



BACHPAN



**START YOUR OWN
PRESCHOOL,**
build a timeless
legacy



1300+
Schools Nationwide



3 Lakh+
Students



400+
Cities



23+
Years of Legacy

Business Proposal



Mr. Ajay Gupta
(Founder & CEO)



Founded in 2004 by Mr. Ajay Gupta, Bachpan Play School carries a legacy of over 20 years in the education sector and is dedicated to fostering the holistic growth of new-gen learners. Start your own preschool today and make a significant impact on the lives of countless children, with end-to-end support by a brand that is trusted nationwide.

MEET OUR CORE TEAM

Introducing the core team at Bachpan, the driving force behind our exceptional franchise support! Each member brings deep expertise and commitment to ensure that you receive top-notch support, from setup and recruitment to marketing and daily operations. With their guidance, you'll have the tools, insights, and backing needed to establish a thriving, successful preschool.



MR. S.K. GUPTA
(Chairman)



MR. TIJAY GUPTA
(Co-Founder)



MS. DEEPSHIKHA
(Co-Founder)



MR. N.K. JAIN
(CFO)



MR. KRISHAN SHARMA
(V.P.—Marketing & Support)



MS. ANAMIKA CHADHA
(National Head—Support)



MR. DEEPAK DEOPA
(Chief Technical Officer)



MS. ROSY AHUJA
(V.P.—Academics & R&D)



MS. UMA DEVI SUBRAVETI
(V.P.—R&D)



MR. GIRISH MAKWANA
(Country Head)



DR. AAKANKSHA GUPTA
(V.P.—Media & Communications)



ADV. AAKASH GUPTA
(General Counsel)

WHY INVEST IN EARLY CHILDHOOD EDUCATION



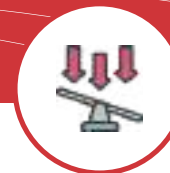
GROWING DEMAND

The preschool market is expected to grow at a stunning CAGR of 11.8% between 2022 and 2030.



INCREASED PARENTAL INVESTMENT

Preschool education is now a top priority for parents to ensure their child's future academic success.



LOW OVERHEADS

Minimal staff requirements and low inventory costs allow preschool franchisees to secure profitability.



EXCELLENT ROI

Investing in a preschool franchise is financially rewarding, as it has a high return on investment (ROI).



FLEXIBLE HOURS

Streamlined processes enable preschool franchise owners to balance their personal and professional lives.



SOCIAL IMPACT

By fostering the holistic development of the next generation, quality preschools make a direct impact.

GROWTH JOURNEY



2004

The Birth
of Bachpan

2008

First to
Introduce Preschool
Uniforms

2010

Ranked Among
the Country's
Top 3 Preschools

2015

Launched
Speak-O-Kit
(Books With Pen
That Speaks)

2020

Co-Founded
Rishihood
University

2023

"Official School
Education Partner"
of SRH (IPL Team)

2026

Mission:
1500+ Schools
Nationwide

2007

100+ Schools in
Record Time

2009

Started K-12
School Chain:
Academic Heights
Public School

2013

e-Learning
Solutions, Powered
by Prismart

2019

First to Introduce
Robotics for
Preschoolers

2021

Expansion in
Nepal

2024

Onboarded
Saina Nehwal and
Launched the
SPROUT Curriculum

AWARDS AND ACCOLADES



**IDA EDUCATION
AWARDS 2024**
(Enabling Experiential
Learning)



**EMINENT RESEARCH
AWARDS 2024**
(Preschool Franchisor
of the year)



**TIMES EDUCATION
EXCELLENCE AWARDS 2024**
(Franchise Model Preschool &
Parental Involvement)



IKA AWARDS
(Excellence in Activity-Based
Learning Programs)



**INDIAN EDUCATION
EXCELLENCE AWARDS**
(Best Play School Chain)



GLOBAL CHOICE AWARDS
(India's Topmost Education
Brand)



