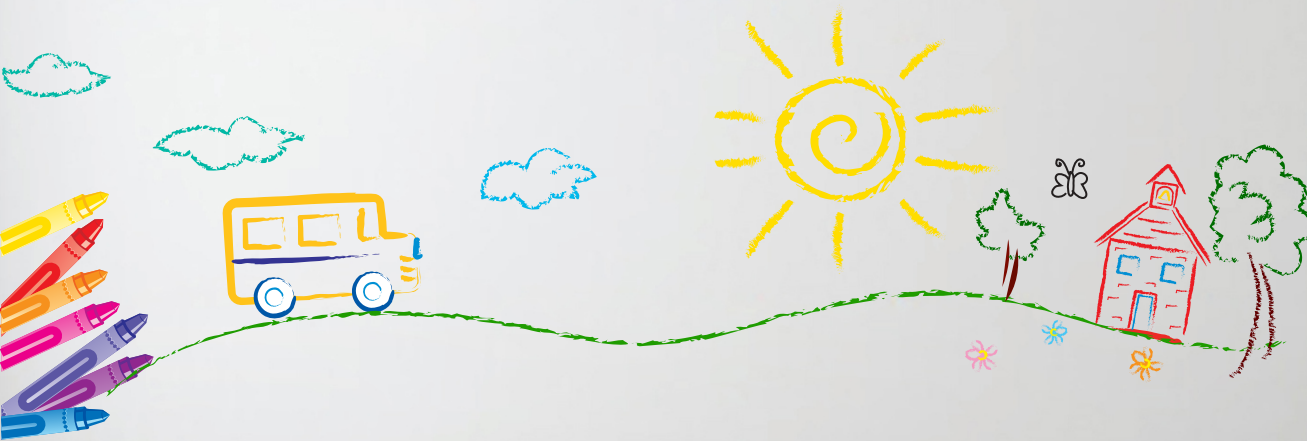
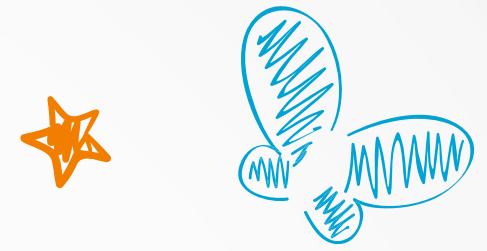
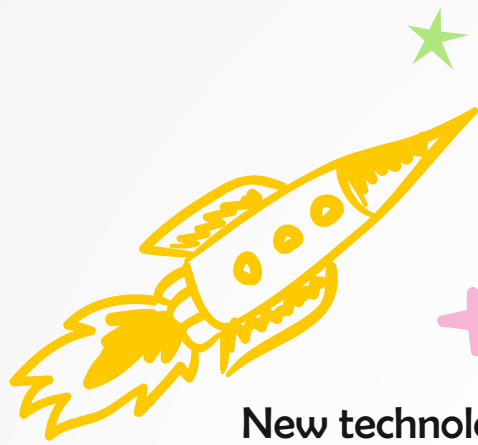


# OPEN THE DOOR TO SUCCESS

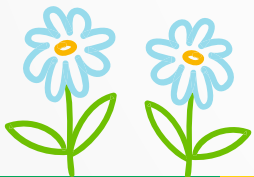
**Join our Franchise Network**



**DPS GLOBAL™**  
**SHAPING KIDS, SHAPING NATION !**  
**DAY CARE & PLAY SCHOOL**



Education is no longer limited to reading and writing.  
New technology and digital discoveries have given a whole new meaning to education.  
It has brought a sea of changes as to how children learn new things and grow.



The most important part of a childhood is its memories. Children will be able to create good memories only when they are not weighed down by the burden of expectations.

DPS Global offers an environment where children feel secure and happy, where their true talents and potentials are recognised and polished. DPS Global is a nurturing haven for children where they will not only learn and grow but at the same time revel in the joy of childhood.



# REVEL IN THE JOY OF CHILDHOOD

**DPS Global** takes huge pride in introducing play schools designed around the development of children. We make earnest efforts in creating a world of happiness not only for the children but also for their parents. The current mentoring system helps in developing academic and sporting skills of a child but when it comes to developing the creativity, thinking capabilities and leadership qualities, many play schools fail to meet these expectations. Thus, DPS Global came into inception to make a positive change in the child's education system from the very beginning.



“Play is not a break from learning. It is endless, delightful, deep, engaging and practical learning. It is a doorway into a child's heart.”

