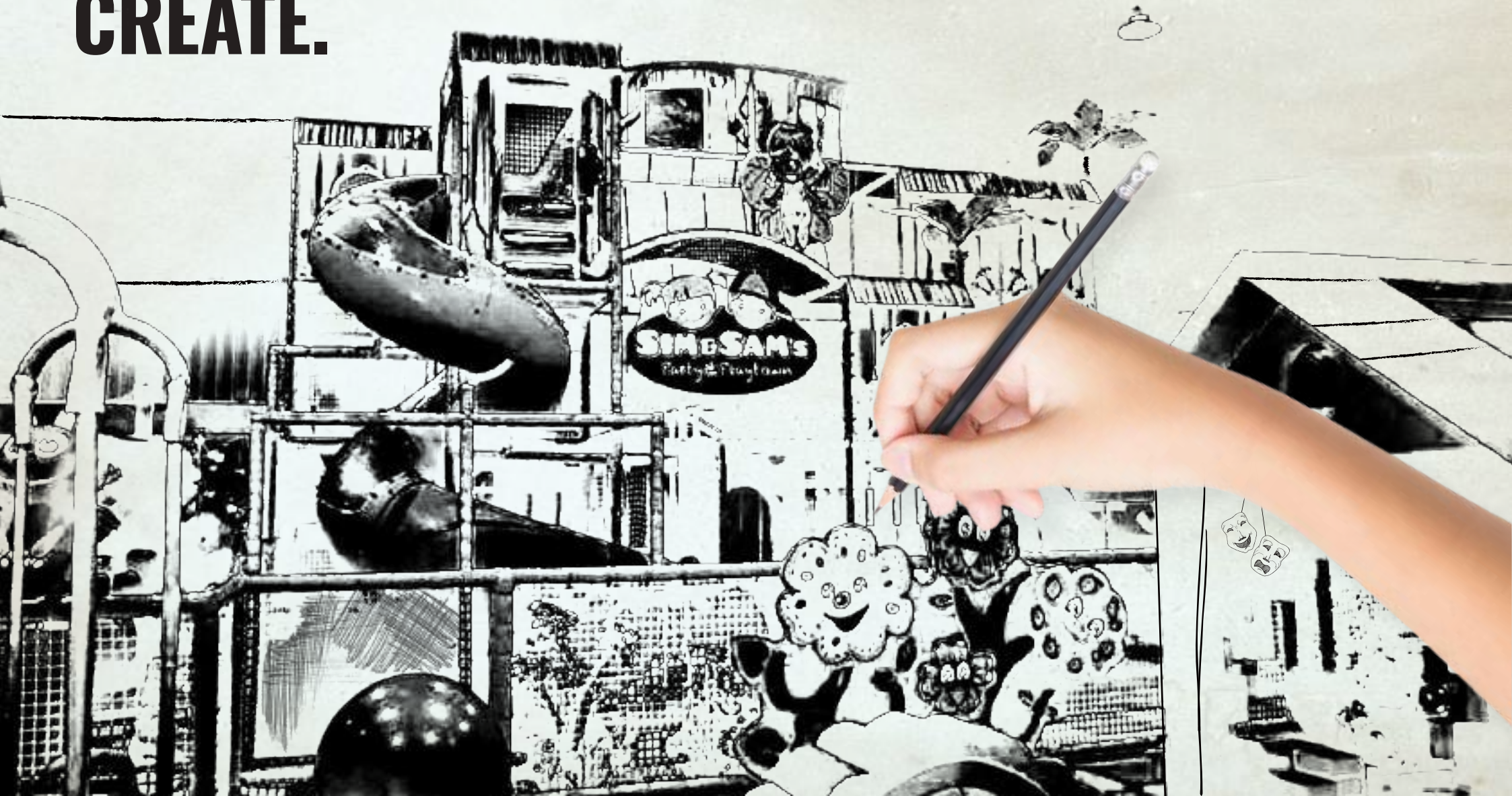


WE DO IT ALL!
DESIGN. INSTALL.
CREATE.





