



Business Plan

Dot Box Conception Pvt. Ltd.

29, Dhenu Market, Indore

MP – 452001

Website: www.lootel.com

Email – yashwant@looel.com

Ph - 0731-4992470

Table of Contents

1	Executive Summary	5
2	Company Overview	7
2.1	Background.....	7
2.2	Ownership.....	7
2.3	Mission & Vision.....	7
2.4	Guiding Principle.....	8
2.5	Location and Facilities.....	8
2.6	Business Objectives	8
2.7	Intellectual Property.....	8
2.8	Keys to Success.....	8
2.9	Awards and recognition.....	9
2.10	Traction	9
3	The Team.....	11
3.1	Management Team	11
3.1.1	Yashwant Suthar, Founder	12
3.1.2	Neelam Singh, Co-Founder.....	12
3.1.3	Advisor	12
3.2	Management Team Gaps	12
4	Product / Services	14
4.1	Problems	14
4.2	Lootel Solution	16
4.2.1	Feature of Lootel Restroom Model.....	16
4.2.2	Lootel Images.....	17
4.2.2	Lootel Images	18
4.3	Service Details.....	19
4.4	Types of Lootel Smart Restroom	19
4.5	IoT based Toilet Maintenance.....	20
4.5.1	Competitive Advantage – IoT features	20
4.5.2	IoT based Toilet Health Dashboard	21
4.6	Operation Methodology	22
5	Market Analysis	25
5.1	Indian Economy	25
5.2	Market Size	25
5.2.1	Market Size – Smart Toilet Segment	25
5.2.2	Market Size – Tourism (which will drive Café Market).....	26
5.3	Market Growth	28
5.4	Market Needs.....	28

5.5	Industry Participants	29
5.5.1	Industry Participants – Toilets.....	29
5.5.2	Industry Participants - Cafe.....	29
5.6	Market Trends	31
6	Competition	32
6.1	Competitive Edge Landscape	32
6.1.1	Washroom Sector.....	32
6.1.2	Competitor Comparison.....	32
6.1.3	Food Sector.....	33
7	Strategy and Implementation	34
7.1	SWOT Analysis	34
7.2	Target Segment	35
7.3	Positioning	36
7.4	Strategy Pyramid	36
7.5	First Mover Advantage (USP)	36
7.6	Pricing	37
7.7	Business Growth Strategy	37
7.7.1	Word of Mouth Marketing.....	37
7.7.2	Digital Marketing Strategy.....	37
7.7.3	Traditional Marketing.....	38
7.7.4	Sales Strategy.....	38
7.7.5	Sales Forecast.....	39
7.7.6	Sales and Quality Programs.....	39
7.7.7	Location Selection Strategy.....	39
7.8	Supply Chain Strategy	39
7.8.1	Sourcing.....	39
7.8.2	Inventory Management.....	39
7.8.3	Distribution Strategy.....	40
8	Financials	42
8.1	Revenue Model	42
8.2	Expected setup cost	42
8.3	Investment ask	43
8.3.1	Investment ask amount.....	43
8.3.2	Investment distribution.....	44
8.4	Financial projection	44

Disclaimer

The following information is for informational purposes only and as such it is neither a solicitation of an offer to sell securities nor is it an offer to invest in **Dot Box Conceptions Private Limited**. This document includes “forward-looking statements”. All statements other than statements of historical facts included in this Business Plan including, without limitation, statements regarding **Dot Box Conceptions Private Limited’s** financial position, business strategy, budgets, plans, and objectives of management for future operations, are forward-looking statements. Although **Dot Box Conceptions Private Limited** believes that the expectations reflected in such forward-looking statements are reasonable, it can give no assurance that such expectations will prove to have been correct.

1 Executive Summary

Pain Points

Public toilet's quality and hygiene are one the biggest problem in India. We have enough infrastructure of public restrooms but most of them are dirty and abandoned due to the unavailability of the perfect ecosystem of maintenance and cleaning management. A dirty toilet is equal to no toilet. Somehow men can manage somewhere in the public area but for women, it is still a nightmare. Whatever public restroom available they are also not safe for women and they do not have proper restroom accessories. Especially there no proper facilities for a disabled person. Especially tourists when they are traveling to any city at that time they do not know about. Where will they get quality toilets? We have famous brand names for every service where we anyhow we will get assured service with quality standard.

Solution Overview

Public toilet's quality and hygiene are one the biggest problem in India. The main cause behind this problem is the lack of sustainable management and technology. Lootel is an IoT-based smart restroom concept that is a complete self-sustainable solution for a public toilet. Lootel (Loo of Hotel) is providing always cleaned and air-conditioned public restroom services. Lootel's PAY, USE & REDEEM is a very innovative process, 'Make it Free' where the user can redeem his restroom coupon on food and beverage bills at Lootel cafe. Lootel's financials and user cross subsidized models are Pay, Use & Redeem has a unique revenue generation system that gives us an extended user base for revenue. Financial sustainability is one of the biggest issues in the public restroom because they always act like a cost center. Due to this management always look for other sources of funds for operation and maintenance. Lootel is the complete self-sustainable concept of the smart restroom where it can run itself and maintain itself with profitable mode.

Traction

Lootel was bootstrapped by the founder and has installed four Lootel units till now. Currently, we have four units installed. We have generated more than 27 Million in revenues from February 2017 to now. Lootel has served almost 434K people for the washroom services. Currently, All four Lootel is getting managed by 15 people's team. It has been recognized by startup India and has won several awards.

Management Team

- Yashwanth holds a Degree in Industrial Designing from IIT Delhi followed by 9.5 years of OEM experience in Automotive styling and Product Design and Development.
- Neelam Singh is an Operation and Quality Expert. She is a B.Ed 5.5yr Experience in Quality and Audit.
- Mr. Kashan Khan is Chief development officer Expert in project planning and management having 13 yr experience.

Story Behind the Concept

Once Neelam Singh, Co-Founder (Wife of Yashwant) and Yashwant (Founder) were traveling by bus. It was midnight time and the bus stopped for the restroom break at the bus stand which was in mid of the city. She wanted to go to the restroom. She went to the nearby public restroom but it was completely messy, stinking, and full of sewage water. Then she decided to go to the dark street as usual as women do in this kind of situation. But at the same time, local drunken guys started to follow her. Meanwhile, I have seen that they were following my wife. It was surprising for me because it is a mutual understanding that the bus stopped and a lady passenger is going in the dark street that means she is going for the toilet as a being men we should not go there.

The goon guy almost reached her and she wasn't aware not about him. I have shouted at him and he has run away in the dark street. But by god grace, it was just a near-miss incident, but it could be worse and our life could be spoiled. She was completely shocked and mentally disturbed. As a being male dominant person I shouted to her why were you went to that street. you should use the public toilet. Then she replied " Men are the dog and they need only a pole for the toilet but as being a woman, I need a space for the toilet"

It was a life-changing event for us. Then we have started to work on the public toilet problems. We have listed all the problems and concerns about the public toilet and we found that this is a serious problem for women by safety and hygiene.

concern. Then we have found that the main problem is not a public toilet, the ecosystem of maintenance and management of public toilets is the main problem. we have created a sustainable solution to this problem.

Finally, I have decided that I will leave the job and be completely focused on this project. It was not easy for me as a being a married man at the age of 32 with IIT Post-graduate, I was thinking to leave the MNC job of a good salary for the public toilet operation concept. Some people also quoted when you only wanted to run the "Sulabh Shochalay" then why did you study in IIT. Somehow convinced the family and left the dream job because from childhood I was fascinated by cars and bikes. I have done ITI (Mechanic Motor vehicle), Diploma and Bachelor of Engineering in Mechanical and Master of Design in Industrial Design (IIT Delhi) and doing the job in VE commercial vehicle as a bus styling designer which was the dream job for me. But now the public toilet is more fascinating for me.

We wanted to bring this idea on the ground anyhow. But we were not getting a node point for start. One day we thought why should not we present this idea to the district collector. We met him he liked our idea and he referred us to Municipal Commissioner, Indore municipal corporation, Madhya Pradesh. He liked our idea and gave demo space for our project for 6 Months only and if found your idea is good we will continue with you. To leave the job and invest the almost 10 lacs for only the trial project was not easy. We have invested our saved amount which was we were saving for a home purchase and we have also borrowed the money from friends and family. Me and my wife building sustainable public toilets instead of the dream

home. We build India's first completely self-sustainable premium quality public restroom. The municipal corporation was impressed with our design and quality of service and they extended our MoU, as well as, gave another space for the second unit. Currently, we are running four founders' bootstrapped units at the Bus stand, Shopping market, Temple area, and Indore airport.

Market Opportunity

Lootel smart toilet café is providing two services like Smart washroom services and café takeaway food counter services. More 75 million public toilets and community toilets available in India. More than 20 million peoples* using sulabh toilets in India daily. But still, every second Indian people in an urban area do not have safe and private toilets. Specially 2.3 billion domestic and international tourist travelled in 2019 as per ministry of tourism report 2020. These people have hygiene toilet option in hotel while in travelling otherwise they use restaurant, mall or other commercial properties's toilet as substitute. While traveling they brand services for their need like cab service, hotel chain, food chains etc but for toilet their only Sulabh toilet and that are not up to the mark. Their huge gap between demand and supply.

2 Company Overview

2.1 Background

India has enough infrastructure for public toilets. Most of them are dirty and abandoned due to the unavailability of the perfect maintenance and cleaning management system. Indore-based Lootel, a smart toilet café start-up venture, was started in 2017 to address this challenge.

2.2 Ownership

Lootel smart toilet café is a start-up venture of Dot Box Conceptions Private Limited (DBCPL), which was registered on 29-Dec-2017 in Gwalior, Madhya Pradesh. DBCPL has registered in Startup India on 29th Jan 2018. The shareholding of the company is in the following proportion:

Shareholders	% Share	Role
Yashwant Suthar	50%	Director
Neelam Singh	50%	Director

2.3 Mission & Vision

MISSION

To be the leading provider of clean and premium washroom services.

VISION

We envision clean and premium public sanitization in India by building a self-sustaining and economic viable model.

2.4 Guiding Principle

The Lootel is committed to values such as Quality, Innovation, Sustainability, and Delighting Service to the customer which allows us to navigate challenges and provides for future opportunities. These core beliefs start with our commitment to our services and employees.

Lootel rewards excellence and cherishes loyalty. The Lootel will work with technology and its employees to build strong businesses with quality services and a secure future.

2.5 Location and Facilities

Lootel has the main office at 29, Dhneu market, Indore MP. Now we are coming with more Lootel outlets in Indore and another state. Lootel currently has two running units.

- The first unit has set up at Aictsl Bus Stand, Indore in Feb 2017. It is 120 square feet.
- Second unit operation Sarafa Bazar, Rajwara Indore in Jan 2018. It is 160 square feet.
- Third unit operation Rameswaram Tamilnadu, in Sep 2019. It is 160 square feet.
- Fourth unit operation Airport Parking, Indore in Oct 2019. It is 200 square feet.

2.6 Business Objectives

- To provide always cleaned washroom services and safe washroom to the customer
- Become India's first public restroom operation and management service, provider.
- Create a self-sustainable Lootel smart toile café in India.
- Be the Smart toilet Café of Choice in India and become the best washroom service, provider.
- To promote innovation in the smart toilet for sustainability and water conservation.
- Tp creates the Technology control public toilet operation for assured quality clean toilets.

2.7 Intellectual Property

Lootel is currently (and in the future, plans to have) the following Intellectual Properties which it will strive to protect.

- Trademark & Logo has allotted
- Technology Designs
- Customer Database
- IoT & Smart Toilet Design Patent applying

2.8 Keys to Success

- **Commitment** – Providing delight & premium quality services at affordable prices to every user. It will help us create a larger customer base of returning users.
- **User Experience** – Lootel is taking the public toilet experience to the next level – this way we will provide a delighting experience to a public toilet user.

