



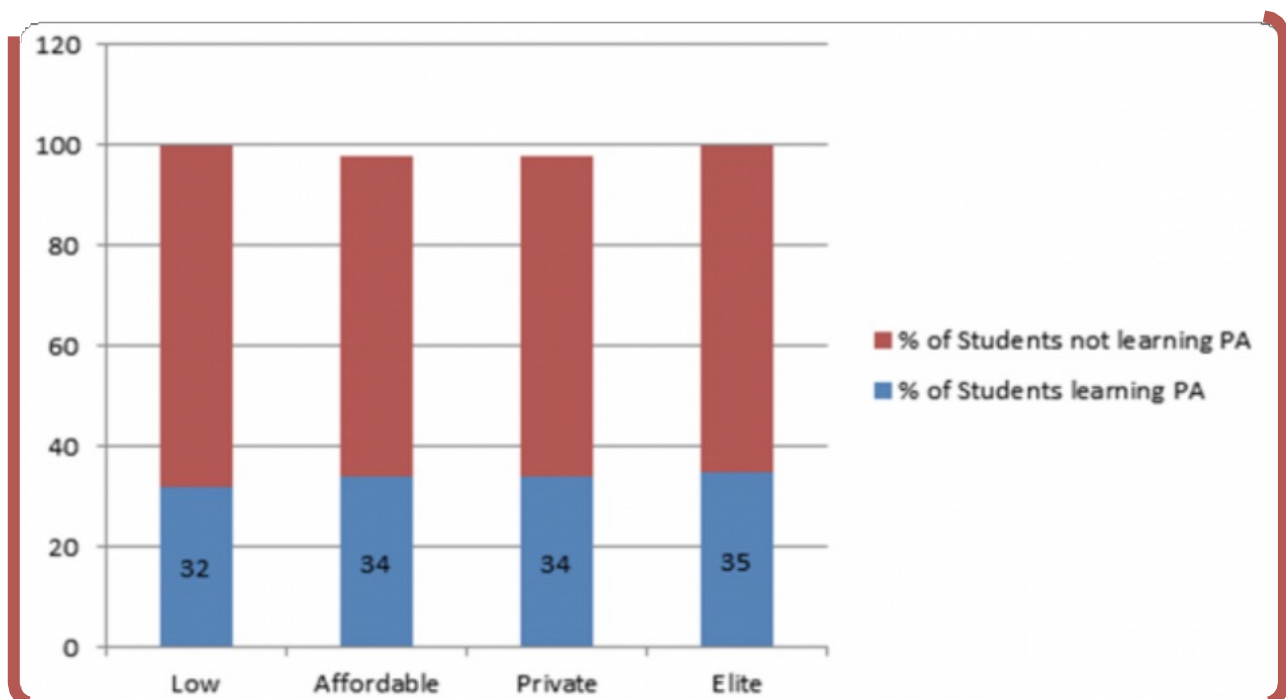
FRANCHISE OPPORTUNITY



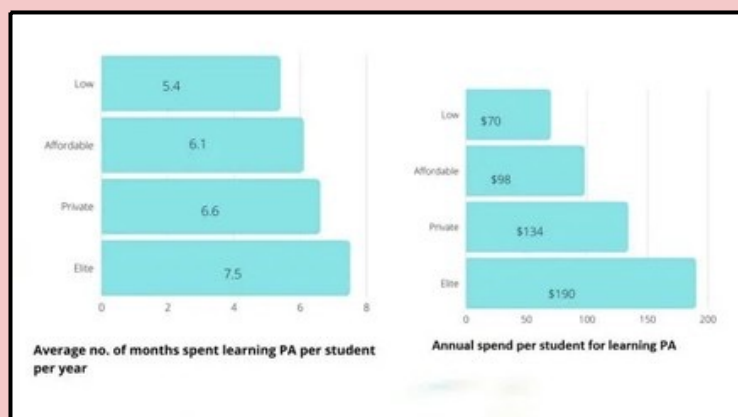
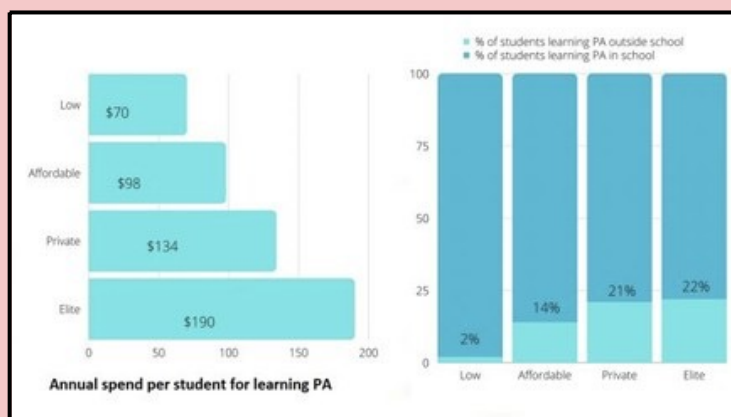
INDUSTRY BACKGROUND

