
Emperor Bulls Franchise Expansion 2026

India's Scalable Hybrid Education Network

Our Beginning & Early Proof

- **Started**
10 January 2023
- **First Branch**
Ludhiana
- **First Quarter Revenue (Single Branch)**
Approx ₹5–6 Lakhs
- **Profitability**
Achieved within first quarter

Credibility Highlight

“Profitable From Early Stage – Strong Unit Economics Since Day One”

Q1

Profitable

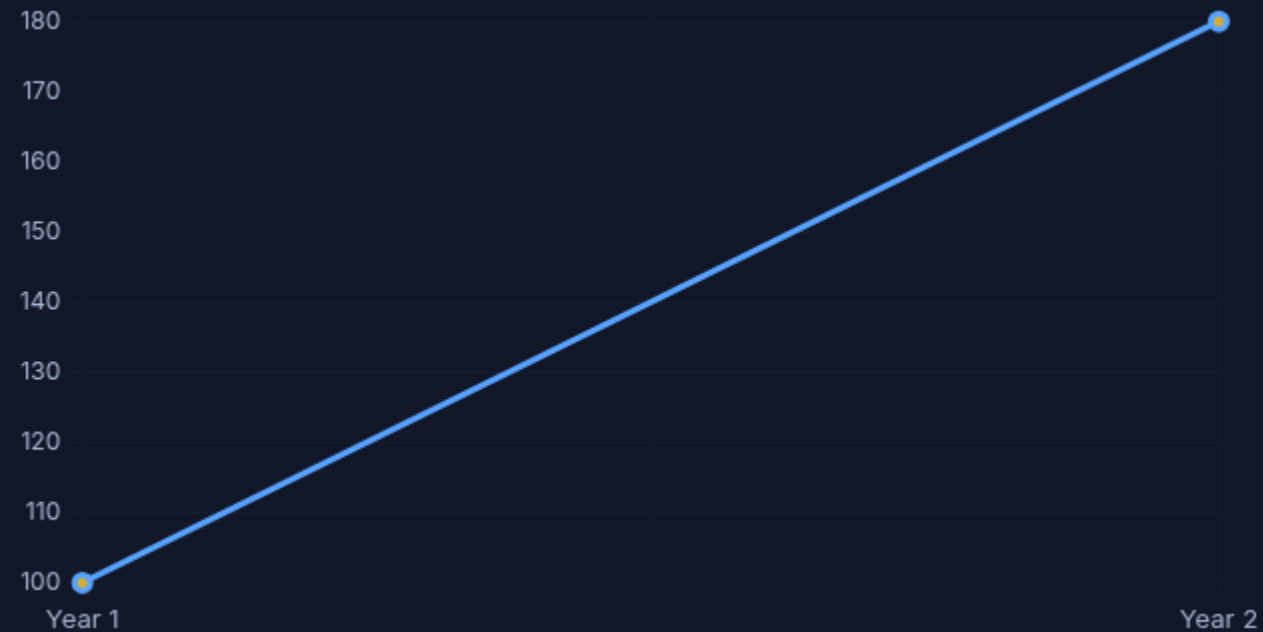
₹5–6L

Q1 Revenue

Founding location: Ludhiana

Growth Story (2-Year Expansion)

Revenue growth: Year 1 → Year 2



Metric: Revenue index (Year 1 = 100)

Illustrative trend based on actual growth

Within 2 Years

- Expanded to 10 running branches
- 100% profit record — no branch has reported a monthly loss to date

10

Running Branches

100%

Months Profitable

“Sustainable, Controlled & Profitable Growth”

