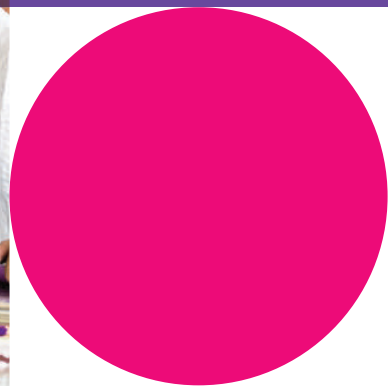




PRESCHOOL



**IMPARTING  
EDUCATION  
FOR LIFE**





# ABOUT US

## Imparting Education for Life

The DVC Group has served society through various ventures for more than 100 years. **Peepal Tree, the Educational Wing of DVC Group**, was established in 2015 and is a group of premier foundation educational institutions that offer quality preschool education, daycare, activity centres, and after school programmes.

We encourage children to reason, think beyond the usual, and enjoy learning. The **9i Approach** underlines that our programmes foster an engaging, stimulating, exploratory, and fun environment suitable for children's growth in their early years









## VISION

Our vision is to be acclaimed as a group for nurturing the children holistically in the foundational years who will grow up as responsible global citizens, drive the country's growth by uplifting the community and build a closely-knit society.



## MISSION

Our mission is to provide high-quality early childhood education that develops 21st-century skills through modern learning practices and create an environment where children can think, reason and become lifelong learners.



## PHILOSOPHY

At Peepal Tree, the philosophy - [Education for Life](#), is at the heart of all our activities. To carry forward this philosophy and shape the future of children, we understand that parents and teachers play the foremost part during the foundational years.

Our teachers are affectionate and caring. They also empower parents to ensure that children develop holistically. An ideal environment both at school and home can help children understand their true potential.

# MILESTONES ACHIEVED

• Publish and copyright registration for books of Preschool and Kindergarten.

2015

- Foundation year of Peepal Tree Group of Institutions.
- Launch of 2 Peepal Tree Schools.

• Peepal Tree Preschool and Daycare instituted in Akshayanagar, Bangalore.

2016

2017

- Commencement of Peepal Tree School.
- Peepal Tree Early Childhood Education and Daycare, Akshayanagar, Bangalore receives certification for quality operations by Early Childhood Association, India.

2018





- Hall of Fame Awards "Top 50 Non-Franchised Preschools in Asia" by Early Childhood Association, India.
- Launch of Peepal Tree Preschool and Daycare, Electronic City, Bangalore.

2020

2021

2019

- CED Foundation-Global honours Peepal Tree with "Global School Award-2021".
- Launch of Franchise Division.
- "Emerging Franchisor Of The Year- Preschools" Award By Franchise India.
- Ranked #13 in the Education World India Preschool Rankings 2021-22 in the category of Proprietary Schools, Bengaluru.



• 100% results by the first batch of Grade 10- Peepal Tree School.



• Hall of Fame Awards "Top 50 Non-Franchised Preschools in Asia" by Early Childhood Association, India.

• Business Connect accolades Peepal Tree as "Top 10 Preschools in India".



• Education World Grand Jury Awards adjudged Peepal Tree # 5 in India in the category of Reading Culture.



• Establishment of Peepal Tree School .

# FROM THE FOUNDERS DESK



Dear Investor,

I heartily congratulate you for choosing to be an Edupreneuer! Edupreneuership brings in immense professional, financial and personal satisfaction. With the launch of NEP 2020, Education Sector in India is witnessing a revolution. Much importance is being given to experiential learning rather than rote textbook learning. But the fact is, only a tiny percentage of children, mostly only in urban areas, have access to the latest facilities and teaching methodology.

Peepal Tree stands for quality education. The focus is on activity-based conceptual learning to ensure a strong foundation of education for children. My mission is to take the modern learning practices to places where there is an enormous talent, but the resources are limited. I invite you to partner with Peepal Tree and create a benchmark of quality education.

