

# PLAY WITH PRIMARY WING (STATE CAPITAL LEVEL)-T2

| Expenses   |                                     |                  | Fixed Investment (One Time) Bifurcation |   |                  |
|--|-------------------------------------|------------------|---|---|------------------|
|  |                                     |                  | S.No.                                   | Expense Head                              | Amount           |
| <b>Fixed Investment (One Time)</b>   |                                     |                  | 1                                       | Franchise Fees & Training Fees            | 8,00,000         |
| S. No.   | Particulars                         | Amount           | 2                                       | Gate branding (ACP with logo) 500 sqft    | 1,00,000         |
| 1  | Franchise & Training Fee            | 8,00,000         | 3                                       | Classroom Furniture class 1 to 5 - 5      | 3,75,000         |
| 2  | Other Infrastructure Cost           | 15,04,000        | 4                                       | Classroom Furniture upto UKG -2           | 1,25,000         |
| 3  |                                     |                  | 5                                       | Education & Activity Tools                | 60,000           |
|  |                                     |                  | 6                                       | Outdoor & Indoor playing Tools            | 1,25,000         |
|  | <b>Total</b>                        | <b>23,04,000</b> | 7                                       | 3D Wall Painting (Int & Ext) upto 3k sqft | 1,20,000         |
| <b>Estimated Construction Area</b>   |                                     |                  | 8                                       | Science Lab                               | 35,000           |
| SL.  | INFRASTRUCTURE                      | Area             | 9                                       | Library                                   | 30,000           |
| 1  | Reception with washroom @350        | 300              | 10                                      | Parking & open area - 1k (@50 per sqft)   | 50,000           |
| 2  | Principal Chamber with washroom     | 250              | 11                                      | Furniture (Principal, Reception & others) | 95,000           |
| 3  | General office/account (12*15)      | 180              | 12                                      | AC (computer lab, Reception & principal)  | 50,000           |
| 4  | Classroom for 20 students (12*15)-2 | 360              | 13                                      | LED TV (Rec-32" & Activity area-42")-2    | 35,000           |
| 5  | Classroom for 40 students (20*20)-5 | 2000             | 14                                      | CCTV Camera (16 Channels & Monitor)       | 35,000           |
| 6  | Auditorium (24*20)                  | 480              | 15                                      | Air Purifier & Insects Trapper            | 10,000           |
| 7  | Science labs (12*15)                | 180              | 16                                      | Inverter (dual Battery)                   | 30,000           |
| 8  | Library (12*12)                     | 144              | 17                                      | Fire Extinguisher -5                      | 15,000           |
| 9  | Staff Room (12*15)                  | 180              | 18                                      | Biometric Atted. Device With Door Lock    | 12,000           |
| 10   | Toilets(floor wise (150 x 2)        | 300              | 19                                      | Computer(1), Laptop (1) & Printer (2)     | 50,000           |
| 11   | General storage Room (12*10)        | 120              | 20                                      | Computer lab M-Computing (5)              | 40,000           |
| 12   | Canteen (12*20)                     | 240              | 21                                      | Toilets Fittings                          | 25,000           |
| 13   | Gallery                             | 400              | 22                                      | Canteen & Storage                         | 25,000           |
| 14   | Computer Lab 10 computer(12*15)     | 180              | 23                                      | Water Purifier (RO) & Chiller             | 12,000           |
|  | <b>Total</b>                        | <b>5314</b>      | 24                                      | celling fan-20 & light                    | 25,000           |
| Note:-Infra cost may vary depending on area. Avg. cost for concrete & brick work @ 900/sqft. Avg. cost of iron structure @ 400/sqft. |                                     |                  | 25                                      | JBL partybox sound mix                    | 25,000           |
|  |                                     |                  | <b>Total</b>                            |   | <b>23,04,000</b> |

| Additional Support & Services |                         |                    |                     |            |                                |                            |            |
|-------------------------------|-------------------------|--------------------|---------------------|------------|--------------------------------|----------------------------|------------|
| S.                            | Applications & Software |                    | Infra               | Academic   | Advt & Mkt                     | Addit support              |            |
| 1                             | Website page            | Mobile application | Architecture Design | Curriculum | Newspaper & FM                 | Site visit                 | Prospectus |
| 2                             | ERP Software            | Facbook page       |                     | Annual     | Facebook paid advertisement    | Stationary                 |            |
| 3                             | Enquiry Mag. sys.       | IT Support         | Inspection of site  | Routine    | Leaflets & Flex Banners Design | National Level Competition |            |
| 4                             | online support          | Social media       |                     | Training   | Door to door, Booth camp.      |                            |            |

Note 1: Initial Income include: Registration fee, Admission Fee, Activity fee & Annual Fee

Note 2: Abbreviations used: Exp=Expenditure;Dep= Depreciation;Est=Estimated;RD=Royalty Deduction

Note 3: Tier 1 stands fro metros eg. Delhi, Mumbai, Bengaluru, Pune. Tier 2 stands for State Capital eg. Lucknow, Patna. Tier 3 stands for Big Districts eg. Kanpur, Gaya. Tier 4 stands for Districts eg. Vaishali, Sonipat. Tier-5 All Major Block Please refer to List of Districts annexure for complete details.

