Your flagship Aura business opportunity

₹20 LAKH

PREMIUM EXPERIENCE CENTRE

~600 sq. ft. showroom • Factory-backed supply • Training • Launch support

Proposed commercial package | Subject to signed franchise agreement

A complete premium showroom ecosystem

EXPERIENCE

Premium kitchen and wardrobe displays help customers see finishes, hardware and quality before ordering.

EXECUTION

Factory production, final measurement, installation coordination and after-sales process support.

GROWTH

Structured training, software, 90-day marketing support and local B2B sales toolkit.

COMMERCIAL SNAPSHOT

₹20 lakh package at a glance

₹20,00,000

Proposed one-time package

~600 SQ. FT.

Recommended showroom area

DP

Approved dealer purchase rates

3%

Royalty on net sales before GST

150 KM

Earlier territory concept; subject to map & KPIs

37 DAYS

7 + 15 + 15 days structured training

Royalty base, territory boundaries, taxes and package scope must be specified in signed schedules.

A premium, consistent customer experience

01 Premium kitchen

Display kitchen with approved shutters, hardware, chimney, sink, countertop and lighting.

02 Sliding wardrobe

One short wardrobe display with sliding glass-profile shutters and premium presentation.

03 Sample & finish wall

Five shutter panels, material samples, finish wall and hardware demonstration.

04 Consultation area

Reception, customer seating, display screen, small cabin, telecaller position and signage.

Flooring, paint, lighting and other fit-out details to follow approved showroom drawings and bill of quantities.

Tangible deliverables from Aura

SHOWROOM & BRAND

Premium kitchen and wardrobe displays
Shutter, material and sample wall
Approved internal and external signage
Customer consultation and display layout
Brochures and sample presentation

SYSTEMS & SUPPORT

Approved franchise rate card and calculator
Quotation, client costing and CRM workflow
Design software access and training
Measurement kit, SOP and QC templates
Factory and installation coordination

A 37-day practical learning pathway

7 DAYS | FARIDABAD

Factory processes, CNC and shutters, board materials, hardware, production, packaging and quality control.

15 DAYS | LUCKNOW

Design software, costing, customer handling, quotations, SOPs, lead management and order execution.

15 DAYS | LOCAL

Showroom launch, staff coaching, site visits, customer presentations, architect outreach and process supervision.

Residence and local cab support subject to written trainee count, distance and expense limits.

Launch support for the first 90 days

AURA SUPPORT

Social creatives and launch campaign planning
Google Business setup guidance
Lead capture and follow-up workflow
Customer testimonial and factory assets
Architect / builder introduction toolkit

PARTNER EXECUTION

Local business networking and outreach
Dedicated staff and timely lead response
Daily CRM updates and follow-ups
Site visits, drawings and quotations
Approved local media spend

Marketing support does not mean guaranteed leads, turnover or ROI; media spend must be agreed separately.

Local relationships create recurring business

ARCHITECTS

Finish library
Design support
Project presentation
Approved channel/referral terms

BUILDERS

Sample displays
Multi-unit project proposals
Measurement and QC process
Factory coordination

HOMEOWNERS

Experience Centre visit
3D concept and quotation
Material demonstration
Handover and service support

One disciplined customer journey

01
ENQUIRY

02
SITE VISIT

03
3D & QUOTATION

04
BOOKING

05
FINAL MEASUREMENT

06
PRODUCTION

07
INSTALLATION

08
HANDOVER

Final measurements and approved production drawings are mandatory before manufacturing.

Franchise partner margin at DP pricing

Customer project selling price (ex-GST)	₹3,00,000
Aura material supply at illustrative DP	₹1,95,000
Local selling / project costs (assumed)	₹15,000
Royalty: 3% of ₹3,00,000 (assumed base)	₹9,000
Illustrative project contribution	**₹81,000**

Illustrative 27% contribution; Illustrative DP is an assumption; royalty follows the master sheet pre-GST sales basis, not actual rate-card quotes.

Excludes studio rent, salaries, advertising overheads, finance costs and income tax. No guaranteed profit or ROI.

Understand the potential — and the costs

2 PROJECTS

₹1,62,000

Contribution before monthly overheads

4 PROJECTS

₹3,24,000

Contribution before monthly overheads

6 PROJECTS

₹4,86,000

Contribution before monthly overheads

All scenarios assume the same ₹3 lakh sale and ₹81,000 contribution per completed project.

Actual sales, prices, costs, collections and installation scope will vary. These are not forecasts.

Commercial model and margin visibility

OWNER CALCULATOR

Franchise owner sees approved DP and MOP for commercial comparison, plus relevant MRP/reference information.

Calculator records customer details, order value and royalty payable.

AURA CONTROL

Master factory cost remains confidential.

Approved price updates and order records are controlled; royalty is reconciled against the signed contractual definition.

Master Pricing Control sets 3% royalty on net sales before GST; include this basis in the signed agreement.

Backend support protects delivery quality

AURA COORDINATES

Factory supply and production scheduling
Approved final measurement process
Installation and QC coordination
Warranty documentation and escalation
Training, manuals and approved rate updates

PARTNER HANDLES

Client acquisition and relationship
Site readiness and client approvals
Timely collections and local coordination
CRM updates and order documentation
Local staff, utilities and compliance

Transparency before signing

PACKAGE INCLUSIONS

Agreed ~600 sq. ft. Experience Centre fit-out
Kitchen and wardrobe displays
Sample walls and brand assets
Software onboarding and training
Initial 3-month marketing support

PARTNER / EXTRA COSTS

Property deposit and recurring rent
Staff, utilities and working capital
Local permissions and statutory registrations
Ongoing paid advertising
Unapproved civil upgrades and extra displays

A signed itemized bill of quantities and handover inventory must control the actual included scope.

Protect the trademark and the partnership

BRAND & TERRITORY

Limited conditional licence of registered Aura marks
Defined protected territory with performance terms
No unauthorized sub-franchise or transfers
Approved logo, showroom and marketing standards

SYSTEMS & COMPLIANCE

Written franchise agreement on proper stamp duty
Approved CRM, records and royalty audits
Customer data and software confidentiality
Termination and de-branding obligations

Trademark, GST, pricing, territory and dispute-resolution clauses require Indian legal/CA review.

From signing to opening

WEEKS 1–2	Site approval, agreement, layout and final scope
WEEKS 3–5	Factory displays, showroom works and brand setup
WEEKS 6–7	Install displays, software and training
WEEK 8+	QC, opening campaign and local sales execution

Actual opening depends on premises, site readiness, manufacturing and approvals.

Build your city with Aura

₹20 LAKH

Premium showroom. Factory-backed execution.
Technology, training and marketing support.
A defined path to build your local business.

Final pricing, royalties, territory, tax and deliverables are governed by the signed agreement.