



Birla Open Minds International School,
Kollur, Hyderabad

PRESCHOOL & :: K12 SCHOOL FRANCHISE OPPORTUNITY

Birla Open Minds - Northeast office

www.bomis-northeast.in
www.birlaopenminds.com



**BIRLA
OPEN MINDS**

CONTENT

03

MD Msg

04

Company

05

Why NE

06

Why Birla

12

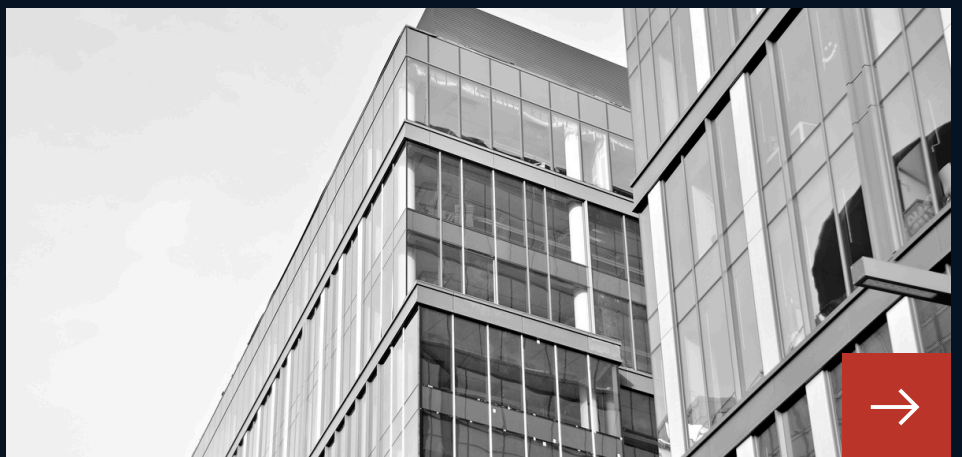
Support to
schools

21

Setup
Process

22

Franchise
Requirements



“We aim to bring quality education to the breathtaking Northeastern region opening doors to endless possibilities”

Nirvaan Birla, MD, Birla Open Minds



Who We Are



2008

Year of establishment



250+

Schools Pan-India



150+

Cities



24

States

“Inspiring the next generation of leaders, thinkers, and innovators.”

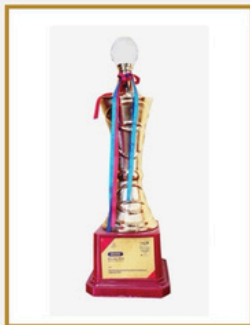
Vision for the Northeast

Birla Open Minds has always had a heart for the Northeast. Birla has been a well known name in the Northeast and wishes to make an impact in the education sector as well. Over the next 10 years the company plans to set up quality schools across the Northeast.

The collaboration between Birla Open Minds Education Pvt. Ltd. and PS Edu Ventures Pvt. Ltd. will enable establishment and growth of Birla Open Minds schools in the Northeast. The promoters of PS Edu Ventures has been working in the Skills & Education sector since 2012.



AWARDS AND RECOGNITIONS



Most Emerging National Preschool Franchise Brand of the year 2023



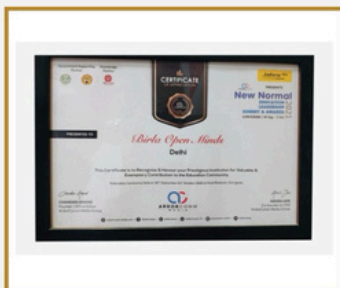
Best Companies to work for 2024 from Prime Insights



India's most trusted Brand of the year award 2022



Global Education Awards 2024



New Normal Education Leadership Summit & Awards 2021



IDA Awards Education 2023



Asia One Greatest Brands 2023-24



The Visionary EduLeader of the year 2023 Mr Nirvaan Birla



National Award 2023 Mr Yatharth Gautam Most Promising Brand



National Award 2023 Mr Yatharth Gautam Most Promising Brand 2



ARIO National Education Excellence Awards 2022 Mr Yatharth Gautam



Preschool, Primary, and Middle school years at Birla Open Minds Education Pvt Ltd follows an integrated curriculum developed in-house by more than 100 competent SMEs Class-wise.