The Franchise Division at Peepal Tree is launched to establish premier foundation schools that provide high-quality education and develop 21st-century skills in children. With like-minded partners, we can cater to most regions in India that have excellent growth potential. With more schools across the country, we will contribute to the education sector and in a great way to the economy as well. Establishing schools would mean creating job opportunities and improving the living standards of people residing in the region.

I am looking forward to working together.

Thanks and Regards,

**SANDESH DESU**  
FOUNDER & CEO

Dear Investor,

It gives me enormous pleasure when I meet enthusiastic people like you who choose to become an Edupreneuer! We Indians have been known for our intelligence from times immemorial. However, this intelligence and talent are somewhat scattered across the nation. As the NEP 2020 calls for integrating different education practices to achieve the highest learning standards and prepare our young citizens to be competitive globally, I would be happy to collaborate with passionate educators to take forward Peepal Tree's mission of providing high-quality education.

We wish to establish Franchise schools that would be of international standards in a structured way. Our curriculum, 9i Approach, is systematically crafted to ensure holistic development in children through the play way method in a stress-free environment. As we determine goals of learning for children, we need to evaluate, train and develop the professional skills of our teachers who would play a significant role in achieving holistic development of children.

With great visionaries like you, I am sure we can work towards creating a comprehensive education system that would educate not only young children but also the teachers and parents about the age-appropriate developmental needs of children.

I am looking forward to having you onboard with Peepal Tree.

Thanks and Regards,

**ASHWINI R**  
CO-FOUNDER





# MEET THE TEAM



**SANDESH DESU**  
FOUNDER & CEO

Mr. Sandesh is an Educationist and an Entrepreneur with more than a decade of experience establishing preschools and K12 schools.

Over the years, he has worked to educate children and serve every section of society without any discrimination. His mission is to collaborate with like-minded individuals and establish schools pan Indian that develops 21st-century skills in children.



**ASHWINI R**  
CO-FOUNDER

Ms. Ashwini is the Co-Founder of Peepal Tree. She shares a key role in setting up schools, guiding and mentoring them on implementing the 9i Approach Curriculum for the holistic development of children, keeping "PLAY" as a key philosophy.

She is trained on Jolly Phonics and conducts workshops on phonics for teachers.



**PHYLLIS FARIAS**  
CONSULTANT & MENTOR

Ms Phyllis Farias has about four decades of experience in the field of education. She has taught at different levels, from primary to high school, degree classes, and Teacher Training College.

She has played a crucial role by providing the framework for the 9i Approach Curriculum.

She mentors' teachers and monitors the implementation of the curriculum at schools.



**SARIKA M SINGH**  
COO

Ms Sarika is a Soft Skills Trainer and an Early Childhood Educator with 15 years of experience in the Corporate and Preschool Sector.

She heads the Operations at Peepal Tree. She guides the team on developing school procedures to maintain the brand's quality and accountability. She also handles Public and Corporate relations.



**VIJAY KUMAR**  
CMO,  
FRANCHISE EXPANSION  
& SUPPORT.

Mr. Vijay is an Engineering graduate and an experienced professional with 15 years of history in the Education industry associated with the Preschool sector.

He has great vision and passion in bringing seamless opportunities in the preschool industry.



