

Invest in the future.  
Become a franchisee of  
**T.I.M.E.Kids** pre-schools



From  
**T.I.M.E.**, the institute  
with experience in training  
over 25,00,000 students

Playgroup • Nursery PP-1 • PP-2

**T.I.M.E.** **KIDS**  
Triumphant Institute of  
Management Education Pvt. Ltd.  
the pre-school that cares

Imagine a safe place filled with the laughter of happy children, the satisfied smiles of their proud parents, and your contentment to own a successful business. Welcome to the incredible opportunity to own a business that is simple to start, and offers a good earning potential as well as a significant benefit to the society. Welcome to **T.I.M.E. Kids**, the pre-school that cares. Started by **T.I.M.E.**, the premier educational institution, **T.I.M.E. Kids** offers a warm, safe environment for the social, physical, intellectual and academic development of young children.

If you have a passion for igniting young minds, a commitment towards providing immaculate care, and the desire to succeed, **T.I.M.E. Kids** may be your once-in-a-lifetime chance to own a business that is good for everyone. Over the last 27 years, **T.I.M.E.** has expanded from a single office in Hyderabad to 237 offices in 118 cities, and has become the undisputed leader for test preparation in India. **T.I.M.E.**'s expansion has been mainly through franchising. **T.I.M.E.** is a pioneer in India in franchising education. The franchise model of **T.I.M.E.** has been adopted by other educational institutes in the country. Supporting franchisees in their success requires cutting-edge domain expertise, unquestionable brand reputation and consistent out-thinking & out-performing of the competition. It requires continuous innovation in marketing strategy and offering guidance, patience and caring support until each franchisee turns profitable. **T.I.M.E.** has met and exceeded expectations of their franchisee family at every turn, and is starting a journey to replicate the same success in the area of pre-school education. This brochure shares the vision of **T.I.M.E. Kids**, its philosophy of care, methodology of fun, and the exciting growth path that lies ahead. You will also see that **T.I.M.E.** is in a unique position to offer you dedicated support and guidance that is needed for you to succeed, no matter which stream of life you are from.

We look forward to welcoming you into our growing family.

Warm Regards

**T.I.M.E. Kids family**

### **T.I.M.E. : Guaranteed support for your success**

Support to set up the centre's infrastructure and to select its manpower

Guidance at each step to help you be the best in business at your location

High quality, expert-designed, regularly-updated curriculum

Top notch training for your teachers

Over 27 years of franchising expertise

## What is a pre-school?

A pre-school is an educational enterprise that facilitates learning, fun and social development for children before the start of traditional schooling. A pre-school is generally considered appropriate for children between two to six years of age, between the toddler and school stages. Pre-schools get children ready for school education, allow them to interact with other children and offer a secure space for parents to send their children during the day.

## Why is a pre-school needed?

Between 2 to 6 years of age, children are curious, eager to learn, assimilate information rapidly, and express interest and wonder in each new discovery. These qualities make them prime candidates for education, although most are not ready for structured primary or elementary education. A pre-school ensures that these developmentally critical years are utilised for the child's benefit.

The areas of development covered by pre-school education are:

- Personal, social and emotional development
- Communication, including talking and listening
- Knowledge and understanding of the world
- Creative and aesthetic development
- Physical development
- Mathematical awareness



## Pre-school market in India - the right time to invest

Market research analysts have predicted that the preschool market in India will post a CAGR of 22.5% by 2030. The current market size of the industry is \$ 4 Billion and is expected to touch \$ 9 Billion by 2030.

## The current trend in pre-school education

Almost all pre-schools aim to get children academically ready for entering school. Some pre-schools adopt a hands-on approach, which encourages children to learn by doing. While this may appear intelligent, research has shown that the single best predictor of successful adult adaptation is not IQ or school grades. What matters is how the child gets along with other children.



## T.I.M.E. Kids: the pre-school that cares

**T.I.M.E. Kids**, promoted by the premier educational institute **T.I.M.E.**, is a fresh and much-needed approach to pre-schooling. The **T.I.M.E. Kids** pre-school experience adds a unique and essential dimension to the overall growth of a child. **T.I.M.E. Kids** is all about children interacting with other children in a warm, safe and fun-filled atmosphere.

At **T.I.M.E. Kids**, children will find a comfort zone with people who are not relatives. By interacting with other children, they learn to live in a classroom community. They learn how to share, how to wait, how to take turns and how to listen.

## The **T.I.M.E. Kids** philosophy

Human grasping power is at its peak between ages 2 to 8. We believe that this power, when channelled correctly, fosters a lifelong love for learning.

The **T.I.M.E. Kids** approach is based on four core principles

- Care and Safety
- Imaginative play
- Developmentally appropriate learning
- Teamwork

### Care and Safety

Our teachers are guardians, educators, facilitators and gentle disciplinarians as the situation demands, but the one role they always fulfil is that of a caregiver. They provide to each child a warm home away from home.

The daily routine at **T.I.M.E. Kids** is designed to include a sense of predictability - a pattern that a child can anticipate day in and day out. Play time, snack time, nap time – these are the anchoring events that help young children feel safe during the ups and downs of the day.

