

A2 Milk Supplier - [Chennai]

ROI Projection

LES has made a Comprehensive Market study for Chennai City's **Total Demand** for A2 Milk, Please find the following Demand Projection

Total Possible Leads (Volume)	: ~12,000
Average Market Conversion Rate CR%	: ~5%
Total Possible Subscriptions	: ~600
Total Monthly Revenue Projection	: 600* Rs 3000
	=> Rs 18,00,000/- (Only for Milk)

Achieved CR% on Test Leads	: ~20%
Total Possible Subscriptions	: ~2400
Total Monthly Revenue Projection	: 2400* Rs 3000
	=> Rs 72,00,000/- (Only for Milk)

ROI PROJECTION

Avg. Cost Per Lead (Super Targeted)	: ~Rs 280 (\$4)
Total Lead Acquisition Costs (One Time)	: ~ Rs 33,60,000/-
Total Revenue (Monthly) ~@ 5% _{Min}	: Rs 18,00,000 / Month
Break even Time	: ~ 2 Months
Total Revenue (Monthly) ~@ 20% _{Max}	: Rs 72,00,000 / Month
Break even Time	: ~Less Than 1 Month

Estimated Cost Per Acquired Customer Subscription(One Time): ~Rs 1250 to Rs 5000