Disciplined expansion

Strong unit economics

Current Revenue Snapshot

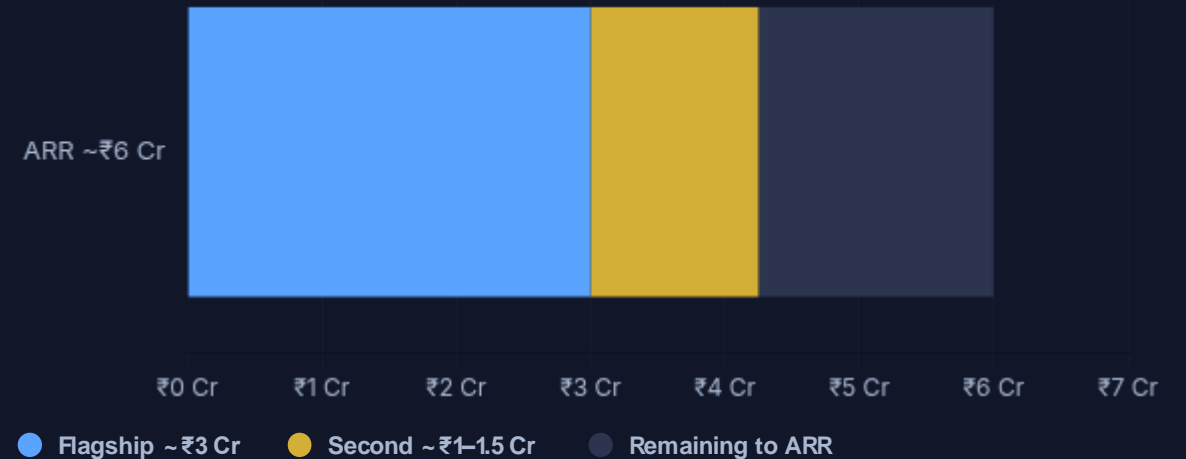
₹6 Crore

Annual Revenue Run Rate (ARR)

- Flagship Branch Contribution: approx ₹3 Crore annually
- Second Leading Branch: ₹1–₹1.5 Crore annually
- Remaining branches contributing consistently to overall 4–5+ Crore operational turnover

Strong YoY growth with anchor-branch led network

Revenue Contribution (Illustrative allocation vs ARR)



Values are approximate and for visualization; actuals vary by month and city dynamics.

“Strong Anchor Branch Model with Scalable Replication Capability”

Anchor-led

Replicable Playbooks

Hybrid Revenue Model

Multi-Channel Revenue System

OFF Offline Classroom Revenue

Center-based classes with structured batches and in-person faculty interaction.

LIVE Online Live Classes

Real-time instruction with digital delivery, enabling wider reach and flexible schedules.

HYB Hybrid Flexibility for Students

Seamless mix of offline and live online options to maximise access and outcomes.

Scalability

Location-independent scalability across cities via online delivery + local centers.

Designed for expansion without dependency on a single geography.

“Multi-Channel Revenue System”

Offline

Online

Hybrid

Marketing Multiplier Model

Based on historical performance, marketing investment has demonstrated up to 5–6x revenue generation potential.

Illustrative Example

₹50,000 spend → ~₹3,00,000 revenue (≈6x)

Anchor assumption for planning; optimize by channel and city.

Expected revenue vs marketing spend (illustrative)



X-axis: Spend (₹) | Y-axis: Expected Revenue (₹ Lakhs) | Trend reflects ~5–6x multiplier envelope

Investment-to-Revenue Examples

Spend	Expected Revenue	ROI
₹30,000 – ₹40,000	~₹1,50,000 – ₹2,40,000	~ 5–6x
₹50,000	~₹3,00,000	~ 6x
₹1,00,000	Scalable to ~₹6,00,000	~ 6x

“Efficient growth engine with measurable, repeatable ROI.”

Disclaimer: Outcomes depend on execution quality and city dynamics; actuals may vary.

Profitability Structure

Expected Net Margin after operational expenses: approximately 40%–50%

Franchise Owner Bears

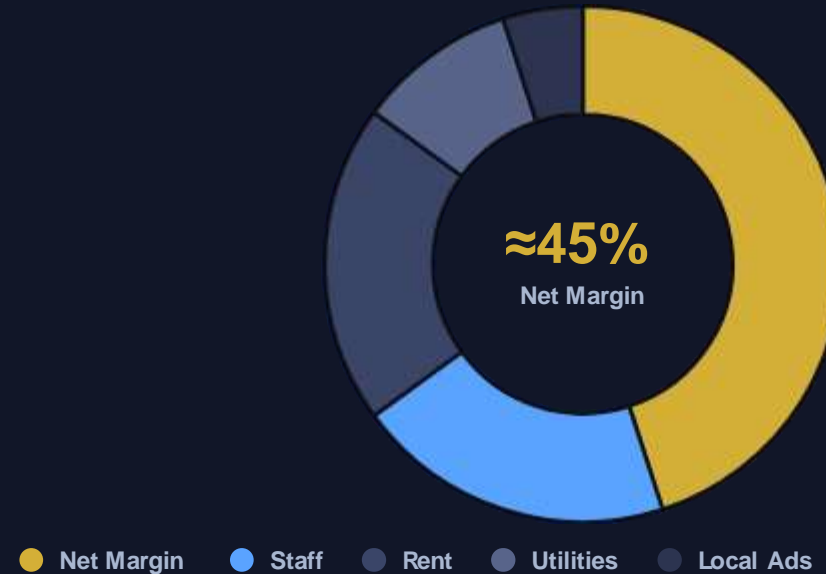
- Rent
- Utilities
- Staff Salaries
- Local Ad Spend

