

PROJECT REPORT

Sharma General Store

Shop No. 12, Laxmi Market, Jaipur

Submitted To: State Bank of India

MUDRA KISHORE

LOAN AMOUNT	AVG. DSCR	SCHEME	TENURE
Rs. 475,000	1.58	Mudra Kishore	5 Years

Prepared by **MudraReady** — mudraready.in

Date: 07 June 2026

Contact: 9876543210 | Email: ankit@mudraready.in

Project at a Glance

Name & Address of Unit		Financial Summary	
Business Name	Sharma General Store	Total Project Cost	Rs. 500,000
Address	Shop No. 12, Laxmi Market, Jaipur	Fixed Capital	Rs. 400,000
PIN Code	302001	Working Capital	Rs. 100,000
Activity	kirana	Total Bank Loan	Rs. 475,000
Email	ankit@mudraready.in	Promoter's Contribution	Rs. 25,000
Phone	9876543210	Term Loan	Rs. 375,000
Constitution	Proprietorship	WC Loan	Rs. 100,000
Scheme	Mudra Kishore	Interest Rate	10.8%
Employees	3	Loan Tenure	5 Years
Promoter Details		Key Indicators	
Promoter Name	Ramesh Sharma	Monthly EMI	Rs. 8,656
Address	12, Shanti Nagar, Jaipur	Average DSCR	1.58
Category	OBC	Net Profit (Year 2)	(Rs. 24,083)
Designation	Founder / Proprietor	Report Date	07 June 2026

Promoter & Business Details

Promoter Information

Promoter Name	Ramesh Sharma
Father's / Husband's Name	Suresh Sharma
Date of Birth	15/06/1985
Age	41 years
Gender	Male
Education	B.Com Graduate
Experience	5 Years in Retail Trading
Social Category	OBC
Aadhaar (Last 4)	XXXX-XXXX-1098
Address	12, Shanti Nagar, Jaipur

Business Information

Business Name	Sharma General Store
Nature of Business	kirana
Business Address	Shop No. 12, Laxmi Market
City	Jaipur
State	Rajasthan
PIN Code	302001
Phone	9876543210
Email	ankit@mudraready.in
Constitution	Proprietorship
Business Status	New Business
No. of Employees	3

Business Overview

Introduction

India has over 12 million kirana stores, making them the backbone of the country's retail ecosystem. These neighbourhood grocery stores account for over 90% of India's food and grocery retail market. Despite the emergence of modern retail chains and e-commerce platforms, kirana stores have demonstrated remarkable resilience due to their deep community roots, personalised service, and convenient locations. The Indian grocery market is valued at over Rs. 76 lakh crore and is growing at a steady 10% CAGR, driven by rising population, urbanisation, and increasing disposable incomes. Kirana stores offer a unique combination of convenience, credit facilities, and home delivery that modern retail cannot easily replicate. This makes the kirana business one of the most stable and reliable micro-enterprise categories for Mudra loan financing.

Product / Services & Process

The business focuses on retail trading of fast-moving consumer goods (FMCG) including groceries, packaged foods, household products, and daily essentials. Product categories include staple foods (rice, wheat, pulses, oil), packaged and branded FMCG products, dairy products, beverages, personal care items, and household cleaning supplies. Revenue is generated through retail margins ranging from 8-20% depending on product category.

Market Potential & Strategy

The Indian retail market is the fifth largest in the world, with grocery being its largest segment. Over 90% of Indian households visit kirana stores weekly, ensuring consistent and repeat customer traffic. The rapid growth of mobile payment platforms like PhonePe, GPay, and Paytm has enabled kirana stores to accept digital payments, expanding their customer base significantly. Government schemes like PM SVANidhi and Mudra Yojana have specifically targeted street vendors and small retailers. The target customer base for a neighbourhood kirana store typically includes 200-500 households within a 500-metre radius, ensuring steady daily footfall throughout the year.

Monthly Operating Expenses

Detailed monthly expense breakdown used for financial projections:

Sl. No.	Expense Item	Monthly (Rs.)	Annual (Rs.)
1	Salary / Labour Charges (Total — All Staff)	25,000	300,000
2	Rent / Lease	8,000	96,000
3	Electricity & Water	3,000	36,000
4	Transportation	2,000	24,000
5	Marketing & Advertising	2,000	24,000
6	Miscellaneous Expenses	2,000	24,000
7	Repairs & Maintenance	1,000	12,000
8	Telephone / Internet	500	6,000
9	Stationery Expenses	500	6,000
	TOTAL MONTHLY EXPENSES	44,000	528,000

Project Cost & Means of Finance

Fixed Assets

Sl. No.	Fixed Asset Item	Cost (Rs.)	Dep. Rate
1	Machinery & Equipment	150,000	15%
2	Computers / Printers	50,000	40%
3	Furniture & Fittings	80,000	10%
4	Electrification & Backup	50,000	10%
5	Racks & Storage	70,000	10%
6	Working Capital Requirement	100,000	—
	TOTAL PROJECT COST	500,000	

