

AN IIT ALUMINI INITIATIVE



# Welcome to The World of Wowkids

Where Your Success is Your Own



**No Royalty, No Profit  
Sharing! Lifetime!**

**JAN 2026**

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# MEET THE VISIONARY BEHIND WOW KIDS:



“

Preeti Tyagi, the visionary founder of Wow Kids preschool chain, is a driving force in early childhood education. Her passion for teaching and love for children makes her not just a founder but a nurturing presence. Co-founded Wow Kids in 2014, Preeti combines entrepreneurial acumen with a decade of industry expertise, shaping the school's success through unique insights into operations and curriculum development. Her illustrious career includes leadership roles at GE and IBM, where she left a positive transformative impact. Now, Preeti's Visionary leadership and unwavering commitment continues to shape the future of early childhood education at Wow Kids.

”

**PREETI TYAGI,**

Founder and Director  
Wow kids



“

Atul Tyagi, a visionary leader behind Wowkids Preschool Chain, boasts over 15 years of senior management experience at major companies like WIPRO, AIRTEL, VODAFONE, and IFB, showcasing expertise in franchise retail operations and transformative business initiatives. Armed with an IIT Roorkee education, Atul is steering Wowkids towards nationwide and global expansion, establishing it as a beacon in early childhood education. Holding the Harvard World Record, he also founded the Early Childhood Global Mastermind Community, connecting 15,000 educators globally. As an advisory board member for the Social Skills Academy Switzerland, Atul contributes insights to shape the future of education. His illustrious background and dedication Position him as a driving force in Wowkids' pursuit of excellence and National prominence.

”

**ATUL TYAGI,**

Co-Founder and Director  
Wow kids





# ADVISORY BOARD



**Maryann Harman  
(USA)**

FOUNDER OF THE  
INTERNATIONALLY  
RESPECTED MUSIC  
WITH MAR.TM  
PROGRAM (USA)



**Mr Yohannes  
Poscharnig**

CHIEF OPERATING  
OFFICER JOMA  
ACADEMY, ZURICH,  
SWITZERLAND  
(Austria)



**Prof.  
S. Y. Kulkarni**

RETD PROFESSOR  
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**Mr Rob Fox  
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FOUNDER OF  
ACTIVE CHILDHOOD  
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**Mr Andres Ruiz  
(USA)**

MOTIVATIONAL  
SPEAKER AND LIFE  
COACH (USA)



**Amal  
Bhattacharya**

SALES,  
DISTRIBUTION AND  
LOGISTICS EXPERT

## GLOBAL COLLABORATION:



### OUR INTERNATIONAL MEMBERSHIP



AMERICAN  
MONTESSORI  
SOCIETY®

**American  
Montessori Society:**



Childhood Education  
International

**Childhood Education  
International  
(CE International):**



BRITISH ASSOCIATION FOR EARLY  
CHILDHOOD EDUCATION - UK

**Early Education:**



**The National Association  
for the Education of Young Children  
(NAEYC):**





# WHAT MAKES WOWKIDS UNIQUE



## THE WOWKIDS PRESCHOOL CHAIN: SETTING THE STANDARD IN EARLY CHILDHOOD EDUCATION

### 1. Innovative Curriculum:

Wowkids offers a forefront early childhood curriculum fostering holistic development, emphasizing creativity, critical thinking, and problem-solving.

### 6. Inclusivity:

Wowkids is committed to inclusivity, welcoming diverse backgrounds and abilities, fostering unity and respect among students.

### 2. State-of-the-Art Facilities:

Wowkids provides modern, child-friendly facilities creating a safe, stimulating environment that enhances the learning experience.

### 7. Community Support:

WowKids actively engages in the local community, organizing events that contribute to neighbourhood well-being, strengthening ties with parents.

### 3. Qualified, Trained, and Caring Staff:

Wowkids employs dedicated educators ensuring personalized attention, fostering a positive and supportive learning environment.

### 8. Continuous Improvement:

WowKids dedicates itself to continuous improvement, regularly updating methods and materials in line with the latest research in early childhood education.

### 4. Technology Integration:

Wowkids incorporates technology for young learners in a safe manner, preparing them for the tech-driven future.

### 9. Safety and Security:

WowKids prioritizes the safety of children with stringent measures and protocols in place.

### 5. Parent Engagement:

Wowkids values parental involvement, facilitating regular communication, meetings, and events for informed and engaged parents.

### 10. Well-Defined Values:

WowKids instills strong values like respect and empathy, aiming to develop well-rounded individuals with a strong moral compass.

**THESE UNIQUE FEATURES COLLECTIVELY MAKE WOW KIDS PRESCHOOL CHAIN A LEADER IN EARLY CHILDHOOD EDUCATION BY OFFERING A COMPREHENSIVE AND FORWARD-THINKING APPROACH TO NURTURING YOUNG MINDS.**







## ABOUT US

### WOWKIDS PRESCHOOL CHAIN

Welcome to WOW KIDS Preschool Chain, a Pioneer in early childhood education. Our extraordinary journey began in 2014 when the dynamic duo, Mrs. Preeti Tyagi and Mr. Atul Tyagi, forward thinking parents and visionary entrepreneurs, ignited a revolution in the world preschool education. Fueled by an unwavering commitment to create the perfect educational haven for their own children. WOWKIDS has swiftly emerged as a trusted and award-winning institution redefining the very essence of early education.

#### Champions of Excellence:

We stand tall among our peers, adorned with an array of prestigious awards. The accolades we've garnered underscore our unwavering commitment to providing top notch education. We have been honoured with a multitude of national-level awards, including the coveted "Best Preschool Brand in India" thrice in past 6 years, recognizing our lightning-fast expansion. Additionally, we proudly accepted Awards for innovation and excellence for our curriculum and for catapulting WOWKIDS Preschool to an overnight sensation. These accolades cement our unwavering dedication to quality and innovation.

