



TREE HOUSE EDUCATION & ACCESSORIES LIMITED
Annual Report 2013-14



Dreaming

B I G

The title 'Dreaming BIG' is centered in the middle of the page. 'Dreaming' is written in a large, blue, italicized font. Below it, the letters 'B', 'I', and 'G' are each inside a large, colored circle (red, purple, and green respectively). The word 'BIG' is in a bold, white, sans-serif font. To the left of the title, a green paper airplane with orange wings and tail is shown flying towards the word 'Dreaming'. A child's hand is reaching up towards the airplane. To the right of the title, a child's hand is pointing at the letter 'B'.



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A dream

is most often a vision.
A vision for a better future.

At Tree House, we have a dream of nurturing young minds through a positive, playful atmosphere and providing quality education at affordable rates to children in India, thereby helping in the growth of the nation.

Childhood is precious and we think it is the most formative time of an individual's life. The right guidance and the first crucial steps in a person's life go a long way in creating a nation of successful people.

We have seen our pre-school business grow on the basis of the best curriculum and latest methodologies – making education relevant for young learners. Our pan-India network of schools now provides education to children in 63 cities.

We have also reached out to underprivileged children. To us, every child is precious and we are on a mission to take quality education for children to all parts of the country.

We are dreaming big and have embarked on a journey to be a part of the nation's future.



Our pan-India network of schools now provides education to children in 63 cities.

Tree House at a Glance

We, at Tree House Education & Accessories Limited are one of the leading educational service providers in India. We are among the pioneers in pre-school education and India's largest self-operated pre-school chain.



490

Total number of centres as on March 31, 2014

111

New pre-school centres were opened during the year

386

Number of self-operated pre-schools

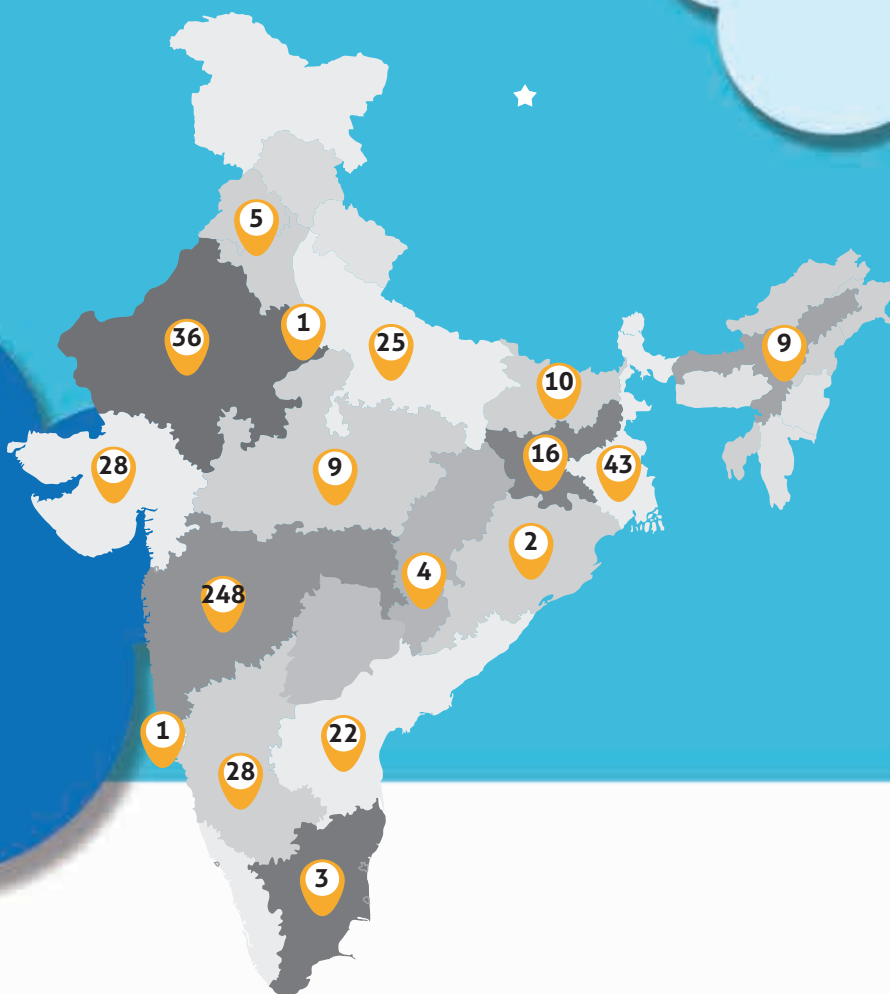
78.77%

Ratio of self operated pre-schools to total pre-schools

Presence

(as on March 31, 2014)

We are currently present in 63 cities and 490 centres across India. Over the past year we have spread our reach to cities like Jamshedpur, Mangalore, Durgapur, Bhubaneshwar, Amritsar, Jodhpur.