- **Innovation** – Innovation will help us keep ahead in the market & it is the only way that will make Lootel sustainable and profitable.

2.9 Awards and recognition

1. Lootel got National Startup Award 2021 in the sanitation sector from Hon'ble Piyush Goyal Minister of Commerce and Industry.
2. Lootel Founder is part of the sustainable development group to suggest the policy points to Hon'ble PM Narendra Modi on 15th January 2021.
3. Lootel got “Indore Top 25 Super Startups Awards” by Hon'ble Dr. Bhagawat Kaarad Union Minister of State for Finance, and MP Shri Shankar Lalwani.
4. Lootel Facilitated by Lemon School of Idea on the National Entrepreneur on day 16th January 2021 By Hon'ble Nitin Gadkari Minister of Road & Transport.
5. Lootel smart restroom has an accelerator cohort 2020 member of Upaya social venture.
6. Lootel got SKOCH Award – Benchmark of Excellence for its quality and service in Jan 2020. The highest civilian honor in the country is conferred by an independent organization.
7. Won the first prize in the “Entrepreneurial Success Stories Contest” in 2019 hosted on the MyGov platform.
8. Lootel got the “Best engagement model in sanitation by a social enterprise” at ISC-FICCI sanitation awards 2019.
9. Lootel smart restroom has an accelerator cohort 2019 member of Restroom Board Coalition(TBC), Geneva Switzerland.
10. Lootel got selected among the 5 top social startups in Silicone Valley Challenge at the 7th Action for India Forum 2018. Where we get a chance to be Silicone Valley for a 10-day entrepreneur learning program.
11. Lootel got the 1st prize in for innovation social category in Startup India MP startup yatra. In Aug 2018
12. Lootel got the 1st prize in iExpo 2.0 event by IIM Indore in Jan 2018.

2.10 Traction

- **Funding** – Lootel has been bootstrapped by the founder.
- **Number of Units** – There are four Lootel units till now.
- **User Response** - Lootel is getting an outstanding response from the user and they are appreciating our services.
 - All units have generated more than 27 Million in revenues from February 2017 to till now.
 - Lootel has served almost 434 K people for the washroom services.
- **Manpower** - Currently, both Lootel is getting managed by 36 people’s team. It is also recognized by startup India.



User

434K

Life time Washroom User

FY 16-17 750 User

FY 17-18 37301 User

FY 18-19 84990 User

FY 19-20 154400 User

FY 19-20 156559 INR



Revenue

30M INR

Life time Revenue

FY 16-17 0.06 M INR

FY 17-18 3.45 M INR

FY 18-19 7.1 M INR

FY 19-20 10.7 M INR

FY 20-21 4.9 M INR



Outlet

04

Bootstrapped Outlet Till Now

11 Outlet Tender awarded

08 Outlet Paperwork in pipeline

15 Manpower in team

3 The Team

3.1 Management Team



Neelam Singh

Co-Founder (Director)
Quality & Audit (06 Yrs Exp.)
BA, MBA (Perusing)



Yashwant Suthar

CEO -Founder (Director)
Strategy, Planning & New
Development (9.5 Yrs Exp.)
M.Des in Industrial Design
(IIT Delhi)

Kashan Khan

**Chief Development Officer
(Part Time)**
Project & Planning and
Purchase (13 Yrs Exp.) B.E. in
Mechanical



Jayant Sharma

**Chief Business Development &
Marketing (Part Time)**
B.E. & Diploma in Electrical
Engineering ((15Yrs Exp. In Sales &
Marketing)

Lixil India Company

**TBC Mentor for
Toilet Design & Innovation**



Upaya Social Venture Accelerator 2020 Cohort Member



Aseem Gupta

Technical Partner (IoT)

15+ years of experience in PHP projects, adept in analysis, design, programming, architecture of applications, Microcontroller Microprocessor, SCADA product development and Embed system.



Nimish Shah

Mentor for Operation & Waste
Managing Director at
Toilet Board Coalition, India Chapter
Previously with Unilever for 25 years



Venugopal Gupta

**Mentor for Product Design &
Strategy**
Director Accelerator Program at
Toilet Board Coalition

3.1.1 Yashwant Suthar, Founder

Startuppreunner from 2014 and 7.5Yr OEM Experience in Automotive styling and Product Design and Development. I have started my first start-up Odzo. in 2014 which was a hyper-local search engine for odd jobs service providers in 2016. One Day my wife has faced a life-threatening situation during public restroom use. then we have started to work on it and come up with India's first self-sustainable premium restroom concept at Indore for that I have left the job and closed our earlier start-up. Currently, we are running three smart restroom café units.

Educational Qualification

- M. Des. in Industrial Design (IIT Delhi)
- B.E. in Mechanical Engineering
- Diploma in Mechanical Engineering
- ITI in Mechanic Motor vehicle

Professional Experience

- Lead Bus Designer at V ECV Commercial Vehicle as from Feb -2013 to 2016
- Astd. Manager Design at Force Motors Pune from July 2011 to Dec 2012
- Astd. Engineer at Payrotech Electronics Pvt Ltd. Jun - Sept 2006
- Supervisor at Alok Automobile Pvt Ltd Aug 2002 to July 2003

3.1.2 Neelam Singh, Co-Founder

07 years experience in Audit & Quality Control. She has worked with the Danik Bhaskar group for 03 years. Having core experience in operation and quality. She also left the job and started to work on lootel.

Educational Qualification

- B.Ed
- B. A.

Professional Experience

- Assitant Manger in Circulation at Danik Bhaskar 2013 – 2016
- Back office manager 4yrs experience

3.1.3 Advisor

We have been cohort members of the Toilet Board Coalition Accelerator Program and Upaya Social Venture Program Accelerator Program. We got the following people for mentoring and advisors.

1. **Venugopal Gupta** - Director of Investment and Accelerator Program at Toilet Board Coalition
2. **Nimish Shah** - Managing Director at Toilet Board Coalition, India Chapter Previously with Unilever for 25 years

3.2 Management Team Gaps

The first step will be to build a goal-oriented efficient C-suite leader for our vision. This C-suite will have a minimum of 5-10 years experienced leader of the relevant fields. We have made a fixed budget for C-suite leader recruitment. Due to the COVID crises, we can get efficient team leaders at a lower cost. We have identified the initial following recruitment of C-suite leaders for initial growth.

C Suite Recruitment



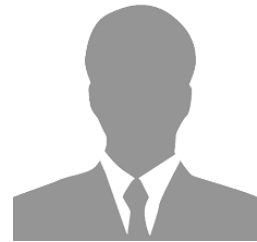
Chief Operating Officer (10-15 Yr Exp.)

- Quality Operation
- Cost Oriented Operation
- People Management
- Innovative problem solver



Chief Finance Officer (10-15 Yr Exp.)

- Finance strategy expert
- Fund Management Expert
- Legal Compliance
- Taxation



Chief Technical Officer (05-10 Yr Exp.)

- Project Management Expert
- IoT, AI and ML expert
- Cloud experience



Chief Cleaning Officer (05-10 Yr Exp.)

- Quality cleaning expert
- People management
- Waste Management Expert



Chief Maintenance Officer (05-10 Yr Exp.)

- Technical knowledge
- Cost control expert
- Machinery Management expert
- Property Management expert

3.3 Personnel Plan

Lootel will have three levels in management and operations. The first level will be at the Unit Level which would be Unit management; the second level will be at the city or zone level which would be middle management. The third level will be at the central level which would be higher management. A detailed human resource planning and their cost is attached in Financial Projection Sheet

4 Product / Services

4.1 Problems

- **Unavailability O&M Partner for Public Toilets** – We have enough infrastructure of public toilets after the Sawacha Bharat Mission. But still, the government does not have an operation and management ecosystem for it. Either municipal authority will operate it or some NGO will operate it and both do not have a technology-based system. After COVID pandemic clean and hygienic public toilet is the priority for public toilet users as well as the government also.
- **Dirty** - In India, Most of the public toilets are dirty and abounded due to the unavailability of the perfect maintenance and cleaning management system. There is a huge gap between user expectations and reality. Although public toilet quality and availability in the urban area improved but still 22.7% of people do not want to use public due to their personal preferences like hygiene and safety purposes. Almost only 3.2% of people from India use public toilets. These public toilets become the main cause of women's urinary tract infection problems. 8.6% of toilets in an urban area are not working properly. Major Part of the non-availability of public toilets is 39.2% of toilets are not cleaned and do not have water.
- **Unsafe for women** - Whatever public toilet is available in the public areas they are also not safe for women. Somehow men can manage somewhere in the public area but for women, it is still a nightmare. There is no surveillance and safety system for users and infrastructure. A public toilet becomes a place for sitting if goons and mischievous people.
- **Old Infrastructure** - Public toilet facilities still do not have a smart infrastructure. We are operating the public toilet with a conventional mode where we do not have a water conservation, waste management system. Even our infrastructure is not ready to absorb the future water crisis.
- **No User Friendly** - No proper facilities especially for a disabled person. Do not have proper toiletry accessories in public toilet
- **Smartness** – Public restrooms still operating in a conventional mode where we are using the same human-based operation and quality control systems.
- **Sustainability** – Public restroom using old conventional technology for waste and water management. There is no such kind of provision for the future crisis of water.
- **Technology** – Public toilet management system in India is not using any smart technology.



1. Govtment Of India has built almost **593557 Public Toilets and Community Toilets** under Swacha Bharat Abhiyaan from 2014. **But** main concern is that **who will take care** operation and manmagment of them **Post Ribbon Cutting.** A **dirty** public **toilet** is equal to **No toilet.**



Hygiene

Gynaecological problems
Skin Infections
Diarrhoea



Maintenance

Cleaning managements system
Maintenance system
Staff managements



Safety

People Safety
Luggage safety
Infrastructure safety



Design for All

For Disabled People
Elderly People
Ambience



Technology

Quality
Operation
Surveillance



Toilets

#Stinkingreality

Due to visual hyeigne no public toilet image placed here

4.2 Lootel Solution

The youth of India is a quality service seeker. They believe in quality service and they are ready to pay for it. Lootel is a unique solution addressing the basic needs of people by providing quality service to them. Lootel is a place for the take a break in where the user will get best-in-class restroom services and snacking options at an affordable cost. Each unit has two main zone areas where one is “Smart Toilet” and another is “Food Takeaway Café”. More than 60% of the area is going to use in the toilet builds or depends upon the space we need to develop it.

The washroom services are designed using the “Make it free concept”. Users need to pay for using the Washroom, but they are offered a coupon on using Washroom. This coupon can be redeemed for food and beverage bills at the adjoining café.

Lootel required at least 120 to 500 Sq. feet area for installation. A small area is easy to manage and maintain. It gels with the Lootel philosophy of Min-Max i.e. using minimum resources to give maximum output.

Smart Toilet - Lootel is providing an extraordinary experience of toilets in the public area. The smart toilet has a minimum of three unisex restrooms included disabled washrooms also. All washroom fitted with centralizing AC, proper toilet accessories, antibacterial toilet seats, musical system. Quiet and cozy yet sophisticated washrooms and offer a sense of refinement and peace in an otherwise hectic and fast-paced world.

