



# LONDON KIDS<sup>TM</sup>

UK Concept International Preschool Chain

PLAY GROUP | NURSERY | LKG | UKG

**INDIA'S** Fastest Growing Preschool Chain

26+  
STATES

589+ Preschool Centers  
Added in 23 Months

589+  
CENTERS



International Standard Education at  
Affordable Cost

A Venture of Ashoka Group | Since 1969

# About Us

London Kids is an Initiative by Mr.Vikas Singh a **VIT Alumni with CFA and MBA (IVEY Business School, Canada)**.

Backed by Mr.J.P.Singh **CMD of Ashoka Group** a 49 Year old Company into Home Care.



**Mr.Vikas Singh**  
**Founder, Edwell**

## VISION

To Establish an International pre-school chain that focuses in offering a Value based foundation to the children who will joyfully begin on the journey to discover the world of happy thinking and learning even in the most remote places in India.

## MISSION

Teaching Should be much more than transmitting facts and instilling skills. it should teach kids itself, giving them the mental tools that enables them self learning.

To integrate exceptional environment, which creates an iconic franchise model that offers complete growth and unique services to the business partners in rural areas, villages and talukas.



A Government of India Programme

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# Awards & Achievements



Our Managing Director Mr. Jai Prakash Receiving the Award for  
**“Most Popular Preschool Chain Brand in India”**

At international Achievement Awards 2019



Awarded Most Popular Brand  
of **PRE SCHOOL CHAIN**  
at International Achievement Awards 2019



**siliconindia** SELECTED among   
MOST PROMISING  
**PRESCHOOLS & DAY CARES**

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# Awards & Achievements



Our Financial & Marketing Advisor Accepting the Award for the  
**“BEST STRUCTURED PRESCHOOL CURRICULUM IN INDIA”**  
**BY PADMA BHUSHAN MARY KOM**

At India's Most Prominent Education Awards 2019

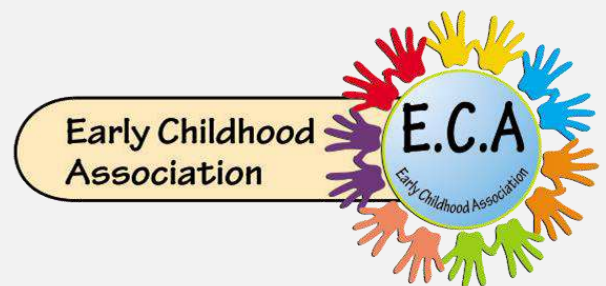
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# International Accreditations

Edwell Global Academy is a Member of Early Education The British Association for Early Childhood Education – UK in 2019



Edwell Global Academy Founder Mr. Vikas is a Member of Early Childhood Association in India 2019



Edwell Global Academy is accredited by Early Years Alliance Formerly UK Preschool Learning Alliance



# National Accreditations

London Kids is a Registered Firm under the  
**Central Government of India (MSME)**



[View Registered Central Government MSME  
Registered Certificate Here](#)

London Kids is also a Registered Part of  
**ISO 9001:2015 Certified Company**



[View ISO 9001:2015 Registered Certificate Here](#)

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# What You Require to Start your Own Preschool with London Kids Brand?

✓ Built up Area Minimum 1000 Sq.ft

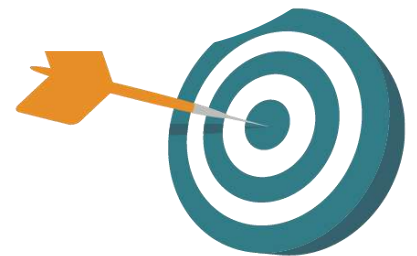
Property can be Rented or Own on the Ground or Maximum First Floor

✓ London Kids Franchise Cost

All the Items & Services Mentioned below  
in the Proposal are Included in the total Cost of

**Rs.99,999/-**

(NO HIDDEN COST / NO ROYALTY MODEL)



# WHAT YOU GET?

- ✓ Startup Franchise Kit
- ✓ Kids Furniture (30 kids)
- ✓ Kids Uniform & School Bag
- ✓ Digital Learning Kit
- ✓ Digital Marketing by London Kids
- ✓ Local Marketing Action Plan
- ✓ UK Concept Edwell K-5 Curriculum
- ✓ Every Day Planner & Instant Support
- ✓ Complete Training Module
- ✓ Franchise Helpline Support
- ✓ Online Digital Marketing
- ✓ Preschool Design & Layout Design
- ✓ Mobile App & School ERP
- ✓ Teacher Training Module (Online)