About Us



Sim & Sam's party and playtown builds and operates 100 % gadget free indoor play spaces where children get to experience hours of vigorous play completely free from the influence of electronics and mind-numbing gadgets. Frequent and regular play sessions packed with physical activity and mental stimulation are crucial to the development of a healthy mind and a strong body. All stores are fully equipped with the latest indoor playground equipment and follow the strictest safety standards to guarantee your children are having fun in a safe environment.

We welcome children aged 0 – 12 years to explore and play freely amongst activities and equipments best suited for their age range at the same time develop important fine motor skills and, encourage social, emotional, physical and cognitive development.

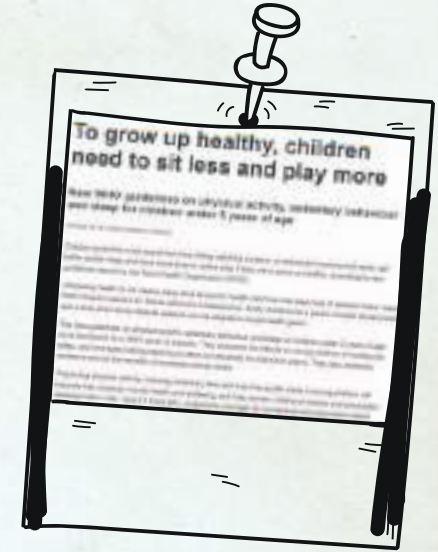
Our full service entertainment venue is not only a kids indoor playground customized as per your child's age and abilities but also a space for children's birthday parties, private functions, corporate parties, school day trips, play dates & outdoor sports. We've worked hard to build a household name which boasts the newest indoor playground equipment, latest designs, and trained staff to deliver an outstanding service to all our customers.

Sim and Sam's party and playtown for kids is the perfect place to catch up with friends, make new ones and have a day out with the whole family regardless of age.





Why 100% Gadget Free?



Do We Really Need To Say More?



Why Invest With Sim & Sam's ? (Franchising / Brand Licencing / Project Management)

Sim and Sam's party and playtown 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 Café (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 center. 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.





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 ₹ 1,600 – 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 | Legal Fee For Setup

Not Included

- ✓ Advance Rentals For Property Lease | Civil Work To Be Done On The Property Before Lease

Approximate Revenue Split

- ✓ 30% Play Area Entry | 25% Birthday Party Bookings | 20% Café (If In-house) And 10-15% (Outsourced)
- ✓ 20% School Day Trips, After Hour Functions, Other Sales | 5% Merchandising & Misc.

Sim and Sam's is a great business for cashflow and the average ROI on this business is between 16-18 months.





Sim & Sam's - Franchisee Owned Company Operated (FOCO)