Means of Finance

Source	Amount (Rs.)	Share
Own Capital / Margin Money	25,000	5.0%
Term Loan (Bank)	375,000	75.0%
Working Capital Loan	100,000	20.0%
TOTAL BANK LOAN	475,000	95.0%

Working Capital Computation

Sl. No.	Item	Amount (Rs.)
1	Working expense / Stock requirement	100,000
2	Total Working Capital	100,000
3	Own Contribution (10%)	10,000
4	Working Capital Loan	90,000

Annual Sales / Revenue

Sales calculated from June 2026

Sl.	Item	Monthly Revenue (Rs.)	Months	Capacity (Yr 1)	Total (Rs.)
1	Monthly Sales Revenue (Stock / Inventory Turnover)	150,000	12	70%	1,260,000
	Total Year 1 Revenue (@ 70% Operational Capacity)				1,260,000

Note: Year 1 revenue at 70% operational capacity is calculated as Rs. 150,000.0 per month multiplied by 12 months, and then multiplied by 70% capacity, which equals Rs. 1,260,000. Business scales to 90% in Year 2 and 100% from Year 3 onwards.

Annual Revenue & Expense Projection

All figures in Rs. Lakhs

Particulars	FY 26-27	FY 27-28	FY 28-29	FY 29-30	FY 30-31
Revenue	12.60	18.63	23.80	27.38	31.48
Purchases / COGS	8.40	12.42	15.87	18.25	20.99
Gross Profit	4.20	6.21	7.93	9.13	10.49
Operating Expenses	5.28	5.54	5.82	6.11	6.42

Projected Profit & Loss Statement

All figures in Rs. Lakhs

Particulars	FY 26-27	FY 27-28	FY 28-29	FY 29-30	FY 30-31
INCOME					
Revenue Income / Gross Sales	12.60	18.63	23.80	27.38	31.48
EXPENSES					
Cost of Purchases	8.40	12.42	15.87	18.25	20.99
Salary & Wages	3.00	3.15	3.31	3.47	3.65
Rent & Lease Cost	0.96	1.01	1.06	1.11	1.17
Electricity, Fuel & Water	0.36	0.38	0.40	0.42	0.44
Transportation	0.24	0.25	0.26	0.28	0.29
Advertising & Marketing	0.24	0.25	0.26	0.28	0.29
Phone, Postage & Internet	0.06	0.06	0.07	0.07	0.07
Repair & Maintenance	0.12	0.13	0.13	0.14	0.15
Stationery Expenses	0.06	0.06	0.07	0.07	0.07
Miscellaneous Expenses	0.24	0.25	0.26	0.28	0.29
EBITDA	(1.08)	0.67	2.11	3.01	4.08
Less: Depreciation & Amortisation	0.62	0.49	0.40	0.33	0.27
EBIT	(1.71)	0.17	1.72	2.69	3.80
Less: Interest on Term Loan	0.38	0.31	0.23	0.13	0.03
Less: Interest on Working Capital	0.11	0.11	0.11	0.11	0.11
Profit Before Tax	(2.19)	(0.24)	1.38	2.44	3.66
Tax Expense	0.00	0.00	0.14	0.24	0.37
PROFIT AFTER TAX	(2.19)	(0.24)	1.25	2.20	3.29
Net Profit Margin %	-17.4%	-1.3%	5.2%	8.0%	10.5%

Cash Flow Statement

All figures in Rs. Lakhs

Particulars	FY 26-27	FY 27-28	FY 28-29	FY 29-30	FY 30-31
A. Cash Flow from Operating Activities					
Net Profit After Tax	(2.19)	(0.24)	1.25	2.20	3.29
Add: Interest on Term Loan	0.38	0.31	0.23	0.13	0.03
Add: Depreciation	0.62	0.49	0.40	0.33	0.27
Operating Profit (before WC changes)	(1.19)	0.56	1.87	2.66	3.60
(Increase)/Decrease in Current Assets	(1.40)	(0.67)	(0.57)	(0.40)	(0.46)
Increase/(Decrease) in Current Liab.	0.35	0.17	0.14	0.10	0.11
Net Cash from Operating Activities	(2.24)	0.06	1.44	2.36	3.26
B. Cash Flow from Financing Activities					
Term Loan Received (Yr 1)	3.75	0.00	0.00	0.00	0.00
Working Capital Loan (Yr 1)	1.00	0.00	0.00	0.00	0.00
Own Capital Introduced (Yr 1)	0.25	0.00	0.00	0.00	0.00
Less: Term Loan Principal Repaid	(0.66)	(0.73)	(0.81)	(0.91)	(0.83)
Less: Interest on Term Loan	(0.38)	(0.31)	(0.23)	(0.13)	(0.03)
Less: Interest on Working Capital	(0.11)	(0.11)	(0.11)	(0.11)	(0.11)
Net Cash from Financing Activities	0.10	(1.15)	(1.15)	(1.15)	(0.97)
C. Cash Flow from Investing Activities					
Purchase of Fixed Assets	(4.00)	0.00	0.00	0.00	0.00
Net Cash from Investing Activities	(4.00)	0.00	0.00	0.00	0.00
NET CASH FLOW (A+B+C)	(6.13)	(1.09)	0.29	1.22	2.29
Opening Cash Balance	0.00	(6.13)	(7.22)	(6.93)	(5.72)
Closing Cash Balance	(6.13)	(7.22)	(6.93)	(5.72)	(3.43)

