

# TAXWAY BRAIN SCIENCE SCHOOL

A Venture of Taxway Group Since 2002



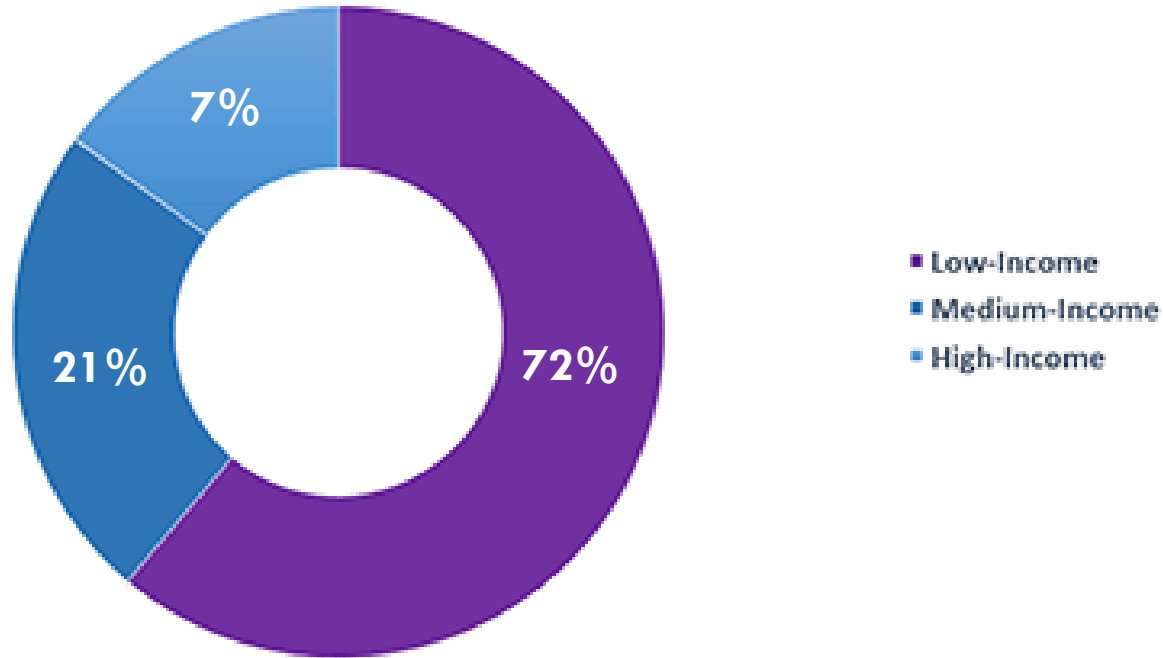
# SCHOOL EDUCATION MARKET IN INDIA

*The India school market is expected to exhibit a strong growth in the forecast period of 2023-2028. Currently, there are around 1.5 million K-12 schools and a student base of over 250 million. The constantly growing population of the country, which currently stands at around 1.38 billion, offers a huge consumer base to the education sector.*



# India School Market

Market Share by Fee Structure (%)



Source: [www.expertmarketresearch.com](http://www.expertmarketresearch.com)

## Market Segmentation

Schools form a fundamental part of the educational sector as they are institutions where children are educated and prepared for their future career paths.

**Based on fee structure, the industry is divided into:**

- Low-Income
- Medium-Income
- High-Income

# ABOUT US

Taxway Brain Science School is the most innovative school in India which uses the most creative and practical teaching pedagogy. **A bag-less school which makes kids creative thinkers and super Intelligent. Taxway Brain Science School works on Memory Science and Mnemonic Science concept.** Which helps students to memorize the things very easily and effectively.

