

# AASHRAY

**A Home For Those Who Build Ours**





- **Jhuggis?**
- **Low standards of living?**
- **Unhygienic living conditions?**
- **Environmental harm?**
- **No safety from weather conditions such as rain?**
- **Mosquitos and diseases?**
- **Sanitation?**

# **Don't worry we got a solution**

## **'Aashray'**

'Aashray' - Meaning shelter



# Aashray



# Our Product



## Container Houses

- Cost of Building: INR 1,25,000
- Rental Price: INR 10,000 per month for 2 – 3 families (10-12 people)
- Portability is expensive but size is much larger and so preferred for construction sites with a project of 2 year +



## Trailer Houses

- Cost of Building: INR 75,000
- Rental Price: INR 4,000 per month for 1 family
- Portability is easy but size is smaller and so preferred for construction sites with a projects less than or upto 2 years

# Our Product

- Constructing the house using old tins and ship cartons
- We will make 2 types of homes: portable temporary houses & container houses.
- battery backup
- 3 single beds
- table and cupboard
- Drainage & biodegradable toilet.
- Electronic induction for cooking + centralised gas pipeline
- Cardboard beds so that can be disposed and easily installed
- Portable toilets





# Unique Selling Proposition

- Better Lifestyle
- Portable
- Low Cost
- Easy to Clean
- Efficient
- Eco-Friendly
- Safe



# Benefit to the Environment

- Proper waste disposal facilities will reduce water pollution
- Cleaner environment near construction sites
- Incineration of trash will be diminished and toxins produced in the air will reduce
- Exploitation of Biomass Fuels will reduce as everything is electronic
- Use of plastic covers for protection or rain will not be required



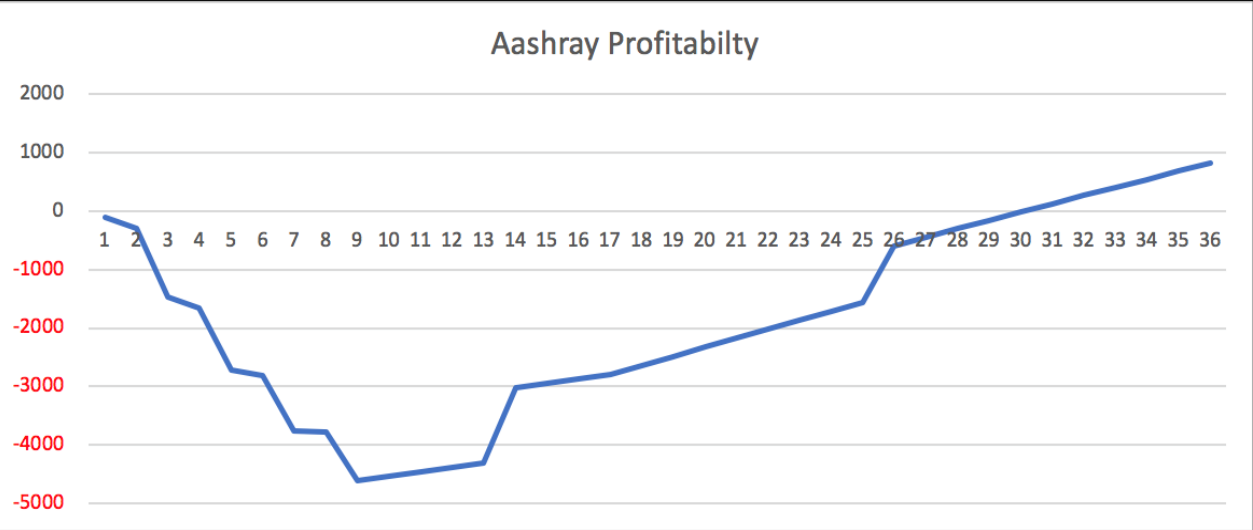
# Market Opportunity

- Construction companies of Tier 1 and Tier 2 cities
- As per the government of India, the construction sector contributes 9 % of the GDP and employs 44 million workers, becoming the second-largest employer in India in 2017.
- Our low- cost model is feasible and profitable
- It is aligned with the government schemes such as The **Pradhan Mantri Awas Yojana (PMAY)** ; an initiative of the Government of India which aims at providing affordable housing to the urban poor by the year 2022.





