

FRANCHISEE PROPOSAL



स्टॉक मार्केट साक्षरता मिशन

(Initiated by Kuldevee group under Kuhu consulting pvt. limited, New delhi)

A-711, I-thum tower, sector -62, Noida – 201309 | Direct No: 95555-33781

kuldeveefarm@gmail.com | www.kuldevee.com

Scope of work

Live Training classes

- **Share gift** : After admission of students, Kuldevee smlm will provide 1 share of any bank free of cost as welcome gift to student.
- **Live training** : Training will be conducted live by our master trainer from broadcasting station. Student can participate in the class online by sitting at home or by visiting at training center
- **Recorded session** : The recording of the session will be sent to the students via WhatsApp/telegram, next day of class conducted. This will help students to reconnect with lectures in case of he/she missed the class
- **Doubt solving** : Students can interact directly to master trainer for their any doubt after the class via WhatsApp/e-mail/telegram
- **Student study kit** : student study kit will be couriered to student's home address directly
- **Certification** : After examination, the certificate will be provided to students by inviting them at training center /special ceremony

will share 50%
of course fees
with partner

Demat Account services

As an authorized person of broking house, Kuhu consulting private limited receives the brokerage sharing as revenue. Our all partner technically working as **pin code location head** and on behalf of it, company will **share 20% of brokerage** with our partner.

Example : If our client has been mapped under you have buy one share worth 1000 Rs. and if the brokerage is Rs. 25/- then Rs. 5 Rs. will go to our partner

Third party services

- Loan services
- Insurance services

Detailed induction will be done during MoU signing

**Govt./corporate sponsored
skill training program in
financial sector**

Disclaimer

Kuldevee Stock market literacy mission (kuldevee smlm) is a unit of Kuhu consulting private limited and the Kuhu consulting private limited is work as the authorized person of a broking house. Kuldevee SMLM, Kuhu consulting private Limited or any organization runs under Kuldevee group or any person associated with Kuldevee group are not registered with SEBI and not provide any Buy or Sell recommendations (e.g., stocks, Mutual Fund, ETF, f&O, forex, commodity, crypto, global market etc.) to anyone. The purpose of Kuldevee Farm is to spread financial literacy by giving training only. Pls. don't invest without asking your financial advisor. The ROI shown is just for indication as per the past performance of index or stocks and for training purpose only. **Kuldevee SMLM, Kuhu Consulting Private limited or Kuldevee group is not responsible for any loss/profit, pls. note.**

Setup Requirement

Kuldevee SMLM has its special colour code and standard operation procedures for all franchisees and it ensures to maintain the quality, regularity compliance etc. Minimum requirement for open a franchisee has been mentioned hereunder:

- Minimum 1200 Sq. ft carpet area in prime location
- Training centre should be redesigned with our colour code
- No other branding will be done in the same premises
- Training centre consists with minimum 2 classroom, 1 computer lab (10 laptops/system), 1 counselling room, 1 reception, 1 centre head room, spacious reception, party and separate toilet for girls and boys
- AC in classroom is must
- Fast internet connection
- Power backup
- Parking space
- Staff Required
 - Centre head
 - Reception
 - Counsellor
 - IT trainer (we will train him/her and made them a Digital marketing specialist)
 - Office boy
 - No need of trainer – as the training will be taken by master trainer live directly from new delhi broadcasting station

Support from head office

- **Relationship Manager:** After agreeing to proceed as Kuldvee SMLM franchisee and deposit of franchisee fees, company will appoint one relationship manager for you and he/she will be responsible for below activities
 - MoU signing
 - Guidance for Centre setup or reorganize new setup as per SOP
- **Franchisee kit:** This kit consists of Branding and marketing materials as below:
 - Standee
 - Canopy
 - Flex for the Board
 - Vinyl Print
 - one set of student welcome kit
 - visiting card
 - enquiry and registration form etc.
- **Digital marketing training:** we will setup your social media pages like YouTube, Facebook etc. and provide extensive online digital marketing training to one staff, nominated by yourself and he/she will be responsible for generate the lead for the franchisee
- **Artificial intelligence training:** we will use AI to grow our business in less time, extensive online AI marketing training will be provided to your one nominated staff
- **Free training of fdshop course worth Rs. 39,999/-:** fdshop (Paiso ki Dukan) is a flagship training course of kuhu consulting private limited, which is based on kmao strategy by using delivery, margin, future and option of stock market. There is much possibilities to generate regular income via fdshop. So, we named it *fdshop-Paiso ki dukan*.
- **Investment up to 50% in fdshop:** If business partner wants, we may open combinedly a demat a/c in format of LLP and company can invest up to 50% with partner for generate regular income This option has been introduced because as per SEBI rule, we cannot operate any other`s demat account or cannot advice or recommend to buy/sell share. Various partners have reaches to us and tried to convince us to provide this type of recommendation, so we have decided to put our money in the form of making LLP company and run it as a business with our partner (Note: This is completely optional and based on mutual discussion between company and franchisee partner).
- **Regular training:** for business growth, compliance and business development

Investment & proposed return

Investment: 10 Lacs

- Franchisee fees: 2.50 Lacs + GST = Total 2.95 Lacs
- Centre setup: Approx 5 Lacs
- Marketing And Misc exp. budget: 2 Lacs