PARTICULARS	Yr-1	Yr-2	Yr-3	Yr-4	Yr-5
Entry Fee*	₹ 400.00	₹ 450.00	₹ 500.00	₹ 550.00	₹ 600.00
Number Of Kids Per Week**	250	350	400	400	450
Weeks P.A	52	52	52	52	52
Staff Salaries Per Month Per Centre	₹ 85,000	₹ 94,000	₹ 1,03,000	₹ 1,13,000	₹ 1,24,000
Rent Per Month Per Centre	₹ 2,00,000	₹ 2,20,000	₹ 2,42,000	₹ 2,66,200	₹ 2,92,820
1. Income	₹ 98,56,000	₹ 1,48,66,500	₹ 1,74,08,000	₹ 1,86,04,000	₹ 2,15,94,000
1. Play Entry Fees	₹ 52,00,000	₹ 81,90,000	₹ 1,04,00,000	₹ 1,14,40,000	₹ 1,40,40,000
2. Membership Fees	₹ 10,92,000	₹ 10,92,000	₹ 10,92,000	₹ 10,92,000	₹ 10,92,000
3. Advertisement & Promotions	₹ 1,80,000	₹ 1,80,000	₹ 1,80,000	₹ 1,80,000	₹ 1,80,000
4. Organising Parties & Events	₹ 23,04,000	₹ 34,56,000	₹ 34,56,000	₹ 34,56,000	₹ 34,56,000
5. Sale Of Merchandise (Socks/Sling Bags/Baby Care Products/F&B Etc.,)	₹ 7,80,000	₹ 12,28,500	₹ 15,60,000	₹ 17,16,000	₹ 21,06,000
6. Subletting Of Space (School/Café/Events Etc.,)	₹ 3,00,000	₹ 7,20,000	₹ 7,20,000	₹ 7,20,000	₹ 7,20,000
2. Expenses	₹ 82,03,480	₹ 1,08,12,345	₹ 1,21,64,240	₹ 1,30,69,000	₹ 1,46,75,028
1. Merchandise Purchase	₹ 5,07,000	₹ 7,98,525	₹ 10,14,000	₹ 11,15,400	₹ 13,68,900
2. Rents & Utilities	₹ 24,00,000	₹ 26,40,000	₹ 29,04,000	₹ 31,94,400	₹ 35,13,840
3. Staff Salaries	₹ 10,20,000	₹ 11,28,000	₹ 12,36,000	₹ 13,56,000	₹ 14,88,000
4. Management Salaries	₹ 4,80,000	₹ 5,28,000	₹ 5,80,800	₹ 6,38,880	₹ 7,02,768
5. Advertisement & Marketing	₹ 9,85,600	₹ 14,86,650	₹ 17,40,800	₹ 18,60,400	₹ 21,59,400
6. Consumables	₹ 10,36,800	₹ 15,55,200	₹ 15,55,200	₹ 15,55,200	₹ 15,55,200
7. Other (Administration Exp, Travel, Etc)	₹ 2,95,680	₹ 4,45,995	₹ 5,22,240	₹ 5,58,120	₹ 6,47,820
8. Management Fee	₹ 14,78,400	₹ 22,29,975	₹ 26,11,200	₹ 27,90,600	₹ 32,39,100

PARTICULARS	Yr-1	Yr-2	Yr-3	Yr-4	Yr-5
3. EBIDTA (CASH FLOWS):	₹ 16,52,520	₹ 40,54,155	₹ 52,43,760	₹ 55,35,000	₹ 69,18,972
EBIDTA %	17%	27%	30%	30%	32%
4. Investment Amount	₹ 1,00,00,000	₹ 1,00,00,000	₹ 1,00,00,000	₹ 1,00,00,000	₹ 1,00,00,000
5. ROI %***	16.53%	40.54%	52.44%	55.35%	69.19%

Assumptions Based On Current Business Model:

A. Basic

*entry fee is excluding gst | **number of kids per week is considered excluding membership kids | ***ROI in terms of months - 24 to 30 months

1. Average store size is assumed to be in between 7,000 - 9,000 sft which can accommodate 80 to 100 kids at full capacity.
2. Initial capex investment per store is assumed to be ₹ 100 lacs (₹ 1,200/- to 1,400/- per sft), which includes all fitouts, civil works, rental advance etc.
3. The store is open on 365 days i.e., 52 weeks per annum.
4. The company has 3 own centres + 1 franchise as of date.

B. Income

1. Play entry fees: entry fees per kid*number of walk in kids per week*weeks per annum.
2. Membership fees: 6 new memberships per week per centre*52 weeks* ₹ 3,500/- average fees per membership.
3. Advertisement & promotions are calculated based on existing pattern in the existing 4 centres.
4. Organising parties & events: 12 parties per month*12 months*40 kids per event* ₹ 600/- fee per kid
5. Sale of merchandise (socks/sling bags/baby care products/f&b etc.,) is considered as 15% of play entry fees
6. Subletting of space (school/café/events etc.,) is considered as 40,000/- per month

C. Expenditure:

1. Merchandise purchase: cost of merchandise is assumed to be 65% of merchandise sale (i.e., 35% margin)
2. Rents & utilities: considered as ₹ 2,00,000/- per month for the first year with 5% increase per every year.
3. Staff salaries: ₹ 85,000/- per month for the first year with 10% hike in salaries per every year.
4. Management salaries: ₹ 40,000/- per month for the first year with 10% hike in salaries per every year.
5. Advertisement & marketing is considered as 10% of total revenue
6. Consumables cost is assumed to be 45% of income from parties & events (i.e., 55% margin)
7. Others (administration exp, travel, etc) are considered as 3% of total revenue.
8. Franchisee fee for running the operations of the franchisee by the company is considered @ 15% on total revenue.



