

THE POLY KIDS

"A Great Place to Learn & Have Fun"

8
States

30+
preschools

18 years
of experience

INTERNATIONAL EDUCATION AT AFFORDABLE PRICES

Why Choose The Poly Kids?

- + 18 Years of Experience.
- + Internationally Acclaimed Well Designed Childhood Education Framework.
- + Most Awarded Pre-School Chain in Northern India.
- + Having Preschool and Primary (PG - 5)
- + 5-6 Business Trainings in a year.
- + 10-15 Teacher Trainings in a year.
- + Digital Media Marketing Support.
- + Curriculum Support.
- + Reach Director 24/7.
- + Low Investment, Higher Returns.
- + Support to upgrade your Preschool to Primary School.
- + Support from Existing Branches.
- + Interior Designing and Execution Support.
- + Hiring Support.
- + Support for After School Activities.



About us

Introduction about **Capt. Mukul Mahendru**

A mariner by Profession, Capt. Mukul Mahendru holds Masters degree in Physics and Marine field. He has travelled around the world and explored best curriculums and teaching methodologies of east and west. Setting foot on different soils and mixing with different mindsets, Capt. Mahendru realized that quality education is something that was lacking in our own curriculum, and hence ventured to start THE POLY KIDS in 2005 and started franchising operations in 2009. The word "POLY" means - Playful, Outshining, Learning Younglings.



To enhance the standards of preschool and primary school education by incorporating the best features and methodologies of the world in The Poly Kids - the Best Play School, and spreading it across the nation so as to benefit a maximum number of students.

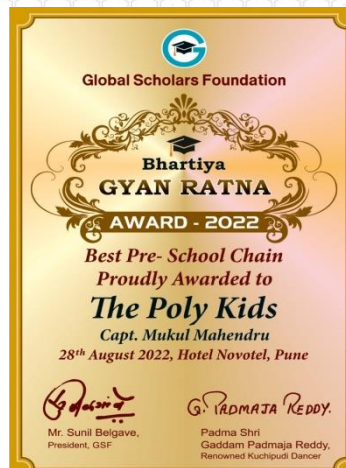
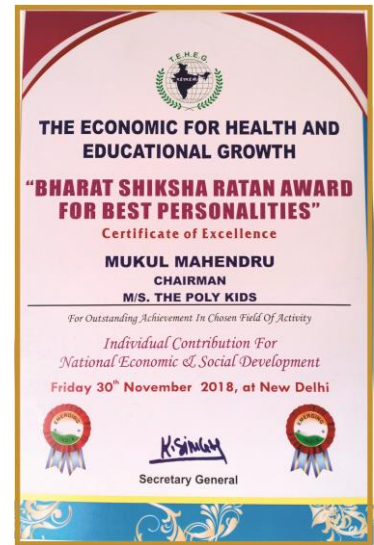


Our Mission is to create a rock-solid foundation for learning and to provide a complete early school learning program by considering the emotional, intellectual, physical, and social development of every individual child. We aim to provide a classroom where learning can be fun, energetic, and productive.

AWARDS AND ACHIEVEMENTS



1. **2016-Awarded No. 1 in Innovative Teaching in Uttarakhand by Education Today.**
2. **2016- Best Preschool Chain of the year 2016 was given by Education Today. This was Jury's Choice Award for exemplary contribution in the education field.**
3. **2017- Top 100 Preschools India award 2017 by Alert Knowledge Services.**
4. **2018-Bharat Shiksha Ratan award: THE POLYKIDS Chairman Capt. Mukul Mahendru was conferred with THE BHARAT SHIKSHA RATAN AWARD for best personalities .**
5. **2019- Asia's finest Educator award by Humming Bird Education Pvt Ltd.**
6. **2019-The Best Pre School of the Year Award at International School Awards.**
7. **2019- Awarded Dainik Jagran award for Excellence in Preschool Education by Honourable Ms. Baby Rani Maurya, Governor of Uttarakhand.**
8. **2019-Global Woman Achiever award was presented to Ms. Ranjana Mahendru by SEAS Organization.**
9. **2021- Best Playschool Chain of the Year 2020: THE POLYKIDS won the Best Play School Chain of the Year in 2021 during the Dehradun International Science and Technology Festival.**
10. **2021-Uttarakhand Ratan Award: Capt. Mukul Mahendru was awarded with Uttarakhand Ratan Award at National Educational Seminar 2021.**
11. **2022- Global Education Awards 2022 for Emerging Preschool Chain of The Year-Jury's Choice.**
12. **2022 - Bhartiya Gyan Ratna Award for Best Pre-School Chain 2022.**
13. **2022 - India's Top 20 Preschools, Ranked No.1 in Dehradun and Uttarakhand, Ranked No.7 in India by Education Today.**
14. **2022 - India's Top 50 Preschools, Ranked No.1 in Dehradun and Uttarakhand, Ranked No.7 in India by Education Today.**
15. **2022 - Uttarakhand Icon Awards 2022 by Discover Uttarakhand Magazine.**







What do you require to start your own preschool with The Poly Kids?