# Financial Plan



Incoming cashflows	Outgoing cashflows
<ul style="list-style-type: none"><li>Rent</li><li>Money from Sponsors</li></ul>	<ul style="list-style-type: none"><li>Building cost</li><li>Financial Cost</li><li>Shipment Cost</li><li>Marketing cost</li><li>Resource Cost</li></ul>

Starting capital	Investment required upto INR 50 lakhs in the first year
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Breakeven	31st Month
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## Investements:

- Angel investors
- NSTEBD Fund
- Personal Assets

# Sales Plan

## Objectives:

- Increasing the reach of our project by 20% monthly in the first 6 months
- Increasing number of construction companies that sign up
- Increasing number of houses we produce

Example- If we rent 100 homes in the first month, we would like to rent 120 in the second month and so on.

## Strategy:

- Using proactive Search Engine Optimisation
- Paid advertisements (Google Play, Facebook, Instagram)
- Making promotion videos
- Partnering with willing sponsors
- Introducing regular updates and new features periodically to enhance our product and make it more appealing to the users



# Business Plan and Timeline



Forming a team and  
pitching idea to investors

Month 1 – Month 3



Hiring workers and  
building the houses

Month 3-6



Full Fledged Marketing  
operations

Month 6 onwards



Renting out our homes to  
construction companies

Month 7 onwards



Introducing our houses in  
different cities

- we will also make a website where construction companies can come and book their houses
- The team will consist of Web developers, marketing strategists, construction supervisors, and designers



# SWOT analysis

## Strengths

- Low cost
- Eco friendly

## Weaknesses

- Electricity supply
- Regular portability of Container houses

## Opportunity

- Large industry
- Aligned government schemes

## Threats

- Future competition
- Prices

**Our Team;  
The Shri Ram School  
Aravali**



**Represented by Tanya Agarwal  
& Dhruv Mantri**

**THANK YOU!**



			10%	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
Cost	Outflows																																							
	Number of Containers																																							
	Cities																																							
	Number of new sites																																							
	Number of Containers																																							
		000s																																						
2 Types of home																																								
Portable Temp House	75,000	80%	Resource cost	100	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
Container House (2 families)	125,000	20%	Portable Home Cost			1200	0	1200	0	1200	0	1200	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
			Container Home Cost			500	0	500	0	500	0	500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
			Marketing Cost			100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
House Features			Shipment & Maintenance Cost			200	0	200	0	200	0	200	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Room			Outgoing cashflows	100	200	2200	300	2200	300	2200	300	2200	300	300	300	300	300	300	300	300	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	
Battery powered Kitchen			permonth (000's)																																					
Electrical supply																																								
Battery backup			Inflows																																					
Beds (3 single beds)			Installation Charge	20,000/container-one-time		400	0	400	0	400	0	400	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Table, Almirah			Portable Home Rental Charge	4		64	64	128	128	192	192	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	256	
Drainage			Container Home Charge	10		32	32	64	64	96	96	128	128	128	128	128	128	128	128	128	128	128	128	128	128	128	128	128	128	128	128	128	128	128	128	128	128	128	128	
Toilet - Link to Biodegradable			Depreciation			510		510		510		510				1360		0		0		0		0				1020				0				0				
			Incoming Cashflows			1006	96	1102	192	1198	288	1294	384	384	384	384	1744	384	384	384	384	384	384	384	384	384	384	384	1404	384	384	384	384	384	384	384	384	384	384	
			Net Casffflows	-100	-200	-1194	-204	-1098	-108	-1002	-12	-906	84	84	84	84	1444	84	84	84	184	184	184	184	184	184	184	184	184	1204	184	184	184	184	184	184	184	184	184	184
			NPV Cashflows	-100	-197	-1165	-197	-1053	-103	-945	-11	-841	77	77	76	75	1286	74	74	73	158	157	156	155	153	152	151	150	970	147	146	145	143	142	141	140	139	138	136	
Benfeits			Cumulative NPV	-100	-297	-1461	-1659	-2712	-2815	-3760	-3771	-4612	-4535	-4458	-4382	-4307	-3021	-2947	-2874	-2801	-2642	-2485	-2329	-2175	-2021	-1869	-1718	-1569	-599	-452	-306	-161	-18	125	266	406	544	682	819	
Better lifestyle																																								
Portable			Net NPV (3 years)	819																																				
Easy to use			Clean																																					
Fire Hazards																																								
Safety																																								