4.2.1 Feature of Lootel Restroom Model

1. Disabled, Patient & Elderly friendly restrooms will have all support handrails and a ramp for easy access to a restroom.
2. All restrooms will be fitted with an air conditioning system. All restrooms will have all toilet accessories like foam hand wash, toilet roll paper, tissue paper, Mirror, bag hanging hook, and towel stand.
3. All restrooms will be equipped with floor-mounted toilet seats, washbasin, health faucet, and shower. Lootel restroom is fitted with water-saving faucets and toilet accessories.
4. More than 50% of the area will be used for restroom build.
5. Lootel is using IoT technology for operation and management. IoT Technology will help us in User entry and feedback and toilet health management Live data and all notifications and alerts on day-to-day operational activity.
6. Lootel is supporting the Swachh Bharat mission. So we are highly sensitive regarding Cleaning. Lootel restrooms are getting clean by the cleaner after every use. The dedicated housekeeping staff always will be there for cleaning.
7. Lootel restroom will have a dustbin in every restroom and a dedicated dustbin for wet and dry garbage in the outside area.
8. Lootel has set up its quality standard for cleaning, operation, and cleaning audits.
9. Lootel restroom café has a standard for all operations and they perform according to that.

10. Lootel startup is very alert about user safety. Therefore, we have a CCTV camera outside and surrounding areas for surveillance.
11. Lootel restroom will have a small toiletry product shelf where will sell toiletry products like sanitary pads, diaper pants, hand sanitizer, etc.
12. Advertisement space will be also there for advertisement revenue.
13. Lootel restroom café will food takeaway counter where we will sell fast food, snacks, tea, coffee, and juices.

It is a completely self-sustainable solution to a public toilet. A smart toilet that can run itself and maintain also. Indirectly, it also solves another big problem in India that of creating jobs for 5-6 people at the bottom of the pyramid in each unit of Lootel.

We are the first private limited organization player who is operating the public toilet since 2017. Earlier NGOs, Self Help Groups, Municipal offices, or ready-to-install service providers were operating the public toilets. Sulabh is one biggest player in this sector but after 30 years of operation, they are still not able to provide clean and hygiene public toilets due to the unavailability of operation management systems and technology. As a being an NGO they have their limitation which is an opportunity for us.

After COVID we have the opportunity to acquire this market very fast due to the unavailability of proper competition. Now users are having hygiene and cleanliness is the priority in the restroom. We are getting many inquiries to set up our toilet or operate the toilet by the municipal corporation. It is the right time for us to acquire the market and lead this sector.

4.2.2 Lootel Images

4.2.2 Lootel Images



Same time at the other part of the outlet. We have commercial space for Cafe, Convenience stores, ATM cafe, or any small clinic. This commercial setup giving fund sustainability to our restroom facilities. Currently, we have explored the Fast-food takeaway café that offers quality food at an affordable cost. We have a short menu with a variety of foods with lower ticket sizes. Food item cost will be at an affordable price where a middle class or lower middle can also have value for money food. Lootel will provide tea, coffee, fast food, and cold press juice. Cold press juice is quality juice that has no added sugar, no ice, and no water.

4.3 Service Details

Lootel provides the following service offerings:

- **Smart washroom** – We are offering always cleaned, premium washroom for Pee or Loo to the user at Rs 10.
- **Smart Get Ready** – Smart get ready to service for one-day travelers where they will get morning shower with shower kit and breakfast.
- **Smart shower** – Smart shower service for those people who want to take a shower.
- **Smart face wash** – Smart face wash service for those who want to clean their face. Lootel will provide face wash and face towels.
- **Advertisement space** – We are having a minimum of 40-50 Sq. Ft. area of advertisement space which will provide additional revenue to Lootel. Till now in India advertisement space is the biggest revenue part in public toilet operation.
- **Toilet accessories product Store** – We are having toilet accessories product store where we are selling toilet-related products like - Sanitary pads, diaper paints, hands sanitizer, etc.
- **Lootel food takeaway** – Lootel café is a takeaway food counter where we are selling fast-food and beverage items.
- **EV Charging** – EV vehicle required the space and time for the charging, Now we will be providing the EV charging also.

4.4 Types of Lootel Smart Restroom

Lootel Restroom has a prefabricated container and brick and mortar model for services. We have developed a different services model according to user requirements. We have a 04 different services model. In the future, Lootel will have three types of units:

- Lootel Restroom** - This is a standalone smart restroom, Completely automatic and unmanned restroom. This will be made from SS to sustain any environmental condition. All processes will be automatically through IoT Technology. This restroom will be installed in high traffic areas but there are space constrained. It will require only a 35-40 sq ft area. Revenue will generate through user entry and exterior advertisement. This restroom model will have low operation costs due to unmanned operations.
- Lootel Lounge** – Lootel Lounge is the flagship store model that will be in brick & sand fixed Structure construction. Minimum 700-1000 sq. ft. space area required for construction. Dedicated 03 toilets for each male and female will be there and 03 urinals for men and one disabled toilet seat will be there and 04 Shower room for each male and

female. No. of the toilet seat can be varied as per available space. Almost 200 Sq. ft will be used in commercial space for vending facilities. This model will have more than 75% area dedicated to the toilets and 25% of the space will be for commercial shops or vending facilities. This model will be in the bus stand and railways station site where tourist and traveler footfall is high. Smart get ready will be the main service where a shower plus breakfast will include in it.

- c. **Lootel Restsop** – Lootel Reststop is the flagship store model at highway location that will be in brick & sand fixed Structure construction. Minimum 5000-10000 sq. ft. space area required for construction. Dedicated 10 toilets for each male and female will be there and 12 urinals for men and one disabled toilet seat will be there and 05 Shower rooms for each male and female. No. of the toilet seat can be varied as per available space. This model is for Recharge, Refresh and Refuel concept. The electric vehicle is the future of India but that required infrastructure and a vehicle take at least 10-15 minutes to get a charge. Lootel Reststop model will provide the recharging facility for the electric vehicle, Restroom facilities to users to refreshing their journey, and Refueling the user by providing quality foods.
- d. **Lootel Cafe** – The Smart store model will be in a prefabricated container or shop in shop Minimum 300-400 sq. ft. space area required for setup. There will be 03 unisex restrooms in this model. Including 03 unisex restrooms, there will be one disabled unisex restroom that will be there. This model will be specifically built in an urban area. This model is for Recharge, Refresh and Refuel concept. The electric vehicle is the future of India but that required infrastructure and a vehicle take at least 10-15 minutes to get a charge. Lootel Reststop model will provide the recharging facility for the electric vehicle, Restroom facilities to users to refreshing their journey, and Refueling the user by providing quality foods.
- e. **Lootel Event** – Portable restrooms will be for the event, party, and functions. It is a temporary restroom service on a demand basis. It will be free for the user because the installation party will pay the rent for these facilities.

4.5 IoT based Toilet Maintenance

Today's internet world technology is the main X - factor for scalability. Lootel is also focusing on the technology from day one of operation. We have developed public toilet operation IoT on experimental data and problems which is occurred during the operation in the last 03 years. We have designed this complete public toilet IoT and currently, we are testing this prototype. We will test this prototype for the next three months and then we will upgrade our final IoT as per prototype feedback and within six months, we will release it for production. The following feature we have created for public toilet operation:

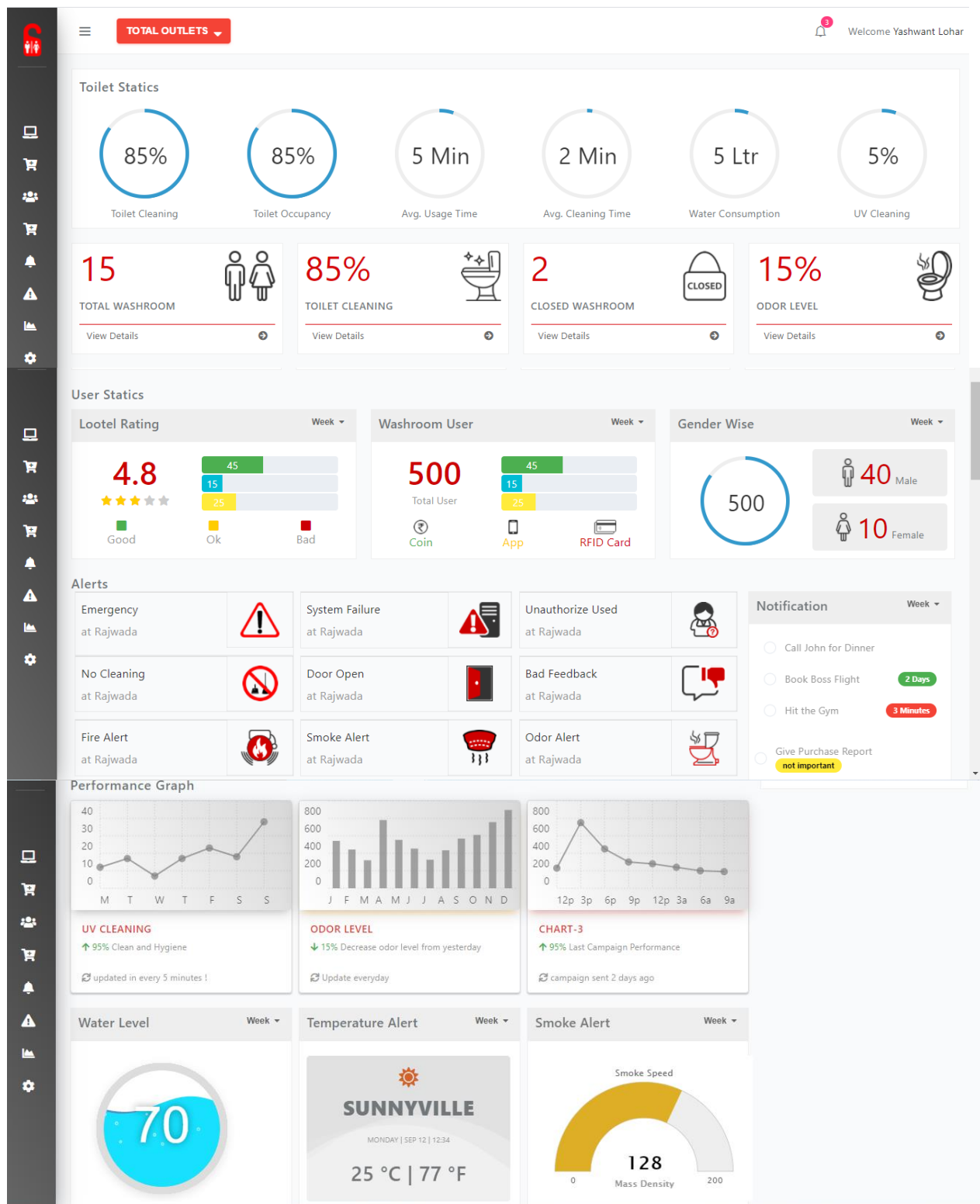
4.5.1 Competitive Advantage – IoT features

- a. **Entry Access System** – Entry access system for the Restroom's Unique user, Returning User, and Employee via IoT hardware or app.

- b. **User Feedback System** – At the exit of public restrooms Feedback buttons for the user feedback.
- c. **User Redeem System** – We have Pay, Use, and Redeem system for restroom use. So there is a loyalty point system for use in the app and POS. Users can redeem the royalty point of our commercial vending facilities like café.
- d. **Washroom odor detection/Ammonia sensor/VOC Sensor** – Methane, Ammonia, Sulfur, and any other smelling gas detection in restrooms.
- e. **Washroom UV/ Ozonisation cleaning system** – Automatic UV/Ozonisation cleaning system in restrooms for the bacteria-killing. 100% bacteria-free restroom for the user.
- f. **Occupancy sensor** – Every restroom's occupancy status will be on the App and outlet level.
- g. **The auto light sensor when occupied.** – Lights will be work according to user availability. So it saves electricity during the ideal time.
- h. **Water level detector** – Water level sensor for figure out the water consumption and current availability of water in the toilet.
- i. **Smoke detector** – Smoke detection sensor in restrooms for any fire emergency.
- j. **Emergency button** - Panic button in every toilet for the user. It helps the user to get help in any panic situation.
- k. **Air Quality index** – Air quality index of the restroom at the outlet, admin level.
- l. **Voice Assistant** – Welcome voice for user and information for the exit as well as feedback for uses.
- m. **Usage Charges** – User can pay for the restroom usage at the outlet level or User App
- n. **Music** – Music at all restrooms for a refreshing experience for the user.
- o. **Central Surveillance** - All CCTV cameras will be live at the central control room office. This will be monitor by surveillance staff.
- p. **Management App** – This app helps Operation and Management employees to get the live status of an assigned public restroom to them.
- q. **Outlet Control Panel** - Lootel restroom has a great control mechanism for quality, operation, and services. Our IoT technology for operation, App-based entry, odor detection system, smoke and fire alert, temperature alert, water level alert, emergency button, occupancy sensor, auto light on-off, user feedback system, cleaner records system. All data will share with the control room every second.
- r. All alerts and notifications will live update at the Central control room for quick action.

