



*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



Limca Book of  
Records Winner

Best Franchisee by  
Franchisee India

World Record for most  
Innovative Curriculum by  
London League

British Council International  
School Award

Great places to study  
certified by forbes





The infographic is a large, stylized cloud shape with a thick magenta border, set against a bright cyan background. Inside the cloud, there are three vertical panels showing different school environments: a modern classroom on the left, a play area with a red car on the bottom, and a library or art room on the right. The word 'FEATURES' is centered at the top in white. Eight white rounded rectangular boxes are arranged in three columns, each containing a feature. White curved lines are on the left and right sides of the cloud.

## FEATURES

Elegantly planned campus  
with all equipped facilities

Inquiry module based  
activity centric curriculum

Field trips and visits to  
places of cultural, historical  
and environment interest

Spacious play area with  
splash pool and sand pit

Experienced and  
committed facilitators

Parent involvement  
activities

Emphasis on performing  
arts like Music, Dance,  
Art & Craft

Ideal teacher student  
ratio 1:15

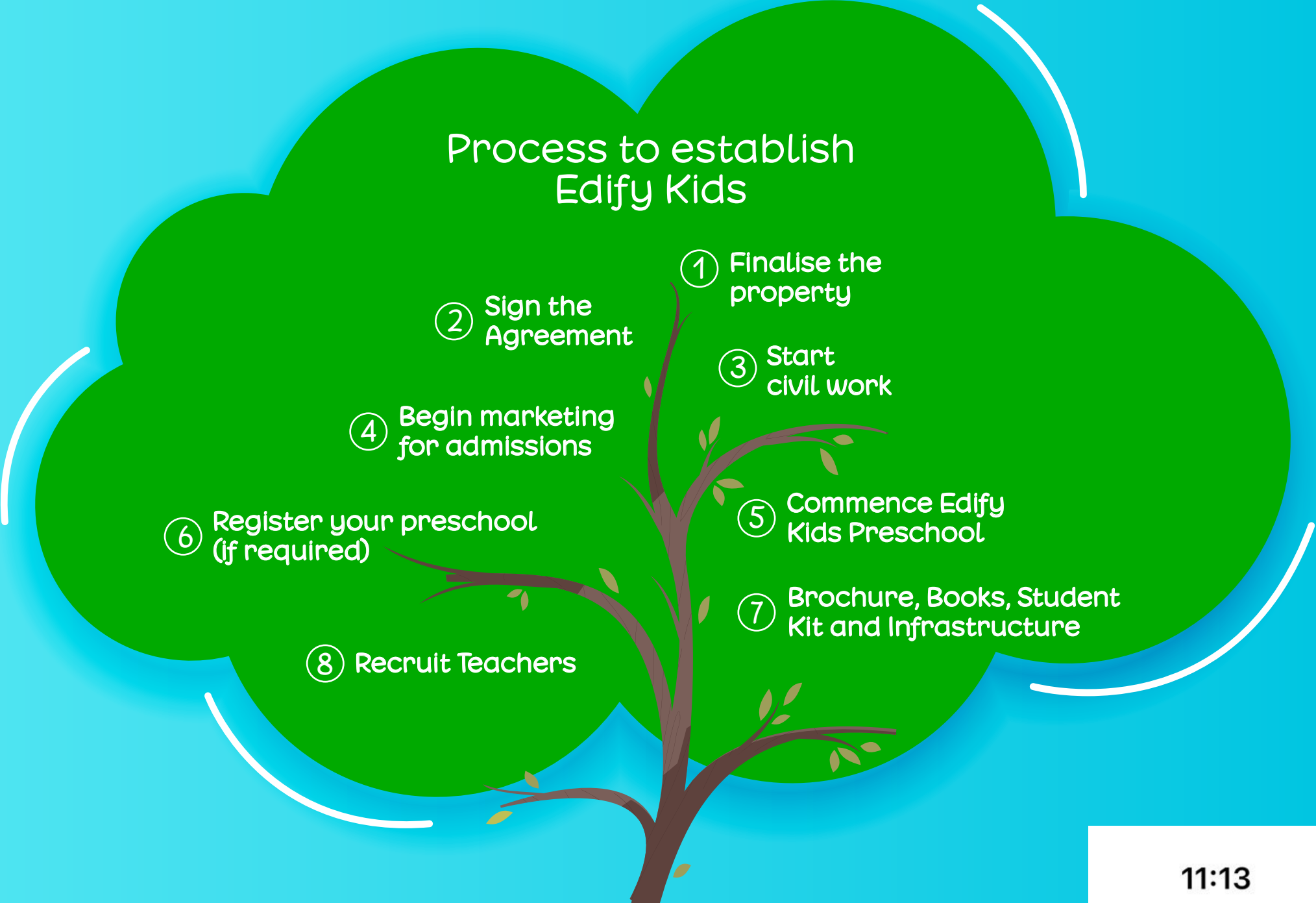
Safe and secured learning  
environment with CCTV  
cameras