# Startup Franchise Kit



Slider – INCLUDED



Ride On – INCLUDED



Rocker - INCLUDED



Fruit Set– INCLUDED



Vegetable Set  
INCLUDED



Ring Tower– INCLUDED

# Startup Franchise Kit



Alphabetz (Caps)  
INCLUDED



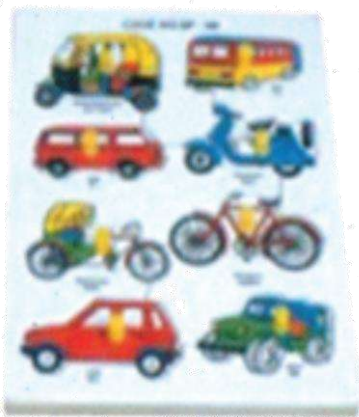
Alphabetz (Small)  
INCLUDED



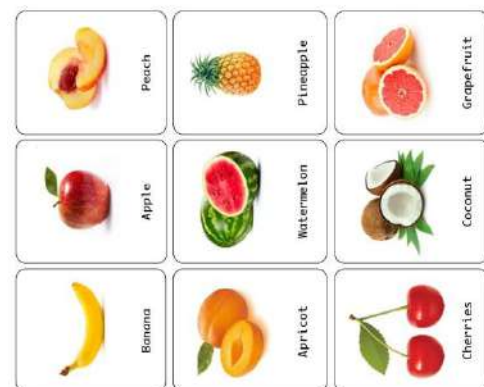
Puzzle Numbers  
INCLUDED



Puzzle Language  
INCLUDED

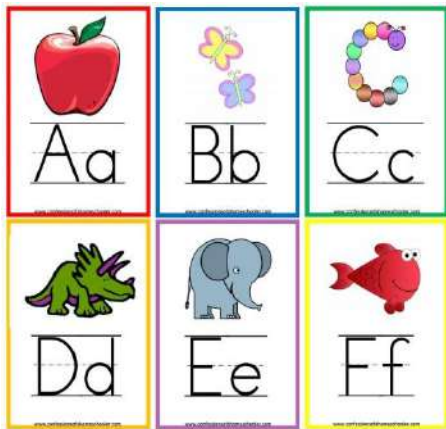


Puzzle Transport  
INCLUDED

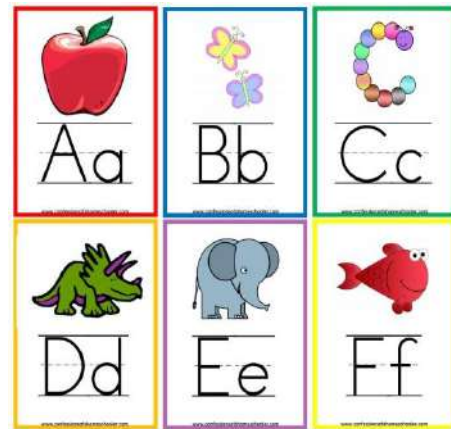


Flash Cards Fruits  
INCLUDED

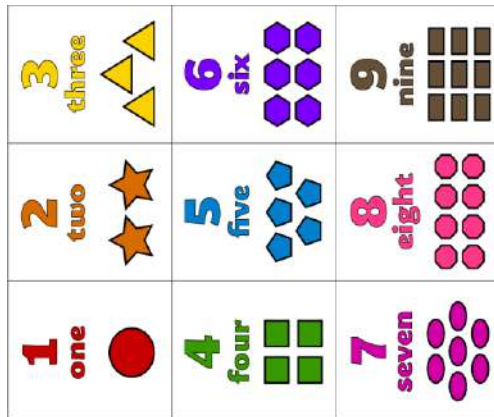
# Startup Franchise Kit



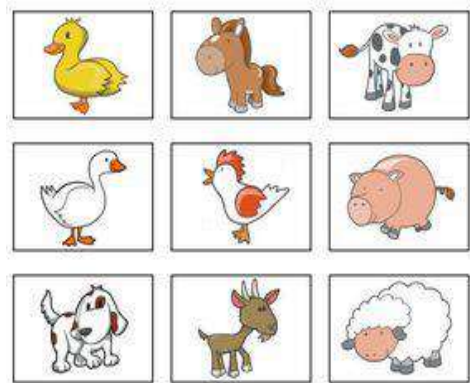
Flash Cards Alphabet Small - INCLUDED



Flash Cards Alphabet Caps - INCLUDED



Flash Cards Numbers INCLUDED



Flash Cards Domestic Animals - INCLUDED



Rolling Pin 3 Nos INCLUDED



Dice Numeric INCLUDED

# Startup Franchise Kit



Chart Alphabet  
INCLUDED



Chart Aksharmala  
INCLUDED



Chart Wild Animals  
INCLUDED



Chart Vegetables  
INCLUDED

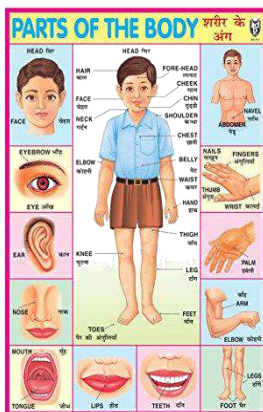


Chart Body Parts  
INCLUDED



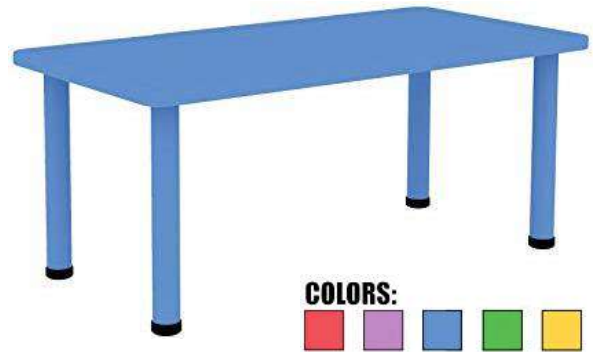
A5 Size Pamphlets – 5000  
INCLUDED



# Kids Furniture (30 Kids)



High Quality Chairs  
(30 Nos) - INCLUDED



Rectangle 6 Seater Table  
(5 Nos) - INCLUDED



## Uniform & School Bag (Sample Only)



London Kids T-Shirt  
INCLUDED



London Kids School Bag  
INCLUDED

Sample Display Kit Included: Teachers Hand Book-2 Nos ,  
Preschool Diary, Id Card, Growth Report Card, London Kids  
Badge, London Kids Keychain, Playgroup Book Set, Nursery Book  
Set, Fee Receipt Book-2 Nos, Certificate 1 Nos, Medal 1 Nos

**ALL THE ABOVE LISTED ITEMS ARE  
INCLUDED IN THE FRANCHISE COST**

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# Display Student Kit Items Provided

London Kids Student Kit  
T-Shirt



London Kids Student Kit  
School Bag



London Kids Student Kit  
Books



London Kids Student Kit  
Escort Card



London Kids Student Kit  
Grad Medal



London Kids Student Kit  
Identity Card



London Kids Student Kit  
Growth Card



London Kids Student Kit  
Teachers Handbook



London Kids Student Kit  
Key/Tag Chain



London Kids Student Kit  
School Diary



London Kids Student Kit  
Birthday Card



London Kids Student Kit  
School Badge



London Kids Student Kit  
Parent Handbook



London Kids Student Kit  
Diploma Certificate

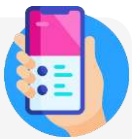


# Digital Learning Kit



Compatible on

androidtv



Set of Educative Animated Content to Fulfill Children Curiosity and also enabling them to understand Alphabetic and Numeric Content. Including: Rhymes & Stories Compiled according to the UK Concept Curriculum.

Digital Animated Content As Per

Edwell  
**K-5**  
CURRICULUM

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# Local Marketing Action Plan



90% Schools in Rural & City areas focus only on Traditional Marketing Methods like Pamphlets, Boards, Newspaper inserts for the admissions but in reality only achieve 20-30% Admissions of the total potential. To Overcome London Kids has come up with the Marketing Action Plan which gets a preschool 60-70% more admissions than other preschools.

These 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.

The Campaign requires your Effort, Time & Dedication.

# Online Digital Marketing



We at London Kids execute Online Digital Marketing for All our Centers on Social Media Platforms like Facebook, Instagram & Google Search by Search Engine Optimization (SEO).

Important Fact: 75% of Preschool Parents in 2017 got influenced by social Media & Online via Videos & Media Content.