- ❖ Built up area minimum 1600 sq ft.
- ❖ Property can be rented or own on the ground or maximum first floor.
- ❖ Property should be located in an area where business can be easily generated, after proper research.



What's included?

- ❖ Startup franchise kit
- ❖ Kids furniture (30 kids)
- ❖ Digital marketing by The Poly Kids
- ❖ Local Marketing action plan
- ❖ Internationally acclaimed, day to day curriculum
- ❖ Every day planner and instant support
- ❖ Complete training module
- ❖ Preschool design and layout design
- ❖ School ERP software and Mobile Application
- ❖ Sample uniforms and bag kits



Local Marketing Action Plan

Many schools in different parts of the country focus only on traditional marketing methods like pamphlets, boards, newspaper inserts for admissions. But in reality, they only achieve 20-30% potential admissions in the process.

To Overcome this, Poly Kids has come up with the Marketing Action Plan which gets a preschool 60-70% more admissions than other preschools.



The campaign requires only your effort, time, and dedication.

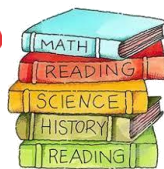
Digital Marketing



Digital marketing methods do not require you to invest any huge amount of money but will make sure you achieve higher admissions by spending as low as possible. We at The Poly Kids execute Online Digital Marketing for All our Centers on Social Media Platforms like Facebook, Instagram & Google Search by Search Engine Optimization (SEO).

Our Curriculum

The Poly Kids Pan India Implements Internationally Acclaimed Preschool Curriculum & sets the standards for learning and development, and it focuses on every aspect of learning and development based on Montessori curriculum.



The belief is that a child's brain develops maximum in the first five years, and it depends on how and what they learn in their first years.

WE PROVIDE ALL CENTERS WITH DAY-TO-DAY PLANNED TERM CURRICULUM, TIMETABLE & ACTIVITIES CONDUCTED AT THE PRESCHOOL. The first years of a child's life can have a large impact throughout the rest of their lives. Our curriculum inculcates the basic life modalities to help children in their problem-solving abilities and understand the world around them.

Training Module

- ❖ Activity Training- Complete training for the activity calendar and how to conduct every activity!
- ❖ Owner and Center Head Training- Training for the owner on best practices required for school.
- ❖ Post Pandemic strategy- marketing and operations strategy on how to capitalize on the opportunity.



Preschool Design and Layout

We at The Poly Kids give you guidelines on how to design your preschool with Minimum effort and Cost. We advise you to keep your preschool simple and elegant.

The Most Important aspect of the preschool setup is to keep it hygienic and spacious for children activities.

- ❖ Setup Guidelines & Interior Designs
- ❖ Guidelines on Do's & Don'ts
- ❖ Painting Design for your Premise
- ❖ Flex Marketing & Banner Designs
- ❖ Fee Structure as per your location. Final Decision of Fee is Yours.

ERP- School Management Software

We Provide a software system for you to carry out the day-to-day operation as smoothly as possible. ERP software helps you conduct activities like Attendance, Finance, Transport, and many other operations, all in one app.

- ❖ Admission Features
- ❖ Announcements
- ❖ Admission Forms
- ❖ Class Attendance
- ❖ Notification Alerts
- ❖ Notice Board SMS & Email Alerts
- ❖ Expenditure Count
- ❖ Fee Reminders
- ❖ Staff Record
- ❖ Holiday Calendar
- ❖ Follow-ups
- ❖ Teachers Log
- ❖ Visitor Record



Our Policies

- Distance of 2kms to be maintained between two Poly Kids branches.
- Our basic requirements for an ideal site are a minimum 1600 sq.ft area, with fully functional washrooms and an adequate play area.
- We will help you in full set up of the branch.
- Please send us your location details with pictures for our record keeping and assistance.
- All the materials will be dispatched within 15 working days, from the date of final payment.
- The head office will assist you on décor and designs. You can arrange a painter locally to save on costs.



