

DETAILED PROJECT REPORT (DPR)

Offshore Development & IT Consulting Company in Aravakurichi, Tamil Nadu

Total Project Cost: ₹2,00,00,000 (2 Crores)

1. Executive Summary

Project Name:

GreenGlobe IT Solutions Pvt. Ltd

Promoter:

Balamurgan K, Sellapandian, Senthamil Selvi

Location:

Aravakurichi, Karur District, Tamil Nadu

Business Activity:

Offshore Software Development, IT Consulting, Cloud Services, and Technical Support for global clients.

Total Project Cost:

₹2 Crores

Project Objective:

To establish a world-class IT consulting and software development center in a cost-effective Tier-3 town to cater to international clients while generating skilled employment in rural India.

2. Company Overview

Vision Statement:

“To empower global businesses with cutting-edge IT solutions from the grassroots of India.”

Mission Statement:

“To build a sustainable, rural-based global IT services company known for quality, innovation, and integrity.”

Service Portfolio:

- Offshore Product Development
 - Enterprise Software Solutions
 - Web & Mobile Application Development
 - Cloud Consulting & DevOps
 - IT Staffing & Remote Team Management
 - AI, Data Analytics & Automation
 - 24/7 Technical Support & Maintenance
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3. Market Opportunity

Global Trends Supporting Growth:

- Increasing outsourcing post-COVID
- Demand for skilled but cost-effective tech talent
- SME & startup focus on digital transformation
- High ROI of remote development models

Target Markets:

- USA, UK, Canada, Australia, UAE, Europe
- Sectors: Healthcare, EdTech, FinTech, Retail, Logistics, Government & Nonprofits

Unique Positioning:

- Rural-based, low-cost, high-quality delivery center
 - Access to local talent with upskilling and retention strategies
 - Strong focus on security, scalability, and client success
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4. Project Scope & Infrastructure

Office Requirements:

- 5000–7000 sq. ft. facility (owned or leased)
- Fully furnished workspace (50–60 seat capacity initially)
- Conference room, server room, cafeteria, reception, and training lab
- Solar backup + Generator + Dual internet lease lines

Technology Setup:

- 60 High-end workstations
- Centralized server and backup systems
- Firewalls, surveillance, and biometric security

- Licensed software (Dev tools, OS, antivirus, design software)

5. Human Resources Plan (Phase-1)

Role	Headcount
Project Manager	2
Tech Leads (Full-stack)	4
Developers (Frontend, Backend, Mobile)	20
DevOps / Cloud Engineers	3
QA Engineers	4
UI/UX Designers	2
Business Analysts	2
HR/Admin & Finance	3
Marketing & Sales	2
Support Staff	2
Total Staff (Initial)	44

6. Financial Plan

Cost Breakdown (₹2 Crores)

Expense Head	Estimated Cost (INR)
Land & Building (Owned/Lease + Interiors)	40,00,000
Hardware & Network Infrastructure	35,00,000
Software Licenses & Tools	15,00,000
Employee Salaries (Initial 6–8 months)	65,00,000
Marketing, Branding & Website	10,00,000

Expense Head	Estimated Cost (INR)
Legal, Compliance, CA, Registrations	5,00,000
Furniture & Fixtures	10,00,000
Miscellaneous (travel, training, utilities, etc.)	10,00,000
Working Capital Reserve	10,00,000
Total Project Cost	₹2,00,00,000

7. Legal & Regulatory Compliance

- Private Limited Company Registration (MCA)
- GST, PAN, TAN
- STPI/SEZ Registration (if export-driven)
- Shops & Establishments License
- Labour Law Compliance (PF, ESIC)
- NDAs, IP Agreements, Data Security Policies
- ISO 27001 (future scope)

8. Revenue Projections

Year	Revenue (INR)	Net Profit (Est.)
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Year 1	₹1.2 – ₹1.5 Crore	₹15–20 Lakhs
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Year 2	₹3 – ₹4 Crore	₹75 Lakhs – ₹1 Cr
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Year 3	₹6 – ₹8 Crore	₹2 Cr+
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Break-even Point:

Estimated within **20–24 months** with recurring clients and stable team

Billing Models:

- Time & Material (Hourly Rate – USD 20–50)
- Fixed-cost Projects
- Retainer/Support Contracts
- Staff Augmentation (Dedicated resources)

9. Marketing & Client Acquisition

Initial Channels:

- Digital Marketing (SEO, LinkedIn, Google Ads)
- Participation in global IT expos (virtually/physically)
- Freelance & agency partnerships (Upwork, Clutch)
- Content Marketing – Blogs, Case Studies, Whitepapers
- Reference-based & Email Outreach campaigns

Sales Team Focus:

- Lead generation from target geographies
- Proposal development & negotiations
- Client onboarding and project scoping

10. SWOT Analysis

Strengths	Weaknesses
Cost advantage	Rural branding challenge
Local talent availability	Initial client acquisition
Custom solutions & agile	Operational teething issues
Opportunities	Threats
Global demand surge	Global competition
Support from Govt. schemes	Talent migration risk
Rising startup ecosystem	Currency fluctuations

11. Risk Management

Risk	Mitigation Strategy
Infrastructure (Power/Internet)	Redundant internet + Solar + Diesel generator
Employee Turnover	ESOPs, skill dev, flexible work options

Risk	Mitigation Strategy
Client Non-payment	Contracts, Milestone billing, Escrow if needed
Global Market Recession	Diversify sectors & geographies
Security & Compliance Risks	ISO certification, strong data governance

12. Sustainability & CSR

- Focus on employing rural graduates
 - Offer internship/apprenticeship programs
 - Promote women in tech & leadership
 - Use of solar energy for partial power needs
 - Tree plantation & digital literacy campaigns
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13. Timeline

Milestone	Timeline
Company Registration	Month 1
Office Setup & Hiring	Month 2–3
Tech Infrastructure Setup	Month 2–4
Team Training & Trial Projects	Month 4–5
Full-scale Operations Begin	Month 6

Conclusion

This project aims to **leverage the potential of rural India** by setting up a **world-class IT consulting firm** in Aravakurichi. With a strong financial base, scalable business model, and skilled leadership, this venture is **financially viable, socially impactful, and globally competitive**.