



BIOSRUM LABORATORIES PVT LTD

A-125, SAHEEDJIT SINGH MARG, KATWARISARAI
HAUZKHAS, NEW DELHI-110016

MODE ONE:

BIOSRUM LABORATORIES PVT LTD presented the first time India a handsome dual mode comfortable franchise Ethical Joint business who is call the **DR SHARMA'S CLINICAL RESEARCH AND AYURVEDIC SPECIALITIES (DSCRAS)** is a multinational clinic of Sister concern By **BIOSRUM LABORATORIES PVT LTD** provides the Best Franchise Opportunities based Dual mode Franchises models to suit ones expectation. We offers various franchising verticals like Resort Franchise, Ayurvedic Clinic Franchise, Entrepreneur run Franchise, **DR SHARMA'S (DSCRAS)** Franchise with Urban Franchise Models. Is looking for reliable persons and agencies for tie-ups and franchise opportunities to provide better Ayurveda services to people abroad. Best opportunity to start a business related to Ayurveda and generates profits. Join hands with us for prosperity and let us grow together

We offered a independent business plan related to Health wellness care, we are providing a guaranteed money back plan with agreement from interested party, we are offering a successful business plan in your hand through which you can achieve multiple profit from this way. You can open a centre within the areas of 30 KM and if you wish to open another centre then you will have to take prior consent from the company.

RULES FOR DUAL MODE FRANCHISES:

We planned one very easy plan for the franchises for first time in India we are looking first wherein provide a Ayurvedic health care in low budget so we are announced for a open franchises person first set up mind than full fill her target we gate offer and take a risk all are matters so franchisers bearer won house minimum size 30 X 40- 1200 to 1600 sq ft with 2 toilet, wash room.

BUSINESS OFFER

We will provide full architect plan with all amenities for Wellness centre also provide own Marketing expenditure for developing sales and marketing. We will provide medicines. 1 Doctor ,1 Therapist, 1 Masseur, 1 Marketing officer ,1 Medical attendant/Reception for around working 30 km in areas.

FRANCHISES REGULATION:

Franchiser has to deposit Rs- 30,00,000 (Thirty lakh) forgetting franchise of our company and company will provide on behalf for all Clinical and Business promotional facilities of Rs- 25,00,000 including Medicine, Furniture, Therapy bed, Lab instrument Browser and Rs 5,00,000 will be kept as security money. Beside this company will give 5% ROI on Rs 30, 00,000 yearly bases. If franchiser are not satisfied in the first 6 month in this case company will returned the whole amount as per term & conditions of agreement, all related medicine and furniture/Equipments will be taken back by the company and it may be transfer to other franchisers.

CAN BE A DDOCTOR FRANCHAISERS:

There is a question here, can an Ayurvedic doctor open his own franchise, the answer is yes, if an Ayurvedic doctor accepts this franchise, then he gets some more benefits in it, of course, if an Ayurvedic doctor has the opportunity to open a franchise then Here it has two advantages, one does not need a doctor for the appointment of a company, the other is not even a need of a chemist, so here friends get direct savings from **Rs 25000 to 35000**.



BIOSRUM LABORATORIES PVT LTD

A-125, SAHEEDJIT SINGH MARG, KATWARISARAI
HAUZKHAS, NEW DELHI-110016

PROFIT EXAMPLE:

Franchises get profit after 90 days 15 lac to 20 Lac is lucking Business on bellow ways

SI NO	DESCRIPTIONS	INVEST & BV	PROFIT	IN FIGURE
1	On One Time of Security	30.00 Lac	5% (Yearly)	1.5 Lac (Yearly)
2	Profit of Purchasing Medicine	3.00 Lac	30% (Monthly)	0.90 Lac (Monthly)
3	Monthly Clinic Businesses Profit	5.00 Lac	20% (Monthly)	1.00 Lac (Monthly)
4	Enthusiastic Bonus on BV above	5.00 Lac	1% (Monthly)	0.05 Lac (Monthly)
5	Retails BV Profit Monthly	1.00 Lac	20% (Monthly)	0.20 Lac (Monthly)
6	Additional Bonus above Business	10 Lac	5% (Yearly)	0.5 Lac (Yearly)

Company Assure after 3 Month on Clinical Business 15 Lac sales company provide the Monthly profit Rs- **215000/** and up to 20 Lac Clinical Business is Lucking when achieve Rs- **315000/** , after cross the every clinical sale is going to expanse of company managements , another sale royalties increase time to time on the Business volumes.