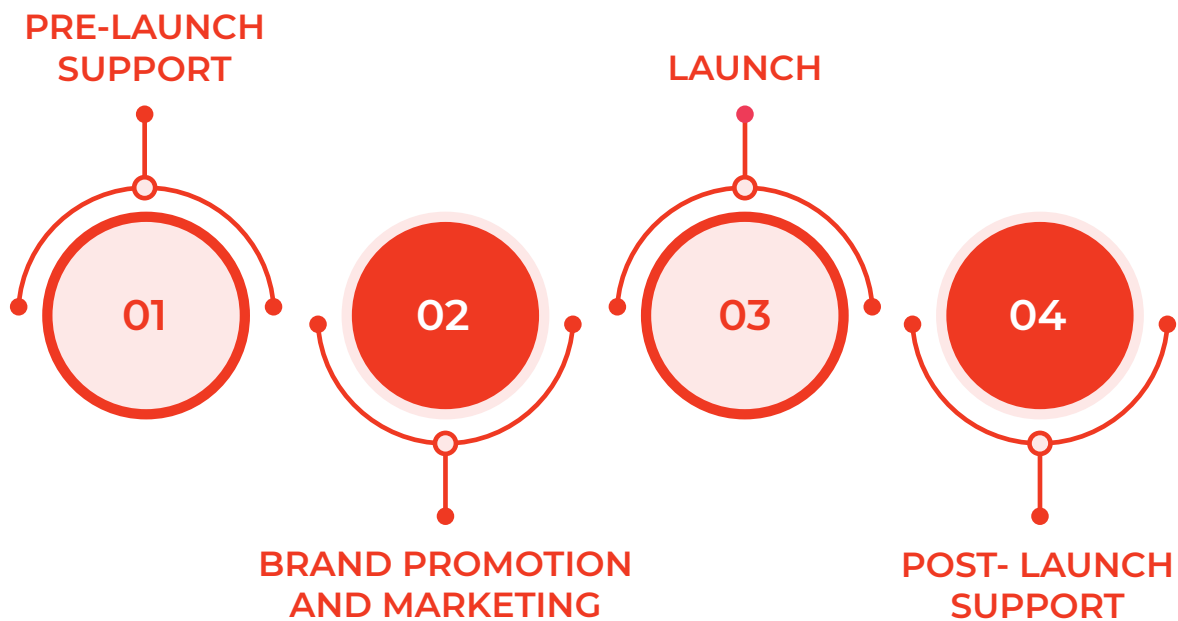
**RASHIDA KAPADIA**  
OPERATIONS HEAD

Ms. Rashida Kapadia is a passionate educator with a decade of experience in the Preschool Sector.

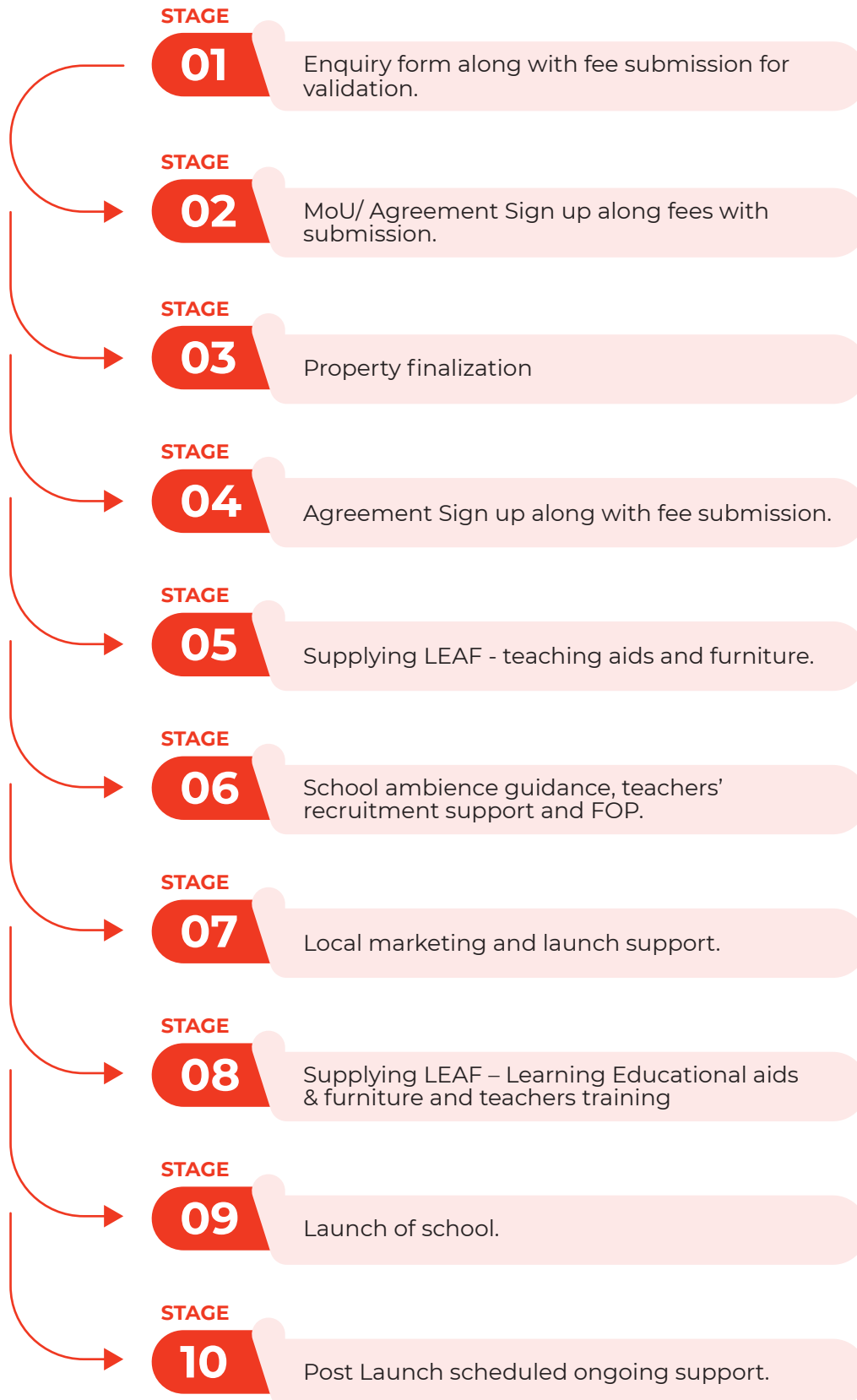
She plays a significant role in the implementation and success of the 9i Approach curriculum, school operations, planning and managing events, mentoring teachers, and counselling parents.