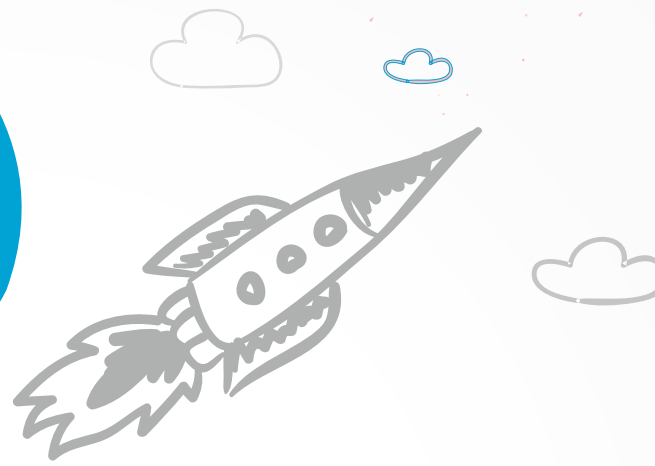
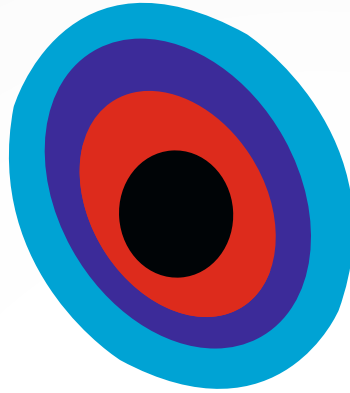


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# VISION & MISSION



## Vision

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- Ensuring our children get the best start in life
- Supporting the complete development of children
- To get maximum involvement from parents

## Mission

---

- To promote holistic development of children
- To prepare children for formal schooling
- Emphasize the need for play-based and joyful learning







## Infant & Day Care Play Group

### Day Care Facilities

Child Care Unit (CCU) (Dr. On Call)

Hygienic Food (No junk food)

Nappy Changing Station with Proper Hygiene

Loving and Caring Nannies

Stories and Rhymes Time

Fun with Colours

### Learning Domain

It is our belief that not only teachers

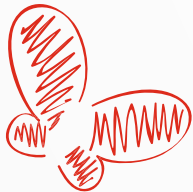
but also parents play an important

role in growth and development of children.

This can be done through open communication,

regular discussions and active participation

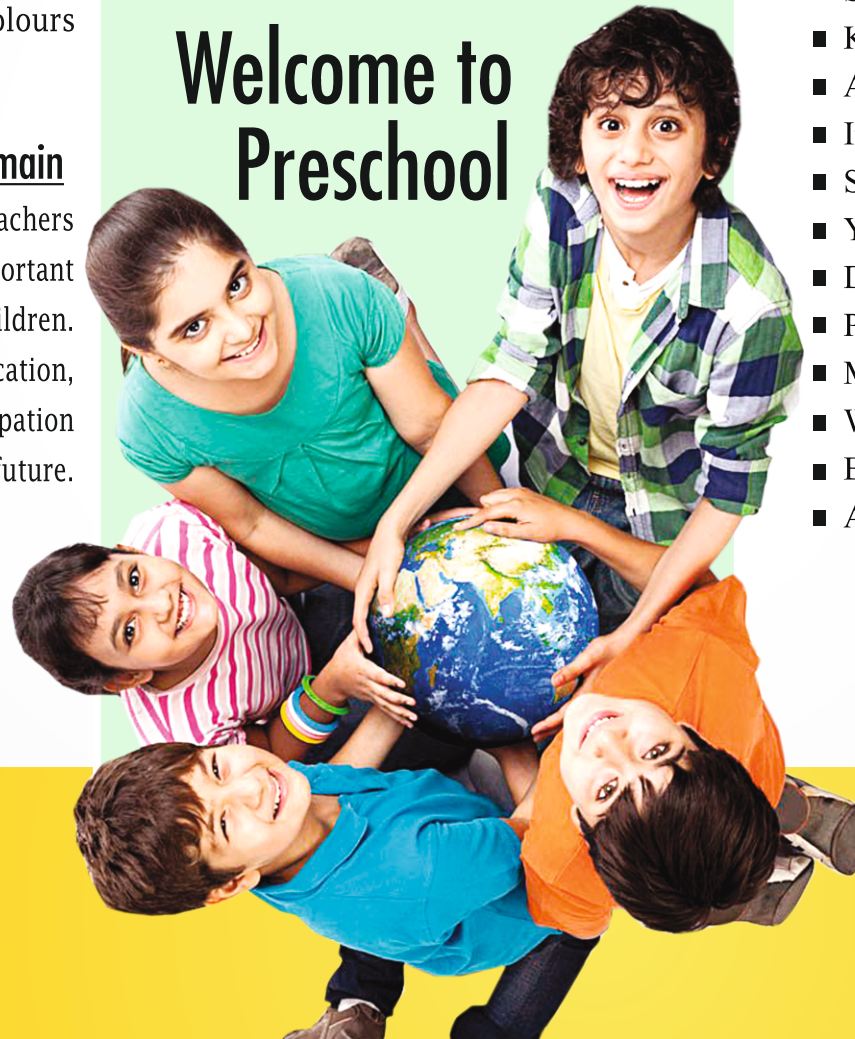
for a strong foundation of child's future.



