

MODEL DETAILED PROJECT REPORT

ESTABLISHMENT OF VFX STUDIO

UNDER UTTAR POORVA TRANSFORMATIVE INDUSTRIALIZATION SCHEME (UNNATI), 2024



धर्मधनेन जयते

उद्योग संवर्धन और आंतरिक व्यापार विभाग
DEPARTMENT FOR
PROMOTION OF INDUSTRY AND
INTERNAL TRADE

DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE
MINISTRY OF COMMERCE & INDUSTRY
GOVERNMENT OF INDIA



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SHAPING A VIBRANT INDIA

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1. Introduction

A Visual Effects (VFX) studio is a creative and technological powerhouse that specializes in crafting stunning visual effects for films, television, advertising, and gaming. These studios leverage advanced software, cutting-edge technology, and artistic talent to transform creative visions into reality, enhancing narratives with visually captivating elements.

VFX studios play a pivotal role in the entertainment industry by enabling filmmakers and game developers to realize complex visual storytelling that would be impossible or impractical through traditional filming methods. From epic battle scenes and fantastical creatures to seamless integration of virtual elements, VFX studios are instrumental in pushing the boundaries of visual storytelling. In summary, VFX studios are essential contributors to modern visual storytelling, combining artistic creativity with technological innovation to deliver extraordinary visual experiences that captivate audiences worldwide.

a. About the project

The proposed project is for setting up a VFX Studio. The proposed VFX Studio entails a total investment of about Rs. XX.XX million. This includes a capital investment of Rs. XX.XX million and a sum of Rs. X.XX million as initial working capital. The project is financed through X% debt and X% equity. The Net Present Value (NPV) of the project is around Rs. XX.XX million with an Internal Rate of Return (IRR) of X% and a payback period of X.XX years. Higher returns on investment and a steady growth of business are expected if the entrepreneur has some prior experience / education in the related field of business. The project will generate direct employment opportunity for XX persons. The legal business status of this project is proposed as 'Sole Proprietorship/Partnership/LLP/Pvt. Ltd.'.

b. Global Scenario

The global Visual Effects (VFX) industry is experiencing rapid growth, fueled by technological advancements and increasing demand across film, television, advertising, and gaming sectors. In 2023, the market was valued at approximately USD 10.8 billion, with projections estimating it will reach USD 25.0 billion by 2030, growing at a compound annual growth rate (CAGR) of 12.7%. Some estimates even forecast the market size to grow from USD 35.59 billion in 2024 to USD 106.04 billion by 2034, at a CAGR of 12.9%. Regionally, the United States market was valued at USD 2.9 billion in 2023, while China's VFX market is expected to grow at a remarkable CAGR of 17.1%, reaching USD 5.5 billion by 2030. The VFX Software segment is anticipated to reach USD 17.1 billion by 2030, with a CAGR of 12.8%, and the VFX Services segment is projected to grow at a CAGR of 13.5%. These figures highlight the VFX industry's pivotal role in modern visual storytelling and its continuous expansion on a global scale.

c. Indian Scenario

The Indian Visual Effects (VFX) industry is experiencing significant growth, driven by increasing demand from the film, television, and over-the-top (OTT) sectors. In 2023, India's animation and VFX industry was valued at approximately ₹114 billion, with the VFX segment contributing around ₹54 billion. Projections indicate that the animation and VFX segment will rise from \$1.3 billion in 2023 to \$2.2 billion by 2026, increasing its share in the media and entertainment industry from 5% to 6%. This expansion is fueled by the growing demand from the film and OTT industries, advertising, gaming, education, and other sectors, with the industry likely to surpass a 15% compound annual growth rate (CAGR) over the years. Additionally, the India Animation Market is projected to reach USD 16.60 billion by FY2031 from USD 1.37 billion in FY2023, growing at a CAGR of 37.76% for the forecast period between FY2024 and FY2031. These figures underscore the robust expansion and increasing significance of the VFX industry within India's media and entertainment landscape.