**94% of Our Existing Centers**

**Rank 01** Page of Google Search

# UK Concept Edwell K-5 Curriculum

Edwell

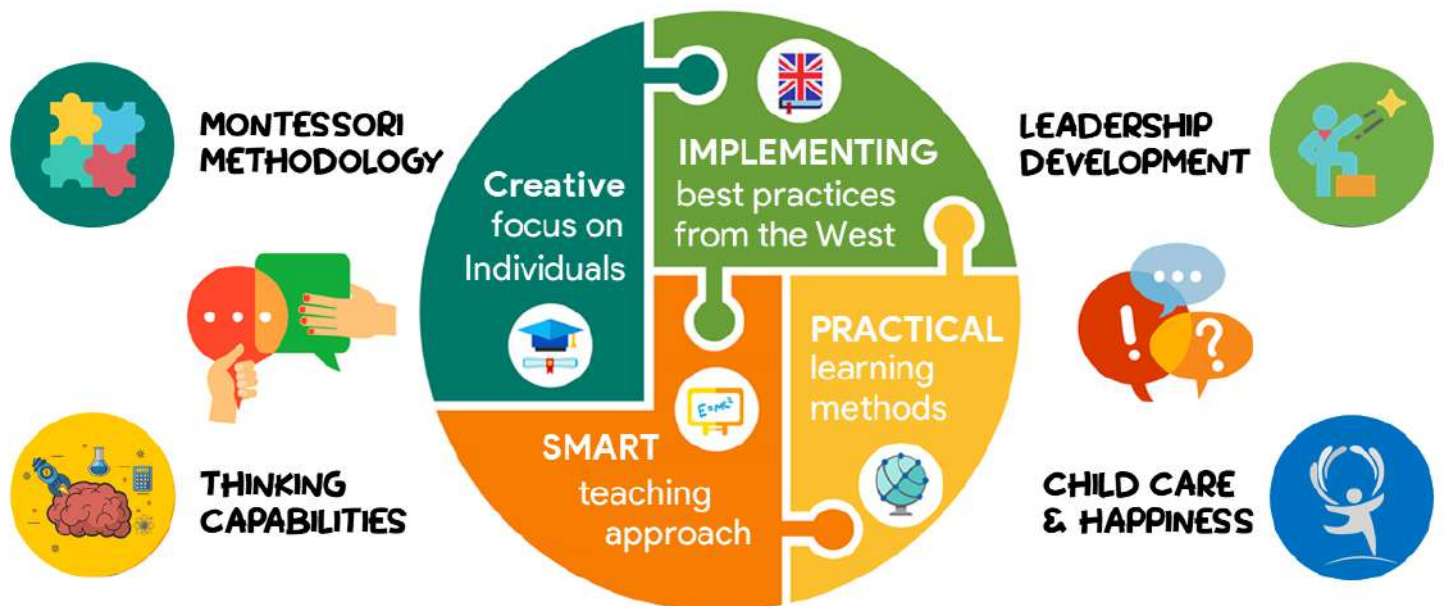
# K-5



## CURRICULUM

London Kids Pan India implements UK Concept Preschool Curriculum based on **EYFS British National Curriculum** & sets the standards for learning and development, and it focuses on every child from the time they're born until they're five years old. The belief is that children develop early, and it depends on how and what they learn in the first

5 years of their lives can have a large impact throughout the rest of their lives. You want to combine good parenting skills and high Quality early learning, so your child thrives and develops their interests, passions, and talents as they grow.



**WE PROVIDE ALL CENTERS WITH DAY TO DAY PLANNED TERM CURRICULUM, TIME TABLE & ACTIVITIES CONDUCTED AT THE PRESCHOOL**

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# Every Day Planner & Support

\* Working Hours



Dedicated Support Executive  
**For Every Centre**

Resolutions to  
Any Query  
within  
**24 Hours\***



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# Complete Training Module

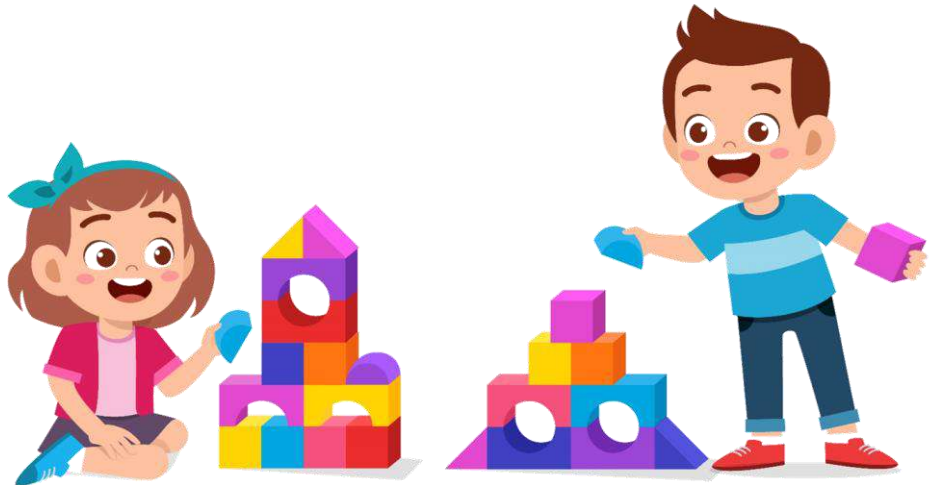


## Owner & Centre Head Training

Training Video for Owner on Best Practises for the School

## Activity Training

Complete Training Video for Activity Calendar & How to !



## Preventive Measures At School

COVID-19

Temperature Check

Wear Mask

Sanitize Your Hands

Social Distancing

Stay Safe!



## Post Pandemic Strategy

Marketing & Operations Strategy on to Capitalize the Opportunity

# Preschool Design & Layout Provided

We at London Kids give you guideline on how to design your preschool with Minimum effort and Cost. We Advice 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.



स्वच्छ विद्यालय



Setup Guidelines  
& Interior Designs



Painting Design  
for your Premise



Apt Fee Structure as  
per your Area. Final  
Decision of Fee is Yours



Flex Marketing  
Banner Designs



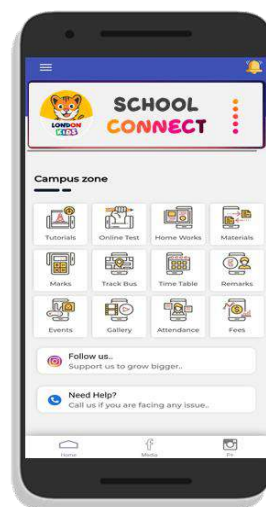
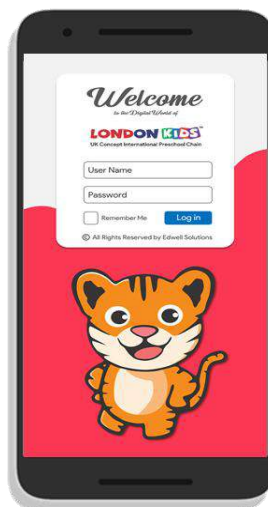
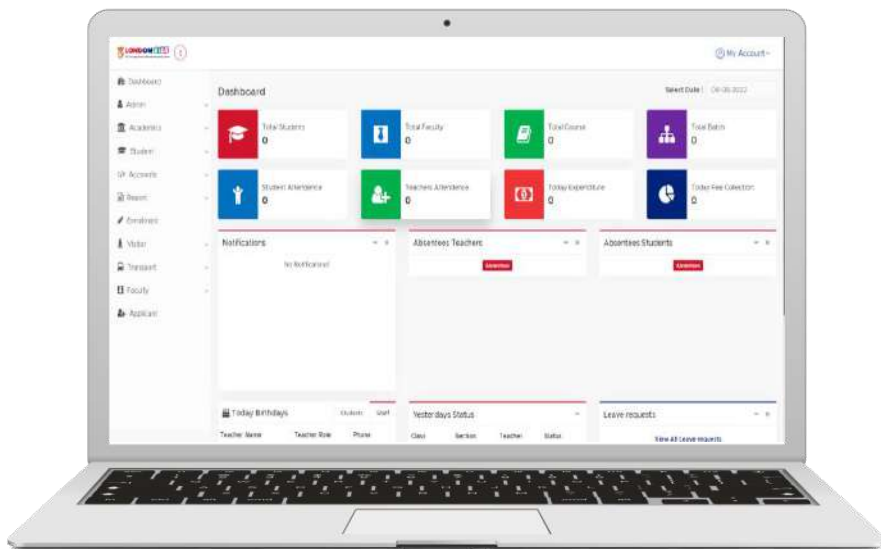
Guidelines on  
Do's & Don'ts



# School Management Software

We Provide a Dedicated software system for you to carry out day to day operation as smoothly as possible and a Mobile app to Communicate with parents helping in customer satisfaction

