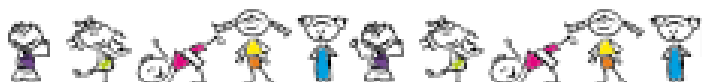




ONE OPPORTUNITY TODAY CAN

TRANSFORM

YOUR FUTURE



Why **Pre-School Franchise ?**

Starting a **Preschool** on your own may seem simple, but sustaining it successfully requires experience, trust, and the right systems. A Preschool franchise eliminates these hurdles by offering an established brand, proven curriculum, and operational support Ensuring entrepreneurs start strong from Day 1.



- **Expanding Market** : India's preschool /childcare industry was valued at USD 4.6 billion in 2024 and is projected to touch ~USD 11 billion by 2033, growing at 9–10% CAGR (IMARC Group, Research & Markets).
- **Policy Support (NEP 2020)** : The National Education Policy mandates 3 years of Early Childhood Care & Education (ECCE) before Grade 1, formally integrating the 3–6 years age group into education.
- **Enrolment Growth:**
 1. 3-year-olds in preschool: 68.1% (2018) → 77.4% (2024)
 2. 4-year-olds in preschool: 76% (2018) → 83.4% (2024)
 3. (ASER Report, The Indian Express)





- **Urbanization & Working Parents:**

1. 36% of Indians now live in cities, increasing demand for nearby trusted preschools.
2. Female labour force participation: Rose to 41.7% in 2023–24 (MOSPI), fuelling childcare needs.

- **Stable & Resilient Business:**

1. Education is non-cyclical & recession-resilient.
2. Low capex, steady cash flow from recurring admissions.
3. High ROI potential compared to many other businesses.

- **Child-Centric Advantage:**

Preschools are unique—they are the only stage where learning happens through play, fun, and activity-based methods, ensuring holistic development of cognitive, emotional, social, and motor skills.

For entrepreneurs, a preschool franchise blends **high demand**, strong policy push, low risk, and meaningful impact, making it one of the safest and most rewarding ventures in India today.



ABOUT US

Brain Bunny Juniors International Preschool is one of India's fastest-growing preschool chains, trusted by parents across the country with 100+ centres in 20 states. We are committed to nurturing young minds during their most formative years through a globally inspired, NEP 2020-aligned curriculum.

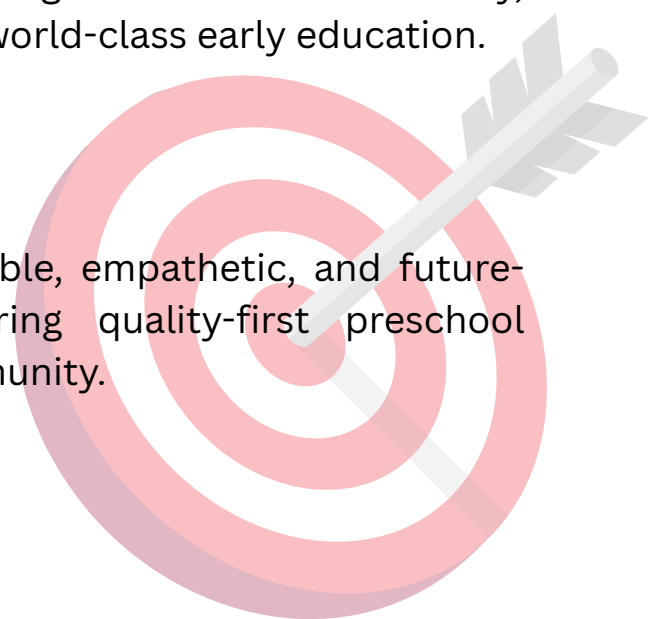
Our unique teaching methodology blends IQ, EQ, Creativity, and Life Skills to ensure every child grows into a curious, confident, and capable learner. At Brain Bunny Juniors, we go beyond traditional pre schooling. We believe in “Learning by Doing” – an experiential, play-based approach that fosters curiosity, creativity, and problem-solving in children aged 2 to 6 years.