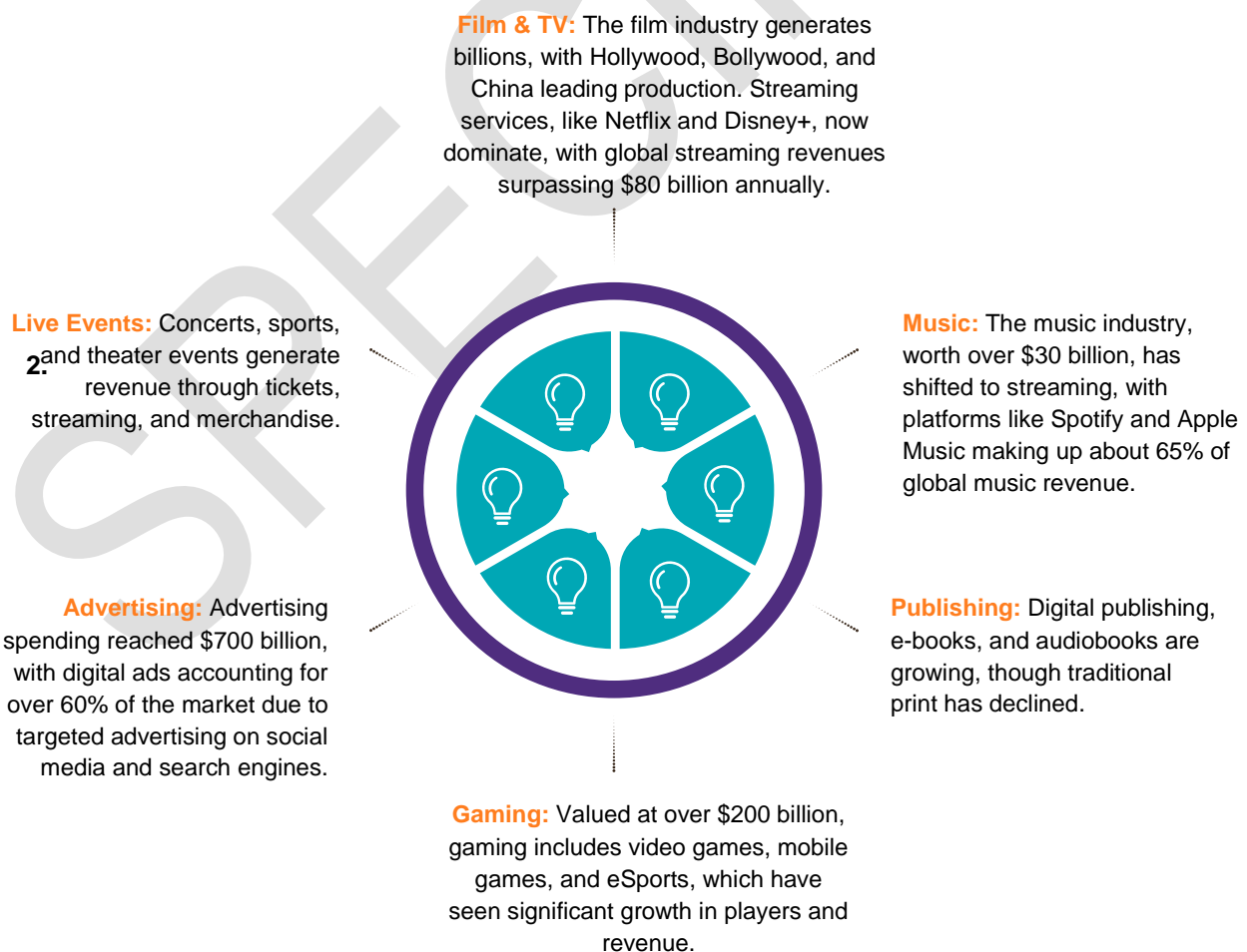
d. State Profile

The Visual Effects (VFX) industry in India's northeastern states is gradually emerging, with a few studios contributing to the region's creative landscape. Notable studios in Guwahati, Assam, include Studio Zeng, which specializes in 2D animation, CGI, and motion design; TD Film Studio, known for its innovations in storytelling and VFX; Virtual Men Animation and VFX Studio, offering a range of animation and VFX services; and Amod Films, capable of producing world-class animation and VFX. These studios reflect a growing interest in VFX and animation within the region.