JUSTIFY THE WAY OF PROFIT:

- ONE TIME ON SECURITY:** The Company wants the franchisee to deposit Rs.30 lakh as security, to grow this business, the company invests a lot of money, so there is a need to ensure that the franchisee does not leave the company in the midst of unfinished business. Company is returning every year 5% of ROI against the 30 lakh deposited capital. Will pay every year subject to Reserve Bank of India rules including ROI, the company gives a guaranteed business commitment by investing 3 times the assets instead of these 30 lakh rupees
- PROFIT ON PURCHASING MEDICNE:** The medicine purchase made by the franchisee every month, day, the company will make direct savings of 30% over the retail price of its products, this amount will continue to increase on the purchase of the franchise,
- ACHIVE MONTHLY CLINICAL BUSINESS:** The company has given a guarantee sale promise to the franchisee after 90 days from the first start of its clinical business here, accepts to deliver business worth 5 lakh per month, and provides 20% clinical profit from the sales value
- FRANCHISE ENTHUSIASTIC BONUS:** The company never works under its own self-interest, where the company owes more than 5 lakhs to the clinical business, then the company gives its franchisee a faithfully 1% amount of enthusiastic bonus over the entire sales,
- RETAILS BUSINESS VOLUME PROFIT :** The company never does its arbitrariness that it will provide profit to the empty franchisee on its sales, here the company reveals that the franchisee can also show his arbitrariness, he should sell the press according to his law, about 1 lakh worth of the month The company has also announced a 20% discount on sales.
- ADDITIONAL BONUS ON CROSS SALES:** The Company has kept a specific platform for franchising, as long as the sales are within a limit, i.e. after the retail sale of 10 lakhs, if the sales increase, then the company will get an additional bonus of 5% to the franchisee, deservedly created where the top attached indicates the details,



BIOSRUM LABORATORIES PVT LTD

A-125, SAHEEDJIT SINGH MARG, KATWARISARAI
HAUZKHAS, NEW DELHI-110016

SALES ETHICS AND ROYALTIES

Company is declaring on all services & purchase of all materials like Medicine, Browser, others goods are sold by **BIOSRUM** on the rate of 30 % Discounts on retail prices, Company provide on the packages 20 % Royalty from the wellness packages like Consultancy, Therapy etc and on the sale by self force achieve 20% on the retails, Company want from franchiser will submit all reports like Daily therapies and daily sells report and daily patients chart to our "ASO", Company believes on franchisers discipline, and faith with patience. Company may give additional Bonus 5 % per year.

WE OFFER THE FOLLOWING FACILITIES

1. Setting up of Ayurveda whole wellness clinic with guaranty treatment
2. We are bring Guaranty Business through our Marketing policy
3. Supply of the best own mfg Ayurvedic medicines
4. Supply of herbal food supplements
5. Arranging of expert staff to the centres & Business promotion
6. Supply of needy equipment and apparatus to the centre.
7. Media publicity of Ayurveda centres with supporting health camps

Our expert team with the latest technical know-how will assist you in setting up Ayurveda wellness centre pan India. We could provide trained doctor for the centre who has special expertise in Ayurveda treatment and Therapy.

We could provide the necessary staff for Ayurveda services and also supply necessary equipment and machinery required for modern therapy treatment. We have the best available medicines, for better results.

1. Your current occupation
2. Whether you are a qualified Ayurveda practitioner.
3. Where are you interested in setting up the clinic
4. Other related details

What we could offer:

1. You can use our Brand Name **AYURNOR** it is brand go through Mfg By **IWELL RETAILS INDIA PVT LTD** who is a part and subsidiary of **Biosrum** which has enough exposure all over the India.
2. We can provide you necessary **qualified and experienced staffs** that are modern therapy (1 Doctor, 1 Chemist, 2 Measure, 1 ASM, 1 Costumer care) in our expanses. Normally no other agencies provide the staff or it is not easy to find out trained and experienced staff. We are the only agency doing it in India.
3. We could provide you necessary **equipment and apparatus**. We are the only agency making the table (droni), Shirodhara stand, steam chambers, and automatic steam generator and making **wooden droni in one piece of wood** also oil seasoned & kiln seasoned massage table for more durability and avoid leakage. We are hereby sending you a list of items which are of different quality and you can select the best quality you are looking for.



BIOSRUM LABORATORIES PVT LTD

A-125, SAHEEDJIT SINGH MARG, KATWARISARAI
HAUZKHAS, NEW DELHI-110016

4. We could provide you the **pecially prepared, massage oils, powders** and other items for Ayurveda Panchakarma massages. We are making this Ayurveda preparation on Bio-energy conservation method which gives greater potency to the medicines and oils.
5. We could develop a page for your Ayurveda centre and add it on our website. So there could be promotion of your centre through our website. If you wish we could develop a website for your centre.
6. We could help you in preparing the brochure for your centre, planning the revenue generation methods, planning the tradition Ayurveda Panchakarma packages like Rejuvenation / Relaxation / Detoxification, other health care packages, gift packages, one day full package & general massage packages etc.