104

No. of Franchisees

1,965

Total staff strength as on
March 31, 2014

1,880

Total teacher strength as on
March 31, 2014

21

No. of teacher training
centres

Offerings

- Playgroup
- Nursery
- Junior KG
- Senior KG
- Day Care Services
- Teacher Training Course
- Summer Camp
- Hobby/Activity Class

Pre-school Business model

Self-operated pre-schools

Franchise pre-schools





Revenue Model

Pre-schools

Pre-schools

Self-operated pre-schools: admission and tuition fees

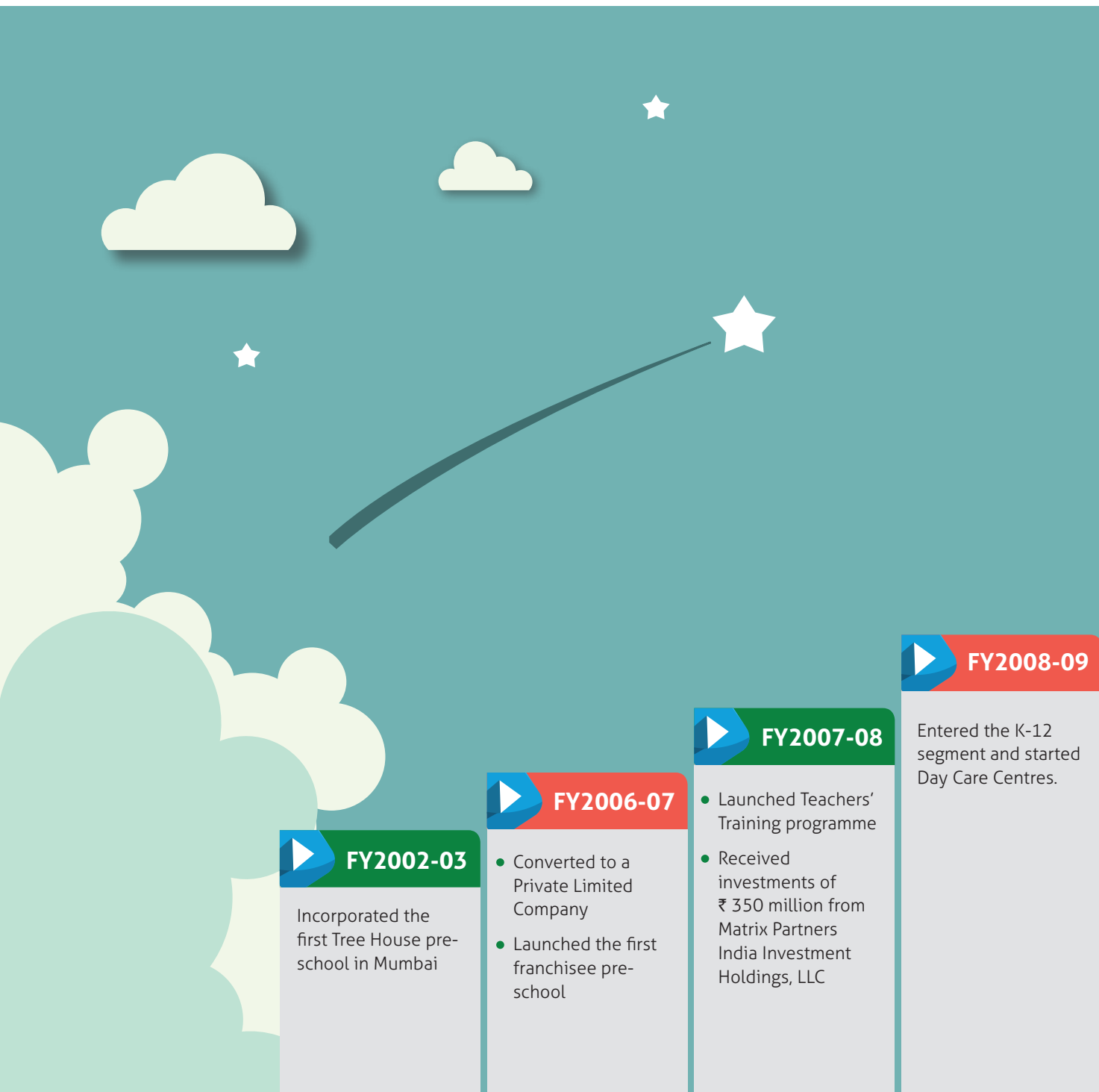
Franchise pre-school: one-time upfront fees and an annual service fee