4.5.2 IoT based Toilet Health Dashboard

Below are the screen-shots for IoT based dashboard for Toilet Maintenance. It is a work in progress right now.



4.6 Operation Methodology

Public Toilet with an integrated vending facility will completely manage single-handedly by our company. We operate this facility's proper management system. The following will be a management methodology for operation and management.

- 1. Standard operation procedure (SOPs)** – Every operation will perform as per the management-designed standard operation method. We have developed the standards

(SOPs) for all operations and procedures through our 5-year operational experience. We are training the staff according to these SOPs. We have all supporting training documents for reference and employee training. Cleaning and management staff need to follow these SOPs in day-to-day operational activities.

- Scheduled and Deep Cleaning SOP
- Scheduled Maintenance SOP
- Cleaning Material Handling SOP
- Manpower Training SOP
- Audit and Quality SOP
- Issue Resolution SOP
- Waste Management SOP

2. Scheduled training program- We conduct a scheduled training program for housekeeping, operation, and management staff. This helps them to keep their work in quality and optimized way. We have developed the video library in the management App to train the new employees. We do have print and digital literature for the staff training. He can access any training content from anywhere with a management app.

3. Dynamic checklist – We have a unique dynamic checklist for facility quality and work quality checks. Every checklist has a time column for every task. This time again cross-verified with CCTV recording time to check whether that checklist operation performs on the site or not. This dynamic checklist will be in the Management App where then can upload the live images and video for audit and quality with time and stamping.

4. Three-level escalation matrix – We have three-level escalation matrixes for restroom quality issue resolution. Where direct Level-1 Manager, Level -2 Operation Manager, and Level -3 Control Room Management take care of every operation issue within timeline limit as per SOPs. We have direct customer care number 7 247 247 247 for complains and queries resolution. This number will be displayed at every toilet for customer help and complaints.

5. Standard documentation & protocol – We have all standard documentation and protocol for all operation and management activities. Our team performs all operation and management activities as per the standard documentation and protocol. We have a set of SOPs and protocols for all possible conditions where management has their authority to make appropriate decisions as per their level.

6. Centralized monitoring and management – We operate the public toilet through technology where we kept eye on operational data through IoT and Visual surveillance through CCTV cameras in the control room. There will be a 4 to 8-night vision 2MP HD CCTV camera for a surveillance system. This CCTV camera recording will also live in a centralized control room. Every time there will be one surveillance team member will be watching all live video streaming at the control room for user and infrastructure safety. We track all the movement at our smart toilet facility. If found any inappropriate, unethical activity then the control room team inform all respective management people as well as the nearest police station.

7. **Mystery audit** - We do have a third-party mystery audit system for quality checks of the restroom. Where the third representative will do time to time mystery audit of our system and submit the report directly to the control room.
8. **Standard quality chemicals** - We used only standard quality chemicals for cleaning which has an MSDS sheet (Material Safety Data Sheet) for cleaner safety. We also used enzyme bases 100% natural cleaning product for cleaning which safe for housekeeping people.
9. **Incentive payout** – We do pay incentives with the salary to cleaners for their motivation and to keep it 5-star toilet quality for the user.
10. **Scheduled deep cleaning** – We perform scheduled deep cleaning with machines to maintain the quality of the toilet. Scheduled deep clean helps us to keep our toilet quality up. Toilet accessories and other parts get scaling, by salt content, impurity, dirt, and user usage. We need intensive cleaning with different chemicals.
11. **Scheduled Maintenance** – We have scheduled maintenance alarms and notifications in our technology. Where we defined the few factors to generate the alert. These alerts will be sent to the respective management people to complete the task. After the completion of the task respective assigned employee need to upload the images in the management app.
12. **Reporting** – IoT technology gives us much operational information in our control room dashboard. We collect that data and generate the appropriate report for information related to the user, infrastructure, operational conditions. These reports are made on a monthly, quarterly, and yearly basis and sent to higher management.

5 Market Analysis

5.1 Indian Economy

India 2025 will be the world's most populous nation, with a population of just under 1.5 billion, a little ahead of China. Where 51.64% will be male and 48.36% female. Gandhiji's famous statement that "India lives in her villages" will remain true with under 40% of the population in urban areas. The potential of the Indian market in the next 10 years can be identified through various the following research data. Although Covid pandemic hit the indian economy badly but it will be back on track very soon.

Economy On the economic front, rapid strides would have been made. Gross domestic product (GDP) will touch nearly \$8 trillion, almost four times the current level, and the addition to the GDP in the decade will be nearly thrice the amount added in the 68 years since Independence. With population growth slowing down, this will also mean per capita incomes rise about four-fold to \$6,000. Due to COVID Indian economy is a slowdown but still the situation is not clear that the economy will recover in V-shape or U-Shape.

Internet users will account for anywhere between 50% and 80% of the populace.

Automotive The market for passenger cars will be around 7.2 million a year, currently the size of the US market.

Air Travel Over 320 million people will travel by air within the country each year, meaning nearly a million Indians will take to the skies each day. India will take delivery of one Airbus aircraft every week for the next decade. "By 2036, Indians will each make four times as many flights as today," it said, adding that traffic serving the Indian market is forecast to grow 8.1% per year over the next 20 years, almost twice as fast as the world average of 4.4%. India is set to overtake the UK to become the third-largest air passenger market by 2025. China will be the top market, followed by the US. Domestic Indian traffic is expected to grow 5.5 times over the next 20 years (2017-2036), reaching the same level as the US today, making it one of the world's fastest-growing markets.

Consumer India's consumer sectors are also likely to add about USD 1.5 trillion over the next ten years.

Tourism In less than 10 years, the World Travel & Tourism Council expects India to become the fourth-largest travel and tourism economy behind China, the U.S., and Germany.

5.2 Market Size

5.2.1 Market Size – Smart Toilet Segment

Indian population is 1358 million where 700 million are men and 656 million are women in India. Urban population in India 32% which growing by 31.8% growth rate. The report by WaterAid, titled Out of Order: The State of the World's Toilets 2017, further stated that 355

million women and girls lack access to a toilet. If they were to stand in a line, the queue could circle the Earth more than four times.

India is especially well-positioned to lead the world in sanitation innovation because it has an educated workforce with a demonstrated capacity for technological innovation. What's even better is that it has a ready market of 730 million people looking for affordable sanitation solutions that do not require vast amounts of water or a sewage system that the municipality often fails to provide.

5.2.2 Market Size – Tourism

- India was ranked 34th in the Travel & Tourism Competitiveness Report 2019 published by the World Economic Forum and contributes ~US\$ 200 billion to the country's GDP. It is the third-largest foreign exchange earner for the country.
- Prior to the pandemic, the Indian travel and tourism industry was expected to witness an annual growth rate of 6.9% during 2019 – 2028 to reach US\$ 460 billion, which would be equal to ~9.9% of India's GDP in 2028.
- In WTTC's Economic Impact 2019 report, India's Travel & Tourism GDP contribution grew by 4.9%, which was the third-highest after China and Philippines. Additionally, the report also highlights that between 2014 and 2019, India witnessed the strongest growth in the number of jobs created (6.36 million), followed by China (5.47 million) and the Philippines (2.53 million).
- The tourism & hospitality sector's direct contribution to GDP is expected to reach Rs.12.68 trillion (US\$194.69 billion) in 2028. The Federation of Associations in Indian Tourism and Hospitality (FAITH) Chairman Mr. Nakul Anand, recently spoke at a conference on the India Tourism Vision Day stating that Indian tourism is estimated to contribute 9-10% to India's GDP on a direct and indirect basis.
- During 2019, foreign tourist arrivals (FTAs) in India stood at 10.89 million, achieving a growth rate of 3.20% YoY.
- Growth in tourist arrivals has been due to flexible Government policies, developed rail & road infrastructure, ease in availability of e-Tourist Visa to foreign tourists. In 2019, arrivals through e-Tourist Visa increased by 23.6% YoY to 2.9 million.
- The Government is working to achieve 1% share in world's international tourist arrivals by 2020 and 2% share by 2025.
- In 2020, FTAs decreased by 75.5% YoY to 2.68 million and arrivals through e-Tourist Visa (Jan-Nov) decreased by 67.2% YoY to 0.84 million.
- The COVID-19 pandemic has greatly disrupted the Tourism industry. Considering this scenario, Mr. Rajesh Magow, Make My Trip CEO has pointed out that for a black swan event like COVID-19, the country must look to build and grow domestic travel as international tourism will take sometime to recover.
- Amid the relaxation provided by the government, the Indian Association of Tour Operators (IATO) has urged the government to finalise a roadmap for resumption of international flights and facilitate e-visas and tourist visas.

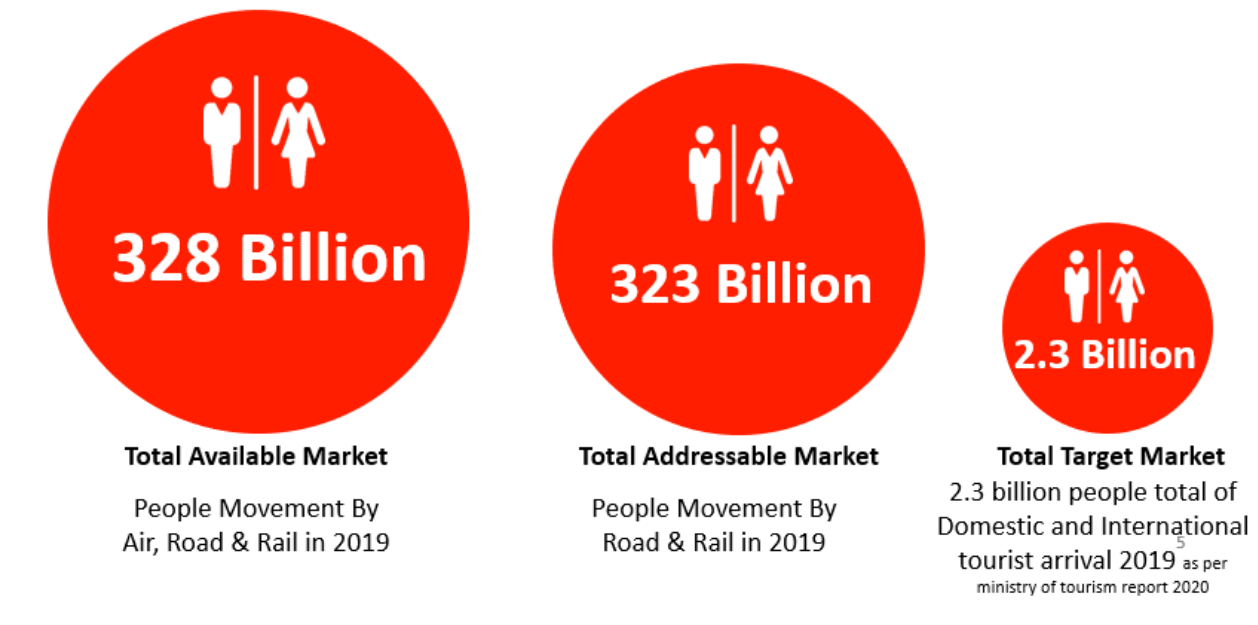
- Subsequently in November end, India introduced a graded relaxation of its visa and travel restrictions for more categories of foreign nationals and Indian nationals.
- Mr. Dipak Deva, Managing Director of destination management firm Travel Corporation India (TCI), stated that the inbound business is estimated to start returning from October 2021 with normalcy levels being restored only by 2022.
- Domestic travel revenue is estimated at US \$215.38 billion in 2019 and is anticipated to further increase to US \$405.8 billion by 2028F.
- While the pandemic brought the tourism industry to a halt, the government is now trying to begin with reviving domestic tourism.
- On January 26, 2021, Maharashtra Chief Minister Mr. Uddhav Thackeray inaugurated Balasaheb Thackeray Gorewada International Zoological Park in Nagpur. It is India's largest zoological park spread over 564 hectares and expected to attract ~2.5 million tourists a year.
- Share of revenue from leisure travel to total tourism stood at around 94.8% in 2019.
- Leisure travels pending reached US \$234.16 billion in 2019 and is expected to reach US \$432.3 billion by 2028F.
- Business travel revenue was US \$12.84 billion in 2019 and is projected to increase to US \$24.4 billion by 2028F.