Our Vision

To shape the future by empowering children with curiosity, confidence, and creativity through world-class early education.

Our Mission

To create a generation of responsible, empathetic, and future-ready global citizens by delivering quality-first preschool education accessible to every community.





The Growing Preschool Landscape in India

The preschool sector in India has transformed from informal caretaking to a structured, fast-growing segment of education.

- **Massive Child Base:** India is home to nearly 15 crore (150 million) children aged 0–6 years, making it one of the largest preschool-age populations in the world.
- **Early Brain Development:** With 90% of brain development occurring before age 6, this age group requires specialised care, nurturing, and structured early learning.
- **Industry Scale:**
 - Over 33,000 formal preschools are successfully operating in India.
 - The preschool industry is currently pegged at a ₹25,000 crore market, and is growing rapidly.
- **Dominated by the Unorganised Sector:** While a large part of the industry is still unorganised, the organised franchise model is attracting huge investments, thanks to:
 - Lower regulatory barriers
 - Minimal infrastructure requirements
 - Scalability & higher trust factor
- **Parental Shift:** Modern parents now see preschool not as optional, but as a foundation for school readiness and lifelong learning. They prefer branded preschools for safety, quality, and holistic growth.
- **Holistic Learning Approach:** Preschools focus on learning with fun & movement, integrating stories, music, play, and activities to build:
 - Cognitive skills (thinking, problem-solving, pre-math & literacy)
 - Social skills (teamwork, sharing, communication)
 - Emotional intelligence (confidence, empathy, resilience)
 - Motor skills (fine & gross coordination through activities & play)



Our Augmented Curriculum



At BrainBunny Juniors, we follow an augmented curriculum that beautifully blends the U.K.-based Early Years Foundation Stage (EYFS) framework, Montessori methodology, and activity-based learning approaches. This progressive and child-centric model ensures that every child experiences holistic growth and develops a lifelong love for learning.

Importantly, our curriculum is fully aligned with the National Education Policy (NEP) 2022, supporting India's vision of strong foundational learning in the early years.



Key Highlights of Our Curriculum

U.K.-Based EYFS Framework

- Inspired by global early childhood standards.
- Focuses on communication & language, literacy, numeracy, physical development, emotional well-being, and understanding the world.
- Brings the best international practices into our classrooms.

Montessori Principles

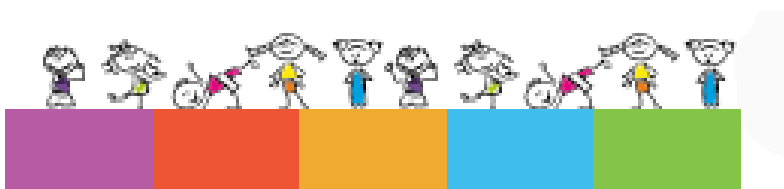
- Promotes child-led exploration and independence.
- Encourages decision-making, problem-solving, and hands-on learning.
- Nurtures curiosity, confidence, and a natural love for discovery.

Activity & Play-Based Learning

- Learning through storytelling, art, music, movement, sensory play, and thematic projects.
- Children engage in real experiences, making concepts meaningful and fun.
- Builds creativity, imagination, and critical thinking skills.

Holistic Development Approach

- Supports growth in all domains: cognitive, physical (gross & fine motor), emotional, social, and language.
- Circle Time, Cognitive Time, and Experiential Activities are integrated daily.
- Balanced focus on both academic readiness and personal development.



Aligned with NEP 2022

- Curriculum resonates with ECCE (Early Childhood Care & Education) guidelines.
- Flexible, multi-faceted, play-based learning for ages 2–6 years.
- Bridges international standards with Indian educational goals.