Worth Rs.50000 - INCLUDED



## Admission Features



Admission Forms



Follow-ups

## Administration



Expenditure Count



Fee Reminders



Payment Gateway



Invoice Maker



Staff Record

## Communication



Notice Board



SMS & Email Alerts



Notification Alerts



Class Diary



Attendance



Holiday Calendar



Track Bus



Teachers Log



Announcements



Visitor Record

## Mobile Apps



Parents App



Teachers App

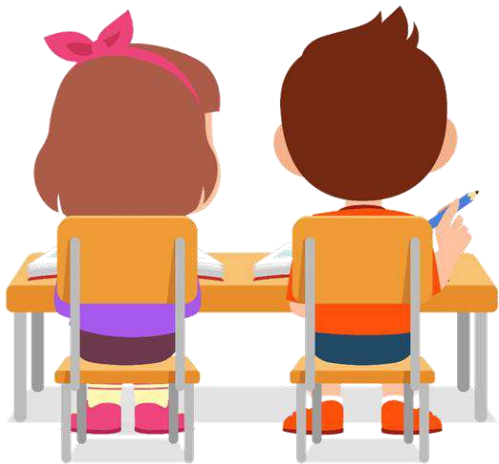
# TEACHER TRAINING INCLUDED

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

**Edwell  
Certified**



**Teacher  
Training**



**120 Hours**

**Of Certified Course  
Curriculum Included**

**Curriculum Development Stages: Gross Motor Skills  
Social & Emotional Development | Cognitive Development**

London Kids Founder is a Proud  
**Member of Early  
Childhood Association**

Early Childhood  
Association



Online Teacher Training is  
Provided throughout the  
franchise period and is valid to  
all the teachers of the school  
without any additional cost.

# Things You Should Know!

- We at London Kids focus on being practical and advise all our franchise partners to not put in heavy investment in the initial stages of the preschool opening apart from our startup Franchise Kit. We advise you to buy things accordingly when your school starts growing and you get ample number of admissions.
- Online Teacher Training Module is Provided, Every Franchise Owner & Teachers can undergo Teacher Trainings. All Teachers upon completion of the Training will be provided a Certified Trained Teacher Certificate.
- We provide you with Digital learning animated content which you can use with a Modern LED/LCD TV and can be helpful for children in learning.
- The Data Updating and use of the School Management Software is mandatory for all centers to help us support you better with your information provided.
- We Provide you with Basic Student Kit which includes School Bag, Curriculum Book Set, Diary, School Pin Badge, Birthday Card, Certificate, Passing Medal, Escort Card, ID Card, Progress Report and one uniform for every child on extra charges @ Rs.2050/Kit for Playgroup/Nursery - Rs.2250/Kit for LKG/UKG and can be ordered from us time to time according to your admissions.
- All our Uniform & Bags are standard Quality to Maintain London Kids International Standard Preschool.

# Things You Should Know!

- We Execute all Online Digital Marketing from our side on a central basis and provide you with consultation over the 7 Step Boost Marketing Campaign for your Local marketing.
- We Provide you Term Wise UK Concept International Preschool Curriculum with 60+ Activities Guideline throughout the year.
- The Franchise Term is for 2 Years and Franchise Helpline is provided to all business partners and support is provided throughout the period of 2 yrs. without any additional cost.
- Minor Damages (Scratches/Dent) during transit to any physical material will be not be covered under replacement.
- We Advise you regarding the design and layout plan of your preschool with our thematic design which keeps your preschool bright and simple so that you can have space to decorate it with activities done by kids in the school.
- Booking with Registration Amount of Rs.5000 confirms the franchise allotment only, a pincode/location can be booked by two different customers. Location Exclusivity of Radius 2 Kms will be allotted on first come first serve basis. It will be the duty of the second franchisee to maintain a distance of minimum 2 kms from any existing operational centre irrespective of booking date.

**THERE IS NO LIMIT ON TAKING ADMISSIONS FOR A CENTER, THE FRANCHISE PARTNER CAN TAKE AS MANY ADMISSIONS AS POSSIBLE ACCORDING TO THEIR PREMISE AND MANAGING CAPACITY.**

Apply Today to Get All this at Only

₹ 999,999

~~₹ 1,29,999~~

Offer Valid Till  
31<sup>st</sup> May 2022

**NO ROYALTY MODEL**

Franchise Help-Line: 9000 538 539

- NO Hidden Cost with 100% Transparency in Terms.
- NO Other London Kids Preschool will be Opened in the radius of 2 kms from your location to maintain your exclusivity.
- Franchise Agreement is for 2 Years Term and Renewal will be at Only Rs.35,000 for the Next 2 Years.
- Taxes Extra as per Government Policy & Subject to Change.
- All Payments Made are Non-Refundable.
- The Materials will get dispatched within 2-3 Weeks of the final Payment.
- NEFT/RTGS and Cash Deposits on Company Account Only.
- Transport of Materials & Student Kits by Franchisee

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# PROJECTED ROI

(EXAMPLE FOR REFERENCE ONLY)

**FEE CHANGES FROM PLACE TO PLACE – WE AT LONDON KIDS WILL ADVISE YOU THE BEST POSSIBLE FEE STRUCTURE TO GET MAXIMUM ADMISSION BUT FINAL DECISION ON THE FEE STRUCTURE WILL BE YOURS AS WE ARE A NO ROYALTY MODEL**

Number of Kids	30 Kids	60 Kids	90 Kids
<b>TOTAL REVENUE</b>			
ADMISSION FEE + KIT	11,300*30 = 3,39,000	12,000*60 = 7,20,000	13000*90 = 11,70,000
AVERAGE TUITION FEE	15000*30 = 4,50,000	15,500*60 = 9,30,000	17000*90 =15,30,000
<b>TOTAL REVENUE</b>	<b>7,89,000</b>	<b>16,50,000</b>	<b>27,00,000</b>
<b>TOTAL EXPENSES</b>			
RENT	20,000*12 = 2,40,000	20,000*12 = 2,40,000	22,000*12 = 2,64,000
CENTER HEAD	8,000*10 = 80,000	9,000*10 = 90,000	10,000*10 = 1,00,000
TEACHER	5,000*2*10 = 1,00,000 (2 Teachers @ 5000/M)	5,500*3*10 = 1,65,000 (3 Teachers @ 5500/M)	6,000*5*10 =3,00,000 (5 Teachers @ 6000/M)
NANNY/AAYA	4,000*10 = 40,000	4,400*2*10 = 88,000	4,840*3*10 = 1,45,200
ELECTRICITY/MISC	5,000*12 = 60,000	5,500*12 = 66,000	6,050*12 = 72,600
ADVERTISEMENT	4,000*12 = 48,000	4,400*12 = 52,800	4,840*12 = 58,080
<b>TOTAL EXPENSES</b>	<b>5,68,000</b>	<b>7,01,800</b>	<b>9,39,880</b>
<b>PROFIT (AFTER EXPENSES)</b>	<b>2,21,000</b>	<b>9,06,200</b>	<b>17,60,120</b>
<b>PROFIT (MONTH WISE)</b>	<b>18,416</b>	<b>75,516</b>	<b>1,46,676</b>

NOTE: 1.Inflation in Expenses is @ 10%. 2.Fees Inflation Approx 10%. 3.Taxes Not Included

4.Revenue of Minimum 4-6 Lakhs annually can be done through our After School Activities

**Disclaimer:** This is a report used for indicative purpose. No part of this report guarantees sales or costs. The Revenue & Expenditures are calculated upon the reasonable assumptions derived from experience. The Success of a Franchisee depends upon many factors, this report is to guide the franchisee to take the path to success. The Figures will vary on different factors like fee levels, student intake, demographics, paying capacity, and most importantly location. Its advised the franchisee to take advice from Franchisor and then build an business plan accordingly to attain success.

