



# PRE-SCHOOL FRANCHISE BUSINESS OPPORTUNITY



# About



- Founded in 2005 with the MISSION TO NURTURING INNOCENT MINDS.
- ISO 9001:2015 Certified Organization
- HOME AWAY FROM HOME Environment

## What we are

ICON Nurturing  
Innocence is a true  
Play School which is  
visibly different  
from typical play  
schools

## Who

### **we are**

ICON Nurturing  
Innocence is running  
with the clear vision  
from 18 Years and has  
created a sharp niche  
in the industry/  
community

# MISSION

## Transformation of the Child

- ▶ To help children to discover their talent and skills to grow physically and intellectually.
- ▶ Provide them safe & joyfull learning environment.

## Transformation of the Society

Children are imparted with education for life. Our mission is to allow children to become independent, inquisitive and caring member of the society.

# VISION

- ▶ Nurture Innocent minds.
- ▶ Instil values in tiny tots.
- ▶ To make preschool education meaningful.
- ▶ To make parents/ Society/ community to understand & accept the value of preschool education.

# Ultimate Goal

Ultimate Objective is to make pre-school education as part of Indian education system.

# OUR STRENGTH

## ACADEMICS

Icon Nurturing Innocence is a 18 years old playschool and having a strong and experienced academic team having a vast exposure inn play School education.

## AUDIT

ICON Nurturing Innocence have a very experienced audit team, who audits all facets of play school time to time.

## COORDINATION

Our dedicated and devoted coordination team always supports their associates/ partners in day-to-day operations to enable smooth & successful running of all the branches.

- Clear vision
- Thorough knowledge of subject
- Transparent
- Honest
- Dedicated/ Hardworking Team
- Strong testimonials of associates and parents

## OUR MANAGEMENT

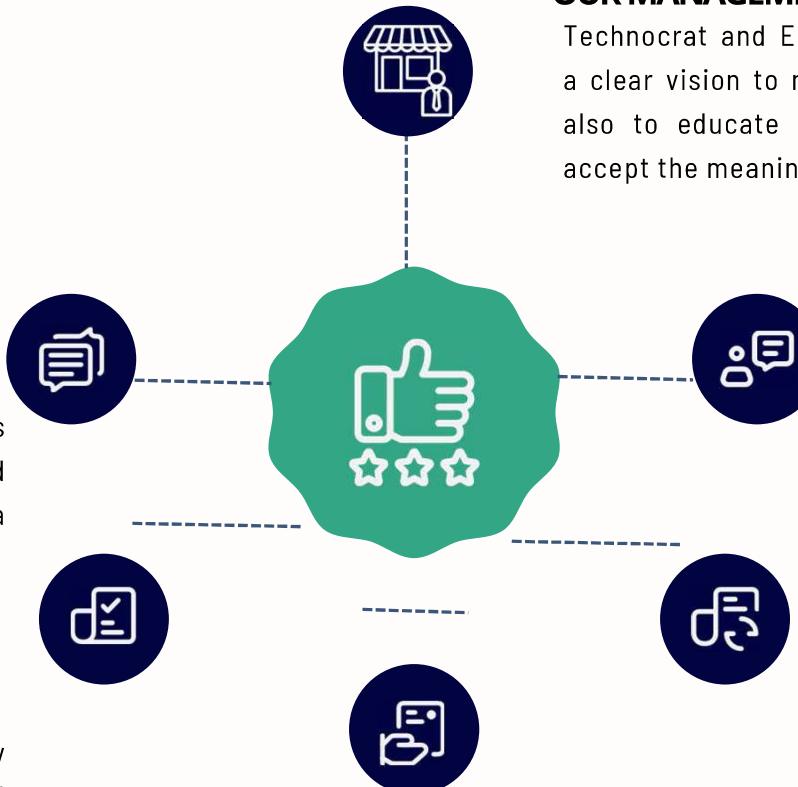
Technocrat and Educationist Management with a clear vision to nurture the innocent minds & also to educate community to understand & accept the meaning of pre School Education

## SUPPORT TEAM

Support team is very strengthened humanly & technically. Team is further strengthened by existing ERP system & another wonderful tool to support branches and also to monitor the progress of the branches.