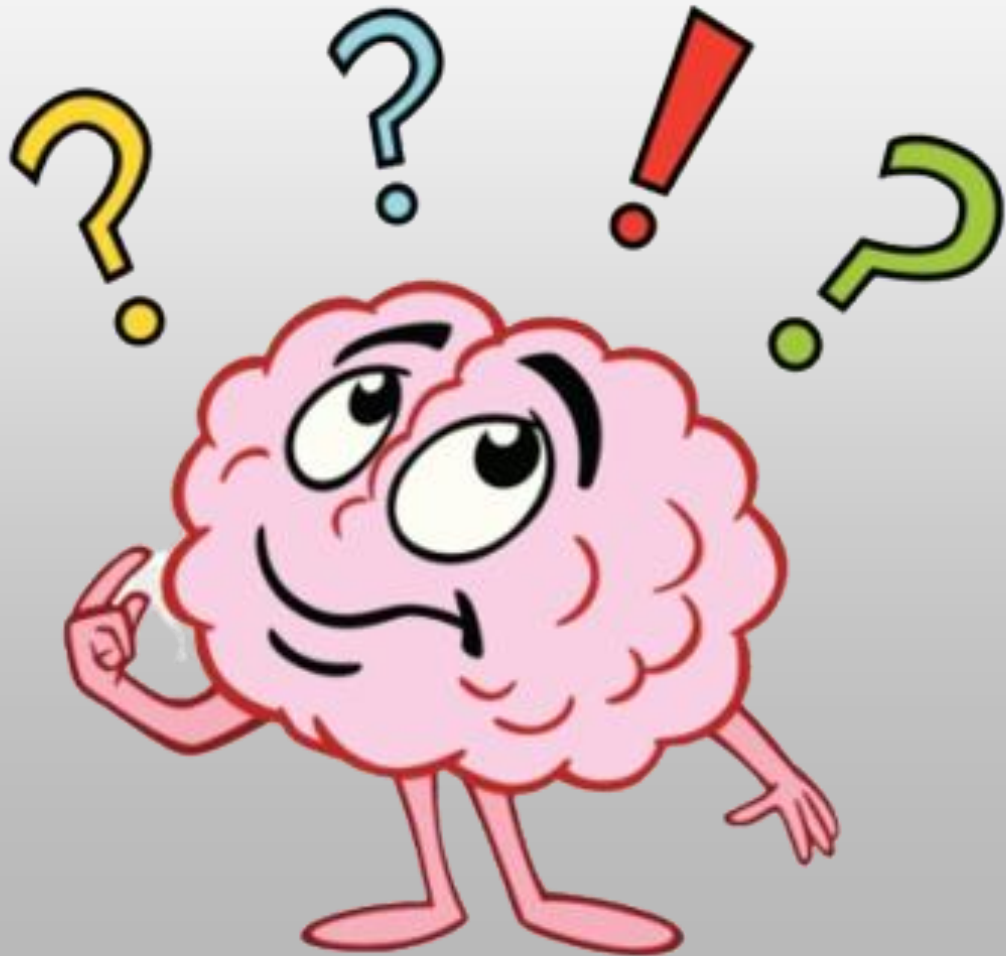


**Taxway Brain Science School A Unit of TAXWAY GROUP of companies who work in the filed of education last 10 years. Taxway Group is one of the largest Tax consultancy group in india.**

Taxway Brain Science School purpose of education is to activate the neurons, discover dominant intelligence, honing learning styles, discover talent, enhance creativity, create thinkers and manifest perfection through different pedagogies.

The dynamic team of experts developed the Brainstems Curriculum which comprises of different stages of development. A child born with 100 billion neurons and immense undiscovered potential must be enabled to make the best use of the divine gifts. To help the child discover and enhance the Brain cells is the sole purpose of the group.

# क्या है **TAXWAY BRAIN SCIENCE SCHOOL?**



**Taxway Brain Science School** को शुरू करके आप बन सकते है **Brain Science School** के **PRINCIPAL** या **OWNER** और अपने स्कूल को बना सकते है सामान्य **SCHOOL** से **MEMORY SCHOOL**

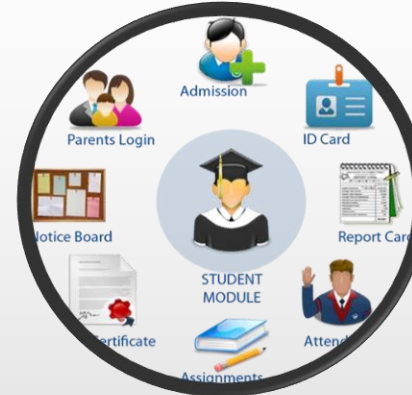
# WHY CHOOSE TBS?



