

# **AADHAR**

SE – 153 , Shastri Nagar , Ghaziabad - 201002 (UP)  
Mobile : 91-9811540434 / 09219237480 / 0120-4111530



Date:

**Sub: Franchisee proposal regarding ABACUS, VEDIC MATHS and HANDWRITING programs.**

Dear Sir/Madam

We are enclosing herewith a franchisee proposal for ABACUS (a Brain Development Tool), VEDIC MATHS (a method of doing fast calculations) and HANDWRITING IMPROVEMENT (a system to write legibly) programs.

Kindly go through the enclosed details and revert for any further query.

With best wishes,  
For MathAmagic

Anju Singhal / Richa Bansal  
+91- 9811540434 / 9219237480

# **AADHAR**

SE – 153 , Shastri Nagar , Ghaziabad - 201002 (UP)  
Mobile : 91-9811540434 / 09219237480 / 0120-4111530



These programs will refurbish your skills to develop you as child brain developer, an educationist and an entrepreneur.

As a center owner (ie, a franchisee) you have to train each batch once a week for two hours on any other day of the week (as per convenience of students and yourself). These classes are generally conducted in the weekends (ie, Friday evenings, Saturdays & Sundays).

Through these programs you have an opportunity to be skilled with lifetime earning potential.

## **COURSE INSTRUCTOR OPPORTUNITY**

We offer Course Instructor rights for unrepresented area. The Course Instructor is expected to match with the following requirements as we are dealing with child's education.

- Good Academic Background.
- Understanding / Knowledge of Marketing.
- Passionate to deal with children.
- The ability to devote your time.
- A genuine commitment to strive for growth and expansion.
- Reasonable Financial Resources.

## **BUSINESS OPPORTUNITY**

MATHAMAGIC - ABACUS, VEDIC MATHS and WRITING IMPROVEMENT learning has been widely accepted and it has an excellent market potential. The target segments for these programs are the Parents and the Schools. The growth has been exponential as the acceptance level of these programs by the target audience is excellent. And as the acceptance is gaining momentum, these programs are going to be an integral part of tomorrow's education.

MATHAMAGIC has a unique teaching methodology that develops arithmetic & mathematical abilities and the overall academic performance, which will enable our students to have an edge over others in their academic career. Our training methodology works as a positive sign for the business partners in profit making.

# **AADHAR**

SE – 153 , Shastri Nagar , Ghaziabad - 201002 (UP)  
Mobile : 91-9811540434 / 09219237480 / 0120-4111530



## **TECHNICAL TRAINING**

The technical expertise is provided to the franchisee by giving the requisite training, material to conduct these programs, regular up-dates & tests, seminars and workshops on marketing etc.

The trainings to the franchisees are conducted by highly qualified and technically competent group members. The course material for ABACUS, VEDIC MATHS and HANDWRITING IMPROVEMENT has been designed by the COMPANY only. These trainings are conducted in phased manner, that is, level by level. The gap between training for two consecutive levels for either of the programs is at least 60 days.

## **MARKETING SUPPORT**

We provide a session of marketing training along with the technical training to make our franchisee aware of competition and the industry norms. Besides this, we also support them by giving Presentations & Demonstrations, organized by the franchisee.

## **MATHAMAGIC AS A LUCRATIVE BUSINESS**

- Minimum investment with maximum returns in a short period of time.
- The joy of running their own businesses and being their own bosses.
- Freedom to conduct as many batches as possible, as per convenience and desire to grow.
- Ability to contribute to the knowledge base of the country by creating talented generation.
- Inexhaustible market potential.

## **MANAGEMENT & SUPPORT SYSTEM**

Students and their academic excellence are what MATHAMAGIC focuses on. We have built a platform to implement excellence in training through our systems to ensure quality and business development through quality. We believe in supporting our Business partners in implementing systems through our SUPPORT TEAM. Our team will provide assistance towards marketing strategic business operations, administration and logistics to enhance the growth of our Franchisee network to create a WIN – WIN situation.