Performing Arts Market In India :

- India's performing arts market is worth \$3.8 billion with an addressable market size of 26 million in the 8-25 age range, a new study has found. The age range figure is significant as it represents 7% penetration in a population group that has significant scope for growth.
- Comparatively, penetration of dance learning alone in the US stands at 7.4%. The market is also expected to grow to \$7 billion by 2027. The study, conducted by Kafqa Academy, an online performing arts academy, aimed to shed light on India's vast and unorganised performing arts market.
- Kafqa Academy found one in three Indian students between 6 and 14 were learning performing arts, regardless of their economic background. The researchers defined low, affordable, private, and elite schools as those with an average annual fee of \$1,000, \$533, \$267, and \$67 or more, respectively.
- Kafqa Academy CEO Shariq Plasticwala: "Social media platforms, especially short-form video platforms, have enabled artists to create content & inspire a large audience to pursue arts & content creation around it."
- The global performing arts market is estimated at over \$30 billion.



- However, the numbers start to vary when it comes to learning performing arts such as music, dance, and speech outside school. Among the students learning performing arts, 22% from elite schools and 21% from private schools pay to learn performing arts outside school (See Kafka Academy graphic). The corresponding figures for low-income and affordable schools are 2% and 14%, respectively.
- Learners in the age range were categorised as Lower Income Households (<Rs 2.5 lakh), Next Billion (Rs 2.5-Rs 5 lakh), Aspirers (Rs 5-Rs 15 lakh) and Affluent (>Rs 15 lakh). The researchers found that the Affluent category spent \$204 a year on an average on learning performing arts, while Aspirers spent \$139. The figures for the Next Billion and Lower Income Households were \$107 and \$64, respectively.
- The addressable market size in this age group is 11 million users. The data found that the current market size of this group is \$1.8 billion and is estimated to grow by \$3.5 billion in 2027.



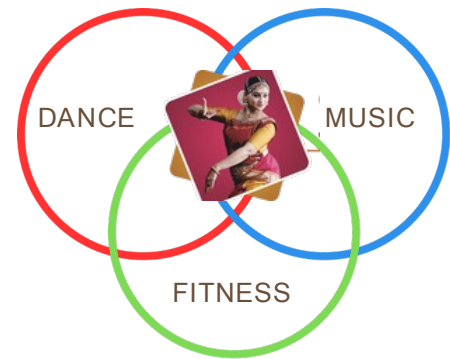
- The survey also found that India had a market size of \$2 billion in the 6-14 age group. It is expected to hit \$3.5 billion by 2027. This age group has over 15 million paying users in this range.
- The data also showed that students from elite schools invested \$190 annually on an average to learn performing arts outside school. The corresponding figures for private, affordable and low-income schools were pegged at \$134, \$98, and \$70.
- However, India's numbers make for grim reading when compared to developed nations. In New Jersey (United States) alone, a million students are enrolled in arts of some kind. At least 96% of elementary students, 85% middle-school students, and 50% high-school students are engaged in some kind of arts activity, data released by the New Jersey Department of Education showed. The rise in Indian households disposable income and interest in performing arts can lead to similar numbers in India.

BRAND OVERVIEW

Facts About SCOPAF

- Trained over 10,000+ plus students.
- Into this business for over 20+ years now
- Very high customer retention rate with a long term career centric approach

SCOPAF - Sreejaya's Centre Of Performing Arts & Fitness, formerly known as Sreejaya's School of Classical Dance (SSCD), stands as a beacon of cultural enrichment and physical well-being, blending the timeless traditions of classical dance with the vibrancy of Bollywood and the elegance of Western classical dance. Our holistic approach extends beyond dance, encompassing instrumental and vocal music training, as well as yoga centers dedicated to nurturing both the body and the soul.