# INDIA'S Fastest Growing Preschool Chain

**26+**  
STATES

**589+**  
CENTERS

**589+ Preschool Centers  
Added in 23 Months**

\*Excluding timeline of Schools  
Lockdown during Covid-19



## LIST OF CENTERS FINALIZED PAN INDIA

1. Aurangabad – Maharashtra
2. Ludhiana – Punjab
3. Karim Nagar – Telangana
4. Makrana – Rajasthan
5. Raipur – Chhattisgarh
6. Ahmedabad – Gujarat
7. Panipat – Haryana
8. Kumbakonam – Tamil Nadu
9. Vijaypura – Karnataka
10. Agra – Uttar Pradesh
11. Hazaribagh – Jharkhand
12. Saharsa – Bihar
13. Bargarh – Odisha
14. Chunavati – West Bengal
15. Kadapa – Andhra Pradesh
16. Dilshad Garden – Delhi NCR
17. Samba – Jammu & Kashmir
18. Kompally – Hyd – Telangana
19. Chapra – Bihar
20. Pune – Maharashtra
21. Vijaypur – Samba – Jammu
22. Vijaypura – Bangalore KR
23. Bhabua – Bihar
24. Manchiriale – Telangana
25. Santosh Nagar – Hyderabad,
26. Nashik – Maharashtra
27. Darbhanga – Bihar
28. Tindivanam – Tamil Nadu
29. Dombivali East – Maharashtra
30. Baltana – Punjab
31. Thiruvananthapuram – Kerala
32. Varanasi – Uttar Pradesh
33. Mayur Vihar Ph-1 – Delhi NCR
34. Akola – Maharashtra
35. Guwahati – Assam
36. Balapur – Hyd – Telangana
37. Bidar – Karnataka
38. Jaipur – Rajasthan
39. Aranthnagi – Tamil Nadu
40. Parli Vajinath – Maharashtra
41. Bhubaneswar – Odisha
42. Danapur – Bihar
43. Pathankot – Punjab
44. Purnea – Bihar
45. Khairah – Bihar
46. Thane – Maharashtra
47. Chandrapur – MH
48. Kolkata – WB
49. BTM – BNG – Karnataka
50. Vijaypur – Jammu
51. Katihar – Bihar
52. Malakpet – Telangana
53. Hadapsar – Pune 2 – MH
54. Jaipur 2 – Rajasthan
55. Panchkula – Haryana
56. Kanya Kumari – Tamil Nadu
57. Sagar – Madhya Pradesh
58. Mayur Vihar Ph-3 – Delhi
59. Pulwama – Jammu
60. Hubli – Karnataka
61. Tauru – Haryana
62. Madhubani – Bihar
63. Sitarganj – Uttarakhand
64. Pune 3 – Maharashtra
65. Jorhat – Assam
66. Bachupally – Hyderabad
67. Basheerbagh – Hyd – TS
68. Suchitra – Hyderabad
69. Tirumalgi – Hyderabad
70. Hubli – Karnataka
71. Jaunpur – Uttar Pradesh
72. Attapur – Hyderabad
73. Khammam – Telangana
74. Saharsa 2 – Bihar
75. Lehargaga – Punjab
76. Gopalganj – Bihar
77. Wagholi – Pune – MH
78. Ramanagar – Karnataka
79. Raichur – Karnataka
80. Jehanabad – Bihar
81. Etawah – Uttar Pradesh
82. Rajampet – A.P
83. Pulivendala – A.P
84. Kota 1 – Rajasthan
85. Lakhimpur – Assam
86. Cuttack – Odisha
87. Kutch – Gujarat
88. Cuttack 2 – Odisha
89. Adipur – Gujarat
90. Kota 2 – Rajasthan
91. Chennai – Tamil Nadu
92. Ghaziabad – U.P
93. Amritsar – Punjab
94. Saharsa 2 – Bihar
95. Wankaner – Gujarat
96. Surat – Gujarat
97. Bowenpally – Hyderabad
98. Mumbai – MH
99. Ramgarh – Jharkhand
100. Pandhurna – M.P
101. Ahmedabad – Gujarat
102. Kolkata 2 – W.B
103. Dehradun – Uttarakhand
104. Coimbatore – T.N
105. Bhopal – M.P
106. Roorkee – Uttarakhand
107. Ramanthapura – T.N
108. Meerut – U.P
109. Kishanganj – Bihar
110. Old Alwal – Hyderabad
111. Kukatpally – Hyderabad
112. Indore – Madhya Pradesh
113. Lucknow – Uttar Pradesh
114. Chennai – Tamil Nadu
115. Patyari – Jammu & Kashmir
116. Lucknow 2 – Uttar Pradesh
117. Alibag – Maharashtra
118. Kathua – Jammu & Kashmir
119. Kanpur – Uttar Pradesh
120. Alibag 2 – Maharashtra
121. Chitlagoppa – Karnataka
122. Kotkapura – Punjab
123. Berhampur – Odisha
124. Lualior – Madhya Pradesh
125. Mau – Uttar Pradesh
126. Raghunathpur – West Bengal
127. Kochi – Kerala
128. Alibag 3 – Maharashtra
129. Ramanthapur – Hyderabad
130. Kulgam – Jammu & Kashmir
131. Hooghly – West Bengal
132. Bhawani Mandi – Rajasthan
133. Virudhu Nagar – Tamil Nadu
134. Mosabani – Jharkhand
135. Farrukhabad – Uttar Pradesh
136. Lucknow 3 – Uttar Pradesh
137. Jabalpur – Madhya Pradesh
138. Darjeeling – West Bengal
139. Raipur – Chhattisgarh
140. Bangalore – Karnataka
141. Durgapur – West Bengal
142. Raipur 2 – Chhattisgarh
143. Moradabad – Uttar Pradesh
144. Kakatpura – Odisha
145. Meerut 2 – Uttar Pradesh
146. Medchal – Hyderabad
147. Bidar 2 – Karnataka
148. Amethi – Uttar Pradesh
149. Tharad Banaskantha – Gujarat
150. Surat – Gujarat
151. Sahibabad – Uttar Pradesh
152. Coimbatore 2 – Tamil Nadu
153. Indore Dewas Naka – M.P
154. Prayagraj – Uttar Pradesh
155. Indore – Madhya Pradesh
156. Naggipattinam – Tamil Nadu
157. Indore – Madhya Pradesh
158. Nagapatinam – T.N
159. Tharad – Gujarat
160. Shamsabad – Hyderabad
161. Gaya – Bihar
162. East Champaran – Bihar
163. Jaipur – Rajasthan
164. Adajan – Surat GJ
165. Darave – Thane – MH
166. East Maredpally – Hyd – TS
167. Ramananthapuram – T.N
168. Jalahalli East – Bng – Kr