While specific numerical data on the industry's size and growth in the northeastern states is limited, the broader Indian animation and VFX market is experiencing significant growth. Projections estimate the market will reach USD 16.60 billion by FY2031, with a compound annual growth rate (CAGR) of 37.76% from FY2024 to FY2031. This national growth trend suggests potential opportunities for the expansion and development of the VFX industry in the northeastern states, supported by investment in infrastructure, talent development, and favorable policies.

e. Sector Overview

The Media and Entertainment (M&E) industry is a large and rapidly evolving sector, valued globally at approximately \$2.5 trillion as of 2023. It includes film, television, music, publishing, digital media, gaming, advertising, and live events, all driven by digital transformation, changing consumer preferences, and global connectivity.



Key trends include AI-driven personalization, global content reach (e.g., K-dramas, Bollywood), short-form video (e.g., TikTok), and immersive experiences via VR/AR. The M&E industry is set for steady growth, with digital innovation continuing to reshape content creation and distribution globally.

3. Investor's Background

Details of all Investors in below format

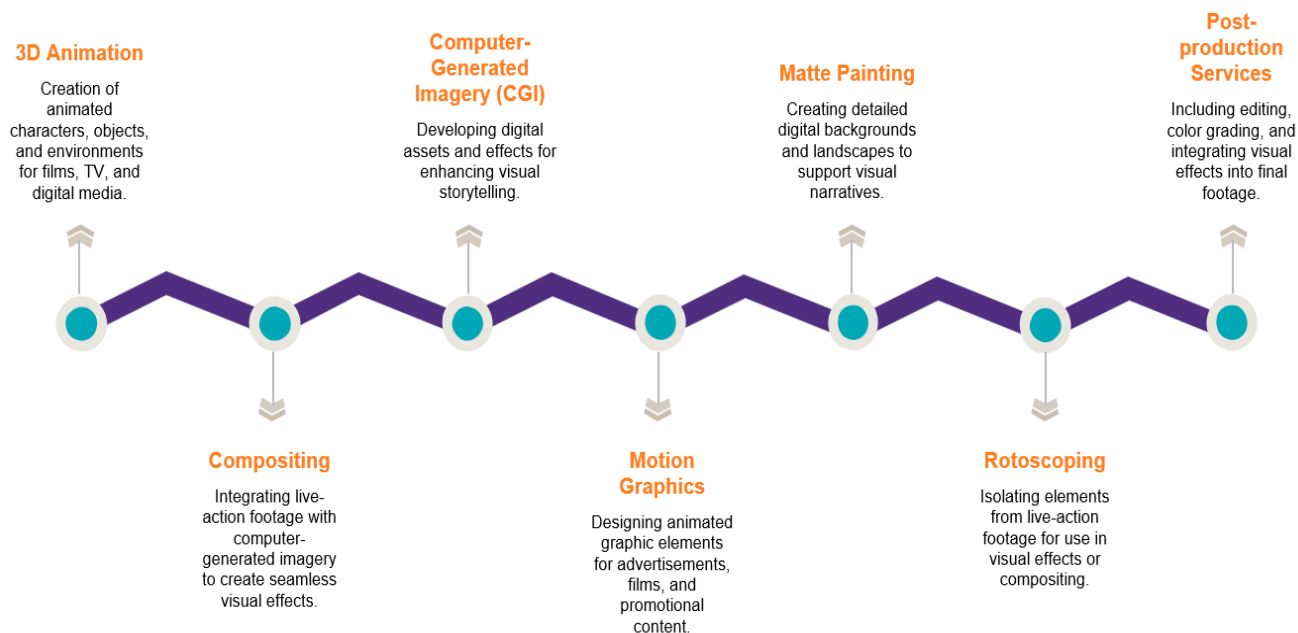
Name	To be filled by the applicant
DOB	To be filled by the applicant
PAN	To be filled by the applicant
Address	To be filled by the applicant
Academic Qualification	To be filled by the applicant
Experience in business	To be filled by the applicant
Functional Responsibility in Unit	To be filled by the applicant
Name of associate concern (if any)	To be filled by the applicant
Nature of association (if any)	To be filled by the applicant
Net Worth	To be filled by the applicant

