

Little Leaders Playschool

Little Leaders Playschool is a project of Umas Educational Trust, a trust that promotes the use of Pre-School learning in education to improve the quality of life of all human beings. As part of our global vision, Little Leaders Playschool is committed to making educational dreams possible for families and Children, as well as enhancing the financial stability and affordability of parents. It is the objective of Little Leaders Playschool to offer children a selection of quality Pre-School educational programs which present them with a wide range of positive and inspiring role models; someone they can relate to, as well as someone to emulate.

Little Leaders Playschool is headquartered in Chennai, India and is one of the leading Pre-School education planning and content developer institution in the country and provides a comprehensive suite of products. Simply put, the school helps parents prepare, plan and visualize the growth of their children thus ensuring a better future to their children. With more than a decade of presence, Little Leaders Playschool's comprehensive approach to the Pre-school education life-cycle has helped the company further penetrate markets through organic growth, acquisitions, and strengthening relationships with Children, parents, and families.

Our Philosophy



- To develop child good health & habits build-up basic skills. Dressing, Toilet habits, eating, washing and cleaning etc.
- To develop desirable social attitudes & manners, encourage healthy group participation.
- To encourage aesthetic appreciation.
- To stimulate intellectual curiosity.
- To encourage independence & creativity by provide opportunities for self-expression.
- To develop, child's ability to express thoughts & feeling, correct & clear speech.

Our Vision & Mission

Little Leaders Playschool's vision is to be the world leader in institutionalizing Pre-school education by providing quality course content and customized training thus ensuring an overall growth of children worldwide. We will earn our reputation through continuous improvement driven by innovation to our content and training and delivering them accurately, quickly, courteously and effectively.

Our Programs & Age Groups

We offer specially designed programs catering to different age groups, ensuring **age-appropriate learning experiences**:



Toddler Program (1.5 - 2.5 years)

- Sensory play and motor skill development
- Introduction to social interaction
- Basic language and communication skills

Pre-Nursery (2.5 - 3.5 years)

- Hands-on learning through **art, music, and storytelling**
- Fine motor skills development through play
- Introduction to numbers, shapes, and colours

Nursery (3.5 - 4.5 years)

- Language and early literacy skills
- Basic numeracy and logical thinking
- Creative expression through dance, drama, and music

Kindergarten (4.5 - 6 years)

- Advanced literacy, numeracy, and problem-solving skills
- School readiness program with structured learning
- Confidence-building activities like **public speaking, group play, and leadership skills**

Why Choose Us

Why Choose Little Leaders Playschool?

- **Child-Centric Learning** – A safe space where children explore at their own pace.
- **Play-Based Curriculum** – A blend of **Montessori, STEM, and activity-based learning**.
- **Experienced & Caring Teachers** – Qualified educators trained in **early childhood development**.
- **Interactive Learning Spaces** – Engaging classrooms, **outdoor play areas, and activity canterers**.
- **Small Class Sizes** – Ensuring **personalized attention** for every child.
- **Social & Emotional Development** – Focus on **values, manners, and teamwork**.
- **Parental Involvement** – Regular parent-teacher meetings, workshops, and updates.

Value Proposition

Products/Services

- High-quality education
- On-going opportunities to hone their skills
- Individual languages and cultures are incorporated into the curriculum

Pain Relievers

- Affordability & a Healthy environment
- Marketing assistance with a demographic study
- Dedicated team for operational support

Gain Creators

- One-on-One Interaction & e-learning programs
- Garnering international accolades for our curriculum
- Holistic development with Montessori ideals

Market: Understanding Indian Market

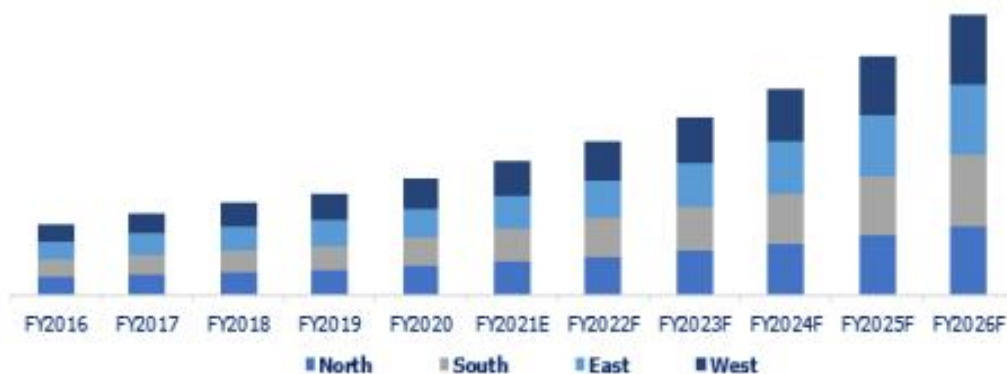
- The preschool market in India is poised to grow by \$957.86 mn during 2022-2026 progressing at a CAGR of 9.57% during the forecast period.
- The demand for pre-schools and childcare centers has increased as parents have become aware of the importance of early childhood care and education. A rise in disposable income has resulted in quality education programs, and the development of advanced and innovative infrastructure for pre-schools.
- we can say that the preschool business is profitable in India and in any country. Education is the second most successful business field to start in India after healthcare



