



Premium Brand | Moderate Investment | Extensive Support






OUTSTANDING
Education



Vision

To provide overall development that creates world class leaders with a global vision.



Our Philosophy

We aim at providing premium pre school education facilities to the parents who are looking for a world class education for their children. We aim at shaping children at early years of their life by nurturing humanity and love and making them independent and future ready



Preschools

An Integral Part of the Indian Education Industry

The Indian pre-school/childcare market size reached US\$ 3.8 Billion in 2022. Looking forward it is expected that the market will reach US\$ 7.3 Billion by 2028, exhibiting a growth rate (CAGR) of 11.2% during 2023-2028.

The increasing demand for quality early education represents a key factor driving the Indian pre-school/childcare industry growth across India. This is primarily attributed to the rising demand for high-quality preschool and childcare facilities among parents. In line with this, the rising initiatives by the Government of India through National Education Policy to promote early childhood education is contributing to the growth of the market. The market is also driven by the increasing awareness among parents regarding the benefits of early childhood education in terms of long-term academic and personal success. Other factors, such as changing societal norms, rising disposable income, and increasing urbanization, are creating a positive outlook for the market.



Key Growth Factors

- ▶ Growing income levels
- ▶ Rising nuclear families
- ▶ Preference of quality education for toddlers
- ▶ Rapid urbanisation

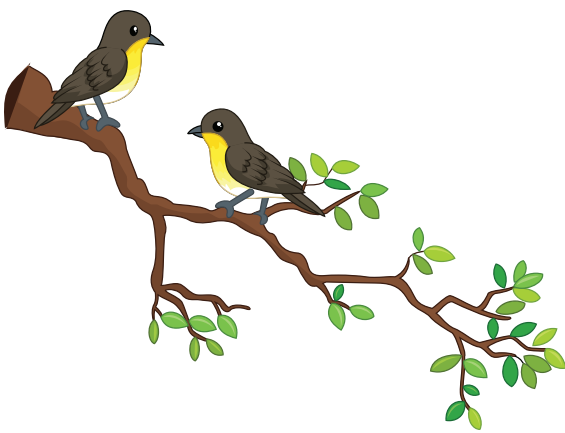
Realizing the need for premium and elite Pre schools in the country, a team with an experience of 5 decades has created a world class Pre school brand "**CLAY**"





Developing Personalities, Shaping Individualities

Clay is a chain of premium preschools committed towards creating responsible citizens of tomorrow by building life skills through early childhood education.



Functioning on Discovery-based learning, CLAY caters to children aged 1.5–5 years through Play Group, Pre Nursery and Nursery programs. All programs have been designed for the overall development of children as per their age group.

CLAY's uniqueness lies in its well-researched & appropriately designed curriculum, based on values and future needs of the children. The school's focus remains on overall development of the child and not just academics. In fact, CLAY believes in enhancing creativity of every child right from the first step they take in the school.



Unparalleled Facilities



Highly qualified teachers are appointed at CLAY after a rigorous selection process.

Equipped with ultramodern facilities, the school vows to provide children with world class learning experience in a safe, comfortable and friendly environment.

Dedicated Spaces

Dedicated spaces for outdoor/indoor activities

Transportation Facility

Air-conditioned Pick & drop transportation facility for children

Air-conditioned Classrooms

Air-conditioned classrooms for added comfort

Personalised Attention

Teacher-Student ratio of 1:10 ensuring individual attention to every child

Mid-day Meals

Hygienically prepared mid-day meals with good cutlery and aprons for kids

World Class Facilities

Performance Stage, Toy Room, Ball Pool, Doll House, Intellectual Development Room, Parenting Cafe and Sensory Spa.



Spread across massive area of 3000 - 5000 sq ft, CLAY operates in a beautiful building with lavish interiors and rich exteriors, making it the most favourite destination for children.



Moving Ahead

Expanding Footprint through Franchising

Heading with the vision to provide overall development that creates world class leaders with a global vision, CLAY is planning to expand across the globe through franchising.

Franchisee Facts

Area Required	Total Investment*	Average Payback	Expansion Format
2500-5000 sq.ft.	15-20 Lacs	Twenty months	Tier-1, 2, 3 cities

*Inclusive of Franchise Fee & Launch Budget.



Preferred Franchisee Profile

- ▶ Existing owners of preschools
- ▶ Women entrepreneurs with significant financial backing
- ▶ Professors/teachers of leading schools willing to open their school
- ▶ Conversion franchisee with a strategic location
- ▶ Investor-driven professionals interested in taking multi-unit franchise

Why Franchise with CLAY?

Strong Background: CLAY is promoted by four-decade old Management having extensive experience in education domain

Well Researched Curriculum: CLAY is appropriately designed & well researched curriculum and unique methodology which makes learning fun.

Professional Team: CLAY's operations are led by a strong team of professionally qualified & highly motivated management.

Training Support: CLAY's management will conduct excellent training programs for teachers & support staff on goingly.

Lucrative Opportunity: CLAY is a moderate investment opportunity offering attractive returns on investment

Support System: CLAY has a dedicated team to guide franchisees on the academic, operational and marketing aspects

Extensive Support System

The franchisor will offer high-level support, advice and guidance covering aspects of setting up and running CLAY, right from designing to marketing initiatives.

Set up: Assistance in choosing best location, architecture, furniture & fixtures, and other necessary processes for setting up and smooth functioning of the preschool.

Trainings: Franchisees will receive initial trainings to open and to operate the preschool and ongoing trainings to enhance operating efficiencies and effectiveness. Teachers trainings would be conducted from time to time.

Technology: The franchisor will provide franchisees with technology support required to operate the preschool in an organized manner at both front and back end.

Marketing: A detailed marketing plan will be shared to assist franchisees on how to market and communicate 'CLAY' as a brand. It will also help in increasing and retaining the student base. The company will also be assisting in providing digital and social media marketing support to its franchisees.

Promotions: A sustained marketing initiative both at national and local levels with promotions, direct marketing activities and a comprehensive PR exercise will facilitate a franchisee to get maximum mileage out of their investment.

Advertising: Local advertisements will be done by the franchisees while national level advertisement/campaigns shall be carried out by the franchisor.



NURTURING
Creativity

OUTSTANDING
Education

BUILDING
Tomorrow

NEW
VISION



Frequently Asked Questions

- Q. How long does it take to open CLAY franchise?**
A. After signing the formal agreement, it normally takes 3-6 months to start the entire operations.
- Q. Do I need a license to open CLAY franchise?**
A. No, however certain clearances from the Authorities need to be taken like fire, safety etc., besides signing the formal legal agreement with the CLAY management.
- Q. Do I need to be from educational background?**
A. Prior experience in the education sector is desirable but not mandatory. CLAY franchise program has been designed to assist a new franchisee in all the areas of preschool operations.
- Q. What is the term of the franchise agreement?**
A. The initial agreement term is for 5 years, with an option further renewal, subject to mutual agreement of both the parties.
- Q. What support can I expect from CLAY's management?**
A. CLAY's management will facilitate franchisees right from setting up of the preschool to staff recruitment & training, besides assisting in day-to-day operations.
- Q. When can I breakeven?**
A. The breakeven point depends on variety of factors, such as overheads and operating cost. However, the USP of this venture is faster payback and quicker breakeven.

For franchising queries, please contact:

9814511123 | ceo@theclay.in