Every item, plaything and piece of playground equipment is non-toxic and child-safe. Classrooms are well organised, with clearly defined areas for activities. Outdoor spaces are designed to minimise the chances of accidents.



### Imaginative Curriculum

**T.I.M.E.** has been in the business of developing curricula for over a decade and a half. It has designed more than a dozen courses of top-grade quality. The pre-school curriculum blends into the child's daily routine. Keeping ICSE and CBSE systems in mind, we have conceived several fun activities that challenge young minds. Imaginative play is as important to young children as the air they breathe. At **T.I.M.E. Kids** child may be found playing in a sand pit, working with blocks, mesmerised by a story, acting out a rhyme. Rhyme and songs are the building blocks for speaking and reading skills. Playing with water, sand and containers lay the foundation for understanding some basic math concepts. Matching, sequencing and one-to-one correspondence help children to get ready for academics.

## Broadly, the curriculum addresses:

- **Sensory development** through activities that encourage children to use their five senses to explore the world around them.
- **Play-based learning activities** such as short skits, sand play, water play and creative play.
- **Language and Literacy awareness activities** that help children develop a love for books and reading, develop pre-writing and writing skills through the use of stories and themes.
- **Numeric activities** which are taught through a hands-on, practical approach so that fundamental concepts are properly understood.
- **Science and Nature Studies** that provide children with an opportunity to make their own investigations and carry out simple experiments.
- **Creative activities** to help kids develop their creative side through different art and craft media, through music and drama.
- **Physical development activities** that develop strength, balance, stamina and co-ordination.

### What parents are saying

#### Roma Majumdar - Mother of Nandika

A good school plays an important role in the development of a child. It's the light that helps us choose the right path in the various walks of life.

I am glad that I found **T.I.M.E. Kids** for my daughter. In just three months there has been a lot of development in Nandika, especially with respect to her linguistic skills and social skills. I like the way kids are handled and education is imparted at **T.I.M.E. Kids** and thanks to all the wonderful teachers for enabling such remarkable change in my child.



## Developmentally appropriate learning

There are many types of pre-school education - Montessori, High Scope, Reggio Emilia, etc., but we find that each child has different needs and no single type of education suits all children. At **T.I.M.E. Kids**, we choose to keep an open mind and pick the right method for every child's developmental needs. So here, you will find children of different ages, skill levels, abilities and cultural backgrounds in the same group. The teacher's role is to make sure that the children's needs are met, as a group and individually.

## Teamwork

Children's needs are best met through a combined effort of the management of **T.I.M.E. Kids**, the teachers and the parents. The management knows that child care is no child's play. No effort is spared in creating the safest possible learning space for children.

Teachers are short listed based on their qualifications and experience, but are chosen only if they are passionate about what they do. Every teacher at our pre-school is responsible for the care of each child. They are always on the alert to respond to special needs. They are trained to provide a predictable and safe experience for the children, but are adept at handling situations when things are not going exactly as planned. (With a dozen toddlers in a room, things never go according to plan!)

Parents' involvement in a child's pre-schooling is crucial and is wholeheartedly encouraged. They are required to be part of regular discussions on the development, needs and progress of their child. The pre-school calendar also includes parenting and childcare workshops.



## T.I.M.E. Kids - at a glance

- A home away from home
- Care and safety of the young ones is our first priority
- Thoroughly researched curriculum, integrated into fun-filled activities
- Activities planned to enhance physical, emotional, social and creative growth
- Dedicated, qualified and passionate teaching staff
- Optimum teacher to child ratio
- Individual attention for each child
- Parents are an integral part of the child-development plan
- "Designed for fun" classrooms
- 100% non-toxic and child-safe infrastructure, learning material and play equipment
- Parenting and Childcare Workshops

## Programs offered:

Play-group - 2 to 3 years | Nursery - 3 to 4 years | PP-1 - 4 to 5 years | PP-2 - 5 to 6 years | Day care | Summer Camp

## A typical month at T.I.M.E. Kids

Depending on a child's age, activities are designed to fulfill appropriate learning objectives.

### Language

- Sharing, speaking and recalling
- Developing a letter-sound relationship
- Recognising upper and lower alphabet case
- Understanding opposites
- Writing skills
- Progressing to reading of short word and sentences

### Mathematical Skills

- Number concepts
- Sorting – Colours, shapes and patterns, Understanding comparisons
- Recognising sequences and patterns
- Recognition of numbers
- Writing numbers
- Concepts of add and take away
- Recognising quantity, size, temperature

### Discovery

- Wonders in nature
- How things work
- Role play
- Visitors from different fields and occupations
- Field trips

### Creativity (Art, Craft and Music)

- Painting
- Colouring
- Using art and music as mediums to reinforce concept



### Life Skills

- Coping with anxiety
- Communicating with peers, friends and adults
- Using positive manners in both words and attitude
- Learning the basics of hygiene
- Identifying what is safe and unsafe
- Solving problems
- Respecting the environment
- Increasing attention span
- Remembering rules

### Motor Skills

- Putting on a dress, tying laces, fastening buttons or zips
- Hopping, jumping, leaping, skipping and running
- Sorting and grouping
- Copying, colouring and cutting

## T.I.M.E.: A modern Indian success story

Three management graduates – two of them from IIM Ahmedabad, and the third from XLRI, Jamshedpur, envisioned an opportunity in Professional Entrance Training for CAT (Common Admission Test) to qualify for admission to IIMs – India's most reputed and among the world's best B-schools. They went on to set up a training institute – Triumphant Institute of Management Education (**T.I.M.E.**) in 1992 at Hyderabad.