ROI Expected

Sr.	Product	Inflow	Partner share	Admission per year	Total Income
1	Live Training class				
	• Mangal Arambh	9999	5000	200	10.00 Lacs
	• Fdshop (Paiso ki dukan)	39999	20000	50	10.00 Lacs
	• FIRE	9999	5000	500	25.00 Lacs
	• GURU	999	5000	200	10.00 Lacs
	Demat Account – brokerage	2000	400	250*12 months	12.00 lacs
2	Brokerage proposed earning (Calculation)				
	No. of Clients in one year	500			
	No of Active clients in one year	250			
	Trade by per Clients per month	1000000			
	Brokerage earning per client per month	2000			
	Total Brokerage earning by active clients per month	500000			
3	Third party services				0
4	Govt./corporate sponsored skill training program in financial sector				0
Proposed yearly earning (if above parameters works)					67 Lacs yearly

Profit Margin @ 50% & Proposed profit (before Tax) = 33.50 lacs (Breakeven 1st year itself)

Per month possibilities = 2.70 lacs (Income of Fdshop is separate – if opt)

Why Kuldevee smlm is a great business opportunity – 10 reason

1. **Early-stage advantage:** Active demat account in India is approx. 5 Crore which is very less as per our country size. There is expectation of 50CR demat account in next 15 yrs. So financial market business is the better business choice and Kuldevee smlm is into it, so franchisee partner will get the early-stage advantage
2. **Lead generation support:** Apart from normal support, we provide support in lead generation via focusing on digital marketing and AI based training.
3. **Course diversification:** In our course we focus on stock market technical knowledge but we cover all financial markets like commodity, current, crypto and global markets.
4. **Algo in course:** Our course also covers algo mechanism, which is an advantage to streamline the trading and investment at later stage
5. **Fdshop training Free for partners:** We believe company will only grow if partner will grow and for partner growth, need to make trained them with latest technology by using all components of market. In fdshop we use all component of market like delivery, margin, future, option etc for made a regular income via KMAO strategy. Infact, we use the money of bank by pay them a minimum interest in terms of overdraft to multiply our investment
6. **Certification to students:** Kuhu consulting private limited has worked earlier as assessment agency with DGT, Govt. of India and by using that expertise, we have developed a special examination system, in which we try to examine student on all parameters before releasing certificate
7. **Govt./Corp sponsored skill training in future:** Our founder has worked 22 yrs. for procuring and operate Govt. sponsored skill development project. He has worked with top organization like Reliance, SRM, Focus, Zicom, Assocham etc. along with Govt. of Sikkim as SPM for the project DDUGKY. All these experiences will be used in this organization to align our financial training project with Government /Corporate sponsored project in future. It will help our franchisee partner to grow faster and sustainable
8. **No Required Trainer:** Franchisee partner is no need to take the tension of trainers as its take care by corporate office by providing master trainer at broadcasting station
9. **Free Gift of Share to our students:** Company will provide one bank share as a welcome gift to every student from company side, which will the foundation of students and the name of franchisee partner will always be in mind of students, when they start good earning from stock market after taking proper training.

10. Option to be the business partner

of new LLP for trading & investment under fdshop

Kuhu consulting private limited & partner can create a new LLP for trading & investment and may do trading under fdshop/new invented strategy, where company can invest up to 50%

FRANCHISEE APPLICATION

Date: _____

To,
The Franchisee head
Kuldevee Stock market literacy mission
A-711, I-thum tower, sector -62, Noida – 201309, Delhi-NCR
(Walking distance from Noida electronic city metro station)
KULDEVEEFARM@GMAIL.COM

Location, where willing to open
the Kuldevee Stock market
literacy mission training centre

Sub: Request to be a part of Kuldevee SMLM

Sir / Madam,

Towards mission to spread the financial literacy, requesting to find our application to start the training centre under Kuldevee SMLM at above mentioned location. The Details of our organization is as below:



- Name of the person:

- Address:

- Type of entity :

- E-mail:

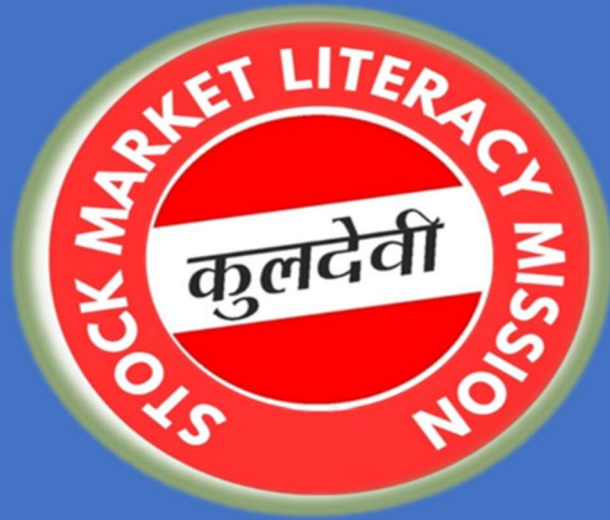
- Phone Number:

- Yearly Income :

- Managed from Kuldevee Farm side – Relationship Manager :
Mr./Ms./Mrs. _____

Document Requires
for screening

- Pan card
- Adhar card
- Location Photo
(if finalized)



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