HOW EUROKIDS DID IT
BUILDING LEADERSHIP IN INDIAN FRANCHISE SECTOR

25+ PROVEN BUSINESS IDEAS FOR WOMEN

MASTER FRANCHISE SHOW 2018: GUIDELINES TO CREATING A SUCCESSFUL FRANCHISE NETWORK
EUROKIDS: TRANSFORMING FRANCHISING LANDSCAPE IN INDIA

EuroKids International is a brand synonymous with Early Childhood Education in the country today. With over 1,000 preschools in 350 plus cities and having won more than 25 awards, EuroKids is setting new benchmarks by reinventing education and leading the category by an example. By Payal Gulati

The education industry is one of the biggest industries in the world, on its way to becoming a Rs 22,500 crore industry by 2020, with no signs of slowing down. In the entire education market, the preschool or child care market is one of the booming segments. Like other developing economies, parents in India have started realising the importance of early education and its implications on the overall learning process of children through the K-12 years. Besides, rising income level, increasing number of working women and increasing awareness about the importance of preschool education have driven parents to enroll their children in preschools. Despite all these factors, the organised preschool market hardly commands a share of 30-32% and players in the segment are geared up to explore the huge scope that exists here.

One such player is EuroKids, which has reinvented education with its unique ‘Child First’ ideology. Launched in 2001, EuroKids has raised the bar for preschool education in the country with its innovative curriculum that offers an integrated approach to the holistic development of a child from an early age.

THE ‘CHILD FIRST’ IDEOLOGY

“At EuroKids, we have been redefining early child care education for over 17 years with a focus on creating a fun-based learning environment for the child. Keeping the ‘Child First’ ideology at the core of our pedagogy, we ensure that the growth, safety and engagement needs of the child are met as they play, learn and imbibe essential life skills,” says Prajodh Rajan, Co-founder and Group CEO, EuroKids International.

EuroKids is evolving the education landscape by paying close attention to enhancing teaching methodology. “The curriculum is structured and focuses on developing ‘Executive Function Skills’ (EFS) in children that are crucial for learning, development and positive behaviour. EFS has been researched by Centre on Developing the Child, Harvard University, which has identified the development of critical capacities of working memory, mental flexibility and self-control as key towards leading successful adult lives,” says Dr. Anita Modan, Head - Curriculum Development, EuroKids Preschool.

EuroKids helps develop these areas in young children by helping them to...
work with information along with focused thinking while filtering distractions, switching tasks and developing holistically. In addition to offering a constant upgrade to their curriculum, EuroKids also lays special emphasis on providing a safe, secure and stimulating environment to the young children. All EuroKids’ preschools follow a five-point safety program which includes the provision of CCTV monitoring, child-safe furniture and interiors, safe school certification, qualified female staff and emergency services.

THOUGHT LEADER AND INNOVATOR

EuroKids has transformed itself by adopting innovative and contemporary practices to stay ahead of the competition. The brand identity and its experience have undergone a huge transformation to provide both the children and the parents an unmatched preschool experience. “The transformation has enabled us to share a preschool environment that is appropriate to new-age learning needs of children. With an emphasis on child development, security, hygiene and establishing a close rapport with the parents of each child, our preschools have transitioned into the child’s second home. For the past 3 years our NPS (net promoter score) has been approximately 75%, which is a testimony of our efforts in creating a perfect preschool environment for children,” Rajan says. EuroKids has a dynamic team with a wealth of experience across varied industry verticals who have garnered their expertise and exposure from leading global brands and refined the delivery of curriculum at preschools, thereby making it contemporary and engaging.

This new look and feel to the brand has received a great response from franchise partners and parents alike. The partners that it onboards as this directly impacts the group’s ‘Child First’ ethos. Talking about the franchisees’ profile, Gaurav Brar, CEO, EuroKids Preschool, says, “When we look at joining hands with a partner we do look for like-mindedness. It’s imperative that the partner understands that this business is all about delivering quality preschooling without compromising. The franchisees must have the commitment to help carry forward our objective of making learning a fun experience for children.”

“The curriculum is structured and focuses on developing ‘Executive Function Skills’ (EFS) in children that are crucial for learning, development and positive behaviour.”

Dr. Anita Madan, Head – Curriculum
development, EuroKids Preschool

transformation has come to us as a result of extensive consumer research conducted by a leading international research agency on our behalf to understand parents’ sentiments, needs and expectation from a global preschool brand. This sentiment is transformed and now also echoed by our franchise partners who have experienced and reaped the benefits of the new identity on the ground,” believes Rajan.

CREATING EDUPRENEURS

As a thought leader EuroKids believes that preschool franchising is not about creating franchise partners but more about creating a growing pool of edupreneurs. These are partners who are willing to enter the domain solely with the objective of ‘making learning fun’ for young children. EuroKids is very conscious about the kind of

partners that it onboards as this directly impacts the group’s ‘Child First’ ethos. Talking about the franchisees’ profile, Gaurav Brar, CEO, EuroKids Preschool, says, “When we look at joining hands with a partner we do look for like-mindedness. It’s imperative that the partner understands that this business is all about delivering quality preschooling without compromising. The franchisees must have the commitment to help carry forward our objective of making learning a fun experience for children.”