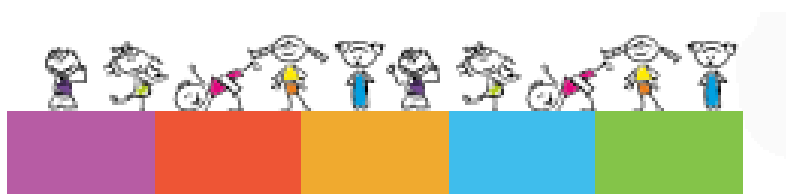
Additional Curriculum Features

- Visual-Based Learning Content – Enhancing memory and imagination.
- Parents' Handouts & Digital Support – Keeping families engaged.
- School App Integration – Real-time updates and resources for parents.
- Fine Motor Preparation – Before writing begins, children practice exercises that strengthen their small muscles.
- Inquiry & Exploration – Encouraging logical reasoning and problem-solving.
- Digital & Experiential Support – Smart content for better understanding.

Why Early Years Matter

The ages 2 to 6 are the most crucial for brain development. Children's nerve cells are highly active, making this the golden phase to build a strong foundation for lifelong learning. At BrainBunny Juniors, we take this responsibility seriously, offering a nurturing environment that prepares every child for a brighter and confident future.

✨ **BrainBunny Juniors Curriculum = International Standards + Montessori Freedom + NEP 2022 Alignment + Fun-Filled Learning**



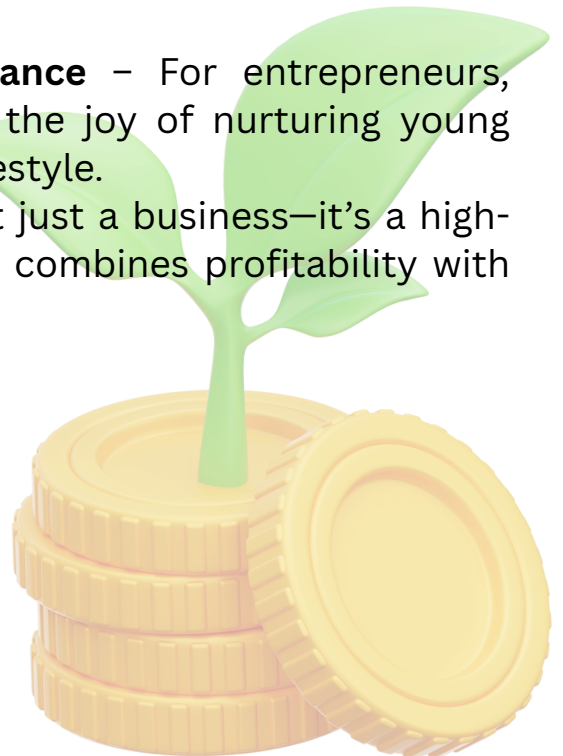


*Let us Enjoy our
Childhood*



The **Invest** in a Preschool Franchise ?

