

STUDY WITH FUN

SCHOOL



   TM
Discipline
Kid's Play School

AN ISO 9001:2015 CERTIFIED

Thanks for raising an inquiry at Discipline kid's play school!

We appreciate your decision to consider partnering with India's premium preschool education brand as a business option. Play school sector has always been rewarding and we hope that this journey becomes memorable and profitable for you as well as it has been for all of our existing partners. Before we enter into a partnering relationship, there is an overview which will spell out our existence and success in the education industry.

Vast expanse of Discipline kid's play school

Starting from 2022, we have completed almost 2 years of successful years in education segment and have over 100+ operating play school across India. We have gone global with our presence in Abroad .

Award and laurels

We have a complete range of educational tools which cater to the early learning needs of kids. To name a few we have Robotime, Smart class, Virtual Reality and much more.

Franchise Support Shell

Our franchisees enjoy benefits which make them feel privileged to partner with us. We provide a complete and overall support in the form of assistance from the head office. We provide complete set-up support from the scratch. From site visit to the school establishment, we provide interior support, training & manuals, efficient query – handling support, digital marketing, technology & IT support.

Please find enclosed the Business presentation for complete knowledge of the Discipline kid's play school franchise model. We shall be obliged to hear from you over this and are eagerly looking forward to welcome you to the Discipline kid's play family. Once you have gone through the proposal a Zoom meeting convenient date & timings for the same.

SONU SHIVAY

(CHAIRMAN)

