



# HappyOn

PARTY & PLAY

2023

[happyonplay.com](http://happyonplay.com)



## ABOUT US

- **HappyOn Party & Play** builds and operates **100% gadget free indoor play** space where children get to experience hours of vigorous play completely free from the influence of electronics and mind numbing gadgets. Frequent and regular play sessions packed with physical activity and mental stimulation are crucial to the development of a healthy mind and strong body. **HappyOn Party & Play** is equipped with the latest indoor playground equipment, A party Hall and Café for the children and family to explore and follows strictest safety standards to guarantee your children and you are having fun in a safe environment.
- **We welcome children aged 0 – 14yrs** to explore and play freely amongst activities, workshops, sporting activities and coaching and equipment best suited to their age range at the same time develop important motor skills and encourage social, emotional, physical and cognitive developments.
- Our full service entertainment venue is not only a kids indoor playground dedicated to your child's age and abilities but also a space for children birthday parties, private functions, corporate parties, school day trips, play dates and outdoor sports. We have worked hard to build a household name which boasts the newest indoor play equipment, latest designs, best of sporting activities and trained staff to deliver an outstanding experience to all our customers. A café with lip-smacking food & beverages, a co-working space (subject to design) for the working parents all overlooking the children playing with foot tapping music awaits you for a magical experience.
- **HappyOn Party & Play** is the perfect place to catch up with friends, make new ones, and have a day out your entire family regardless of the age.
- **Come Lets Create Magic at HappyOn Party & Play.....**

## OUR VISION

To create a benchmark of kids play area  
which are gadget free

**100%**  
**GADGET**  
**FREE**





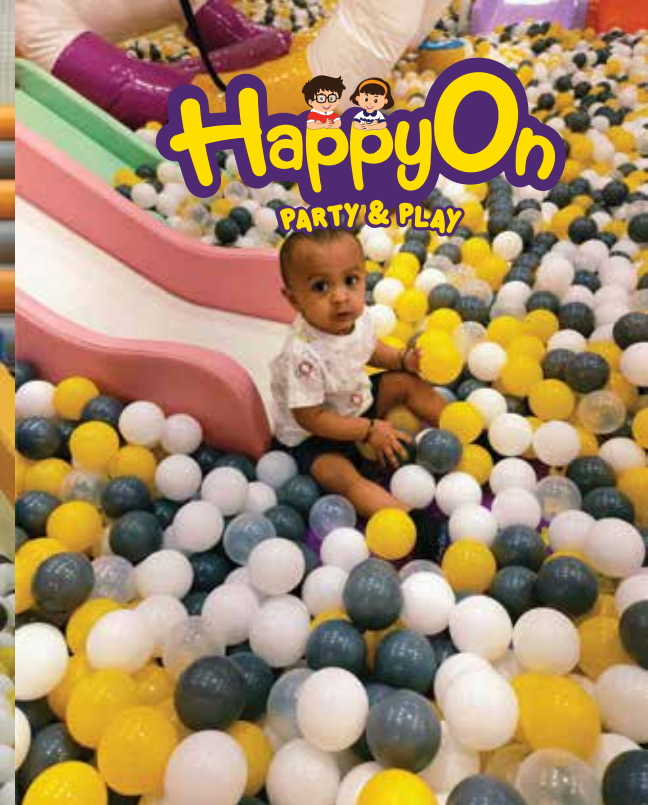




## WHY US ?

- HappyOn Party & Play partners are supported by a team of professional and talented people who are constantly refining and improving what is already a tried & tested formula.
- All our partners, be it a franchisee / a brand licensee or an independent brand, have the opportunity to generate revenue via multiple channels, including, Play Area Entry | Magical Birthday Party Packages | Party Planning (Outsource And In-house) Full Service Cafe (Outsource & In-house) | After Hours Functions | Group And School Bookings | Branded Merchandise Sales Casual Drop And Shop (Subject To Licensing) | Website And Email Marketing.
- Loyalty Programme, Memberships, Multiple Entry Tickets | Branded Themed Rides (Optional) Before And/Or After School Care (Subject To Licensing) | Vacation/school Holiday Care (Subject To Licensing) Outdoor Play Area (As Per Space Availability) | Outsourced Vendors.
- The split between the percentages of sales from each revenue channel depends on the size and demography of the play centre. Our carefully selected locations, pricing, operational policies and procedures take the hard work out of setting up a successful business.
- Continuous improvement is a key component to the success of any business and all our procedures, operational policies and methods are monitored and updated regularly to support the needs of our partners and customers.
- We assist with complete selection, design, installation & operation ( if required ) which is managed by a team of specialist installers who are qualified by our equipment manufacturers and all aspects of the design and layout of your centre are proven to maximise your income potential and deliver a fantastic playground experience for your customers.