4. Company Profile

Name of the Unit	To be filled by the applicant
Constitution	To be filled by the applicant
PAN	To be filled by the applicant
Registered Office address	To be filled by the applicant
Activity	To be filled by the applicant
Loan details	To be filled by the applicant
Director	To be filled by the applicant
Unit Registration	To be filled by the applicant
Unit Location	To be filled by the applicant
Category of Project (Manufacturing/Service)	To be filled by the applicant
Zone	To be filled by the applicant
District	To be filled by the applicant
State	To be filled by the applicant

5. Details of services and its marketing potential

VFX studio provides essential services for film and media production, including:



These services cater to the growing demand for visual effects in the regional film industry, advertising, and digital content creation in the northeastern states.

The Visual Effects (VFX) industry in India's northeastern region is poised for significant growth, driven by the increasing demand for high-quality visual content across films, television, gaming, and digital marketing. While specific numerical data for the northeastern states is limited, the broader Indian VFX industry provides insightful indicators. In 2023, India's animation and VFX industry was valued at approximately ₹114 billion, with projections estimating it will reach \$2.2 billion by 2026, up from \$1.3 billion in 2023.

This national upward trend suggests a burgeoning market potential for VFX services in the northeastern states. The region's unique cultural narratives and scenic landscapes offer rich content for visual storytelling, further amplifying the demand for services such as 3D animation, compositing, CGI, motion graphics, matte painting, rotoscoping, and post-production. As industries like gaming, filmmaking, and digital marketing expand in cities like Guwahati, the need for skilled animators and VFX artists is on the rise, indicating a promising future for the VFX sector in the Northeast.

6. Details of Raw Materials with required quantity

Supplier	Raw material	Quantity	Year	Cost
To be filled by the applicant	To be filled by the applicant	To be filled by the applicant	To be filled by the applicant	To be filled by the applicant

7. Proposed location and Site Plan

Sl. No.	Particulars	Details
1	Land Area	To be filled by applicant
2	Status of Legal title & Possession	To be filled by applicant
3	if leased, Period of lease	To be filled by applicant

4	Coordinates of location	To be filled by applicant
5	Details of CLU	To be filled by applicant
6	Connectivity to roads i) State Highway (in Km.) ii) National Highway (in Km.)	To be filled by applicant
7	Availability of Water	To be filled by applicant
8	Availability of Power	To be filled by applicant

a. Electrical Power

Power availability is one of the main factors for the successful operation of every organization/ establishment. The medium VFX studio unit will need power load of around XX KW to operate the studio entirely including provision for general lighting. As the power requirement is reasonable and to have uninterrupted power at the VFX studio unit, it has proposed to have one of diesel generating set of XX KVA as standby arrangement in case of power cut from grid supply. Estimate of requisite load is being enclosed separately.

