

## PROPOSAL FOR SETTING UP KIDZEE

We truly appreciate your interest in Kidzee and thank you for considering us as a brand of your choice for taking up a preschool franchise. As team Kidzee, we assure you that this decision of associating with us will be something that you would cherish for the rest of your life. Before we get into the Kidzee offerings, let's look at how your decision to take a preschool franchise is an excellent choice compared to other options you may have considered.

### About Kidzee:

- Kidzee is part of Zee Learn LTD with a vision of Improving Human Capital through quality education and development
- With over 2000+ centres in more than 750 cities,
- Most Profitable chain of preschool.
- Kidzee has nurtured more than 1.4 million children throughout India.
- Being a pioneer and a leader in ECCE (Early Childhood Care & Education), Kidzee has set unparalleled standards in the CDE (Child Development & Education) space.
- Kidzee has developed the best-in-class child-centric learning methodology called Péntemind - The Learning Minds.

### Exclusive Offerings for a Kidzee Business Partner:

- Proven and successful **ROI model** that ensures all our Business Partners enjoy the monetary benefits of the franchise.
- **Proprietary content:** Best-in-class child-centric learning methodology called Péntemind which helps our Kidzee franchisees stay ahead of the curve when it comes to providing the best-in-class learning to children
- **Centre Set Up Kit:** Starter kit based on our proprietary methodology that consists of playing equipment, puzzles, books etc.
- **Training:** We will provide 60-80 hours of training to all your teachers which focuses on enabling them with a skill set in delivering the content as per the child's needs.
- **Marketing and Enrolment support:** We work jointly with our partners to increase admissions in the school by providing a comprehensive marketing plan.
- **Operational Support:** We support all aspects of running a preschool i.e. setup guidelines, colour schemes, safety and security measures, recruitment, and e-Kidzee software for paperless work.

### Requirement Summary :

- Area: Minimum 2,000 Sq.ft. in the Ground Floor of a Building.  
Details of infrastructure required – 4 Classroom (Each class room- Carpet area 180 Sq ft. sq ft), 1 Activity Room (Carpet area:250 sq ft.), 2 washrooms ( 1 for boys, 1 for girls & 1 for adults), 1 Kitchen cum pantry, 1 Office & Reception (150+150 sq ft. each), Preferred an Open space as a playing area for children (350+ sq ft.).
- Ability to invest 15-20 lakh
- Passion for Education Sector

### Financials for Kidzee:

- **Franchise fee (NON-REFUNDABLE)**-----3,25,000/- +18% GST
- **Term Period**-----6 years
- **Agreement Renewal Fee**-----50,000/+GST (for 3 years)
- **Startup Kit (Centre Set Up Kit) Approximately** -----6,00,000/-
- **Interiors and Setup cost Approximately** -----2,50,000/-
- **Logistics Cost Approximately** -----30,000/-
- **Marketing and Centre Launch Expenses Approximately** -----1,00,000/-

I hope the above information meets your requirements. Please feel free to contact us for any further clarifications.

With Gratitude,

ZEE LEARN LTD

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KidzeeIndia



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