#### A legacy of unstoppable Expansion:

Our story is a saga of relentless growth and expansion. In a remarkably short time, WOW KIDS has crafted a sprawling network of preschools across India. Our rapid ascent reflects our unparalleled ability to deliver on our promises and the immense trust parents repose in us. Our commitment to ensuring the safety, happiness, and all-encompassing development of every child has fuelled our lightning-fast ascent to the top.



# AWARDS & ACHIEVEMENTS



**"Innovation and Excellence in Early Education and Child Development"**  
at National Glory Award Ceremony 2022



**The Young Achiever of the year 2019-20**  
by Asia Leadership federation



**"Social Impact Award-2018"**  
At Constitution Club Of India For  
Creating Young Women Entrepreneurs  
Through Their Unique Affordable  
Business Model



**"Best Pre-school Brand Of The Year 2017"**  
At National education Excellence  
Awards by Praxis Media



**Entrepreneur of the Year 2017**  
by world leadership federation



**"Most Promising Pre-School In Goa-2016"**  
At The Pearl Blue Excellence Award  
Ceremony New Delhi



# AWARDS & ACHIEVEMENTS



**India's most trusted Preschool chain  
Empowering women entrepreneur"**

At The Sardar Patel Unity Awards 2025  
by Shri. Pramod Sawant (Chief Minister, Goa)



**India's most trusted Preschool chain  
Empowering women entrepreneur"**

At The Sardar Patel Unity Awards 2025  
by Smt. Hema Malini (MP, Mathura - UP)



**WOWKIDS PRESCHOOL CHAIN as Best  
Preschool Brand of the year 2019**

At Asia Leadership Awards



**"Best Pre-school of the year  
2017"**

At National Education Excellence  
Awards



**"Wowkids Best Upcoming Preschool  
Chain in West India"**

At Excellence Achievers Awards - 2016  
New Delhi

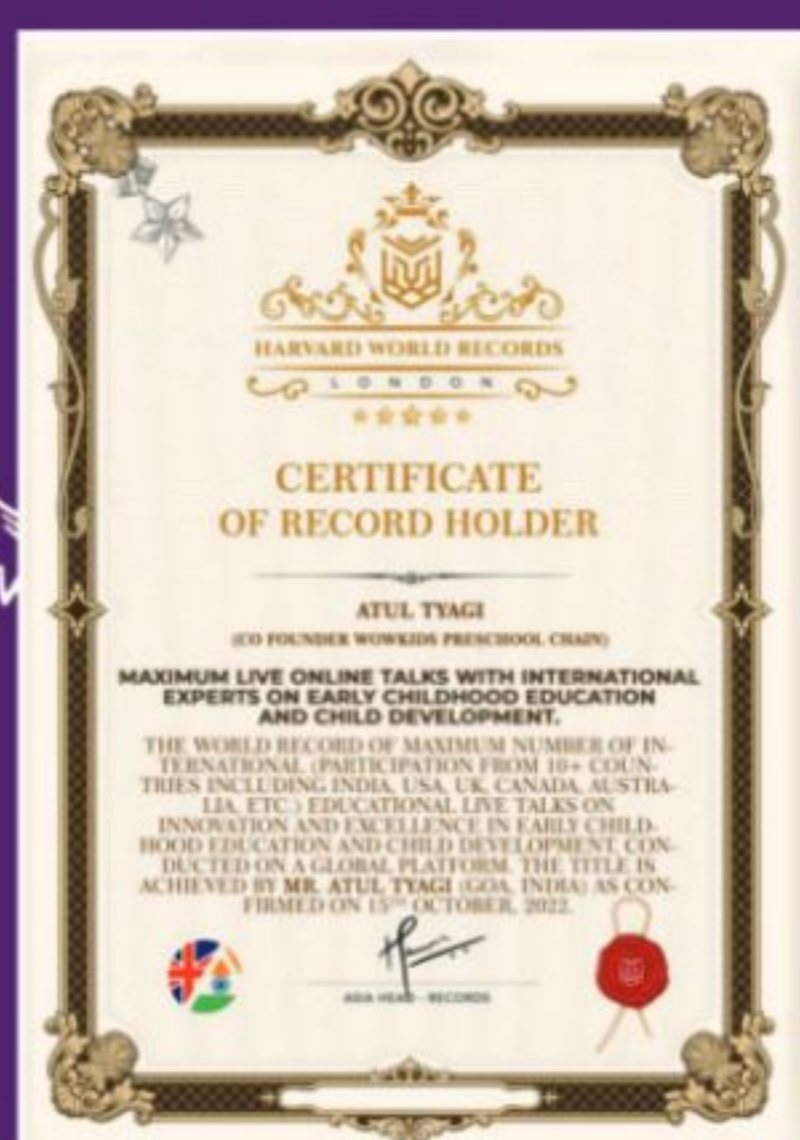


**"Best Innovative Teaching Practices  
& Quality Education in West India"**

At Global Education Excellence  
Awards 2016



# OTHER AWARDS & ACHIEVEMENTS





# WOWKIDS IN PRINT MEDIA: CAPTURING THE HEADLINES AND HIGHLIGHT



## SILICON INDIA MAGAZINE



Article published by **Silicon India** on **WOWKIDS-top 10 Preschool Brands in India (July 2016)**



## THE CEO MAGAZINE



## THE FRANCHISING WORLD MAGAZINE



## CIOLOOK INDIA MAGAZINE



## BRAIN FEED MAGAZINE





# WOWKIDS NATIONWIDE: MAKING WAVES ON NATIONAL CHANNELS



## NEWS WORLD INDIA



Live Picture of WOWKIDS Directors with celebrity Aman Verma, on a Talk show Brand Story "SAFAR KAMYABI KA" telecasted on **NEWS WORLD INDIA TV**, in November, 2017