MOB:- 95706 02520



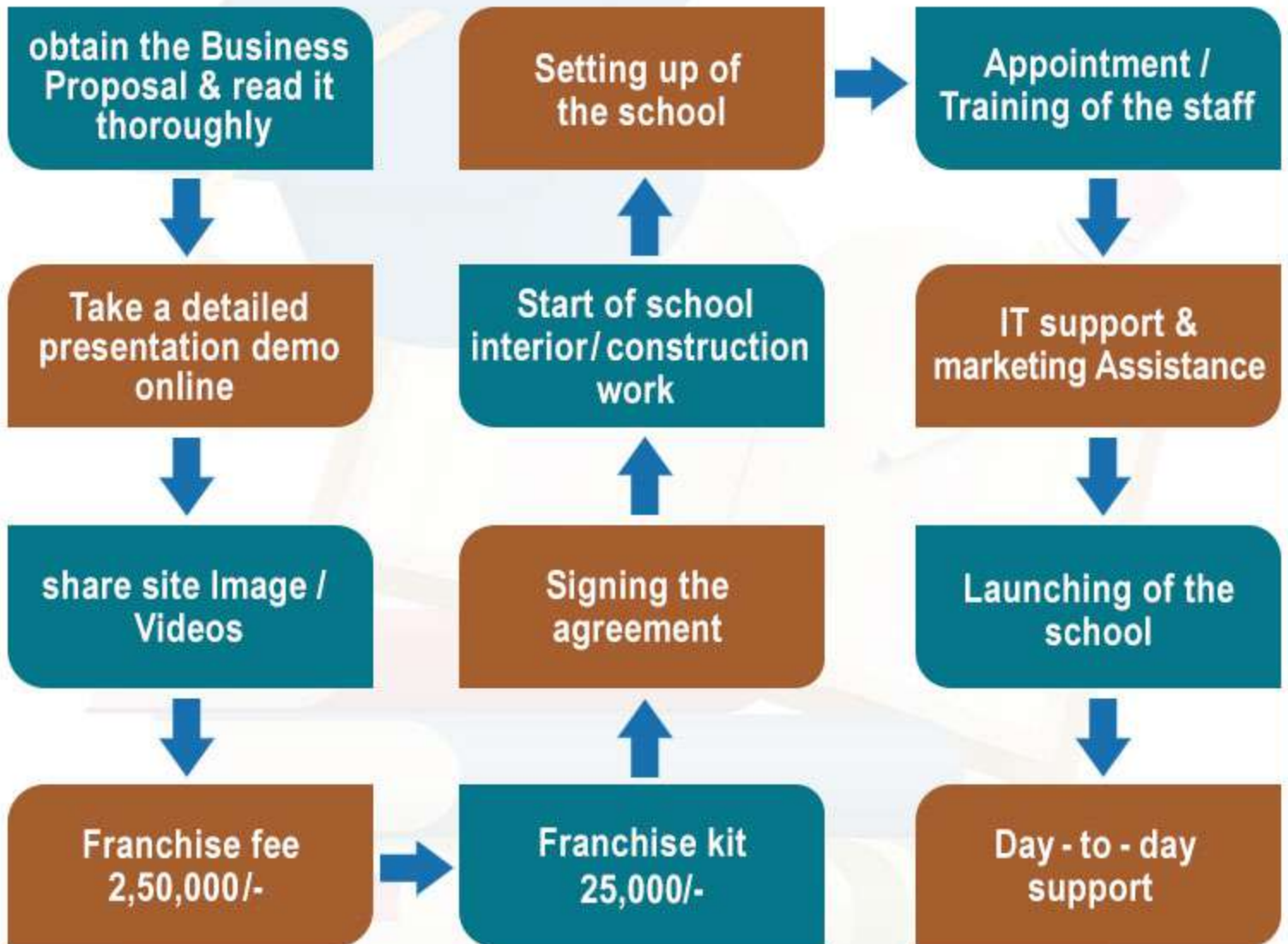
INVESTMENT PLAN

HEAD	INVESTMENT	SOURCE
Interior & Paint	As per town/ city	Done by your local vendor. We will share design, 3D Drawing & complete manuals for set-up.
Initial local Ads (social media activity) (First 3 months)	25,000/-	We will provide manual / samples for the same.
Franchisee Kit	25,000/-	
Royalty Fees	10 %	Yearly
Franchisee Fees	2,50,000/-	Non- Refundable
Electricals (includes AC, RO System fan / light, computer, Printer,CCTV etc.)	As per town/ city	We will provide list room wise. You can purchase from the local vendor.
Pre Smart Class	-----	Coming soon
Entire School, Classroom & Office Furniture, Stationery.	As per town/ city	By Yourself

- **Fee structure:** Will be decide mutually based on e-survey done.
- **Agreement:** 5 Years & renewable.
- **Inclusive Admission kit:** 4800/- per student at the time of admission. The inclusive kit contain all the books, worksheets for single session / academic year.

How to become a discipline kids play school franchisee

A Road Map



Regd. office: 16A/506 Adharshila complex near RBI, Gandhi maidan, Patna - 800001

Mob No.: 84347 56070 **Mail:** disciplinekidsplay3@gmail.com

Visit us at: www.disciplinekidsplay.in

Business promotions & Strategies

- Newspaper Inserts, write-ups & Brouchure.
- Opening Shortly / Admissions open banners (free of cost).
- Hording / sign boards
- Sunpacks
- Canopy



- Baby show guidelines & designs
- Health checkup campus & Guidelines
- Summer Activity, kit & Designs
- Mega Admission Scheme
- Exhibitions Plans

**ENDLESS
MARKETING
SUPPORT**

How Our Website Works

- **Brand Visibility:** Our website, www.disciplinekidsplay.in takes you through discipline kids play our most exclusive pre-school brand that offers complete range of educational support services nationwide through its multilayer support system.
- **Paperless ERP:** Paperless ERP software offered by Secure Educational Trust is exclusively available for its schools across the country. It facilities the school management to intract with parents, Staff & the Regd., Office effortlessly
- **Heavy Traffice On Our Website/Day:** We help you with the admission leads. Our presence on other various admin portals proves beneficial in attracting parents who are seeking admission for their children.
- **Micro Website:** We create a dedicated micro website for each school on ur serverpromotes it on Google platform, SEO to generate admin leads.

