

INITIAL INVESTMENT (CAPEX)

ONE TIME FRANCHISE FEE (NON-REFUNDABLE)

CITY CATEGORY WISE

Tier 1	Tier 2	Tier 3
60 Lakhs+GST	40 Lakhs+GST	30 Lakhs+GST

FURNITURE & FUXTURES

Tier 1	Tier 2	Tier 3
20 Lakhs+GST	20 Lakhs+GST	20 Lakhs+GST

RECURRING OPERATIONAL EXPENSES (PER STUDENT)

Ongoing Service Cost (Per Student / Per Session Excluding GST)

Class	Cost
6th	6,000
7th	7,000
8th	8,000
9th	9,000
10th	10,000
11th	14,000
12th	16,000
13th	18,000

This includes learning materials, kits, app access, and curriculum support provided by Motion.

Annual Operational Expense (Approx)

Expense Type	Tier 1	Tier 2	Tier 3
Senior Faculties (4 Nos.).	80,00,000	60,00,000	60,00,000
Junior Faculties (2 Nos.)	12,00,000	10,00,000	10,00,000
Non Teaching Staff Salary (10 Nos.)	30,00,000	24,00,000	18,00,000
Rent	36,00,000	24,00,000	18,00,000
Marketing & Branding	25,00,000	20,00,000	15,00,000
Total Operational Expenses	1,83,00,000	1,38,00,000	1,21,00,000

TOTAL INVESTMENT COST

Expense Type	Tier 1	Tier 2	Tier 3
Association Fee	60,00,000	40,00,000	30,00,000
Furniture & Fixtures	20,00,000	20,00,000	20,00,000
Total Operational Expenses	1,83,00,000	1,38,00,000	1,21,00,000
Estimated First Year Expenses	2,63,00,000	1,98,00,000	1,71,00,000

ROI & Break-Even Example

City Category	Tier 1	Tier 2	Tier 3
Total Investment	2,63,00,000	1,98,00,000	1,71,00,000
Average Fee Per Student	1,00,000	90,000	80,000
Average Service Cost Per Student	12,000	12,000	12,000
Net Margin Per Student	88,000	78,000	68,000
Break-Even Point	300	260	250
ROI Timeline (In Month)	16-20	16-20	16-20

Motion Franchise Ecosystem

Motion Franchise Ecosystem

- 360° Support Model for Franchise Centers
- Focus :
 - ▶ Team ▶ Training ▶ Marketing
 - ▶ Monitoring ▶ Growth
- Goal: Uniform Quality & Performance Across All Centers

Support Structure Overview

Motion Franchise Ecosystem

1. Hiring & Team Setup
 2. Academic & Non-Academic Training
 3. Operational & Technical Support
 4. Success Manager Connect
 5. Weekly Review & Monitoring
 6. Yearly Marketing Planner
 7. Center Visit & Practical Guidance
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Hiring Process Support

- Standard JD Templates for all roles
 - Guidance for shortlisting & interviews
 - Support in final team selection
 - Onboarding checklist & joining documentation
 - Team structure planning (Academic & Non-Academic)
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Academic & Non-Academic Training

Goal : To make every team member Motion-ready

- Academic Team: Teaching Pedagogy, Test Systems, Motion LMS
- Non-Academic Team: Counseling, Fee Process, Lead Handling, SOPs
- Training Mode: Online + Offline + Recorded Sessions
- Certification: Post-training evaluation & performance test & MAPLE Certification test

Operational Support System

Motion ensures each franchise center operates smoothly with:

- **Infrastructure Support:**
 - ▶ Layout planning & branding guidelines
 - ▶ Classroom setup assistance & standardization
- **Unidesk Training:**
 - ▶ Daily operations, student data management, inquiry tracking
- **Leadsquare Training:**
 - ▶ Lead handling process, CRM updates, and follow-up funnel creation
- **Artwork & Branding Support:**
 - ▶ Posters, banners, social media creatives, campaign artwork and customised creatives as per demography.
- **Digital Marketing Support:**
 - ▶ Social media campaigns, Website, Instagram, Facebook Creation, and lead generation Support.

Role of Success Manager

Each center is assigned a Dedicated Success Manager who:

- Connects regularly with the center team & director
 - Assigns weekly tasks & Review Performance.
 - Guides the team in achieving monthly admission targets
 - Conducts weekly review meetings
 - Ensures smooth execution of operational and marketing activities
 - Provides regular support and shares best practices from top-performing centers
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Marketing Support Overview

We provide a Yearly Marketing Planner that includes:

- ATL Activities → Brand Awareness
(Newspaper, Radio, Social Media)
 - BTL Activities → Lead Generation
(School Visit, Seminars, Events)
 - Scholarship Tests, Parent Seminars, Society Connect
 - Result Promotion, Science Events, Career Guidance Drives
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Quality Assurance & Audit

Purpose: Maintain Motion-level academic & operational quality:

- **Surprise Academic Audit**
(Teaching Quality, Doubt Classes, Testing System)
 - **Non-Academic Audit**
(Lead Handling, Counselor SOP, Parent Interaction Quality)
 - **Feedback & Improvement Plan**
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Month-Wise Marketing Planner

January To April

- Board Exam Activities Whishes' Message from Text & What's App
- JEE Main Activity
- Resident Welfare Association Activity
- State Olympiads Activities
- Outskirts promotional Activity
- Outskirts Seminars
- Data calling & Follow up
- Scholarship Tests

Month-Wise Marketing Planner

May To August

- Doctor's Day Activity
- Toppers identification and their enrollments
- Home Visit
- Digital Marketing
- lead generation Through references
- NEET activity
- JEE Advanced activity
- Outskirt teacher liasoning

Month-Wise Marketing Planner

September To December

- Scholarship Tests (MTSE)
- Data collection Activity (Board activities-1st term)
- Competitors Analysis Activity
- Teachers Day Card distribution Activity
- PR with Teachers, Principals, School coordinators
- Diwali Gifts Distribution
- Channel Partner association program
- Reference Activities