India is currently the 7th largest travel & tourism economy in the world. Overall, the total contribution of the sector to the economy was INR 15.2 trillion (USD 234 billion) in 2017, or 9.4% of the economy once its direct, indirect, and induced benefits are taken into account. This is forecast to more than double to INR 32 trillion (USD 492 billion) by 2028.

The Indian retail market was worth Rs.41,66,500 crore (the US \$641 billion) in 2016 and is expected to reach Rs.1,02,50,500 crore (the US \$1,576 billion) by 2026, growing at a Compound Annual Growth Rate (CAGR) of 10 percent. The rural FMCG market in India is expected to grow at a CAGR of 14.6 percent and reach USD 220 billion by 2025 from USD 29.4 billion in 2016.

Every second Indian is looking for affordable quality sanitation. Our target market is tourists & Travelers especially those people who traveled for a short term period. Where they require a restroom to get fresh and ready but they do not have an option for it. Local people who spend more time in public areas like field employees, shopkeepers, delivery boys, etc. India has 328 Billion people traveled in 2019 by Air, Rail, and Road. Our targeted 2.3 Billion domestic and international tourists traveled in 2019.

Market Size Calculation



5.3 Market Growth

QSR is having a 22% CAGR in the next five years. QSR industry is currently 9125Cr and it will grow by 24665Cr by 2021. According to the India Food Report 2016, released in January 2016 by the Ministry of Statistics and Programme Implementation (MoSPI), the Indian food retail market — sixth- largest globally — is expected to grow from a value of INR25.1 trillion in 2014 to INR35.6 trillion by 2017, and INR61 trillion by 2020, at a Compound Annual Growth Rate (CAGR) of more than 15 percent over the six years, 2014–2019. Similarly, food constitutes the largest retail consumption category in India. The contribution share of total household expenditure toward food stood at 43 percent in FY15. Growing at an average annual rate of 12–13 percent, in value terms, the food consumption and demand is expected to be more than twice its current value by 2025.

India in 2025 will be the world's most populous nation, with a population of just under 1.5 billion. Indian urban population will share by 34% and they will growth rate of the urban population 32%. Every second person in India is seeking affordable sanitation solutions.

5.4 Market Needs

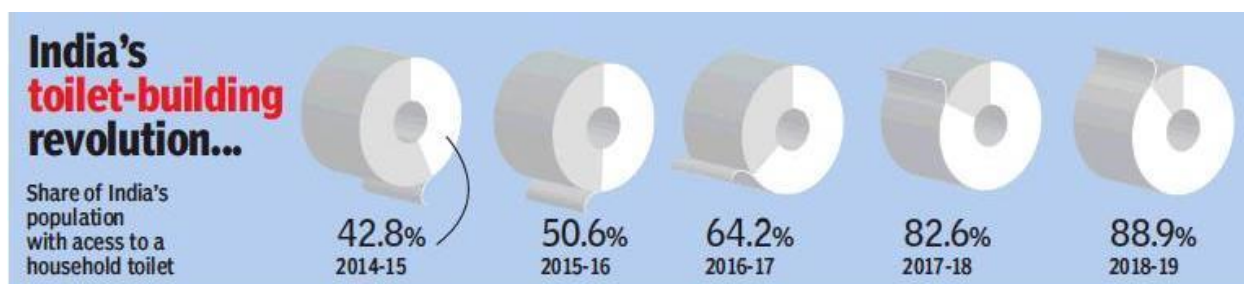
Public toilets infrastructure and services are still in the stone age in India. We are still struggling with basic quality infra. The rest of the services in India has achieved a certain level in quality, like in India we are testing 5G internet speed. Surrounding infrastructure and services are getting updated but the public toilets still outdated in infrastructure and services quality.

QSR's main target customer age group is 15-40yrs. This age group visits frequently visit QSR shops to pass out time with their friends and family. This age group always have a shortage of money due to high aspiration and does not have a big amount of income source. Most of them depend on pocket money or lower salary group. The other required quality and quantity of food, as well as this, should be affordable also but most of the organised food chain has a higher

value of ticket per user. We want to provide them an awesome refreshing break with ticket size ARPU around 80-100 Rs.

5.5 Industry Participants

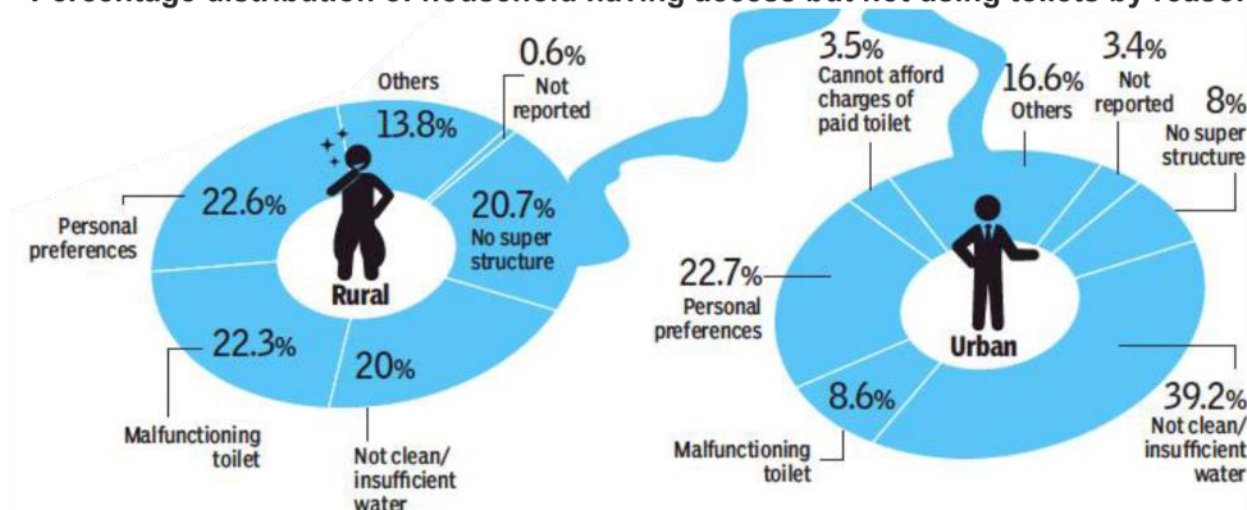
5.5.1 Industry Participants – Toilets



The washroom service industry participant is mainly dominated by the government and NGOs. More than 75 million public toilets and community toilets are available in India. More than 20 million peoples* using sulabh toilets in India daily. But still, 157.1million peoples in an urban area does not have safe and private toilets. Sometimes people are using a substitute for a public washroom as they used to use a restaurant or shopping mall washrooms.

The government and NGOs are operating the public toilet since starting days. Now after the COVID pandemic, people will have cleanliness and hygiene as a priority. But these operation and management service provider is not able to provide these clean and hygienic due to lack of funds, system, management, and technology. The government is continuously looking for a new player or substitute for NGOs who can provide quality services.

Percentage distribution of household having access but not using toilets by reasons

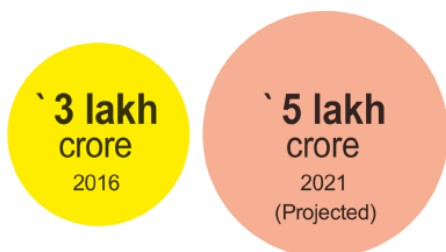


5.5.2 Industry Participants - Cafe

Indian fast food market is having the presence of global and Indian QSR brands but the Global brand is dominating the Indian fast food market. The fast-food industry is expected to grow at a CAGR of 18% by 2020 due to changing consumer behavior and demography. The fast-food market in India is expected to be worth US\$ 27.57 billion by 2020. About 10% of the fast-food market in India is organized. NOVONOUS estimates that the organized fast food market

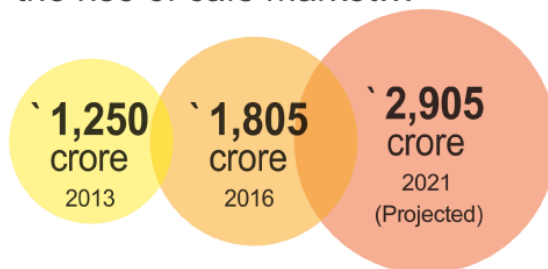
in India is expected to grow at a CAGR of 27% by 2020. Vegetarian fast food constitutes around 45% of the whole fast food market in India and is expected to grow at a CAGR of 18% by 2020.

the overall food services market is booming...



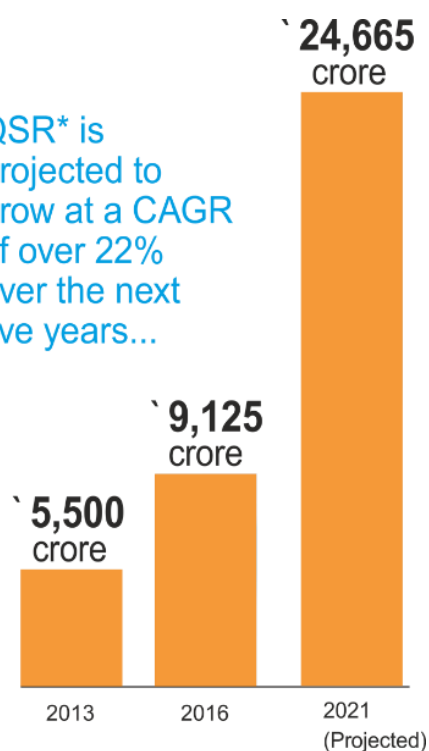
...which is reflected in the rise of café market...