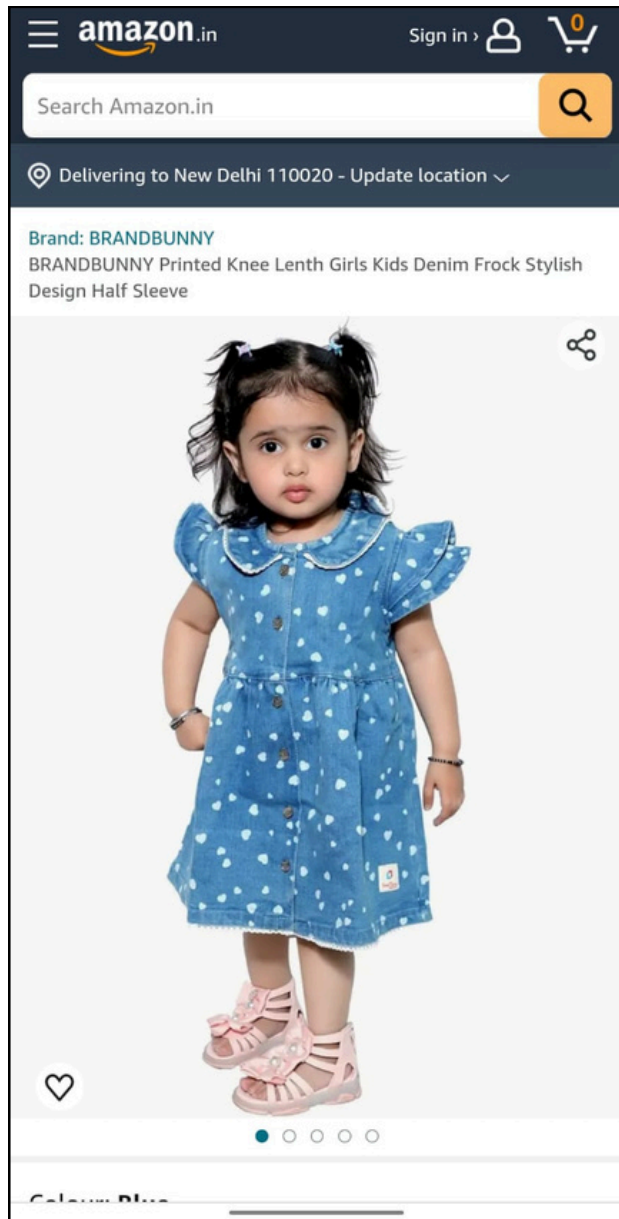
- **Low Investment, High Returns** – A preschool franchise requires comparatively low capital but delivers consistent and profitable returns.
- **Massive Target Market** – With millions of children entering the age group of 2–6 years every year, the potential customer base is enormous.
- **Supportive Government Policies** – Regulatory support and recognition of early childhood education have boosted the industry's credibility.
- **Evergreen Industry** – Education is one sector that never goes out of demand, ensuring stability and growth even during economic shifts.
- **High Social Respect** – Running a preschool earns not only financial rewards but also immense goodwill and social recognition.
- **No Specialized Degree Required** – Unlike many other businesses, starting a preschool franchise does not require specialized qualifications.
- **Personal fulfillment & Work-Life Balance** – For entrepreneurs, especially women, this sector offers the joy of nurturing young minds while maintaining a balanced lifestyle.
- In short, the preschool industry is not just a business—it's a high-impact, future-proof opportunity that combines profitability with purpose.



USP

E-Commerce Brand Opportunity

BrainBunny Juniors is not just a preschool –it's a **platform for children to shine globally**. Through our unique **E-Commerce Brand Initiative**, every child gets the opportunity to showcase their talent beyond classrooms.