Books Sets For All Level (pre to 5th)



Play



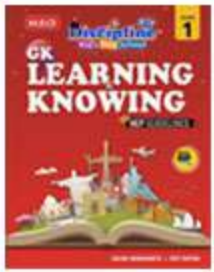
Nursery



LKG



UKG



Level-1



Level-2



Level-3

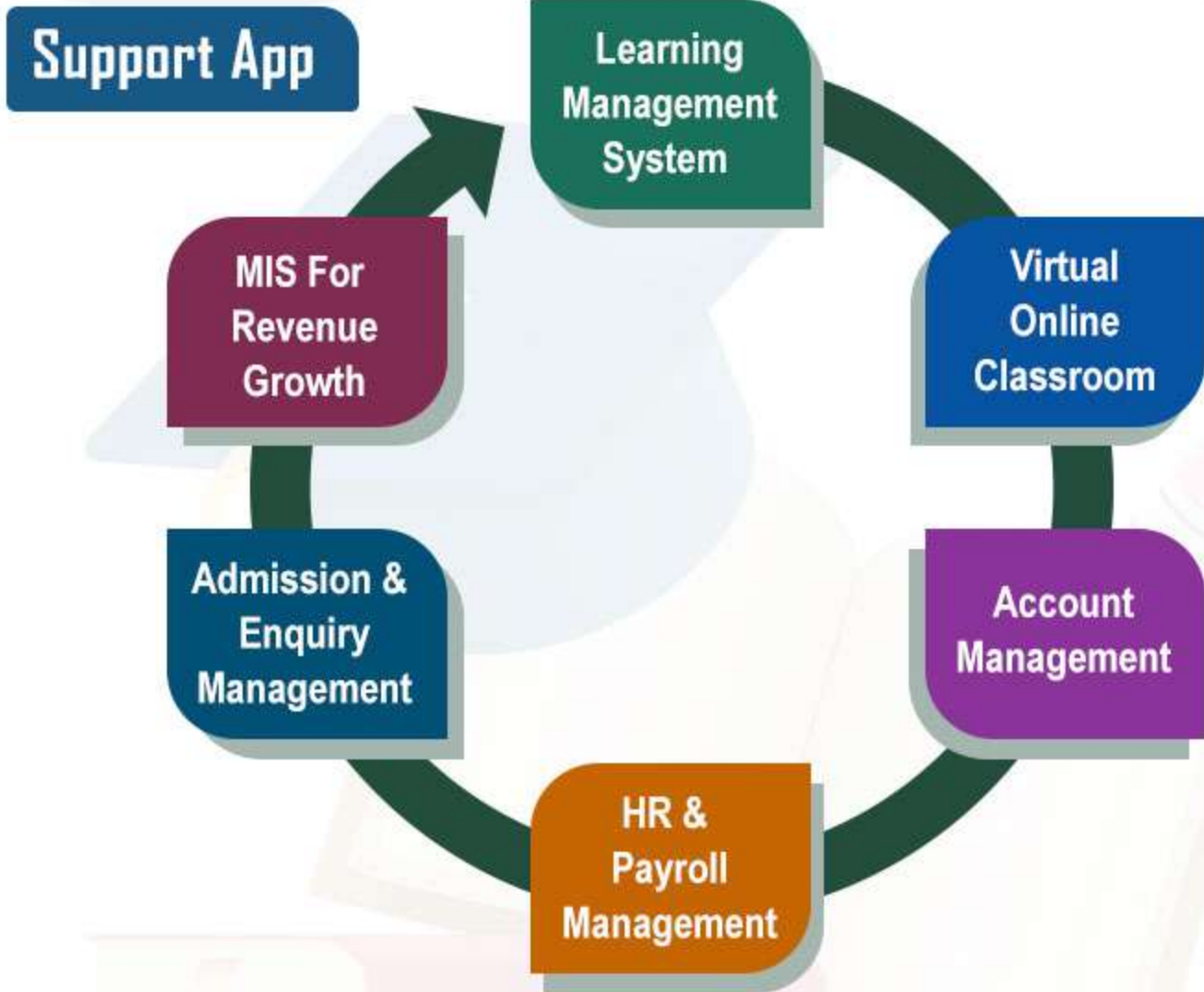


Level-4



Level-5

We have developed Discipline kids play school's revolutionary curriculum and books in association with some of the best authors, educationists and child psychologists in the industry. We have taken into consideration the tender age and behaviour of children of these age groups. Our books for level Play, Nursery, LKG, UKG, LEVEL -1 to 5 are distinct from those of our peer competitors in terms of content, color, quality, creativity and above all for being child-friendly. Every book of ours is supported and completely by e-solutions Pri-smart and technology.