169. Bellary – Karnataka	261. Navsari – Gujarat	353. Chennai – Tamil Nadu	745. Vasco da gama-Goa
170. Vijayawada – A.P	262. Kasargod – Kerala	354. Koppal – Karnataka	446. Nagpur-Maharashtra
171. Hosur – Tamil Nadu	263. Gulbarga – Karnataka	355. Ahmednagar – MH	447. Kakinada-Andhra Pradesh
172. Chitradurga – Karnataka	264. Chatra – Jharkhand	356. Chittoor – Andhra Pradesh	448. Ahmedabad-Gujarat
173. Uppal – Hyderabad	265. Jayanagar – Bihar	357. Basar – Arunachal Pradesh	449. Ranidanga-West Bengal
174. Peerzadiguda – Hyderabad	266. Turkamjal – Hyderabad-TS	358. Amalapuram – A.P	450. Pune-Maharashtra
175. Rajarhat – Kolkata	267. Badravati – Karnataka	359. Begusarai – Bihar	451. Bharuwa Sumerpur-UP
176. Beeramguda – Hyderabad	268. Kismat Bajkul – West Bengal	360. Hyderabad – Telangana	452. Hubli,Karnataka
177. Alwal Hills – Hyd-TS	269. Shikokhabad – Uttar Pradesh	361. Berhampore- West Bengal	453. Rairangpur-Odisha
178. Srinagar – J & K	270. Lanji-Balaghat – M.P	362. Hadapsar – Pune-MH	454. Varanasi-Uttar Pradesh
179. Bhayander West – Mumbai	271. Amritsar – Punjab	363. Chapra- Bihar	455. Bilaspur-Chhittigarh
180. Vatva – Ahmedabad	272. Hitech City – Hyderabad	364. Barwani – Madhya Pradesh	456. Vellore,Tamil Nadu
181. Madurai – Tamil Nadu	273. Lucknow – Uttar Pradesh	365. Sanand – Ahmedabad	457. Tikamgarh-Madhya Pradesh
182. Viman Nagar – Pune	274. Nagarbhavi – Bangalore	366. Inira Nagar – Bengaluru	458. Silchar-Assam
183. Butibori – Nagpur-MH	275. Dharamsala – Odisha	367. Virar – Mumbai-MH	459. Badalpur-Maharashtra
184. Kulasekhar – Tamil Nadu	276. Uttarpara – West Bengal	368. Supaul – Bihar	460. Jodhpur-Rajasthan
185. Vishakapatnam – A.P	277. Hari Nagar – New Delhi	369. Rajkot – Gujarat	461. Nagpur-Maharashtra
186. Vadodra – Gujarat	278. Bellary – Karnataka	370. Mabubnagar – Telangana	462. Hyderabad-Telangana
187. Angul – Odisha	279. Choti Khatu Nagour – RJ	371. Haldwani – Uttarakhand	463. Gadarwara,Maharashtra
188. Sonagaon – Nagpur-MH	280. Batala – Punjab	372. Nagpur – Maharashtra	464. Molarband-Delhi
189. Abids – Hyderabad	281. East Anand Bagh – Hyd	373. Siliguri – West Bengal	465. Jharpoharia-Odisha
190. Chennai 2 – Tamil nadu	282. Amritsar – Punjab	374. Arrah – Bihar	466. Ameerpet-Hyderabad-TS
191. Prayagraj – Uttar Pradesh	283. Saroor Nagar – Hyderabad	375. Jodhpur – Rajasthan	467. Mysuru – Karnataka
192. Madurai 2 – Tamil Nadu	284. Bari – Rajasthan	376. Vijayawada –Andhra Pradesh	468. Sumerpur-Rajasthan
193. Kovai Pudur –Coimbatore	285. Kurnool – Andhra Pradesh	377. Bhopal – Madhya Pradesh	469. Guwahati –Assam
194. Nandyal – Andhra Pradesh	286. Jayanagar – Bangalore	378. Pathsala – Assam	470. Adoni –Andhra Pradesh
195. Manamadurai – T.N	287. Katihar – Bihar	379. Nagasandra – Bangalore	471. Rasipuram –Tamil Nadu
196. Chennai 3 – T.N	288. Kolkata – West Bengal	380. Jamnagar –Gujarat	472. Chennai –Tamil Nadu
197. Sopore – Jammu & Kashmir	289. Karari-Kaushambhi – U.P	381. Khammam – Telangana	473. Paramkudi –Tamil Nadu
198. Shekhpura – Patna-Bihar	290. Kuchaikoye – Bihar	382. Faridpur –Uttar Pradesh	474. Agartala –Tripura
199. KPHB 9 <sup>th</sup> Ph – Hyderabad	291. Jedcharla –Telangana	383. Lalpur – Kanpur-UP	475. Bangalore –Karnataka
200. Lower Parel – Mumbai-MH	292. Akividu – Andhra Pradesh	384. Kolhapur – Maharashtra	476. Narsinghpur –MP
201. Meja Khas – Uttar Pradesh	293. Tadepalligudam –A.P	385. Kolkata – West Bengal	477. Siwan –Bihar
202. Andheri East – Mumbai	294. Devangiri – Karnataka	386. Nagpur – Maharashtra	478. Bhubaneswar –Odisha
203. Mysore – Karnataka	295. Ranchi – Jharkhand	387. Muhammadabad –UP	479. Madhanpur –Tamil Nadu
204. Gauriganj – Amethi-U.P	296. Talegaon – Maharashtra	388. Kanpur – Uttar Pradesh	480. Bathinda –Punjab
205. Moosapet – Hyderabad	297. Uska Bazaar – U.P	389. Varanasi – Uttar Pradesh	481. Chennai –Tamil Nadu
206. Dongri – Mumbai-MH	298. Vijaypura – Karnataka	390. Marathali – Bangalore	482. Sattenapalli –AP
207. Varanasi Cantt – U.P	299. Ranki –Odisha	391. Raipur – Chhattishgarh	483. Patna –Bihar
208. Barasat – West Bengal	300. Prayagraj – Uttar Pradesh	392. Sundergarh – Odisha	484. Mathura –Uttar Pradesh
209. Patna – Bihar	301. Dehri-Rohtas – Bihar	393. Kalyani – West Bengal	485. Vasant Kunj –Delhi
210. Hanamkonda – Warangal	302. Nellore – Andhra Pradesh	394. Sangareddy –Telangana	486. Imphal –Manipur
211. Lalgunj – Uttar Pradesh	303. Asansol – West Bengal	395. Durg – Chhattisgarh	487. Mandya –Karnataka
212. Kurnool – Andhra Pradesh	304. Uperpally – Hyderabad	396. Rajkot – Gujarat	488. Etawah –uttar Pradesh
213. Santoshpur – Kolkata-W.B	305. Rohtak – Haryana	397. Indore – Madhya Pradesh	489. Etawah –uttar Pradesh
214. Tanuku – Andhra Pradesh	306. Imphal – Manipur	398. Jaipur –Rajasthan	490. Kalkulam –Kanyakumari
215. Suryapet – Telangana	307. Godavarikhani – Telangana	399. Lakhimpur Kheri	491. Yadgir –Karnataka
216. Jodhpur – Rajasthan	308. Karimnagar – Telangana	400. Bhopal – Madhya Pradesh	492. Hyderabad –Telangana
217. Jaunpur City – Uttar Pradesh	309. Nagpur – Maharashtra	401. Ranchi – Uttarakhand	493. Indira Nagar – Lucknow
218. Jamnagar – Gujarat	310. Pondicherry (Puducherry)	402. Tapa mandi – Punjab	494. Akola –Maharashtra
219. Vashi – Navi Mumbai-MH	311. Churachandpur – Manipur	403. Jamia Nagar –Delhi	495. Tumukunta –Hyderabad
220. Prayagraj – Uttar Pradesh	312. Attapur – Hyderabad	404. Prayagraj – Uttar Pradesh	496. Kisthwar –J&K
221. Nagpur – Maharashtra 440010	313. Yelhanka – Bangalore	405. Mumbai – Maharashtra	497. Dehradun –Uttarakhand
222. Sivaganga – Tamil Nadu	314. Dharamasala – H.P	406. Indore – Madhya Pradesh	498. Bowenpally –Hyderabad
223. Agartala – Tripura	315. Ongole –Andhra Pradesh	407. Bicholim – Goa	499. ECIL –Hyderabad
224. Kota 3 – Rajasthan	316. Bholpur – West Bengal	408. Muzaffarnagar –U.P	500. Silchar –Assam
225. Kothapet – Telangana	317. Silchar – Assam	409. Gudiyattam –Tamil Nadu	501. Bilaspur –Chhittigarh
226. Faridabad –Haryana	318. Morhanhat – Assam	410. Rajnagar – Madhya Pradesh	502. Raiwala –Uttarakhand
227. Partapur – Rajasthan	319. Kondapur – Hyderabad	411. Thoothukudi – Tamil Nadu	503. Baran –Rajasthan
228. Allahabad – Uttar Pradesh	320. Suncity – Hyderabad	412. Alleppey – Kerala	504. Greater Noida –UP
229. Ghaziabad 2 – Uttar Pradesh	321. Kaptanganj – Uttar Pradesh	413. Bangalore – Karnataka	505. Gulbarga –Karnataka
230. Malda – West Bengal	322. Satara – Maharashtra	414. Vishakapatnam –AP	506. Nimbijodhan –Rajasthan
231. Alwal Hills – Hyderabad	323. Silvassa – Gujarat	415. Buxar – Bihar	507. Parichha –Jhansi
232. Gorakhpur – Uttar Pradesh	324. Koundyampalyam – T.N	416. Bhubaneswar – Odisha	508. Hadapsar –Pune
233. Anantnag – Jammu & Kashmir	325. Sunam – Punjab	417. Sriakula – Andhra Pradesh	509. Shakti –Kaushambi
234. Ahmedabad – Gujarat	326. Bolangir – Odisha	418. Allahabad –Uttar Pradesh	510. Firozpur –Punjab
235. Anisabad – Patna-Bihar	327. Udaipur – Rajasthan	419. Jhansi – Uttar Pradesh	511. Greater Noida –UP
236. Linsugur – Karnataka	328. Lakanpur – Kanpur	420. Dharamgarh – Odisha	512. Kosagumuda –Odisha
237. Baramulla – Jammu & Kashmir	329. Kancipuram – Tamilnadu	421. Raghunalli – Bengaluru	513. Supaul –Bihar
238. DB Road – Delhi NCR	330. Pandav Nagar – Delhi NCR	422. Khuri –Rajasthan	514. Gandhidham –Gujarat
239. Chintal – Hyderabad	331. Mundra – Gujarat	423. Dibrugarh –Assam	515. Vikasnagar –Uttarakhand
240. Ulhasnagar – Maharashtra	332. Vellore – Coimbatore	424. Ameerpet-Hyderabad-	516. Agra –Uttar Pradesh
241. Gairatganj – Raisen-M.P	333. Alipore – Kolkata	425. Manjhaul-Begusarai-Biahr	517. Pedambur –Chennai
242. Rajura – Maharashtra	334. Haridwar – Uttarakhand	426. Pragathi Nagar-Hyderabad	518. Valsad Gujarat
243. Naya Nangal – Ropar-Punjab	335. Varansi Cantt – U.P	427. Nacharam-Hyderabad-TS	519. Buachau, Gujarat
244. Nanpara – Bharaich-U.P	336. Tilak Nagar – Delhi	428. Picnic Garden-Kolkata-W.B	520. Gwalir, MP
245. Ajmer – Rajasthan	337. Noorpur – Bihar	429. PG –Kolkata-West Bengal	521. Muzaffarpur, Bihar
246. Dairy Farm Road – Hyderabad	338. Bhatia – Odisha	430. Vapi-Gujarat	522. Navi Mumbai
247. Bhandara – Maharashtra	339. Laxmiganj – U.P	431. Tirupattur-Tamil Nadu	523. Trichy, Tamil Nadu
248. Puna –Surat – Gujarat	340. Shahjahanpur – U.P	432. Dehradun-Uttarakhand	524. Amravati, MH
249. Pandua-Malda – West Bengal	341. Anekal – Karnataka	433. Tirunelveli-Tamil Nadu	525. Gurukul Narsan, Uttarakhand
250. Tikrapara – Chattishgarh	342. Shreya Nagar – AHM-MH	434. Pune-Maharashtra	526. Janipur, Jammu-180007
251. Aithole – Telangana	343. Miyapur – Hyderabad	435. Akkalkot-Maharashtra	527. Nalaspoura, MH
252. Nepanagar – Madhya Pradesh	344. Charminar – Hyderabad	436. Samastipur-Bihar	528. Shakti Nagar, Ajmer
253. Bandlaguda – Hyderabad	345. Kalyan East – Maharashtra	437. Kolkata-West Bengal	529. Jaipur, Badarpur, New Delhi
254. Bhatinda – Punjab	346. Kannauj – Uttar Pradesh	438. Taraori Karnal-Haryana	530. Gurugram, Haryana
255. Pulwama – Jammu & Kashmir	347. Kamrup – Assam	439. Tirunelveli-Tamil Nadu	531. Amritsar, Punjab
256. Losingha – Odisha	348. Bhubaneswar – Odisha	440. Kalyan-Maharashtra	532. Morbi, Gujarat
257. Srinagar – Jammu & Kashmir	349. Keshav Nagar – Pune	441. Vizag-Andhra Pradesh	533. Ajmer, Rajasthan
258. Narayanpur – Bhagalpur-Bihar	350. Malad – Mumbai	442. Bharuwa Sumerpur-UP	534. Shahabad, UP
259. Pimpri Chinchwad – Pune-MH	351. Gurgaon – Haryana	443. Medak-Telangana	535. Bhatinda, Punjab
260. Bhaderwah – Jammu & Kashmir	352. Bhopal – Madhya Pradesh	444. Koduru-Andhra Pradesh	536. Amarwara, Chhindwara, MP