Sim and Sam's - Franchisee Owned Franchisee Operated (FOFO)

PARTICULARS	Yr-1	Yr-2	Yr-3	Yr-4	Yr-5
Entry Fee*	₹ 400.00	₹ 450.00	₹ 500.00	₹ 550.00	₹ 600.00
Number Of Kids Per Week**	250	350	400	400	450
Weeks P.A	52	52	52	52	52
Staff Salaries Per Month Per Centre	₹ 85,000	₹ 94,000	₹ 1,03,000	₹ 1,13,000	₹ 1,24,000
Rent Per Month Per Centre	₹ 2,00,000	₹ 2,20,000	₹ 2,42,000	₹ 2,66,200	₹ 2,92,820
1. Income	₹ 98,56,000	₹ 1,48,66,500	₹ 1,74,08,000	₹ 1,86,04,000	₹ 2,15,94,000
1. Play Entry Fees	₹ 52,00,000	₹ 81,90,000	₹ 1,04,00,000	₹ 1,14,40,000	₹ 1,40,40,000
2. Membership Fees	₹ 10,92,000	₹ 10,92,000	₹ 10,92,000	₹ 10,92,000	₹ 10,92,000
3. Advertisement & Promotions	₹ 1,80,000	₹ 1,80,000	₹ 1,80,000	₹ 1,80,000	₹ 1,80,000
4. Organising Parties & Events	₹ 23,04,000	₹ 34,56,000	₹ 34,56,000	₹ 34,56,000	₹ 34,56,000
5. Sale Of Merchandise (Socks/sling Bags/baby Care Products/f&b Etc.,)	₹ 7,80,000	₹ 12,28,500	₹ 15,60,000	₹ 17,16,000	₹ 21,06,000
6. Subletting Of Space (School/café/events Etc.,)	₹ 3,00,000	₹ 7,20,000	₹ 7,20,000	₹ 7,20,000	₹ 7,20,000
2. Expenses	₹ 75,05,080	₹ 93,62,370	₹ 1,03,33,040	₹ 1,10,58,400	₹ 1,22,15,928
1. Merchandise Purchase	₹ 5,07,000	₹ 7,98,525	₹ 10,14,000	₹ 11,15,400	₹ 13,68,900
2. Rents & Utilities	₹ 24,00,000	₹ 26,40,000	₹ 29,04,000	₹ 31,94,400	₹ 35,13,840
3. Staff Salaries	₹ 10,20,000	₹ 11,28,000	₹ 12,36,000	₹ 13,56,000	₹ 14,88,000
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7. Other (Administration Exp, Travel, Etc)	₹ 2,95,680	₹ 4,45,995	₹ 5,22,240	₹ 5,58,120	₹ 6,47,820
8. Franchise Fee	₹ 7,80,000	₹ 7,80,000	₹ 7,80,000	₹ 7,80,000	₹ 7,80,000

PARTICULARS	Yr-1	Yr-2	Yr-3	Yr-4	Yr-5
3. EBIDTA (CASH FLOWS):	23,50,920	55,04,130	70,74,960	75,45,600	93,78,072
EBIDTA %	24%	37%	41%	41%	43%
4. Investment Amount	1,00,00,000	1,00,00,000	1,00,00,000	1,00,00,000	1,00,00,000
5. ROI %***	23.51%	55.04%	70.75%	75.46%	93.78%

Assumptions Based On Current Business Model:

A. Basic

*entry fee is excluding gst | **number of kids per week is considered excluding membership kids | ***ROI in terms of months - 24 to 30 months

1. Average store size is assumed to be in between 7,000 - 9,000 sft which can accommodate 80 to 100 kids at full capacity.
2. Initial capex investment per store is assumed to be ₹ 100 lacs (₹ 1,200/- to 1,400/- per sft), which includes all fitouts, civil works, rental advance etc.
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C. Expenditure:

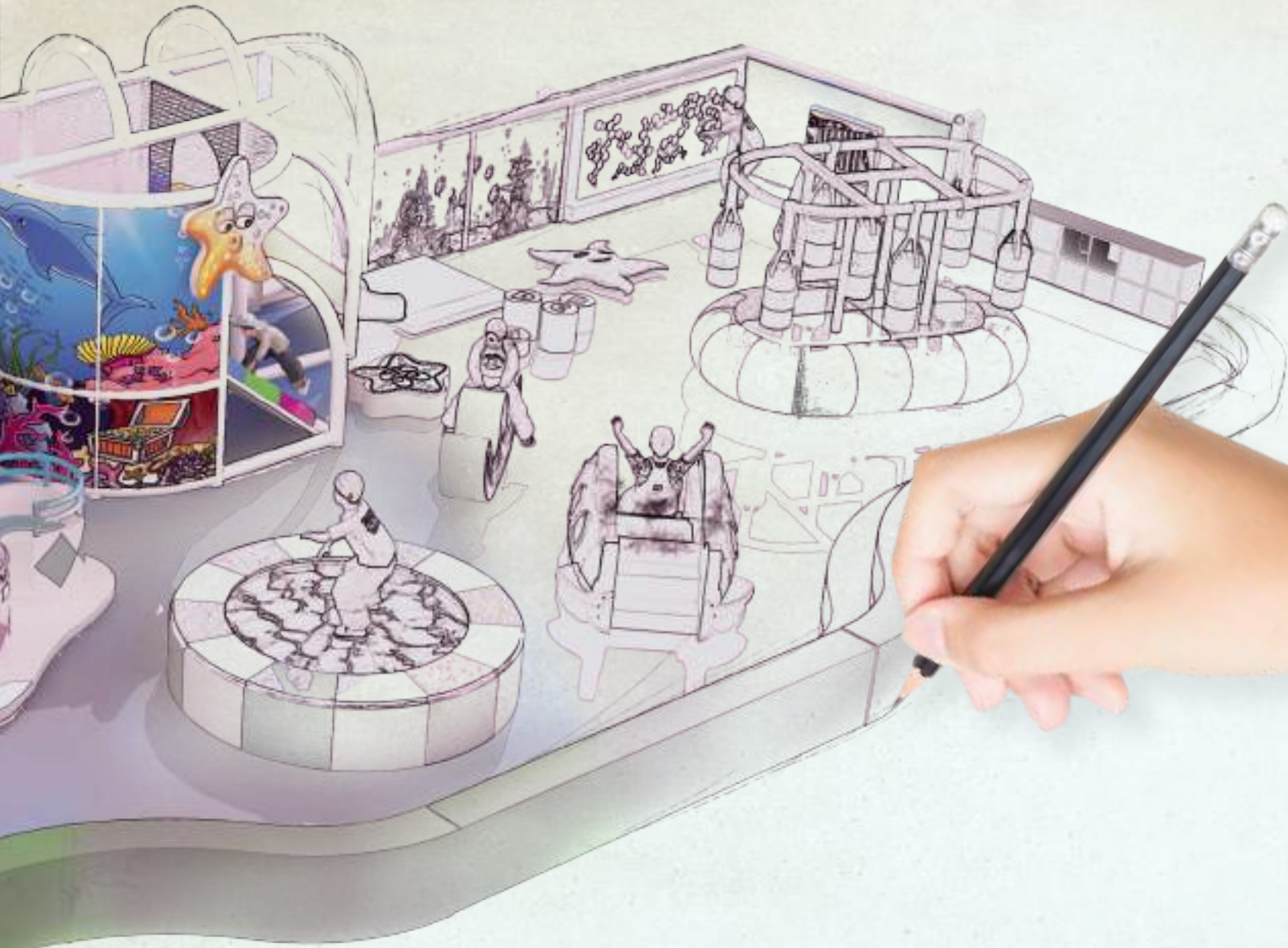
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5. Advertisement & marketing is considered as 10% of total revenue.
6. Consumables cost is assumed to be 45% of income from parties & events (i.e., 55% margin)
7. Others (administration exp, travel, etc) are considered as 3% of total revenue.
8. Franchisee fee is considered @ ₹ 65,000/- per month.



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.