From pre-nursery to grade 4, our curriculum focuses on holistic development, and from grade 5 onwards the curriculum is aligned to the respective board/s, our curriculum caters to all national and international curriculum frameworks

Our curriculum extends beyond standard board syllabi, enriched with methodologies based on Enquiry-Based Learning, Multiple Intelligences Theory, VARK, Bloom's Taxonomy, Learning Styles, 21st Century Skills, an Interdisciplinary Approach, and Soul Science. An amalgamation of all these methodologies and pedagogies helps our students to foster new ideas and have a solid base for future endeavour. We believe values cannot simply be 'taught.' Our Soul

Science subject, one of our strongest USPs which goes beyond the traditional moral science and the circumference of the textbooks, includes activities and worksheets designed to impart knowledge and skills, alongside implicit academic, social, and cultural lessons. The Learning Journey, our holistic progress card captures outcomes for the growth mindset curriculum, with children being observed and graded accordingly.

With Soul Science Projects, we provide opportunities for students to discuss moral matters and evaluate issues that impact them. Children learn from Soul Science Projects, through peer interactions, embracing diversity, and more. Soul Science curriculum aims to address undesirable behaviors, such as bullying and conflicts, through our implicit curriculum.

STUDENT KITS

To uphold the highest standards of education, we have developed a comprehensive process for assisting our partners with School Kits. These kits ensure a consistent quality of education, regardless of geographical location.

Uniforms

Designed by Manish Malhotra, blending our ethos with student comfort ensuring that students look and feel their best.

Books and Curriculum Materials

Developed by the in-house R&D team, which comprises over 100 experts, our comprehensive, topic-wise textbooks are thoughtfully crafted to address the unique needs of our students. These materials are exclusively available to Birla Open Minds schools, guaranteeing a specialized and high-quality educational experience.

Experiment Kits

Birla Open Minds provides financial literacy kits through Birla Brainiacs, endorsed and backed by Ayushmann Khurrana. These kits introduce children to essential financial concepts such as saving, budgeting, and money management, equipping them with practical skills from an early age. They ensure a consistent quality of education, regardless of geographic location.



LEARNING MANAGEMENT SYSTEM

Our Learning Management System (LMS) is designed to streamline school operations and improve communication among students, staff, and parents. Here's what makes it exceptional:

Comprehensive Solution

Our LMS addresses every aspect of school management, from academics to communication, serving as a centralized platform for students, staff, and parents.

Interactive Communication

The system promotes efficient, paperless communication within the school community. Functioning like an intranet, it allows users to access internal updates seamlessly upon logging in, eliminating the need for traditional emails.

