



Birla Open Minds
International School,
Kollur, Hyderabad

SCHOOL

FRANCHISE OPPORTUNITY

Prepared by
Birla Open Minds - Northeast

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



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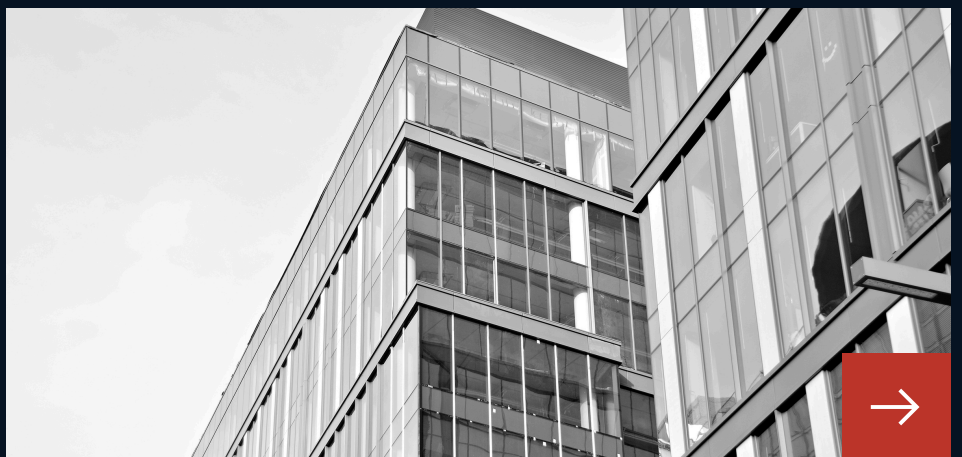
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“We aim to bring quality education to the breathtaking Northeastern region opening doors to endless possibilities”

Nirvaan Birla, MD, Birla Open Minds



Who We Are



2008

Year of establishment



250+

Schools Pan-India



150+

Cities



100000+

Students

- **Nationwide Presence:** 250+ Institutions across 24 states and 150+ cities in India.
- **Shaping the Future:** Inspiring the next generation of leaders, thinkers, and innovators.

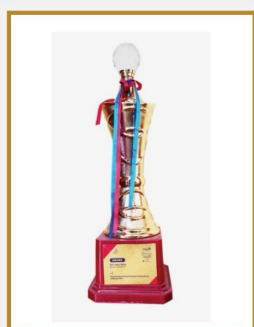
Vision for the Northeast

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



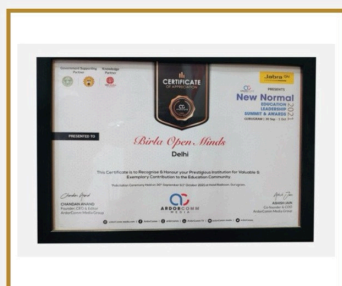
Best Companies to
work for 2024 from
Prime Insights



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.

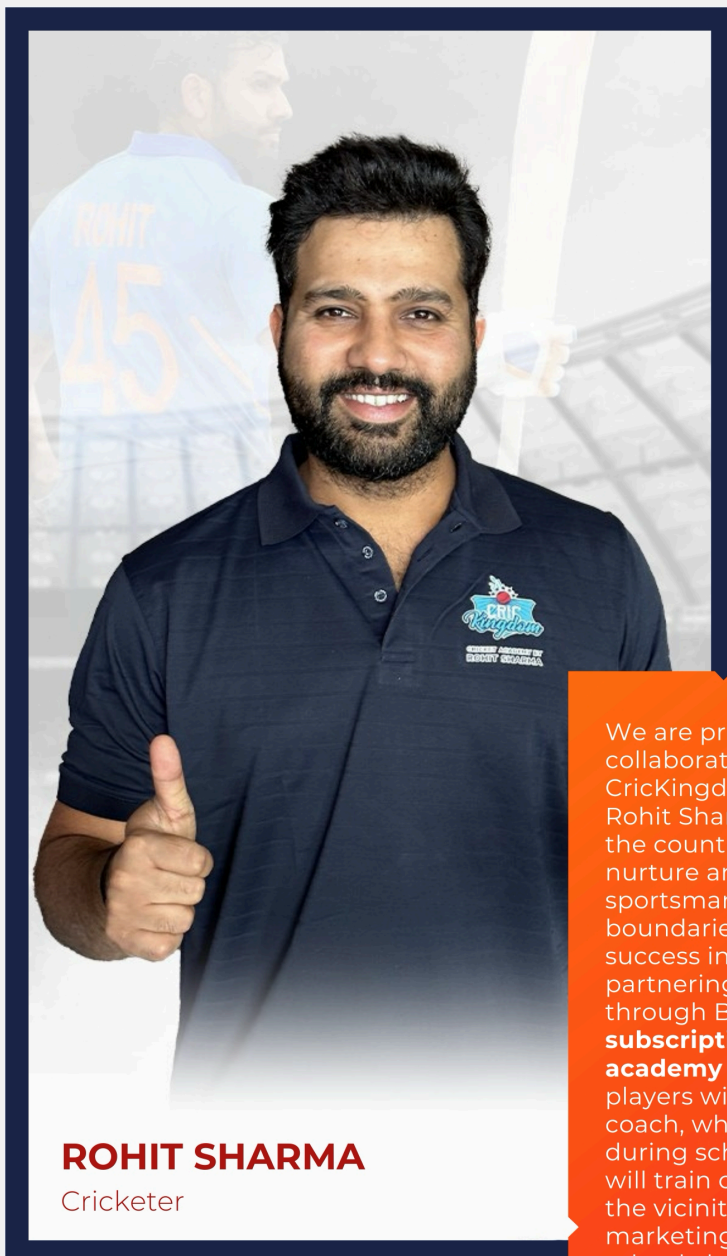
CBSE Standards Alignment

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 CrickKingdom 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 CrickKingdom 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.

K12 and Preschool Franchise Opportunities


In the realm of education franchising, aspiring entrepreneurs seek a distinguished partner to establish a successful K-12 school or preschool. Look no further than Birla Open Minds, an institution renowned for its unwavering commitment to academic excellence and the provision of high-quality education. Our holistic solutions cater to the entire educational journey, spanning from the formative early years to K-12 schooling. With expertise and dedication at our core, Birla Open Minds stands as an exemplar in the field of education.

Comprehensive Solutions


At Birla Open Minds, we recognize the paramount importance of a solid foundation in creating a thriving educational institution. Our state-of-the-art infrastructure not only facilitates a conducive learning environment but also underscores our dedication to quality.




Infrastructure
Modern, well-equipped facilities for optimal learning




Academics
A holistic approach fostering creativity and critical thinking




Teacher Training
Comprehensive training for educators




HR & Finance
Administrative support for seamless operations



Operation Support
Operational efficiency through expert guidance



Branding & Marketing
Strategic branding and marketing support



IT Support
Integration of technology for an engaging learning experience

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 03 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 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

PARTNER'S SPEAK

TESTIMONIALS

BOMIS Amravati has been associated with Birla Open Minds Education Pvt Ltd for 1 and a half years, I am very happy with the academics of Birla School and their curriculum lab, it is very attentive and illustrated with more emphasis on developing analytical and critical thinking. The academics and training and HR staff are very resourceful. The Uniform and LM logistics and operations are very transparent.

The preschool section is very cooperative and responsive

We altogether and with the guidance of Birla HO make holistic and overall development of children and make them socially responsible

Birla Open Minds International School, Amravati



LETS WORK TOGETHER

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