Franchise Requirements

Built up Area	-	Minimum 1600 sqft. (On Ground Floor)
Property Type	-	Owned or Rented
Term of Franchise	-	10 years
Return on Investment	-	60% - 200%
Age Group	-	2-6 years
Referral System	-	B2B and B2C Models

Teacher Training

We Provide Online Teacher Training Course for each and every teacher associated with the Poly Kids Preschool Franchise Center at no extra cost till the franchise term period.



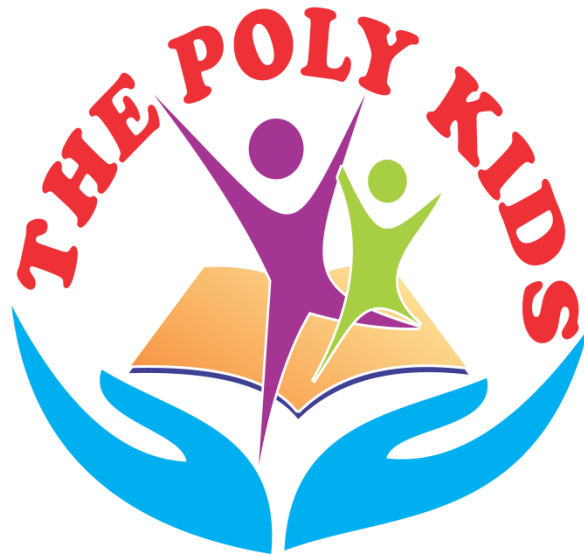
Existing Branches (8 states now)

- 📍 18 in Uttarakhand
- 📍 2 in Punjab
- 📍 1 in Chhattisgarh
- 📍 2 in Jammu

- 📍 4 in Uttar Pradesh
- 📍 1 in Madhya Pradesh
- 📍 1 in Karnataka
- 📍 2 in Himachal Pradesh

How to set up?

- ✚ Finalize your location.
- ✚ Get all your queries resolved.
- ✚ Upon finalizing, sign the MOU along with:
 - ❖ The initial sign up payment.
 - ❖ 2 passport size photographs.
 - ❖ ID proof of branch owner.
- ✚ Send us the following details by mail-
 - ❖ Exact building address with postal code and landmark.
 - ❖ Branch owner name for franchise agreement, website and visiting card.
 - ❖ 2 phone numbers for all advertisements.
- ✚ The head office will send you designs by mail, if any changes are required, please get them incorporated.
- ✚ We will initiate the procurement of materials within this time frame.
- ✚ Once we receive the payment, the package will be sent within 15 working days.
- ✚ Once you receive the materials, please tally all the contents of the package.
- ✚ Please get the training dates confirmed from the head office.



REACH US AT

Email: franchise@thepolykids.com

Contact: +91 7505097861, 9897006426.

Address: 26/2, Teg Bahadur Road, Lane No.4, Dalanwala,
Dehradun, Uttarakhand-248001

Uttarakhand No-1 Premiere Preschool Brand				
S.N	Package Includes	9,99,999	7,99,999	5,99,999
1	Franchisee Fee	Included	Included	Included
2	Tenure and Classes	Lifetime / PG-Class 5	10 years / PG to KG2/UKG	5 Years/ PG, Nursery
3	3D Artwork	3000 sqft	1500 sqft	1000 sqft
4	Training: Lifetime Free: Online: Business & Education	Included	Included	Included
5	Operations Manual	Included	Included	Included
6	Mobile App for School, Parents & Teachers	Included	Included	Included
7	Marketing Guidance / Digital -Social Marketing Set-up / Training	Included	Included	Included
8	Set up to be made to accommodate 30 Kids	Included	Included	Included
9	TV or LED or Projector	Included	Not Included	Not Included
10	Office Set-up - Table & 3 Chairs	Included	Not Included	Not Included
11	CCTV*	Included	Not Included	Not Included
12	10x ROI commitment **	Included	Not Included	Not Included
13	Table 1: Crescent Table	2	2	1
14	Table 2: Circle / Rectangle	2	1	1
15	Table 3: Apple Shape	2	1	1
16	International Quality Chairs	50	30	22
17	Wooden Table bench set for 30 students	20	15	10
18	Wall Décor -Alphabets A-Z, a-z	1 each	1 each	1 each
19	Wall Décor - Numbers- 1-10	2	1	1
20	Cut- Outs	6	4	3
21	Designer Dustbin	5	2	2
22	Height Chart	2	1	1
23	Letter Box	1	1	1
24	Traffic Light	1	1	1
25	Slides (Assosrted)	3	2	2
26	Whale Rocker / See Saw	4	2	2
27	Sea Saw Big	1	1	1
28	Riders Assorted	4	2	2
29	Ride On : Wheel	4	2	2
30	Rider PINTO	2	1	0
31	Pom Pom	10	5	4
32	Tricycle	4	1	1
33	Pony Rideon	2	1	0
34	Sand Pit	1	1	0
35	Rocker	3	1	0