537. Bhruhanpur, MP  
538. Ambari, Azamgarh, UP  
539. Brahmpur, Odisha  
540. Udaipur, Rajasthan  
541. Vizag, AP  
542. Sitapur, Chhattisgarh  
543. Tenkasi, Tamil Nadu  
544. Latur, MH  
545. Ongole, AP  
546. Konnagar, Hoogly, WB  
547. Bareilly, UP  
548. Berhampore, WB  
549. Shahjahanpur, UP  
550. Udaipur, Rajasthan  
551. Puri, Odisha  
552. Kakinada, AP  
553. Prayagraj, UP  
554. Rajouri, J & K  
555. Kolkata, WB  
556. Ramananthapuram, TN  
557. Nirmal, Telangana  
558. Adipur, Gujarat  
559. Akhnoor, J & K  
560. Bangalore, Karnataka  
561. Cuttack, Odisha  
562. Katihar, Bihar  
563. Theni, Tamil Nadu  
564. Gopur, Assam  
565. Navi Mumbai, MH  
566. Hukkeri, Karnataka  
567. Malikwad, Karnataka  
568. Omalur, Salem, TN  
569. Galsi, West Bengal  
570. Machilipatnam, AP  
571. Kolkata, West Bengal  
572. Salem, Tamil Nadu  
573. Tandwa, Chatra, Jharkhand  
574. Motbung, Manipur  
575. Dehradun, Uttarakhand  
576. Lucknow, Uttar Pradesh  
577. Nayagarh, Odisha-752069  
578. Barnia, West Bengal  
579. Palassey, West Bengal  
580. Airoli - Mumbai MH  
581. Darbhanga, Bihar  
582. Sayala, Rajasthan  
583. Bishalgarh, Tripura

584. Mehsana, Gujarat  
585. Dehradun, Uttarakhand  
586. Ukhra, West Bengal  
587. Kalol, Gujarat  
588. Narsinghpur M.P  
589. Jodhpur, Rajasthan



**YOU CAN BE THE NEXT**

*Join*

**India's Most Affordable  
Franchise Preschool  
Opportunity**

Awarded by HRD Minister of India @  
Education Excellence Awards 2020

# LONDON KIDS PRESCHOOL

## Franchise Application Procedure

Franchise Booking to be done with a deposit of Rs.5000 in London Kids Company Account & Application Form to be Filled.

