A smarter way to enter modular interiors

₹10 LAKH

SMART STUDIO FRANCHISE

Compact showroom • Factory-backed supply • Sales systems • No recurring royalty

Proposed commercial package | Subject to signed agreement

A clear position in the Aura network

₹5 LAKH

Associate model
Supply-focused
No full showroom commitment

₹10 LAKH

Smart Studio
Compact branded sales space
MOP-based earnings; no royalty

₹20 LAKH

Premium Experience Centre
Approx. 600 sq. ft.
Expanded displays and support

The package at a glance

₹10,00,000

One-time proposed package

250–350 SQ. FT.

Recommended usable studio area

NIL

Monthly royalty

MOP

Applicable product supply reference

₹20,000

Standard final measurement + installation charge*

15 DAYS

Structured training (3 + 7 + 5)

*Scope, exclusions, distance and taxes to be specified in the agreement.

A compact, credible customer experience

01 Modular kitchen display

One compact kitchen with base/wall units, shutters, counter and display lighting.

02 Material presentation

Five shutter/finish panels, sample wall and selected hardware demonstration samples.

03 Studio environment

Aura-approved layout, consultation desk, seating and internal/external branding.

04 Sales collateral

Brochures, digital catalogue, quotation and customer requirement templates.

Full wardrobe display and premium appliance package are reserved for higher-tier / optional upgrades.

Technology that supports every quotation

FRANCHISE CALCULATOR

Client details → material selection → SQFT → quotation → GST → saved costing history.

Controlled access to relevant rates and tools.

DESIGN & CRM WORKFLOW

Approved software access and training; drawings, lead status, follow-ups, order forms and reporting.

Master factory pricing remains confidential.

15 days of structured practical training

03 DAYS | FARIDABAD

Factory visit, board materials, shutters, finishes, production, packaging and QC basics.

07 DAYS | LUCKNOW

Sales SOP, software, drawings, client handling, quotation, payments and follow-up.

05 DAYS | ON LOCATION

Local outreach, architect meetings, customer presentations and launch-stage execution.

Proposed for one nominated trainee; accommodation and transport inclusions require written limits.

Launch with a repeatable sales process

FIRST 60 DAYS

Social creatives and launch content
Google Business setup guidance
WhatsApp catalogue and follow-up scripts
Local network / architect outreach toolkit

ONGOING EXECUTION

Lead capture and CRM discipline
Customer testimonial assets
Monthly review for first 12 months
Dedicated support coordination

Media advertising spend and lead volume are not guaranteed and must be separately defined.

ORDER-TO-INSTALLATION SUPPORT

Backed by manufacturing and SOPs

01

LEAD & SITE VISIT

02

DESIGN & QUOTATION

03

CLIENT APPROVAL

04

FINAL MEASUREMENT

05

PRODUCTION & DISPATCH

06

INSTALLATION & HANDOVER

Final measurement and installation are separately chargeable in the ₹10 lakh tier.

How a Smart Studio partner earns

Customer sale (ex-GST)	₹2,50,000
Aura material supply at MOP	₹1,75,000
Measurement + installation	₹20,000
Other project expenses (assumed)	₹10,000
Illustrative project contribution	**₹45,000**

18% illustrative contribution on sales; excludes rent, staff, overheads and income taxes. Not a profit or ROI guarantee.

Proposed ₹10 lakh package allocation

₹2.30L Kitchen display	**₹1.00L** Samples & shutter wall	**₹1.50L** Studio interior & branding
₹0.75L Computer/software setup	**₹0.80L** Training/travel support	**₹0.90L** Launch marketing
₹0.25L Brochures & sales kit	**₹0.75L** Onboarding & support	**₹1.75L** Contingency / Aura contribution

Budget must be validated against actual materials, logistics, taxes and setup scope before sale.

Transparent responsibilities from day one

AURA DELIVERS

Agreed displays and samples
Approved studio design/branding
Software onboarding and training
60-day launch support
Factory supply coordination
Standard operating templates

FRANCHISEE ARRANGES

Premises, rent and security deposit
Working capital and staff
Utilities, internet, local licences
Recurring paid advertising
Major civil work / AC / upgrades
Local operations and collections

Protect the brand. Protect the partnership.

BRAND & COMMERCIAL CONTROLS

Registered trademark licensed only for the agreement term
Defined territory and approved location
No sub-franchise or unauthorised procurement
Confidential master rates and software access

CUSTOMER & SERVICE CONTROLS

Approved quotation / order workflow
Basic measurement is not production measurement
Warranty and complaint escalation policy
Sales records, audits and performance reviews

Commercial pricing restrictions, taxes, stamp duty and final clauses require professional legal/CA review.

A disciplined launch, not just a handover

WEEK 01	Agreement, site assessment and layout approval
WEEKS 02–03	Display manufacturing, branding and software setup
WEEKS 04–05	Installation, training and launch preparation
WEEK 06	Site inspection, local training and campaign launch

Timeline depends on approved premises, site readiness and manufacturing capacity.

Build a local business with a national ambition

₹10 LAKH

One approved studio. A trusted brand system.
Factory-backed products. Structured training.
No recurring royalty.

Franchise application → Territory review → Commercial approval → Agreement → Launch