



Empower
Students

Grow Your
Business

Build Your
Legacy

BECOME A BODMAS FRANCHISE PARTNER

WHY PARTNER WITH BODMAS EDUCATION

- ✓ Strong Established Brand
- ✓ Proven & Scalable Business Model
- ✓ High Trust Among Students, Parents & Colleges
- ✓ Mature CRM System With Real-Time Tracking
- ✓ End-to-End Backend Process Support



START YOUR
OWN
EDUCATION
CONSULTANCY



Franchisee >
Success is Our
Priority



Break-even in Year 1 | 50% ROI from Year 2 | Recession-Proof Opportunity | Investment & Growth Potential



ABOUT BODMAS EDUCATION

BODMAS Education is a leading admission consultancy dedicated to helping students achieve their academic dreams in top universities and professional institutions across India and Abroad.

With years of expertise in engineering, medical, law, management, and allied programs, BODMAS has guided thousands of students through personalized counselling and career planning.

We combine trusted guidance, transparent processes, and an extensive institutional network to make quality education accessible for all.

10K+

Student Counselling

25+

Countries served

16+

Trusted Mentors

100%

Admission Confirmed

VISION MISSION & VALUES

OUR VISION

To empower students through informed choices and bridge the gap between potential and opportunity

OUR MISSION

To create a pan- India network of professional education consultants through our franchise model, enabling every Students to access reliable counselling and admission support locally.

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"OUR CORE VALUES"

- **Integrity:** Delivering guidance that is transparent, honest, and ethically grounded.
- **Excellence:** Maintaining uncompromised quality in every service we provide.
- **Innovation:** Offering smart, modern digital solutions for evolving educational needs.
- **Commitment:** Providing long-term support to both students and franchise partners with equal dedication.

WHY CHOOSE THE BODMAS FRANCHISE MODEL ?

Starting a business may feel like a leap, but with a trusted brand like BODMAS Education, success becomes a guided and well-structured journey.

✦ **Established Brand Reputation**

A brand relied upon by countless students and families nationwide

✦ **Proven Business Model**

A low-risk, high-return business model proven successful across diverse locations.

✦ **Complete Training & Support**

We ensure you are fully trained to manage every operational aspect of your consultancy.

✦ **Exclusive Territory Rights**

Operate as the sole authorized BODMAS franchisee in your region, assured complete exclusivity with no internal competition.

✦ **Dedicated CRM Dashboard**

For lead management, performance tracking, and detailed reporting

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MARKET OPPORTUNITY

A Growing Industry with Unlimited Potential

- India's higher education sector is expanding rapidly, with over 35 million students enrolled annually and increasing demand for expert guidance.
- Students and parents now seek **professional admission counselling**, and BODMAS Education is positioned at the centre of this evolution.
- Partnering with BODMAS Education gives you a competitive edge in a **8000+** crore education **consulting market** growing at **15-18% annually**.

IDEAL PARTNER LOCATIONS

- ✓ Metro cities
- ✓ Tier 2 & Tier 3 towns
- ✓ Student-dense regions near schools and colleges

FRANCHISE ELIGIBILITY CRITERIA

Designed to ensure professionalism and long term success

- Indian citizen or registered business entity
- Age: 21+
- Graduate preferred (any field)
- Good communication & management skills
- Ability to invest ₹8-12 lakhs
- Passion for education, guidance, and entrepreneurship

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INVESTMENT & WORKING CAPITAL

Your Investment, Our Commitment

Requirement

Details

ONE YEAR TOTAL INVESTMENT



₹8,00,000 – ₹12,00,000
(depending on location)

OFFICE SPACE



200–400 sq. ft. in a
student-friendly area

STAFF STRENGTH




2–3 trained staff
(training provided)