Welcome Mail & a Courier is sent to you of the Official Franchise Agreement, to be signed & sent back to us for Notarizing.

Rs.25000 to be Paid within 15 Days of the Booking incase of planning to open the school later & using Booking Validity of 1 Year

We Give Setup Guidelines & Layout Design | All Play Materials are Ready & dispatched against the balance full payment.

Online Teacher Training Course, Owner Counseling Via Online Course Videos. Inauguration Guidelines & Marketing Campaign.

Agreement Period Starts & Terms Wise UK Concept Curriculum is sent upon preschool inauguration.

**STEP 01**

**STEP 02**

**STEP 03**

**STEP 04**

**STEP 05**

**STEP 06**

# Express School Setup Process



## Booking

Franchise Application & Confirmation

# 01



## Training

Management & Counsellor Training is given

# 06



## Contract

Agreement Signing & Location Finalized

# 02



## Opening

Inauguration is done & Admissions Open

# 07



## Designs

Painting & Layout Designs given as per the premise

# 03



## Syllabus

Day by Day Term Wise Curriculum is sent

# 08



## Marketing

Online & Offline Marketing Strategy

# 04



## Software

Management Software & is provided

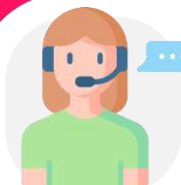
# 09



## Delivery

Materials get delivered so that you're ready to go

# 05



## Support

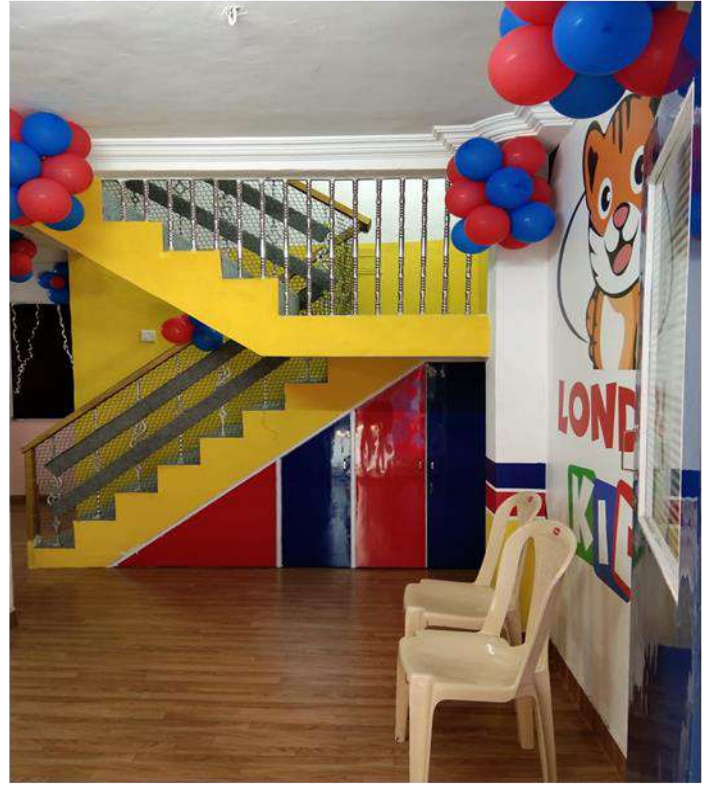
Monthly Data is Monitored & Support is Given

# 10

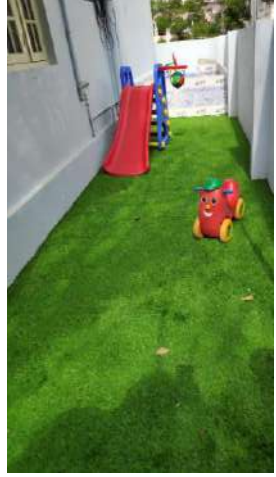
Time Taken for Booking to Setup & Inauguration of the School

# 15-25 DAYS

# Existing Center Pictures



# Model Centre Pictures London Kids +



A Venture of Ashoka Group | Since 1969

# Existing Center Pictures



**A Venture of Ashoka Group | Since 1969**

# Existing Center Pictures



**A Venture of Ashoka Group | Since 1969**

# Existing Center Pictures



# FREQUENTLY ASKED QUESTIONS!

**1. Can a Preschool be Opened only up till June –July term like primary schools and do admissions happen after July?**

Ans. A Preschool Can be Opened throughout a Year as preschool admission don't end in june-july. A Preschool has 30% Admissions of its total 100% potential Admissions by June/July and then 40% by Diwali (Oct-Nov) and the rest 30% admissions happen throughout the year on different days(Mostly on Auspicious Days)

**2. What Are The Preschool Programs Offered By London Kids?**

Ans. London Kids offers well-defined preschool programs, as follows:

Playgroup – Preschool Program for Age: 2-3 years

Nursery – Preschool Program for Age: 3-4 years

Lower KG – Preschool Program for Age: 4-5 years

Upper KG – Preschool Program for Age: 5-6 years

**3. Who will decide the Fee Structure of London Kids Preschool?**

Ans. We as London Kids Franchise only advise you to the best possible fee structure to attain profits as soon as possible but the end decision is always yours and you can set whatever fee you feel is right for the particular area.

**4.The Furniture and materials are offered for 30 kids, what's to be done when I exceed 30 admissions?**

Ans. We Believe in 100% Transparency and you can order whatever you need once you exceed 30 admissions accordingly. To Know Prices of Each item and many more supportive items just ask for the individual price list or our catalogue with one of our team members.

**5.Which is the best location to open a preschool?**

Ans. Any residential area with good population density is apt for running a preschool. ( The Higher the number of people staying in the area the better & easier it is to get profitable)

# BOOKING DETAILS!

Account Details: For NEFT / RTGS / IMPS / Cash Deposits

Bank Name: Axis Bank

Account Name: Edwell Global Academy

Account Number: 922020004819478

IFSC Code: UTIB0004831

Branch: Petbasheerabad, Hyderabad Urban

Online Payment (Credit Card/Debit Card/Net Banking)

To Pay Click Here :

[CLICK HERE FOR FRANCHISE BOOKING](#)



**CREDIT  
CARD**

**EMI AVAILABLE**

**3 Months**

**6 Months**

**12 Months**

We also Accept:



Google Pay

paytm



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# Thank You

Feel Free to Reach Us Incase of Any Queries  
in regards to this proposal



**9000 538 539**



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**London Kids India Head Office:**

309, Kabra Complex, M.G.Road, Hyderabad  
Plot No.103, Road No.1, Alwal Hills, Hyderabad  
[www.londonkids.co.in](http://www.londonkids.co.in)    [info@londonkids.co.in](mailto:info@londonkids.co.in)

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