



Hello Kids Franchise Model's

Rural & Villages



	Package Including all Taxes	4,10,000	3,10,000	2,10,000
1	Franchisee Fee for 2 Years : Rs.40,000+Taxes	Includes	Includes	Includes
2	Painting : 1000 Sq. Ft.	Not Includes	Not Includes	Not Includes
3	Training : Lifetime : Online : Business & Academic	Includes	Includes	Includes
4	Curriculum, Syllabus, Planner for 365 Days	Includes	Includes	Includes
5	Mobile App for Parents & Management	Includes	Includes	Includes
6	Digital Talking Pen & Books	Includes	Includes	Includes
7	Safety Manual	Includes	Includes	Includes
8	Digital Curriculum Subscription, Rs.30,000 (1 Year)	Includes	Not Includes	Not Includes
9	Common Marketing : Rs.30,000 PA	Not Includes	Not Includes	Not Includes
Kids Furniture				
10	Circle / Rectangle / Moon Table	3	2	2
11	Chairs	24	22	20
School Decoration				
12	School Front Sign Board : Flex : Print Only	4	4	4
13	Triangular Flex Banner	1	1	1
14	Banner Set of 4	1	1	1
15	Wooden Fences	2	2	2
16	Wall Decor - Alphabet : A-Z	1	1	1
17	Wall Decor - Numbers	1	1	1
18	Wall Decor - Stickers Set	1	1	1
19	Traffic Light	1	1	1
20	Letter Box	1	1	1
21	Rainbow	1	1	1
22	Height Chart Sticker	1	1	1
23	Hello Kids Achievement Certificates Set	1	1	1
24	Hello Kids Wall Poster Set	1	1	1
25	Birthday Bus Poster Set	1	1	1
26	Hello Kids Logo Poster & Stickers of Different Sizes Set	1	1	1
27	Hello Kids Signages	1	1	1
Outside Play Equipment				
28	Play House - LF 092	0	0	0
29	Cope Car	0	0	0
30	Big / Jumbo Blocks	0	0	0
31	Fish Rocker	1	0	0
32	Caterpillar Tunnel Play	1	0	0
33	Sand Pit	1	1	0
34	Wall Mounting Basket Ball	1	1	0
35	Whale Rocker- See Saw	1	1	0
36	Slide	1	1	1
37	Ride on Without Wheel	2	1	1
38	Ride on Wheel	2	1	1
39	Tunnel Play Basic	1	1	1
40	Tent House	1	1	1
41	Water Pool	1	1	1
Sports / Fitness				
42	Hopscotch Play Set	0	0	0
43	Agility Ladder	1	1	0
44	Bull Tunnel Set of 2 Pcs	1	1	0
45	Play Flex Set of 5	1	1	1
46	Cone Big & Small	2	2	2
47	Ring Big & Small	2	2	2
48	Hurdles	2	1	1
49	Markers / Divider	2	1	1

Sports / Fitness				
50	Finishing Hand Flag	1	1	1
51	Hop Ball Play	1	1	1
52	Parachute / Rainbow Umbrella	1	1	1
53	Elephant Ring Toss	1	1	1
54	Balance Walker Set	1	1	1
Advertising/Printing				
55	HK - Digital Focus Ad Projector	0	0	0
56	HK - Standees	1	0	0
57	Banner - Flex : 2 Ft. By 3 Ft. with Pipe	20	10	5
58	Banner - Flex : 2 Ft. By 2 Ft.	20	10	5
59	Advertising / Marketing Umbrella	2	1	1
60	Flyers / Pamphlet (14/21 cms) 10000 Qty	10000	10000	10000
61	Sunpack - No Parking : (1/1 ft.)	100	0	0
62	Sunpack - Pole Marketing : (1/1 ft.)	100	100	100
63	Arrow Sunpack (Left & Right)	10	10	10
64	A/4 Size Poster	16	10	10
65	A/3 Size Poster	16	10	10
66	Stickers for Magazine	16	10	10
67	Advertising Sticker Sheet Set	16	10	10
68	HK Coffee Mugs	16	10	10
69	HK Pens	30	20	10
70	HK Pencils	30	20	10
71	HK Printed Balloons	30	20	10
72	HK Diary for Promotions	3	2	1
73	HK Carry Covers / Bags	30	20	10
School Use				
74	Book Shelf	0	0	0
75	Toy Shelf	1	1	0
76	Birthday Sash & Crown	2	2	2
77	Toilet Sorter	1	1	1
78	Dust Bin	2	2	2
79	Aayas' / Care Takers' Jacket	2	1	1
80	White Board (Size 2*3 ft.)	2	1	1
81	Notice Board (Size 2*3 ft.)	2	1	1
82	Toy Tray	3	2	2
83	Floor Carpet	1	1	1
84	Soft Mat Set of 4 (2/2 ft.)	1	1	1
85	Safety Guards + Safety Switch Board Guards	1	1	1
Educational Items / Toys				
86	Digital Slate	4	2	1
87	Wooden Wall Calender	1	1	1
88	Alphabet Tree	1	1	1
89	Balancing Beam	1	1	1
90	Clay Set	1	1	1
91	Button Frame Set	1	1	1
92	School use Toys / Item	30	25	25
93	Wooden Class Room Toys	15	12	10
94	Montessori Equipments	15	10	10
95	Mini Library/ School Reference Books	20	15	10
96	Chart Set	1	1	1
97	Block Set	1	1	1
98	Puzzle Set	1	1	1
99	Sponge Set	1	1	1
100	Art & Craft Set	1	1	1
101	Origami Set	1	1	1
102	Flash Card Set	1	1	1
103	Story Board	1	1	1
104	Alphabet, Number & Performance Stamp Set	1	1	1