## 1st Year Annual Return (Assuming 225 new Students come)

| Expenses                    |                          |                  |
|-----------------------------|--------------------------|------------------|
| Fixed Investment (One Time) |                          |                  |
| S. No.                      | Particulars              | Amount           |
| 1                           | Franchise & Training Fee | 8,00,000         |
| 2                           | Infrastructure Cost      | 15,04,000        |
| <b>Total</b>                |                          | <b>23,04,000</b> |

| Staff Salary & Other Monthly Expenses |                        |       |       |               |
|---------------------------------------|------------------------|-------|-------|---------------|
| S. No.                                | Position               | Nos.  | Cost  | Amount        |
| 1                                     | Principal Salary       | 1     | 20000 | 20,000        |
| 2                                     | Teacher Salary         | 7     | 10000 | 70,000        |
| 3                                     | Maid/Poen Salary       | 3     | 7000  | 21,000        |
| 4                                     | Guard Salary           | 2     | 8000  | 16,000        |
| 5                                     | Elec, Stat & other Exp | ..... | 18000 | 18000         |
| <b>Total</b>                          |                        |       |       | <b>145000</b> |

| Fixed Capital  |           |         |         |
|----------------|-----------|---------|---------|
| Original Value | 14,00,000 | 20% dep | 1120000 |

| Assets & Return                                      |                |               |               |               |
|--|----------------|---------------|---------------|---------------|
| Initial Income for new students (Admission fee ..... |                |               |               |               |
| LEVEL  | UPTO UKG       | 1&2           | 3&4           | 5             |
| Registration Fee                                     | 1000           | 1000          | 1000          | 1000          |
| Admission Fee  | 4500           | 4500          | 5500          | 5500          |
| Activity Fee   | 4000           | 4000          | 4000          | 4000          |
| Annual Fee   | 3000           | 3000          | 3500          | 3500          |
| <b>Total</b>   | <b>12500</b>   | <b>12500</b>  | <b>14000</b>  | <b>14000</b>  |
| students (225)                                       | 50             | 75            | 70            | 30            |
| <b>Total</b>   | <b>625000</b>  | <b>937500</b> | <b>980000</b> | <b>420000</b> |
| <b>Grand Total</b>                                   | <b>2962500</b> |               |               |               |

| Fee Structure (for 2 Months) |      |             |               |
|------------------------------|------|-------------|---------------|
| Class                        | Fees | No of stud. | Amount        |
| UPTO UKG                     | 3500 | 50          | 175000        |
| 1&2                          | 3500 | 75          | 262500        |
| 3&4                          | 4000 | 70          | 280000        |
| 5                            | 4000 | 30          | 120000        |
| <b>Total</b>                 |      |             | <b>837500</b> |

| 1st Year Break Even Point (For 60 New Students) |                         |           |           |           |           |           |           |                  |
|---|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|------------------|
| S. No.  | Particulars             | Apr-May   | Jun-July  | Aug-sep   | Oct-nov   | Dec-Jan   | Feb-mar   | Gross Annual     |
| 1   | Investment (One Time)   | 0         | 0         | 0         | 0         | 0         | 0         | <b>23,04,000</b> |
| 2   | Staff Salary + Misc Exp | 2,90,000  | 2,90,000  | 2,90,000  | 2,90,000  | 2,90,000  | 2,90,000  | <b>17,40,000</b> |
| 3   | Initial Income          | 29,62,500 | 0         | 0         | 0         | 0         | 0         | 29,62,500        |
| 4   | Tuition Fees            | 8,37,500  | 8,37,500  | 8,37,500  | 8,37,500  | 8,37,500  | 8,37,500  | 50,25,000        |
| 5   | Profit                  | 35,10,000 | 5,47,500  | 5,47,500  | 5,47,500  | 5,47,500  | 5,47,500  | <b>39,43,500</b> |
| Cumulative Profit                               |                         | 35,10,000 | 40,57,500 | 46,05,000 | 51,52,500 | 57,00,000 | 62,47,500 |                  |

