



Happy On

PARTY & PLAY

2023

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 playsessions 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, privatefunctions, 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 rained 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





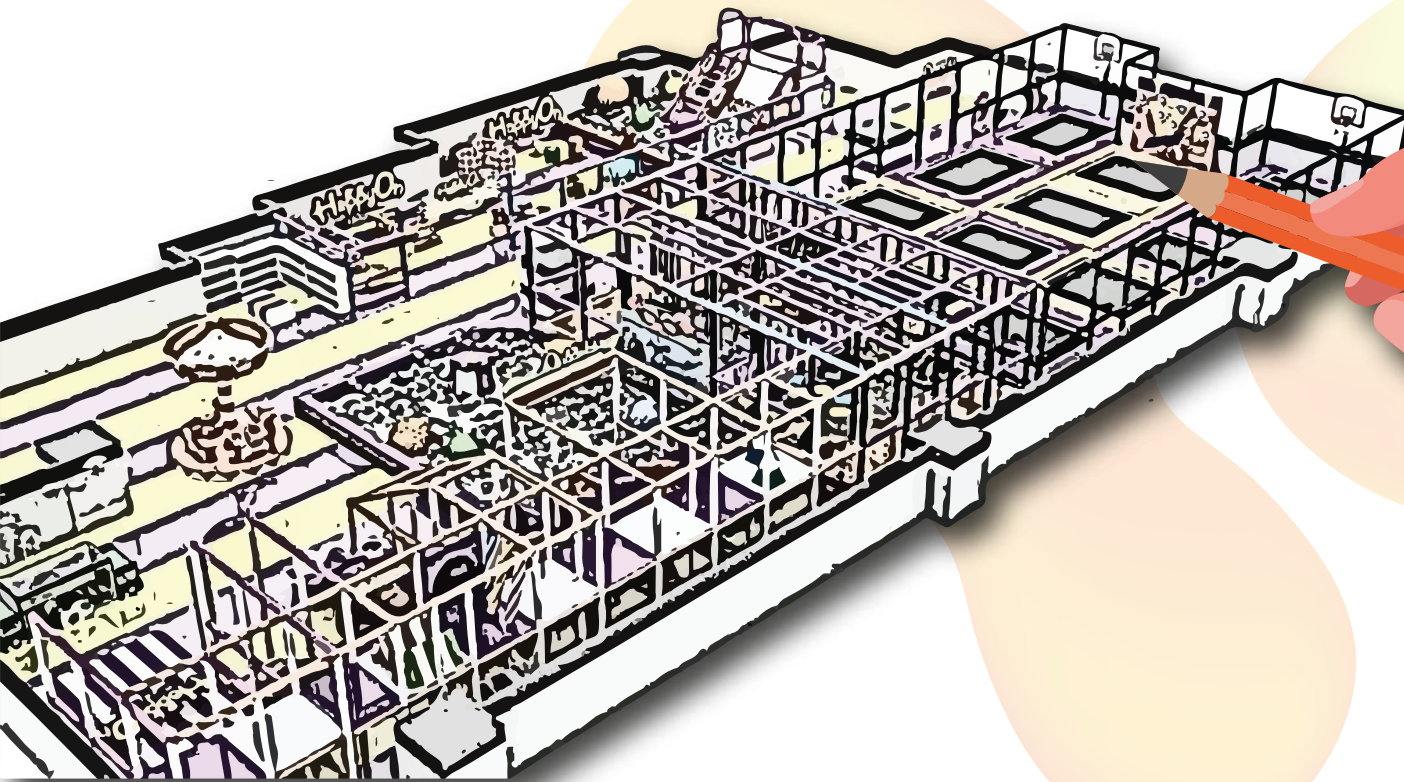
WHY US ?

- 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.



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

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 ₹ 50 lakhs – ₹ 70 lakhs and a large store (6000 Sq. Ft. And above) will cost about Rs 85 lakhs to Rs 1 crore. The average fitout rate is about ₹ 1,800 – 1,900 / 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% Cafe (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 24-30 months.



REQUIREMENTS

- Space Required: – Min 5000 – 7000 Sqft carpet with no pillars.
- Investment: – Approx. 1800 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

HappyOn

PARTY & PLAY

CONTACT US

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The logo features the text 'HappyOn' in a large, bubbly, yellow font with a dark purple outline, set against a purple circular background. Below it, 'PARTY & PLAY' is written in a smaller, yellow, blocky font with a dark purple outline. Two cartoon children, a boy with glasses and a girl with a headband, are positioned behind the 'y' and 'O' of 'HappyOn'.



LET'S CREATE MAGIC!