



Delivering Success.. With Every Solution..

Franchisee Model - India

- Franchisee Packages - Benefits
- License Fee
- Renewal Fee
- Customer Acquisition Franchisee
- Project Execution Franchisee
- Territorial Royalty
- Media Release
- Celebrity Endorsements
- Suitability
- Franchisee Package Break up
- Operating Models
- FOFO Model
- FOCO Model
- Joint Venture Company
- Franchisee Investment Secure Model
- Future Appreciation Potential

-Enthusiasm

-Entrepreneurship

-Excellence

CMPTL - Franchisee Model - India



Parameter ↓ Package →	Platinum	Diamond	Gold	Silver
One Time Fee (Non Refundable) in INR	20 Lakh	15 Lakh	10 Lakh	7.5 Lakh
Annual License Renewal Fee INR	5 Lakh	4 Lakh	3 Lakh	2 Lakh
REVENUE MODEL				
Customer Acquisition Franchisee (CAF) - Percentage Retained by Franchisee and remaining transferred to CMPTL for Execution.				
First Order from the Customer	30%	25%	20%	15%
Succeeding Orders from the same Customer - Recurring Revenue.	15%	12.50%	10%	7.50%
Media Release Fee: - Percentage Retained by Franchisee and remaining transferred to CMPTL for Project Execution.				
Offline Media - Agency Fee - 15%				
First Order from the Customer	10%	8%	6%	4%
Succeeding Orders from the same Customer - Recurring Revenue.	5%	4%	3%	2%
Online Media - Agency Fee - 20%				
First Order from the Customer	10%	8%	6%	4%
Succeeding Orders from the same Customer.	5%	4%	3%	2%
Celebrity Endorsement-Agency Fee-15%				
First Order from the Customer	10%	8%	6%	4%
Succeeding Orders from the same Customer - Recurring Revenue.	5%	4%	3%	2%
REVENUE MODEL				
Customer Acquisition & Project Execution Franchisee (CAPEF) - Percentage Retained by Franchisee and remaining transferred to CMPTL as Royalty.				
Revenue on Each Sale (Invoice) and remaining Transferred to CMPTL	90%	87%	83%	80%
Media Release Fee: Percentage Retained by Franchisee and remaining transferred to CMPTL as Royalty.				
Offline Media - Agency Fee - 15%	12%	10%	8%	6%
Online Media - Agency Fee - 20%	16%	14%	12%	10%
Celebrity Endorsement-Agency Fee-15%	12%	10%	8%	6%
Territorial Ownership - Optional				
Territorial Ownership Fee	₹ 5,00,000.00	₹ 5,00,000.00	₹ 5,00,000.00	NA
Territorial Royalty Received from other Franchisees for doing business in your Territory.	4% for Territorial Owner +1% to CMPTL	4% for Territorial Owner +1% to CMPTL	4% for Territorial Owner +1% to CMPTL	Nil
Territorial Royalty Offline Media / Online Media / Celebrity Endorsement.	1.5% for Territorial Owner +0.5% to CMPTL	1.5% for Territorial Owner +0.5% to CMPTL	1.5% for Territorial Owner +0.5% to CMPTL	Nil

Note - GST @18% Extra.