| KIT PRICE | PLAY | NURSERY | LKG  | UKG  | 1    | 2    | 3    | 4    | 5    |
|-----------|------|---------|------|------|------|------|------|------|------|
|           | 4400 | 4900    | 5400 | 5900 | 6400 | 6700 | 7000 | 7300 | 7600 |

| KIT ITEM'S | 1.Digital Book 2.school Bag 3.Summer Uniform (1) 4.Apron 5.Water Bottle 6.Lunch box 7.Belt<br>8.Dairy 9.Socks 10.ID Card |
|------------|--|
|------------|--|

| EXTRA ITEM'S OF KIT | 1. Smart pen-2500, 2.Cap-80 3.Sports Dress -1000-1450 Dress 4.Winter Dress 22-850,24-880,26-810,28-930,30-960,32-990,34-1020,36-1050,38-1080, |
|---------------------|---|
|---------------------|---|

| 2nd Year(Assuming 40 Students leave and 200 come) Total No-340 |           |         |             |       |                        |
|--|-----------|---------|-------------|-------|------------------------|
| Expenses   |           |         |             |       |                        |
| Position(salary)   | Principal | Teacher | Maid /Clerk | Guard | Elec, Stat & other exp |
| Cost (salary)  | 22000     | 11000   | 8000        | 8500  | 25000                  |
| Nos.   | 1         | 11      | 5           | 2     | 0                      |
| Amount sum   | 22000     | 121000  | 40000       | 17000 | 200000                 |
| Total Monthly Expenses   |           |         |             |       | 225000                 |

| 3rd Year(Assuming 40 Students leave and 200 come) Total No-500 |           |         |             |       |                        |
|--|-----------|---------|-------------|-------|------------------------|
| Expenses   |           |         |             |       |                        |
| Position(salary)   | Principal | Teacher | Maid /Clerk | Guard | Elec, Stat & other exp |
| Cost (salary)  | 24000     | 12000   | 8500        | 9000  | 30000                  |
| Nos.   | 1         | 15      | 6           | 2     | 0                      |
| Amount sum   | 24000     | 180000  | 51000       | 18000 | 273000                 |
| Total Monthly Expenses   |           |         |             |       | 303000                 |

| Assets & Return   |          |        |        |        |
|---|----------|--------|--------|--------|
| Initial Income for new students (Admission fee,reg,activ,annual.) |          |        |        |        |
| LEVEL   | UPTO UKG | 1&2    | 3&4    | 5&6    |
| Total fee (Admission)   | 13000    | 13000  | 14500  | 14500  |
| New students (200)  | 60       | 50     | 50     | 40     |
| Total   | 780000   | 650000 | 725000 | 580000 |
| Final New student fee   | 2735000  |        |        |        |
| Old students A fee.(act,anl)                                      | 7000     | 7000   | 7500   | 7500   |
| Old students A fee.(140)  | 20       | 35     | 40     | 45     |
| Total   | 140000   | 245000 | 300000 | 337500 |
| Final old student fee   | 1022500  |        |        |        |
| Grand Total   | 3757500  |        |        |        |

| Assets & Return   |          |        |        |        |
|---|----------|--------|--------|--------|
| Initial Income for new students (Admission fee,reg,activ,annual.) |          |        |        |        |
| LEVEL   | UPTO UKG | 1&2    | 3&4    | UPTO 7 |
| Total fee (Admission)   | 13500    | 13500  | 15000  | 15000  |
| New students (200)  | 60       | 50     | 50     | 40     |
| Total   | 810000   | 675000 | 750000 | 600000 |
| Final New student fee   | 2835000  |        |        |        |
| Old students A fee.(act,anl)                                      | 7500     | 7500   | 8000   | 8000   |
| Old students A fee.(300)  | 60       | 85     | 95     | 60     |
| Total   | 450000   | 637500 | 760000 | 480000 |
| Final old student fee   | 2327500  |        |        |        |
| Grand Total   | 5162500  |        |        |        |

| Fee Structure (for 2 Months) |      |             |        |         |
|------------------------------|------|-------------|--------|---------|
| Class                        | Fees | No of stud. | Amount | Total   |
| UPTO UKG                     | 4000 | 80          | 320000 | 1447500 |
| 1&2                          | 4000 | 85          | 340000 |         |
| 3&4                          | 4500 | 90          | 405000 |         |
| 5&6                          | 4500 | 85          | 382500 |         |

| Fee Structure (for 2 Months) |      |             |        |         |
|------------------------------|------|-------------|--------|---------|
| Class                        | Fees | No of stud. | Amount | Total   |
| UPTO UKG                     | 4500 | 120         | 540000 | 2372500 |
| 1&2                          | 4500 | 135         | 607500 |         |
| 3&4                          | 5000 | 145         | 725000 |         |
| UPTO 7                       | 5000 | 100         | 500000 |         |