Source: Technopak



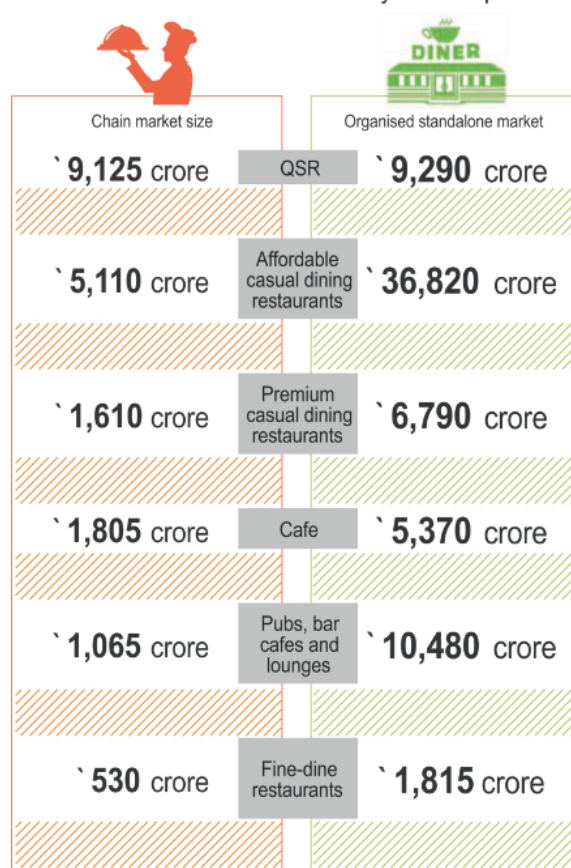
Fast food Casual dining restaurants (CDRs) market in the organized fast-food sector in India is projected to grow at a CAGR of 27% by 2019-20. Non-Casual dining restaurants (NCDR) or fast-casual dining restaurants have gained tremendous market share in the last 10-15 years. The non-Casual dining restaurants (CDRs) market in the organized fast-food sector in India is also projected to grow at a CAGR of 27% in the next 5 years. Quick Service Restaurants (QSRs) market in the organized fast-food sector in India is projected to grow at a CAGR of 20% by 2019-20. Millions of people eat ethnic fast food every day from pani-puri to vada pav to dosa. To leverage the growth of the ethnic fast food market many players are entering this market in an organized way. The ethnic fast food market in India is projected to grow at a CAGR of 31.95% by 2019-20. Overview of the Indian fast food industry.

QSR* is projected to grow at a CAGR of over 22% over the next five years...



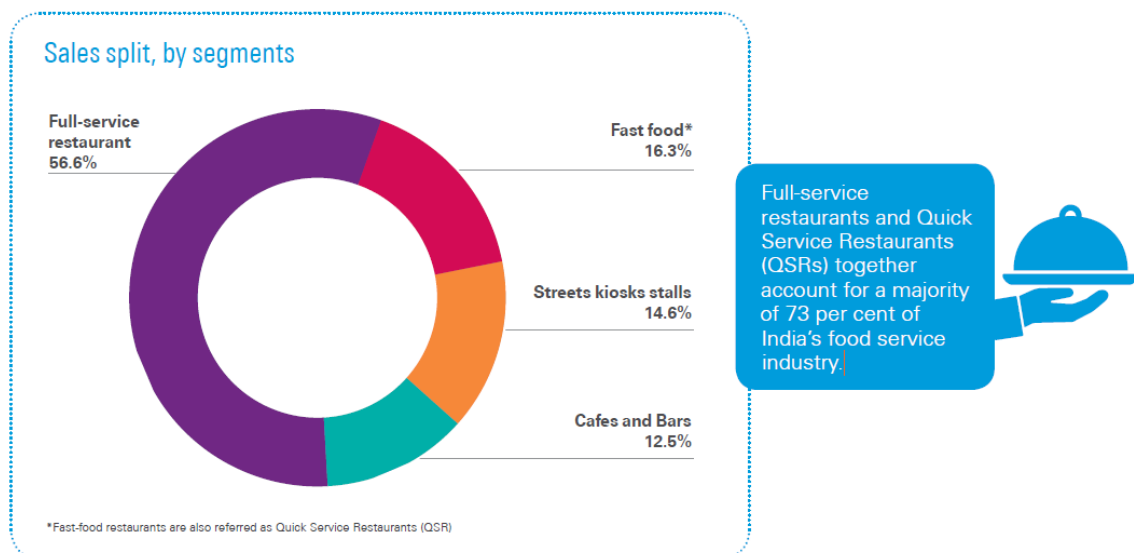
* QSR chain segment has 100-110 brands with 3,400-3,600 outlets across India

Standalone vs Chains: How They Stack Up



5.6 Market Trends

- People in India especially the youth 20-40 age group is service seekers. They are ready to pay for quality services. They are brand loyal also if they are getting service at an affordable cost.
- Users who preferred quality, hygiene, and cleanliness in toilets that do not have options in the public areas. Even they are using other substitute options likes Restaurant washrooms or shopping mall's washrooms.
- Especially women avoid using public toilets due to hygiene issues and they avoid drinking water in a public place so they do not have to go to restrooms.
- One day travelers used to book a budget hotel for restroom use and shower only. They do not have other sustainable options for restroom use.
- Indian QSR industry is completely dominated by global fast-food brands but the average ticket size per customer is very high for the middle class. Especially the middle class and students are seeking pocket-friendly and value for money fast food QSR.
- Last few years Indian fast food and tea cafe chains are getting expanded. Even very frequently there are getting investments for expansion.
- A small tea cafe or takeaway food counter hangout place is a future in the food chain.
- Now day's chai and Indian fast-food also in trends for a teenager. This food is affordable and familiar with Indian culture.
- Innovation and concept QSR is also in trend in India. Youth likes a new type of food and innovative design or theme restaurants.



6 Competition

6.1 Competitive Edge Landscape

6.1.1 Washroom Sector

Lootel is a complete blend of innovative technology and operational process. Lootel smart restroom has a very innovative process PAY, USE & REDEEM. The user needs to pay for restroom uses and the user can redeem ("Make it Free") his restroom coupon on food and beverage bills at Lootel café. Lootel's financials and user cross subsidized models are Pay, Use & Redeem has a unique revenue generation system that gives us an extended user base for revenue. This extended user base gives better revenue and it converts a cost center toilet to a revenue center and job-creating toilets. Lootel has its own customized POS, IOT for user rating, and unit management. Lootel is focusing on the technology from day one of operation. We have developed public toilet operation IoT on experimental data and problems which is occurred during the public toilet operation in the last 03 years. This lot has state of art public toilet operation and management features. IoT gives us great control over service and quality. We are also providing a restroom for disabled people. We are offering both services which belong to basic human needs. Lootel is an innovative sanitation model which self-sustainable and one - outlet creates jobs for 7-9 people. We have the following edge over our competitors.

- Our Operations and Management IoT technology
- Standard Operational Procedures for day to day experience
- First mover advantage where we do have 03-year experience in operation and management
- Innovation and design-driven management

6.1.2 Competitor Comparison

	Sulabh/ E-Toilet	Railway Waiting Room	Small Restaurant	Lootel	Oyo
Hygiene	✗	✗	✓	✓	✓
IoT Technology	✗	✗	✗	✓	✗
Design	✗	✗	✗	✓	✓
Safety	✗	✗	✓	✓	✓
Services	✗	✗	✗	✓	✓
Cost Effective	✓	✓	✗	✓	✗

6.1.3 Food Sector

We have organized an unorganized food chain venture in a competition like McD, CCD, Dominos, and other Indian food chain brands. We have one biggest privilege in retail cost where we do have low-cost rent. The place is a highly crowded area so we can take privilege that crowd in revenues. We are the concept of taking a break where the user is having a bio break with affordable snacks. We have different retail outlet models to cater to the different areas like Highway rest-stop for the Highway and expressway, Smart Store for the urban transit places, and Smart Kiosk for the shopping market and crowded places.

We are not a full-fledged café with high operating costs and big menus, we mostly cater to ready-to-eat items. So our CAPEX is low, the risks of inventory expiry, chef costs, are low. Unlike most Café businesses, our fixed costs are low, which reduces our leverage in terms of operations cost and prevents our downside risk of monetary losses.

- **Their Strength**

- Better quality toilets compared to public toilets
- They enough funding and technology

- **Their Weakness**

- Discourage people who only need toilet facilities. Their facilities are only for their customer.
- Only offer toilet facilities. Do not have a shower, face wash, toilet accessories, etc.
- Manual maintenance so they cannot match our quality standards
- They are present mostly in commercial areas with a rich neighborhoods.
- Higher retail cost in operation

7 Strategy and Implementation

7.1 SWOT Analysis

S

Strengths

- Experienced, Very Frugal & Innovative Team
- Facilities to run Zero to One Scale Model
- Unique Business Model
- Compact, Modular and Transportable Infrastructure
- Own unit management App & IOT for smooth Operation and great control
- High Level of Scalability
- Three time failure in lot building
- Our IOT technology for operation

W

Weaknesses

- Require more think tanks in the teams for future expansion strategy and planning.
- Lootel USP is washroom but we are not an expert in food operations.
- Required funds for set initial setup for monitoring and management system

O

Opportunities

- Higher level of scalability without region and culture barrier.
- There is a big gap between demand and supply.
- This segment has grey shade area in technology level and innovation.
- Nowadays we have a wave of Swacha Bharat movement in India so most of Municipal Corporation seeking this kind of facility service provider.
- After COVID health and hygiene is first

T

Threats

- The concept may be copied by someone else.
- Availability of water for washroom.
- Many global players in the QSR market and day by day competition.
- Change in govt policies

7.2 Target Segment

Age Group

Adult age user starts to use public in their day to day life same time they also start to hang out at café and fast-food restaurants. The 46% of people from the 15-44 age group is the main target customer for our both services. This 46% of people are completely tech-savvy and ready to pay for quality add-on services. We are having a 73% user footfall from the 15-44 age group at our outlet.

Type of Customers

- **Tourist** – Tourist is the main target user of Lootel smart toilet café. It includes Foreign tourists, Business tourists, Domestic tourists, and Student tourists. Lootel services offer the right mix of value for money and quality services. Although this segment user makes their presence at the bus stand, airport, and the railway station. Lootel will help to get them their basic needs in one place.
- **Local People** – Local people spend most of their time outside of their home or office. Those people are like shopkeepers, field employees, students, shoppers, medical attendees, these people do not have certain facilities for their basic needs. Lootel will target this market by installing Lootel in the shopping market. Especially in the women-oriented shopping market. The Lootel has long-term plans to create a combination tea-coffee with a washroom combo for shopkeepers. Lootel will attract regular customers through smart card marketing. Lootel will use directional marketing products for unique or first-time users.
- **Youngster and Women** - The third targeted market, youngsters and women mostly found at hangouts area, happening or food market place. Lootel will try to have a user-friendly and smart design look at Lootel to attract the people. We will use smartly to promote our washroom with unique marketing ideas like “Take a Break” or “Refresh, Recharge, and Refuel”.

Target User

Actual user Profile

Gender Profile

56.5%
Male User



43.5%
Female User



Age Profile

14.5%
Below
20Yrs



73.2%
20-40Yrs
User



12.3%
Above
40Yrs User



Category Profile



Tourist &
Traveller



Delivery
Boys



Mobile
Workforces



Field
Employee

7.3 Positioning

The Lootel smart toilet café positions itself as a one-stop destination to take a break where Health, Hygiene & Taste offering top-quality services at affordable prices. Lootel is the best one-stop solution for those people who want to use quality restrooms to relieve themselves mentally. It is truly one of a kind smart toilet café offering outstanding smart washroom services, served by an enthusiastic and knowledgeable team, in a warm, relaxed environment. It is also the place to go for quality food with value for money. We have positioned the different categories of restroom stores to cater to the different needs of the user.

Flagship Store - It is a midway stop restroom experience store. Where users will get a completely refreshing experience in their journey. This model will be in the outer city, Highways, or expressways only. The main theme of this model is to Refresh, Refuel, and Recharge your journey.