**EDTECH REVIEW
AWARDS**
(Best Play School of the Year)



**WORLDWIDE IMPACT
AWARDS**
(Best School for Value-
Based Education)

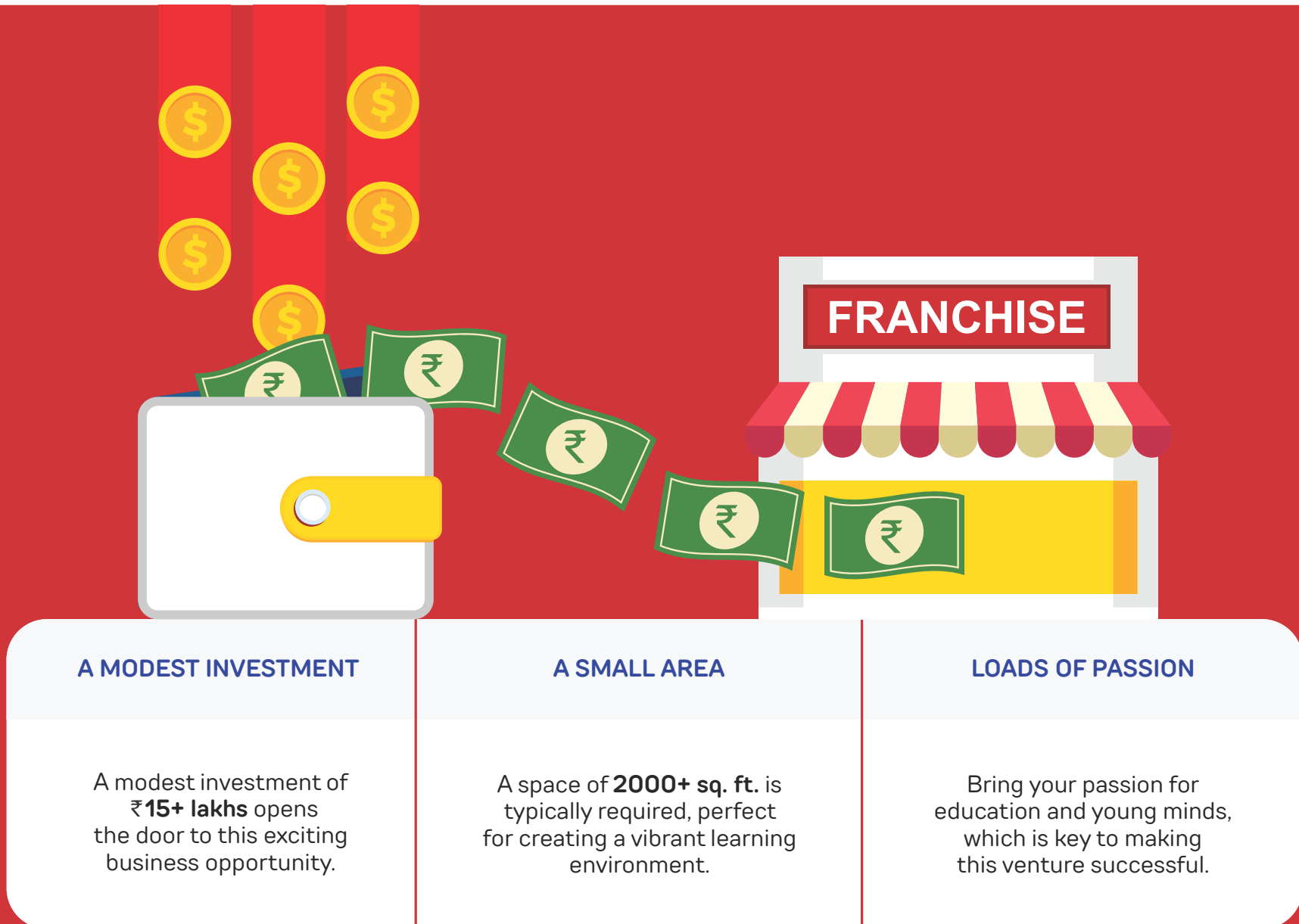


**BW TOP EDUCATION
AWARDS**
(Preschool Franchisor
of the Year)



WHAT ALL YOU NEED

At Bachpan, we believe in making your franchise journey as seamless and hassle-free as possible. With clear steps, unwavering support, and a proven business model, we ensure that you're set up for sweet success and profits.



