

PLAY WITH PRIMARY WING (DISTRICT LEVEL)-T4

Expenses			Fixed Investment (One Time) Bifurcation		
S. No.	Particulars	Amount	S.No.	Expense Head	Amount
Fixed Investment (One Time)			1	Franchise Fees & Training Fees	6,00,000
1	Franchise & Training Fee	6,00,000	2	Gate branding (ACP with logo) 200 sqft	45,000
2	Other Infrastructure Cost	12,49,000	3	Classroom Furniture class 1 to 5 - 5	3,50,000
3			4	Classroom Furniture upto UKG -2	1,00,000
			5	Education & Activity Tools	60,000
	Total	18,49,000	6	Outdoor & Indoor playing Tools	75,000
			7	3D Wall Painting (Int & Ext)upto 2k sqft	80,000
Estimated Construction Area			8	Science Lab	25,000
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)	55,000
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	0
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
Total			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
			Total		18,49,000

Additional Support & Services							
S. No.	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	
4	online support	Social media		Training	Door to door, Booth camp.	Competition	

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 Stands for Block level 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	6,00,000
2	Infrastructure Cost	12,49,000
Total		18,49,000

Staff Salary & Other Monthly Expenses				
S. No.	Position	Nos.	Cost	Amount
1	Principal Salary	1	17000	17,000
2	Teacher Salary	7	8500	59,500
3	Maid/Poen Salary	3	6000	18,000
4	Guard Salary	1	6500	6,500
5	Elec, Stat & other Exp	12000	12000
Total				113000

Fixed Capital			
Original Value	10,00,000	20% dep	800000

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	2500	2500	3000	3000
Activity Fee	2000	2000	2000	2000
Annual Fee	2000	2000	2000	2000
Total	7500	7500	8000	8000
students (225)	50	75	70	30
Total	375000	562500	560000	240000
Grand Total	1737500			

Fee Structure (for 2 Months)			
Class	Fees	No of stud.	Amount
UPTO UKG	2200	50	110000
1&2	2200	75	165000
3&4	2400	70	168000
5	2400	30	72000
Total			515000

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	18,49,000
2	Staff Salary + Misc Exp	2,26,000	2,26,000	2,26,000	2,26,000	2,26,000	2,26,000	13,56,000
3	Initial Income	17,37,500	0	0	0	0	0	17,37,500
4	Tuition Fees	5,15,000	5,15,000	5,15,000	5,15,000	5,15,000	5,15,000	30,90,000
5	Profit	20,26,500	2,89,000	2,89,000	2,89,000	2,89,000	2,89,000	16,22,500
Cumulative Profit		20,26,500	23,15,500	26,04,500	28,93,500	31,82,500	34,71,500	

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 8.Dairy 9.Socks 10.ID Card
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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,
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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)	19000	9000	7000	8000	20000
Nos.	1	11	5	2	0
Amount sum	19000	99000	35000	16000	169000
Total Monthly Expenses				189000	

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)	21000	10000	8000	8500	25000
Nos.	1	15	6	2	0
Amount sum	21000	150000	48000	17000	236000
Total Monthly Expenses				261000	

Assets & Return				
Initial Income for new students (Admission fee, reg, activ, annual.)				
LEVEL	UPTO UKG	1&2	3&4	5&6
Total fee (Admission)	8000	8000	8500	8500
New students (200)	60	50	50	40
Total	480000	400000	425000	340000
Final New student fee	1645000			
Old students A fee.(act,anl)	4500	4500	5000	5000
Old students A fee.(140)	20	35	40	45
Total	90000	157500	200000	225000
Final old student fee	672500			
Grand Total	2317500			

Assets & Return				
Initial Income for new students (Admission fee, reg, activ, annual.)				
LEVEL	UPTO UKG	1&2	3&4	UPTO 7
Total fee (Admission)	8500	8500	9000	9000
New students (200)	60	50	50	40
Total	510000	425000	450000	360000
Final New student fee	1745000			
Old students A fee.(act,anl)	5000	5000	5500	5500
Old students A fee.(300)	60	85	95	60
Total	300000	425000	522500	330000
Final old student fee	1577500			
Grand Total	3322500			

Fee Structure (for 2 Months)				
Class	Fees	No of stud.	Amount	Total
UPTO UKG	2400	80	192000	851000
1&2	2400	85	204000	
3&4	2600	90	234000	
5&6	2600	85	221000	

Fee Structure (for 2 Months)				
Class	Fees	No of stud.	Amount	Total
UPTO UKG	2600	120	312000	1349000
1&2	2600	135	351000	
3&4	2800	145	406000	
5&6	2800	100	280000	

Fixed Capital				Maintan...
Original Value	1,00,000	30% dep	1400000	100000

Fixed Capital				Maintan...
Original Value	2,00,000	40% dep	1200000	150000

2nd Year Annual Return			
Particulars	April-may	April -march	Annual
Maintanance	100000	0	2368000
Staff Salary + Misc Exp	0	2268000	
Initial Income old+ new	2317500	0	7423500
Tuition Fees	0	5106000	
Profit	22,17,500	0	50,55,500
Cumulative Profit	50,55,500		

3rd Year Annual Return			
Particulars	April-may	April -march	Annual
Maintanance	150000	0	3282000
Staff Salary + Misc Exp	0	3132000	
Initial Income old+ new	3322500	0	11416500
Tuition Fees	0	8094000	
Profit	31,72,500	0	81,34,500
Cumulative Profit	81,34,500		

3yr ROI

sl no.	PLAY WING	PRIMARY WING	PER STUDENT BRAND FEE	Total student (old+new)	Initial Income	Tuition Fee	Total Income	Yearly Exp	Brand Fee	Actual income
1	50	130	1200	180 New	1737500	3090000	4827500	1356000	156000	3315500
2	80	260	1200	200 New & 140 old Total (340)	2317500	5106000	7423500	2268000	312000	4843500
3	120	380	1200	200 New & 300 old Total (500)	3322500	8094000	11416500	3132000	456000	7828500
					7377500	16290000	23667500	6756000	924000	15987500
					infra investment					1849000
										14138500

TIER-4

sl no.	NAME	SUPPORT	1st yr	5yr Budget	Remark
1	Site Visit & Inspection	Additional support	25000	25000	Two time
3	FM Radio	Add & Marketing	5000	5000	one time
7	FaceBook paid adv.	Add & Marketing	5000	5000	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	40000	200000	5 year
14	State & National level competition	Additional support	10000	50000	5 year
TOTAL			148000	520000	

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 Curricular, Syllabus, Activities, Assessment etc.)
6. **Stationary:-** Admission form, Registration form, receipt, etc.