At SCOPAF, our mission is to provide a nurturing environment where individuals of all ages and backgrounds can explore and cultivate their passion for the performing arts and fitness. Rooted in tradition yet embracing innovation, our curriculum offers a comprehensive blend of classical, Bollywood, and Western dance styles, tailored to cater to students at every level of proficiency. From the graceful movements of Bharatanatyam to the energetic rhythms of Bollywood and the refined techniques of Western classical dance, our expert instructors guide students on a journey of artistic discovery and personal growth.

We believe in the transformative power of the performing arts and fitness, not only as avenues for self-expression but also as pathways to holistic well-being. Through structured training programs that integrate theory and practice, technique and creativity, our students develop not only proficiency in their chosen disciplines but also confidence, discipline, and a deep appreciation for the rich cultural heritage they embody.

SCOPAF takes pride in its alumni, whose accomplishments as performers, teachers, and choreographers serve as a testament to the excellence of our training and the enduring legacy of our institution. With a commitment to quality instruction, artistic integrity, and cultural preservation, SCOPAF strives to be a driving force in the cultural landscape, fostering a new generation of artists who carry forward the traditions of the past while embracing the possibilities of the future.

With multiple studios strategically located across Bangalore, SCOPAF aims to make the performing arts and fitness accessible to all, providing convenient locations for individuals and families to pursue their passions and embark on a journey of self-discovery. Whether you aspire to grace the stage with your performances, cultivate a deeper connection with your body and mind through yoga, or simply immerse yourself in the joy of artistic expression, SCOPAF welcomes you to join us on this enriching and transformative journey.

MARKET DRIVERS

The Indian performing arts industry is propelled by several key market drivers:

- **Cultural Heritage & Diversity:** India boasts a rich tapestry of dance forms, each deeply rooted in its cultural heritage and traditions. The country's diverse dance styles, ranging from classical forms like Bharatanatyam, Kathak, Odissi, and Kathakali to folk and regional dances, serve as a significant driver for this industry.
- **Rising Interest in Performing Arts:** There has been a noticeable surge in interest in performing arts, particularly among the youth population, driven by factors such as increasing exposure to global dance trends, growing appreciation for cultural expressions, and the rise of social media platforms.
- **Urbanisation & Lifestyle Changes:** Rapid urbanisation and changing lifestyles have contributed to the proliferation of these schools in urban centers. As urban populations seek avenues for leisure and creative expression, these sectors emerge as popular destinations for individuals of all ages to pursue their passion.
- **Education & Career Aspirations:** With the recognition of these performing arts as a legitimate career path, an increasing number of individuals are seeking formal training and education in these segments. Performing art schools play a crucial role in preparing aspiring artists for careers in the performing arts industry by providing structured training, performance opportunities, and guidance in career development.
- **Technology & Digitalisation:** The integration of technology into the education has revolutionised the way dance schools operate and engage with students. Online platforms, virtual classes, and digital content have expanded access to these education, enabling students to learn from anywhere and at their own pace.
- **Government Support & Cultural Policies:** Government initiatives aimed at promoting arts and culture, including dance, through funding, grants, and cultural policies, provide a supportive environment for the growth of the dance school industry. Subsidized programs, cultural exchange initiatives, and infrastructure development contribute to the accessibility and affordability of these education, particularly in underserved communities.

YOUR SCOPAF STUDIO:

People with no prior experience in the field can quickly learn and succeed through franchising. Franchisees can come from a variety of professions as we are an organised performing arts studio with an experienced management team, we will be able to train and guide you to operate the brand successfully in your markets.

- ◆ Your SCOPAF studio will have a space of (500 - 2000 Sq. Ft) in a premium neighbourhood location of the city
- ◆ Enabled with CCTV Camera & Wi-Fi connections
- ◆ Manager who is completely in charge of generating business in the specified location
- ◆ The studio will have its interiors as per SCOPAF Design guidelines.
- ◆ The studio will stick to the methodologies provided by the SCOPAF.
- ◆ The personnel of the studio will adhere to all operational and training compliances as given by SCOPAF.