# **AADHAR**

SE – 153 , Shastri Nagar , Ghaziabad - 201002 (UP)  
Mobile : 91-9811540434 / 09219237480 / 0120-4111530



## **INFRASTRUCTURE REQUIRED FOR A COURSE INSTRUCTOR**

- 10-20 Students sitting space in your vicinity, or in your residence.
- Classroom materials to create Good Ambience.
- Space for parents counseling & discussions.
- White Board.
- Notice Board / Soft Board, if possible
- First Aid Box
- Basic stationary

## **KEY RESPONSIBILITY AREA OF COURSE INSTRUCTOR**

- To identify the Training Space/Room at Home or Any Commercial Place.
- To penetrate business from the assigned Area.
- To identify potential residential belt in the respective area.
- To counsel Parents & Enroll Students.
- To coordinate with the parents.
- To collect the payments from the Parents.
- To co-ordinate with the Company Office on business by adhering to the parameters set by the company.

## **FRANCHISEE MATERIAL SUPPORT**

### **ABACUS**

Each franchisee on Sign-up is issued a Training Kit & Promotional Kit, which includes the following:

- Master Abacus
- Flash Cards set
- 10000 Newspaper Insertions
- Receipt Book for one year; there-after the actual cost is charged from the franchisee
- Admission Book for one year; there-after the actual cost is charged from the franchisee
- One Flex or Banners (2 X 4 Feet's)
- 100 Visiting Cards

# **AADHAR**

SE – 153 , Shastri Nagar , Ghaziabad - 201002 (UP)  
Mobile : 91-9811540434 / 09219237480 / 0120-4111530



## **VEDIC MATHS**

- 5000 Newspaper Insertions
- Two Flex Banners (2 X 4 Feet's)
- 100 Visiting Cards

## **HANDWRITING IMPROVEMENT PROGRAM**

- 5000 Newspaper Insertions
- Two Flex Banners (2 X 4 Feet's)
- 100 Visiting Cards

## **RESPONSIBILITIES OF INSTRUCTORS**

- The franchisee will ensure sufficient Marketing & Business Development Activities around the approved FRANCHISEE centre.
- The franchisee will be responsible for counseling parent on Abacus and / or Vedic Maths.
- The franchisee will be responsible for enrolling minimum of 20 students within 6 months after the 1st Level Training.
- The franchisee will ensure proper teaching / coaching to the enrolled students.
- The franchisee will attend regular training sessions as organized by company.

## **BENEFITS OF ABACUS**

- 360 Degree Brain Development
- Fast Calculation by Mental Arithmetic
- Higher Subject Marks
- Self Reliant & Self Confident Child
- Better Memory & Concentration
- Better Listening & Reading Skills

## **BENEFITS OF VEDIC MATHS**

- Fast Calculation by simple formulae
- Higher marks in Maths and Science
- Removing phobia of mathematics
- Self-Reliant & Self Confident Child

# AADHAR

SE – 153 , Shastri Nagar , Ghaziabad - 201002 (UP)  
Mobile : 91-9811540434 / 09219237480 / 0120-4111530



## **PROGRAMME DETAILS** (Classes once a week for 2 hours )

### ABACUS – 3 TYPE OF COURSES

- JUNIOR** (Age 5 till 8 yrs) , Course Duration
  - ✓ 6 Level program
  - ✓ 1 Level is of 14 classes
  
- SENIOR** (Age 8 till 14 yrs) , Course Duration
  - ✓ 8 Level program
  - ✓ 1 Level is of 14 classes

### VEDIC MATHS ,

- Course Duration
- ✓ 3 Level program
  - ✓ Each level for 12 weeks

### HANDWRITING PROGRAM

- Course Duration
- ✓ 1 Level program
  - ✓ Each level for 12 weeks

## **SUGGESTED FEE STRUCTURE & REVENUE SHARING PLAN**

Courses	Registration Fee	Kit Fee	Student Level Fee	Course Instructor Revenue as % of Level Fees	Company revenue
<b><u>ABACUS</u></b>					
Junior	200	500	1800	80%	20%
Senior	200	500	1800	80%	20%

Books per level will cost Rs.200.00 extra which is paid to the company.

<b><u>VEDIC Level 1</u></b>	200	00	2300	80%	20%
Level 2 & 3	00	00	2500	80%	20%

Books per level will cost Rs.300.00 extra which is paid to the company.