Local costs are optimized by centralized systems and playbooks.

40%–50% Net Margin

Illustrative range based on historical unit economics.

Unit Economics (Illustrative allocation)



“High-Margin, Scalable Education Business Model”

Strong Unit Economics

FOCO Efficiency

FOCO Model (Franchise Owned, Company Operated)

FOCO Framework

“Investor Owns. Company Operates.”

Ownership with centralized execution and accountability.

Franchise Owner

Ownership

- Investment
- Infrastructure
- Operational cost

Owner focuses on capital and local enablement.

Company (Operated)

Execution

- Hiring, Training, and Firing
- Performance tracking
- Weekly expert branch visits (2 per week)
- Central operational control
- Sales and process systems

Central playbooks and oversight safeguard quality and margins.

FOCO = Lower operational risk, stronger governance.

Central Control

Quality Assurance

Replicable Systems

Expansion Target

Replicable, profitable units with centralized control

Target per Branch

₹10L–₹20L

Monthly sales potential per branch

- Structured national expansion with replicable profitable units
- Centralized systems and playbooks to maintain 100% profit record

Note: Actual outcomes depend on execution quality and local market dynamics.

Rollout Roadmap

1

Setup

Anchor branch standards, training, and playbooks deployed.

2

Scale

Replicate profitable unit economics across additional cities.

3

Govern

Central monitoring, QA, and sales systems sustain margins.

Enablement

Centralized systems, QA, and playbooks ensure consistent profitability.

Designed for disciplined, sustainable replication.

“Structured national expansion with replicable profitable units.”

Playbooks

QA

Central Control

How Is Your Investment Secure?

Capital protection through a guaranteed return and a network already proven on the ground

MINIMUM GUARANTEE (MG)

10%

of the Franchise Fee — paid every year

10 Years

Guaranteed payout duration

Predictable baseline return that de-risks your investment from day one.

Proven Multi-Branch Model

Tested, scalable units across Punjab & the Tricity region

10 BRANCHES LIVE

● Model Town,
Ludhiana

● Sector 32,
Ludhiana

● Sahnewal

● Khanna

● Jalandhar

● Amritsar

● Patiala

● Mohali

● Zirakpur

● Moga

Your capital is anchored by a 10-year guarantee and a network proven in the real market.

Guaranteed

Proven

Low-Risk

Infrastructure & Space Requirements

A lean, low-capex footprint engineered for fast, capital-efficient branch rollout

SPACE REQUIREMENT



1,000

Square feet (approx.)

≈ 100 square yards

OFFICE SETUP COST



₹3–4 L

Estimated cost if built from scratch

Turnkey-ready branch fit-out

Included in the Setup Cost

Basic interiors, branding, furniture, and full operational setup — ready to run.



Fit-out & Interiors

Branch-ready workspace



In-store Branding

Emperor Bulls identity



Furniture & Fixtures

Desks, seating, fittings



Operational Setup

Systems & go-live ready

A lean footprint and low setup cost — built for rapid, capital-efficient expansion.

Low Capex

Turnkey

Scalable

Why This is a High-Conviction Opportunity

Investment thesis – data-backed, scalable, risk-managed growth

✓ Early Profitability Achieved

✓ 100% Loss-Free Operational Record

✓ ₹6 Crore Annual Revenue Run Rate

✓ Strong Anchor Branch Model

✓ 5–6x Marketing Revenue Multiplier

✓ 40–50% Net Margins

✓ FOCO = Reduced Operational Risk

“Emperor Bulls is not just growing — it is compounding.”

Profitable

Scalable

Governed

Investor-grade thesis — premium, disciplined, replicable growth.

Thesis

Summary