OUR MULTI-LAYER SUPPORT SYSTEM FOR OUR PARTNERS



**SETUP
SUPPORT**



**TECHNICAL
TRAINING**



**ADVERTISEMENT &
MARKETING**



**EVENT
SUPPORT**



**CONTINUOUS
R&D**



**DIGITAL
MARKETING**



**MATERIAL &
MANUALS**



**DAY-TO-DAY
OPERATIONS**



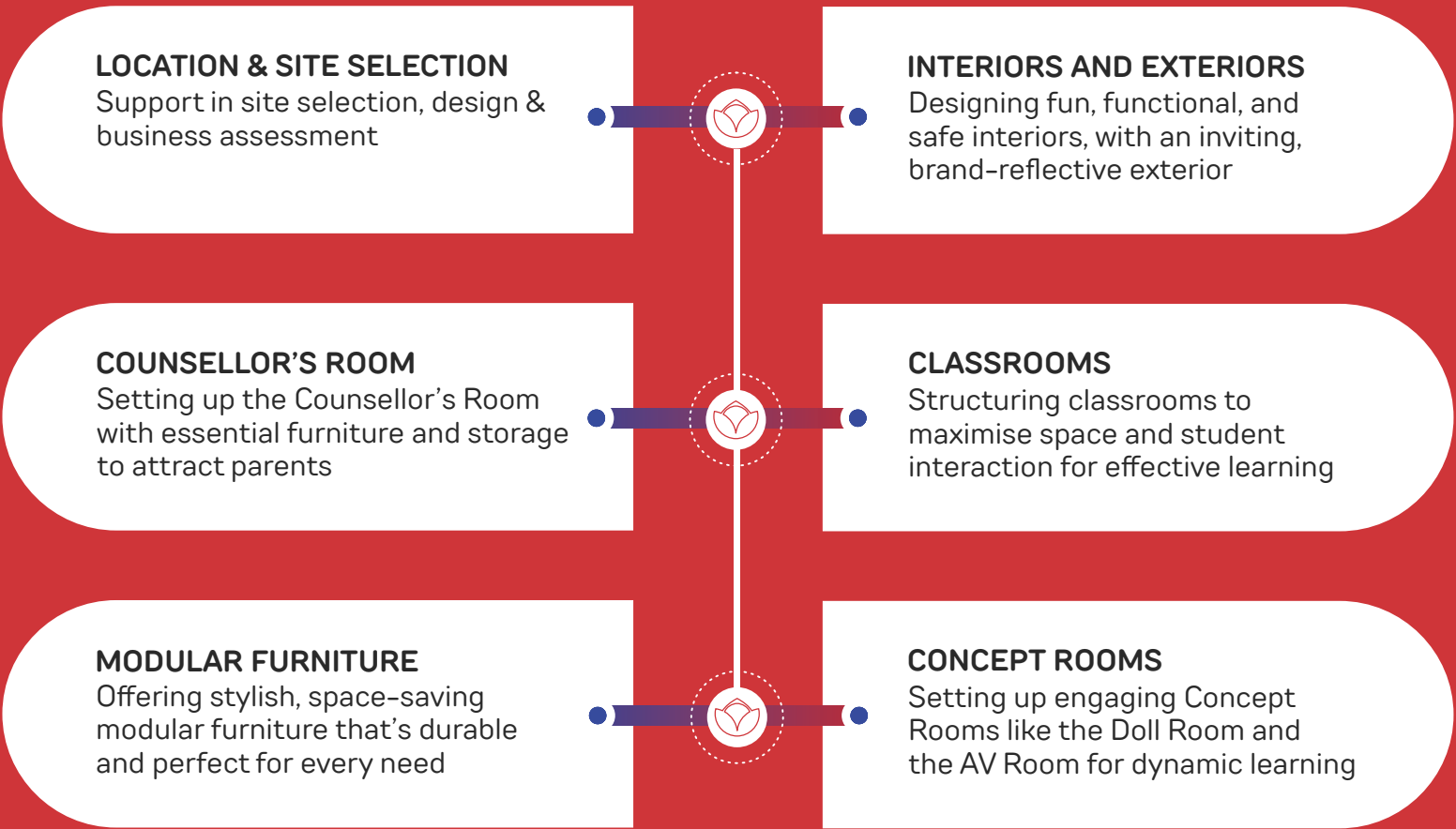
**RECRUITMENT &
LAUNCH**



SETUP SUPPORT

When you join Bachpan Play School, you're not just opening a franchise—you're unlocking a pathway to success powered by unmatched support. From the perfect setup and expert recruitment to nationwide marketing strength and seamless tech solutions, we're with you on every step. With Bachpan's dedicated team, you have everything you need to build an inspiring, successful legacy.

To begin with, we offer end-to-end setup assistance to save you time and hassle. Our support covers every aspect of the setup, from location selection to the final touches.



✓ Our Interior Manual offers clear instructions on layout, colours, materials, and the selection of a skilled team to ensure a high-quality setup for your Bachpan Play School. Rest assured, the Corporate Office is always available to assist you at every stage.

TRANSFORM YOUR SCHOOL WITH OUR MODULAR FURNITURE

Take a glimpse at our exclusive range of modular furniture, designed to be colourful, safe, durable, and cost-effective. Tailored to meet preschool needs, this furniture transforms your space into a vibrant and functional environment.

Premium Quality

Space-Efficient

Long-Lasting

Ergonomic

Sophisticated

Cost-Effective



TECHNICAL & TRAINING SUPPORT

FOR
DIRECTORS

FOR
COUNSELLORS

FOR
TEACHERS

FOR
SUPPORT STAFF

- CURRICULUM/TRAINING MANUALS • RECRUITMENT AND INTERVIEW SUPPORT
- TRAINING TO ALL STAFF MEMBERS AT YOUR SCHOOL • REGULAR GROOMING AT SCHOOL AND CORPORATE LEVELS
- DAY-TO-DAY ASSISTANCE

At Your School

In Your City



Online Webinars / Training Café

At Corporate Office, Delhi

Calendar for the same is shared beforehand, enabling schools to plan their schedule accordingly

A comprehensive Training Program at the Corporate Office that is inclusive of boarding & lodging

RECRUITMENT & TRAINING

We go beyond just helping you recruit the best talent. We provide full-cycle support, from conducting expert interviews to ensuring you hire top-notch candidates and offering continuous training that empowers your team. With our recruitment and training resources, you'll be equipped to build a high-performing staff.



Our **Training Café** offers 100+ online sessions every month, covering countless topics. These on-demand sessions, led by experts at our Corporate Office, ensure your team—Directors, Counsellors, and Teachers—stays ahead in educational management.



Our **EduFresh Advantage Program** offers a rotational series of in-person workshops at regional and state levels, providing training for Directors, Counsellors, and Teachers to enhance real-world skills. Advance schedules help you plan and engage your team.



We also offer **school training** (at your doorstep) tailored to your specific needs. Whether it's administrative support, staff management, or specialised teaching techniques, our flexible training sessions are designed to address the unique goals of your school.

RESEARCH & DEVELOPMENT

At Bachpan, we provide unparalleled R&D support to ensure that your school thrives with the latest educational tools and resources. Our robust R&D support mainly includes the following:

SPROUT CURRICULUM

Well-researched books aligned with NEP 2020 to foster creativity in young learners

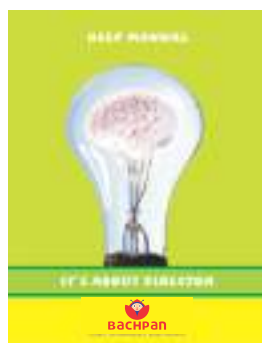
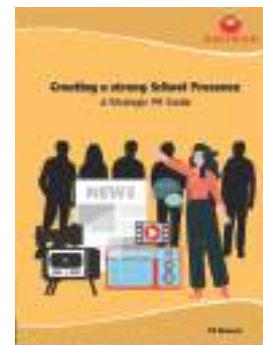
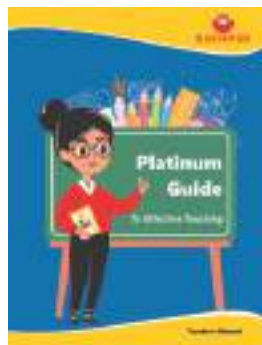
HELP MANUALS

For teachers, administrators, and staff, providing clear guidelines for every role and event to ensure smooth operations

ONGOING UPDATES

To the curriculum and resources, keeping your school in line with the latest educational trends and best practices

OUR HELP MANUALS



✓ We have designed an exclusive range of Help Manuals for schools and staff members to enhance their awareness on subjects like Child Psychology, PR Activities, PTM, Syllabus and Activities for all levels.