Educational Items / Toys				
105	Magnetic Maze Set	1	1	1
106	Paint Set	1	1	1
107	Stencil Set	1	1	1
108	Yongjun Cup Set	1	1	1
109	Writing Slate	1	1	1
110	Painting Apron	1	1	0
111	Finger Puppets	1	0	0
112	Hand Puppets	1	0	0
Office Use				
113	Admission Enquiry Book	1	1	1
114	Spiral Admissions Booklet	1	1	1
115	Admissions Form with Gift	20	15	10
116	Student Gift for Enquiry	20	15	10
117	Enquiry Brochure	50	30	20
118	Letter Head	100	100	100
119	Envelope	50	50	50
120	Visiting Card	100	100	100
121	Bill Book Set-1 (001-500)	1	1	1
122	Bill Book Set-2 (001-500)	0	0	0
123	Attendance Register	1	1	1
124	Teachers / Visitor ID Card	2	2	2
125	Visitor Book	1	1	1
126	Curriculum Planner Book	2	2	2
127	Kids Information Diary	2	2	2
128	Office Stationary Set	1	1	0
129	Hello Kids Files	2	2	2
130	First Aid Kit	1	1	0
131	Graduation Dress Sample	1	1	0
132	Kids Sports Apron Set of 5	1	1	0
133	Kids Apron Set of 5	1	1	0
134	HK T-Shirt for Owner & Staff	1	1	0
135	Reward Stickers Sheet	1	1	1
136	HK Syllabus Sticker Sheet	1	1	1
Student Kit				
137	HK Nursery Full Student Kit	1	1	1
138	HK Play Group Book Set	1	1	1
139	HK LKG Book Set	1	1	1
140	HK UKG Book Set	1	1	1
141	HK Trophy Samples	1	1	0
142	HK Uniform Samples : Boys & Girls : 20/22/24 Size	6	6	2
143	HK T-Shirt Samples 20/22/24 Size	3	3	2
144	HK Denim Shorts Samples 20/22/24 Sizes	3	3	2
145	HK Sports Dress Sample 20/22/24 Sizes	3	3	2
146	HK Track Suit Sample Set	1	1	0
147	HK Sweater & Jacket Sample	2	2	2
148	HK Shoes Sample : 4 Sizes	4	4	2
149	HK Summer Camp Sample Kit	0	0	0
150	HK Hello Kids Cap Sample	1	1	0
151	HK Summer Camp Certificate Sample	1	1	1
152	HK Best Teacher of the Year Certificate Set of 5	1	1	1
153	HK Best Teacher of the Month Set of 5	1	1	1
154	HK Parent Excellence Certificate Set of 5	1	1	1
155	HK Best Supporting Parents of the Month Set of 5	1	1	1
156	HK Employee of the Month Set of 5	1	1	1
157	HK Photo Frame Class Photo	5	5	5
158	HK Photo Frame Annual Day	5	5	5
159	HK Photo Frame Graduation Day	5	5	5

Note

Not Included				
160	Building 2/3/4 Rooms Space	Not Included	Not Included	Not Included
161	Sign Boards - Designs Will be Provided	Not Included	Not Included	Not Included
162	TV or LED or Projector	Not Included	Not Included	Not Included
163	Water Facility or Water Purifier	Not Included	Not Included	Not Included
164	Office Set-up - Table & 3 Chairs	Not Included	Not Included	Not Included
165	Cleaning and Office Stationary	Not Included	Not Included	Not Included
166	Student Kit & Courier Charges - Sample Kit Provided Above	Not Included	Not Included	Not Included
167	Transport of Package Materials	Not Included	Not Included	Not Included

Note : Minor damages and breakages sustained during transit will not be reimbursed if it can be repaired.

Payment Schedule (Amount in Rs.)

