



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.

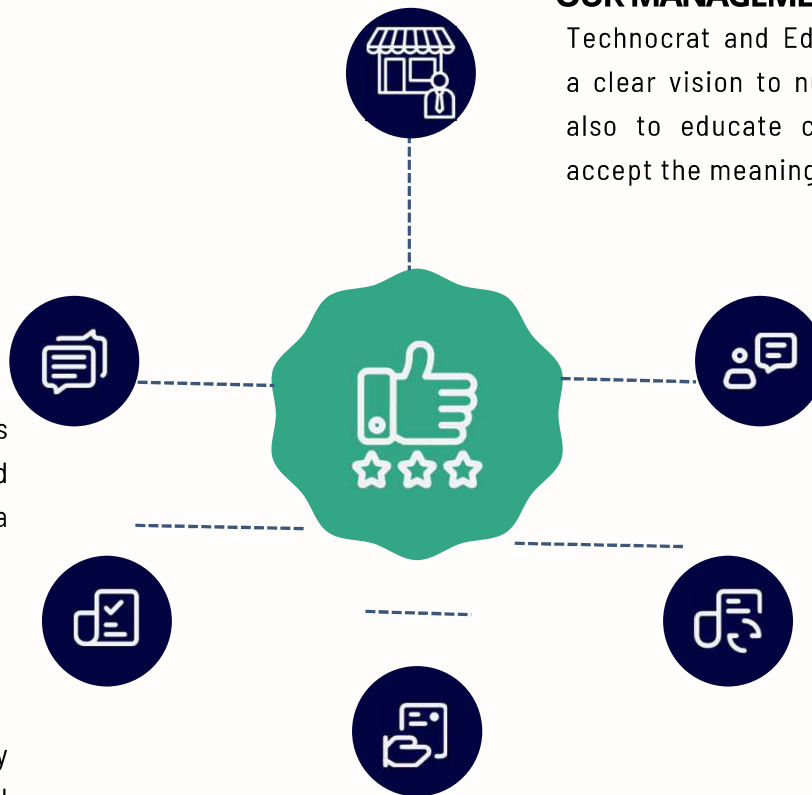
OUR STRENGTH

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.



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.

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

WHY WE ARE BETTER



Home Away
From Home



World Class Child
Friendly Infrastructure



Qualified & trained
teachers



Energetic &
Enthusiastic Team
[Happy Environment]



BAR code scanning
Attendance of team & Little Iconites



Child transport tracking
for safety purpose



CCTV Survilance



Global Alliances



NEP Enabled
Curriculum based on
'NCF'



Worlds Best
Pedagogies



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



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



OVER STORY | ICON NURTURING INNOCENCE

INTERVIEW

Supporting the Franchisees

In this interview, Sunil Kumar, the founder of ICON 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 value our relationship with our franchise partners and so we give them proper space to do the business. The territory normally varies 2-3 km of driving distance from one branch to another. It also depends on the density of the locality.

What are the margins in this business?

In the preschool business the expenses are almost static in most of the cases after break-even is achieved. The margins may go up to 30-40% which usually grows at a certain extent year-on-year.

What support do you offer beyond the initial training?

First of all, there is no limitation on the training support. Whenever any franchisee needs training on some particular topic, or subject he or she will get it after consultation with the coordinator. We monitor the performance and progress of the branch as a daily basis through ERP and also through our in-house designed mechanism. We interact with the franchisee immediately and support them until the situation is back to normal or realistic. We have a much improved setup for franchisee operations and the person responsible for that particular branch submits reports on a regular basis. In the event of any scenario where the franchisee is not progressing in terms of number of admissions, etc., we take over the operations with the mutual consent of the franchisee and lend a hand once it reaches normality.

FRANCHISE FACTS

Investment: Rs 7-15 lakhs

Area required: 1,500-2,000 sq. feet

Staffing on investment: 60-80%

Operational break-even: 3-6 months

In fact, there is a huge demand of supply gap when it comes to quality preschool. As such, the industry offers a big opportunity to invest. "We see a big scope for ourselves. At ICON Nurturing Innocence, we have added 30+ branches in our very first year of active operations. We plan to reach 150+ branches by year 2020," Kumar reveals. Preschool franchise is a win-win situation for both. "The most franchisee of means the replication of a successful model wherein franchisee doesn't need to invest time and money on search and development, technical know-how, curriculum & system development, etc. At ICON, we provide complete support to our franchisee through a 360-degree, 5-days support system," elaborates Kumar.

