



Edify



THE FIRST STEP

Business Proposal

About DRS GROUP

DRS Group is a renowned business house with well diversified interests in areas of transportation, logistics, domestic relocation, warehousing and education with a combined turnover that exceeds 500 Crores. With over three decades in the business, constantly pushing the barriers and setting benchmarks, the group is recipient of numerous awards and accolades for its path-breaking innovations and practices. Our brand name is synonymous with "Trust and Quality Service". The group is chaired by **Mr. Dayanand Agarwal** ably supported by his sons **Mr. AK Agarwal** and **Mr. Sanjay Agarwal**, along with his grandson **Mr. Garv Agarwal**.





About EDIFY KIDS

- Edify kids is a fun playschool that caters to children from 2 years to 6 years providing a safe, learning & nurturing environment.
- We provide a rich, stimulating environment to satisfy the learning needs of children for the development of their social, emotional, physical and academic skills.

Awards



Most Innovative Education Brand by PwC

Best Franchisee by Franchise India

British Council International School Award

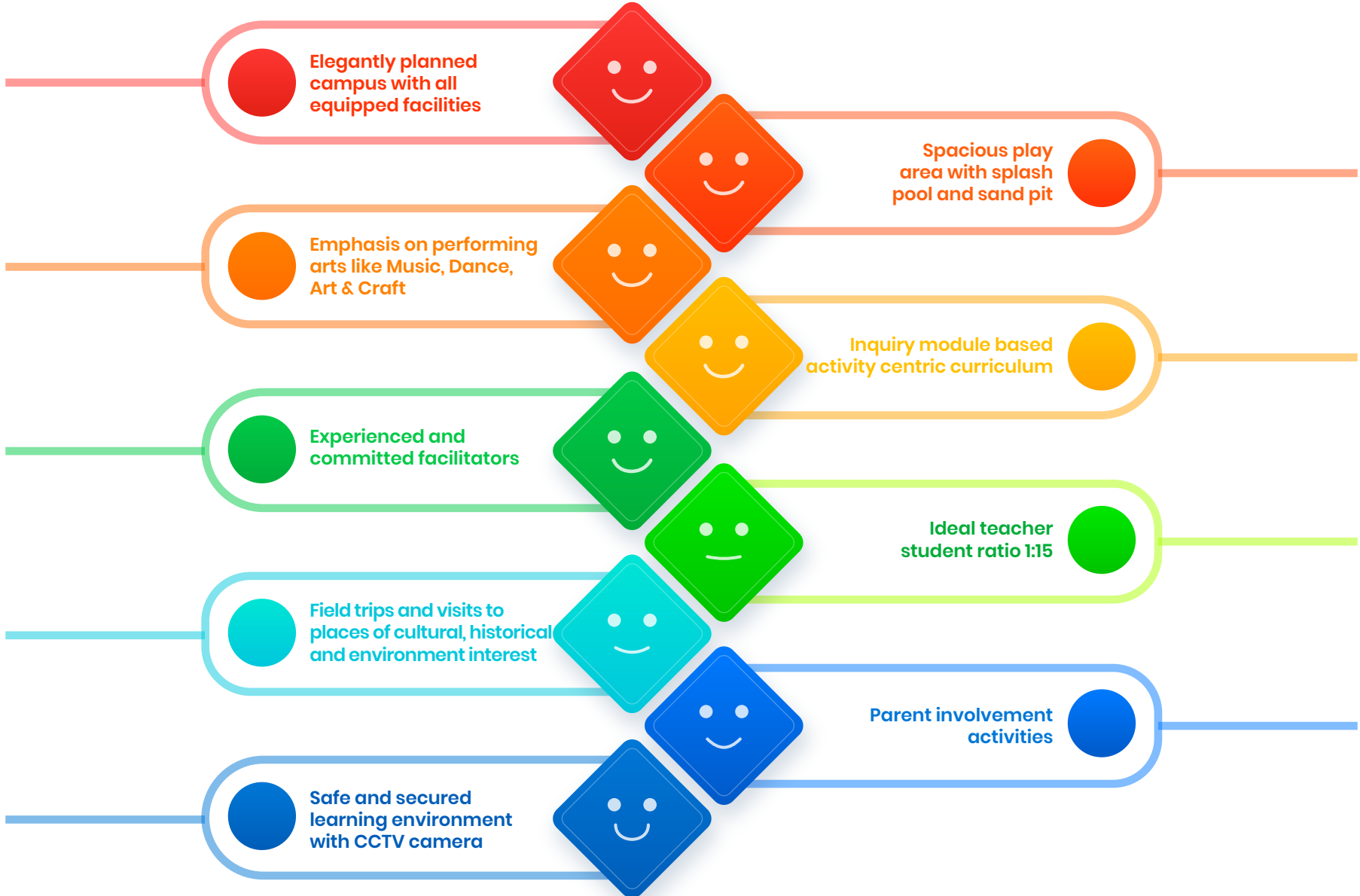
Limca Book of Records Winner

World Record for most Innovative Curriculum by London League

Great Place to Study Certified by Forbes



Features



Requirement 2500+ sft

Classroom 6 x 300 sft

Wonder Room 500 sft

Admin Room 200 sft

Pantry 150 sft

Note:

- ◆ Wonder room includes Art & Craft Corner
- ◆ Classroom includes Library Corner



Process To Establish Edify Kids



Expenditure



Total Capital Expenditure
Consolidated Kit – 1,25,000
Furniture – 2,75,000 (Approx)
Play Equipment – 1,50,000 (Approx)
Franchisee Fee – 2,50,000
Renovation - 3,00,000
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Total Capital – 11,00,000
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Playgroup

Student Kit Fee – 3,599

Average Tuition Fee – 42,000

IK-1

Student Kit Fee – 4,799

Average Tuition Fee – 45,000

IK-2

Student Kit Fee – 5,599

Average Tuition Fee – 48,000

IK-3

Student Kit Fee – 5,699

Average Tuition Fee – 54,000

Note: All prices are exclusive of taxes | Franchisee fee is exclusive of taxes



**Start Strong,
Finish Stronger!**

Operational Expenditure

Rent	40,000
Salary (Teacher, Housekeeping & Security)	1,00,000
Misc	15,000
Marketing	10,000
Monthly Expenses	1,65,000

Revenue Projections

Prospectus & Registration fee	500
Admission Fee	3000
Student Kit	4,924
Tuition Fee / Annum	47,250
Total Revenue / Annum	55,800
Net revenue per child (Total-Student kit)	50,750

P & I Projections

Annual expenditure (monthly expenses x12)	19,80,000
Revenue per child	50,750
Break even (annual exp ÷ Revenue per child)	39 (students)
ROI · Capital Expenditure + Annual Exp	30,80,000
· (Cap Exp + AE) ÷ Revenue	61 (students)
ROI Achieved with	61 Students

Edify v/s Others

	Edify	Others
Proven business model	✓	✓
Project support	✓	✓
Play based learning	✓	✓
Set up support	✓	✓
An investment less than 10 Lacs	✓	✗
Monthly Academic Training	✓	✗
Proven Curriculum (3C)	✓	✗
Marketing & Admission Support	✓	✗
Turnkey Assistance	✓	✗

Academics & Trainings

FRANCHISOR

- The Macro and micro academic plans, Worksheets, Formats, Assessments, Assignments etc (Knowledge bank access)
- Teacher induction program at school premises
- One quality audit annually at any MF and SF
- Online Training twice a month
- Annual cluster training at Hyderabad

FRANCHISEE

- From Planning to Execution of the Academic as well as Event plan
- Print and Organize the required resources for the planners
- Ensure complete attendance in every training
- Documenting the progress

Scope of Work

Strategic Planning

- **FRANCHISOR**

- › Specify the vision and mission for the pre-school
- › OS, KRA, MIS and reporting structure of all designation is defined
- › Strategic business plan is provided based on market segment

- **FRANCHISEE**

- › Schools execute the vision and mission
- › Implement philosophy based on strategic plan
- › Recruit and induct the members as per the organizational structure and monitor performance

Infra

- **FRANCHISOR**

- › Corporate office issues design manual to set up the school
- › Classroom & Wonder room furniture, Play equipment & Musical instruments will be provided

- **FRANCHISEE**

- › Built up area, construction and interior design as per the guidelines
- › Procure & set-up the furniture and fixtures

Scope of Work

Communication

• FRANCHISOR

- › Unique parent communication programs like home PTM and coffee morning
- › Centre Email ID for official use and creation of whats App group
- › Individual preschool page on official website

• FRANCHISEE

- › Maintain positive, professional and regular communication with the parent and stakeholder
- › SF shares report and information of the program conducted with Franchisor create update and maintain social media pages

Marketing & Student Enrolment

• FRANCHISOR

- › Design of communication material for marketing based on the communication of Franchisee
- › National Brand Marketing
- › To device the marketing and admission strategy with various options to suit the local needs of the Pre-School
- › Admission Kit
- › Training to the admission counsellor
- › Team will help in planning out events for the school launch

• FRANCHISEE

- › Execute the marketing strategy
- › Local Brand Marketing
- › Arrange press meets on the launch day
- › Plan, Schedule and Budget
- › Achieve the targets
- › Work towards the VISION





THANK YOU



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