MARKETING & ADVERTISING SUPPORT

We provide you with high-quality creatives for newspaper inserts, professionally crafted write-ups, eye-catching Admission Open and Opening Shortly banners, hoardings, and signboards, detailed promotional materials (**including the Brand Dharma, SPROUT Curriculum Brochure, QR Booklet, Binocular Brochure, and the Bang-Bang Brochure**), engaging TV commercials and celebrity endorsements, a wide range of promotional items, Baby Show guidelines and designs, Health Checkup Camp guidelines, Summer Activity kits and designs, and much more to save you time and enhance your promotional efforts through both print and electronic media.

Our Social Media Toolkit contains pre-designed templates and guidelines to enhance your Social Media marketing efforts on platforms like **Facebook, Instagram, LinkedIn, Twitter, YouTube, and WhatsApp**.

The Corporate Office also assists you in the layout, planning, and conceptualisation of effective local advertisements tailored to your community across different media (print, electronic, and digital).



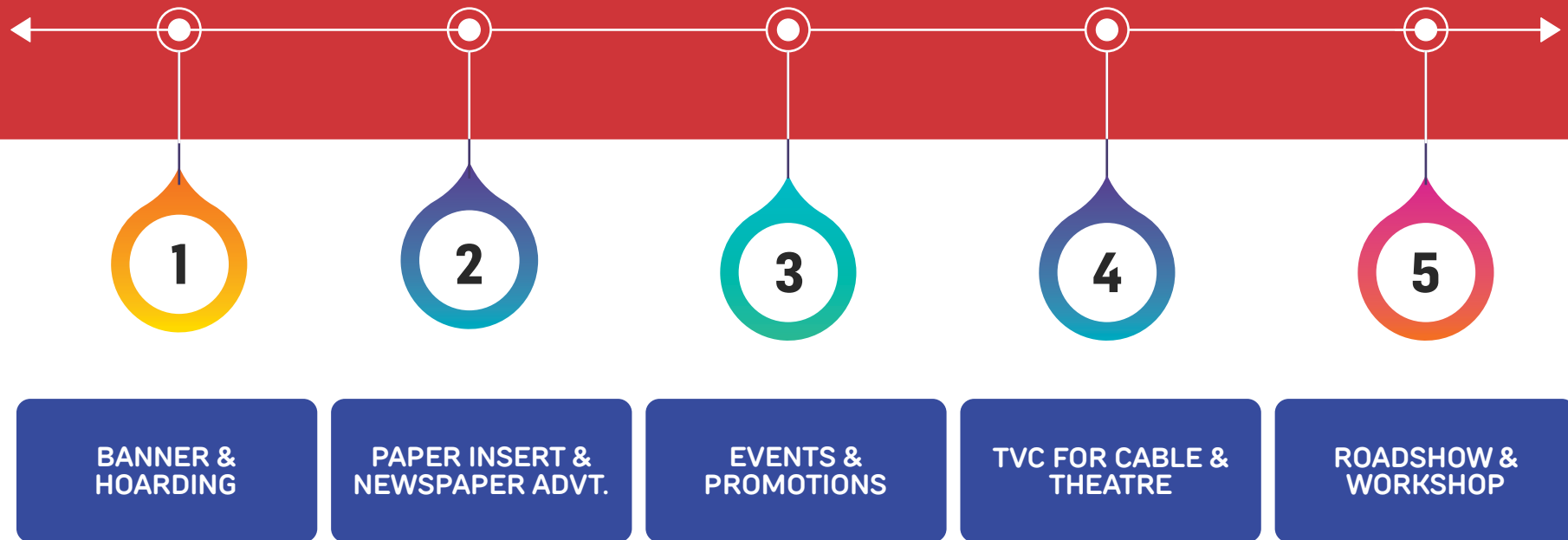
BRAND DHARMA

Our Brand Dharma manual helps you promote your school in a distinctive manner while aligning with our brand identity. The manual provides comprehensive guidelines and designs for the following and more: inauguration materials, Admission Open banners, event banners and posters, newspaper inserts, and advertisements.

