



ekam™
early learning centre

FRANCHISING PROSPECTUS

A partnership for
collective progress



WE ARE
e k a m

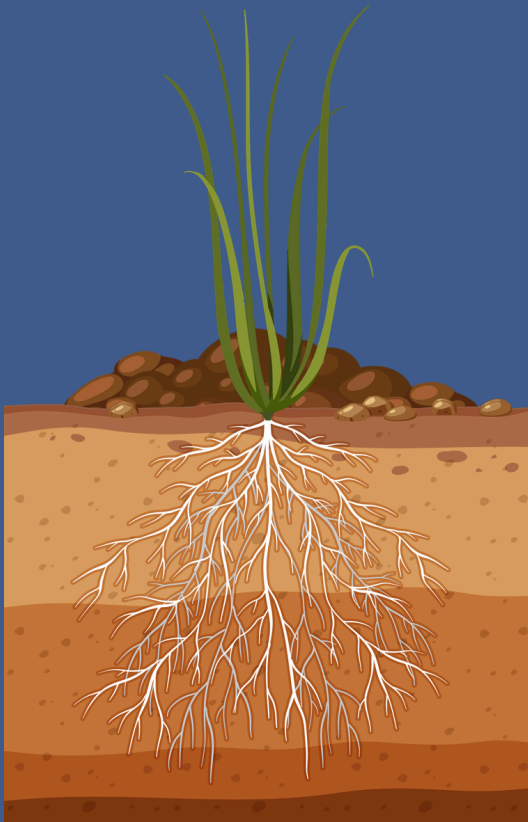


WE ARE A
HAPPY
CHILDHOOD
MOVEMENT.



EARLY YEARS,

SHAPE LIFETIMES



EARLY LEARNING IS A SERIOUS
MATTER!

WE AIM TO REDEFINE EARLY
YEARS EDUCATION AS A
THOUGHTFUL, COLLABORATIVE
AND MISSION-CRITICAL PROCESS
FOR SOCIETAL WELL BEING AND
PROGRESS.

Welcome to **ekam**

Early Learning Center

A

REGGIO

INSPIRED
SCHOOL THAT
SEAMLESSLY
BLENDS

A GLOBAL

EARLY
LEARNING
CURRICULA



THE CHILD HAS A HUNDRED LANGUAGES, A HUNDRED HANDS, A HUNDRED THOUGHTS... A HUNDRED WAYS OF THINKING, OF PLAYING, OF SPEAKING."

"NOTHING WITHOUT JOY.

-LORIS MALAGUZZI, FOUNDER OF REGGIO EMILIA PHILOSOPHY.

ONE Childhood

A Hundred Ways To Grow



At Ekam, we believe that the early years are not just foundational-They are Transformational.

Ekam, which began as a dream to create a warm, inspiring, and mindful space for children, has now grown into a unique, proven early learning model that places the child at the centre of everything we do.

With the growing demand for high-quality early childhood education, we are excited to expand Ekam's footprint across India, and the world, through a carefully curated network of early learning centers. We invite like-minded partners to join us in shaping the future generations.

One child at a time!



Mukta Khurana
Samantha Ruth Prabhu
Shilpa Reddy
Founders, Ekam Early Years

EARLY YEARS
LANDSCAPE IN INDIA IS
SHINING!

\$8.01bn
(2030)

Projected CAGR
10.90%

\$4.31bn
(2024)

KEY DRIVERS
for
**HIGH
QUALITY
EARLY
YEARS
LEARNING**

**WORKING
PARENTS WITH
GLOBAL
ASPIRATIONS**

**RAPIDLY
INCREASING
HIGHER INCOME
HOUSEHOLDS**

**INCREASING
AWARENESS OF
EARLY YEARS
BEING MOST
CRITICAL**



WHY INVEST IN A PREMIUM EARLY LEARNING CENTER



SOCIAL IMPACT

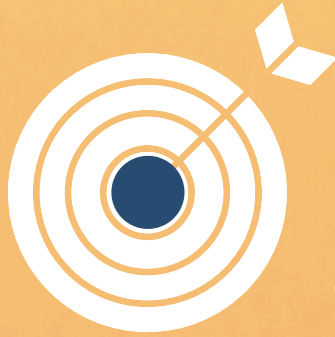
Developing a generation,
building the nation.