STUDIO AMBIENCE



OUR IMMERSIVE STUDIO EXPERIENCE

In the SCOPAF studio, you would likely hear the rhythmic sounds of feet tapping against the polished wooden floor as dancers practice various classical dance forms such as Bharatanatyam & Kathak. The soothing strains of traditional Indian music would fill the air, played by a live musician or through a sound system. There might be occasional instructions or corrections from the dance teacher, conveyed with a gentle yet authoritative tone. The atmosphere would be focused yet vibrant, as students immerse themselves in the rich cultural heritage of classical dance under the guidance of experienced instructors.



S E R V I C E S



VARIOUS DANCE FORMS

SCOPAF provides instruction in a variety of dance styles, including classical, Bollywood, and Western classical dance. They offer structured training programs for students of all proficiency levels, guiding them through a journey of artistic discovery.

MUSIC CLASSES

In addition to dance, SCOPAF offers training in instrumental and vocal music, providing students with a well-rounded education in the performing arts.



YOGA & FITNESS TRAININGS

SCOPAF operates yoga centers dedicated to nurturing both the body and the soul, offering classes and programs focused on physical well-being and spiritual development. They also provide entertainment and fitness classes like Zumba.

CERTIFICATIONS

As an internationally affiliated institution with CID – The International Dance Council, UNESCO, Paris. SCOPAF offers students the opportunity to pursue internationally recognised certification exams. These certifications enhance students' credentials and open doors to global opportunities in the field of dance.



SCOPAF Franchise Model



SCOPAF operates in the **FOFO** model (Franchise Owned Franchise Operated) and is amongst the best business options you could start around the ₹20 Lakhs Investments in India.

Investment Details	
Investment	11,80,000
Franchise Fee	5,00,000
Payback Period	24 - 36 Months
TOTAL	16,80,000

Note: Total investment includes Franchise fee, training, recruitment, external and internal branding, interior design and contractor cost, Computers, printer and software, air conditioners, and all furniture. Property rental advances are not included in the Investment

Please speak to our consultants for a more detailed breakup. Please note that the above figures may not add up to their totals as detailed financials with all breakups will be discussed with profiles that have been approved by the company.

Disclaimer: The financial model is intended to forecast the future financial performance of a center in the above formats. It is only for discussion purposes and of a speculative nature. It is the best estimate of SCOPAF & Sparkle minds based on the information available at the time of forecasting. The actual financial performance will depend on internal and external variables that may either change over time or not be forecasted accurately. The franchisee will be solely responsible for making their independent judgment on the validity of the model. Sparkle minds or SCOPAF will in no manner be responsible in any way directly or indirectly for any consequences out of these financials

Investment Break-Up



CAPEX BREAK-UP	
Particulars	Value
Complete Interiors & Fitout	2,00,000
Air Conditioner	40,000
Reception Table	25,000
Chairs	10,000
Printer	5,000
Inverter	25,000
Misc. Expenses	10,000
Licenses	5,000
Central Level Digital Marketing	50,000
Local Marketing Budget	10,000
Working Capital Requirements	8,00,000
TOTAL	11,80,000

Note: These figures are assumptive and based on the company's past investments and it can easily vary location to location based on the price variations. Advance property deposit will be additional as applicable.

ROLES & RESPONSIBILITIES



FRANCHISEE

- ◆ Franchisee will utilise the official logo, hire the right team and operate the studio as per the proper guidelines
 - ◆ Franchisee & team will attend management-level & all other necessary training pre & post-launch of the studio at the HQ & at the Franchisee location.
 - ◆ An operating manual is given to every new franchisee that needs to be followed. It will instruct the employees on how the brand operates & how to follow rules to attain best quality.
 - ◆ SCOPAF offers training and ongoing support to the franchisees for successfully running the standard format franchise business. The training will be provided for all the employees who are employed with the Franchisee.
1. Pre-training: 7 days at the flagship studio before the launch of the studio
 2. Post-training: 7 days at the Franchisee location after the launch of the studio

FRANCHISOR - SCOPAF

Our comprehensive model offers guidance in all areas, starting from setup to daily operations to be part of your success

- ◆ **Place:** SCOPAF will provide an On-site setup
- ◆ **People:** To guarantee that all employees uphold a high standard of professionalism, ongoing HR & training support will be offered.
- ◆ **Products/Services:** Complete range of international products supplied at your studio steps.
- ◆ **Process:** For easy management and top-notch customer experience, each franchisee studio receives IT support, ongoing operational training & assistance, and audits.
- ◆ **Promotion:** To help franchisee owners succeed, they also receive unmatched marketing and advertising support
- ◆ **Price:** SCOPAF will set the prices of their services based on the city and the demand of their services in the neighbourhood.