## Start To Learn Something New For Building a Bright Future For Your Child

A child learns a lot during his childhood. Both teachers and parents play integral role in moulding the character and behaviour of a child. They can do so through frequent discussions, active participation and positive communication.

## Welcome to Preschool

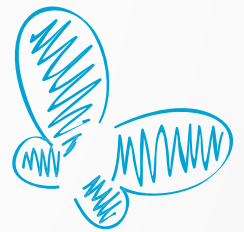


## Pre-School Lower & Upper Kindergarten



### Learning System

- Well-equipped Classrooms
- Favourable Teacher-Student Ratio
- Learning using Digital Pen
- Educational Toys & Puzzles
- Activity-based Curriculum
- Safe & Motherly Care
- Kids Zumba
- Arts & Craft for Kids
- Indoor and Outdoor Sports
- Smart Classes
- Yoga Classes
- Dance/Singing Classes
- Personality Development Classes
- Moral and Cultural Classes
- Writing Improvement
- Brain Activities
- Animation Classes





# A WORLD OF HAPPINESS FOR CHILDREN



# INNOVATIVE LEARNING CENTRES

## A Unique Combination



Visual  
Ability

Mathematical  
Ability

Mental  
Ability

Language  
Ability

### Smarter Children Brighter Future

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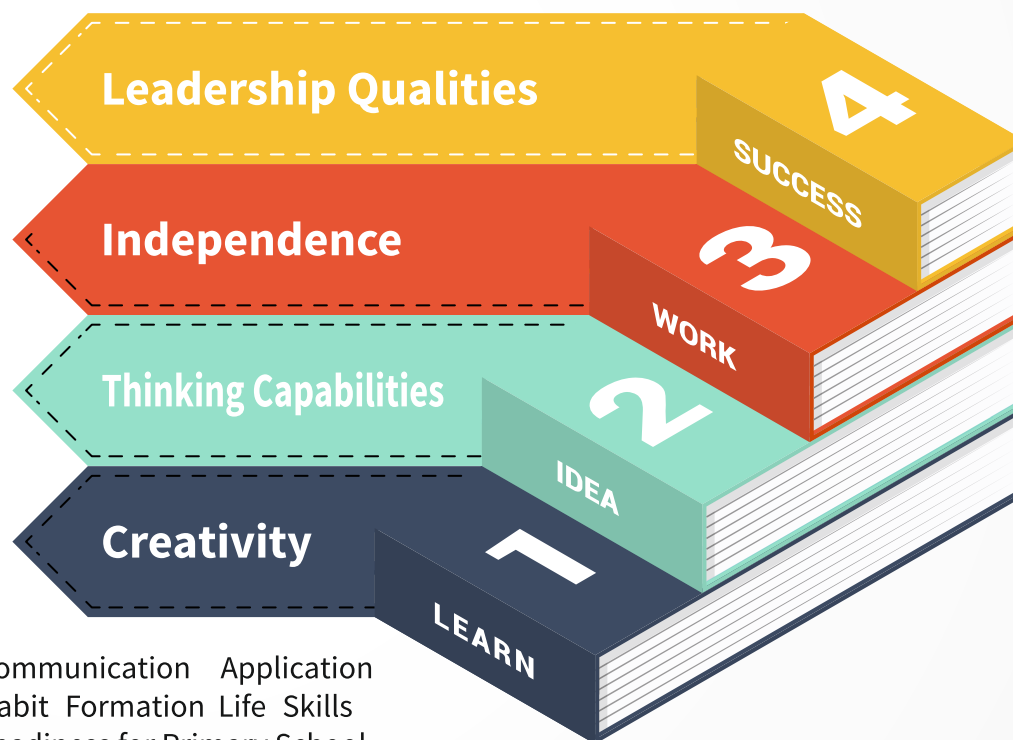