## RESEARCH

ICON Nurturing innocence is a research based organization. We have done a reach research before starting our franchise model.



## WHY WE ARE BETTER



Home Away  
From Home



Energetic &  
Enthusiastic Team  
[Happy Environment]



CCTV Surveillance



Worlds Best  
Pedagogies



World Class Child  
Friendly Infrastructure



BAR code scanning  
Attendance of team & Little Iconites



Global Alliances



Life Skills Training  
Director | Branch Head | Teachers | Didi's



Qualified & trained  
teachers



Child transport tracking  
for safety purpose



NEP Enabled  
Curriculum based on  
'NCF'



Parenting Workshops  
& Trainings

# WHY



## Proven Business Model

All Branches are running successfully



## Performance

All the old branches are running pack to capacity



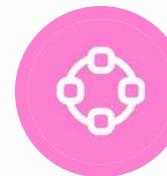
## Support & Services

Have Strong Team for the support system



## Trust & Commitment

Existing Franchisees are adding more branches  
Existing parents are taking franchisee



## Trainings

Frequent training & Workshops for Teachers, branch heads, parents, guards & Nanny



## Involvement

We are directly monitor the enquiry & Admissions through ERP and a specially designed tool.



# Award and Recognition

**20 NEW RULES OF MONEY** **BECCOS MAKES A BEELINE TO INDIA** **21<sup>st</sup> YEAR OF SUCCESS IN INDIA**

# THE Franchising WORLD

## The Game Changers

FOUR ENTREPRENEURS WHO ARE REINVENTING CONSUMER BUSINESSES WITH THEIR FRANCHISING MOVES

**OVER STORY** | IICON NURTURING INNOCENCE

### Supporting the Franchisees

In this interview, Sunil Kumar, the founder of IICON Nurturing Innocence, replies to questions about how a franchisee stands to benefit from partnering with the company

**What will the franchise territory be and how will it be protected?**  
We take our relationship with our business partners very seriously and give them proper space to do the business. The territory initially covers 2-3 km of street/ distance from one branch to the other. It also depends on the density of the locality.

**What are the margins in this business?**  
In the initial stages, the margins are almost static in mind of the costs after break-even is achieved. The margin may go up to 50-60% which usually grows at a certain point year-on-year.

**What support do you offer beyond the initial training?**  
First of all, there is an induction on the training module. Moreover, any franchisee needs training on some particular topic or subject or he/she will get it after consulting with the concerned team. We monitor the sales and progress of the branch on a daily basis through ERP and also through our in-house designed mechanism. We interact with the franchisee and help him/her to overcome any situation as soon as possible. We have a much improved setup for franchise operations and the person responsible for that is the franchise manager on a regular basis. In the worst case scenario where the franchisee is not progressing in terms of number of admissions, etc., we take over the franchise and manage it on behalf of the franchisee and hand it back once it reaches normality.

# Award and Recognition

**The best institutions are helping children to develop their talents and skills to the greatest potential and the education at the same time is designed to grow the child with a right mind for learning and development.**

Keeping the innocence intact at a rural area is a difficult task. When the parents are overprotective and want the best for their children, the parents are growth to be the highest level. Parents look for the best, when the children grow up with the best, the child will value the manner that is natural and come out leading global citizens. The education has become an integral part of the healthy growth for the kids to come out as the better version of themselves.

With the aim to create vibrant and committed surroundings where learning becomes a joyful and safe space, the school has created a "Home Away From Home" for small children. ICON has worked hard to achieve the best learning environments for them. This is the creation of a space in which the children are free to grow, develop and discover their full potential as an environment that is caring and equipped with facilities of the centre.