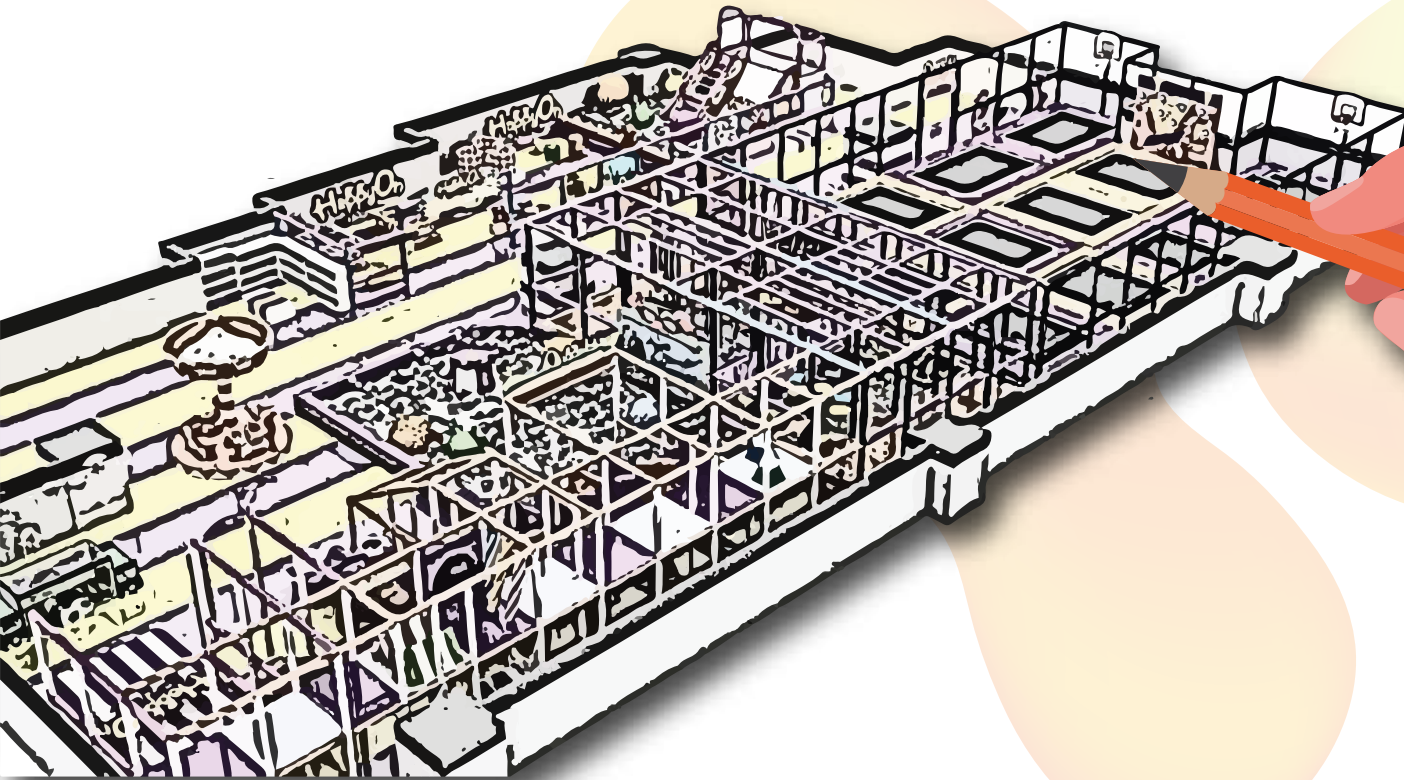


[happyonplay.com](http://happyonplay.com)