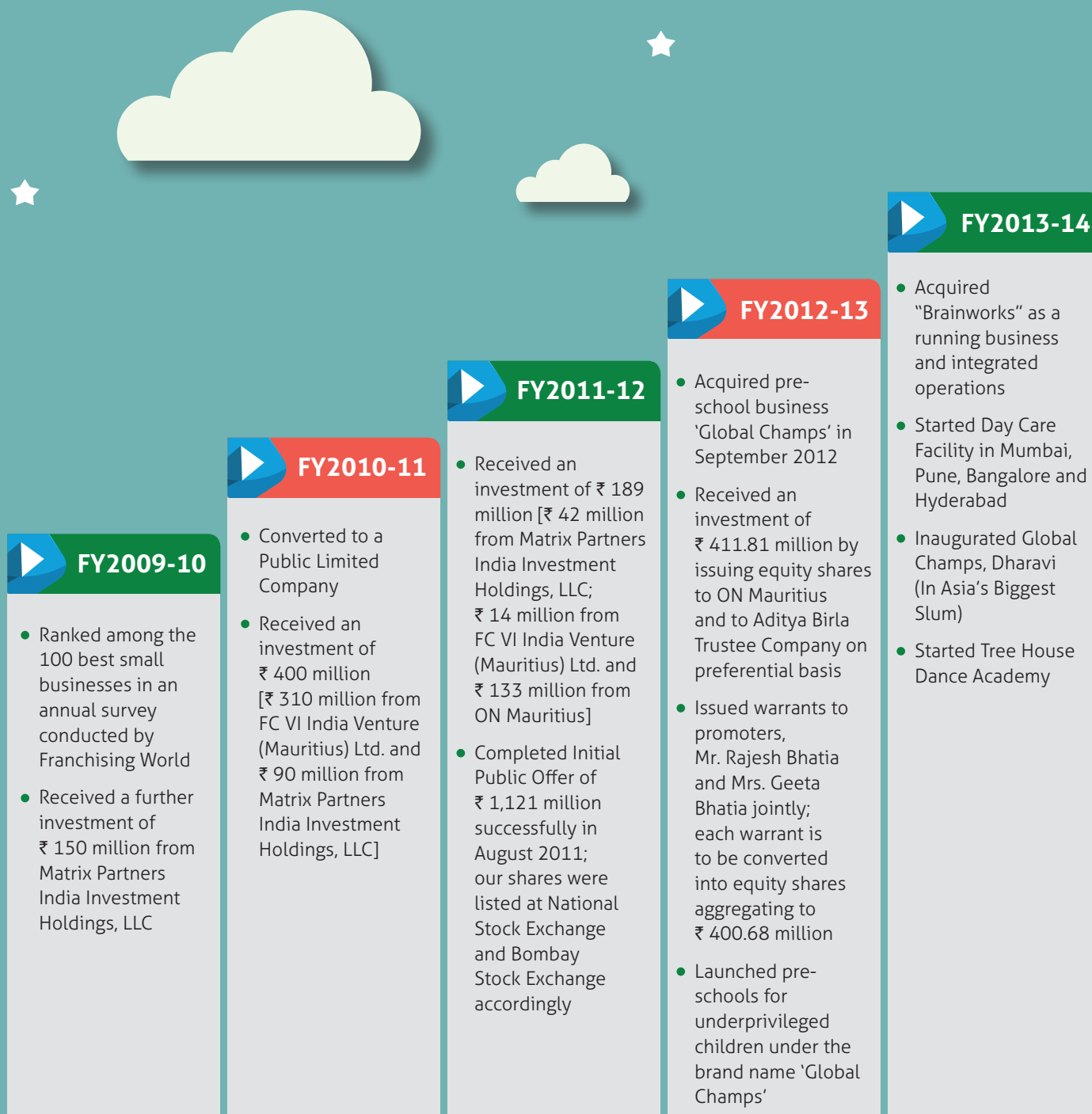
K-12

Service/consultancy fees based on admission; an extra amount is charged for services beyond the scope of service agreement



Milestones





Courses Offered



1 Playgroup

Playgroup is the first step in pre-school and we are committed to make this very first transition away from home easy and natural for the children

Age group

1 ½ years to 2½ years

Skills

Every day is filled with fun activities and everything is designed to educate. Along with Value Education, children learn and acquire skills in: ● Language ● Math ● Gross and fine motor ● Social ● Emotional ● Cognitive ● Aesthetic/ Creative

Focus Areas

- Communicating with others ● Building cognitive power
- Making new friends ● Nurturing creativity

2 Nursery

Nursery is a smooth transition to formal school and it prepares the children for a lifetime of learning in a nurturing environment.

Age group

2 ½ years to 3½ years

Skills

Nursery Programme is designed to help children prepare for higher schooling by teaching letters, math concepts and valuable social skills. Everything is designed for pre-kindergarten learning. Along with Value Education, children learn and acquire skills in: ● Language writing and reading readiness ● Math ● Gross and fine motor ● Social ● Emotional ● Environmental studies ● Cognitive - conceptual, mathematical, sensory and general knowledge ● Aesthetic/ Creative

Focus Areas

To help the children:

- Communicating with others ● Building cognitive power
- Making new friends ● Nurturing creativity

3 Junior KG

Junior KG prepares children as they get older, and helps them explore and communicate in class settings.

Age group

3 ½ years to 4½ years

Skills

With Value Education, children learn and acquire skills in: ● Language - developing sight-reading; writing in different cases ● Math – number value systems General knowledge Environment studies ● Science ● Hindi ● Social ● Emotional ● Cognitive ● Aesthetic/Creative expression

Focus Areas

To equip children with the right skills to facilitate smooth transition to formal school