## NEWS INDIA



Mr. Atul Tyagi Director of Wowkids and Poonam Dhillon unite on the 'Pratigya' talk show, standing up for the cause of education system reform and delving into the impact of brands on **NEWS INDIA TV**

## ZEE BUSINESS



Social Impact Award Presented to Directors of WOWKIDS Mr Atul Tyagi & Mrs Preeti Tyagi along with Exclusive interview on **ZEE BUSINESS**

## NDTV PROFIT



Wowkids Featured as "Most Admirable Brand of India" By Brand Story telecasted on **NDTV PROFIT**

**"WOWKIDS HAS BEEN FEATURED ON TOP NATIONAL TV CHANNELS  
NEWS WORLD INDIA, NEWS INDIA, ZEE BUSINESS, AND NDTV  
PROFIT."**



# YOUR JOURNEY BEGINS WITH WOWKIDS



Welcome to WowKids, where the adventure of a lifetime in early childhood education awaits you.

We are thrilled to extend this exclusive invitation to you—our future partners in shaping the young minds of tomorrow.



**ARE YOU READY TO EMBARK ON THIS INCREDIBLE  
JOURNEY WITH WOWKIDS?**

**LET'S SHAPE THE FUTURE  
TOGETHER!**



# WHY PARENTS CHOOSE PRESCHOOLS?



◆ Neighbourhood concept and saves time

◆ Enhanced attention spans



◆ We follow an age appropriate program

◆ Fewer behaviour problems



◆ 1:15 Student teacher ratio for better care

◆ Kids learn teamwork



◆ Close parent and management interaction

◆ Improved social skills

◆ Achieve proper development milestones

◆ Exposure to diversity

◆ More independent and confident

◆ Holistic development

◆ Better language development



There Is a Clear Evidence That Children Who Go Through Structured Early Childhood Education Grow With Many Benefits



**Good foundation for highly skilled jobs and better life success**

## DEMAND FOR PRESCHOOLS IS AN ALL TIME HIGH

- ◆ Over 155 million children in 0-6 years age group and only a very low percentage under 6 is enrolled in preschool.
- ◆ 2 crore individuals shift to urban pockets every year.
- ◆ 60% of India's population is below 30 years of age. Indian consumers spend 46% of food and 2nd highest is 23% on education.
- ◆ Inflation and increasing cost of living is encouraging both parents to work for better financial stability fuelling demand of preschools.
- ◆ The market penetration of preschools in India is still very low as compared to developed countries like USA, UK and China.
- ◆ No better time than now to start a preschool as demand is growing and supply reduced during pandemic.



## BENEFITS OF STARTING A PRESCHOOL

- ◆ With single investment you can earn income like day care evening classes etc Through multiple activities
- ◆ Highly prestigious work to deal with kids and their parents and generate Employment
- ◆ Less working hours gives you a lot of time with your family
- ◆ Majority of states requires no approvals
- ◆ Low investment vs high returns
- ◆ No extra qualification required
- ◆ Fastest growing industry





# WOWKIDS IMPACTFUL REACH AND COMMITMENT



## 25000+ Alumni

Countless children have reaped the benefits of Wowkids learnings, transforming their educational journeys.



## 1500+ Classrooms

Transformed astonishing 1500+ classrooms, providing invaluable spaces for learning and growth.



## 24 States

From the valleys of Jammu and Kashmir to the shores bathed in the golden light at Kanyakumari, Wowkids has a strong presence spanning the length and breadth of the nation



## 300+ Locations

Established an impressive network of over 300 centres, nurturing the younger minds for a brighter future.



## 2200+ Employees

Dedicated team of 2200+ professionals committed to providing Quality education for young learners



Goa, Karnataka, Tamil Nadu, Maharashtra, Chhattisgarh, Madhya Pradesh, Uttar Pradesh, Odisha, Assam, Gujarat, West Bengal, Telangana, Rajasthan, Manipur, Himachal Pradesh, Jammu Kashmir, Bihar, Kerala, Andhra Pradesh, Punjab, Haryana, Jharkhand, Nagaland, Delhi



# UNVEILING THE WOWKIDS DIFFERENCE: A COMPARATIVE STUDY



| Sr.No                                   | Features                       | Wowkids Preschool                           | Other Popular Franchise School |
|-----------------------------------------|--------------------------------|---------------------------------------------|--------------------------------|
| A. COST INVOLVED ONE TIME AND RECURRING |                                |                                             |                                |
| 1                                       | Overall Cost                   | 4.99 Lacs (Semi Urban) Or 5.99 Lacs (Urban) | 12 lakhs to 20 Lakhs           |
| 2                                       | Personalized Printed Material  | Included                                    | Additional cost                |
| 2                                       | Franchise fee/ Annual fee      | Included ***                                | Average 50 K-75K per annum     |
| 3                                       | Royalty /Profit sharing        | Nil                                         | 15-22 % of fee collected       |
| 4                                       | Installation cost              | Nil                                         | Additional cost                |
| 5                                       | Advertising recurring cost     | Nil                                         | Additional cost                |
| 6                                       | Training charges               | Included                                    | Additional cost                |
| 7                                       | Cost of student App for branch | Included                                    | Additional cost                |
| 8                                       | GST and other taxes            | Included                                    | Additional cost @18%           |

\*\*\* Please Note: Initial 5 Years Franchise Fee is Included in Package amount. After 3 years the renewal fee is only 55000 (+Prevailing Tax) for 4th and 5th Year Total which decreases by Rs1000 every 2 years so will be 54000(+tax) for 6th and 7th Year so on and so forth.