**MOST AFFORDABLE  
SCHOOL IN INDIA**



**LOW RISK  
BUSINESS**



**SCHOOL  
SOFTWARE**



**RESEARCH**



**90% PROFIT  
MARGIN**



**EXPERT  
GUIDENCE**

# TBS USP



INDIA'S FIRST MEMORY  
SCIENCE SCHOOL



NO EXPERIMENTAL  
COST



RUN BY INDIA'S LARGEST TAX  
CONSULTANCY GROUP



COMPLETE  
TRAININGS



READYMADE BUSINESS  
MODAL



MARKETING HELP



OPERATIONS HELP

# TESTOMONIAL



WORLD  
GREATEST  
RECORD



RAJASTHAN PRIDE  
AWARD



INDIA BOOK OF  
RECORDS



GUINNESS BOOK  
OF RECORDS



ASIA BOOK OF  
RECORDS

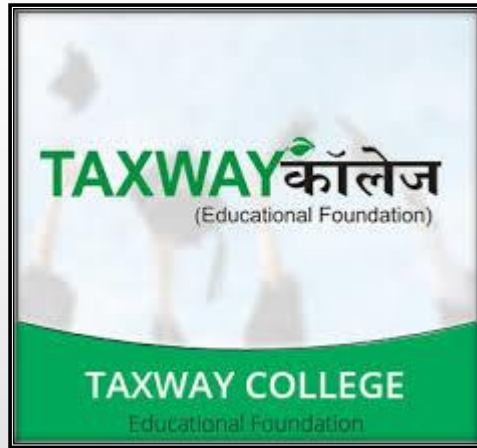


# WE ARE THE EDUCATION EXPERTS

WE ARE WORKING IN

25 STATES

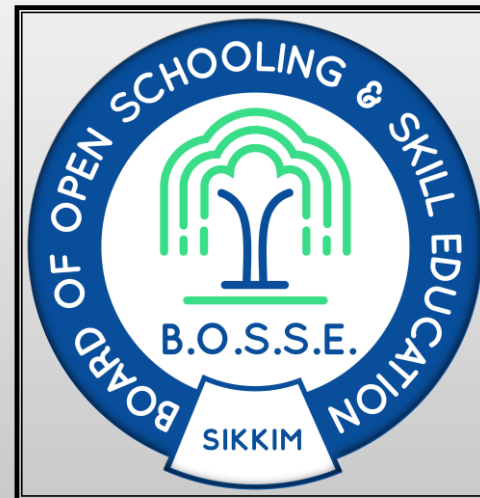
1 LAKH STUDENTS



WORKING IN HIGHER EDUCATION  
FIELD LAST 10 YEARS



AUTHORISED PARTNER  
WITH JECRC UNIVERSITY



AUTHORISED PARTNER  
WITH BOARD OF OPEN  
SCHOOLING



AUTHORISED PARTNER WITH ASIAN  
INTERNATIONAL UNIVERSITY



AUTHORISED PARTNER  
WITH JAIPUR NATIONAL  
UNIVERSITY

# FEE FOR STUDENTS

<b>Year</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>No. of Students</b>	300	500	700	1000	1200
<b>Average Fees Received (Monthly)</b>	2000	2200	2500	2500	3000

# INCOME ROI OF SCHOOL

SR.NO	PARTICULARS	RECEIVED AMOUNT	Branch	Amount Sharing		NUMBER OF STUDENTS	TOTAL PROFIT
			sharing in %	NEW BRANCH	KIDDOO HEAD OFFICE		
1	ADMISSION FEE	3000	100%	3000	0	300	900000
2	STUDENT MONTHLY FEE	2000	90%	1800	200		540000
	Total Estimated income						<b><u>1440000</u></b>

- ❖ All Amounts in Indian Rupees , in Lakh
- ❖ Number of students calculated based on historic numbers; actual numbers could vary based on location
- ❖ Total income from fees does not include income from transportation, uniform, books, usage of infrastructure, and other ancillary sources.
- ❖ It is recommended that in the first year school in launched till Grade VI

# NAME / FAME



**JYOTI SONI**

OWNER (Taxway Brain Science School)