Forecast Market Size of the Indian Pre – School Market

Rising urbanization, increase in female workforce, and increasing penetration of preschools in the country is expected to aid the overall growth of preschools sector. As of 2016, only around 17% of children in the age group of 1.5 –4 years enrolled in preschools in India. However, with a greater thrust on education and increasing awareness about the necessity of quality preschool education, the penetration level is set to rise, which is anticipated to result in the growth of the preschool industry.

India Preschool Market Size, By Region, By Value, FY2016-FY2026F



Competitors Study



In today's competitive preschool market, effective advertising plays a crucial role in attracting parents and establishing a strong brand presence. This competitor study focuses on analysing the commercials and marketing strategies employed by leading preschools.

Sr. No	School Name	Investment	ROI (Return on Investment)	Initial / Token Payment	Royalty Fee	Kit Amount
1	The Poly Kids	10 Lacs	62 To 85 %	25 % Only	0%	7000 Only
2	Euro Kids School	12 - 15 Lacs	50%	12 - 15 Lacs	20%	NA
3	Foot Print School	28 - 40 Lacs	40%	28 - 40 Lacs	Zero for 1st Year	NA
4	Kangaroo Kids	30 Lacs	18 - 25 %	30 Lacs	14%	2880
5	Little Millennium	20 Lacs	30 to 40 %	20 Lacs	15 % on Monthly Sale	NA
6	Kidzee	12 - 15 Lacs	50%	12 - 15 Lacs	18%	NA
7	Petals School	20 to 25 Lacs	30 to 40 %	10 Lacs	21%	NA
8	G D Goenka School	12 Lacs	45%	12 Lacs	10 % and KIT Charges	6500
9	Cambridge Motessory Global	12 Lacs	40 to 50 %	12 Lacs	0%	8000
10	DRS School	12 - 15 Lacs	35%	12 - 15 Lacs	0%	7500

* 1st to 3rd Year (Tentative Figures Approx)

Financial Projection



Franchise Business Plan			
Description	All Figures in Rupees		
	Year 1	Year 2	Year 3
Capital Expenditure			
Franchise Fee (Franchise Certificate with fre Staff & Marketing Training)	3,00,000		
Interiors			
White wash, Wall Painting , wall Posters & Art Work	1,50,000		
Interiors, Furniture	1,25,000		
Electronic Equipments	1,00,000		
Play Materials	1,50,000		
Marketing & Administration Materials	1,75,000		
GST @ 18%	1,80,000		
Sub Total (A)	11,80,000	NIL	NIL
Operating Expenditure			
Building Rent (30,000 per month with 10% Increment every year	3,60,000	3,96,000	4,35,000
Royalty	NIL	NIL	NIL
Salary (Assuming 10% Increment every Year)			
Academic Counsellor - 1 @ 12,000 /month + incentives with 10% Increment every year	1,44,000	1,58,400	1,74,240
Teachers - 3/6/6 @ 9,000 /month with 10% Increment every year	3,24,000	3,56,400	3,92,040
Care Taker - 1 /1/2 @ 6,000 /month with 10% Increment every year	72,000	79,200	87,120
Maid - 1/2/2 @ 6,000 /month with 10% Increment every year	72,000	79,200	87,120
Security Guard - 1@ 6,000 /month with 10% Increment every year	72,000	79,200	87,120
Running cost(Electricity, Phone, Internet, etc.,)	75,000	96,000	1,20,000
Marketing & Advertisement Expences	1,00,000	1,50,000	2,00,000
Miscellaneous expenses	50,000	50,000	50,000
Sub Total (B)	12,69,000	14,44,400	16,32,640
Projected Revenue			
Total Enrolment in Play Group	20	25	30
Total Fee @ 3,600/ student/ month with 10% Increment every year	8,64,000	11,88,000	15,68,160
Total Enrolment in Pre-KG	20	30	40
Total Fee @ 4,000/ student/ month with 10% Increment every year	9,60,000	15,84,000	23,23,200