# CHILD DEVELOPMENT

Preparing the Thinkers of Tomorrow

Emphasis on enhancing  
the 4 keys qualities of a child



SPECIAL  
FOCUS

Communication Application  
Habit Formation Life Skills  
Readiness for Primary School

# BEST-IN-CLASS SAFETY, SECURITY & HYGIENE

## Care Beyond Compare



Compliance to safety standards



CCTV surveillance



Authorized pick-up and drops



Efficient transport tracking system through GPS



Hygienic and clean restrooms and wash areas



Highest standards of cleanliness with fully sanitized learning and play areas



# PRE-SCHOOL MARKET

## A Blooming Opportunity

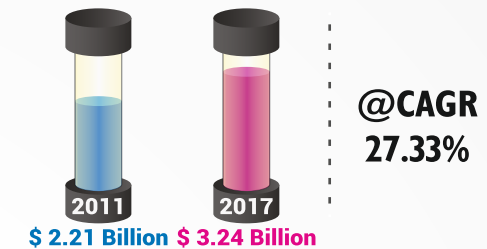
The pre-school revenue in India is \$2.21 bn, expected to increase to \$3.24bn by 2017 at a CAGR of 27.33 % from 2011 to 2017. India is the second most populous country in the world with 1,336,286,256 ( 1.3 billion) people (May 2016) and is projected to be the world's most populous country by 2022. India has more than 65% of its population below the age of 35 and it is expected that by 2020, the average age of an Indian will be 29 years. 80% of the Indian pre-school market is still unorganized, comprising of neighbourhood non branded pre-schools. Only 20% of the market is organized and owned by the branded pre-schools. It is observed that, now there is a huge shift from fragmented unorganised sector to organised branded play schools. The pre-school industry in India is therefore under penetrated and is less than 4 per cent of the total market potential.

### Demand Drivers

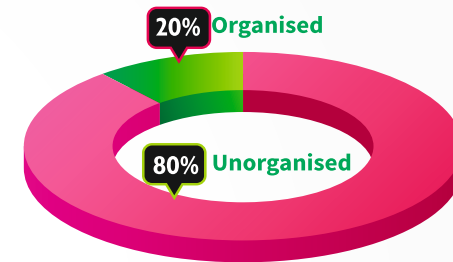
- 160 million children are less than 6 years old in India.
- Only 12% of the age group between 2 to 5 years are going to pre-schools in urban areas.
- Rising penetration rate, growing urbanization and escalating demand for high quality pre-school education.
- Rise in disposable income, increasing working mothers, nuclear families.
- Education is the second highest expenditure after food & groceries.

### Motivating Factors


- Low investment, high returns.
- Recession free business.
- Quick Break Even.
- White collar, highly respectable business.
- High degree of work satisfaction.
- Limited working hours, more free time for family and other projects.
- Highly scalable business. Can easily expand to formal schooling.



### Indian Preschool Market



**160**   
**Million Children** **3 Years Old**

**Only 12%**   
**of the age group between 2 to 6 years are going to pre-school in urban areas**



# IF YOU HAVE A VISION, WE HAVE A PLAN

Establish Your Own Pre-school With DPS Global Backed By Experience, Expertise and Excellence

**V** I **S** I O N  
**E** D **U** C A T I O N  
**O** B **J** E **C** T I V E S  
**E** T H I **C** S  
**S** T R A T **E** G Y  
**P** A R T N E R **S** H I P  
**H** A P P I N E **S** S

## Infrastructure & Setup Support

- Guidelines for site selection
- Site visit, layout plan and design manuals
- Delivery management of furniture and fixtures

## Brand Building & Marketing Support

- Specialized brand manuals for multimedia communication
- Seminars and awareness programs
- Events and exhibition participation
- Web promotions

## Curriculum & Training Support

- Unique and complete curriculum
- Detailed manuals and resources for teachers
- Well-researched books, CDs and circulars
- Evaluation Policy & Procedures
- In-house leadership & training modules
- Online franchise support

## Operations Management Support

- Help manuals for recruitment and interviews
- Working process manuals & reporting systems
- Guidelines for activities and events
- Setting milestones and achieving organizational goals

## Special Support

Faculty development programmes and parents orientation workshops by the eminent members of the board

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# PARTNERSHIP OF SUCCESS

## Your Success Is Our Happiness



- More than 15 years of collective manpower experience in the education industry.
- A group with national and international expertise in project planning and strategy development.
- Innovative and complete curriculum that has been developed by the R&D team which has a rich experience in pre-school curriculum designing.
- Proficiency in creating exemplary campus facilities.
- Regular and structured in-house leadership modules and training programmes.
- An internationally renowned design and architecture company.
- Franchise support program offering end-to-end solutions.