**WE DO IT ALL!**

**DESIGN, INSTALL, CREATE  
BUILDING PLAY ZONES WHERE FUN & FITNESS ARE UNLIMITED**



WE DON'T DELIVER A SOLUTION, WE DELIVER AN EXPERIENCE. ONE THAT IS UNFORGETTABLE, ONE THAT WILL CONTINUE TO SURPRISE YOUR AUDIENCE FOR THE LONGEST TIME. EACH PLAY AREA IS CUSTOM BUILT TO DELIVER A DISTINCTIVE CHARACTER.

**LET'S THEME-UP YOUR PLACE TODAY.**

[happyonplay.com](http://happyonplay.com)

## INVEST WITH US



### INVEST WITH US !

The initial investment required for setting up can vary depending on whether you choose to design and build a new play centre, purchase an existing centre in operation or acquire a competitor's store. To design and build a small (3500 Sq. Ft.) to medium (5000 Sq. Ft. ) party and playtown will cost about ₹ 60 lakhs – ₹ 75 lakhs and a large store (8000 Sq. Ft. And above) will cost about Rs 1.5 crore. The average fitout rate is about ₹ 2000 / Sq. Ft. Depending on the theme selection.

### YOUR INVESTMENT INCLUDES

Site Finding & Lease Negotiations | Cad Designs , Electrical And Civil Layouts | Interior / Exterior Design For Store Fitouts Turnkey Project Management | Shipping And Logistic Support | Playground Design, Fitout And Installation Initial Induction, Training And Opening Support | Branded Merchandise | Signage & Branded Marketing Materials For Opening Ongoing Operational Support | Ongoing Marketing And Promotional Support.

### NOT INCLUDED

Advance Rentals For Property Lease | Civil Work To Be Done On The Property Before Lease. Main Sign Board | Electrical fittings.

### APPROXIMATE REVENUE SPLIT

30% Play Area Entry | 25% Birthday Party Bookings | 20% Café (If In-house) And 10-15% (Outsourced) 20% School Day Trips, After Hour Functions, Other Sales | 5% Merchandising & Misc. HappyOn Party & Play is a great business for cashflow and the average ROI on this business is between 18-24 months.





## FRANCHISE OFFERD

**FOCO [ Franchise owned company operated ]**  
**&**  
**FOFO [ Franchise owned Franchise operated ]**



[happyonplay.com](http://happyonplay.com)

