



DIPTAROFFA



## INVITING PRESCHOOL & SCHOOLS SANJEEV DATTA PERSONALITY SCHOOL

As part of its expansion plans, Sanjeev Datta Personality School is inviting preschools and senior secondary schools for strategic tie ups. Designed in consultation with Sanjeev Datta, the programs offered by Sanjeev Datta Personality School are instrumental in enhancing the confidence and self image of the students.

### Programs Offered

Morning Hours

School Stay Back

Young Stars Summer/Winter  
Championship along with In house showcase

Strategic Tie up with Main School (morning and school stay back program)

- ▶ **Initial Investment:** INR 1 Lakh for infrastructure set up (stage etc)
- ▶ **Revenue Share:** 20%
- ▶ **Franchise Fee:** Zero
- ▶ **Agreement Term:** 5 Years
- ▶ Central marketing will be taken care by the brand

❁ SOCIAL SKILLS DEVELOPMENT | SELF IMAGE | PERSONALITY DEVELOPMENT | CONFIDENCE ❁



### Strategic Tie up with Preschool (morning and school stay back program)

- ▶ **Initial Investment:**  
INR 1 Lakh for infrastructure set up (stage etc)
- ▶ **Revenue Share:** 50%
- ▶ **Franchise Fee:** INR 2 Lakh will be charged in the first year from the revenue itself
- ▶ **Agreement Term:** 3 Years
- ▶ **Student Management + Centralized Marketing Fee:** INR 1 Lakh/annually for management of records & assessment
- ▶ Central marketing will be taken care by the brand

### Great Reasons to Tie up with Sanjeev Datta Personality School

- ▶ Established brand in personality development domain
- ▶ First mover advantage for TAM
- ▶ Tie up will help schools gain a competitive edge
- ▶ Course material, curriculum and marketing support provided
- ▶ Moderate investment with steady returns
- ▶ Easy exit with no baggage of initial investment
- ▶ No hassles of finding out a retail site
- ▶ No clear cut competition as market
- ▶ No additional set up required
- ▶ Instrumental in creating confident citizens of future

## FOR MORE INFO, PLEASE CONTACT:

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