Prices effective for the period of 1st Apr 2022 to 31st March 2023

Parameter	Platinum	Diamond	Gold	Silver
Benefits				
Marketing Support - Within Territory / City	Dedicated Promotion-Exclusive campaigns for promoting the services offered from the center	Dedicated Promotion-Exclusive campaigns for promoting the services offered from the center.	General Promotion - Promotion of the services for the entire region.	Dedicated Marketing Campaigns Carried out to Franchisee at additional Fee.
Marketing Support - Outside Territory / City	Dedicated Marketing Campaigns Carried out to Franchisee at additional Fee.	Dedicated Marketing Campaigns Carried out to Franchisee at additional Fee.	Dedicated Marketing Campaigns Carried out to Franchisee at additional Fee.	Dedicated Marketing Campaigns Carried out to Franchisee at additional Fee.
Training Support	Yes	Yes	Yes	Yes
Mentor Support - Sr. Consultant / Consultant	Sr.Consultant (15 - 30+ Yrs Exp) + Consultant (10-12 Years Experience)	Consultant (10 - 12+ Years Experince)	Consultant (10 - 12+ Years Experince)	No
CMPTL Branding	Yes	Yes	Yes	Yes
Office Space Expenses	From Franchisee	From Franchisee	From Franchisee	From Franchisee
Leads	Yes	Yes	Yes	Yes
Access to CMPTL Clientele Brand Equity	Yes	Yes	Yes	Yes
Suitability				
Franchisee Owner Background	#Suitable for People with any professional / business background. #Sr. Consultant and Consultant will guide the center.	#Suitable for People with any professional / business background. #Consultant will guide the center	#Suitable for People with any professional / business background. #Consultant will guide the center	Suitable for Franchisee Owners with Strong experience in the Marketing / Sales / Technology / Domain Expertise.
Operating Models:				
FOFO	Yes	Yes	Yes	Yes
FOCO	Yes	Yes	Yes	No
JV	Yes	Yes	No	No
Franchisee Package - Break Up				
Franchisee Fee - 7.5 Lakh	Yes	Yes	Yes	Yes
Consultant - 2.5 Lakh	Yes	Yes	Yes	No
Dedicated Marketing - 5 Lakh	Yes	Yes	No	No
Sr. Consultant - 5 Lakh	Yes	No	No	No

A middle-aged man with a grey beard and glasses, wearing a grey suit, white shirt, and a purple and blue striped tie. He is standing in an office with large windows in the background, looking directly at the camera with a slight smile. His arms are crossed.

*GROW
along with
POWERFUL
MENTORS*

Return on Investment - ROI Tabulation - OpEx | CapEx



Outflow - Recurring Expenses*				
Minimum Man Power Overhead for Franchisee - 1 Team	Manager - 1 Nos.	Manager - 1 Nos.	Manager - 1 Nos.	Manager - 1 Nos.
	Sr. Executive - 2 Nos.	Sr. Executive - 2 Nos.	Sr. Executive - 1 Nos.	Executive - 1 Nos.
Office Travel & Misc Expenses	Yes	Yes	Yes	Yes
Min. Monthly Man Power Over Head	1.5 Lakhs	1.5 Lakh	1.0 Lakh	0.75 Lakh
Inflow - Earnings*				
Potential Project Acquisition per month*	₹ 20,00,000.00	₹ 15,00,000.00	₹ 12,00,000.00	₹ 10,00,000.00
Potential Revenue due to Recurring Business from the Existing Customer @ 30% Customer Retention.	₹ 6,00,000.00	₹ 4,50,000.00	₹ 3,60,000.00	₹ 3,00,000.00
Total Inflow	₹ 26,00,000.00	₹ 19,50,000.00	₹ 15,60,000.00	₹ 13,00,000.00
Customer Acquisition Franchisee (CAF) Revenue*				
First Order from the Customer	₹ 6,00,000.00	₹ 3,75,000.00	₹ 2,40,000.00	₹ 1,50,000.00
Succeeding Orders from the same Customer - Recurring Revenue.	₹ 90,000.00	₹ 56,250.00	₹ 36,000.00	₹ 22,500.00
Tentative Expenses / Outflow per month*	₹ 1,50,000.00	₹ 1,50,000.00	₹ 1,00,000.00	₹ 75,000.00
Potential Profit per month*	₹ 5,40,000.00	₹ 2,81,250.00	₹ 1,76,000.00	₹ 97,500.00
Approx Profit Per Team Per Year*	₹ 64,80,000.00	₹ 33,75,000.00	₹ 21,12,000.00	₹ 11,70,000.00
Approx Profit for 5 Teams Per Year*	₹ 3,24,00,000.00	₹ 1,68,75,000.00	₹ 1,05,60,000.00	₹ 58,50,000.00
OpEx Break Even	3-4 Months*			
CapEx Break Even	7-9 Months*			
Customer Acquisition & Project Execution Franchisee (CAPEF) Revenue*				
Revenue to CAPEF after Paying CMPTL Royalty	₹ 23,40,000.00	₹ 16,96,500.00	₹ 12,94,800.00	₹ 10,40,000.00
Project Execution Cost - Tentative Expenses / Outflow per month @ about 60% Project Cost *	₹ 15,60,000.00	₹ 11,70,000.00	₹ 9,36,000.00	₹ 7,80,000.00
Potential Profit per month*	₹ 7,80,000.00	₹ 5,26,500.00	₹ 3,58,800.00	₹ 2,60,000.00
Approx Profit Per Team Per Year*	₹ 93,60,000.00	₹ 63,18,000.00	₹ 43,05,600.00	₹ 31,20,000.00
Approx Profit for 5 Teams Per Year*	₹ 4,68,00,000.00	₹ 3,15,90,000.00	₹ 2,15,28,000.00	₹ 1,56,00,000.00
OpEx Break Even	2 - 3 Months*			
CapEx Break Even	5 - 7 Months*			