AND USPS

A major strength of ICON include a unique curriculum, years' experience in preschool, education partners, in-vest experience and a team of young entrepreneurs. King about the competition in the industry, Kumar says, "We have signed more than 20 franchisees in a span of less than one year and have our own standards which have put ahead of any other player in the market." Currently, ICON is focusing on Delhi and NCR. The preschool is now in place states. Now ICON has started to explore other India as well. "We are in talks with people in almost every part of the country. Right now, our contacts are going on with Bangladesh, Nepal, Ghana & Britain. As mentioned earlier, we have planned to reach 150+ branches by the year 2020 with internationalisation as well," states Kumar. ♦♦

Award and Recognition

The traditional view of helping children to discover their values and skills to grow physically and mentally, and at the same time, it is determined to provide them with a safe and joyful learning environment.

Keeping the innocence intact is a real challenge today. When it comes to the little kids, the parents are over-protective and want the best for them. They look for the best, which is comes to preschool learning, to build the value to nurture them in a natural way and come out as global citizens. That the modern preschool education has become an integral part of the healthy growth for the kids to come out as the better version of humanity.

With the aim to create vibrant and connected surroundings where learning becomes a joyful event and with a thought and dream of creating a "Home Away From Home" for small kids, ICN Nurturing Innocence Preschool has worked hard to achieve the best learning environment for them. This preschool is created keeping in mind that the children are free to grow, develop and discover their full potential in an environment that is safe and secure while building up their interest.



At ICN, the principle is to explore every aspect of children and providing them with a better education. This understanding incorporates the use of friendly infrastructure. From being concerned of the professional staff to employ to the quality of food to be served and the problem and procedures to which the brand should adhere. Most importantly, the school finds such infrastructure is important and thus it delivers parents by openly communicating with them about the development of the child as an everyday basis.

Current Preschool Norms in India India is improving in a lot of sectors and preschool education is one of them. According to Twinkl Research report, it is already proven that child care market in India is expected to grow at a CAGR of around 23% during 2017 - 2023. Hence the growing parent concern and awareness about early childhood education and care, coupled with increasing number of nuclear families and working women population are expected to create huge and growing demand for preschool and child care centers in the country over the course of next five years.

Moreover, rapid urbanization has led to an increase in school consciousness and penetration of many international preschools in the country. This has consequently resulted in the emergence of innovative and advanced infrastructure as well as quality education in the preschool across the country.

Leading by the Example It is immensely important for any institution to acknowledge the curriculum and mode of education, and the importance of preschool increases in this manner as they deal with the budding minds. Observing a big



Charming High-impact, through which we ensure the maximum growth in a child.

The team of ICN is helping to develop the psychomotor skills through 'learning by doing' process. The emphasis is on the physical, mental and emotional growth of the child to make them self-reliant. The teachers help the kids to make an interest in the unique building mode which makes them eager to pursue excellence in all spheres.

Advancement in Learning and the Importance of Equipment The curriculum aims to develop the whole child's knowledge primarily focusing on children's physical, intellectual, emotional and social development. The unique feature of the curriculum is that it is innovative, dynamic and skill-based. It is the combination of integrated concepts that provide holistic developmental strategies while making learning fun and enjoyable.

At ICN, every school has been furnished with high-quality indoor facilities along with spacious outdoor play space so that the child can get ample learning opportunities. Indoor Gym, Cooking Studio, Activity Valley, Teaching Equipment, Music Corner, Doll House, Zoo Area etc., are being created as concepts to make the children learn through role play and concepts. It uses modern technology along with natural resources to create two-fold and one-to-one learning environments for kids.

Obsession to Hygiene Education ICN Nurturing Innocence Preschool gives prime attention to health and safety of the child and thus it provides living,



nurturing, family-oriented care and quality education. It is of utmost importance to maintain hygiene among the kids for a healthy and happier life. The importance of health and hygiene has become the major part of the curriculum. The kids are regularly taught about the personal hygiene habits through demonstration, activities and classroom training so that they understand the importance of cultivating them in life.

The Vehemence of Uniqueness When an institution works in the direction of changing the course of the typical system of preschool education and try to establish something more reliable and scientific for the kids, the world acknowledges its effort and ICN Nurturing Innocence Preschool is no exception. Its immense contribution to make a better future and a better human being has been appreciated a lot. This institution has been awarded The Most Innovative Preschool by Excellence in Indian Education Awards in 2017. It is also awarded The Best Play School in Delhi/NCR by Right Choice Awards 2016. The Best Play School in Academics and Pedagogy by My Brand Survey 2017. The Top Play Schools in India by Digital Learning Magazine in 2018.



Words of Trust "We started our journey with ICN Nurturing Innocence Preschool in 2013 and it has been a fabulous experience to work with this nurturing school. They have implemented the high standard of learning and designed, eco-friendly infrastructure for kids. Their working system is great. Being a part of ICN, we never felt a different touch. Their standard educational programme is universal. They follow a completely new curriculum which gets revised every year with the advancement. Their support system and working method are unbeatable. Very sincerely they support their parent and guide us for betterment."