Projected Balance Sheet

All figures in Rs. Lakhs

Particulars	FY 26-27	FY 27-28	FY 28-29	FY 29-30	FY 30-31
LIABILITIES					
Capital & Reserves	(1.94)	(2.19)	(0.94)	1.26	4.55
Term Loan Outstanding	3.19	2.46	1.65	0.75	0.00
Working Capital Loan	1.00	1.00	1.00	1.00	1.00
Account Payable / Creditors	0.35	0.52	0.66	0.76	0.87
TOTAL LIABILITIES	4.78	4.95	5.13	5.20	7.07
ASSETS					
Net Fixed Assets	3.38	2.88	2.49	2.16	1.89
Trade Receivables / Debtors	1.05	1.55	1.98	2.28	2.62
Inventory / Stock	0.35	0.52	0.66	0.76	0.87
Cash & Bank Balance	(1.72)	(2.61)	(2.12)	(0.73)	1.69
TOTAL CURRENT ASSETS	1.40	2.07	2.64	3.04	5.19
TOTAL ASSETS	4.78	4.95	5.13	5.20	7.07

DSCR & Loan Repayment

All figures in Rs. Lakhs

Year	Cash Accrual (Rs. L)	Debt Service (Rs. L)	DSCR
FY 26-27	(1.19)	1.15	-1.14
FY 27-28	0.56	1.15	0.54
FY 28-29	1.87	1.15	1.80
FY 29-30	2.66	1.15	2.56
FY 30-31	3.60	1.15	4.16
AVERAGE DSCR			1.58

Loan Repayment Schedule (Summary)

Year	Opening Balance	Principal	Interest	Closing Balance
FY 26-27	3.85	0.66	0.38	3.19
FY 27-28	3.19	0.73	0.31	2.46
FY 28-29	2.46	0.81	0.23	1.65
FY 29-30	1.65	0.91	0.13	0.75
FY 30-31	0.75	0.83	0.03	0.00

Loan Repayment Schedule

Detailed month-wise EMI breakup for Year 1. Annual summary for subsequent years. All figures in Rs.

Year 1 — Monthly EMI Breakup

Month	Opening Balance (Rs.)	EMI (Rs.)	Interest (Rs.)	Principal (Rs.)	Closing Balance (Rs.)
Sep Y1	385,078	3,450	3,450	0	385,078
Oct Y1	385,078	3,450	3,450	0	385,078
Nov Y1	385,078	3,450	3,450	0	385,078
Dec Y1	385,078	8,656	3,450	5,207	379,871
Jan Y1	379,871	8,656	3,403	5,253	374,618
Feb Y1	374,618	8,656	3,356	5,300	369,318
Mar Y1	369,318	8,656	3,308	5,348	363,970
Apr Y1	363,970	8,656	3,261	5,396	358,574
May Y1	358,574	8,656	3,212	5,444	353,130
Jun Y1	353,130	8,656	3,163	5,493	347,637
Jul Y1	347,637	8,656	3,114	5,542	342,095
Aug Y1	342,095	8,656	3,065	5,592	336,504

Annual Loan Repayment Summary

Year	Opening Balance (Rs.)	Principal Paid (Rs.)	Interest Paid (Rs.)	Total EMI (Rs.)	Closing Balance (Rs.)
FY 26-27	385,078	65,652	38,224	103,876	319,426
FY 27-28	319,426	73,068	30,808	103,876	246,358
FY 28-29	246,358	81,322	22,554	103,876	165,036
FY 29-30	165,036	90,508	13,368	103,876	74,529

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FY 30-31	74,529	83,185	3,378	86,563	0
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EMI: Rs.8,656/month | Rate: 10.75% p.a. | Moratorium: 3 months | Total months: 57

Break-Even Analysis

Break-even analysis shows the minimum sales required to cover all fixed and variable costs.