1st Payment	₹60,000	₹60,000	₹60,000
2nd Payment before the materials dispatch Balance Payment	₹3,50,000	₹2,50,000	₹1,50,000

Documents Required

1. Duly filled Hello Kids Franchise Form
2. Graduation / Post Graduation Certificate copy
3. Rental Agreement (If Rental Premises)
4. 4 Passport Size Photograph
5. 2 ID Proof (Adhar, Passport, Driving Licence, PAN Card etc.)

Renewal

1. Capital & Metros : Rs.75,000+Taxes, Every 2 Years
2. Urban & Towns : Rs.50,000+Taxes, Every 2 Years
3. Rural & Villages : Rs.40,000+Taxes, Every 2 Years
4. Renewal must be done 2-3 Months prior to the expiry date.
5. Renewal amount will be fixed mutually after every 10 years.

Transport

1. Transportation for initial package varies from location to locations, based on our experiences the charges will be :
 Package Amount : Rs.6 Lakhs & Above : Rs.15,000 - Rs.22,000
 Package Amount : Rs.4 Lakhs to Rs.6 Lakhs : Rs.12,000 - Rs.18,000
 Package Amount : Rs.2 Lakhs to Rs.4 Lakhs : Rs.10,000 - Rs.15,000
 It will be door delivery or godown delivery, depending upon transporters available services.
2. Request franchise to accept with minor damages, in case of major damages, we will resend the product or we will reimburse the same.

Student Kit

1. Student Kit A is for Branches charging Fees above Rs.30,000
2. Student Kit B is for Branches charging Fees below Rs.30,000
3. Rural Kit for branches charging Rs.20,000 and below, contact Head office to work for Rural Kit or Kit C.
4. Full Student Kit is compulsory every year for every child.
5. Do not charge for KIT Separately, Request you to kindly increase it in the fees and say, kit is free, as you won't be able to sell a student kit in a school premises and head office do not suggest to put it in a receipt book too.
6. Do not plan to make or buy anything for student kit from outside market, your franchise will be terminated immediately.

We are free to discuss and make you understand the industry trends on any topics above or others, feel free to ask and clarify your thoughts/doubts, we will be happy to guide you for a successful Hello Kids Centre.



Student Kit - 2025-26

KIT A

Fees 30,000 & Above

PG : Rs. 4200

Nursery : Rs. 4500

LKG : Rs. 4700

UKG : Rs. 4800

01	Admission Form - 1
02	Belt
03	Birthday Card
04	Book Set
05	Broucher - 5
06	Certificates - 4
07	Coin Box
08	Denim Shorts
09	Diary / Mobile App
10	Digital Slate (Only PG & Nursery)
11	HK Badges : 7
12	HK Band : 2
13	Hk Carry Bag
14	HK Folder
15	HK Labels : 10-12 Pcs
16	Medal
17	Paper Photo Frame - GD
18	Parent ID
19	Pen
20	Pencil - Pack of 5 (Only LKG/UKG)
21	Question Paper
22	Report Card
23	School Bag
24	Shoes
25	Socks - 2 Pairs
26	Student ID
27	Sweater
28	T-Shirt
29	Uniform 1 : Shirt, Pant/Skirt
30	Uniform 2 : Sports Dress

KIT B

Fees 30,000 & Below

PG : Rs. 3600

Nursery : Rs. 3800

LKG : Rs. 3900

UKG : Rs. 3950

01	Admission Form - 1
02	Belt
03	Birthday Card
04	Book Set
05	Broucher - 5
06	Certificates - 4
07	Diary / Mobile App
08	Digital Slate (Only PG & Nursery)
09	HK Badges : 7
10	HK Band : 2
11	Hk Carry Bag
12	HK Folder
13	HK Labels : 10-12 Pcs
14	Medal
15	Paper Photo Frame - GD
16	Parent ID
17	Pen
18	Pencil - Pack of 5 (Only LKG/UKG)
19	Pencil Box
20	Question Paper
21	Report Card
22	School Bag
23	Shoes
24	Socks - 2 Pairs
25	Student ID
26	Uniform 1 : Shirt, Pant/Skirt
27	Uniform 2 : Sports Dress