### HANDWRITING

	200	300	1800	80%	20%
--	-----	-----	------	-----	-----

# AADHAR

SE – 153 , Shastri Nagar , Ghaziabad - 201002 (UP)  
Mobile : 91-9811540434 / 09219237480 / 0120-4111530



Registration fees is a one-time income for the instructor, while the kit fee is forwarded to the company against supply of material from the company. All material is supplied at your doorsteps, through courier or by-hand, without any cost of transportation.

## COURSE INSTRUCTOR LICENSE COST

### **ABACUS**

License Fee for the Course Instructor is **Rs.35000.00** (inclusive of all taxes, wherever applicable) & inclusive of promotion material (above mentioned quantity) at the time of joining. Thereafter, there is a cost of **Rs.1500.00** as Training charges per level  
The training is provided to maximum of two members. If more than two persons require the training, then an additional cost of **Rs.2500.00** per person is charged for the first level, and **Rs.1500.00** per person for second level onwards.

### **VEDIC MATHS**

License Fee for the Course Instructor is **Rs.35000.00** (inclusive of all taxes, wherever applicable & the promotional material).

### **HANDWRITING IMPROVEMENT**

License Fee for the Course Instructor is **Rs.20,000.00** (inclusive of all taxes, wherever applicable & the promotional material).

**RENEWAL FEES** : (For Abacus / Vedic Math / handwriting Improvement franchise )

There is **no renewal cost** of the License Fee and the franchisee will hold rights for life or unless separated.

## CERTIFICATION

The students at our Centers run by our franchisees will be issued a certificate from MATHAMAGIC on completion of every Level.

# AADHAR

SE – 153 , Shastri Nagar , Ghaziabad - 201002 (UP)  
Mobile : 91-9811540434 / 09219237480 / 0120-4111530



## TERMS AND CONDITIONS

### **That the Franchise shall :**

- Not deal in similar programs of any other company as C&F or distributor or franchisee or dealer.
- Take written consent from the company before starting dealings with any other competitor products as C & F or distributor or franchisee or dealer.
- Not take any deliveries in contravention of the delivery and dispatch instructions of the company.
- Not create a lien, charge or hypothecate such goods of the company lying in the custody of the Franchise center.
- Shall not start their own company for programs similar to those of the company , without a written settlement in case of dispute or closure of business as Franchise , for the agreed area.
- Shall not Transfer the ownership of Franchise to anyone else without written approval of Company.
- Shall not operate from any area other than approved Franchise area to deliver the products of MathAmagic without written permission.

## TERMINATION:

In the event of termination of the agreement, Three months' notice in writing has to be served by either of the parties.

## JURISDICTION

In case of any disputes or contravention of any terms and conditions of this Agreement, the decision of the company shall be final and binding upon the Franchise. Any disputes arising out of terms and conditions of the agreement shall be referred to Judiciary at Ghaziabad only in accordance with the rules and regulations.

On behalf of MathAmagic

(FRIST PARTY)

(SECOND PARTY)

(Anju Singhal / Richa Bansal)

( )



# AADHAR

SE – 153 , Shastri Nagar , Ghaziabad - 201002 (UP)  
Mobile : 91-9811540434 / 09219237480 / 0120-4111530



## Franchise Application Form

Please fill this form in CAPITAL Letters

### PERSONAL DETAILS

Name					
Postal Address					
City/Town		State		Pin	
Tel			Mobile		
DOB			e-mail		
Qualification					

### INFRASTRUCTURE DETAILS

(Please Tick which ever is relevant)

Abacus	Vedic Maths	Handwriting

Type of Premise :(Please Tick as applicable)

Residential		Commercial	
Owned	Rented	Owned	Rented

Identity Proof: (Pan card / Ration card / Passport / Others..)

Type	No:
------	-----

Signature of Franchisee

Date

Signature of Executive

# **AADHAR**

SE – 153 , Shastri Nagar , Ghaziabad - 201002 (UP)  
Mobile : 91-9811540434 / 09219237480 / 0120-4111530



Please attach following documents along with the application form:

1. 2 Passport size photographs
2. Address proof
3. Educational Qualification proof copy