i. Construction Phase

KW	Quarter of the Year
To be filled by the applicant	To be filled by the applicant

ii. Steady Phase

KW	Quarter of the Year
To be filled by the applicant	To be filled by the applicant

iii. Peak Phase

KW	Quarter of the Year
To be filled by the applicant	To be filled by the applicant

b. Water Requirement

The water required for a medium VFX studio unit will be sourced from Local Municipal authority. Also, water requirement shall be met from ground water. The per day water requirement of the medium size VFX studio has been estimated at XX liters in the following manner:

i. Domestic consumption

Per Day	UOM
X	Liter

ii. Utilities

Per Day	UOM
X	Liter

iii. Engineering

Per Day	UOM
X	Liter

*** This estimate ensures adequate water for operations, hygiene, and amenities, supporting a medium-sized VFX studio's daily need.*

c. Transportation System

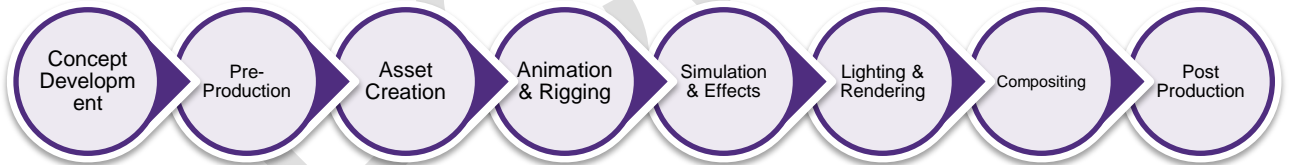
A medium-sized VFX studio relies on an efficient transportation system to manage the movement of staff, equipment, and digital assets. This includes providing reliable commuting options for employees, secure transport for high-value equipment during on-location shoots, and safe transfer of large digital files when needed. Additionally, the studio may arrange transportation for clients and partners visiting the premises to enhance collaboration and maintain strong business relationships. Effective transportation logistics ensure smooth operations, timely project delivery, and overall productivity.

Local Infrastructure

The area is well equipped with roadways and airways. The availability of uninterrupted power and water is another added benefit for the unit. The area has a total population of approximately XXXX people and the proximity of the neighboring states is favorable.

8. Product Process Flow

The process flow of a medium size film studio involves several stages, each focusing on different aspects of filmmaking. Here's a streamlined overview:



The flowchart outlines the stages of the Visual Effects (VFX) production process, starting with Concept Development, where ideas and project goals are defined. In Pre-Production, planning and preparation take place, including storyboarding and determining technical requirements. Asset Creation involves building digital assets like 3D models and textures, followed by Animation & Rigging, where characters and objects are animated. Simulation & Effects adds dynamic elements such as explosions or smoke, while Lighting & Rendering focuses on setting the mood and rendering the final images. Compositing then integrates all elements, combining rendered images, live-action footage, and effects into a cohesive final product. Lastly, Post Production involves final tweaks, color grading, and editing to ensure the VFX seamlessly integrates with the overall project.

8. Cost of the Project

Capex Components	Year 1 (INR Lakh)
Land and Land Development	48.50
Civil Cost	150.00
Plant & Machinery	112.59
IDC	5.00

Pre-operative/ Preliminary Expenses	2.00
Total Capex	318.09/-

a. Land details

The promoter Company own a plot of land measuring **X** bigha covered by **Dag no. XXX** of **Patta no. XX** of XXXX town, District: XXX, XXXX whereon present project is taken up. The site has already been developed by the promoter himself at his own cost. The location is within the heart of XXX town.

b. Building and civil works details

The total cost of civil work has been estimated to be Rs X lakhs, which includes technical civil work and non-technical civil work. Cost of civil work comprises of the cost of process building, Raw material warehouse, Finished goods warehouse, transformer house & Utility building.

c. Plant and machinery details

Sl. No.	Particulars	Qty	Approx. unit. Rate (Rs.)	Approx. total Rate/shift (Rs.)
1	High- End Workstations	5	2,50,000	12,50,000
2	Rendering Servers (10-15 nodes)	2	20,00,000	40,00,000
3	Software Licenses (Adobe Suite, Autodesk Maya, Nuke, Cinema 4D)	1	6,14,000	6,14,000
4	Motion Capture Equipment	1	12,50,000	12,50,000
5	Green Screens & Backdrops	3	55,000	1,65,000
6	Camera & Lenses	1	12,50,000	12,50,000
7	Audio equipment	1	3,00,000	3,00,000
8	Storage & Backup Solutions (30-50TB NAS system)	1	6,50,000	6,50,000
9	Graphics Tablets & Digital Input Devices	4	62,500	2,50,000
10	Workstation Monitors	7	90,000	6,30,000
11	Lighting Equipment (For Live-action VFX Work)	1	6,00,000	6,00,000
12	Miscellaneous Equipment (tripods, sliders, jib arms etc.)	1	3,00,000	3,00,000
	Total			1,12,59,000