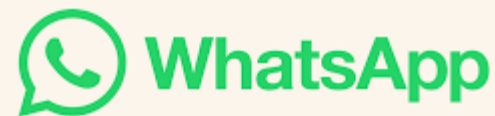
अपने एरिया में **MEMORY SCIENCE**  
**SCHOOL** के **OWNER** के रूप में पहचाने जायेंगे ।

# UNIQUE MARKETING STRATEGY

DIGITAL MARKETING



facebook



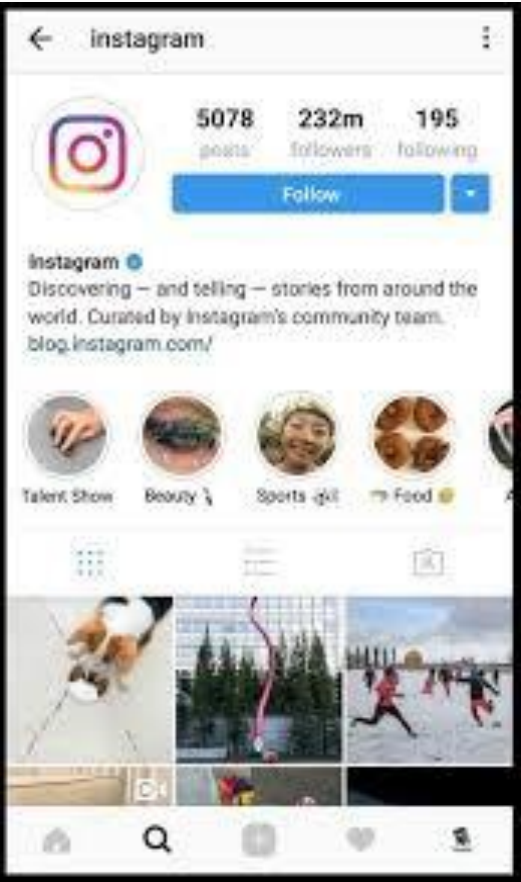
# CREATE SOCIAL MEDIA PLATFORMS



FACEBOOK ACCOUNT AND PAGE



WHATS APP



INSTAGRAM PAGE



Y TUBE CHANNAL

## DAILY POST FOR CONSUMERS

 Taxway Kiddoo  
20h

SCHOOL ADMISSION OPEN 2023  
YOUR KIDS DESERVE THE BEST EDUCATION..

...  
LOW INVESTMENT FRANCHISE OPPORTUNITY...  
MORE INFO - 7976628127  
#taxway #taxwaykiddoo #playgroup #playschool  
#lowinvestmentfranchise #bestplaygroup #franchiseopportunity

**Taxway Kiddoo**   
(A Memory Base Play School)

**School Admission 2023**

Now Open for  
Registration

- ✓ Memory Base Science
- ✓ Best Education Plan
- ✓ Certified Teacher
- ✓ Best Service



