Module 1: Complete Report Data

Brand Information

Field	Value
Brand Name	TestBrand
Brand Image	
Rationale	

Segments

Segment Name	urban middleclass working professionals
Location	Urban
Chief Wage Earner Occupation	Managerial/Professional
Male Education	Degree Professional
Female Education	Degree Professional
ISEC Value	12
Total Population	1000000
Additional Details	Digitally active, brand-aware, spends on quality and convenience

Segment Name	urban lower middle income families
Location	Urban
Chief Wage Earner Occupation	Worker
Male Education	Degree Regular
Female Education	Class 10-14 standard
ISEC Value	10
Total Population	1200000
Additional Details	Value-conscious, price-sensitive, prefers local brands with trust

Store Formats

Civil Work

Store Format Type	Type of Civil Work	Rate Per Sqft	Total Sqft	Total	Remarks
Store Format A	Flooring & Tiling	180.0	216000.0	0.0	Vitrified anti-skid tiles used for durability, easy cleaning and premium look
Store Format A	False Ceiling & Lighting Infrastructure	120.0	144000.0	0.0	Gypsum false ceiling with LED panel lights for better illumination and energy efficiency
Store Format B	Painting & Wall Finishing	70.0	98000.0	0.0	Brand colour based emulsion paint for attractive interiors and brand consistency
Store Format B	Backroom Storage & Shelving Area	90.0	126000.0	0.0	Basic storage layout with durable shelves for inventory handling and stock safety

Capital Expenses Summary

Field	Value
Store Format A Capital Excl IT	Rs. 0.00
Store Format A IT Capital	Rs. 0.00
Store Format A Total	Rs. 0.00
Store Format B Capital Excl IT	Rs. 0.00
Store Format B IT Capital	Rs. 0.00
Store Format B Total	Rs. 0.00
Additional Remarks	Auto-generated dynamically
Key Takeaways	CAPEX summary generated based on available data.

Depreciation Information

Field	Value
SLM Years	0
SLM Remarks	N/A
Other Methods	N/A
Depreciation Method	N/A

Last Updated: 2026-01-05 10:11:16