Manek Daruvala, Pramod Kumar and P. Viswanath, the entrepreneur trio, went on to establish more centres at Hyderabad and gradually moved into other cities, responding positively to the trends that emerged. Constant innovation, excellent classroom teaching, quality course material and careful evaluation have brought excellent results year after year.

Over the last 27 years, **T.I.M.E.** has grown into a specialist, multi-location, multi-programme training provider running on corporate lines.

At **T.I.M.E.** we believe in letting our results do the talking. Last year students who were part of our flagship programme and were training for the CAT, performed extremely impressively. For the academic year 2018-19, **2551 T.I.M.E.** students secured final admissions in to the IIMs. These results have been validated by VSMB and Associates on 26/07/2019.

With 237 offices in 118 cities across the country, **T.I.M.E.** today is truly pan-national, but has a strong local focus as well. While **T.I.M.E.** offers training for national level exams like the CAT, GATE, JEE, CLAT, etc., it also caters to local needs with training for exams like the AP-ICET, TS-ICET and other local exams in different states. **T.I.M.E.** also offers training for international tests such as the GRE® Test, the GMAT® Exam and the TOEFL® iBT.

Besides an expansion in its product portfolio, the company has also grown as an organisation. Today **T.I.M.E.** has over 1900 full-time employees.

**T.I.M.E.**'s financial, performance has been outstanding as well it has grown from a brand turnover of Rs. 10 crores in FY 2002 - 03 to Rs. 313 crores in FY 2019 -20.

### Philosophy of T.I.M.E.

The following are the principles for the working of all **T.I.M.E.** centres. All of us at **T.I.M.E.** consider these principles sacred. We observe them in letter and in spirit at all times.

- Provide highest quality education to students
- Give students more than what we promise them
- Charge very reasonable fees for all courses – without compromising on quality
- Act in the best interests of the students at all times

**T.I.M.E.**'s experience in franchising in the education sector, top class curriculum and dependable support has resulted in explosive and profitable growth for every franchisee. We are proud that several franchisees have placed their trust in us again and invested in more centres after their rewarding experience with the first.

## The future of T.I.M.E. Kids

**T.I.M.E. Kids** will progress, one pre-school at a time, to be the undisputed No.1 pre-school brand in India. We will continuously endeavour to make **T.I.M.E. Kids** a second home for our children.

**T.I.M.E. Kids** will cater to the pre-school needs of children from various economic strata in the country, creating opportunities at an age that matters.

We will set and achieve the highest standards in teacher training, teaching methodology, and curriculum development while allowing each teacher to freely use her innovativeness and creativity to contribute to every child's development.

### What parents are saying

#### Mother of Mugil

**T.I.M.E. Kids** is my son's second home. It is a completely safe environment. He is playing, learning and enjoying every minute he spends there.

Nowadays he is showing a lot of interest in colouring and painting and is creating new pictures on his own.

Thanks to the innovative teaching methods and caring teachers, Mugil has become a keen learner and is learning new things every day.



## **T.I.M.E. Kids is right for you if....**

- You are an entrepreneur with an existing business or the passion to start a new business & have a burning desire to make it big.
- You have strong commitment towards quality.
- You have the passion for igniting young minds.

*[You can run the centre on your own or may choose to run the centre(s) through professionals and other suitable staff]*

## **What you need to be eligible**

- Space (own/rented) – a minimum of 1800 square feet of constructed area. An independent house in a good locality is desirable.
- Ability to invest required amount to set up the place and to run the pre-school successfully (Initial investment of ₹ 12-15 lakhs only).
- Willingness to recruit the required number of personnel to run the centre, as specified by **T.I.M.E.**

## **What we offer you**

- Permission to use the well-known brand names – **T.I.M.E.** and **T.I.M.E. Kids**
- Assistance in establishing the pre-school.
- Complete exposure to our training methodology and curriculum.
- Assistance in selecting and training teachers.
- Complete course material.
- Guidance in marketing and in promoting the pre-school.
- Last but not the least - our total commitment to you and your kids.

## **Interested?**

Be part of a nationwide phenomenon! Get in touch with us at the earliest to get a franchise at the location of your choice!

Fill in the 'Pre-school – Franchise data form' on our website [www.timekidspreschools.com](http://www.timekidspreschools.com), send us email at [franchise@timekidspreschools.com](mailto:franchise@timekidspreschools.com), or call us on : 8096355335.



**250+ centres across 60+ cities in India**

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