## CREATE SOCIAL MEDIA ADS

 **Let them Explore**

**THE PRIMARY YEARS**  
Development

PERSONAL, SOCIAL & HEALTH EDUCATION

PHYSICAL EDUCATION AND SPORTS

MEMORY BASE TECHNIQUES

**REGISTER NOW** admission open call 7880403404



## SOCIAL MEDIA TRAINING



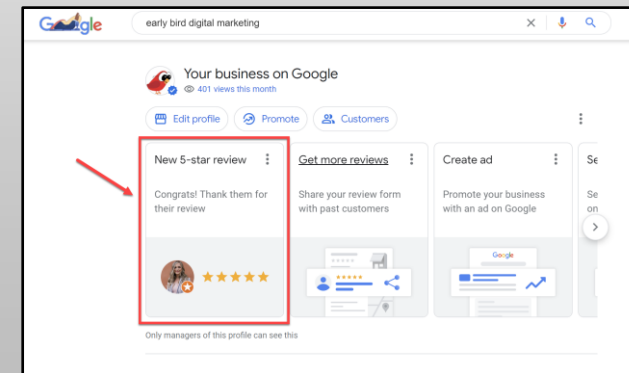
## BULK WHATSAPP PANEL



## BUSINESS LISTING



## SMS PANEL



## GOOGLE SEARCH AND REVIEWS



## HOME COUNSELINGS



## WORKSHOP/EVENTS



**Training**

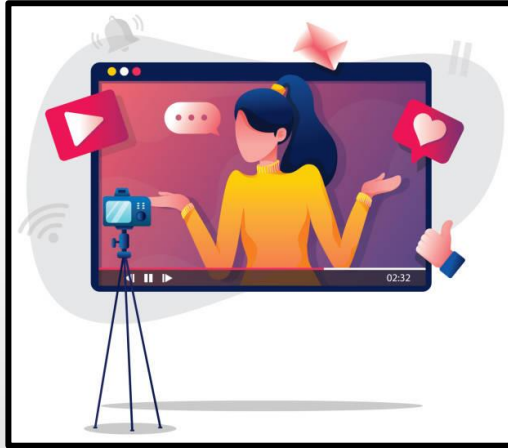
**Script**



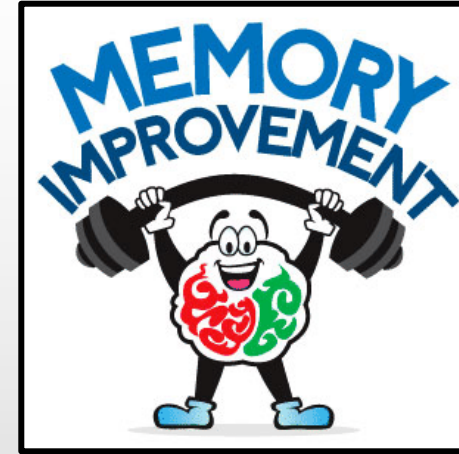
**World Greatest Record Event**

**Memory Test**

**SOCIAL MEDIA INFLUENCER**



**MEMORY SCIENCE WEBINAR**



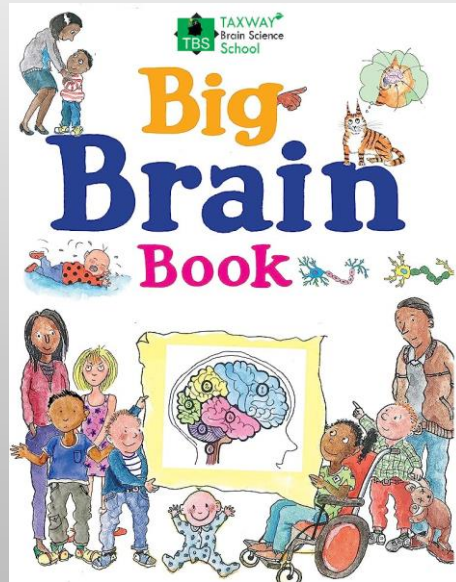
**MEMORY SCIENCE SEMINARS**



# SEARCH ENGINE OPTIMIZATION



# STUDENT KIT



# WEBSITE FOR SCHOOL



# OFFLINE MARKETING STRATEGY

RADIO



BANNER



NEWS PAPER ADS

**ke saath. Register online**

Register online at	Eligibility	Test Syllabus	Test Timings	Test Analysis	Register
www.tbs.edu.in	Std. V to XII studying students	Maths & Science of respective Std. + Logical Reasoning & Mental Ability	On 7th Jan. 2018 11:00am to 01:00pm.	Detailed Test Performance Analysis of every student will be provided	By Register Call 016 26 16 26 022 - 42433500

**Exam Centre Cities**: Delhi, Kota, Mumbai, Pune, Nagpur, Silvassa, Vardha, Gondia, Chandrapur, Katni, Ranchi, Bokaro, Patna, Muscatapur, Bhagalpur, Lucknow, Gorakhpur, Bagalgot, Hapuramangal, Alwar, Bhubaneswar.