Special Note - Franchisees with Territorial Ownership (+ Category i.e. Platinum+, Diamond+, Gold+) achieve faster CAPEX BreakEven and higher returns because of the Territorial Royalty.

* Figures mentioned are approximations. Actuals vary for each Franchisee based on multiple parameters.

1. FOFO - Franchisee Owned Franchisee Operated

- 1.1 Figures mentioned above are for FOFO Model.
- 1.2 Franchisee Owner takes the Franchisee, Handle all OPEX and will manage and be responsible for the everyday activities of the Franchisee Center.
- 1.3 CMPTL Team will guide the Center as per the Model (Platinum / Diamond / Gold / Silver) opted by the Franchisee Owner.
- 1.4 Suitable for Franchisee Owners Cum Managers.

2. FOCO - Franchisee Owned Company Operated

- 2.1 Franchisee Owner will own the Franchisee. CMPTL will Operate the Center at 2 different level of Engagement.

2.2 FOCO - CRUISE

- a. Franchisee Owner will buy the Franchisee Package and Take Care of the **OPEX**- Expenses of the Center. Infrastructure and Man Power Overhead of the Center.
- b. CMPTL Team will Manage the Center, Team and every day monitoring of the Team.
- c. CMPTL will get additional 33% (1/3rd) of the Profits of the Center for supporting the center in FOCO Model.
- d. Franchisee Owner will get 67% (2/3rd) of the Profits of the Center.

2.3 FOCO - AUTO

- a. Franchisee Owner will only make the Investment in the Franchisee Package and the Company Formation expenses.
- b. CMPTL Team will take care of all OPEX - Operational Expenses. Manage the expenses of the Center, Team and every day monitoring of the Team,
- c. CMPTL will get additional 67% (2/3rd) of the Profits of the Center for supporting the center in **FOCO - AUTO** Model.
- d. Franchisee Owner will get 33% (1/3rd) of the Profits of the Center.
- e. This model is available only for the **Customer Acquisition Franchise** and is not available for **Customer Acquisition and Project Execution Franchisee**.

- 2.4 Switching of the **FOCO** model from **AUTO** to **CRUISE** and Vice-Versa can be done with a 6 (Six) Month Notice from the Franchisee Owner.

- 2.5 **FOCO** is suitable for people who want to make investment and do not have time and resources to get involved and manage everyday operations.

3. JV - Joint Venture

- 3.1 An Enhanced model from CMPTL whereby the Investment required to start the center is split between the **Franchisee Investor** and **CMPTL**.
- 3.2 CMPTL will invest INR. 5,00,000/= on top of every model and provide an upgrade to the benefits of the next higher model to the Franchisee Owner.
- 3.3 CMPTL will get shares in the New Franchisee Pvt. Ltd. company as per the investment of CMPTL. It becomes a **Joint Venture - JV Company**.
- 3.4 Investment to Director Rule - There will be One Director Position entitled for CMPTL for every investment of 10 Lakh from CMPTL in the JV Company. CMPTL at it's discretion will appoint additional Directors for the Board of the JV Company as per this rule.
- 3.5 CMPTL / It's appointed Directors / representative will be the Joint signatory in all Banking Transactions, Agreements, Financial and other Instruments unless decided mutually and agreed in writing between the companies.
- 3.6 Expenses & Overhead of the JV Company will be shared between CMPTL and Franchisee Owner in the Proportion of their investment.
- 3.7 Profits from the JV Company will be shared between CMPTL and Franchisee Owner in the proportion to their Investment.

