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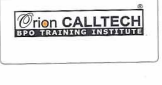
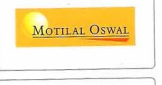
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**12** Year of Success in Franchising

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# THE Franchising WORLD

START YOUR OWN BUSINESS



# Opportunities

ISSUE FOCUS | ESTABLISHED

## EST. 1975

## BEST OF THE BEST

### ESTABLISHED

**T**HEY have done it all. This essentially sums up this category of franchisors who seem to have eaten and tasted success in its true sense. Established franchisors can truly be called Masters of The Art of Franchising. This section unveils the best of brands that have been in franchising for more than 10 years and are well established in the franchise arena. Their system is well rated amongst all channels and they seem to be among the best chosen in their category. Based on their years of existence, experience in franchising, organised growth and being industry leaders the best performers give you the best chance to taste success, though the norms are much more rigid as compared to a new franchisor. Specifications are more important in operations with such brands.

This section also showcases the industry leaders whose growth cannot be registered with reference to just one operation as they have contributed greatly towards the franchise industry in their years of operation.

Eurokids and a **Kidzee** have written the success story of pre-schooling in India. The same is the case with stalwarts like NIIT. The story of IT franchising would not have existed without them. A secure position is what an established brand offers a franchisee.

### Established

- > Amul
- > Archies
- > Arena Multimedia
- > Cadd Centre
- > Career Launcher
- > Chhabra 555
- > Club City
- > Crossword
- > Eurokids
- > Ferns N Petals
- > ICA
- > Jetking
- > JK Tyre
- > **Kidzee**
- > Kwaliti Wall's
- > Madura Garments
- > Mahindra First Choice
- > Monginis
- > Motilal Oswal
- > Next
- > NIIT
- > Raymond
- > Sagar Ratna
- > Shahnaz Husain
- > Spykar
- > Tanishq
- > Thyrocare
- > Veta
- > Vicc
- > World Of Titan



Established



KIDZEE

## Illuminating the future

Adopting franchising since inception, Kidzee has made its presence across 315 cities exclusively through this route, spreading the concept of pre-schooling to every city and town.

**K**IDZEE is the largest chain of pre-schools in Asia. With over 700 pre-schools in 315 cities Kidzee has reached out to 1.6 lakh children. Kidzee, with its unique teaching methodology, iLLUME, focuses on the preferred learning style of each child. iLLume is an approach that helps parents and teachers spot the unique potential in each child, helping them realise it. This pedagogy was instituted by Kidzee after conducting an action research carried out across 20,000 parents, 2,000 teachers and 1.6 lakh children.

iLLUME, different from the one-size-fits-all approach followed in most of the preschools, lays before a child diverse pathways. A keen observation is made of the preferred learning style of each child. Once this is done, activities are built around his/her preferred learning style. This approach ensures that no pressure is forced on the children and hence they grow at their own pace. The child learns 'how' to think rather than 'what' to think.

Going forward, Kidzee is seeking to open 300 franchise pre-schools pan-India by December 2010. Today, 19 franchisees are already multi-unit franchise owners. Internationally, the company operational boasts of five units. Kidzee supports the franchisee through alchemy, pre-start up consulting, 24x7 call centre, dedicated business development and academic resource and round-the-year training and guidance. iLLUMNAIRE - staff training and grooming, online modules - and KU are other added advantages.

### Growth in 2009

From 605 franchisees in 2008 Kidzee has grown to 700 franchisees in 2009.

**Franchise facts**  
Operational: 2003  
Franchising: 2003  
Units: 700  
Business: Early childhood development & education, pre-schooling  
Investment: Rs 7-10 lakh  
ROI: 200 %  
Agreement: 4 years  
Area: 3,000 sq.ft.  
Employees required: 8

"Be the first team to nurture the unique potential of each child through consistent and time-appropriate multiple approach with the support of ideal team at the neighbourhood of each location in the world."



**Nitin Pandey**  
Business Head, Kidzee