Rank	Std. V to X	Std. XI to XII	Scholarship
1 <sup>st</sup>	Rs. 1,00,000	Rs. 50,000	100%
2 <sup>nd</sup>	Rs. 75,000	Rs. 40,000	100%
3 <sup>rd</sup>	Rs. 50,000	Rs. 30,000	100%
4 <sup>th</sup> to 20 <sup>th</sup>	Rs. 20,000	Rs. 20,000	80%

**One of India's Best Results in Engineering & Medical Competitive Exams 2017**

**JEE Advanced 2017 Result Highlights**: Over 40% of TBS students who appeared in JEE Advanced 2017 have secured a Rank 1000-1500. 300+ students secured a Rank 100-150. 30+ students secured a Rank 1-100.

**JEE Main 2017 Result Highlights**: Record JEE Main Selections achieved in 2017. Best 2000 selections. 1000+ students secured a Rank 100-150. 300+ students secured a Rank 1-100. 70+ students secured a Rank 1-100.

**Admission Announcement Session 2018-20**: For Admission to Top Batches, Early bird scholarships closing on 15th Jan. 2018. Senior board moderators for Board exams.

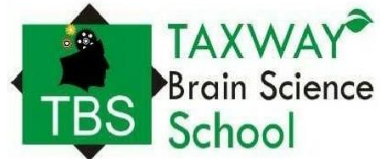
**RAO Engineering**: Teaching exclusively by MD level doctors experienced in AIIMS & NEET.

**RAO Medical**: Scientific aptitude development for kids to successfully crack competitive exams like NTSE, HSI, Brainiacs, Olympiads, NSTSE and eventually IIT & AIIMS.

**RAO Start Smart**: Learning for JEE Main + Adv/NEET & Olympiad Preparations.

**RAO Edu Connect**: Distance & Learning Division.

**NO PARKING  
IN FRONT OF GATE**



NO PARKING BOARDS

Join Us  
**WELCOME  
TO SCHOOL**



**CONTACT US**

CAL: 243 354 2112

[www.taxwaybrainscience.com](http://www.taxwaybrainscience.com)