Individual Item Price List

01	PG Temporary Kit *	2300	18	Certificate - 1	30	35	Shoes : 6/7	375	52	T Shirt : 24/26	350
02	Nursery Temporary Kit *	2600	19	Denim : 20/22	300	36	Shoes : 8/9	400	53	T Shirt : 28/30	375
03	LKG Temporary Kit *	3000	20	Denim : 24/26	325	37	Shoes : 10/11	425	54	T Shirt : 32/34	425
04	UKG Temporary Kit *	3100	21	Denim : 28/30	350	38	Shoes : 12/13	450	55	Track Suit : 20/22	650
05	Admission Form	70	22	Denim : 32/34	400	39	Socks : Size 1 : 2 Pairs	100	56	Track Suit : 24/26	675
06	Admission Form with Gift	100	23	Diary / App	200	40	Socks : Size 2 : 2 Pairs	120	57	Track Suit : 28/30	700
07	Badges : Set of 7	100	24	Folder	40	41	Socks : Size 3 : 2 Pairs	130	58	Track Suit : 32/34	800
08	Bag : Size Zero	400	25	Jacket : 20/22	400	42	Sports Dress : 20/22	375	59	Uniform : 20/22	500
09	Bag : Size 1	500	26	Jacket : 24/26	450	43	Sports Dress : 24/26	400	60	Uniform : 24/26	550
10	Belt	100	27	Jacket : 28/30	500	44	Sports Dress : 28/30	425	61	Uniform : 28/30	600
11	Birthday Card	35	28	Jacket : 32/34	600	45	Sports Dress : 32/34	500	62	Uniform : 32/34	700
12	HK Brochure- 5	50	29	Medal	100	46	Student ID	70	63	Winter Uniform : 28/30	750
13	Cap	125	30	Parent : ID	30	47	Sweater : 20/22	350	64	Winter Uniform : 32/34	800
14	Coin Box	60	31	Pencil : Set 5	70	48	Sweater : 24/26	375	65	Winter Uniform : 20/22	850
15	HK Carry Bag	35	32	Pencil Box	40	49	Sweater : 28/30	400	66	Winter Uniform : 24/26	900
16	HK Sling Bag	50	33	Report Card	100	50	Sweater : 32/34	425	67	Wrist Band : 1	25
17	HK Kit Box	50	34	Shoes : 4/5	350	51	T Shirt : 20/22	325			

**Temporary Kit : Bookset , Bag, Diary / App, Certificate - 4, Report Card, Birthday Card, Medal, Brochure - 5
Admission Form, Folder, Student ID, Parent ID**

First Payment

IDFC Bank

Account No.: **10079407919**

Name: **Hello Kids Education India Private Limited**

Branch: Kasturi Nagar, Bangalore - 560 043

RTGS / NEFT: IFSC Code: IDFB0081103

Second Payment

AXIS Bank

Account No.: **913020033916207**

Name: **Hello Kids Education India Private Limited**

Branch: Kasturi Nagar, Bangalore - 560 043

RTGS / NEFT: IFSC Code: UTIB0001446

GST & Transportation Extra, Valid till 31/08/2025. The Student Kit Prices for Session 2026-27, will be available by 31st January 2026

Hello Kids Franchise Package : Valid only till 31/08/2025 : Page 5

The Truth About Royalty

1 The Royalty is Always on your Revenue not on Profits.

2 By paying royalty you make the company become a partner with your investment.

3 Royalty is for lifetime not for a years or two years. (Do you really required the same support for life time?)

Assumption : Royalty Calculation with 100 Kids : Rs.20000 Fees Per Annum with [50% Expenses](#)

ROYALTY CHARGING BRAND			HELLO KIDS	
A	Revenue : 100 (Kids) * 20000 (Fees P.A.)	2000000	Revenue : 100 (Kids) * 20000 (Fees P.A.)	2000000
B	Expenses : 50% of Revenue	1000000	Expenses : 50% of Revenue	1000000
C	Net Profit Before Royalty (A-B)	1000000	Net Profit (A-B)	1000000
D	Royalty (Avg.) 15% : Of Revenue	300000	No Royalty 0	
	Net Profit After Royalty (C-D)	700000	Net Profit After Royalty (C-D)	1000000

Catch 1

Royalty was 15% Right? Yes

What is the profit you share with the company?

Almost : 30% of your profit : i.e. Profit before royalty was Rs.10,00,000

Assumption : Royalty Calculation with 100 Kids : Rs.20000 Fees Per Annum with [70% Expenses](#)

ROYALTY CHARGING BRAND			HELLO KIDS	
A	Revenue : 100 (Kids) * 20000 (Fees P.A.)	2000000	Revenue : 100 (Kids) * 20000 (Fees P.A.)	2000000
B	Expenses : 70% of Revenue	1400000	Expenses : 70% of Revenue	1400000
C	Net Profit Before Royalty (A-B)	600000	Net Profit (A-B)	600000
D	Royalty (Avg.) 15% : Of Revenue	300000	No Royalty 0	
	Net Profit After Royalty (C-D)	300000	Net Profit After Royalty (C-D)	600000

Catch 2

Royalty was 15% Right? Yes

What is the profit you share with the company?

Almost : 50% of your profit : i.e. Profit before royalty was Rs.6,00,000

Important Note : Your Expenses plays a Very Important role. If the expenses increases royalty remains the same and profitability decreases.