|                                            |                           |                                                                                                                                   |                                                  |
|--------------------------------------------|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|
| B LEARNING SYSTEM,CURRICULUM AND ACADEMICS |                           |                                                                                                                                   |                                                  |
| 1                                          | Teaching Methodology      | American Montessori and Play Way                                                                                                  | Usually traditional-copy & board                 |
| 2                                          | Curriculum                | Nursery and Montessori based with importance on Multiple intelligence.                                                            | Physical development missing                     |
| 3                                          | Academics                 | Importance on Holistic development                                                                                                | Not Available                                    |
| 4                                          | Pedagogy                  | Self-directed learning, individualized instruction, and hands-on materials to foster a child's independence and natural curiosity | Not Available                                    |
| 5                                          | Innovation and excellence | Study material based on 2000 +hours of Research                                                                                   | Some Top brands following 10 year old curriculum |
| 6                                          | Smart Technology enabled  | Use of Sensory books + Smart talking pen for class (sharing basis)                                                                | Only 1-2 Use in India                            |
| 7                                          | International exposure    | 4 International Memberships                                                                                                       | Not Available                                    |

|                     |                                             |                                    |                                        |
|---------------------|---------------------------------------------|------------------------------------|----------------------------------------|
| C FRANCHISE SUPPORT |                                             |                                    |                                        |
| 1                   | Franchise Training                          | Included for owners and all staff  | Usually paid                           |
| 2                   | Marketing support                           | Personalised Plan and designs      | Common advertisements for all branches |
| 3                   | Support from directors                      | Always a phone call away           | Usually No access to owner             |
| 4                   | Communication app with all premium features | Included for branch and staff      | Extra cost                             |
| 5                   | Wowkids support app                         | Ticket based support Application   | Not available                          |
| 6                   | Health safety policy                        | Best in class as per ISO standards | Average                                |

|                                                                                                                                                                                                                                                                                                                                           |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| BRAND REPUTATION                                                                                                                                                                                                                                                                                                                          |  |
| Wowkids brand has won more than 25+ National Awards and have featured in top national News channels like"NDTV profit, India News TV , Zee Business etc. It has also featured in reputed magazines and publications like Times of India , Navhind Times, Silicon India magazine The Ceo Magazine , The Franchising World, CIO Magazine etc |  |



# FRANCHISE SUCCESS STORIES



**Sushma- Jigani, Bangalore:** In January 2020, just before COVID, I started my franchise journey with Wow Kids. Their model aligned perfectly with my goals. Atul and Preeti Tyagi's support has been invaluable for four years. If considering a franchise, Wow Kids is the clear choice for a smoother, better journey. Highly recommended!



**Shalini Saxena- Vadodara , Gujarat:** WowKids' commitment to excellence captivated me from day one. They facilitated a smooth setup, offering invaluable support, training, and resources. With their guidance, I've impacted children's lives positively, seeing them flourish. Financially, it's been great, supporting my staff too. WowKids' strong brand reputation played a significant role. If contemplating a franchise, seize this opportunity—the satisfaction is beyond imagination. Amidst the challenges of COVID-19, WowKids' unwavering support helped my kindergarten grow from 3 kids to 30, turning my dream into reality.



**Dilaksha Sawant – Pernem, Goa:** Wow Kids in rural Goa was a game-changer. Their guidance made starting a preschool manageable, leading to fantastic reviews and a surge in admissions. Their stellar reputation attracts parents, making it a top choice. In my second year, the unparalleled support continues, solidifying Wow Kids' immense fame, surpassing competition. Highly recommend WowKids for anyone venturing into preschools.



**Pushpa Rani- Chennai, Tamilnadu:** Joining WowKids provided instant access to an established brand, attracting parents and ensuring a steady flow of admissions. Their invaluable support during setup and ongoing assistance were crucial for success. The tried-and-tested curriculum boosted confidence for a unique educational experience. Their marketing support offered a clear roadmap, saving time and effort. Enthusiastically endorse WowKids—it's a chance not to miss!



**Pujita Das- Kolkata, West bengal:** WowKids turned my preschool dream into reality in 1.5 months. Siddharth's meticulous guidance, Preeti's engaging curriculum, and Atul's brand reputation ensured remarkable financial growth. For impacting children's lives, WowKids' franchise is the way to go. Join now and make learning seriously fun!



**Remya Menon- Tripunithura , Kerala:** I chose WowKids for its superior curriculum and the enthusiastic support from the head office. Their unwavering assistance and personal connection make the franchise experience rewarding. Starting a preschool was driven by the joy of seeing children enjoy their education, made possible by WowKids' academic structure.



**V Meenakshi Priyadharsini- Thiruvallur, Tamil Nadu:** Huge thanks to the incredible WowKids team! Their unwavering support, guidance, resources, and training helped us create an exceptional learning environment. They've been a call away during challenges, sharing valuable advice and best practices. WowKids' focus on Montessori curriculum, renowned globally, makes their franchise a standout choice. Don't hesitate, seize the WowKids franchise opportunity!



**Harpreet Kaur Jaswal- Kalyan, Maharashtra:** After an 11-year break, I aimed to start a preschool and found Wow Kids in 2023. Atul Tyagi and Preeti Ma'am's guidance stopped my search. Their training, support, and assistance turned my dream into reality.