3.8 Women Entrepreneurs

- Women add Integrity, Stability and Diversity to the CMPTL Eco System.
- As part of WIN - Women INspire initiative, to Encourage Women Entrepreneurs, CMPTL extends JV model for the Silver Package as well. More details about WIN Team can be found out at - <https://www.cmptl.com/win/>
- Franchisees with Majority Ownership Shares held by Women (more than 51%) are given additional Percentage over and above the Percentage defined for the Franchisees.

Customer Acquisition Franchisee (CAF) - Percentage Retained by Franchisee and remaining transferred to CMPTL for Execution.	
First Order from the Customer	1.00%
Succeeding Orders from the same Customer - Recurring Revenue.	0.50%
Media Release Fee: - Percentage Retained by Franchisee and remaining transferred to CMPTL for Project Execution.	
Offline Media - Agency Fee - 15%	
First Order from the Customer	0.50%
Succeeding Orders from the same Customer - Recurring Revenue.	0.25%
Online Media - Agency Fee - 20%	
First Order from the Customer	0.50%
Succeeding Orders from the same Customer.	0.25%
Celebrity Endorsement-Agency Fee-15%	
First Order from the Customer	0.50%
Succeeding Orders from the same Customer - Recurring Revenue.	0.25%

3.9 Additional investment from CMPTL to the JV Company for the growth of the JV Company will be at the Sole discretion of CMPTL.

3.10 CMPTL Investment Approval Matrix

Investment Amount	Initiator	Approver 1	Approver 2	Approver 3
Upto INR 15 Lakh	Center Sr. / Consultant	City Sr. Consultant	NA	NA
INR 15 Lakh to INR 50 Lakh	City Sr. Consultant	Regional Head	State Head	NA
INR 50 Lakh to INR 1 Crore	City Sr. Consultant	Regional Head	State Head	NA
INR 1 Crore to INR 5 Crore	Regional Head	State Head	National Head	NA
INR 5 Crore to INR 50 Crore	Regional Head	State Head	National Head	Global Head
More than INR 50 Crore	Regional Head	State Head	National Head	Global Head

3.11 To activate CMPTL Investment, the Franchisee Owner should invest a minimum of 50% of the Investment required for the Project to hold the controlling stakes in the JV Company.

3.12 If the investment of CMPTL in the JV Company crosses 51% then CMPTL will hold the controlling shares and the JV company becomes a Subsidiary of CMPTL.

3.13 **Special Note:** One Franchisee Owner cannot take more than 2 (Two) Territories in One City.

CMPTL Franchisee Investment == Secure Investment Huge Appreciation Potential if sold in future.



1. The Investment made by the Franchisee Owner will be converted in the form of Shares of the new Pvt. Ltd. Company. If the Investment is 30 Lakh then the Franchisee owner will get 3,00,000 shares of Rs. 10. each. **Thus the investment is very secure.**
2. CMPTL gets enquiries from people who want to buy any readily available franchisees that will help them to start the business immediately. In such cases, the future buyers of the Existing Franchisee will be willing to pay additional Royalty to acquire the center.
3. Based on the Parameters like - Turn Over of the Center, Period of Existence, No. of Clients / Accounts Acquired, Acquisition Center / Execution Center, Goodwill, Profitability , Team etc., the Franchisee owner can sell their Shares at Premium rates to the Prospect Franchisee Buyers.
Example: If the Franchisee Owner has about 3,00,000 shares at Rs. 10 Each and after a period of 2 or 3 Years of running the center and for any personal reasons like death, accident, Change of Interest, Lack of business care taker etc. if Franchisee owner wants to sell of the Center to any other interested buyer at a Premium rate of say @ Rs. 200.00* per share. In such case the center can be bought off by the future Franchisee owner when he pays off $3,00,000 \times \text{Rs. } 200 = \text{INR } 6,00,00,000/=$ (Six Crore). In such case, the Previous Franchisee owner would have made a Return of 2000% i.e with an investment of 30 Lakh, the person would have made a return of 6 Crore in a span of 4 to 5 Years. **Thus the investment has huge appreciation potential.**

Franchisee Owner Investment	30,00,000.00	INR 30 Lakh
Initial Share Value	10.00	INR 10.00
No. of Shares held by Franchisee Owner	300000	3 Lakh Shares
Approximate Selling Price* of Shares for a Premium*	200.00	INR 200.00 Per Share
Sell Off Amount*	6,00,00,000.00	INR 6 Crore
Profit* upon Selling the Franchisee in the Future.	5,70,00,000.00	INR 5.70 Crore

* Figures mentioned are approximations. Actuals vary for each Franchisee based on multiple parameters.