Year	Fixed Costs (Rs.)	Revenue (Rs.)	BEP Sales (Rs.)	BEP Utilisation
FY 26-27	639,474	1,260,000	1,918,421	152.3%
FY 27-28	645,083	1,863,000	1,935,248	103.9%
FY 28-29	655,080	2,380,500	1,965,241	82.6%
FY 29-30	668,062	2,737,575	2,004,186	73.2%
FY 30-31	683,374	3,148,211	2,050,123	65.1%

Note: BEP Utilisation is the minimum capacity at which the business breaks even. Anything above this percentage generates profit.

Depreciation Schedule (WDV Method)

All figures in Rs. | Written Down Value (WDV) method as per Income Tax Act.

Particulars	FY 26-27	FY 27-28	FY 28-29	FY 29-30	FY 30-31
Machinery & Equipment (Rate: 15%)					
Opening WDV	1.50	1.27	1.08	0.92	0.78
Less: Depreciation	0.23	0.19	0.16	0.14	0.12
Closing WDV	1.27	1.08	0.92	0.78	0.67
Computers / Printers (Rate: 40%)					
Opening WDV	0.50	0.30	0.18	0.11	0.06
Less: Depreciation	0.20	0.12	0.07	0.04	0.03
Closing WDV	0.30	0.18	0.11	0.06	0.04
Furniture & Fittings (Rate: 10%)					
Opening WDV	0.80	0.72	0.65	0.58	0.52
Less: Depreciation	0.08	0.07	0.06	0.06	0.05
Closing WDV	0.72	0.65	0.58	0.52	0.47
Electrification & Backup (Rate: 10%)					
Opening WDV	0.50	0.45	0.41	0.36	0.33
Less: Depreciation	0.05	0.04	0.04	0.04	0.03
Closing WDV	0.45	0.41	0.36	0.33	0.30
Racks & Storage (Rate: 10%)					
Opening WDV	0.70	0.63	0.57	0.51	0.46
Less: Depreciation	0.07	0.06	0.06	0.05	0.05
Closing WDV	0.63	0.57	0.51	0.46	0.41

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TOTAL DEPRECIATION (Rs.)	62,500	49,125	39,656	32,718	27,459
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Assumptions & Conclusion

Operational Capacity

Business ramps up to full capacity in the following manner:

	Year 1	Year 2	Year 3	Year 4	Year 5
Operational & Sales Capacity	70%	90%	100%	100%	100%

Estimated Monthly Expenses

Based on market study, at 100% operational capacity:

Particulars	Monthly Cost (Rs.)	Expense Nature
Cost of Purchases	100,000	Variable
Rent & Lease Cost	8,000	Fixed
Salary & Wages (Total)	25,000	Semi Variable
Electricity, Fuel & Water	3,000	Variable
Transportation	2,000	Variable
Phone, Postage & Internet	500	Fixed
Advertising & Marketing	2,000	Fixed
Repair & Maintenance	1,000	Fixed
Stationery Expenses	500	Fixed
Miscellaneous Expenses	2,000	Fixed
Total Monthly Expenses	144,000	

Other Assumptions:

1. Monthly revenue at full capacity: Rs. 150,000.
2. Revenue growth rate: 15.0% per annum.
3. Expense inflation: 5% per annum on all operating costs.
4. Depreciation: Written Down Value (WDV) method as per Income Tax Act.
5. Term Loan interest rate: 10.8% per annum.

6. Working Capital interest rate: 10.8% per annum.
7. Moratorium period: 3 months.
8. Income tax: 10% on taxable profits.
9. All projections are for planning purposes. Actual results may vary.

Conclusion

Based on the financial projections, Sharma General Store with a total project cost of Rs. 500,000 is financially viable. The average DSCR of 1.58 over 5 years indicates strong debt repayment capacity. The project is expected to generate employment for 3 person(s). We respectfully request State Bank of India to consider this Mudra Kishore application favourably.

Promoter Signature

Ramesh Sharma

Sharma General Store

Bank Officer Signature

Branch / Stamp

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Suggestions to Improve Your Project Report

Please review the following points before submitting your report to the bank. These are standard checkpoints used by bank credit officers.

✓ DSCR is in acceptable range

Your Average DSCR of 1.58 is within the acceptable range of 1.5 to 5.0. This indicates healthy debt repayment capacity.

✓ Working Capital Position

Working Capital Loan: Rs.100,000. MPBF (Year 1): Rs.78,750. Ensure WC loan is within MPBF limits as assessed by your bank.

General Tips:

- Every bank has its own criteria. Ensure your revenue projections are realistic and supported by market data.
- Ensure Working Capital Loan (Rs.100,000.0) is within MPBF permissible limits shown in the MPBF section.
- Maintain GP Ratio and EBITDA margin within industry average for your business type.
- Ensure all documents (Aadhaar, PAN, address proof, business proof) are ready before submitting to bank.
- For Mudra loans, submit to your nearest bank branch or apply online at mudra.org.in.

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