# INFRASTRUCTURE FOR A UNIT FRANCHISE REQUIREMENTS



| Infrastructure Requirements          | Description                                                                                                                                                                                                                                                                        |
|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Independent Premise                  | <ul style="list-style-type: none"> <li>- To Be Arranged And Funded By The Franchisee.</li> <li>- Preferably On The Ground Floor In A Populated Area.</li> <li>- Minimum Distance Of 2 Kilometers From Other Wowkids Branches</li> </ul>                                            |
| 4 Rooms                              | <ul style="list-style-type: none"> <li>- PG/NUR/KG-1 and KG-2 classrooms required</li> <li>- Each classroom should be a minimum of 150 sqft.</li> <li>- Ideal room size is 10x15 or 12x12.</li> </ul>                                                                              |
| Reception/Counselling Area           | <ul style="list-style-type: none"> <li>- Separate dedicated area.</li> </ul>                                                                                                                                                                                                       |
| Computer with Internet               | <ul style="list-style-type: none"> <li>- One desktop computer or laptop (Franchisee - Provided).</li> </ul>                                                                                                                                                                        |
| Basic Facilities Inside the Premises | <ul style="list-style-type: none"> <li>- 1 black -and -white printer.</li> <li>- 1 Big Screen VT or Projector.</li> <li>- Washrooms suitable for children and staff.</li> <li>- Small indoor and outdoor activity/play areas.</li> <li>- Clean and safe drinking water.</li> </ul> |

## MANPOWER REQUIREMENTS FOR UNIT FRANCHISE



| Position                             | Number Required | Description                                                                                                                                                                                                             |
|--------------------------------------|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Counselor /Admin                     | 1               | Preferably franchise owner. Good communication skills. Previous school counselor/admin experience preferred.                                                                                                            |
| Mother Teacher/<br>Pre-School Mentor | 4               | Female candidates with graduation degree and good English communication. Preferred: Montessori trained and experienced. Any qualified individuals to be hired for a minimum of 1 year. Support Staff/Maid (Initially) 2 |
| Support Staff/Maid (Initially)       | 2               | Support staff for initial task                                                                                                                                                                                          |

**Note:** The Teacher-to-student Ratio Is set At 1:15. All Rights Are Reserved By The Franchisers, And Any Party Applying For The Franchise Must Provide Proper Documentation And The Required Amount.





# THE ROAD TO PROFITABILITY WITH WOWKIDS (ROI)



## REVENUE & EXPENSES: BREAK EVEN AND ROI

|                           | RURAL/SEMI URBAN |           | URBAN/TIER 3 |           | METRO     |           |
|---------------------------|------------------|-----------|--------------|-----------|-----------|-----------|
| Monthly Fees>>>>          | RS.900PM         | RS.1200PM | RS.2000 PM   | RS.2500PM | RS.3000PM | RS.4000PM |
| Admission Fee(One Time)   | 2000             | 2000      | 3000         | 3000      | 5000      | 5000      |
| Annual Fee(Yearly)        | 2000             | 2000      | 2000         | 3000      | 3000      | 3000      |
| Monthiy Fee * 12          | 10800            | 14400     | 24000        | 30000     | 36000     | 48000     |
| Student Kit               | 4500             | 4500      | 5000         | 5000      | 5000      | 5000      |
| Total Fee Per Annum / Kid | 19300            | 22900     | 34000        | 41000     | 49000     | 61000     |

### LKG & UKG Fees will be 20–30% Extra

#### EXPENSES CALCULATION 50 Kids : 3 Teachers : 3 Care Takers

| RENT                     | 10000         | 20000         | 30000         | 40000         | 50000         | 60000         |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Salary : Teachers : 3    | 3*4000= 12000 | 3*5000= 15000 | 3*6000= 18000 | 3*6000= 18000 | 3*7000= 21000 | 3*7000= 21000 |
| Salary : Care Takers : 3 | 3*2000= 6000  | 3*2000= 6000  | 3*3000= 9000  | 3*4000= 12000 | 3*5000= 15000 | 3*6000= 18000 |
| Telephone Expenses       | 1000          | 1000          | 1000          | 1000          | 1000          | 1000          |
| Electricity Expenses     | 1000          | 1000          | 1000          | 1500          | 2000          | 2500          |
| Other Misc Expenses      | 4000          | 4000          | 6000          | 6000          | 8000          | 8000          |
| Total Monthly Expenses   | 34000         | 47000         | 65000         | 78500         | 97000         | 110500        |

### YEARLY CALCULATION

|                                 |        |         |         |         |         |         |
|---------------------------------|--------|---------|---------|---------|---------|---------|
| Total Yearly Revenue : 50 Kids  | 965000 | 1145000 | 1700000 | 2050000 | 2450000 | 3050000 |
| Total Yearly Expenses : 50 Kids | 408000 | 564000  | 780000  | 942000  | 1164000 | 1326000 |
| Yearly Profit                   | 557000 | 581000  | 920000  | 1108000 | 1286000 | 1724000 |
| Monthly Profit                  | 46417  | 48417   | 76667   | 92333   | 107167  | 143667  |

### BREAK EVEN NO OF KIDS

|                                             |    |    |    |    |    |    |
|---------------------------------------------|----|----|----|----|----|----|
| Yearly Expenses/Total Fee per Kid per annum | 21 | 25 | 23 | 23 | 24 | 22 |
|---------------------------------------------|----|----|----|----|----|----|

### ROI IN PERCENTAGE

|                                |     |     |     |     |     |     |
|--------------------------------|-----|-----|-----|-----|-----|-----|
| Revenue- Expenses/Expenses*100 | 137 | 103 | 118 | 118 | 110 | 130 |
|--------------------------------|-----|-----|-----|-----|-----|-----|

NOTE:

\*\*This is indicative profitability sheet and you may change figures as per exact amount rent. We believe in transparency and have calculated profitability based on 50 kids only.

You can forecast profitability on your own for 100 Kids. Teacher and Care taker salaries are considered for Preschool timings only 9 am to 1 pm (4 Hour cycle).