4. Above approach can also be used to raise captial / investment for the franchisee to enhance the center.
5. Franchisee Owner can also dilute the share composition structure of the the new Franchisee Pvt. Ltd. and invite Other Friends / Colleagues to raise Capital for the expansion of the Center.
6. Franchisee Owner can also dilute the share composition structure of the the new Franchisee Pvt. Ltd. and invite CMPTL to become a share holder and investor in the Company and Turn the company into a JV Company. CMPTL at its sole discretion shall take the decision in the best interest of the companies as per the need of the situation / Offer.

Investor Protection Rider (Optional)



- To Protect the hard earned Investment of the Franchisee Owners and to facilitate them to understand the CMPTL Franchisee Model in action.
- The Franchisee Owner / Investor has the option to experience the Franchisee Model in operation for a period of 12 Months and see the Performance and growth of the Franchisee Center.
- During the 13th month of Operation of the Center, If the Franchisee Owner is not happy with the growth of the center and would like to exit from the Franchisee Opportunity then CMPTL provides a guaranteed Buyout of the shares of the Franchisee Company if the Franchisee has opted for either of below Riders.
- The Franchisee Owner / Investor upon exercising the encashment of Rider as mentioned below, CMPTL will buyout the shares of the Franchisee owner as per the share value listed for the Franchisee
- The Payout of the Franchisee will be released in 90 calendar days from the date of receipt of written encashment request from the Franchisee owner.
- If the Franchisee Owner / Investor is happy with the growth of the Franchisee by 12th Month or does not initiate the encashment of the Riders then they will continue the Franchisee activities accordingly and these Riders will Lapse.
- **Buyout Terms:**
 - Franchisees with Joint Venture (JV) will have Straight forward Buyout.
 - Non-JV Centers will have the Buyout after deducting any liability if they have created for the Pvt. Ltd. Company without the Knowledge and / or against the advices of CMPTL Team / guidelines set by CMPTL.
 - Non-JV Franchisees Activating the Riders should not have taken any personal Remuneration from the Company for the period of 12 months from the Company beyond the specification as set by CMPTL.
 - Below Riders can be encashed during the 13th month of the Operation of the Center only.
 - GST 18% Extra on the Rider Charges mentioned below.

Rider Feature Package	Platinum+	Diamond+	Gold+	Silver
Investment	25,00,000.00	20,00,000.00	15,00,000.00	7,50,000.00
1. Comfort Rider - Charges for Guaranteed BuyOut of Shares @ INR 10.00 (Ten Point Zero) per Share.	2,00,000.00	1,60,000.00	1,20,000.00	60,000.00
Guaranteed Payout	25,00,000.00	20,00,000.00	15,00,000.00	7,50,000.00
2. Maximizer Rider - Charges for Guaranteed BuyOut of Shares @ INR 12.0 (Twelve Point Zero) Per Share.	2,50,000.00	2,00,000.00	1,50,000.00	75,000.00
Guaranteed Payout	30,00,000.00	24,00,000.00	18,00,000.00	9,00,000.00
Rider Feature Package	Platinum	Diamond	Gold	Silver
Investment	20,00,000.00	15,00,000.00	10,00,000.00	7,50,000.00
1. Comfort Rider - Charges for Guaranteed BuyOut of Shares @ INR 10.00 (Ten Point Zero) per Share.	1,60,000.00	1,20,000.00	80,000.00	60,000.00
Guaranteed Payout	20,00,000.00	15,00,000.00	10,00,000.00	7,50,000.00
2. Maximizer Rider - Charges for Guaranteed BuyOut of Shares @ INR 12.0 (Twelve Point Zero) Per Share.	2,00,000.00	1,50,000.00	1,00,000.00	75,000.00
Guaranteed Payout	24,00,000.00	18,00,000.00	12,00,000.00	9,00,000.00

Prices effective for the period of 1st Apr 2022 to 31st March 2023

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Make the Right Entrepreneurial Move..



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Start your Association with the Global Brand CMPTL.