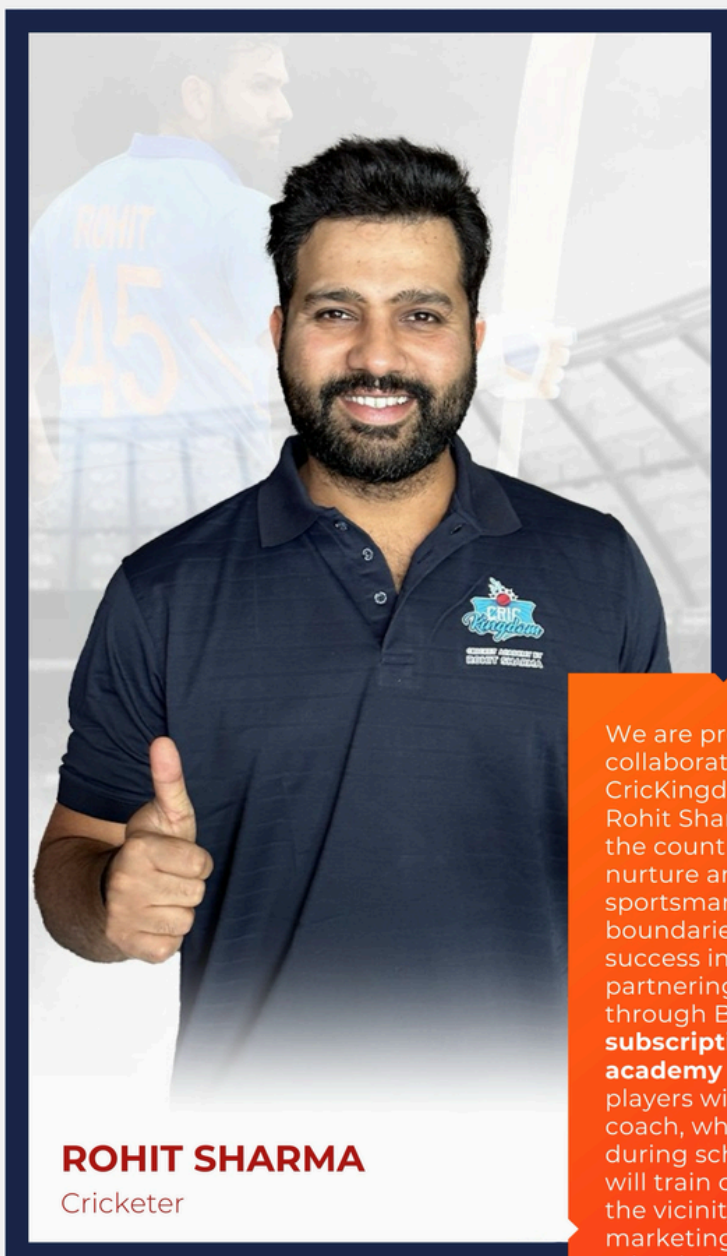
CBSE Standards Alignment

Fully aligned with the latest CBSE HPC Module, our LMS manages both scholastic and non-scholastic evaluations. It automates grading by converting marks into grades and provides teachers with standardized progress comments linked to those grades, simplifying the evaluation process.



CRICKINGDOM

Cricket Academy by **Rohit Sharma**



ROHIT SHARMA

Cricketer



CRICKET ACADEMY

We are proud to announce our collaboration with the prestigious CricKingdom Cricket Academy by Rohit Sharma, one of the finest in the country. This partnership aims to nurture and enhance our students' sportsmanship, pushing their boundaries toward excellence and success in the field of cricket. By partnering with CricKingdom through Birla Open Minds, the **subscription fee paid to the cricket academy is exempted** and top players will be recruited as the coach, who will train the students during school hours and post that will train other students from around the vicinity, this will help in marketing the school indirectly. The school also receives a 30% of revenue as a share.



BIRLA BRAINIACS

Powered by Birla Open Minds Education Pvt Ltd

Birla Brainiacs is revolutionizing global education with cutting-edge EdTech solutions through an upskilling model. Our diverse courses, including coding and financial literacy, prepare students for modern challenges. Birla Open Minds offers financial literacy kits backed and endorsed by Ayushmann Khurrana through Birla Brainiacs. These kits help children grasp vital financial concepts like saving, budgeting, and managing money, fostering essential skills early in life for better financial understanding. Operating in over 15 countries and serving 10,000 students, we are committed to redefining education globally. Birla Brainiacs continues to set new benchmarks, empowering students worldwide with essential skills and knowledge for the future.