# MOVE AHEAD WITH PEEPAL TREE ADVANTAGE

The Franchise Team at Peepal Tree is available to support and simplify the setting up of the school. In addition, a Relationship Manager is assigned to assist you with:



# BEGIN YOUR JOURNEY AS PEEPAL TREE FRANCHISEE IN THE FOLLOWING STAGES







# **WE ARE LOOKING TO HAVE FRANCHISEES ONBOARD WHO...**



**Are passionate  
about working  
with children**



**Can invest  
10 to 20  
Lakhs**



# AWARDS



2017



2021



2019



2020

• ECA certification for quality operations - Peepal Tree Early Childhood Education and Daycare, Akshayanagar, Bangalore.

• CED-Global honours Peepal Tree with Global School Award-2021

• Hall of Fame Awards "Top 50 Non-Franchised Preschools in Asia" by ECA.

• Business Connect accolades Peepal Tree as "Top 10 Preschools in India".

• Education World ranks Peepal Tree # 5 in India for establishing good Reading Culture at school.

• Hall of Fame Awards "Top 50 Non-Franchised Preschools in Asia" by ECA.

# PARENT TESTIMONIALS

“

*I have seen this place growing in popularity, size and maturity in front of my eyes in the last 3 years. My son throughout enjoyed his years from preKG to UKG.*

*The best thing about it is the sense of safety that you get in their premise. And all friendly teachers and staff add to the trust.*

**- MOHAN TOMAR**

”

“

*Good school for start ups... daycare also der... i joined my toddler in nursery he loved going to school... activities play time having fun all time..*

**- S DORAIRAJ**

”

“

*I am extremely happy with the school, teachers, staff & child's development. The events were well organized. Very friendly, welcoming and flexible teachers & staff.*

*My kid was very fuzzy in the beginning however last few months was just awesome, she was happy to go to school. Over all I am very satisfied.*

**- MONOJIT G.**

”









**PEEPAL TREE EDUSERVE PRIVATE LIMITED**

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