# FOCO [ Franchise owned company operated ]



Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Entry Fee*	550	600	650	700	750
Number Of Kids Per Week**	300	350	400	450	500
Weeks P.A	52	52	52	52	52
Staff Salaries Per Month/Centre	180,000	200,000	215,000	225,000	235,000
Rent Per Month/Centre	561,000	561,000	561,000	645,150	645,150
Maintenance per month	39,100	39,100	39,100	39,100	39,100
Property Tax per month	39,100	39,100	39,100	39,100	39,100
<b>Income</b>	<b>16,141,600</b>	<b>19,412,400</b>	<b>22,975,400</b>	<b>26,181,600</b>	<b>30,110,000</b>
Play Area Fees	8,580,000	10,920,000	13,520,000	16,380,000	19,500,000
Membership Fees	3,120,000	3,120,000	3,120,000	3,120,000	3,120,000
Advertisement & Promotions	180,000	180,000	180,000	180,000	180,000
Organising Parties & Events	2,592,000	3,240,000	3,888,000	3,888,000	4,320,000
Sale Of Merchandise (Socks/Sling/Caps)	1,029,600	1,310,400	1,622,400	1,965,600	2,340,000
Café Partner Rent	120,000	120,000	120,000	120,000	120,000
Workshop Partner Rent	40,000	42,000	45,000	48,000	50,000
Subletting of space (Schools/Events)	480,000	480,000	480,000	480,000	480,000
<b>Expenses</b>	<b>10,862,068</b>	<b>12,623,152</b>	<b>14,440,942</b>	<b>15,926,218</b>	<b>17,758,750</b>
Merchandise Purchase	669,240	851,760	1,054,560	1,277,640	1,521,000
Rents & Utilities	1,069,300	1,069,300	1,069,300	1,153,450	1,153,450
Staff Salaries	2,160,000	2,400,000	2,580,000	2,700,000	2,820,000
Managament Salaries	600,000	600,000	600,000	600,000	600,000
Advertising and Marketing	1,614,160	1,941,240	2,297,540	2,618,160	3,011,000
Consumables	1,036,800	1,296,000	1,555,200	1,555,200	1,728,000
Others (Admin,Travel,Etc)	484,248	582,372	689,262	785,448	903,300
Management Fees	3,228,320	3,882,480	4,595,080	5,236,320	6,022,000
Electricity	1,440,000	1,440,000	1,440,000	1,440,000	1,440,000
Cleaning Material	60,000	60,000	60,000	60,000	60,000
<b>EBIDTA (Cash Flows)</b>	<b>5,279,532</b>	<b>6,789,248</b>	<b>8,534,458</b>	<b>10,255,382</b>	<b>12,351,250</b>
<b>EBIDTA %</b>	<b>32.71%</b>	<b>34.97%</b>	<b>37.15%</b>	<b>39.17%</b>	<b>41.02%</b>
<b>Investment Amount</b>	<b>12,500,000</b>	<b>12,500,000</b>	<b>12,500,000</b>	<b>12,500,000</b>	<b>12,500,000</b>
<b>ROI %***</b>	<b>42%</b>	<b>54%</b>	<b>68%</b>	<b>82%</b>	<b>99%</b>





### Basic :

- Entry fee is excluding gst | number of kids per week is considered excluding membership kids | ROI in terms of months - 24-30 months.
- Average store size is assumed to be in between 7000-9000 sqft which can accommodate 80-100 kids at full capacity.
- Initial capex investment per store is assumed to be 150 lacs (Rs. 1800/- per sqft) which includes all fitout, rental advance, etc.
- The store is open on 365 days i.e. 52 weeks per annum.
- The company has 1 own centre + 2 in the pipeline as of date.

### Income:

- Play area fees per kids number of visits in kids per week weeks per annum.
- Membership fees :- 6 new memberships per week 52 weeks Rs 10000 average fees per membership.
- Advertisement & Promotions are calculated based on existing pattern in the store.
- Organising parties & events :- 12 parties per month 12 months 30 kids per event 600 fee per kid.
- Sale Of Merchandise (Socks/slippers/bags/wrist bands) is considered as 12% of play entry fees.
- Cafe partner monthly rent is calculated at 1,20,000 per month.
- Workshop partner (10X10ft) space is sublet at 40,000 per month.
- Party hall sublet to classes/preschool is calculated at 40,000 per month.

### Expenditure:

- Merchandise purchase :- cost of merchandise is to be 65% of merchandise sale (i.e. 35% margin).
- Rents & Utilities :- considered as 6,39,000 per month including tax/maintenance for first 3 yrs and with 15% increment after 3 yrs.
- Staff Salaries :- 1,80,000 per month for the first year with 10% hike in salaries per every year.
- Management Salaries :- Rs 50,000 per month for the first year with 10% hike in salaries per every year.
- Advertisement & Promotions is considered at 10% of total revenue.
- Consumables cost is assumed to be 45% of income from parties & events (i.e. 55% margin).
- Others (administration exp, travel, f&b etc) are considered as 3% of total revenue.
- Franchisee fee for running the operations of the franchisee by the company is considered at 20% on total revenue.
- Electricity Exp calculated at 1,20,000 per month.
- Cleaning material exp calculated at 5000 per month (will be less).