Smart Store - This is either prefabricated or Brick & Mortar model. This model will cater to the needs of tourists or travelers people especially their shower needs. It will be situated in the tourist area, bus stand, or railways station area and might be hospital areas also. This model also will have a commercial setup and other add on revenue services like Two-wheeler on rent, Clock room

Kiosk Store - This is a prefabricated model with 03 restrooms and a commercial set up for vending facilities. which is most suitable for crowded places like shopping markets, malls, public gardens, universities, hospitals, tourist places, and Hot spots areas. This facility will cater to a break for restroom usages and refreshment needs of local users.

7.4 Strategy Pyramid

- In the short term, several promotions and activities are planned around the launch of the business to create awareness. Initially, it will start through the new flyer for promotion in the nearby 2km area.
- Social media Geo fencing marketing updates for Lootel services and products.
- Local Navigator marketing to all like walls paanwala,chaiwala,mithaiwala to tell them there is a quality restroom in their market.
- Shop to shop marketing new monthly customer acquisitions and old user retentions.
- Lootel smart toilet café near me shop stickers like door push and pull stickers for user navigation.
- Audio/Video clip advertising for an existing customer to be aware of our new feature and services to users.
- Online food delivery app integration to get extra outreach traffic on café to increase the sale.

7.5 First Mover Advantage (USP)

Lootel truly stands out from the crowd for an unbeatable and unmatched washroom quality service. We are trying to provide the same delightful washroom experience to every customer. Lootel main aim is to provide a restroom experience to users instead of facilities. Lootel café will have healthy and tasty fast food with a lower ticket size. Lootel is a completely technology-

driven concept where we are using technology for toilet operation management and unit management activities which helps to provide us with the best quality service to our customers. Lootel's innovative design requires minimum space for installation. Public restrooms required intensive care because it is highly associated with personal hygiene and health. Lootel has almost 04 years of experience in public toilet operation. we have developed the technology blend innovative process for public toilet operation.

7.6 Pricing

Lootel will charge the minimum amount for quality restroom services. We will prefer volumetric transactions over high-profit transactions to grab the customer. Indian customers always prefer value for money products over the high pricing product. Lootel will prefer the market minus pricing method for pricing to decide food prices on the menu. We will come up with value meals to attract more customers it will also help to increase average ticket size value.

7.7 Business Growth Strategy

Lootel utilizes a focus and direct Business Growth Strategy on its market. By specifically targeting three primary segments, where we can cater specifically to their needs.

7.7.1 Word of Mouth Marketing

- **Clean Restroom** - when your customer becomes and marketer is the best marketing strategy. Because when we surprise our customer through our cleaned and hygiene restrooms. This is happening with us when any user used our washroom and he tries to bring his family while traveling. Shopkeepers sending their customers for restroom services.

7.7.2 Digital Marketing Strategy

- **Digital marketing** – Digital marketing is now the most valuable mode for marketing. We will use different tools in digital marketing for brand building, sales, and awareness. Lootel will advertise regularly on popular, social blogging, food blogging, social media sites, such as Facebook, Instagram, etc. Compared to traditional print advertising, this is a cost-effective tactic that will allow them to reach prospects in a highly targeted way (e.g., based on criteria such as age, gender, geography, etc.). Digital marketing will use nearby user awareness by geo-fencing and brand building in the city. We will also use influencing marketing through social media influencers for brand awareness in the local area.
- **Web site** - Lootel will have a simple website identifying its various offering services, menu items of tea, coffees, and fast food, along with the address, map, and hours of operation. The website will also have a link app download. The site will also have links to their social media sites – such as Facebook, Twitter, and Pinterest.
Lootel will have a useful app for the availability of Lootel in a nearby area, smart user entry system through an app. Smart payment system through the wallet. User feedback section for customer feedback toilet qualities. The app will have an e-commerce marketplace for toiletry products or innovative product sales related to the restroom or personal hygiene

- **Radio advertising** - during the first six months of operation, and the busy holiday shopping season, the business will advertise on local radio stations.
- **Signage** - lootel will also rely on signage and draw to its location in the local area to draw attention to the user as well as directional signage.
- **Smart card/mobile app** - initial monthly smart card system will help to acquire 500-1000 new washroom customers daily. A smart card or mobile app will help to increase the number of returning users. It will also help in easiness to the user to access the lootel smart restroom.

7.7.3 Traditional Marketing

- **Print media** – lootel will use print media marketing like flyers, brochures, and shop stickers to grab the 2km radius customers. Print media is costly so we will use it to reach the nearby users and increase the traffic at the restroom and outlet.

7.7.4 Sales Strategy

Lootel will use the following methods to increase sales revenue:

- Lootel will focus on quality services to grab the new customer as well as retain them for life long time.
- The menu will focus on the most profitable products sold. The café will always draw customer attention to the most profitable products.
- The Lootel menu will be focused on a value meal system that will help increase the average ticket size per customer.
- As warranted, the café will raise prices to bolster its brand image. Prices communicate a perceived value of a product; so if set too low, the customers might assume that the beverages are inferior compared to the competition.
- Monitor flavoring inventory – Excess flavoring inventory ties up capital and valuable backroom space for storage. The café will utilize 4-6 varieties, including sugar-free offerings.
- Control waste and theft – audit sales and inventory reports to evaluate ingredient waste due to inefficient preparation, returned drinks, and employee consumption. Retail locations can easily waste 20% or more of their daily sales in these three key categories, which is a substantial and unnecessary loss.
- Monitor and evaluate hours of operation
- Run employee sales contests – The baristas are the salespeople and have a great deal of influence over the customer ordering process. All baristas will have some form of sales and customer service training to make each transaction active, rather than passive. Sales contests will emphasize high margin items or cross-selling
- We are also developing an innovative and interactive target-based cashier feedback sale scorecard. It helps the cashier keep eye on ongoing sales so he/she can push the sale according to it.

7.7.5 Sales Forecast

The sales forecast assumes a conservative 5% increase in revenues during Year Two and a 20% increase in Year Three. We have also developed the sale target system which is developed through past year data for sale target. A detailed sale forecast is attached in *Financial Projection Sheet*

7.7.6 Sales and Quality Programs

The Lootel will run employee sales and quality training programs. Lootel operation is a complete standard operation based where we have defined procedures for all activities. We have developed a training and evolution program for main power development. We conduct the test quarterly for main power evolution.

Specially for The unit staff are the salespeople and have a great deal of influence over the customer ordering process. All unit staff will be required to have sales and customer service training to make each transaction. The sales and quality contests will emphasize unmatched cleaning quality of the washroom as well as high-margin items and cross-selling.

7.7.7 Location Selection Strategy

Location in the retail sector is the most critical part of project success. The location has an effect on fixed cost as well as on customer footfall. If we are selecting the proper location then automatically we are track on succession in the project. We have developed the location selection matrix to get an exact grade of location in mathematical data. We do just survey the location and feed the data in the matrix and we will have the grade for location. So we can decide where we need to set up our outlet or not.

7.8 Supply Chain Strategy

7.8.1 Sourcing

Lootel has negotiated supplier agreements with several local food-service wholesalers following the product category that is getting supplied by suppliers.

- Bakery & Confectionary
- Dairy and Milk product
- Frozen product
- Fruits and Vegetable
- Disposable product
- Toiletry Product

Lootel will try to have vendors on board with ARC (Annual rate contract) for material supply.

7.8.2 Inventory Management

The food industry has the critical role of the inventory management system in profitability and sustainability. The Lootel will use the complete app for inventory management. This app will work on both modes online and offline. This app will have the following feature.

- Vendor management
- Purchase order management
- Inventory management
- Live recipe management
- Centralized inventory management
- Audit management
- Wastage management
- Summary and reports management
- Cost Cutting

7.8.3 Distribution Strategy

Inventory distribution at the various locations will be a tough or costly affair for us. we have identified the material list and categorized them. Although all purchasing will be done centrally. All identified material will be purchase through registered vendors only except petty cash materials. here is the following list for material categorized.

1. Petty Cash - All small confectionary materials or other small materials with a defined cash limit will be in it. The store manager level approval this item can be procured locally.

2. Local Identified Material - All daily required material that has a 1-2 days expiry limit like vegetable and dairy products. The vendor will be identified and payment will be done only online mode. other materials will also be procured with identified vendors locally through a purchase order.

3. Centrally Identified Material - All Remaining material that can not be procured locally that material will be arranged on a need base centrally. Payment will also be through centrally.

7.9 Strategic Alliances

A strategic alliance is one of the best ways to achieve your vision. Where you can take the privilege of a partner's system or database by sharing revenue, userbase, or strategic information. it will help both partners to achieve their goals. It saved the time, cost, and resources of both partners. The following strategic partnership can be explored in the future.

Government Agencies Tie-up - We are trying to expand the Kiosk store and smart store in urban areas. We can tie up with Smart city/ Municipal Corporation through MOU, Lease, and Tender for lootel kiosks and store installation. We can also tie-up with bus stand, NHAI for highway or railways for flagship store setup.

Franchisee Model - We are also working to convert this product into a franchises model for expansion. For that, we have a complete Standard Operation Procedure (SOP) for every task. These SOPs will help us established a unified service for all areas. We also have our own centralized POS, IoT, Inventory, and rating management system, and CCTV surveillance system.

Partner with online food delivering players to increase our customer outreach and sales.

Alliances With Startup - We can do a partnership for a kiosk or smart store with the cab service provider for restroom services to their driver and customers.

We can do a partnership for a flagship store with the bus ticket booking apps/ Bus Operator/Transport operator for their midway stop facilities to their passenger or drivers.

8 Financials

8.1 Revenue Model

We have various revenue generation verticals in business models with our public toilets. We have a make-it-free concept where we are charging for 10 Rs. Washroom uses and giving the same amount of discount on food and any packed product. Earlier we have a service model only where we are building the toilets and operating them in the lootel cafe model. After covid 19 we change the approach for the revenue. We have adopted a 360-degree business model revenue concept. Where We are generating revenue from Products, Technology, and services.

Product - We are focusing on more innovation in a public restroom. We have developed the IoT for the Smart toilet. We also working on smart toilets with low water consumption. We are working on the unmanned smart toilet as a product. We will sell the unmanned smart toilet to govt and private organizations with an annual maintenance contract. We will generate the revenue from the product as well as the Annual Maintenance contract. This product will cater to those market sectors where we do have lesser space in Shopping Market, Tourist area, Institutions, etc. It will generate revenue through user charges as well as advertisements.

Technology - We have developed our IoT technology for public restroom operation and management. We are providing our technology on the SAAS model to govt or other institutions for their restroom operation and management. Recently we got the order for the 05 Public restroom technology from out of India. Where we are providing the user entry, feedback, and smart card system to them on the SAAS model.

Service – In this category, we do have two models.

1. **Private space** – We are providing the franchise of smart restroom on private space where we are generating the once time franchise fee and Monthly royalty 10% of revenue or 20000 Rs whichever is higher. And selling the merchandised product of lootel at café.

2. **Govt Space** – We have unique smart toilet model in 500sqft area Where 100-150Sqft commercial shop and rest area toilet area. There billboard advertisement space of the 300 Sqft. We do have software the Digital LED Screen management where we can manage the any digital screen from the control room. We can generate the Digital ad revenue. We are

we are generating the once time franchise fee and Monthly Either royalty 10% of revenue or 20000 Rs whichever is higher or 20-45K commercial shop rent.