ADVERTISEMENT & MARKETING

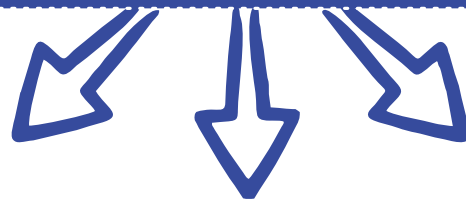


TRADITIONAL METHODS

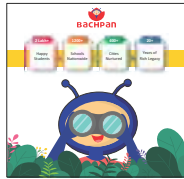


ADVERTISEMENT & MARKETING

DIGITAL METHODS



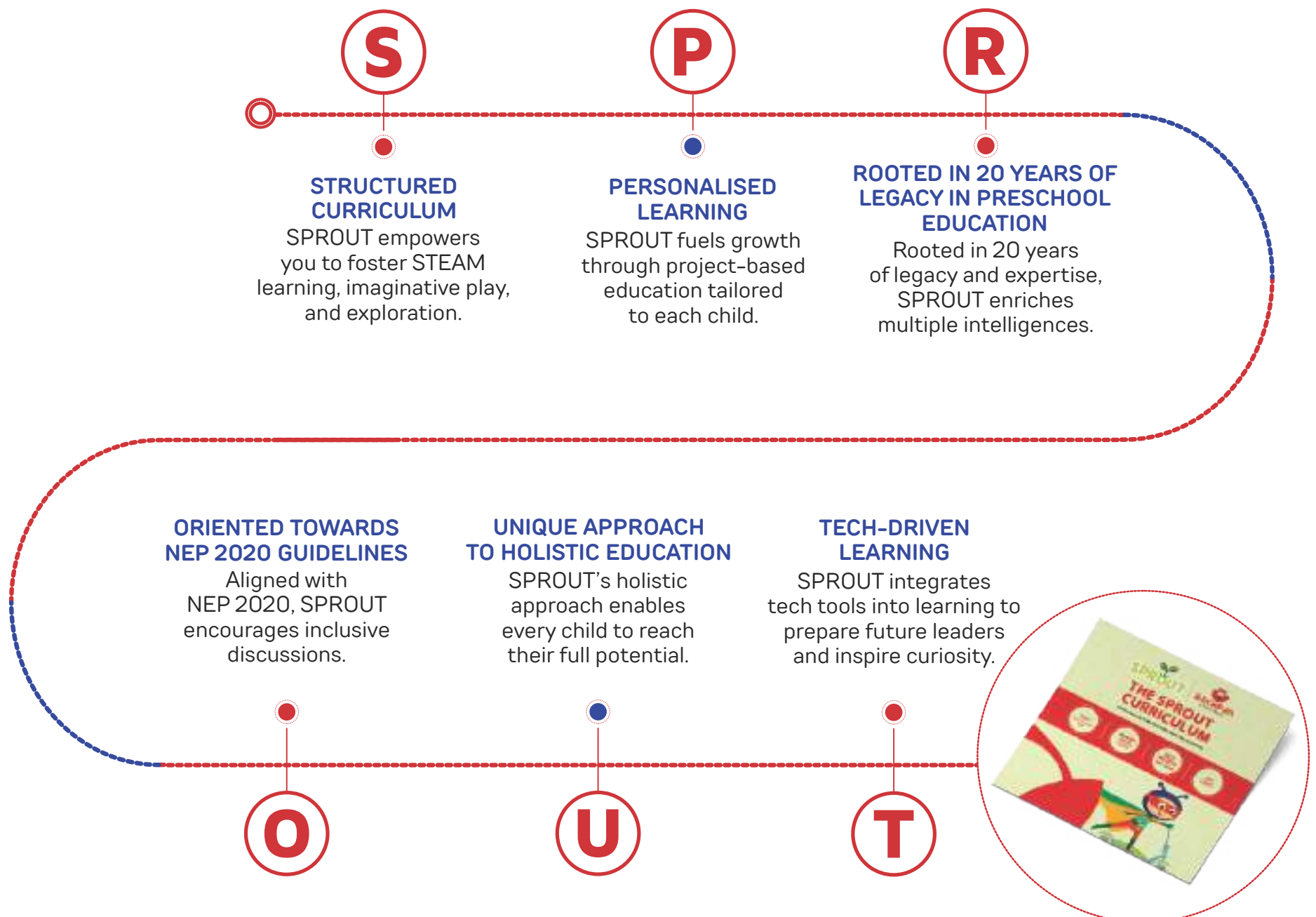
PROMOTIONAL ITEMS ARE HERE TO STAY



SPROUT CURRICULUM

Just as a sprout grows into a thriving plant with the right care, the Bachpan SPROUT Curriculum nurtures students into well-rounded individuals prepared for the future. Aligned with NEP 2020 and NCF-FS 2022, and backed by 35,000+ hours of dedicated research and development, SPROUT empowers you to offer a powerful foundation for students.

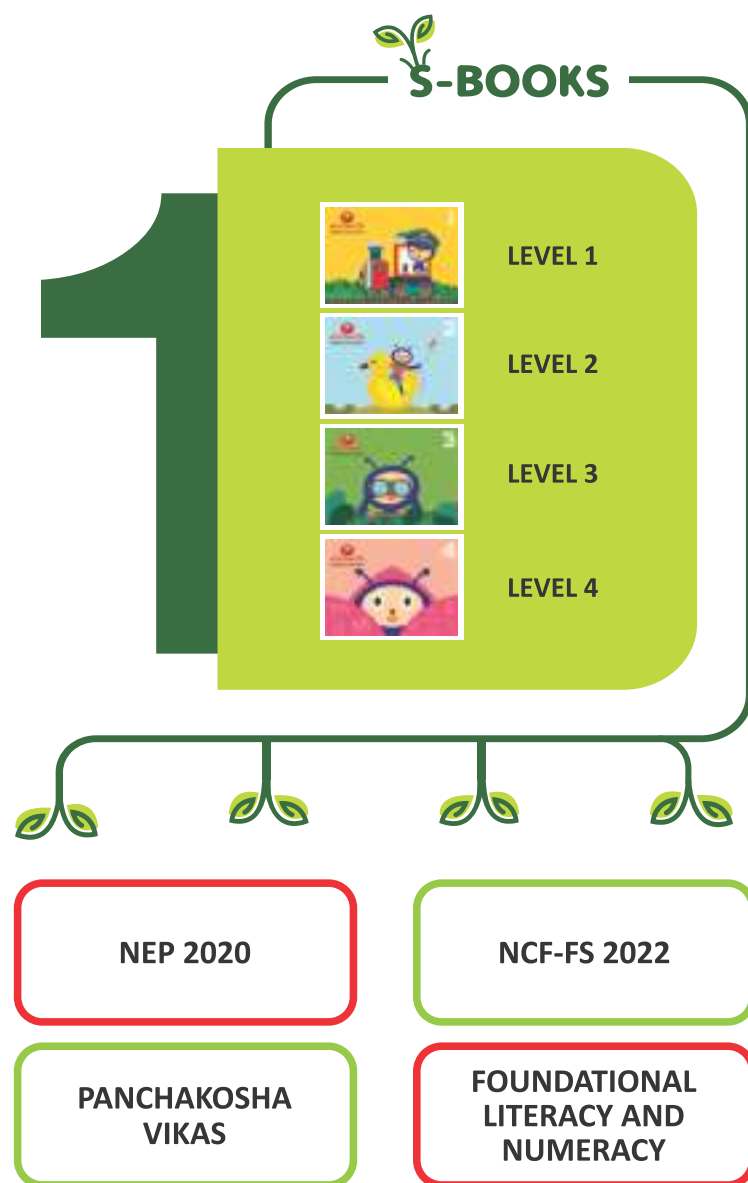
By implementing SPROUT, you'll provide an educational experience that sets your preschool apart and helps young minds flourish.