### The franchisee should adhere to the following list of compulsory requirements for the pre-school franchise:

- ★ A sound and state-of-the-art infrastructure is important that constitutes classrooms, play area, wash rooms, pantry and office space.
- ★ The space must be sufficient and well-ventilated.
- ★ Bright and colorful interiors are recommended for preschools.
- ★ The interior must be children-friendly and of standard quality.
- ★ Smart Boards should be installed in classrooms.
- ★ The environment should be clean, hygienic and eco-friendly.
- ★ Fully air-conditioned indoor area is mandatory.

### School Location

- ◆ Should be ideally located in a posh locality and should be easily accessible from the main road.
  - ◆ Should be easy to locate and reach.
- ◆ The building should be on lease for at least 3 years with the option for extension of the lease.

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## Our Assistance

1. Generating leads through enquiries.
2. Enrolling students through calls and emails.
3. Creating a dedicated website & facebook page for the school.
4. Mobile app for Franchisee & Parents.
5. School promotion through T.V, FM, Newspaper and Social Media.
6. Training for all teaching and non-teaching staff.
7. Providing authorization & Certificates.
8. ERP Software & Enquiry Management system.
9. Door to Door visit & Booth Campaigns.
10. Academic support.

We also Provide the following Services to  
Our valued Franchisees. ↓



## Details Of Kit

Smart Pen

Digital Book

Summer dress

Winter dress

School Bag

Belt

Lunch box

Water Bottle

Apron

ID Card

Cap

Diary

Socks

Stationary

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## Documents Required

1. Two Stamp Papers of Rs.1000 each.
2. Copy of current Land receipt/ Lease document.
3. Copy of the identity proof.
4. Copy of the address proof.
5. Copy of the Pan Cards.
6. Four Photographs.



## Requisite for the School Setup

Infrastructure Requirements for School Setup

**2000 – 2500 sq. ft.  
total floor space is required.**

1500 sq. ft. area required for the ground floor.  
The remaining floor space can be managed on the first floor.  
500 – 1000 sq. ft. open space for the playground and garden area.

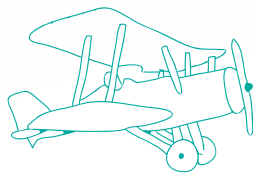
4 Class rooms of size 15 x 12 ft. approx.  
(Play group/Nursery/LKG/UKG)

Activity and Audio visual room (22 x 12 approx.)  
Principal's Room 10 x 10 approx.  
Facilities area

Reception area with Notice Board  
Main Gate Signage with acp Branding



1. A franchisee will be allowed to run a maximum of two schools at a time.
2. Parents have to bear the cost of Student Kits arranged through the authorized vendors assigned by the trust.
3. The centre head and all teachers will be trained by the trust.
4. The royalty payable by the franchisee shall be 10% of the total monthly tuition fee.
5. Taxes will be applicable as per the government policies and are subject to change from time to time.
6. The franchisee has to arrange the furniture, interior and exterior art paints, teaching equipment, toys and gate branding only through vendors authorized by the trust.
7. The cost for interiors, exteriors, fixtures and other decorative elements as per the brand's requirements shall be borne by the franchisee as per the trust's guidelines.
8. The franchise license is for 5 years only. After the completion of initial 5 years, the franchisee will have to pay a royalty of 10% of the total fees collected (including the admission fee, registration fee, activity fee and development fee) annually at the time of admission in lieu of an extension of the term every year. The franchisee will not be liable to pay a royalty on the fee charged for transportation and classes arranged after school hours.
9. The schools can be upgraded from primary school to higher secondary (+2) schools in case the franchise school performs satisfactorily.
10. The school fees shall be decided by the school management based on the location where it is operational and has to be approved by the trust.
11. Commercials involved and support provided may vary from Franchisee to Franchisee depending upon the performance and the location where the school is operational.



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**Corporate office :**

3rd Floor, Competent House  
F-11, Middle Circle, Connaught Place  
New Delhi - 110001

**Regional office (Assam)**

H/N-30, Principal JB Road  
Chenikuthi, (Near Guwahati Club)  
Guwahati-781003

**Regional office (Bihar)**

B/201, Shree Krishnapuri,  
Near Boring Road Chouraha,  
Patna-800001

**For more info. Please call Toll Free No.: 18001033979  
8800505322, 8800505198, 8800706615, 8800706645**



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