d. Pre-operative expenses details

Rs. 2.00 Lakh

Working Capital details**I) Consumable costs: - (Annual)**

Sl. No.	Item	Month	Rate (Rs.)	Total (Lakh)
2	Office Rent & Utilities	1	85,000	10.20
3	Software Licenses & Subscription	1	1,45,000	17.40
4	Hardware & Maintenance	1	2,62,500	31.50
5	Marketing & Branding	1	65,000	7.80
6	Insurance & Miscellaneous Costs	1	22,500	2.70
7	Travel & Client-Related Expenses	1	30,000	3.60
GRAND TOTAL				73.20

These estimates vary depending on the size of the operation, the number of activities offered, and the scale of marketing and staffing.

II) Utilities (Per Annum)

Sl. No.	Item	Total (Rs.) Lakh
1	Electricity	9.60-
2	Internet & Telecommunication	3.00
3	Water & Waste Management	0.72
GRAND TOTAL		13.32

iii) Salary & Wages (Per Annum)

Sl. No.	Designation	No.	Wages/Month (Approx. Rs. INR Lakhs)	Total/Annum (Rs. INR Lakhs)
1	VFX Supervisor	1	1.05	12.60
2	VFX Artists (Compositors, 3D Artists, Matte Painters etc.)	1	1.45	17.40
3	VFX Producer/Coordinator	1	0.70	8.40
4	Animator (2D/3D Animator)	1	0.95	11.40
5	Technical Director	1	0.75	9.00
6	Motion Graphics Designer	1	0.45	5.40
7	Rotoscope Artist	1	0.37	4.50
8	Lighting Artist	1	0.50	6.00
9	Sound Designer	1	0.50	6.00
10	Concept Artist	1	0.52	6.30

Sl. No.	Designation	No.	Wages/Month (Approx. Rs. INR Lakhs)	Total/Annum (Rs. INR Lakhs)
11	Post Production Supervisor	1	0.70	8.40
12	IT & Support Staff	1	0.35	4.20
13	Production Assistant	1	0.22	2.64
14	Administrative & Support Staff (HR, Accounts, etc.)	1	0.35	4.20
GRAND TOTAL				106.44

Note: Every year increment @ 5% has been considered towards financial calculation

Working Capital limit: i + ii + iii = 73.20+13.32+106.44 = 192.96/- Rs.

9. Proposed Means of Finance

Particulars	Amount (Rs. In Lacs)
Promoter's Capital	143.14
Unsecured Loans	
Term Loan form Bank/ Financial Institution	174.95
Total	318.09/-

10. Implementation Schedule with time chart

Activities	Starting Month	Ending Month
Arrangement of land	To be filled by applicant	To be filled by applicant
Single window clearance	To be filled by applicant	To be filled by applicant
Land development	To be filled by applicant	To be filled by applicant
Building and Civil Works	To be filled by applicant	To be filled by applicant
Order and delivery of P&M	To be filled by applicant	To be filled by applicant
Power arrangement	To be filled by applicant	To be filled by applicant
Manpower arrangement	To be filled by applicant	To be filled by applicant
Procurement of raw materials	To be filled by applicant	To be filled by applicant
Trial Operation	To be filled by applicant	To be filled by applicant
Commercial Operation	To be filled by applicant	To be filled by applicant