Mrs. Rashi Gupta

Franchise Partner, Noida, Chhatrabhai

"It was very difficult for me to choose among many brands available in Noida. I spoke to many franchisees during my research to find the right partner and finally my second child born at ICN. I still remember the voice I heard during my first telephone discussion with 'Team Management' that 'We will hold your hand' and it is very true. We joined the family of ICN in December 2017 by starting 1st branch in Sector-62 Gurgaon and within 4-5 months I started my 2nd branch of ICN in May 2018 and now planning to launch 3rd in November 2018. We provide ourselves to be a part of such a big professional preschool group. Their care team is very supportive and provides training from time to time to maintain the standards. We are highly obliged for the support we get from their nation on every 'fairy thing'."

Mrs. Anjali

Franchise Partner, Gurgaon

Towards a Promising Future ICN has come a long way to become the face of the advanced preschool of India. But it is flourishing towards its future plans too. As of now the main focus of the brand is on the preschool segment only and it aims to open 1001 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 'ICN World School'.



Award and Recognition



Glimpse of Our Branches



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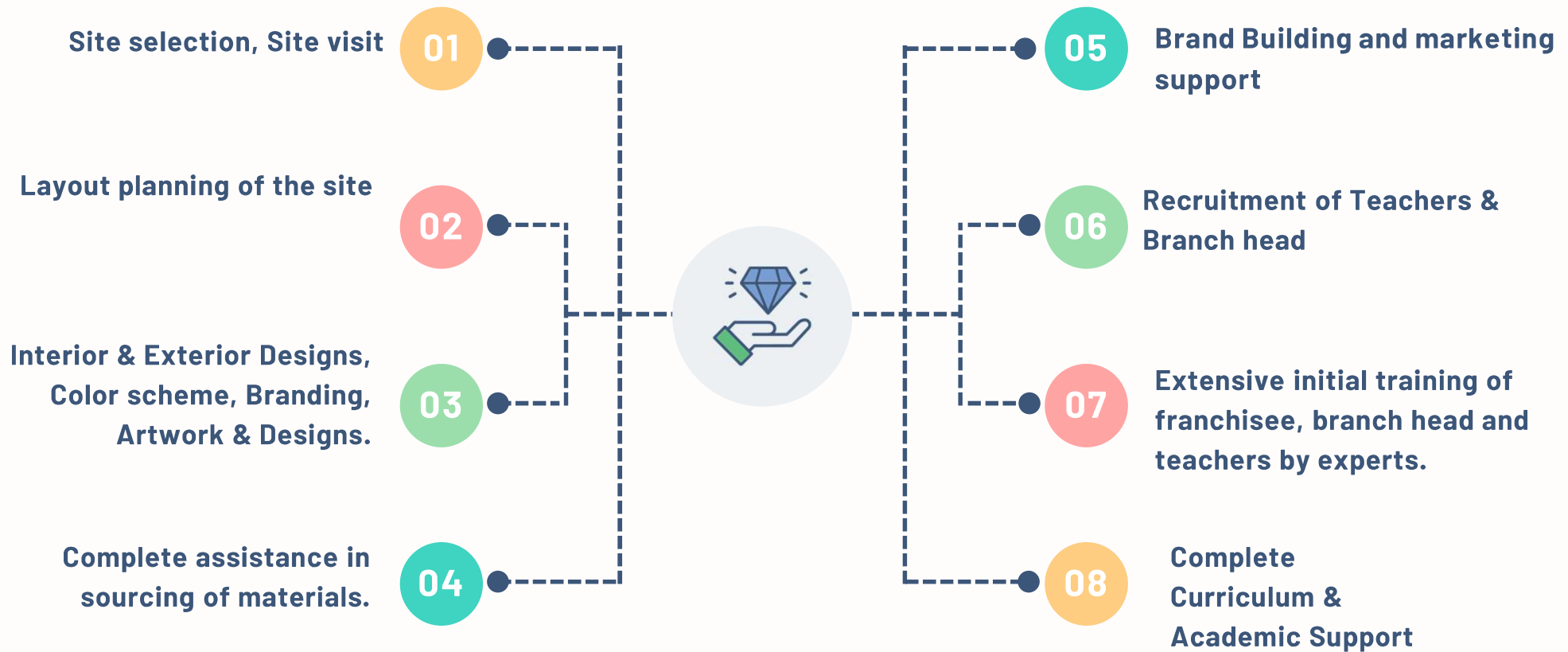
Glimpse of Our Branches



Glimpse of Our Branches



360 Degree | 360 Days **SUPPORT**



Enquiry

MOU/ Agreement

Final Execution





THANK YOU

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