



MOVING FORWARD

Taking the franchise route

Successfully operating its preschools in different locations of Kolkata, Milkyway Preschool is now heading to expand its presence across India. For this, the brand has taken the franchise route. Currently, the preschool is expanding its presence through Franchisee-owned Franchise Operated (FOFO) format.

FRANCHISE FACTS

Parameter	Tier 1	Tier 2
Area Required	1000-1500 Sq Ft	900-1200 Sq Ft
Total Investment	INR 11 Lacs	INR 7.5 Lacs
Franchise Fee*	INR 3 Lacs	INR 2 Lacs
Early Bird (First 5 Partners)	INR 2 Lacs	INR 1.5 Lacs
ROI Payback	2-years	2.5 years
Agreement Period	5-years	5-years

* Inclusion of setup cost and Franchise Fee

Revenue Sources: Fee (Admission | Annual | Tuition), Student Kit

Additional Revenue Sources: Summer Camps, MTT, Daycare, Activity Centre, and Abacus.

IDEAL FRANCHISEE PROFILE

Experienced management professionals with love for children and passion for growth

Existing playschool owners with significant space and infrastructure

Women entrepreneurs with good educational & financial background

Retired professors/teachers/ professionals with good financial background

Real estate developers looking to offer preschool as part of their project





KEY ROLES & RESPONSIBILITIES

For successful franchise operations, Milkyway Preschool will provide comprehensive pre and post opening support to its franchise partners, ensuring mutual growth and profitability.

	Milkyway Preschool	The Franchise Partner
Location Selection		✓
Location Approval	✓	
Setup Cost		✓
Staff Recruitment & Payroll		✓
Teachers Training Program	✓	
Courseware & Stationery Supplies	✓	
Software & Accounting Support	✓	
Operations Manual	✓	
Preschool Upkeep & Maintenance		✓
Marketing & Branding Support	✓	
Digital & Social Media Presence	✓	