SPROUT'S 7-LAYER SUPPORT SYSTEM



S-BOOKS



KEY HIGHLIGHTS OF OUR BOOKS

Our nanotechnology-based Speak-O-Books blend traditional reading with technology, offering an interactive educational experience to children.

- 1** FOR ALL 4 LEVELS: PLAYGROUP (L1), NURSERY (L2), LKG (L3), UKG (L4)
- 2** BASED ON NEP 2020, PARA KH SYSTEM, AND LEARNING OUTCOME-DRIVEN APPROACH
- 3** FOCUS ON FIVE-FOLD DEVELOPMENT, 21ST-CENTURY SKILLS, AND CHILD- CENTRED LEARNING
- 4** INCLUDES LEARNING PROGRESS REPORTS FOR CONTINUOUS ASSESSMENT
- 5** POWERED BY NANOTECHNOLOGY WITH 6 LAKH+ NEW AUDIO FILES

S-BOOKS

SETS FOR ALL LEVELS



LEVEL - I



LEVEL - II



LEVEL - III



LEVEL - IV

Designed by experienced educationists and experts, our books integrate advanced technology and pedagogical principles to foster holistic development, 21st-century skills, and personalised learning in young children.

S-SPEAK-O-PEN



PASSIVE
LEARNING
TOOL

6 LAKH
AUDIO FILES

BETTER
COMMUNICATION
SKILLS

ONE PEN FOR
ALL BOOKS

KEY HIGHLIGHTS OF OUR SPEAK-O-PEN

Our Speak-O-Pen is a digital pen equipped with advanced audio technology that brings stories and educational content to life with music, modulation, and rhythm.

1 6 LAKH AUDIO FILES

2 NEUTRAL ACCENT

3 IMPROVES PRONUNCIATION

4 100% MAPPED TO ALL BOOKS

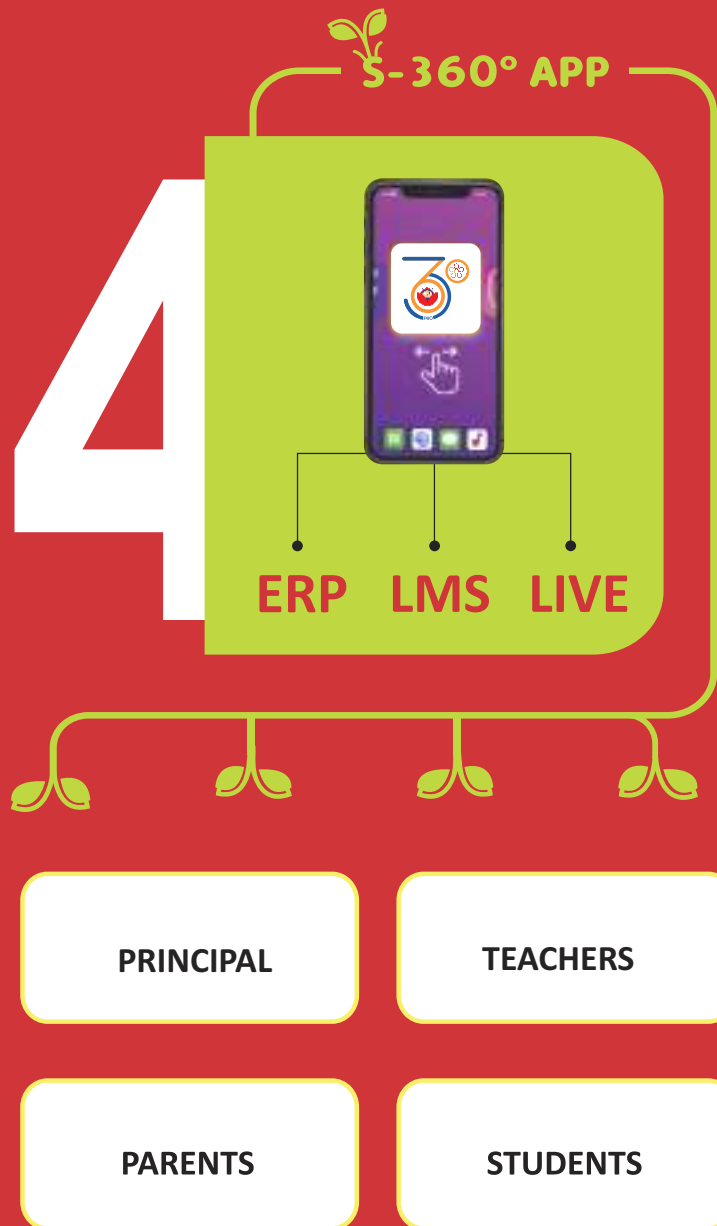


KEY HIGHLIGHTS OF PRISMART LEARNING

Our Prismart Smart Classes are advanced educational environments which use digital whiteboards, multimedia tools, and engaging curriculum-mapped content for interactive learning.

- 1 CREATES A DYNAMIC LEARNING ENVIRONMENT**
- 2 SIMPLIFIES COMPLEX CONCEPTS WITH 3D/HD SIMULATIONS**
- 3 FOSTERS HIGH LEVELS OF AUDIO-VISUAL STIMULI**

S-360° APP



KEY HIGHLIGHTS OF OUR 360° APP

The Bachpan 360° Support App is an advanced educational platform designed for students, parents, and teachers, offering a comprehensive range of features that enhance the learning experience.