11. Projected Financial Analysis

a. Installed			UOM	Unit	Rate	Amount (Rs.)
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Production Capacity						Lakh
3D Animation			Minutes	540000	100	540
CGI			Minutes	540000	100	540
Matte Printing			Sq. Ft.	500000	50	250
Production Capacity Per Annum				1,580,000		1330
b. SCHEDULE OF PRODUCTION AND SALES						
CONSUMABLES REQUIRED						
Item	Quantity		Unit	Rate		Amount (Rs.) Lakh
Consumable	1		1	73.2		73.2
Utility	1		1	13.32		13.32
Salary & wages	1		1	106.44		106.44
c. Cost of operation/Annum						192.96/-
Parameters		1st Year	2nd Year	3rd Year	4th Year	5th Year
Capacity Utilization		60%	65%	70%	75%	80%
		1,580,000	1,580,000	1,580,000	1,580,000	1,580,000
3D Animation		324000	351000	378000	405000	432000
CGI		324000	351000	378000	405000	432000
Matte Printing		300000	325000	350000	375000	400000
Production (In Tickets) as per Capacity Utilized		948000	1027000	1106000	1185000	1264000
d. BREAK UP PRODUCTION AS PER UTILIZED CAPACITY						
ITEMS		1st Year	2nd Year	3rd Year	4th Year	5th Year
Capacity Utilization		60%	65%	70%	75%	80%
3D Animation		324000	351000	378000	405000	432000
CGI		324000	351000	378000	405000	432000
Matte Printing		300000	325000	350000	375000	400000
Production (In Tickets) as per Capacity Utilized		948000	1027000	1106000	1185000	1264000
Sales Details						

Items		1 st Year	2 nd Year	3 rd Year	4 th Year	5 th Year
3D Animation		324	351	378	405	432
CGI		324	351	378	405	432
Matte Printing		150	162.5	175	187.5	200
NET Sales Price		798	864.5	931	997.5	1064
GST RATE@18%		143.64	155.61	167.58	179.55	191.52
GROSS Sales Price		941.64	1020.11	1098.58	1177.05	1255.52
e. COST OF PRODUCTION						
Items		1 st Year	2 nd year	3 rd Year	4 th Year	5 th Year
		60%	65%	70%	75%	80%
Operation Cost		115.776	125.424	135.072	144.72	154.368
Utility		7.992	8.658	9.324	9.99	10.656
Direct Labor & Wages		63.864	69.186	74.508	79.83	85.152
Repairs & Maintenance		0.63	0.68	0.74	0.79	0.84
COST OF PRODUCTION		188.26	203.95	219.64	235.33	251.02
f. PROJECTED PROFITABILITY STATEMENT						
		1 st Year	2 nd year	3 rd Year	4 th Year	5 th Year
Capacity Utilized		60%	65%	70%	75%	80%
A. Sales						
Gross Sales		941.64	1020.11	1098.58	1177.05	1255.52
Less: GST		143.64	155.61	167.58	179.55	191.52
NET SALES		798	864.5	931	997.5	1064
B. Cost of Production						
Operation Cost		115.776	125.424	135.072	144.72	154.368
Repairs & Maintenance		0.63	0.68	0.74	0.79	0.84
Total Cost of Production (C)		116.41	126.11	135.81	145.51	155.21