HOW BIRLA OPEN MINDS SUPPORTS IT'S NETWORK

Comprehensive Support Tailored for
Smooth School Operations



INFRASTRUCTURE



**Land Selection
Guidance**



**Planning & Design
Consultation**



**Project Planning &
Execution Strategy**



**Interior Layout &
Finishing Consultation**

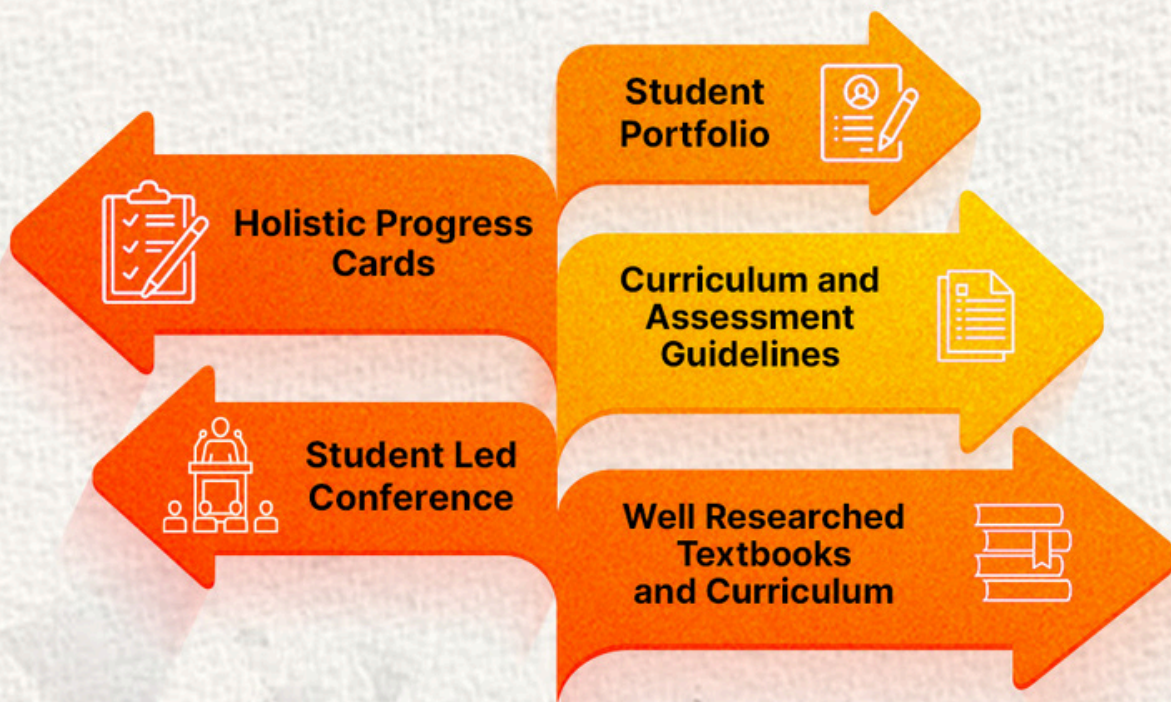


**Material Procurement
Assistance**





ACADEMIC OFFERINGS





TEACHER TRAINING & SUPPORT



**Induction and
CPD**

**Academic
Excellence**

**Classroom
Teacher
Observations**

**Need Analysis
Based Training**

**People/Soft
Skills Training**



SCHOOL LEADER/ PRINCIPAL SUPPORT





OPERATIONAL SUPPORT

School Admission Support



Counsellors Training



Regular Visit for Support and Guidance



Competitor Analysis and Fee Finalisation



Bi-annual Quality Audits



Customised Marketing Plan





HR AND FINANCE SUPPORT



Finance



MIS



**Teacher Advisory
Support for Maintaining
Accounts Annually**



**Statutory Compliance
Assistance**



**Recruitment of the
Heads and Core Staff
for the School**

IT SUPPORT



Technical support for inter-networking setup

Designing and implementing school specific webpages



Regular updation of school activities & news on the webpages

Creation and maintenance of official email accounts and FTP's



Smart classroom setup with modern digital learning tools

Data privacy and security ensuring safe information protection



IT procurement and setup providing complete technology solutions



INNOVATIVE MARKETING STRATEGIES

Marketing Collateral
Support

Launch Plan



Innovative Marketing
Strategies

PR Guidance

Digital Marketing
Plan

Franchise Setup Process

We have streamlined the franchise setup process to make it accessible and efficient:



→ STEP 01
Reach out

Express your interest through our inquiry form at www.bomis.northeast.in

→ STEP 02
Connect

Our team will promptly contact you for further discussions. Normally within 24 Hrs.

→ STEP 03
KYC Check

A Know Your Customer (KYC) check will be conducted for authenticity







→ STEP 04
Meet Up

Face to face meeting & franchise setup.

Franchise Requirements

For prospective preschool and K-12 franchise owners, we have specific requirements tailored to each sector:

Preschool Franchise Requirements

 Space Requirement 1200 - 2000 square feet	 Total Project Cost INR 10-12 Lakh (including the franchise Fee)	 Return On Investment Up to 200% ROI	 Additional Revenue Earning Programs Toddler Programme Summer Camp Winter Camp Teacher Training Programme Extended Day Care (EDS)
 Teacher : Child Ratio 1: 15	 Age Group 8 months to 1.5 yrs - parent - toddler programme 1.5 yrs to 2 yrs - Play Group 2 yrs - Pre Nursery 3 yrs - Nursery 4 yrs - Junior KG 5 yrs - Senior KG		



K12 School Franchise Requirements



Space Requirement

Min 2 acres as per CBSE by laws



Total Project Cost

INR 10-12 Crs. (Including the Franchise Fee)



Return On Investment

Up to 30% ROI



Additional Revenue Earning Programs

Summer Camp
Winter Camp
Teacher Training Programme
After School Sports Programmes
Extended Day Care (EDS)



Teacher : Child Ratio

1 : 20



Age Group

As per CBSE by laws





Birla Open Minds International School, Dehradun

LET'S WORK TOGETHER

Birla Open Minds - Northeast office

Westcity Building, DC court Junction,
Duncan Basti, Dimapur, Nagaland . 797112

Tel: 7627 905225

Mail: mf.ne@birlaopenminds.com

www.bomis-northeast.in

www.birlaopenminds.com



**BIRLA
OPEN MINDS**