PHAMPLETS

# SALES AND MARKETING TRAINING

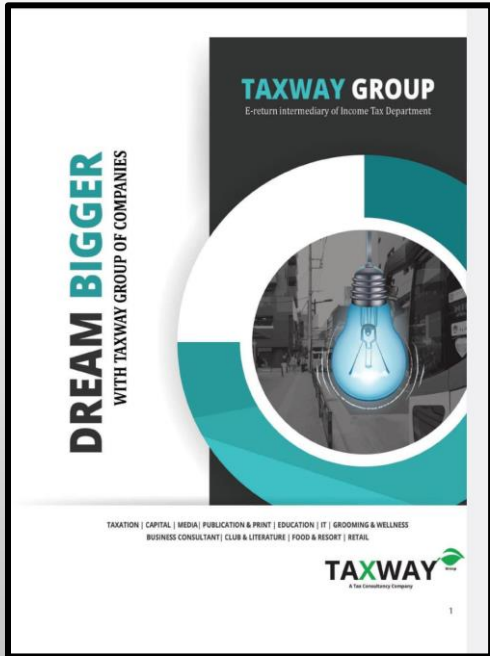


OFFLINE TRAINING



ONLINE TRAINING

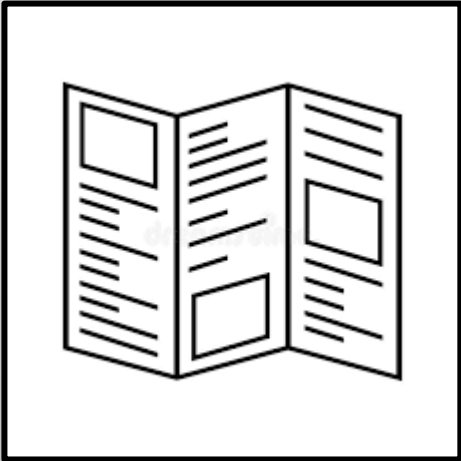
# MARKETING KIT



TAXWAY BOOK



VISITING CARD



BROUSHER



ID CARD

# TESTIMONIAL FOR TBS



**WORLD GREATEST RECORD  
NOMINATION PLATFORM FOR  
STUDENTS**



**ASSOCIATION WITH INDIAN  
LITERARY SOCIETY**



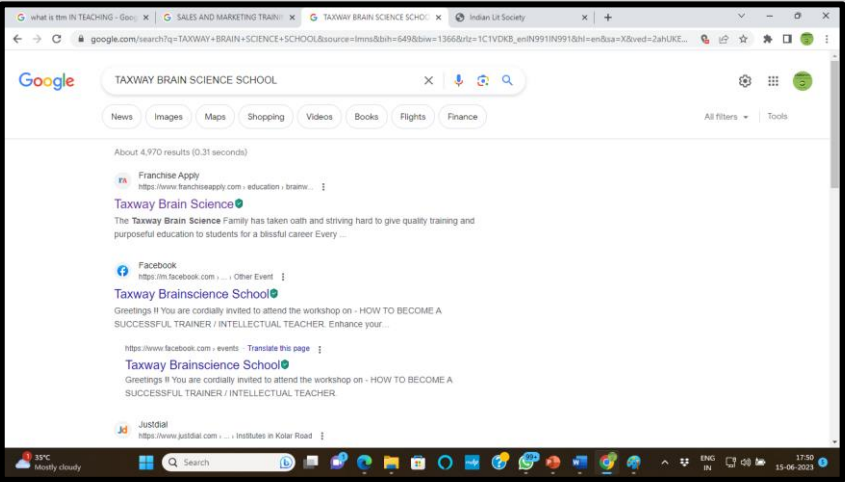
**TRADEMARK**



**200+  
FRANCHISE IN INDIA**



**RUN BY NATIONAL RECORD HOLDER GROUP**



**EASILY SEARCH FOR CUSTOMER TRUST**

# OPERATIONS SUPPORT



**SCHOOL MANAGEMENT SOFTWARE**



**STAFF TRAINING**



**SOFTWARE TRAINING**



**STAFF HIRING SUPPORT**

# WHO IS TAXWAY GROUP?

## A LITTLE BIT OF Company History

Taxway was Conceived in the year 2002 with an objective to simplify the tax by making it customer friendly and easy. Taxation Laws & regulation are very complex and confusing not only for a layman but sometimes it becomes tedious for the more informed citizens as well. The Founder of Taxway Mr. Niranjana Mahawar Identified this very gap in the process and thought of creating which will help and guide individual , companies or anyone seeking help in matters of taxation.

## Vision :-

Simplification of the taxation process for the citizens of India being a firm bridge between them and the government with and being recognized as a professional organization, collecting resources efficiently, considerate towards its clients, adapting, improving and promoting voluntary compliance and growing internationally.

## Mission :-

By 2025 - Spreading awareness in every town and city with more than 10 thousand branches and more than 25 lakhs beneficiaries acting as resilient support system.

**TAXWAY**  
A Tax Consultancy Company

**TAXWAY  
GROUP**

**Since 2002**



# PROJECT COST-LEVEL WISE

FACALITIES	LEVEL-1 100000/-	LEVEL-2 200000/-	LEVEL-3 400000/-	LEVEL-4 500000/-	LEVEL-5 1000000/-
BRAND NAME	YES	YES	YES	YES	YES
REGISTRAION	NO	YES	YES	YES	YES
SOFTWARE	YES	YES	YES	YES	YES
MARKETING HELP	YES	YES	YES	YES	YES
OPERATIONS SUPPORT	YES	YES	YES	YES	YES
STOCK	NO	NO	NO	YES	YES
TRADEMARK	NO	NO	YES	YES	YES
AREA RIGHTS	NO	NO	YES	YES	YES
TRAININGS (ONLINE)	YES	YES	YES	YES	YES
TRAININGS (OFFLINER)	NO	YES	YES	YES	YES
WEBINAR	5	10	20	30	50
SEMINAR	-	2	5	7	10
MARKETING IMAGES & VIDEOS	5	10	20	30	50
WEBSITE	NO	NO	NO	YES	YES
TESTIMONIALS	YES	YES	YES	YES	YES
DIGITAL MARKETING HELP	YES	YES	YES	YES	YES
BULK SMS	NO	NO	YES	YES	YES
WHATS APP PANEL	NO	NO	YES	YES	YES

# JOINING PROCESS

SELECT FRANCHISE LEVEL



SUBMIT DOCUMENTS



DEPOSIT FRANCHISE FEE



SUBMIT AGREEMENT