g. Gross Profit (A-C)		825.23	894.00	962.77	1031.54	1100.31
Interest Expenses						
Interest Expenses (Term Loan) @7.65% /Annum for 5 yr.		12.35	9.98	34.79	4.67	1.70
Interest Expenses (WC Loan) @11% /Annum		3.45	3.63	3.81	4.00	4.20
Selling, General & Administrative Exp.						
Profit before Taxation		809.43	880.39	924.18	1022.87	1094.42
Provision for Taxation		210.45	228.90	240.29	265.95	284.55
Profit After Taxation		598.98	651.49	683.89	756.92	809.87
h. DEBT SERVICE COVERAGE RATIO (COMPANY AS A WHOLE)						
		1st Year	2nd year	3rd Year	4th Year	5th Year
Profit After Tax		598.98	651.49	683.89	756.92	809.87
Add: - Interest Expenses (Term Loan) @7.65% /Annum for 7yrs		12.35	9.98	34.79	4.67	1.70
Interest Expenses (WC Loan) @11% /Annum for 7 yrs		3.45	3.63	3.81	4.00	4.20
Depreciation		31.89	27.86	24.35	21.31	18.66
Total (A)		551.29	610.03	620.95	726.95	785.31
Interest Expenses (Term Loan) @7.65% /Annum for 7yrs		12.35	9.98	34.79	4.67	1.70
Interest Expenses (WC Loan) @11% /Annum for 7 yrs		3.45	3.63	3.81	4.00	4.20
Depreciation		31.89	27.86	24.35	21.31	18.66
Total (A)		551.29	610.03	620.95	726.95	785.31
Interest Expenses (Term Loan) @7.65% /Annum for 7yrs		12.35	9.98	34.79	4.67	1.70

Interest Expenses (WC Loan) @11% /Annum for 7 yrs		3.45	3.63	3.81	4.00	4.20
Term Loan Repayment		29.87	32.23	34.79	37.54	40.52
Total Debt Payment (B)		45.67	45.84	73.38	37.54	40.52
DSCR (A/B)		11.42	12.60	7.99	18.36	18.38
Cash Inflow		521.42	577.79	586.16	689.40	744.80
i.BREAK EVEN ANALYSIS		1st year	2nd year	3rd Year	4th Year	5th Year
A. Net Sales		615	666.25	717.5	768.75	820
B. Variable Expenses						
Consumed		115.776	125.424	135.072	144.72	154.368
Power & Fuel		7.992	8.658	9.324	9.99	10.656
Consumable Stores		115.776	125.424	135.072	144.72	154.368
Repairs & Maintenance		0.63	0.68	0.74	0.79	0.84
Direct Labour & Wages		63.864	69.186	74.508	79.83	85.152
		188.26	203.95	219.64	235.33	251.02
C. Contribution (A-B)		609.74	660.55	711.36	762.17	812.98
D. Fixed Expenses						
Direct Labour & Wages		63.864	69.186	74.508	79.83	85.152
Selling, General & Administration		0	0	0	0	0
		63.864	69.186	74.508	79.83	85.152
Breakeven Sales at Operating Capacity		0.76	0.76	0.76	0.76	0.76

j. Projected Balance Sheet					
	1st Year	2nd Year	3rd Year	4th Year	5th Year
Liabilities					
Share Capital	143.14	143.14	143.14	143.14	143.14
Revenue Reserves	59.90	65.15	68.39	75.69	80.99
Net Worth	203.04	208.29	211.53	218.83	224.13

Term Loan	12.35	9.98	34.79	4.67	1.70
Working Capital Limit	15.31	3.63	3.81	4.00	4.20
Current Liabilities					
Creditors					
Liability for expenses					
Total	230.70	221.90	250.12	227.50	230.02
Assets					
Fixed Assets					
Gross block	262.59	230.70	202.85	178.49	157.19
Depreciation	31.89	27.86	24.35	21.31	18.66
Net Fixed Assets	230.70	202.85	178.49	157.19	138.53
Non Current asset/investments					
Current assets					
Inventory		0	0	0	0
Debtors					
Security Deposits					
Loans and Advances					
Cash & Bank Balance		19.05	71.63	70.32	91.49
Total	230.70	221.90	250.12	227.51	230.02

12. Projected Employment Details

Type of Employment	Number of Employees	Projected Cost (in Lakhs)
Skilled Manpower	11	92.04
Semi-skilled Manpower	3	14.40
Unskilled Manpower	0	0
TOTAL		106.44/-

13. Requirement of Statutory clearances

Item	Status
Partnership Deed	
Lease deed registration	
PAN	
GST Registration	
UDYAM	
Trade License	
NOC form local authority	

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