| Fixed Capital  |           |         |        | Maintan... |
|----------------|-----------|---------|--------|------------|
| Original Value | 14,00,000 | 30% dep | 980000 | 200000     |

| Fixed Capital  |           |         |        | Maintan... |
|----------------|-----------|---------|--------|------------|
| Original Value | 14,00,000 | 40% dep | 840000 | 250000     |

| 2nd Year Annual Return  |           |              |           |
|-------------------------|-----------|--------------|-----------|
| Particulars             | April-may | April -march | Annual    |
| Maintanance             | 200000    | 0            | 2900000   |
| Staff Salary + Misc Exp | 0         | 2700000      |           |
| Initial Income old+ new | 3757500   | 0            | 12442500  |
| Tuition Fees            | 0         | 8685000      |           |
| Profit                  | 35,57,500 | 0            | 95,42,500 |
| Cumulative Profit       | 95,42,500 |              |           |

| 3rd Year Annual Return  |             |              |             |
|-------------------------|-------------|--------------|-------------|
| Particulars             | April-may   | April -march | Annual      |
| Maintanance             | 250000      | 0            | 3886000     |
| Staff Salary + Misc Exp | 0           | 3636000      |             |
| Initial Income old+ new | 5162500     | 0            | 19397500    |
| Tuition Fees            | 0           | 14235000     |             |
| Profit                  | 49,12,500   | 0            | 1,55,11,500 |
| Cumulative Profit       | 1,55,11,500 |              |             |

### 3yr ROI

| sl no. | PLAY WING | PRIMARY WING | PER STUDENT BRAND FEE | Total student (old+new)       | Initial Income  | Tution Fee      | Total Income    | Yearly Exp     | Brand Fee        | Actual income   |
|--------|-----------|--------------|-----------------------|-------------------------------|-----------------|-----------------|-----------------|----------------|------------------|-----------------|
| 1      | 50        | 130          | 1600                  | 180 New                       | 2962500         | 5025000         | 7987500         | 1740000        | 208000           | 6039500         |
| 2      | 80        | 260          | 1600                  | 200 New & 140 old Total (340) | 3757500         | 8685000         | 12442500        | 2700000        | 416000           | 9326500         |
| 3      | 120       | 380          | 1600                  | 200 New & 300 old Total (500) | 5162500         | 14235000        | 19397500        | 3636000        | 608000           | 15153500        |
|        |           |              |                       |                               | <b>11882500</b> | <b>27945000</b> | <b>39827500</b> | <b>8076000</b> | <b>1232000</b>   | <b>30519500</b> |
|        |           |              |                       |                               |                 |                 |                 |                | infra investment | 2304000         |
|        |           |              |                       |                               |                 |                 |                 |                |                  | 28215500        |

### TIER-2

| sl no.       | NAME                               | SUPPORT                 | 1st yr        | 5yr Budget    | Remark    |
|--------------|------------------------------------|-------------------------|---------------|---------------|-----------|
| 1            | Site Visit & Inspection            | Additional support      | 25000         | 25000         | Two time  |
| 3            | FM Radio                           | Add & Marketing         | 10000         | 10000         | one time  |
| 7            | FaceBook paid adv.                 | Add & Marketing         | 10000         | 10000         | paid adv. |
| 8            | Mobile App. & ERP Software         | Applications & Software | 10000         | 10000         | 1 St Year |
| 9            | Website Page & IT Support          | Applications & Software | 6000          | 30000         | 5 year    |
| 10           | Training and Academic support      | Academic                | 30000         | 150000        | 5 year    |
| 11           | State & National Level Conference  | Academic                | 10000         | 10000         | 1 St Year |
| 12           | Stationary                         | Additional support      | 7000          | 35000         | 5 year    |
| 13           | News Paper Advertisement           | Add & Marketing         | 75000         | 375000        | 5 year    |
| 14           | State & National level competition | Additional support      | 10000         | 50000         | 5 year    |
| <b>TOTAL</b> |                                    |                         | <b>193000</b> | <b>705000</b> |           |

**Note:**

1. **Mobile App.:-** A Platform which makes "Everything handy/"All under one Umbrella".
2. **ERP Software:-** Enterprise Resource Planning-All office automation at one Row.
3. **Website Page:-**Page Provides aggressive reach to the maximum users.
4. **Training:-** Training for enhancement,skill based training for knowledge upgradation ,Motivational Training etc.
5. **Academic Support:-**To the development and betterment of kids,which makes children to grow at State and National level.(eg Curriculam,Syllabus,Activites,Assessment etc.)
6. **Stationary:-** Admission form,Registration form,receipt,etc.