1 ADMISSION ENQUIRY MANAGEMENT

2 WORKSHEET & RESOURCE MATERIAL

3 TRAINING VIDEOS

4 VIRTUAL ONLINE CLASSROOM

5 PAYROLL & FEE MANAGEMENT



KEY HIGHLIGHTS OF OUR SILK KIT

SILK (SPROUT Integrated Learning Kit) provides a comprehensive suite of resources designed to benefit teachers, parents, and students, enhancing learning outcomes in both home and classroom environments. The kit supports active, hands-on learning, caters to various developmental stages, and includes practical guides for parents. It also equips teachers with versatile tools to enrich classroom instruction, bridging the gap between home and school learning and fostering a cohesive educational experience.

- 1 HANDS-ON LEARNING WITH 20+ DIY ACTIVITIES
- 2 GUIDES PARENTS WITH CLEAR TIPS TO INTEGRATE ACTIVITIES INTO DAILY ROUTINES
- 3 CONNECTS HOME LEARNING WITH CLASS LEARNING
- 4 ACTIVE PARENTAL INVOLVEMENT IN CHILD'S EDUCATION

KEY BENEFITS OF S-SILK



Emphasises experiential learning, enhancing knowledge retention and practical application for better understanding

1

The activities are designed to challenge students' problem-solving abilities and encourage them to think creatively

2

Provides parents with clear instructions and tips for effectively using the kits, enhancing their involvement in the learning process

3

Strengthens the link between home and classroom, reinforcing concepts learned at school through engaging activities & tasks

4





LESSON PLANS

WORKSHEETS

CURRICULUM
PLANNER

STRUCTURED
FRAMEWORK

KEY HIGHLIGHTS OF STAR

STAR is an all-in-one guide that supports structured teaching and planning. It includes Activity Calendar, Weekly and Monthly Planners, Lesson Plans, Teacher's Curriculum Manual, Report Card and Assessment Sheet, Timetable, and Worksheets.

1 WEEKLY PLANNER & ACTIVITY CALENDAR

2 TEACHER'S CURRICULUM MANUAL

3 HOLISTIC DEVELOPMENT CARDS

4 LESSON PLANS

5 WORKSHEETS & ASSESSMENT SHEETS

6 ACADEMIC PROGRESS CARD

KEY BENEFITS OF S-STAR



Ensures organised lesson scheduling and a balanced curriculum flow for effective classroom management

1

Provides step-by-step direction on content and timing, keeping teachers aligned with the curriculum's goals

2

Offers in-depth insights, helping teachers deliver lessons that resonate with our education philosophy

3

Enables efficient tracking of student performance, allowing for timely feedback and individualised support

4

S-STORE



KEY HIGHLIGHTS OF STORE

STORE is an essential component of our SPROUT Curriculum, offering an extensive selection of educational tools like stick and hand puppets, flashcards, festival takeaways, story cards, cutouts, yoga mats, character masks, craft materials, dance cards, numeracy and literacy cards, and more.

- 1 STICK & HAND PUPPETS
- 2 FLASH CARDS & CUTOUTS
- 3 MONTESSORI TOOLS
- 4 YOGA MATS & DANCE CARDS
- 5 CHARACTER MASKS
- 6 NUMERACY CARDS & LITERACY CARDS

KEY BENEFITS OF S-STORE



Captivates students' attention, making learning more enjoyable and interactive

1

Incorporates visual, auditory, and kinaesthetic elements to cater to various learning preferences

2

Includes resources for physical activities, contributing to overall student development

3

Encourages creativity with craft materials, dance cards, and interactive tools

4





STARTER KIT



BEGINNER KIT



Robotics is the future. Knowing and understanding robotics and the latest technology at an early stage of life will help children in their formal education as well as in their future careers. Therefore, for the first time in India, we are introducing a complete kit on Robotics for preschoolers, called ROBOTIME. Each kit comes with a complete set of Activities, Worksheets, Teacher's Manual, and Student's Material.

MEET OUR BRAND AMBASSADOR: OLYMPIC MEDALLIST SAINA NEHWAL

In April 2024, India's badminton legend Saina Nehwal became the Brand Ambassador for Bachpan, lending her iconic stature to our mission. Through our **"I Am At School"** campaign, led by Saina, we're reigniting the importance of foundational school education—a critical stage often overshadowed by university accolades.



**PROUD OFFICIAL
SCHOOL
EDUCATION
PARTNER OF
SRH**



BACHPAN

**OFFICIAL
SCHOOL EDUCATION PARTNER**

In 2023, we launched an unprecedented marketing initiative in the preschool segment by partnering with IPL cricket team SunRisers Hyderabad (SRH) as their "Official School Education Partner". This collaboration brought preschool education into the national spotlight, giving our franchise partners a unique edge through association with a widely admired sports team.

MATERIALS & RESOURCES

Receive durable and unisex school uniforms, report cards, diaries, registers, school bags, and more

Order essential materials like appreciation cards and customised resources directly from the Corporate Office

Leverage bulk orders to take advantage of economies of scale and cost-efficiency

SUMMER UNIFORM



SPORTS UNIFORM



WINTER UNIFORM



SCHOOL BAGS



SHOES



EXTRA SUPPORT FOR LASTING SUCCESS



You can leverage our comprehensive **Day Care Program** to enhance your service offerings for additional revenue.



You can capitalise on our **Activity Junction** during summer vacations to offer a skill-enhancing experience for kids.



You can tap into our **Saturday Program** to engage children in co-curricular activities while generating more revenue.

DAY-TO-DAY OPERATIONS

Our day-to-day operational support ensures seamless school management, empowering you to focus on growth. From administrative assistance to staff coordination, we provide you with the tools, resources, and guidance needed for smooth daily operations. Whether it's handling enquiries, managing timetables, overseeing classroom activities, or planning school events, we're always here to help streamline your processes.