Additional Revenue Sources- the franchise can operate on OWN:

|                               | MONTHLY FEES | MONTHLY NO. OF KIDS | TOTAL REVENUE MONTHLY | TOTAL EXPENSES MONTHLY | NET PROFIT MONTHLY | ANNUAL PROFIT |
|-------------------------------|--------------|---------------------|-----------------------|------------------------|--------------------|---------------|
| Earning From Day Care:        | 2500         | 20                  | 50000                 | 20000**                | 30000              | 360000        |
| Earning from Dance Activity:  | 1000         | 35                  | 35000                 | 10000*                 | 25000              | 300000        |
| Earning from DMIT Activity:   | 3000         | 10                  | 30000                 | 10000*                 | 20000              | 240000        |
| Earning from ABACUS Activity: | 1000         | 30                  | 30000                 | 10000*                 | 20000              | 240000        |

\*\*20000- Maids+ 1 Teacher +1Assistant teacher electricity+Phone | \*10000- Salary 8000+2000 Miscellaneous Expense.



# UNLOCK THE FULL POTENTIAL OF YOUR PRESCHOOL VENTURE WITH WOW KIDS.



A Preschool marks a child's initial venture beyond the home environment, and Wowkids is dedicated to creating a secure, nurturing, and captivating atmosphere for this essential step. Since our establishment, we've not only offered a home away from home for children but also extended over 1,000 franchise business opportunities, enabling aspiring entrepreneurs to drive thriving preschool enterprises.

A Joyous Commencement: WowKids presents a meticulously tailored curriculum, designed to suit each age group, emphasizing the development of crucial executive functional skills that empower children to learn, play, and engage within a delightful, play-centered setting.

## **PLAYGROUP PROGRAM:** (18 Months–3 Years)

A Playgroup program is designed for toddlers aged 18 months to 3 years. It offers a nurturing environment where children explore and learn through play, sensory activities, and social interaction. Playgroup focuses on developing basic motor skills, language acquisition, and early socialization to lay a strong foundation for future learning adventures.

## **NURSERY PROGRAM:** (3–4 Years)

Nursery program is tailored for children around 3 to 4 years old and serves as their first formal step into structured learning. It emphasizes early literacy and numeracy skills, fostering creativity and independence and encouraging a love for books and storytelling. Nursery programs provide a smooth transition from playgroup to more structured educational settings.

## **LOWER KG PROGRAM:** (4–5 Years)

The Lower Kindergarten program, often for children aged 4 to 5 yrs builds on the foundational skills acquired in Nursery. It introduces more structured learning experiences, focusing on language development, basic mathematics, and Social skills. Children engage in hands-on activities, arts, and collaborative projects to boost their cognitive and emotional growth.

## **UPPER KG PROGRAM:** (5–6 Years)

The Upper Kindergarten program, designed for children aged 5 to 6, marks the final step in early childhood education before entering formal primary school. It prepares students for more advanced learning by strengthening reading, writing, and math skills. Upper KG programs also encourage critical thinking and problem-solving, laying a solid educational groundwork for a successful transition to primary education.

## **SUMMER BREAKS:**

WowKids hosts exciting summer and winter camp programs, transcending the boundaries of preschool. These experiences are designed to elevate children's analytical, cognitive, social, and language skills. Our dynamic camps feature captivating storytelling sessions, creative writing workshops, mind-challenging puzzle-solving activities, and more all thoughtfully tailored to the child's age group. These initiatives not only enrich your child's learning journey but also present a remarkable opportunity to boost your business's growth. By taking kids beyond pre-schoolers, we foster an environment where children thrive, and word-of-mouth in the neighbourhood becomes a powerful force driving increased revenue.



# SUPPORT IN RECRUITMENT OF ACADEMIC AND NON-ACADEMIC STAFF



## 1. Recruitment and Staffing:

- Guidance on Recruitment: Assist in the entire recruitment process, from creating job descriptions to advertising vacancies.
- Interview Techniques: Training on effective interviewing, candidate assessment, and identifying the best fit.
- Staff Selection: Guidance on the selection process, including reference checks and background screening.

## 2. Employee Assessment and Offer Letter:

- Assessment Forms: Provide templates for evaluating candidates' qualifications and suitability for different roles.
- Interview Scorecards: Templates for documenting interview evaluations to ensure consistency.
- Offer Letter Templates: Standardized formats for offer letters that can be customized for various positions.

## 4. Employee Policies:

- HR Handbook: Comprehensive handbook covering personnel policies, benefits, performance expectations, and code of conduct.

## 3. Onboarding:

- Onboarding Procedures: HR guidelines for a smooth onboarding process, ensuring a seamless transition for new hires.
- Training for Staff: Curriculum onboarding for academic staff and guidelines for non-academic staff to understand responsibilities and policies.





# SUPPORT ON TRAINING



## 1. Business Operations:

- ✦ Franchisee Orientation: Introduction to Wowkids, covering its history, values, and mission.
- ✦ Legal and Financial Requirements: Understanding legal obligations, financial responsibilities, and contractual agreements.



## 2. Curriculum and Educational Philosophy:

- ✦ Overview of Curriculum: Understanding the preschool's curriculum, teaching methods, and educational philosophy.
- ✦ Training on Activities: Guidance on age-appropriate activities, lesson planning, and classroom management.
- ✦ Environment Creation: Tips for creating a stimulating and safe learning environment.

## 3. Marketing and Enrollments:

- ✦ Marketing Strategies: Learning to promote the preschool locally and attract parents and children.
- ✦ Enrollment Procedures: Managing admissions and maintaining a full roster.

## 4. Operations and Facilities:

- ✦ Facility Management: Guidelines for maintaining a clean, safe, and child-friendly environment.
- ✦ Health and Safety: Compliance with regulations, including first aid training.
- ✦ Supply Chain Management: Efficiently managing supplies and equipment.