Total Enrolment in LKG	10	15	20
Total Fee @ 4,500/ student/ month with 10% Increment every year	5,40,000	8,91,000	13,06,800
Total Enrolment in UKG	10	15	20
Total Fee @ 4,999/ student/ month with 10% Increment every year	5,99,880	9,89,640	14,51,280
Total Enrolment in DAY CARE	10	15	20
Total Fee @6,500 (Full Day) / student/ month with 10% Increment every year	7,80,000	12,87,000	18,87,600
Sub Total (C)	37,43,880	59,39,630	85,37,040
Operating Profit (C-B)	24,74,880	44,95,230	69,04,400
NET PROFIT Including ROI (C -(B+A))	12,94,880	44,95,230	69,04,400
Note : 1)The Above Projections are based on a very Conservative estimate of 70/100/135 students, which will denitely be increasing in the actual scenario 2) The Revenue from After School and Extra Curricular Activities has not been Counted in the above Projections. Which is an Optional Activity, which if taken will add to revenue without investing much in Capital Expenditure			



HIGHLIGHTS OF OUR UNIQUE LLPS BUSINESS MODEL

- More than a Decade of Experience in Pre School
- 2 Branches in 1 City (Chennai)
- 18 + National & International Awards in Pre School Category.
- Highly appreciated and awarded Preschool Brand.
- Innovative teaching methodology and advanced curriculum.
- Experienced management and expert advisory board with global partners.
- Pays Annual Cash Bonuses to our Respective Branches.
- Comprehensive setup and operational assistance.
- Provision to open an evening activity center.
- Low investment, High Return.
- Lucrative business model, fastest & highest ROI system.
- Strong proof of concept.
- Franchise Model from Kindergarten to Primary (Class 5th)
- Online / Offline Model with Centralized Live Online Classes support when required.

THE LLPS FRANCHISE IS BEST FOR YOU BECAUSE

- We Creating Edupreneurs.
- Generate consistent revenue.
- Elite Class Training the franchise to run a Successful & Profitable Preschool.
- Noble and Respectable Profession.

LLPS FRANCHISE SPECIFICATION

- Space requirement: Minimum 1600 Sq. Ft. to 2000 Sq. Ft. Preferably on Ground Floor.
- Rented or Owned Property. [Minimum 5 Rooms for Kindergarten & Minimum 10 Rooms for Primary Section].
- Infrastructure and ambiance: As per the LLPS Franchise Model

COMMERCIALS & TERMS

Franchise Cost	: 10 Lakhs + GST for PG to KG (Kindergarten School) and 15 Lakhs + GST for PG to Class 5 (Primary School).
Agreement Period	: 5 years
Royalty	: 10 % Royalty

SCHEDULE OF EVENTS

- Initial meeting and discussions
- Submission of Franchise Application form
- Site approval
- Sign agreement and remit Franchise fees
- Start-up construction/Interior as per HO guidelines
- Recruitment and training of staff
- Preparation for the launching of the school
- Support on day to day basis

OUR SUPPORT SYSTEM

SET UP & OPERATION MANAGEMENT SUPPORT

- Site Selection & Set up Support.
- Marketing Support.
- Inventory & Logistics Management.

HUMAN RESOURCES SUPPORT

- Initial Training Support.
- Employee roles and responsibilities.
- Talent Acquisition Support.

PRE OPENING FRANCHISE SUPPORT

- Comprehensive turn-key assistance from site selection to set up and start operations.
- Layout and design: architectural & Interior support.
- Pre-opening setup assistance.
- Assistance in organizing launch promotions.
- Training & Mentoring.

POST OPENING FRANCHISE SUPPORT

- Training about running the center as per changing trends as well as local adaptation.
- Operational support day-to-day operations, technical & administrative advice.
- Regular advice on Inventory Control and administrative issues.
- Official visits, advice on local promotion programs, etc.
- Structured Marketing Ideas to suit a location.
- PR support: Regular PR coverage at national as well as regional levels, centralized brand-
- Building through all media, print, outdoor, web, retail, electronics, etc.

MARKETING & SALES SUPPORT

- Grand opening blitz to attract media attention.
- Promote franchises through the deals on websites.
- Pay per click regional web advertising.
- Promotions through referrals and incentive systems.
- Flyers and newspaper insert to reach out to the mass local audience.
- Regional paper advertisements.
- The domestic & PAN India branding and marketing roles & responsibilities must be clearly identified between the franchisor and franchises.

Waiting for your favorable initiative as early as possible because we already have huge enquiries from your area.

Thanks & Regards

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