



Dear Sir/Madam,

Greetings from Kilkaari house, The Play School team, Hope you find this document in the best of your health. Thank you for your interest in Kilkaari house, The Play School.

We are pleased to share our detailed franchise proposal for Kilkaari house, The Play School for your valuable review.

WHY KILKAARI HOUSE, THE PLAY SCHOOL?

INTRODUCTION

Kilkaari house, The Play School finds its root in the aegis of **TRBL Education Enterprises** and under valuable guidance of Hon'ble Chairman Sh. Ghanshyam Agarwal. This group is associated with Hospitality and many other reputed businesses. After reaching the excellence in multiple sectors, The TRBL Education Enterprises has devised a strategy for providing an opportunity to every children of the society to get the quality education & begin an innovative step in the world of dreams by launching this venture.

Pre-School education is a growing business with the market Size of around 13,000 crores (INR) (**Report by Crisil Published in an Article in Business Standard on May 18, 2013**) with growing rate 15-20% every year (**Tentative growth of rate depending upon the growth rate of Indian Economy**). We can understand the significance of first 5 years as the major brain development occurs by the age of 5. Parents want their children to have polished vital skills and to learn multiple disciplines. The growth in the Pre School Business is depends upon the franchisee operations and facilities offered by the Companies.

"Kilkaari house, The Play School" serve children with the stress free and fun –filled learning environment. "Kilkaari house, The Play School" is focused on meeting the expectations of Parents from their child. Overall development of child including skill development such as cognitive Development, Self Control, Critical thinking, Focus etc. are important emphasized area. The organized segment accounts for 17% of the market. It is believed that Preschools are primarily urban trend but as Proliferation of Digital world, Sub urban and rural areas are all set to join sector thereby generating a golden opportunity for new private players to intervene and get their own share of market.

Total Market Size



- Education market in India currently stands at a year-on-year (YoY) growth of 15 per cent.

Pre School Market



Pre-school business in India is expected to touch Rs 13,300 crore by 2015-16, out of which branded pre-schools are expected to contribute about Rs 4,500 crore .

Source : Report by Crisil

WHAT WE OFFER

- 100% Bank Loan Support
- Marketing and Admission Support
- On-site development and design support
- Teacher Training Support
- World class infrastructure development support
- Operational & development Support
- Program Material
- Advertising and Promotional Guidelines

INVEST IN RECESSION FREE SECTOR

Pre-school education industry is one of the most recession free industries one can possibly invest in. As we know that the classification of the stream of study only exists after secondary education which means that the overall number of students in pre-school segment is increasing as time passes by. Now this makes an opportunity for you to deliver the best and the qualitative pre-school education to the community around you by taking this visionary decision of association with Kilkaari house, The Play School. As per the Market Research conducted by Netscribes INC.(2009), Indian Pre-school sector was highly under penetrated market with just **1%** of preschool going aged kids were enrolled till 2009 with total market size of 2,000 crores(INR). Now as per the **Report by Crisil Published in an Article in**



Business Standard on May 18, 2013. By 2015-16, Indian pre-school business will grow up to the market size of approximately 13,000 Crores (INR) which may analytically indicates that **currently only 7% of preschool going aged kids are enrolled.** This provides you a golden opportunity to join hands with Kilkaari house, The Play School to create benchmarks in pre-school education sector and claim your own share of market.

INVESTMENT DETAILS:

- Invest only **99,000/- (INR)** franchise fee for **05 years.**
- School development according to your choice and Budget
- Admission Support and guideline for first 50 admissions
- Complete site development within the span of **15 working days**
- Easy installments scheme available
- 100% bank loan support (if required)

ROYALTY:

- **15%** of the gross collections of fee received by the franchisee from the students at the franchisee centre.

LAND REQUIREMENT:

Constructed Area of 1800+ Sq. Ft. .

PROCESS:

- Kindly courier/e-mail us (**info@kilkaarihouse.com**) the complete address of the proposed location in the city/town.
- Photographs and the proposed plan/layout of the building
- We will review the location within 3 days and our team will be at your location within **02 days** and further course of action will be discussed.

*****LOOKING FORWARD TOWARDS A LONG AND FRUITFUL ASSOCIATION*****