**Leading the Trail**  
It is immensely important for us to keep up with the latest trends and mode of education, and the importance of personal increase in the children as they deal with the leading trends. Creating a big

At ICON, the principle is to explore every aspect of childhood and providing them with a safe and secure environment. This includes making the spaces the most friendly and safe for the children being concerned of the professional staff's respect to the quality of education and the safety of the policies and procedures to which the brand should adhere. Maintaining the quality of the built infrastructure is important and that it involves parents by openly communicating with them about the development of the child on an everyday basis.

**Current Franchise Scenario in India**  
According to Trichid Research report, it is already proven that child care and early education sector has grown at a CAGR of around 23% during 2017-2020. Franchise is a rising power in the education sector. The demand for early childhood education and care, coupled with the growth of the working population are expected to contribute to the growing demand for preschool education in the coming years. As an outcome of rapid urbanization and penetration of many international preschools in India, there is a need to consequently enrol in the emergence of innovative and advanced techniques as well as quality education in the preschools across the country.

**Leading the Trail**  
The curriculum is based on the NCF (National Curriculum Framework) which is the latest curriculum in India. To make the best use of learning, ICON explores 15 different pedagogies of learning which includes Reggio Emilia, Montessori, 21st

education in the education, values and culture, ICON has followed the vision of creating a better world to make the world a better place. The mission of the institution has always been adding value to nurture those in a safe and secure environment for a global citizenship. ICON creates a vibrant and committed environment where the children can learn in a joyful environment.

**Empowering the Students and Innovative Methods**  
At ICON, the management understands the need of the child and the scientific process of learning at the most important stage of the student's lives. ICON has adopted the basic of Montessori method in the basic development of the child in order to make the learning process more effective. ICON has adopted the basic of Montessori method in the basic development of the child in order to make the learning process more effective. The curriculum is designed in a way that the holistic development of the child is kept in mind. The curriculum is designed in a way that 90% of brain development of a child happens in the first 5 years. In order to make the maximum development of a child, ICON integrated the basic of the Montessori method with its various approaches and pedagogies to Early Childhood Education.

**Advancement in Learning and the Importance of Equipment**  
The curriculum aims to develop the whole childhood knowledge primarily focusing on the child's physical, intellectual, emotional and social development. The use of various equipment and resources is innovative, the thematic and skill based. It is the combination of simple and concepts that provides hands-on exploratory attempts which make learning fun and enjoyable.

**Orientation to Hygiene Education**  
ICON Nursing Institute Preschool gives prime attention to health and safety of the child and thus it provides loving,





**Words of Trust**  
"I joined the franchise with ICON Nursing Institute Preschool in 2013 and it has been a fabulous experience to work with the nursing school. They have a great passion for education and have successfully implemented the high standard of learning and design child-friendly infrastructure for the working parents. They have three branches in Mumbai and one in Delhi. They have now opened their 4th branch in Gurgaon. Their standard education programme is unique and they have a completely new curriculum which gives an even better learning environment. Their support system and working method are unbeatable. Very sincerely they support from scratch and give a lot of directions."

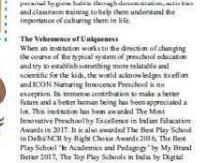
**Mrs. Radhi Gajpal**  
Franchise Partner, Vashi, Gurgaon

"It was very difficult for me to choose among many brands available in INDIA. I spoke to many franchisees about their experience and finally I found that my search ended here at ICON. I still remember the visit I had during my high school days along with Zara. We heard during my high school days that "We are world leaders" and it is very true. We joined the family of ICON in December 2013 and now we have 2 branches in Mumbai and one in Gurgaon. Within 4.5 months I started my 3rd branch of ICON in May 2018 and now planning to launch 3rd in November 2018. The support system of the brand is excellent. The professional preschool group. Their core team is very supportive and provides training from time to time to franchisees. They are very diligent and provide the support we get from them on every little thing."

