OM

Organic Spiritual Products Brand 6-Month Growth Vision & Revenue Output

Investment Required: ₹10,00,000

About OM Brand

OM is a spiritual, eco-friendly brand
Focused on cow dung–based and organic products
Products are chemical-free, traditional & sustainable
Core belief: Purity, positivity & Indian culture
Target customers:
Pooja-performing households
Spiritual & eco-conscious buyers
Festival shoppers

Use of ₹10 Lakh Investment

Investment Allocation Plan

Raw material & manufacturing setup: ₹3,00,000

Packaging, branding & stickers: ₹1,50,000

Marketing (Instagram, stalls, promotion): ₹2,00,000

Inventory & logistics: ₹2,00,000

Working capital & emergency buffer: ₹1,50,000

Total Investment: ₹10,00,000

OM Brand After 6 Months

In the next 6 months, OM brand will look like:

Professional & consistent packaging

Clear brand identity in spiritual products

Regular weekly stalls & exhibitions

Strong Instagram presence with founder journey

Repeat customers & local trust

Early retailer / shop tie-ups

Product Range After 6 Months

Cow dung dhoop sticks (daily & premium variants)
Incense sticks for regular pooja
Festival-specific products (Holi gulal, Diwali dhoop)
Combo packs for pooja & gifting
Eco-friendly, attractive packaging

Sales & Pricing Strategy

Average products sold per month: 2,500 units

Average price per product: ₹120

Focus on:

Direct-to-customer sales

Stalls & exhibitions

Instagram & WhatsApp orders

Monthly Revenue Projection

Monthly unit sales: 2,500
Average price: ₹120
Monthly Revenue = ₹3,00,000
Estimated profit margin: 30–35%
Monthly profit: ₹90,000 – ₹1,05,000

6-Month Revenue Output

Total revenue in 6 months: ₹18,00,000
Estimated net profit: ₹5,40,000 – ₹6,30,000
Brand becomes:
Self-sustainable
Ready for scaling
Financially supportive for family

Long-Term Impact

OM becomes a trusted local spiritual brand

Strong base for pan-India expansion

Future readiness for:

Investors

Business loans

Large-scale manufacturing

Founder gains real business experience & stability