Hyderabad 1



Signature Store, Company Owned – 2017

Children are all fun and games with a little touch of wildness. For your kids to explore and elicit their inner wildness, our 18,000 Sq. Ft. facility at Kompally has been designed with a jungle theme. With an added hint of nature and wildlife, we are sure our facility will allow kids to have fun in an unrestricted way. There is a place for parents to unwind, and watch their kids play to their hearts' content.





At our facility in Kompally-Hyderabad, we boast a 4 storied jungle maze, the tallest drop slide - the only one in India, toddler area, ball pool, 18 bed olympic grade trampolines, wall climbers, pedal car circuit, outdoor play courts & 3 themed birthday party halls.





Hyderabad 2



Company Owned – 2018

Isn't it every child's dream to be a ninja one day? Your little ones can develop cognitive abilities and hand-eye coordination through acrobatic flips, slides and jumps without the fear of any risk or injury at our Tarnaka facility. This 10,000 Sq. Ft. Facility houses many attractions such as a Ninja Circuit, Indoor Pedal Car Circuit, Cricket Simulator, India's first Ninja Circuit, Ninja Bouncy, Trampolines, 2 Ball Boos, Lego Table & a very Large Toddler Area to name a few.







Hyderabad 3



Brand License Store - 2019

Located in the heart of the city and stationed by the historical Hussain Sagar lake, sits our circus-themed indoor play area. It is a safe space designed for children to play, learn and grow.





This 6500 Sq. Ft., facility is our third branch and was inaugurated on 30th November 2019. Our honourable chief guests at the inauguration were ones that have inspired the construction of this facility. Our 100% gadget-free zones have vast swathes of play equipments such as trampolines, sticky wall, tarzan swings, donut slides, huge toddler area, coconut merry-go-round climbing tower, monkey bridge and spiral slides. This circus-themed party hall has been designed in a way that makes it ideal for parties as well.





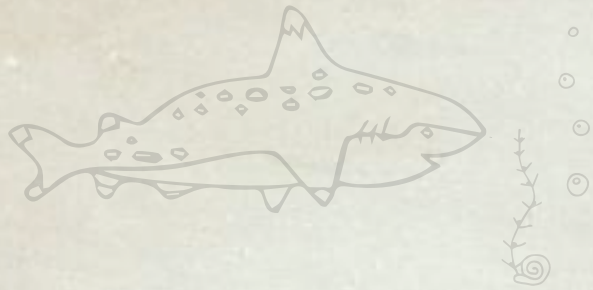
Hyderabad 4



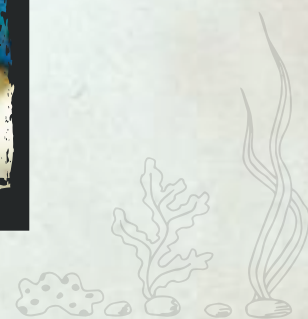
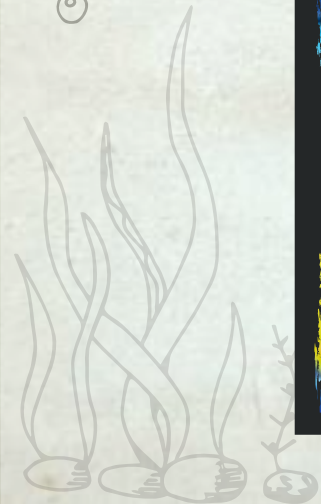
Company Owned - 2020

We decided to open up our next Underwater World themed branch in Miyapur , a major upcoming and bustling residential area, to give the little ones a safe space to play, learn and grow.



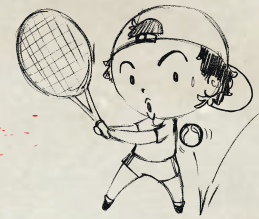


This 9,000 Sq. ft. facility is our fourth branch and like our other branches, its 100% gadget-free zones have vast swathes of play equipment such as Rope tunnel, Trampoline, Climbing wall, Tunnel slide, Rainbow ladder, Bubble roll, Shooting guns, Shark tunnel, Foam pit, High beehive slide, Rotating dragon. The Underwater World themed play areas have been designed in a way that makes it ideal for parties as well as play time for children!