REWARDING INVESTMENT

Efficient return on investment.
Secure & Scalable

STABLE

Proven working model which
is highly insulated from
speculative market movements
and recessions



THE
BIG
ekam
ADVANTAGE

5

**YEARS of
PROVEN
EXCELLENCE**



**SEGMENT
LEADING
PROFITABILITY**



**HIGH VISIBILITY,
FOUNDER-BACKED
BRAND MARKETING**



**WORLD CLASS
TEACHER TRAINING
& SUPPORT**

WHY
PARENTS CHOOSE
ekam



HOME-LIKE, NATURE-RICH
ENVIRONMENT

A UNIQUE BLEND OF
REGGIO & GLOBAL EARLY
YEARS CURRICULA

DEEP-TRAINED, HIGHLY
MOTIVATED TEACHERS

HIGH TRANSPARENCY &
APPROACHABILITY FOR
PARENTS



Happy
Children,
Happy
Parents!

PRE-OPENING

Deep Orientation & Training Conference for partners and Heads of School

Space Layout & Design guidance

Staff recruitment assistance - Head of School

Pre-Launch Marketing Support

Ekam - Learning Materials Kit.

OPENING

Support with Inaugural Events via templates and content

Bespoke influencer marketing content for inaugurals, and initial center focussed campaigns.

Support for Design, Regulatory & Brand Compliances.

CONTINUUM

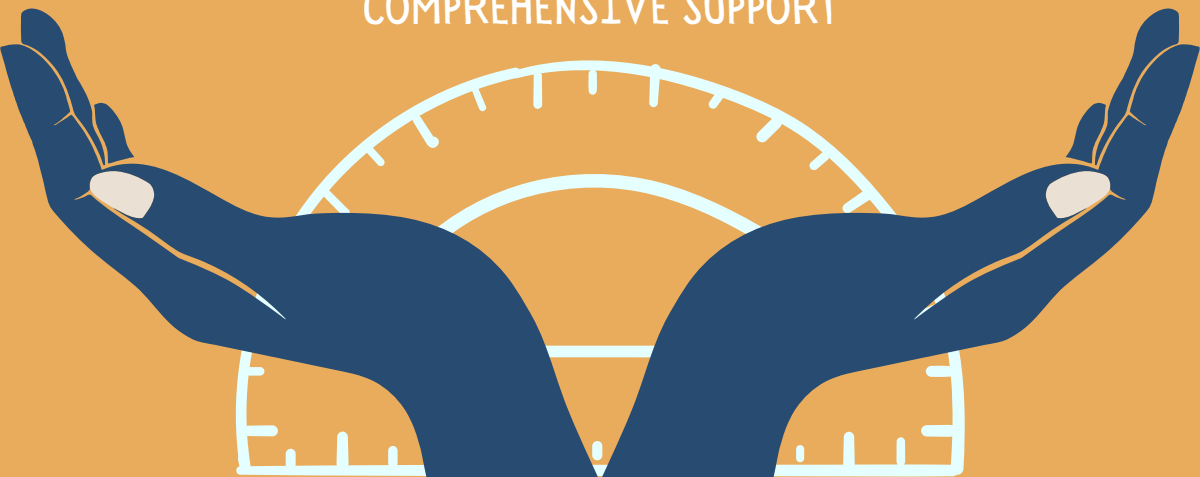
Centralised Brand Management & Marketing via multiple channels including Social Media.

Centralised Performance marketing (optional) for localised events and enrolments.

Continuum in Teacher training through Phy-gital Models.

360^o

COMPREHENSIVE SUPPORT



ROLES & RESPONSIBILITIES

FRANCHISE OWNED, FRANCHISE OPERATED



Category	Particulars	FR.Partner	Ekam Center
Finances	Indicative Financial Projections	✓	Assistance
Location & Interiors	Space Selection and Feasibility Report	✓	Assistance
	Interior Design, Space Layout, Development	✓	Approval
	Starter Kit - Resources for classroom	-	✓
	Furniture & Fixtures	✓	Assistance
Compliances	Compliances like FSSAI, Fire NOC etc.	✓	Approval
Curriculum	Curriculum Frameworks & Content	-	✓
Recruitment & Training	Staff Planning & Recruitment	✓	Assistance
	Staff Training & Development	-	✓
Marketing	Pre-Launch Promotional activities	✓	-
	Central Ekam Brand Marketing	-	✓
IT	Centralised Tech Support & Softwares	-	✓
Finances	Financial Audits & Reconciliation	✓	Approval
Compliances	Franchise Compliance Audits & Reviews	✓	Approval
	Periodic, Templated Reporting	✓	Approval
Marketing	Any Localised Franchise / Brand Events	✓	Assistance
	Social Media Management	✓	Approval
Operations	Day-to-Day Operations & Parent Interactions	✓	-

GALLERY

HOME-LIKE SAFE,
HAPPY, VIBRANT
SPACES



GALLERY

NATURE-RICH,
ENGAGING AREAS





GALLERY
WELL LIT, VIBRANT
HAPPY SPACES





WRITE TO US AT
partner@ekamelc.com



**THANK
YOU!**