:** fire/safety; member waivers & liability insurance; hygiene.
- **Music & tax:** music/PPL (if used); GST; PAN/TAN.

- **Accreditation & labour:** Yoga Certification Board/AYUSH-aligned TTC accreditation (as relevant); labour/ESI/PF.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / lead teacher	1	1	2
Yoga instructors	3	5	9
Meditation/therapy specialists	1	2	3
Front desk & community/online	2	3	5
Admin & support	1	1	2
Total	8	12	21

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-2	Studio, fit-out, instructors, licences, launch
Ramp	Month 2-6	Memberships, community, online, retention
Traction	Month 6-12	Retention & TTC; ₹45L revenue
Grow	Year 2	TTC, workshops, retreats, online, corporate
Scale	Year 3	₹85L revenue; second studio/online scale

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. Yoga studio; low-capex, recurring + TTC/online, retention-driven.

12.1 Project cost & means of finance

Capital requirement	₹
Studio fit-out & interiors	11,00,000
Props, equipment & online setup	4,00,000
Licences, deposits & pre-operative	3,00,000
Launch & marketing	2,00,000
Working-capital margin	2,00,000
Total project cost	22,00,000
Promoter contribution	8,00,000
Bank finance (term + CC, Mudra/CGTMSE)	14,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Memberships / class-packs	28,00,000	40,00,000	50,00,000
Teacher-training (TTC)	10,00,000	18,00,000	22,00,000
Workshops, therapeutic, online & corporate	7,00,000	14,00,000	13,00,000
Total revenue	45,00,000	72,00,000	85,00,000
Rent & utilities	12,00,000	14,00,000	16,00,000
Instructor & staff	18,00,000	28,00,000	36,00,000
Marketing & operations	6,00,000	9,00,000	11,00,000
Other overheads & interest	5,00,000	6,00,000	7,00,000
Total expenses	41,00,000	57,00,000	70,00,000
Net profit (before tax)	4,00,000	15,00,000	15,00,000
Net margin	8.9%	20.8%	17.6%

12.3 Unit economics & break-even

- **Low-capex & recurring:** low fixed assets (space + instructors) with recurring membership revenue gives healthy margins once class utilisation builds.
- **TTC & premium:** teacher-training, workshops & retreats are high-value, high-margin — the key uplift over base membership; online scales at low marginal cost.
- **Break-even:** at a modest active-member/class-utilisation threshold covering rent & instructors; reached within Year 1; retention & TTC lift margins strongly (Year 2+).

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

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	2,00,000	2,10,000	2,30,000	2,60,000
Collections	9,00,000	10,50,000	12,00,000	13,50,000
Rent, instructors & operating	8,90,000	10,30,000	11,70,000	13,00,000
Closing balance	2,10,000	2,30,000	2,60,000	3,10,000

Memberships & TTC bring upfront cash (favourable); rent & instructors are fixed. Retention, class utilisation, TTC/premium, upfront collections & the WC margin manage cash; low utilisation & churn are the main risks — met with community, quality & TTC/online on a low-capex base that keeps break-even low.

12.5 Key Performance Indicators to Monitor

- **Members:** active members; class utilisation; retention/churn.
- **Revenue:** ARPU; TTC/workshop revenue; online mix; LTV.
- **Quality:** instructor ratings; class NPS; community engagement.

- **Cost:** rent-to-revenue %; instructor cost %; contribution.

13. Funding Requirement & Bankability

Total ask: **₹14 lakh bank finance** against ₹8 lakh promoter contribution — term loan for fit-out + small CC, under Mudra/CGTMSE (a very financeable low-capex venture). Bankability rests on recurring membership revenue, retention, TTC/premium monetisation & the promoter's authenticity/following; low capex & low break-even reduce risk. Year-1 profit ~₹4 lakh scaling to ₹15 lakh & upfront collections support servicing.

13.1 Funding utilisation

Use of funds	₹	% of total
Studio fit-out & interiors	11,00,000	50%
Props, equipment & online setup	4,00,000	18.2%
Licences, deposits & pre-operative	3,00,000	13.6%
Launch & marketing	2,00,000	9.1%
Working-capital margin	2,00,000	9.1%
Total	22,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Churn / low utilisation	Community, instructor quality, results; retention & renewal programs
Instructor dependence	Multiple instructors; brand & community; documentation/TTC pipeline
Competition (studios/apps/gyms)	Authenticity, community, therapeutic/TTC niche & online
Rent-to-revenue	Right space; utilisation; online supplement; ARPU
Safety / liability	Waivers, insurance, safe practice & teaching

15. SWOT Analysis

Strengths Low capex & break-even; recurring revenue; high-margin TTC/premium; authenticity; community; online scalability.	Weaknesses Churn-prone; instructor-dependent; catchment-limited (in-studio); competition; retention-critical.
Opportunities Wellness/mindfulness boom; TTC, retreats & therapeutic; corporate; online/hybrid; second studio.	Threats Apps & free content; competition; instructor attrition; discretionary cycles.

16. Recommended AiSevak Tools for This Business

This yoga studio would use AiSevak's Wellness vertical tools in delivery:

- **Studio ops:** membership/booking/CRM, retention/utilisation, TTC/workshop & online-content tools.
- **Compliance:** Shops-& Establishments, fire/safety & waivers/insurance, music/PPL and TTC-accreditation tools (with Legal & Finance verticals).
- **Practice:** Business Plan, retention/TTC-economics and Break-even tools to model the studio.

17. Key Assumptions & Notes

- Yoga & meditation studio; low-capex (space + instructors); recurring memberships + high-value TTC/workshops/retreats + online.
- Instructor quality, community & retention decisive; TTC/premium & online drive margin & scale; low break-even.
- Term + CC finance (Mudra/CGTMSE); Shops-& Establishments, fire/safety, music/PPL, GST, waivers/insurance, TTC accreditation.
- Class utilisation, retention, TTC/premium & online drive economics; figures illustrative, exclude GST.

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Every tool referenced in this plan is available on aisevak.in. Open the [Wellness toolkit](https://aisevak.in/verticals/wellness) to browse and use them all at <https://aisevak.in/verticals/wellness> — 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.

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