



ekam™
early learning centre

FRANCHISING PROSPECTUS

A partnership for
collective progress



WE ARE
e k a m

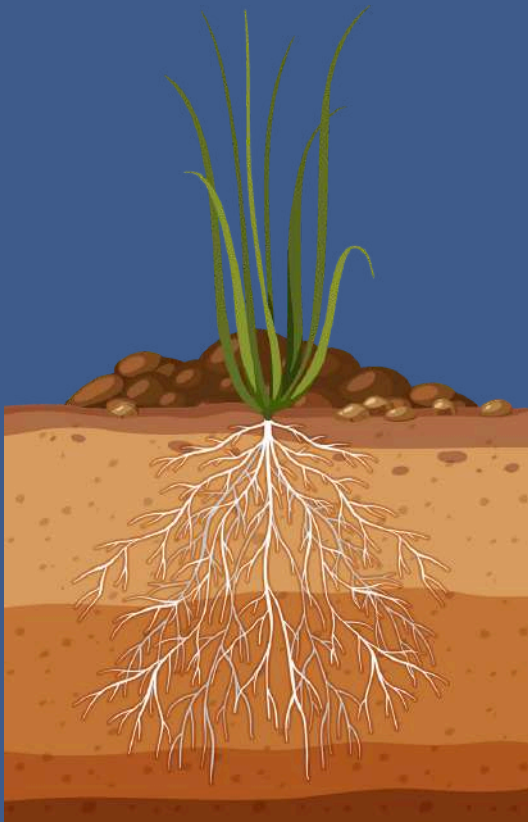


WE ARE A
HAPPY
CHILDHOOD
MOVEMENT.



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

5

**YEARS of
PROVEN
EXCELLENCE**



**THE
BIG
ekam
ADVANTAGE**



**SEGMENT
LEADING
PROFITABILITY**



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



**WORLD CLASS
TEACHER TRAINING
& SUPPORT**

WHY PARENTS CHOOSE e k a m



HOME-LIKE, NATURE-RICH
ENVIRONMENT

A UNIQUE BLEND OF
REGGIO & IB EARLY
YEARS CURRICULUM

DEEP-TRAINED, HIGHLY
MOTIVATED TEACHERS

HIGH TRANSPARENCY &
APPROACHABILITY FOR
PARENTS



Happy
Children,
Happy
Parents!

OUR CURRENT LOCATIONS

HYDERABAD



JUBILEE HILLS (2019)



NAGOLE (2025)

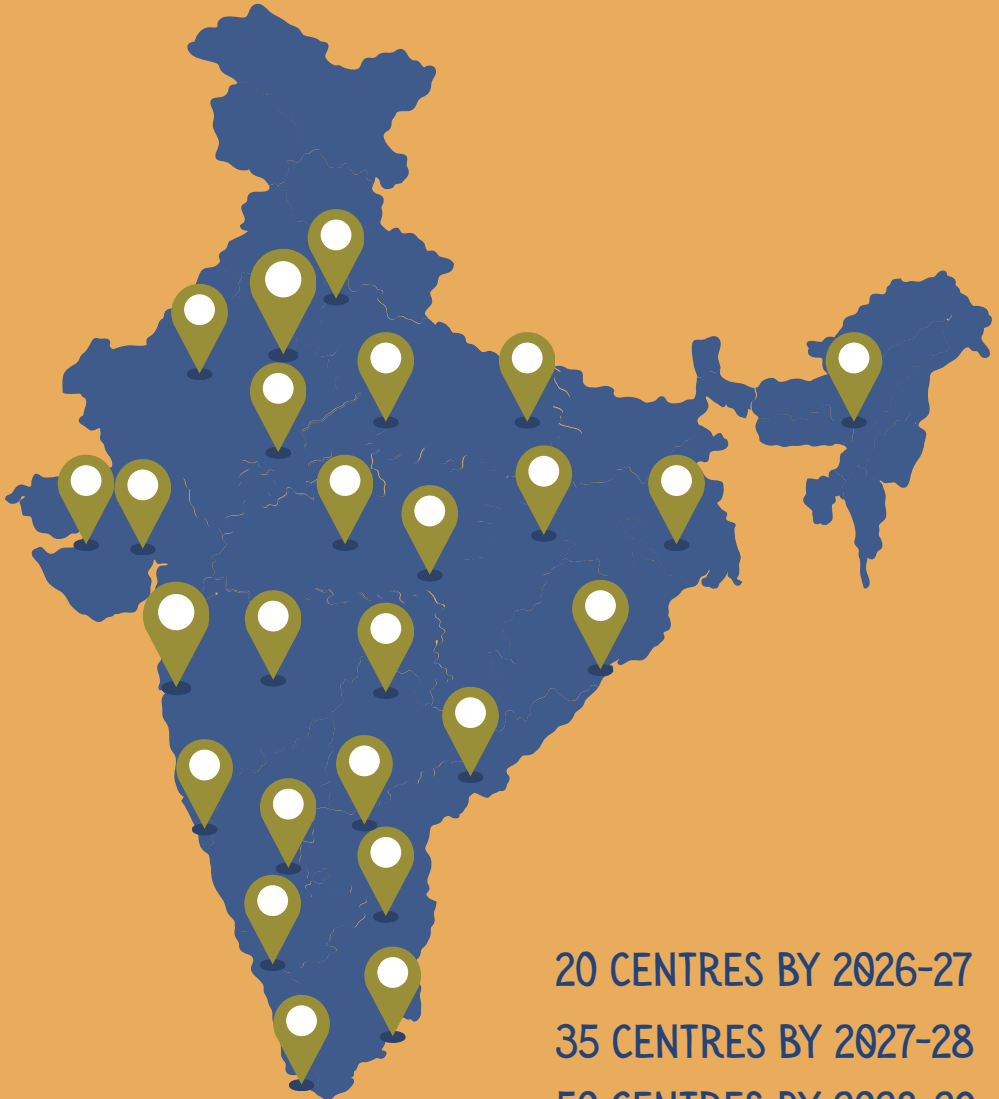
VISAKHAPATNAM



YENDADA (2024)



GROWTH FOOTPRINT ACROSS INDIA



20 CENTRES BY 2026-27

35 CENTRES BY 2027-28

50 CENTRES BY 2028-29

THE BESPOKE OPPORTUNITY



FRANCHISE OWNED,
FRANCHISE RUN.



FRANCHISE OWNED,
CENTER RUN.***



PLACE-BASED
ADAPTABLE SCALE

- A 5+5 Yr model
- A 10 Year model
- Tailored, clear, competition free catchment areas to go with center scales and models of engagement.



***In select locations only.

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°

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!**