“When we look at joining hands with a partner we do look for like-mindedness. The franchisees must have the commitment to help carry forward our ambition of making learning a fun experience for children.”

Gaurav Brar, CEO, EuroKids Preschool

most of them being 1st generation edupreneurs who have opted out of their successful corporate careers to pursue the dream of delivering quality education to children in the country from a very early stage. “And we are glad that they chose EuroKids to fulfill their dreams,” shares Rajan.

WAY FORWARD

EuroKids currently has 1,000+ preschools in 350+ cities and has contributed to the growth and development of children. With its growing popularity and the rise in demand for preschool education in India, last year EuroKids added more than 250 preschools. Rajan says, “We aim to triple our network in the next five years. We believe that there is great untapped potential in the Tier 2 and Tier 3 cities, which is one of our focus areas along with Metro and Tier 1 markets.”
Creating a new benchmark in education

Prajodh Rajan, Co-founder and Group CEO, EuroKids International, on how does EuroKids safeguard the interest of its franchise partners and maintain long-term relationship with them.

As a market leader in the preschool segment, what strategies do you adopt to stay ahead of the competition? A preschool must focus on ensuring that all initiatives are towards improving the learning experiences of children at the preschool and ensuring a cohesive effort by the teachers, parents and partners, thereby positively impacting the entire ecosystem. We have focused towards driving innovation as it creates great value for our stakeholders. The latest example would be that ours is the only preschool brand in India to have undertaken safety audits at our preschool premises and has received an international certification on safety standards from Bureau Veritas. Many such efforts ensure that we and our partners network are always ahead of the curve and set ourselves apart.

How do you maintain long-term relationship with franchise partners?

Many of our partners have completed an association of over a decade with us while there are also many who run multi-unit teacher training and seize opportunities. Our franchise support program gives the partners all the support they need to establish, run and grow their business. A process-driven approach supported by SOPs ensures every business need of the partner including the centre design and ambiance, teacher recruitment and training, teaching tools and equipment, marketing collaterals etc. are provided for, which is a core belief, we will be successful only if our franchise partners are successful first.

Also helps us standardise delivery and offer the same experience to the consumer across all our preschools. In addition, we have tied up with multiple financial entities, in order to support the business financial needs of our new partners.

Besides, we have ETAT (EuroKids Teacher Assessment Tool), and EuroVarsity, an online platform of EuroKids preschool franchise. We are proud to walk this path of their successful entrepreneurs journey with them and always ensure a seamless two-way communication flow that is about business interactions, addressing shortcomings, discussing areas of improvement and beyond. It is such interaction and the value that we create together that goes on to build the experience we call Second Home for the children at our preschools and also a foundation for our long-term relationship.

How is technology playing a part in early learning education?

Technology today is all pervasive. However, when it comes to preschooling, the amount of technology that a child must be exposed to in his formative years must be supervised. At EuroKids, we believe that what we provide is a controlled learning environment for the child where there is just appropriate technology enabled learning. As part of our curriculum, we have Motion-Based Learning, which enables learning through a digital medium through games, stories, rhymes, videos and more. Also, to keep the parents updated, we have the Buddy App which showcases all the fun activities and learnings. All in all, when under a supervised environment, technology is great enabler of education.

“OUR CORE BELIEF IS, WE WILL BE SUCCESSFUL ONLY IF OUR FRANCHISE PARTNERS ARE SUCCESSFUL FIRST.”

Shikha Kakke, Indore

“I was scouting for a preschool for my son, when I not only found a great choice but also an opportunity to start my own preschool. As one of India’s leading preschools, EuroKids’ continued support and vision to stay ahead of the curve gave me a platform to be a successful entrepreneur. Today I am delighted to be able to make an impact on young minds and nurture each of them.”

Ashlesha Deshpande, Pune

“With a modest beginning of 19 admissions in the first year of starting our EuroKids Preschool in 2003 to 284 children today, we have come a long way in our journey with EuroKids. A good response by the parents and strong support from EuroKids team encouraged us to start two more centres in Hassan. Today we successfully run 3 EuroKids Preschool centres in Hassan, which are remarkable achievements for our entire team. We are proud to be EuroKids edupreneurs.”

Divya Balaji & Shubhada Harsha, Hassan

“Being the daughter of a school Principal, I inherited a passion for education. However, I had no sense of running a business. EuroKids filled in the gaps and empowered me with the skills required to kick-start and grow my own franchise. Today I have translated the EuroKids culture into my centre and it has helped me boost parent communication, collaboration and business performance.”

Dr. Santoshi Singh, Bengaluru