Features of the E-Commerce Brand Opportunity

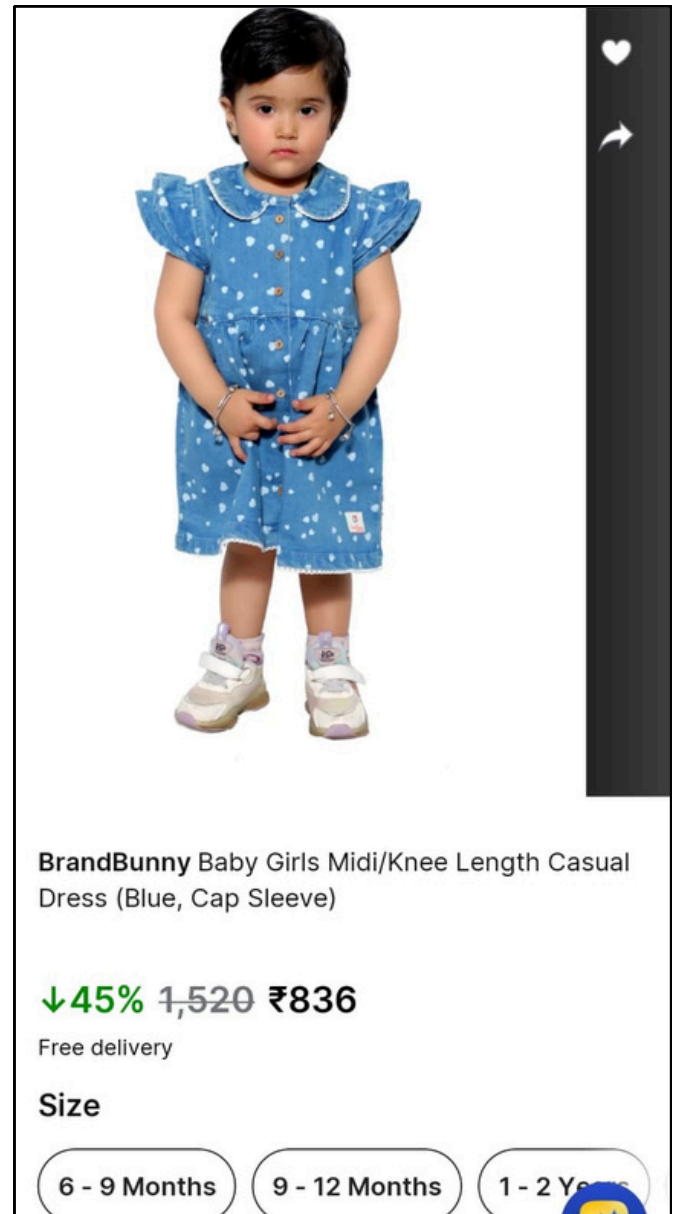
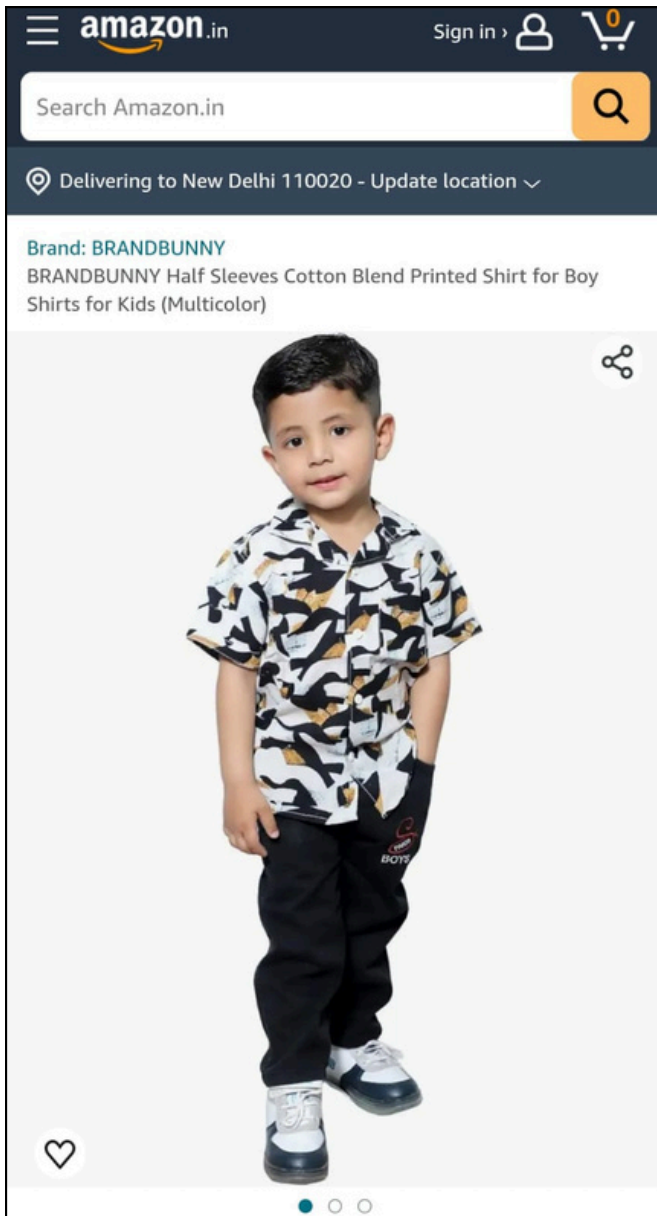
- A **dedicated platform** where children can display their creativity & talent.
- Opportunities to feature on **Amazon, Myntra, Flipkart, Meesho** & other platforms.
- **Auditions & talent showcases** organized regularly.
- Building **confidence by reducing hesitation & stage fear**.
- A chance for children to gain **recognition beyond the preschool walls**.
- Exclusive **digital exposure & brand recognition** for parents and kids alike.