SCHOOL INAUGURATION

We ensure that your Bachpan Play School's launch is nothing short of spectacular! From vibrant e-invite designs to event materials, we provide everything you need to create an unforgettable opening. Our dedicated team is always ready to help with event planning, ensuring every detail is perfectly executed. For a comprehensive guide, refer to our **Inauguration Booklet**, packed with tips on branding, event layouts, and promotional materials.



INSTANT RECOGNITION: PRAISE & SUCCESS

When you join Bachpan Play School, you're stepping into a legacy of trust and excellence recognised by our franchise partners, parents, and celebrities nationwide. Our powerful brand recognition support gives your school an instant boost, and our testimonials speak volumes!

CELEBRITY SPEAKS



FRANCHISEE SPEAKS



PARENT SPEAKS



SCAN NOW

PROUD MOMENTS WITH OUR FAMILY

Here are the glimpses of some proud moments that bring our entire family together! “**Familia**” fosters collaboration, the “**Maestro Awards**” felicitates outstanding leaders, and “**CRP**” honours dedicated counsellors—Every such event strengthens our community, showcases excellence, and adds a touch of celebrity glamour.

Familia

**8TH MAESTRO
Awards 2025**

CRP
Counsellor Reward Program



SH. NARENDRA MODI
(Honourable Prime Minister of India)



SH. M. VENKAIAH NAIDU
(Former Vice President of India)



SH. RAJNATH SINGH
(Minister of Defence of India)



PADMA BHUSHAN SAINA NEHWAL
(Olympic Medallist in Badminton)



PADMA SHRI MILKHA SINGH
(Former Indian Track and Field Athlete)



PADMA SHRI P.V. SINDHU
(Olympic Medallist in Badminton)



PADMA BHUSHAN ABHINAV BINDRA
(Olympic Medallist in Shooting)



PADMA SHRI BHAICHUNG BHUTIA
(Former Captain of the Indian Football Team)



PADMA SHRI ANAND KUMAR
(Founder of Super 30 Educational Program)



MS. DIVYA DUTTA
(Indian Actress and National Award Winner)



MS. SUDHA CHANDRAN
(Indian Bharatanatyam Dancer and Actress)



MS. ISHITA DUTTA
(Indian Actress and Model)



ACADEMIC HEIGHTS PUBLIC SCHOOL (AHPS): INDIA'S TOP K-12 SCHOOL CHAIN

AHPS, as the formal school extension of Bachpan Play School, provides a smooth transition from preschool to K-12. With 120+ branches across India, AHPS is known for its innovative programs like **Decode Startups**, **AHPS Mega Competitions**, and **Olympiads**. The **SPROUT Curriculum**, focusing on holistic development, is also a key feature.

For Bachpan's franchise partners, partnering with AHPS offers an opportunity to expand into the K-12 sector, attracting families who are seeking a trusted, continuous educational journey. This alignment also creates a long-term growth potential.

130+
SCHOOLS

3 LAKH+
STUDENTS

17+
YEARS OF LEGACY





RISHIHOOD: INDIA'S FIRST SOCIAL-IMPACT UNIVERSITY

Rishihood University, co-founded by our visionary founder Mr. Ajay Gupta, is India's first social-impact university, fully accessible to persons with and without disabilities. It fosters an inclusive society and excels across various domains, including **Creativity, Psychology and Education, Entrepreneurship, Leadership, Healthcare, and Technology.**

Mr. Ajay Gupta's involvement with Rishihood University strengthens the brand's commitment to holistic, long-term education, enhancing credibility and educational value across all stages of a child's development.



YOUR OWN PRESCHOOL IS JUST **10 STEPS** AWAY!



- 1 ATTEND OUR FRANCHISE ORIENTATION ONLINE
- 2 GET SITE APPROVAL AND SIGN THE MOU
- 3 PAY THE INITIAL FRANCHISE FEE
- 4 SIGN THE FRANCHISE AGREEMENT
- 5 ACCESS OUR MULTILAYERED SUPPORT SYSTEM
- 6 RECEIVE MATERIALS AND RESOURCES
- 7 SET UP THE SCHOOL INFRA-STRUCTURE
- 8 SET UP SCHOOL OPERATIONS AND SERVICES
- 9 RECEIVE ONGOING OPERATIONAL SUPPORT
- 10 VOILÀ! INAUGURATE THE SCHOOL

The franchise agreement is valid for **five years**, ensuring a long-term, mutually beneficial relationship

Since we are operating on a kit-based model, there will be **no royalty** on revenue collections

No other Bachpan Play School will be established within 2-3 km, ensuring a well-defined territory



With 1300+ branches across India, Bachpan is our flagship brand that focuses on the holistic development of preschool-age children. We have the strongest curriculum in the market for students, backed by 35K+ hours of research and developed by top experts in education and child psychology.

OUR OTHER INITIATIVES



ACADEMIC HEIGHTS PUBLIC SCHOOL (AHPS)

A formal extension of Bachpan, AHPS equips children with 21st-century life skills through its 130+ schools



RISHIHOOD UNIVERSITY

We completed the learning curve from PG (Play Group) to PG (Post Graduation) with Rishihood—India's first social-impact university



PRISMART

Prismart provides students with 3D and HD e-learning solutions and immerses them in the world of experiential learning



HUM HONGE KAMYAB (HHK)

A social enterprise, HHK Foundation seeks to raise the bar of accessibility and inclusivity in the country

S. K. EDUCATIONS PVT. LTD.

Address: S.K. Tower, 9988/B-1, Sarai Rohilla, New Rohtak Road, Delhi - 110005

Contact Number: +91 9811437000

Email ID: franchise@bachpanglobal.com

www.bachpanglobal.com