## 5. Financial Management:

- ✦ Budgeting and Planning: Tools and methods for budgeting, forecasting, and expense management.
- ✦ Revenue Generation: Strategies for maximizing revenue through tuition fees and additional services.

## 6. Franchise-Specific Training:

- ✦ Tool and System Instruction: Training on using franchisor's proprietary tools, systems, and software.
- ✦ Brand Standards: Ensuring alignment with the franchise's brand image and standards.

## 7. Customer Service and Parent Communication:

- ✦ Building Relationships: Establishing strong relationships with parents and effective addressing of concerns.
- ✦ Communication and Feedback: Guidelines for keeping parents informed about children's progress.

## 8. Ongoing Support:

- ✦ Franchise Support Network: Information on accessing ongoing support, guidance, and resources.
- ✦ Regular Updates: Staying informed about changes or improvements in the franchise system.



## 9. Quality Assurance:

- ✦ Regular Evaluations: Processes for maintaining and improving the quality of education and services.
- ✦ Compliance: Ensuring adherence to franchisor standards and policies.





# SUPPORT ON INFRASTRUCTURE



## 1. Site Selection Assistance:

- ◆ Identify Potential Locations: Help franchisees evaluate suitable preschool Locations.
- ◆ Criteria Guidance: Provide criteria for site selection, considering factors like accessibility and safety.

## 3. Equipment and Furnishings:

- ◆ Wow kids Express Set up Package: Inclusive of all equipment, furniture, and materials for classrooms and play areas.

## 5. Technology and Software:

- ◆ Educational Technology Tools: Provide tools like Talking Pen and School APP for administrative and educational purposes.
- ◆ Training on Technology Use: Offer guidance on effective technology use in preschool operations.

## 7. Health and Sanitation:

- ◆ Clean and Hygienic Environment: Provide information on maintaining cleanliness.
- ◆ Health and Sanitation Policies: Recommend policies, including food safety guidelines.

## 2. Facility Design and Layout:

- ◆ Guidelines for Design: Offer design guidelines for creating a child-friendly learning environment.
- ◆ Recommendations for Layout: Provide suggestions for classroom arrangement, play areas, and safety features.

## 4. Curriculum Materials:

- ◆ Comprehensive Curriculum Package: Included in Wow kids Express Set up Package, aligned with educational Philosophy.
- ◆ Lesson Plans and Teaching Materials: Ensure adherence to franchise standards.

## 6. Safety and Security:

- ◆ Safety Protocols: Provide guidance on fire safety, emergency preparedness, and child protection policies.
- ◆ Security Measures: Recommend measures to ensure the safety of children and staff.

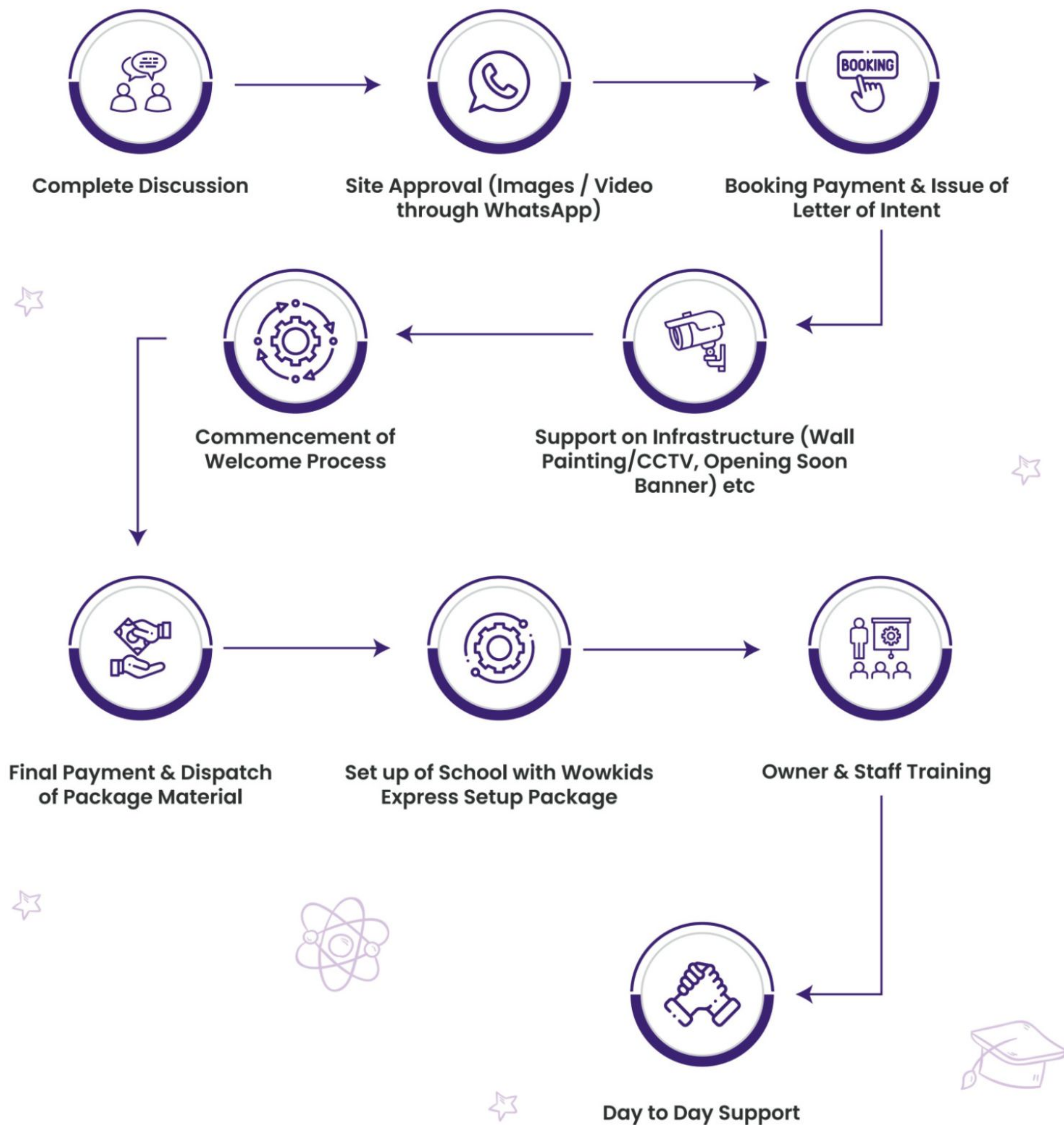
## 8. Branding and Signage:

- ◆ Wow kids Express Set up Package: Includes branding material, signage, uniforms, and promotional materials.
- ◆ Assistance with Installation: Provide support in sourcing and installing branded signage.





# SIMPLE FRANCHISE START TO FINISH PROCESS





# FOUNDATION FOR HOLISTIC PRESCHOOL DEVELOPMENT



AT WOW KIDS, WE TAKE PRIDE IN ENRICHING OUR CURRICULUM WITH A COMPREHENSIVE FOCUS ON THESE VITAL AREAS, NURTURING WELL-ROUNDED, CONFIDENT, AND PREPARED YOUNG LEARNERS.



## 1- Social and Emotional Development:

- Building self-esteem and self-confidence.
- Developing empathy and understanding of others.
- Learning to cooperate, share, and take turns.
- Managing emotions and resolving conflicts.

## 2. Cognitive Development:

- Expanding language and communication skills.
- Developing early literacy and numeracy skills.
- Enhancing problem-solving and critical thinking abilities.
- Exploring and understanding the world through play and exploration.

## 3. Physical Development:

- Fine motor skills development, such as using pencils, scissors, and manipulative.
- Gross motor skills development, including running, jumping, and coordination.
- Promoting a healthy and active lifestyle.

## 4- Creativity and Artistic Expression:

- Encouraging creative thinking and imaginative play.
- Exploring various art forms, such as drawing, painting, and sculpting.
- Music and movement activities to foster self-expression.

## 5. Social Skills:

- Learning to work in groups and participate in group activities.
- Developing manners and etiquette.
- Building relationships with peers and adults.

## 11- Science and Discovery:

- Encouraging curiosity through hands-on science experiments and exploration.
- Observing and asking questions about the natural world.
- Developing basic scientific inquiry skills.

## 6. Independence and Self-help Skills:

- Developing skills for self-care, like dressing, toileting, and feeding.
- Fostering independence in completing simple tasks.
- Encouraging responsibility for personal belongings.

## 7. Exploration of the Environment:

- Understanding the natural world through science and nature activities.
- Learning about the community and the broader world.
- Understanding various cultures and traditions.

## 8. Executive Function Skills:

- Building skills related to attention, memory, and self-regulation.
- Developing organizational and time management skills.
- Enhancing problem-solving and decision-making abilities.

## 9. Language and Literacy:

- Building a strong foundation in language through speaking and listening.
- Developing pre-reading skills, including letter recognition and phonemic awareness.
- Encouraging a love for books and reading.

## 10. Numeracy and Mathematical Concepts:

- Introducing basic math concepts, such as counting, sorting, and measuring.
- Developing an understanding of shapes, patterns, and simple mathematical operations

## 12- Health and Well-being:

- Promoting healthy eating habits and nutrition awareness.
- Teaching basic safety rules and personal hygiene.
- Encouraging physical activity and a healthy lifestyle.

These development areas are interrelated, and our well-rounded preschool program aims to provide opportunities for children

## OUR VISION

To be leading Preschool Chain in its pursuit of outstanding education capable of exploring the potentials in each child and transforming them into young adults well equipped to face life challenges with confidence.





# WHY CHOOSING WOWKIDS FRANCHISE IS PROFITABLE?



- ♦ Very high brand recognition and credibility.
- ♦ Brand featured on a top national TV channel & Media Publication.
- ♦ Very transparent and affordable.
- ♦ Premium infrastructure with all facilities.
- ♦ Smart talking pen and app-enabled.
- ♦ No royalty, no profit sharing.
- ♦ Most innovative Montessori and nursery curriculum.





# OUR EXISTING CENTERS



**WowKids KidderJoy Thiruvengada  
nagar park, Chennai- 600053**



**Wowkids Munchkins  
Pune, Maharashtra, 411058**



**Wowkids The learning world  
Bishnah, Jammu-181132**



**WowKids Gyan Mudra School.  
Visakhapatnam,  
Andhra Pradesh-530013**



**Wowkids Munchkins  
Pune, Maharashtra-411058**



**Wow Kids Pink Petals Bangalore  
Karnataka-560016**



**Wowkids Island Mannivakkam,  
chennai, Tamil Nadu- 600048**



**Wowkids Knowledge Park  
Mannivakkam, chennai,  
Tamil Nadu -600099**





## OUR SOCIAL MEDIA



<http://wowkids.in>



[https://instagram.com/wowkids\\_india](https://instagram.com/wowkids_india)



<https://www.facebook.com/wowkidsindia>



<https://www.youtube.com/@atultyagiwowkids4341>

## OUR BANK DETAILS

**ACCOUNT NAME:** WOWKIDS EDUCATION LLP

**BANK NAME:** HDFC Bank

**ACCOUNT NUMBER:** 50200009351341

**BRANCH ADDRESS:** HDFC Bank, Campal Panjim-403001, Goa

**RTGS/NEFT IFSC :** HDFC0011396

**WOWKIDS EDUCATION LLP**

203, Kamat Grand, St Inez Road, Panjim Goa - 403001.

**Ph:** 9988811222



# Thank You