BrainBunny Juniors – where education meets opportunity, and children become stars of tomorrow.



USP

E-Commerce Brand Opportunity

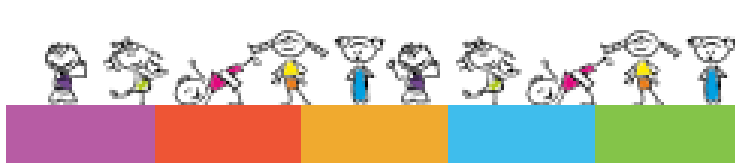


Opportunities to feature on Amazon, Myntra, Flipkart, Meesho & other platforms.



Starting a Preschool Independent vs. Franchise Model

Aspect	Starting Your Own Preschool	Franchising a Preschool
Brand Recognition	Need to build reputation & trust from scratch	Established, trusted brand name from Day 1
Marketing	High effort & cost to promote locally	Centralized support + brand-driven visibility
Investment Risk	Higher risk due to untested model	Lower risk due to tried-and-tested system
Training & Support	No external guidance, must hire experts	Regular training, workshops & operational support
Time to Profitability	Takes longer to establish & attract admissions	Faster break-even with brand trust & systems
Parental Trust	Harder to gain initially	Instant credibility with parents
Operations & Management	Must develop processes independently	Standardized systems, manuals & guidance
Innovation	Full freedom but trial-based	Balanced – freedom + proven methods
Scalability	Difficult to expand beyond one center	Easier to scale with franchise network support



Brain Bunny



What BrainBunny Juniors Offers to Its Franchise Partners

At BrainBunny Juniors, we believe in building successful franchise partners, not just preschools. Our model ensures that you get everything you need to start, sustain, and scale your preschool—advantages that other brands don't provide.

Key Benefits You Get With Us (That Others Don't):



- **Low Investment – High Returns**

A cost-efficient model that delivers excellent returns without burdening partners with unnecessary expenses.

- **No Royalty Charges**

Keep your hard-earned profits—no ongoing royalty deductions like in most other preschool brands.

- **Ready-to-Use International Curriculum**

Research-driven curriculum that blends global best practices with Indian values, making learning holistic and fun.



- **360° Marketing & Branding Support**

From offline branding to customized local marketing campaigns, we ensure strong visibility in your city.

- **Complete Social Media Handle Support**

Unlike others, we manage your school's social media pages end-to-end—including posts, designs, and parent engagement campaigns.

- **Admission Support & Lead Assistance**

Dedicated help in generating leads, converting inquiries, and filling admissions to ensure your preschool grows from day one.

- **ERP & Technology Integration**

Access to our in-house ERP system for admissions, fee tracking, parent communication, and progress monitoring.

- **Teacher Training & Skill Development**

Regular teacher workshops, training modules, and child psychology sessions to ensure quality learning outcomes.

- **Complete Infrastructure Guidance**

End-to-end support on classroom design, interiors, and safety norms so your preschool looks world-class.

- **Exclusive Territory Rights**

Guaranteed location exclusivity—no BrainBunny Juniors franchise will open near your area.

- **Activity Kits & Event Support**

Ready-made activity kits, festival celebration plans, and event ideas delivered to you—saving cost and effort.

- **Dedicated Success Manager**

A personal point of contact for business strategy, operational help, and growth support—ensuring you're never alone.





