

Velby Franchise Financials



Velby is an initiative of **Vellnezmed International Private Limited**, incorporated under the **Ministry of Corporate Affairs, India**, as per the Companies Act, 2013.

Contact Us:

Email: velby@vellnez.com WhatsApp: 916 916 70 80 Website: velby.app All links: qrco.de/Velby

Vellnezmed International Pvt. Ltd , A Unit of Vellnezmed Health care LLP , Unit No. 67, 5th Floor,
KINFRA Advanced technology Park , Ramanattukara, Kozhikode, Kerala

Implementation Timeline:

Phase	Timeline	Goals
Setup	Months 1-2 (May onwards)	Hiring, location finalization, branding
Soft Launch	Months 3-6	Pilot services, refine pricing and operations
Growth	Months 6-18	Expand marketing efforts, reach breakeven
Maturity	Month 18 onwards	Optimize operations, enhance profitability

Revenue Streams & Pricing:

Service	Pricing	Revenue Potential
HeFaLoc Packages - listing and advertisements of healthcare facilities	₹12,000 - ₹50,000 per center/year	High
PHeBeO Vellnez Health card Plans - preventive health packages	₹999 - ₹4,999 per customer/year	Moderate to High
VellnezMVT Services	₹5,000 - ₹50,000 per patient/month	Very High
Diagno-Sys Certification - certification of laboratories. Revenue depends on the size of labs	₹5,000 - ₹20,000 per lab/year	Moderate
Health Insurance - for individuals or corporate companies	₹5,000 - ₹10,000 per insurance/year	High

Comprehensive Financial Overview

Investment & Setup Requirements

Franchise Type	Initial Investment	Franchise Fee	Limited Time offer Fee	Office Space
Tier 1 (Metro)	₹15–20L	₹15L	₹10L	1000+ sq. ft.
Tier 2 (Major)	₹10–15L	₹10L	₹7L	800+ sq. ft.
Tier 3 (Growing)	₹7–12L	₹7L	₹5L	500+ sq. ft.
Tier 4 (Small)	₹5–10L	₹5L	₹3L	300+ sq. ft.

Profitability & ROI

Franchise Type	Monthly Breakeven	Est. Monthly Profit	ROI Period
Tier 1 (Metro)	₹1.8–2.2L	₹1–1.5L	28–36 months
Tier 2 (Major)	₹1.2–1.5L	₹0.7–1.2L	32–40 months
Tier 3 (Growing)	₹0.8–1L	₹0.5–0.9L	36–48 months
Tier 4 (Small)	₹0.5–0.7L	₹0.3–0.6L	40–60 months

Master Franchise Financial Overview

Investment & Setup

Region	Initial Investment	Franchise Fee	Limited Time offer Fee	Office Space
State-Level	₹35–60L	₹35L	₹25L	1000+ sq. ft.
Zonal-Level	₹85L–1.6Cr	₹85L	₹75L	

Returns & ROI

Region	Monthly Breakeven	Est. Monthly Profit	ROI Period
State-Level	₹3–4L	₹2–3.5L	36–48 months
Zonal-Level	₹6–8L	₹4–7L	48–60 months

Risk Mitigation & Investor Protection:

- **Buyback Guarantee:** Velby repurchases franchise if breakeven is not achieved in 36 months.
- **Resale Option:** Franchise resale support at fair market value.
- **Operational Support:** Dedicated initial marketing and tele-calling assistance.

Why This Model is More Credible

- ❖ **No "get rich quick" claims** – 3-5 year ROI aligns with healthcare franchises. But can be attained earlier based on the volume of users and subscriptions
- ❖ **Post-breakeven profits** clearly defined (not just revenue).
- ❖ **Risks addressed upfront** – builds investor confidence.
- ❖ **Lower but achievable numbers** – avoids overpromising.

Investor Exit Options:

- **Buy Back Clause:** Velby repurchases at 60% of original initial investment if breakeven not achieved within 36 months.
- **Resale Option:** Franchise may be resold to a new franchisee approved by Velby at fair market value.

Next Steps for Franchisees:

- **Choose Territory:** Secure exclusive rights.
- **Agreement:** Sign franchise agreement outlining clear expectations and support.(12-month performance clauses).
- **Launch Support:** Sign agreement and Launch with Velby's 90-day "accelerator" support (guaranteed breakeven assistance).

Become a part of the Velby healthcare revolution—where innovation meets wellness, and profitability meets purpose.