A low-risk investment with strong growth potential and long-term rewards

FINANCIAL OVERVIEW

 **Franchise Fee :** ₹ 2,00,000/- (One-time, non-refundable)

 **Security Deposit :** ₹ 1,00,000/- (Refundable)

 **Income:** Handsome profit sharing as per our MOU

 **ROI:** 100% From Year 2

 **Renewal Term:** 5 years, extendable

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REVENUE & PROFITS

- 📈 Earnings linked to student admissions
- 📈 The average revenue per student varies based on the program and destination chosen.
- 📈 Centralized lead support for improved conversions.
- 📈 **Break-even typically achievable within Year 1**
- 📈 **100%+ ROI potential from Year 2 onwards**

WHAT FRANCHISE PARTNERS GET

360° BUSINESS SUPPORT

- Centre Setup Guidance
- Operations Training for Staff
- Structured Counselling Framework
- Branding Materials & Marketing Collateral

Marketing & Lead Support

- All-India Digital Outreach Strategy
- Local marketing assistance
- Verified student leads generated centrally
- Social media and campaign support



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Technology & Tools

-  Dedicated CRM with franchise dashboard
-  Lead tracking, analytics, and performance monitoring

Legal, Accounting & Compliance Support

-  Assistance with accounts, taxation, documentation, and legal formalities

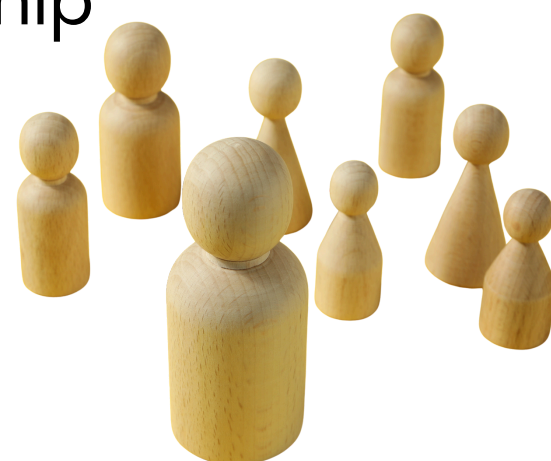
ROLES & RESPONSIBILITIES

Franchise Partner Responsibilities

- Manage day-to-day centre operations
- Conduct student counselling
- Execute local outreach activities
- Maintain data and follow operational SOPs

BODMAS RESPONSIBILITIES

- Provide training, materials, and ongoing mentorship
- Deliver leads via centralized marketing
- Offer BODMAS CRM access and support
- Assist in admission processing end-to-end



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TRAINING & CONTINUOUS SUPPORT


BODMAS ensures every partner is equipped to excel

- Pre-launch orientation
- Counselling & operations training
- Monthly business reviews
- Staff training workshops
- Regular performance analysis and support

FRANCHISE PARTNER TESTIMONIALS

 **"Joining BODMAS Education transformed my business journey. The training and support helped me establish a strong presence in my city within months." ~Umesh Godara, Franchise Partner (Hisar, Haryana)**

 **"The franchise support system at BODMAS is exceptional". From lead generation to counselling, every process is streamlined and effective! ~ Gulzaar, Franchise Partner (Kashmir)**

 **Partnering with BODMAS Education has been one of the best business decisions I've made! The centralized lead support, CRM access, and continuous training made it easy to manage operations and focus on conversions. The team's professionalism and guidance are exceptional! ~ MHD. Habib Kaazi, Franchise Partner (Kolkata)**

 **And these are just a few voices from our expanding BODMAS family – where every franchise partner's success story adds to our shared journey of growth and trust.**

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STEPS TO BECOME A FRANCHISEE

Your Journey to Success Starts Here

➔ Submit Inquiry

Express your interest through our website or helpline.

➔ Business Discussion

We'll connect to understand your goals and share the franchise model.

➔ Location & Territory Approval

We'll assess and approve your operational area.

➔ Agreement Signing

Formalize your partnership and receive your franchise license.

➔ Training & Launch

Begin your operations with complete onboarding support.

FROM SETUP TO SUCCESS — WE'RE WITH YOU AT EVERY STEP

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