**Mr. Avantika**  
Franchise Partner, Gurgaon

**Towards a Promising Future**  
ICON has been working to Secure the lion of the advanced preschool of India. But it is looking towards the futuristic plans too. As one of the main focus of the brand is to expand its network and plans to open 100+ branches by the end of the year 2020. The brand is also planning to go for the K12 segment and very soon it will be entering into franchising the formal school "ICON World School".








# Award and Recognition



# Glimpse of Our Branches



# Glimpse of Our Branches



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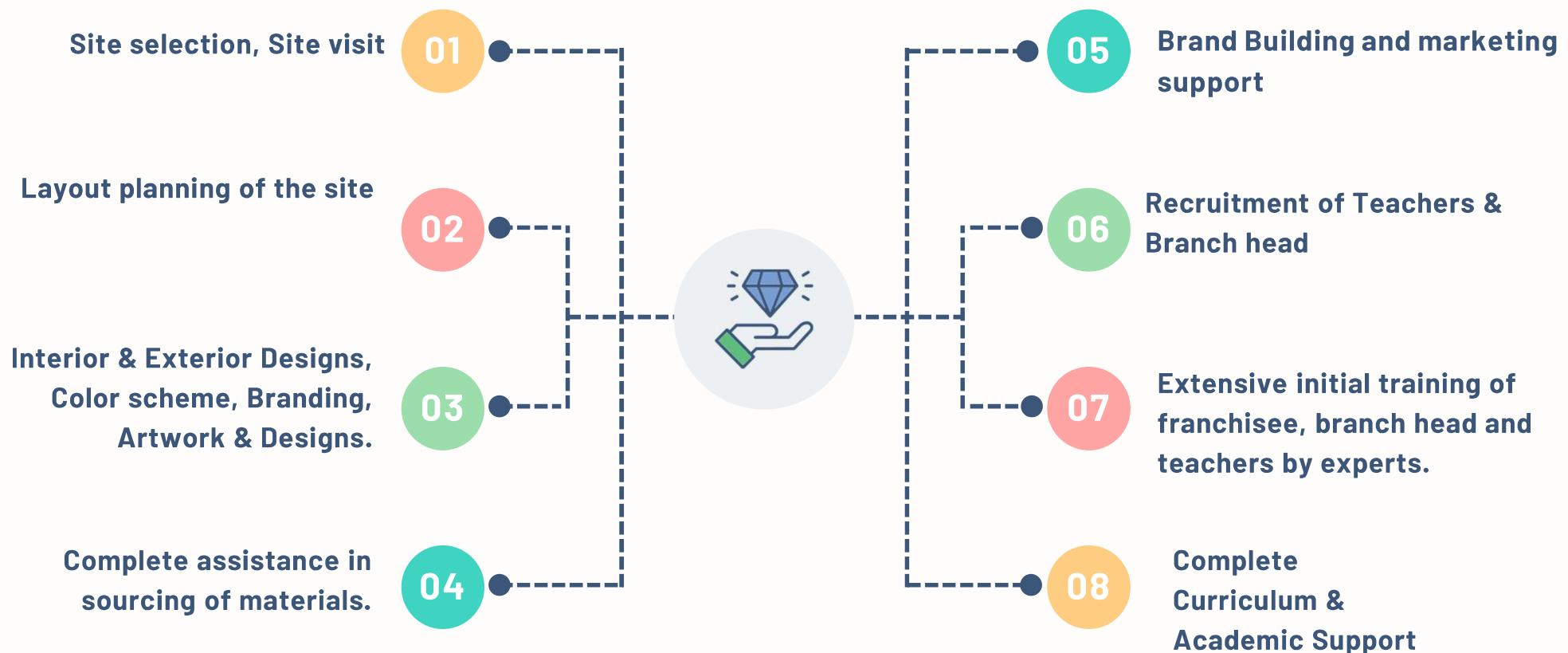
# Glimpse of Our Branches



# Glimpse of Our Branches



## 360 Degree | 360 Days **SUPPORT**



## Enquiry

## MOU/ Agreement

## Final Execution





# THANK YOU

[www.iconschools.in](http://www.iconschools.in)