

## Investment Opportunity (2025)

### Pragyanam Vidhyashram – Reviving Vedic Gurukul Education for Modern India

Dear Sir/Madam,

Greetings of the day, I hope this email finds you well.

By way of introduction, I write to you from **Shanpro Advisors**, where we advise companies on strategic partnerships, equity fundraising, and startup advisory. We've successfully delivered transactions for several start-ups as well as mid and small-size companies, and have invested in 25+ companies within a ticket size of ₹10 Lakhs to ₹40 Lakhs each.

We are currently working on an investment opportunity with **Pragyanam Vidhyashram Foundation**, an educational initiative aimed at transforming India's school system by blending **ancient Vedic learnings with modern pedagogical approaches**. The company envisions establishing **1,008 Gurukuls across 108 districts**, offering affordable, value-based education that reduces parental financial burden while equipping children with ethics, skills, and holistic development.

---

#### **Problem Statement**

India's current school ecosystem struggles with:

- Stressful, non-directional, and business-driven education
- High fees unaffordable for many parents
- Lack of value-based Vedic and Regio Emilia teaching methods
- Shortage of qualified teachers and quality infrastructure
- No organized PAN India chain of Gurukuls with research-backed learning

---

#### **Solution**

Pragyanam addresses these challenges by:

- Offering **affordable fee structures** (₹21,000/year + canteen fees)
- Blending **Vedic knowledge with modern teaching** (Regio Emilia approach)
- Building **state-of-the-art infrastructure** with healthy canteen facilities
- Providing **structured, full-day programs** covering academics, ethics, sports, yoga, and nutrition
- Scaling through **1,008 Gurukuls PAN India**, ensuring accessibility across rural, semi-urban, and urban areas

---

#### **Market Opportunity**

- **Indian School Market:** \$52.36 Bn (2024) → \$106.15 Bn (2030), CAGR 12.5%
- **Students enrolled in State Boards:** 190 Mn+
- **FDI in Education (2000–2024):** ₹71,532 Cr (US\$ 9.9 Bn)

- **Government push** for skill-based, AI-enabled education and budget allocations for Centers of Excellence
- 

### **Business Model**

- Subscription-based fee model: ₹21,000/student annually
  - Each Gurukul accommodates ~270 students with 10–12 staff
  - Additional revenue from books, registers, and mess services (~₹10,000/student annually)
  - CSR and donations integrated to support underprivileged students
- 

### **Financial Projections**

(Figures in INR Crores)

- Year 1: ₹1.26 Cr Revenue | ₹0.37 Cr Net Profit
  - Year 2: ₹13.04 Cr Revenue | ₹7 Cr Net Profit
  - Year 3: ₹24.88 Cr Revenue | ₹13.96 Cr Net Profit
  - Year 4: ₹35.3 Cr Revenue | ₹21.01 Cr Net Profit
  - Year 5: ₹55.1 Cr Revenue | ₹34.97 Cr Net Profit
- 

### **Unique Value Proposition**

- Affordable, **value-driven fee structure** relieving pressure on parents
  - First-mover advantage in creating a **PAN India Gurukul chain**
  - Structured daily schedules covering **mind, body, and skill development**
  - Nutrition-focused canteen services
  - Integration of **ancient knowledge and modern pedagogy**
- 

### **Funding Ask**

- **Amount:** ₹2.5 Cr (~\$285K)
- **Valuation:** ₹27.12 Cr (Pre-money)
- **Equity Dilution:** 9.3%
- **Use of Funds:**
  - 73.19% – Sales & Marketing
  - 11.9% – Manpower
  - 9.12% – CAPEX
  - 5.7% – Operating Expenses

---

### **Future Plans**

- Launch **2+ Gurukuls with 500+ students** in Year 1
- Expand to **11+ Gurukuls with 3,000+ students** and 200+ teachers within 5 years
- Extend to 10k+ students and 1,500+ teachers in later phases
- Introduce a **brand ambassador** for visibility and credibility
- PAN India expansion with 25 Cr+ revenue target in the next 5–6 years

---

### **Exit Strategy**

- **Future Rounds:** Series A in 24–36 months at ₹50 Cr+ valuation
- **M&A:** Strategic partnerships or acquisitions with national education networks
- **IPO Path:** SME IPO post achieving scale and stable profitability

---

If this opportunity aligns with your investment focus, we would be delighted to connect you with the founding team. Please find attached the Investor Pitch Deck and 5-Year Financial Projections for your review.

Warm regards,

**Ritik Saxena**

Shanpro Advisors