BrainBunny Junior's 360° Support System



Pre-Launch Support

- Site Identification & Evaluation
- Infrastructure Design & Brach Setup
- Legal & Financial Guidance
- Market Survey & Research
- HR Support
- Branding & Marketing Launch Plan
- Collateral Designing

Post-Launch Support

- Regular Marketing & Branding
- Admission Support
- Training & Development
- Operational Support
- Curriculum & R&D Support
- Continuous Development
- Quality Check, Audit & Review
- Detailed Process Manual
- Technology & Digital Support
- Community & Networking





Proud Partner Join the BrainBunny Network



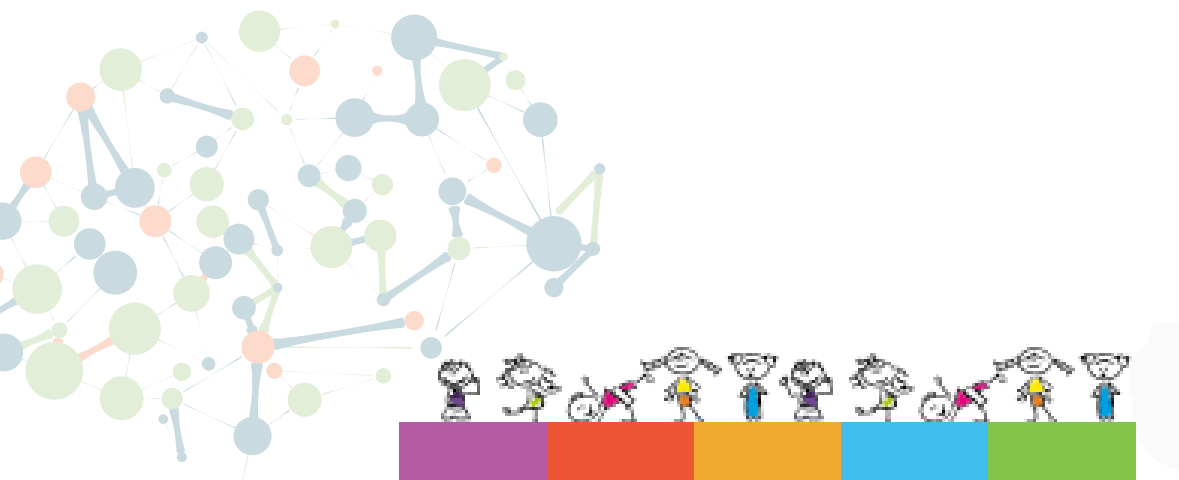
With **100+ centers** in India & abroad, BrainBunny Juniors has grown into a trusted preschool brand with a **Global Footprint**. Our partners are part of a community shaping the future of early education.



Let's Work Together - A Partnership That Grows



Partnering with BrainBunny Juniors means more than business it means creating a **legacy of education**. We provide **end-to-end support** and ensure you thrive with confidence.



Why BrainBunny Juniors



- ✓ 100+ Centers with Global Presence
- ✓ Quick ROI with Low Investment
- ✓ Trusted by Parents Nationwide
- ✓ Progressive Business Model
- ✓ Complete Marketing Support
- ✓ No Royalty Fee & Hidden Charges

💡 Together, let's make early education future-ready and impactful.



Low Investment & High Returns



At BrainBunny Juniors, we ensure that your investment remains affordable and rewarding. With our transparent model, you gain **maximum value** with minimal risk.



Key Advantage

- **Affordable Academic Kit** provided for every child
- **No Extra Cost for Social Media Handling** – complete online promotion covered
- **Dedicated Admission & Support Manager** for every franchise
- **No Hidden Charges** – clear, upfront Investment
- **International Blend of Curriculum** with local adaptability
- **Parents' Orientation Workshops** for better engagement
- **Quick Breakeven & Assured ROI**
- **A smart investment that shapes young futures and ensures your business success.**



Our Gallery









Thank You

 www.brainbunnyjuniors.com

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SOCIALS WDM &
MANAGEMENT