General Terms & Conditions

- Franchise fee (2,50,000/-)**
- Agreement will be for five years (initially)**
- No other Discipline Kid's Play centre will be Established in your Area (within a range of 5 kms.)**
- All Transactions shall be made in favour of Secure Educational Trust**
- Kit base model. No Royalty on Revenue collection**

Coming soon...

1st Smart Class School

Pre -smart is customized digital learning for all level at Discipline kid's play. It helps render learning and teaching in the most entertaining magical and fun- filled manner. It is a wonderful and impressionable experience every child.



- We are only the ones to offer e-learning solutions in the pre-school segment for the first time in India.
- The content is completely mapped at all Levels of Discipline kid's play in all Subject.
- Vibrant, interactive, high defination visuals in 3D with a beautiful narrative, explation,lots of tasks for practice, etc, are some USP's of the content.

Advertisement Support

- Local Advertisements Layout, Planning, conceptualization & Implementation
- Our media reporting is inclusive of coverage in print and electronic media to take our brand to the top most level.
 - Advertisement is a vital lifeline in this cut- throat competitive world.
 - DISCIPLINE KID'S PLAY through national advertising support, generate enquiries admissions & awareness among people, without putting any burden on you.
- Nationwide Advertisement through Newspaper, Magazines & the Electronic Media & Digital Platforms.

We Have Them All

- Winter Uniform
- Sports Uniform
- Summer Uniform
- Shoes ● Bag
- Books ● Many more & etc

Wearing the uniform brings a sense of harmony and feeling of equality, oneness and togetherness among children. We have designed uniforms for winter, summer & sports for children with matching school shoes, keeping in mind their comfort parameter.



Girls & Boys Uniform



Summer Uniform



Winter Uniform



School Bag

Additional Support Material @ Discipline Kid's Play School

We provide an array of items that help them in carrying out day-to-day activities and operations very effortlessly. The material can be ordered at a click & includes prospectus, Brouchure, Assesment Report card, Teachers' Planner, Appreciation cards, Records & Registers, Birthday Cards, School Bag & Many more.



DIGITAL & SOCIAL MEDIA

WHATSAPP

(wonderful tool used for sending promotional messages, videos to parents and enquiries)

TWITTER

(Keeps everyone updated about latest happenings at :)

GOOGLE MAP

(Pin pointing & locating your school on Google maps for better visibility and identification).

YOUTUBE

(Look at the youtube gallery of Discipline kid's play. You will be able to enjoy videos of events. Link :)

ONLINE BANNER

(Running banner ads time to time on prominent websites)

FACEBOOK

(Discipline Kid's play is the most preferred play school for parents. We have more than 1.5 lacs likes on our facebook page :)

GOOGLE ADWORDS

(Continuous adwords campaign to display the brand on the front few pages of Google itself)

TECHNICAL & TRAINING SUPPORT

FOR
TEACHERS

FOR
DIRECTORS

FOR
COUNSELLORS

FOR
SUPPORT STAFF

- ▶ Providing all curriculum / Training manuals.
- ▶ Recruitment & Interview Support.
- ▶ Training to all staff member at your school.
- ▶ Regular grooming at school and Corporate levels.
- ▶ Letters & mailers for day-to-day working assistance.

Letters & mailers for day-to-day working assistance.

A comprehensive Training program at the Registered Office that is inclusive of boarding & lodging.

At your doorstep / school

Through webinars, calls & mailers

At your city / state level

At the Registered Office, Patna

SUPPORT @ TEACHING STAFF



HELP MANUAL
(It's about Teacher)

GOOD EFFORTS





GROOMING THE BEST COUNSELLORS



HELP MANUAL
 (It's About Counsellor)



APPLICATION FORM



SCHOOL INTERIOR VIEW



Promotional Items Are Here To Stay



Contact Us



+91 84347 56070



info@discipline.com



www.disciplinekidsplay.in

Regd. Office: 16A / 506 adharshila complex near RBI Gandhi
maidan Patna Bihar India pin-800001