

Franchise  
Partners  
Invited



# KINDLE KIDS INTERNATIONAL CURRICULUM

## INDIA'S #1 PRESCHOOL BRAND



DIFFERENT FRANCHISE  
FORMATS



INCREDIBLE RETURN  
ON INVESTMENT



OPERATIONS &  
MANAGEMENT SUPPORT



"Kindle Kids International Curriculum" (KKIC), is an indigenously developed curriculum offered by Vels Group of Institutions, an acclaimed brand in the educational industry with over 30 years of experience in the field. KKIC provides a structured approach for early education through active learning strategies developed by an R&D team with over 15 years of experience in the field of education. KKIC is tested and validated at Vels International Preschool in Chennai which has been ranked #1 in India for the third consecutive year. The curriculum had been successfully implemented in schools across India and abroad.

# VELS GROUP OF INSTITUTIONS

Vels Group of Institutions, founded by Dr. Ishari K. Ganesh, is a premier educational group in India, South East Asia and United Kingdom, offering programs from Pre-KG to Ph.D under one umbrella. Today, the group has grown to become a leading educational conglomerate with more than 36 institutions and a plethora of awards and recognitions.

## Massive EXPANSION via franchising



After receiving great response and appreciation from the parents of Chennai, Vels Group of Institutions is all set to expand the presence of Kindle Kids through franchising in different formats: FOFO | FOCO. As part of the FOCO format, the franchisee will invest the required capital and get fixed Revenue Share or Minimum Guarantee (Whichever is higher) on their investment, while the preschool operations & management would be taken care of by the Vels Group of Institutions.

For existing preschools, Vels Group of Institutions will license the Kindle Kids International Curriculum at a one-time fee of INR 2 Lakhs. It further charges curriculum fee on per student basis.

### Financial Facts

#### FOFO (Franchise-owned Franchise-operated)

Expansion Format	Tier-1 Cities	Tier-2 Cities
<b>Area Required</b>	1600 sq ft	1600 sq ft
<b>Approx Investment</b>	INR 12 Lakh	INR 12 Lakh
<b>Franchise Fee</b>	INR 2.5 Lakh	INR 2.5 Lakh
<b>Average Payback</b>	1 Years, 9 Months	1 Years, 10 Months
<b>Agreement Term</b>	5 Years	5 Years

#### FOCO (Franchise-owned Company-operated)

Expansion Format	Tier-1 Cities	Tier-2 Cities
<b>Area Required</b>	1600 sq ft	1600 sq ft
<b>Approx Investment</b>	INR 12 Lakh	INR 12 Lakh
<b>Franchise Fee</b>	INR 2.5 Lakh	INR 2.5 Lakh
<b>Average Payback</b>	1 Years, 11 Months	2 Years
<b>Agreement Term</b>	5 Years	5 Years

**Revenue sources:** Tuition Fee | Registration & Admission Fee | School Essential Revenue

### Great Reasons to Partner

Well Researched, Award Winning Curriculum

Extensive brand support to franchisee Partners

Investor-friendly FOCO format, offering Minimum Return Guarantee

Operations, management & marketing support provided by the brand



*For franchising enquiries, please contact:*

+91 95000 57620 | director.rds@velsgroup.in