36	Elephant Rocker	1	1	0
37	Basketball set	1	1	0
38	Trampoline	1	1	0
39	School Front Sign Board (As per site)	1	1	Creative
40	Handbills / Pamphlets	20000	15000	10000
41	Sunpack - Pole Advt .	200	150	50
42	Pole Kiosk	150	50	25
43	Sticker Sheet	20	10	0
44	The Poly Kids Coffee Mugs	12	8	5
45	The Poly Kid Pens	30	15	10
46	The Poly Kids Carry Bags	50	50	10
47	The Poly Kids Standees	2	1	0
48	Flex Banners	15	10	5
49	Marketing Umbrellas	5	3	2
50	Flash Card Set	1	1	1
51	Beads Set	5	3	2
52	Puzzle Set	5	3	2
53	Mini Library	2	1	0
54	Assorted Registers (Labelled and ready for Office purpose)	1 Set	1	1
55	Academic Registers and Log Books for all classes	1 each	1	1
56	Miscellaneous Stationery items as per The Poly Kids requirements	1 set	1	1
57	Notice Board (Assorted Sizes as per site)	5	2	1
58	White board	4	2	1
59	White board stand	1	1	
60	The Poly Kids COASTERS	5 sets	2	1
61	Podium	1	1	0
62	Office Set Up (Tables, chairs, computers, printers etc)	1	1	0
63	Petrol Pump	1	0	0
64	Birthday Table	1	1	1
65	Watchman Table	1	1	0
66	Aaya's Dress	2	1	0
68	Play Group Student Kit	5	2	1
69	Nurse Student Kit	5	2	1
70	LKG Book Set	3	1	1
71	UKG Book Set	2	1	1
72	Uniform boys and girls(sample set)	1	1	1
73	Fee Receipt Book	10	10	5

74	Admission Form and Prospectus	100	50	25
75	Envelope	250	250	250
76	Admission Enquiry Book	2	1	1
77	Transport Receipt Book	2	1	1
78	Appreciation and Birthday certificates	10	8	5
79	Bonafide Certificate	1 pads	1	1
80	Transfer Certificate	1 pads	1	1
81	Fee Details Form	5 pads	3	1
82	Letter Head	1 pads	1	1
83	Visiting Card	100	100	100
84	The Poly Kids Awards and certificates	1 set	1	1
85	Caps	20	10	5
86	Owner and staff T-Shirt	5	3	2

PAYMENT SCHEDULE

Payment Schedule (Amount in INR)			
1st Payment At the time of signing MOU	2,00,000	2,00,000	1,00,000
2nd Payment (At the time of site finalisation)	3,00,000	2,00,000	2,00,000
3rd Payment (Within 15 Days of Site Finalisation)	4,99,999	3,99,000	2,99,999

PAYMENT & GENERAL TERMS

- Rural Package of 2.99 Lacs*
- Minor damages and breakages sustained during the transit of materials will not be reimbursed it can be repaired.
- Package valid till confirmation / payment received on or before: –
- Lead Time: A lead time of 15 days from the time of final payment received, would be required for initiating the Services delivery.
- Pricing is exclusive of all taxes, as applicable.
- All prices mentioned in this quote are in Indian Rupees (INR).
- *CCTV Installation at branch premise would be as per policy guidelines
- **The Poly Kids Brand stands by the **3 X ROI commitment**
 - Commitment is the generate the revenue of 3 times in the initial year of the initial amount paid.
 - To avail the offer certain perquisites and rules are laid down for the Franchise which will be part of the agreement.
 - We wish to have long term commitment with the franchise and look forward to best of services at all the times which.
 - In case commitments do not go as promised TPK is bound to roll back the token amount taken as initiation.
- Training is available online for Distant Branches from the Dehradun.
- Physical Training for Branches within Dehradun & Nearby.
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ACCOUNT DETAILS