Requirement: 2000+ sft



Note: Wonder room includes Art & Craft corner | Classroom includes Library corner

## Process to establish Edify Kids

- 
- ① Finalise the property
  - ② Sign the Agreement
  - ③ Start civil work
  - ④ Begin marketing for admissions
  - ⑤ Commence Edify Kids Preschool
  - ⑥ Register your preschool (if required)
  - ⑦ Brochure, Books, Student Kit and Infrastructure
  - ⑧ Recruit Teachers

# 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
Total capital	8,00,000

Playgroup  
Student Kit  
fee

4,000

Playgroup  
Monthly  
fee

3,500

IK-1  
Student Kit  
fee

4,850

IK-1  
Monthly  
fee

3,750

IK-2  
Student Kit  
fee

5,400

IK-2  
Monthly  
fee

4,000

IK-3  
Student Kit  
fee

5,950

IK-3  
Monthly  
fee

4,500

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



Start Strong,  
Finish Stronger!

#### Operational Expenditure

Rent	40,000
Salary (Teacher, Housekeeping & Security)	75,000
Misc	12,416
Marketing	10,000
Monthly Expenses	1,37,416

#### Revenue Projections

Prospectus & Registration fee	500
Admission Fee	3000
Student Kit	5,050
Tuition Fee / Annum	47,250
Total Revenue / Annum	55,800
Net revenue per child (Total-Student kit)	50,750

#### P & L Projections

Annual expenditure ( monthly expenses x12)	15,38,992
Revenue per child	50,750
Break even (annual exp ÷ Revenue per child)	31 (students)
ROI • Capital Expenditure + Annual Exp	23,38,992
• (Cap Exp + AE) ÷ Revenue	46 (students)
ROI Achieved with	46 Students



## Edify v/s Others

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



## Student Kit

S.No	Particulars	Quantity
1	School Bag	01
2	Uniform	02
3	Content & Work Book Set	01

## Consolidated Kit

S.No	Particulars	Quantity
1	Library Books	60
2	Teaching Aids	91



# Scope of Work

## 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 setup 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**



## In a Nutshell

Tenure  
6 years  
agreement



Area  
2,500 Sft

Monthly Tuition fee  
3,500 - 4,500

Student Kit Fee  
4,000 - 5,950



*Thank You!*

Contact Us:  
**7207722268 / 9100065704**

✉ [mkt.preschool@edify.in](mailto:mkt.preschool@edify.in) / [info@edifykids.com](mailto:info@edifykids.com) /

🌐 [www.edifykids.com](http://www.edifykids.com) / [f](#) [@](#) [in](#) [t](#)

Address:  
Survey No. 523, Opp. Apparel  
Park, Gundla Pochampally,  
Maisammaguda, Doolapally,  
Hyderabad, Telangana -  
500014