# FOFO [ Franchise owned Franchisee operated ]



Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Entry Fee*	550	600	650	700	750
Number Of Kids Per Week**	300	350	400	450	500
Weeks P.A	52	52	52	52	52
Staff Salaries Per Month/Centre	180,000	200,000	215,000	225,000	235,000
Rent Per Month/Centre	561,000	561,000	561,000	645,150	645,150
Maintenance per month	39,100	39,100	39,100	39,100	39,100
Property Tax per month	39,100	39,100	39,100	39,100	39,100
<b>Income</b>	<b>16,141,600</b>	<b>19,412,400</b>	<b>22,975,400</b>	<b>26,181,600</b>	<b>30,110,000</b>
Play Area Fees	8,580,000	10,920,000	13,520,000	16,380,000	19,500,000
Membership Fees	3,120,000	3,120,000	3,120,000	3,120,000	3,120,000
Advertisement & Promotions	180,000	180,000	180,000	180,000	180,000
Organising Parties & Events	2,592,000	3,240,000	3,888,000	3,888,000	4,320,000
Sale Of Merchandise (Socks/Sling/Caps)	1,029,600	1,310,400	1,622,400	1,965,600	2,340,000
Café Partner Rent	120,000	120,000	120,000	120,000	120,000
Workshop Partner Rent	40,000	42,000	45,000	48,000	50,000
Subletting of space (Schools/Events)	480,000	480,000	480,000	480,000	480,000
<b>Expenses</b>	<b>8,713,748</b>	<b>9,820,672</b>	<b>10,925,862</b>	<b>11,769,898</b>	<b>12,816,750</b>
Merchandise Purchase	669,240	851,760	1,054,560	1,277,640	1,521,000
Rents & Utilities	1,069,300	1,069,300	1,069,300	1,153,450	1,153,450
Staff Salaries	2,160,000	2,400,000	2,580,000	2,700,000	2,820,000
Managment Salaries	600,000	600,000	600,000	600,000	600,000
Advertising and Marketing	1,614,160	1,941,240	2,297,540	2,618,160	3,011,000
Consumables	1,036,800	1,296,000	1,555,200	1,555,200	1,728,000
Others (Admin,Travel,Etc)	484,248	582,372	689,262	785,448	903,300
Franchisee Fee	1,080,000	1,080,000	1,080,000	1,080,000	1,080,000
Brand Royalty @ 5%	807,080	970,620	1,148,770	1,309,080	1,505,500
Electricity	1,440,000	1,440,000	1,440,000	1,440,000	1,440,000
Cleaning Material	60,000	60,000	60,000	60,000	60,000
<b>EBIDTA (Cash Flows)</b>	<b>7,427,852</b>	<b>9,591,728</b>	<b>12,049,538</b>	<b>14,411,702</b>	<b>17,293,250</b>
<b>EBIDTA %</b>	<b>46.02%</b>	<b>49.41%</b>	<b>52.45%</b>	<b>55.05%</b>	<b>57.43%</b>
<b>Investment Amount</b>	<b>12,500,000</b>	<b>12,500,000</b>	<b>12,500,000</b>	<b>12,500,000</b>	<b>12,500,000</b>
<b>ROI %***</b>	<b>59%</b>	<b>77%</b>	<b>96%</b>	<b>115%</b>	<b>138%</b>





## FOFO Business Model :-



### Basic :

- Entry fee is excluding gst | number of kids per week is considered excluding membership kids | ROI in terms of months – 24–30 months.
- Average store size is assumed to be in between 7000–9000 sqft which can accommodate 80–100 kids at full capacity.
- Initial capex investment per store is assumed to be 150 lacs (Rs. 1800/- per sqft) which includes all fitout, rental advance, etc.
- The store is open on 365 days i.e. 52 weeks per annum.
- The company has 1 own centre + 2 in the pipeline as of date.

### Income:

- Play area fees per kids number of walk in kids per week weeks per annum.
- Membership fees :- 6 new memberships per week 52 weeks Rs 10000 average fees per membership.
- Advertisement & Promotions are calculated based on existing pattern in the store.
- Organising parties & events :- 12 parties per month 12 months 30 kids per event 600 fee per kid.
- Sale Of Merchandise (Socks/slides/bags/wrist bands) is considered as 12% of play entry fees.
- Café partner monthly rent is calculated at 1,20,000 per month.
- Workshop partner (10X10ft) space is sublet at 40,000 per month.
- Party hall sublet to classes/preschool is calculated at 40,000 per month.

