

FRANCHISE OVERVIEW

Start your own school. Backed by a proven model.

The Mount School is a structured school franchise system from Geetanjali Educational Trust — built on 12 years of operating the Fatwah flagship, now ready to scale across India.

1,200+	98%	12 yrs	4×/yr
Students	Board results	Operating	Audit cycles

** Data based on flagship performance; indicative, not guaranteed.*

In this overview

- The franchise model and what we provide
- Who this is for — and who it isn't
- Investment, ROI and break-even timeline
- First 90 days roadmap
- Next steps and contact

THE MODEL

A complete operating system, not a curriculum license.

Most franchises licence a name. Mount delivers the full school operating system — academics, hiring, training, digital infrastructure and ongoing audits — so partners launch with the same standard as our flagship.

Academic system	Standardized curriculum, assessments, teacher rubrics.
Digital campus	Branded ERP, LMS and parent app — provisioned at launch.
Brand & marketing	Launch campaign, lead engine, admissions playbook.
Hiring & training	Vetted JDs, central interviews, 40-hr teacher certification.
Operations	SOPs for safety, finance, parent comms, transport.
Quality audits	4 audit cycles per year with structured turnaround.

QUALIFIER**Who this is for — and who it isn't.**

We work best with partners who see schooling as a long-term institution — not a short-term ticket. Use this page to gauge fit before booking a consultation.

This is for you if

- You can commit Rs. 1.5 – 2.5 Cr setup capital
- You hold land or have a clear path to it
- You see this as a 10-year institutional investment
- You'll lead operations locally (or appoint a strong local leader)
- You value standardization over creative freedom

This is not for you if

- You want a quick-flip business
- You're unwilling to follow audited SOPs
- You expect academic results without investing in teachers
- You're looking only for a brand badge
- You can't dedicate operating bandwidth in Year 1 – 2

INVESTMENT & RETURNS**Indicative numbers, partner-tested.**

Setup capital	Rs. 1.5 – 2.5 Cr
Royalty	Single-digit % of fee revenue
Break-even	Year 2 – 3 (Tier-2 / 3 cities)
Steady-state margin	22 – 28% operating

** All figures are indicative based on flagship and active-partner data; final numbers confirmed after a feasibility study.*

LAUNCH ROADMAP

Your first 90 days, mapped.

WINDOW	FOCUS	DELIVERABLES
Days 1 – 15	Planning	Joint launch plan · catchment study · cash-flow lock
Days 15 – 45	Setup	Site fit-out · digital campus · vendor onboarding
Days 30 – 60	Hiring	Principal & teachers · central training · ops team
Days 45 – 75	Marketing	Launch campaign · lead engine · open-house events
Days 75 – 90	Launch	Soft opening · day-one dry run · review schedule

WHAT YOU GET FROM DAY ONE

- Dedicated relationship manager + central support team
- Full digital campus (ERP + LMS + parent app), branded as your school
- Brand kit, launch campaign, and admissions playbook
- Quarterly reviews and 4 audit cycles per year
- Multi-campus pathway after Year 3 for partners in good standing

NEXT STEPS

Ready to start a structured conversation?

Book a 30-minute consultation. No obligation. We'll review your city, land status, and timeline — and tell you honestly if Mount is the right fit.



Scan to book your consultation

<https://mount-digital-bloom.lovable.app/contact>

DIRECT CONTACT

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Response

Within 48 working hours · Confidential

Takes < 60 seconds · No obligation · 48-hour response

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