A low-overhead entry into modular interiors

₹5 LAKH

ASSOCIATE FRANCHISE

Supply-focused • Aura-backed products • Sales enablement

Proposed package | Final inclusions and terms subject to signed agreement

Choose the right Aura partnership

₹5 LAKH

ASSOCIATE
Supply-only commercial model
No full branded showroom commitment

₹10 LAKH

SMART STUDIO
Compact kitchen and finish displays
Structured training and studio setup

₹20 LAKH

EXPERIENCE CENTRE
Premium showroom and expanded support
DP-based model and royalty

The associate package at a glance

₹5,00,000

Proposed one-time package

SUPPLY ONLY

Aura product procurement model

NO FULL SHOWROOM

Lean local sales operations

SEPARATE CHARGES

Final measurement and installation

APPROVED RATE CARD

Restricted associate pricing access

DEFINED AREA

Approved operating area by agreement

Royalty, applicable GST and package payment schedule must be confirmed in the final commercial schedule.

What Aura provides

01 BRAND AUTHORISATION

Conditional permission to represent Aura products in the approved area and approved channels.

02 PRODUCT KNOWLEDGE

Material/finish catalogue, selected sample kit and product specification guidance.

03 SALES DOCUMENTS

Approved brochure files, customer requirement sheet, quotation and order templates.

04 SUPPLY COORDINATION

Factory-backed order processing, production updates and dispatch coordination.

Exact sample quantities, hardware, branding assets and logistics are to be itemised in a signed handover schedule.

Sell confidently, without exposing master costs

CONTROLLED RATE ACCESS

Associate rate card and quotation tools as approved by Aura.

Client details, product selection, quotation and order tracking.

PROTECTED COMPANY INFORMATION

No access to Master Pricing, factory costing, other franchisee data or restricted dealer economics.

Software access is licensed, not sold.

Clear division of responsibilities

AURA RESPONSIBILITY

Approved product specifications
Accepted-order manufacturing/supply
Dispatch and shipment coordination
Product-related escalation
Approved marketing templates

ASSOCIATE RESPONSIBILITY

Local lead generation and client handling
Site coordination and approved drawings
Customer collections as authorised
Final measurement and installation arrangements
Local costs and customer communications

Final measurement and installation are not included in the ₹5 lakh package.

A disciplined customer journey

01

LEAD & REQUIREMENT

02

INITIAL SITE INFORMATION

03

DRAWING & QUOTATION

04

CLIENT ORDER APPROVAL

05

FACTORY SUPPLY & DISPATCH

06

INSTALLATION & CLOSURE

Production only after final dimensions, approved drawings, specifications and payment conditions are satisfied.

How associate economics work

Customer product selling price (ex-GST)	₹1,80,000
Illustrative Aura supply invoice (ex-GST)	₹1,40,000
Associate sales/logistics expense (assumed)	₹10,000
Illustrative contribution before overhead	**₹30,000**

Example only: prices are assumed, not taken from Aura's live rate card. Excludes rent, salaries, taxes and installation.

What the ₹5 lakh fee must specify

INCLUDED — TO BE QUANTIFIED

Initial sample kit and catalogue
Brand/sales collateral
Software or calculator access
Training/onboarding sessions
Factory supply account activation
Support contact and escalation

NOT ASSUMED INCLUDED

Full kitchen or wardrobe displays
Showroom interiors and furniture
Premises rent or deposit
Staff and paid advertisements
Customer final measurement
Installation, civil/electrical work

A line-item asset schedule, taxes and any opening-stock credit must be finalised before collecting the fee.

Brand ownership remains with Aura

BRAND & TERRITORY

Trademark and logo are licensed only during the term
No trademark/domain/handle registration
No sub-franchise or territory transfer
Approved operating area and materials

CUSTOMER & COMMERCIAL

Approved products; no unauthorised substitution
Documented orders and collections
Quality, warranty and complaint workflow
Confidentiality, audit and termination

Agreement on correctly assessed stamp duty; legal, GST and competition-law review before launch.

A practical start without showroom overhead

STEP 01	Application, business verification and area approval
STEP 02	Commercial schedule, trademark licence and agreement
STEP 03	Training, sample kit, rate access and sales materials
STEP 04	First lead, quotation, factory order and performance review

Timelines and service levels are agreed after verification of the associate's operating readiness.

Start with Aura. Grow with performance.

₹5 LAKH

A supply-focused route to modular kitchen sales.
Aura product standards. Controlled sales tools.
Room to upgrade to a showroom tier.

Application → Approval → Agreement → Onboarding → First orders