BENEFITS AS SCOPAF FRANCHISE PARTNER:

- ◆ Franchise Partners will be benefitted from the immediate gain of the respect and trust that come with the brand name.
- ◆ As the industry continues to flourish, partnering with SCOPAF offers potential owners a viable business strategy and unequalled growth possibilities.
- ◆ Successful and proven business model
- ◆ Strong procurement benefits for both cost and availability

FRANCHISEE ELIGIBILITY CRITERIA & EXPECTATIONS:

- ◆ To become a SCOPAF franchisee, you don't need to be an expert in business, but you should be concerned about business practice in general.
- ◆ HNI's, Artists, Professionals, Business Persons & All Entrepreneurs who have the ability to build and manage teams.

FRANCHISE TRAINING PROGRAM:

- ◆ SCOPAF offers training and ongoing support to the franchisees for successfully running the standard format franchise business. The training will be provided for all the employees who are employed with the Franchisee. The program is focused on operating the studio efficiently, maintaining the quality of services offered, and retaining the best talent.
- ◆ Pre-training: 7 days at HQ before the launch of the studio
- ◆ Post-training: 7 days at the Franchisee location after the launch of the studio

FRANCHISEE SELECTION PROCESS:



FAQ

What is the USP of SCOPAF?

SCOPAF distinguishes itself through a comprehensive curriculum blending classical, Bollywood, and Western dance styles, alongside instrumental and vocal music training, and yoga, fostering holistic well-being. Its unique fusion of tradition and innovation, coupled with a track record of alumni success, underscores its commitment to quality instruction. With convenient locations across Bangalore, SCOPAF ensures accessibility, welcoming individuals of all backgrounds to embark on a transformative journey of self-discovery and artistic expression.

I already have a ready property. How can I ascertain if SCOPAF is appropriate for my location? Do you consider an existing studio with spare capacity & other kinds of properties?

We are constantly reviewing locations that could match our requirements. If you have the ideal property for SCOPAF and are willing to be our franchisee, who will invest in setting up the franchise, you could send in your application, and we will help you set our studio into your existing setup. You will be required to redo the place to match our branding fit our requirements.

How are my interests safeguarded when a new studio is commissioned close to mine?

New studios are set up to capture untapped markets and business territories can change quickly as more franchises are awarded. However, each studio is sanctioned only if we know that there is enough potential in that location. We are interested in a long-term relationship with all our partners and are committed to each of their profits. As a policy, we do offer our existing franchisees the first chance to set up a new studio whenever the prospect arises.

Can I own more than one SCOPAF location?

If you are running a profitable franchised SCOPAF studio at your location for more than six months and if we find there is a potential market for another studio, We could grant you permission for more franchises. Our management team shall assess the need for a new studio in your location and shall finalise the proposal

FAQ

How long will it take to open my own studio?

From the time you contact us with interest, expect to spend 15 days in our Discovery Process, at the end of which we will sign LOI (Letter Of Intent) with the franchisee if the fit is right for both parties. Our average time to approve your location, check the market potential, and get the studio opened is about 30-45 days.

Will SCOPAF help me find the right team members and trainers ?

Hiring and training should be handled by the franchisee but SCOPAF will make sure the trainers are guided and trained on the quality standard issued by SCOPAF and they'll also have to adapt to the guidelines and quality services instructed by SCOPAF.

Can I be an absentee owner?

Yes, provided that the company approves a studio manager, and they successfully complete our initial training program. The manager is mandatory in case of an absentee owner. However, SCOPAF encourages caution in putting your franchise business in the hands of an employee, who may elect to move on to a different opportunity at some point in the future. The franchisee is expected to maintain a minimum score of 4+ on all platforms which is essential for the growth of that business.

Is the SCOPAF franchise transferable?

The franchise is non-transferable, but if there are any concerns regarding operations, we shall discuss them with you and provide the best option. But if there are any financial or compliance irregularities, we shall assess the situation and take appropriate action. We can discuss this at length during our initial meeting

Contact us for further inquiries

SCOPAF Franchise

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THANK YOU

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