### Expenditure:

- Merchandise purchase :- cost of merchandise is to be 65% of merchandise sale (i.e. 35% margin).
- Rents & Utilities :- considered as 6,39,000 per month including tax/maintenance for first 3 yrs and with 15% increment after 3 yrs.
- Staff Salaries :- 1,80,000 per month for the first year with 10% hike in salaries per every year.
- Management Salaries :- Rs 50,000 per month for the first year with 10% hike in salaries per every year.
- Advertisement & Promotions is considered at 10% of total revenue.
- Consumables cost is assumed to be 45% of income from parties & events (i.e. 55% margin).
- Others (administration exp, travel, f&b etc) are considered as 3% of total revenue.
- Franchisee Fee is considered at 90,000 per month.
- Brand Royalty is calculated at 5% per month on total revenue after 3 months of operation.
- Electricity Exp calculated at 1,20,000 per month.
- cleaning material exp calculated at 5000 per month (will be less).



# REQUIREMENTS

- Space Required: – Min 5000 – 7000 Sqft carpet with minimum pillars.
- Investment: – Approx. 2000 per Sqft (Excluding Shed/Civil)
- Franchise Fee: – 10lacs + GST
- ROI: – 24-30months
- Agreement Term: – 9years
- MinHeight: – 15-18ft clear





## SUPPORT PROVIDED

- Site Selection Support
- Complete Play Area Designing
- Interior Layout and Design
- Installation & Maintenance
- Staff Training / Recruitment Support
- Marketing / Business Development Support
- Ongoing Onsite / Offsite support





# ROLL OUT

- Potentially we can setup HappyOn Party & Play across India
- Focus on West & Central India in Phase 1
- Alongside Key Tier II cities / fast growing sub-urban towns in North & South India.
- Madhya Pradesh :- Indore / Bhopal / Gwalior
- Gujrat :- Ahmedabad / Surat / Vadodra / Rajkot
- Maharashtra :- Mumbai / Pune / Nagpur
- Rajasthan :- Jaipur / Udaipur
- Central India :- Raipur





## IDEAL PARTNER PROFILE

- Young entrepreneur with investment bandwidth  
Property / Food Park Owner in lieu of better returns than just returns
- Existing play area operators may want to extend/expand their offering  
Mall owners for joint development.
- Builders coming up with townships / schemes and would like to offer something new to their customers.





## ABOUT THE FOUNDERS



**SAMIR VIRANI**

Samir Virani, our founder of HappyOn Pvt Ltd, is a dynamic professional with more than 15 years of experience in the field of Marketing, Events & Brand management. In the past he has been part of companies like Popcorn Entertainment, Wizcraft Inc, Percept, Lintas India & ABEC (Asian Business Exhibition & Conferences Ltd) to name a few. He has been part of events like Filmfare Awards, IIFA Awards, Toon Cricket and TV shows like Nach Baliye, Krazy Kiya Re & Jhalak Dhikla Jaa to name a few.

He has developed HappyOn Pvt Ltd as a brand specially focused on entertainment and development of Kids by producing IPs like HappyOn Exhibitions, HappyON Christmas Carnival and HappyON Party & Play. His passion and knowledge for kids and their entertainment is sure to create magic with HappyOn...

Rhea is the Co-Founder and Creative Wizard at HappyOn. As an Artist and Art Educator, she has been a part of many International Educational Institutions, in Mumbai and Ahmedabad, since past 5 years and has upskilled over 500 children in the field of art. Working as an art teacher for more than a decade, she expertise's in stimulating the creative genes in young children.

A Mother of two teenagers, she is concerned about the ill effects of gadgets in today's generations and feels children should have more exposure towards physical activities and strategic activities. Her creative ideas and crafty innovations brings in the creative magic at HappyOn Party & Play.



**RHEA VIRANI**



## CONTACT US

- 👤 **Mr.Samir Virani : 9820031061**
- ✉ **samir@happyon.co.in**
- 🌐 **www.happyonplay.com**
- 📍 **218, 2nd Floor,  
Times Square Grand,  
Sindhubhavan Road,  
Thaltej, Ahmedabad,  
Gujarat-380059.**



happyonplay.com





# HappyOn

PARTY & PLAY



**LET'S CREATE MAGIC !**