SPACE REQUIREMENT: We hope Minimum space required from the Franchise regarding open a healthier clinic, this space required the clinical norm is 1200 sqft (4 Room 1 Hall and 2 wash room), or required hall we can make partition according the required.

TIME OF READY INFRASTRUCTURE: After complete deed and confirmation 45 days take time to ready infrastructure and welcome ceremony the opening Clinic, in clinic Company provide first time the required medicine, Browser, Poster, and therapy equipments

MECHINERY INSTALATION: Company installation imported machinery and therapy equipments its value of 30 lakh , in their numbers of Therapy Bed 2 Nos, Equipments (Siodhara, Swedan yantra, Vasti yantra, nasya bed, steam generator, and steam chamber) each 1 set)

MODE TWO:

We are also welcome to Franchise / CFA for the ethical business , our ethical business is a single terms and it is run from BIOSRUM first time India , we provide the force in one district 1 ASO (Area sales officer) and involved 1 ASM for 5 Districts the Audit works also 1 RSM for complete looking state sales , we are no any target with commitment on the raw sales or unnecessary travel and daily allowances , it is only committed going through sales by Doctor, no panic, no more Travel or no hassle.

HOW WE PROMOTE SALES: We are the follow up with force is compulsory parameter the sales by the company monogram ASO make a target in own districts from the first month, which he encourage by the company of finding **4 good doctors**, who are seeing at least **3 patients** daily and there he target trusts the doctors who are working for us for **3 patients**. For this an average value of **Rs 200** is being made on the prescription.

If looking it practically **4 doctors x 3 patients = 12 patients equivalent 12 prescriptions** per day, and achieve prescriptions there **Rs 200 of value x 12 prescriptions = Rs 2400**

And ASO easily show up in **25 working days** after receiving **12 prescriptions x 25 days = 300 prescriptions**, and ASO sales **25 (day) x 2400 (prescription value) = Rs.72000**, this is the target ASO can easily accomplish living on the second month of joining, and you can continue follow up this system and increase your target in **6 months with 10 doctors** probability fix working in one district in your hand.

And the following same target through minimum **15 districts x One distinct 72000 = Rs-1080000**, it mean clear projection, on first months in one state sale is that then every month increase 1 Doctor with sales percentage , according this in 6 month we can definite achieve in one state not less than 30 Lakh secondary sales

WHAT IS OUR TERMS? : We have single terms and conditions with the CFA/Franchise. Company want on the security deposit **Rs-5 Lakh** , and in place company provide annual ROI as per RBI Guide line, on the products sale billing PTS,PTR rules going commission 7% on MRP to Franchise/CFA ,



BIOSRUM LABORATORIES PVT LTD

A-125, SAHEEDJIT SINGH MARG, KATWARISARAI
HAUZKHAS, NEW DELHI-110016

TRANSPORTATION: All are products to going any modes to Franchise/CFA it is always Topay basis from company, and CFA/Franchise can claim to company 50% payment release on the Freight rates at the time of pay commission, mind it CFA/Franchise before receiving goods from transports recheck properly and if breakage/leakage claim to them as per insurance bond

BILLING CYCLE AND PAYMENT: After once billing from company to Franchise / CFA mind it after one month pay the bills tax value to company without delay, and same place CFA/Franchise billing to stockist on the closing date of sales after 15 days can claim her commission to company at proper formats.

If any case delays tax pay or ongoing penalty situation that time both CFA/Franchise & Company can sign MOU and solve the any billing/taxation situations through by the Credit and debit note.

GOODS RETURN POLICY & CLOSING: We noticed to all modes CFA/Franchise if any situation creating in market or dissatisfy in the business then definitely noticed to company after fulfil business of 6 months and after 6 month when we are not eligible fulfil our commitment then can 100% refund your security and demand goods accessories back.

STORAGE AND CLEANING: Regarding the storage assure by CFA/Franchise provide own place for storage system of medicines and accessories, equipments, promotional material etc, and make proper cleaning to the godwn for the best stability, company never pay any rent or bonus for the storage places or cleaning labour ,

NOTICE & REPORTING: We are no recommended to CFA/Franchise daily call to company related business and promotion, only company recommended to you like with RSM /ASM not ASO/CSR/MSR/MR, regard reporting we are engage a administration Officer of Circle Coordinator (OCC) he/she can handled all your requirement and coordinate to marketing sales force, CFA/Franchise can eligible most in the priority cases talk with HO Administration or/Directors regarding the enthusiastic business or special promotional works.