8.2 Expected setup cost

Restroom Cost Category	Kiosk Store 03 Seat	Smart Store 06 Seat	Flagship 10 Seat
Architect	30000	40000	60000
Container Fabrication/Construction	590000	350000	1550000
Sanitaryware	0	347550	280000
Civil Work	45000	0	0
Installation	25000	0	0
Plumbing	25000	0	0
Water Tank	65000	0	65000
Septic Tank	0	0	0
Internet Connection	6000	6000	6000
Water Connection	15000	0	0

Electricity Connection	45000	45000	45000
Printing & Signage	25000	25000	25000
AC System	125000	90000	150000
Awing System	37000	0	0
CCTV	45000	45000	45000
IOT	85000	175000	200000
Restroom Total	1163000	1123550	2426000
Cafe Cost Category			
Furniture	130000	200000	350000
Machinery	175000	175000	375000
Utensils and Equipment	35000	35000	35000
Raw Material dump	45000	45000	45000
POS System	58000	58000	58000
Printing & Signage	20000	30000	45000
Marketing	30000	30000	30000
Radio & Music	25000	25000	25000
Safety System	2000	2000	2000
POS Software	10000	10000	10000
Café Total	530000	610000	975000
Total	1693000	1733550	3401000
If We Plan LED Video Display Than Additional Cost			
Transportation Cost	50000	50000	50000
Manpower Cost	10000	10000	10000
Conveyance Cost	25000	25000	25000
HR Cost	2000	2000	2000
LED Panel Cost	596000	596000	596000
Transit Insurance	29500	35000	77500
Other Cost	683000	683000	683000
Total Cost	2376000	2416550	4084000
Miscellaneous @ 05%	118800	120827	204200
Total Cost Per Setup	2494800	2537377	4288200

8.3 Investment ask

We are looking for funding for further expansion. Lootel is completely bootstrapped by the founders. We have invested all bootstrapped funds in new outlet installation, technology development, team building, corporate office setup, and new Sops and product development. We have been in operation since Nov 2016. We have almost 05 years of experience in our sector where we have evolved through mistakes. Now we are investment ready for the expansion where we have the order of 16 outlets in various area. We are also getting inquiries from the various smart city and municipal corporation

8.3.1 Investment ask amount

We are looking for INR 10 Cr funds for growth and expansion on an equity basis. This fund is the first round of funding where this amount will use to become the market leader in the public restroom sector. We will take a leading position in the sanitation sector by product, service, and technology segment.

8.3.2 Investment distribution

We have a clear vision for further expansion. We have made a complete runway of investment. What we are going to achieve through this innovation. We are going to install company-owned 15-20 outlets to create the brand presence in a different area to ease out franchise development. Here is the detailed distribution plan of the investment ask amount.

Technology Investment - We have assigned the 15% of the amount of investment in technology development. Technology is giving us greater control in operation and quality control mechanisms. We are going to develop the central control room for the surveillance of all outlets. Where all outlet CCTV camera feed will be live and all toilets real-time time data will be display on a control panel like toilet usage, water consumption, feedback, and all alert and notification for operational data. We will release the final IOT technology hardware to all outlets and complete the management software.

Corporate Infra and New outlets – We are going to use 30% amount of the investment in 15-20 new outlets installation and construction. This investment is going to be used to create a brand presence in different areas. It will help us sell in franchise expansion to generate belief in individual investors. A part of the assigned investment is also used to develop the central office development. This space will be the head office of the lootel for all management employees and the control room.

Team Building – We are going to use 25% amount of the investment in team building. Especially this amount bigger part will go higher management employee hiring. We have a vision and mission for the public restroom now we need a goal-oriented experience team to make our investment-worthy. This team will be building block of Lootel. We are looking the people in the retail operation, technology and sales. We have specified the details team requirement in the team section of the business plan.

Operation Expenditure – We are going to use 30% amount of the investment in marketing and day-to-day operational expenditure. Marketing is the main part of the expansion plan. We will invest in brand-building marketing and franchise development marketing. We have mentioned details of marketing strategy in the business growth strategy section in the business plan. A part of the investment will also use in the day to day operation of new 15-20 outlets installation to make them self sustainable in the next 6-12 months

8.4 Financial projection

Revenue Projection (INR Lakh)	Q1	Q2	Q3	Q4	Year-1	Year-2	Year-3	Year-4	Year-5
Franchisee Fee	15.0	18.0	21.0	36.0	90.0	346.5	774.0	1,560.0	1,890.0
Exterior Advertisement Revenue 25% of outlet	2.3	6.8	11.5	19.0	39.5	321.8	1,260.0	2,925.0	5,040.0
Interior Advertisement Revenue 25% of outlet	0.3	0.8	1.4	2.3	4.7	38.6	151.2	351.0	604.8
Monthly Royalty/Rent Revenue	1.8	5.4	9.2	15.2	31.6	257.4	1,008.0	2,340.0	4,032.0
SAAS Subscription Charges 10% of outlet	0.0	0.0	0.1	0.1	0.2	6.8	30.2	77.0	237.6
Avg Monthly Merchandise Product Sale	0.5	1.4	2.3	3.8	7.9	64.4	75.6	585.0	1,008.0
Total Revenue	19.8	32.4	45.4	76.4	174.0	1,035.5	3,299.0	7,838.0	12,812.4
Total Revenue (Crore)	0.198	0.324	0.454	0.764	1.7	10.4	33.0	78.4	128.1
Revenue Growth (X)		1.64	1.40	1.68	2.28	5.95	3.19	2.38	1.63
KPIs at the end of	Q1	Q2	Q3	Q4	Year-1	Year-2	Year-3	Year-4	Year-5
Total Number of Stores	5	11	18	30	30	135	350	750	1,200
Outlet Growth	-	20%	4%	67%	0%	350%	15%	114%	60%
Cash Flow Statement (INR Lakh)	Q1	Q2	Q3	Q4	Year-1	Year-2	Year-3	Year-4	Year-5
Beginning Balance	-	58	46	39	-	38	192	1,708	5,743
Investor Funding Received	100	-	-	-	100	-	-	-	-
Debt Fund Received	5	-	-	-	5	-	-	-	-
Total Cash Inflows	125	32	45	76	279	1,035	3,299	7,838	12,812
Total Cash Outflows	67	44	52	77	241	882	1,783	3,803	6,238
Net Cash Flows	58	(12)	(7)	(1)	38	154	1,516	4,035	6,575
Ending Cash Balance	58	46	39	38	38	192	1,708	5,743	12,318
Ending Line of Credit Balance	-	-	-	-	-	-	-	-	-
Income Statement Projection (INR Lakh)	Q1	Q2	Q3	Q4	Year-1	Year-2	Year-3	Year-4	Year-5
Total Revenue	19.8	32.4	45.4	76.4	174.0	1,035.5	3,299.0	7,838.0	12,812.4
Total Revenue (Crore)	0.198	0.324	0.454	0.764	1.740	10.4	33.0	78.4	128.1
Payroll	23.1	30.1	36.7	52.3	142.3	326.0	456.1	644.7	907.7
Payroll %	117%	93%	81%	69%	82%	31%	14%	8%	7%
Advertising	2.37	3.88	5.45	9.17	20.88	410.04	514.65	1,316.78	2,306.23
Advertising %	12%	12%	12%	12%	12%	40%	16%	17%	18%
Total Operating Expenses	4.1	5.4	7.5	9.8	24.7	65.9	263.4	427.7	718.9
Operating Expenses %	21%	17%	17%	13%	14%	6%	8%	5%	6%

EBIDTA	(9.8)	(7.0)	(4.2)	5.1	(13.9)	233.5	2,064.9	5,448.8	8,879.6
EBIDTA (Crore)	(0.10)	(0.07)	(0.04)	0.05	(0.14)	2.34	20.65	54.49	88.80
EBIDTA %	-50%	-22%	-9%	7%	-8%	23%	62.6%	69.5%	69.3%
Total Other Expenses	3.0	3.7	4.0	4.3	15.0	22.8	30.6	44.3	66.8
Net Income Before Income Tax	(13)	(11)	(8)	1	(29)	211	2,034	5,404	8,813
Income Tax	-	-	-	-	-	44	503	1,342	2,187
Net Profit/Loss	(13)	(11)	(8)	1	(29)	167	1,531	4,063	6,626
Net Profit %	-65%	-33%	-18%	1%	-17%	16%	46.4%	51.8%	51.7%
Net Profit/Loss (Crore)	(0.13)	(0.11)	(0.08)	0.01	(0.29)	1.67	15.31	40.63	66.26
Balance Sheet Projection (INR Lakh)	Q1	Q2	Q3	Q4	Year-1	Year-2	Year-3	Year-4	Year-5
Total Current Assets	57.8	45.8	39.2	38.5	38.5	192.1	1,707.8	5,743.2	12,317.8
Total Fixed Assets	99.1	106.8	108.7	116.8	116.8	157.0	202.0	268.0	205.9
(Less Accumulated Depreciation)	2.8	6.3	10.1	14.2	14.2	36.6	67.2	111.5	178.3
Total Assets	154.1	146.3	137.8	141.1	141.1	312.4	1,842.6	5,899.7	12,345.4
Total Liabilities	5	5	5	5	5	5	-	-	-
Total Equity	114.9	108.0	105.3	115.3	117.3	694.1	2,740.2	8,119.9	17,052.0
Total Liabilities and Equity	120.1	113.3	110.5	120.5	122.5	699.3	2,740.2	8,119.9	17,052.0
Salary & Headcount at the end of	Q1	Q2	Q3	Q4	Year-1	Year-2	Year-3	Year-4	Year-5
Headcount (CXOs)	2	2	2	6	6	6	6	6	6
Headcount (Corp Office Employees)	11	22	25	32	32	61	93	146	235
Total Headcount	13	24	27	38	38	67	99	152	241
Salary CXOs (INR Lakhs)	10.5	10.5	10.5	18.5	50.0	108.0	129.6	155.5	186.6
Salary Corp Office Employees (INR Lakhs)	12.6	19.6	26.2	33.8	92.3	218.0	326.5	489.2	721.1
Total Payroll Expense (INR Lakhs)	23.1	30.1	36.7	52.3	142.3	326.0	456.1	644.7	907.7
Average Revenue per Employee (INR Lakhs)	1.47	1.34	1.70	2.0	4.6	15.4	33.4	51.7	53.2
Financial Ratios	Q1	Q2	Q3	Q4	Year-1	Year-2	Year-3	Year-4	Year-5
Profitability	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sales Growth	0%	64%	40%	68%	0%	495%	219%	138%	63%
SG&A to Sales	138%	110%	97%	81%	96%	38%	22%	14%	13%
Net Profit Margin	-53%	-21%	-6%	13%	-5%	56%	62%	69%	70%
Return on Equity (ROE)	-9%	-6%	-3%	9%	-7%	83%	75%	66%	52%
Return on Assets	-7%	-5%	-2%	7%	-6%	185%	111%	91%	72%
Efficiency									
Accounts Receivable Turnover	-	-	-	-	-	-	-	-	-

Sales to Total									
Assets	0.13	0.22	0.33	0.54	1.23	3.31	1.79	1.33	1.04

Total Amount Spent on Category in (INR Crore)	Q1	Q2	Q3	Q4	Year-1	Year-2	Year-3	Year-4	Year-5
Payroll	0.231	0.301	0.367	0.523	1.423	3.260	4.561	6.447	9.077
IT Capex	0.367	0.037	0.009	0.039	0.453	0.197	0.221	0.360	0.507
IT Opex	0.007	0.010	0.014	0.019	0.050	0.138	0.256	0.396	0.666
Capex	0.003	0.003	0.001	0.003	0.009	0.007	0.008	0.014	0.023
Opex	0.058	0.085	0.122	0.180	0.444	4.745	7.766	17.430	30.234
Advertising	2.374	3.882	5.454	9.167	20.877	410.040	514.650	1,316.776	2,306.232
Total Amount Spent	3.040	4.318	5.967	9.931	23.256	418.389	527.463	1,341.422	2,346.740

Thank You

Dot Box Conception Pvt. Ltd.

29, Dhenu Market, Indore

MP – 452001

Website: www.lootel.com

Email – yashwant@lootel.com

Ph - 0731-4992470

M- 8085952159, 7247247247