The Team Behind The Brand



Sumit Ahuja



Neha Ahuja



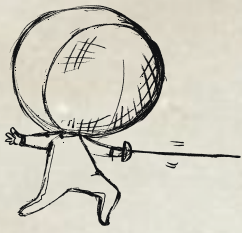
Om Saini



Gulshan Ahuja



Abhinav (Denary Media)



Our Team





Marketing & Branding



Our Creatives Show Our Passion

Happy Valentine's Day

This Valentine's Day,
Leave Your Children
With Us & Spend This Day Of
Love With Your Partner.

RS 400/-
3 HOURS OF PLAY
Offer Valid On 14th February Only

100% Gadget Free

100% Gadget Free

Wishing That You
Always Soar High Just Like The Kites!

HAPPY SANKRANTI!

100% Gadget Free

Sunday Fitness Challenge
5:00 PM Onwards

Opening soon

AT NECKLACE ROAD

SIM & SAM's
Party & Playtown

Santa

Is Coming To Sim & Sam's!

@ 6 PM On 25th Dec!

Lots of Games | Lots of Gifts | Lots of Fun
Rs 400/- FOR 2 HOURS

Kempally, Pocharam and Necklace Road

We Are Nothing Without You!

5000+ 5 Star Reviews
900+ Birthday Parties
17000+ Happy & Healthy Kids
4 Industry Awards

THANK YOU!

Kempally, Pocharam & Necklace Road



This New Year, Let's Play More!

Happy 2020!

1st Jan Special
Rs 400/- For 2 Hours Of Play Time

From
Wrist Band
for kids!

SIM & SAM'S
Party & Playtown

Celebrate

Mother's Day

- SPOT GAMES
- MOM & KID DANCE PARTY
- GIFTS FOR MOMMES
- SPOT TAMBOLA

Contacts: 99795 80222 / 99601 42819 48900

SIM & SAM'S
Party & Playtown

Happy

Baisakhi

Join our celebrations this weekend!

PUNJABI DANCE MASTI
April 13th-14th 2019
6:00 PM onwards

SPOT TAMBOLA
April 13th 2019
7:00 PM onwards

Contacts: 99795 80222 / 99601 42819 48900

SIM & SAM'S
Party & Playtown

Happy

GANESH CHATURTHI

SIM & SAM'S
Party & Playtown

Make Your Mark In
The World.

LIKE HE DID

Happy

GANDHI JAYANTI!

SIM & SAM'S
Party & Playtown

HYDERABAD'S LARGEST INDOOR PLAY AREA

100% GADGET FREE

DEDICATED TODDLER AREA

CUSTOMIZED BIRTHDAY PARTIES

HEALTHY CAFE

KID-FRIENDLY STAFF

PLEASE CARRY SOCKS

SIM & SAM'S
Party & Playtown



100% Budget Free

SIM & SAM'S
Party & Playtown

Sim & Sam's
the happiest place in
the city for kids!

Now Open At
Kompally, Miyapur
And Necklace Road

7 Days A Week
11:00 AM - 9:00 PM
100% Safe & Sanitized

Call - 96765 88022

100% Budget Free

SIM & SAM'S
Party & Playtown

**Exclusive Photoshoot
For Your Toddler!**

Get Digital Prints:
30 Cards, 1 S.Parky Photo
& Costume Changes, 1 Fun Props & Toys

₹ 7,999 (Includes Your Book Rental)
9676588022

100% Budget Free

SIM & SAM'S
Party & Playtown

Dill Toh Bachha Hai Ji..
Let's Hold On To Our Inner Child Forever.
Happy Children's Day

Desert Weekend Offer
12th - 13th Nov For **₹250/-** An Hour.

100% Budget Free

SIM & SAM'S
Party & Playtown

Long weekends mean
lots of games & fun
and the best way to spend
it is with us!

Good Friday/Long Weekend
Offer - ₹400/2 hrs

Venue - Ramnagar (Necklace Road) Mysore.
PS: Don't Forget Your Safety and Mask!

100% Budget Free

SIM & SAM'S
Party & Playtown

WE'RE OPEN

With All The Necessary
Safety Precautions!

Timings:
10 AM - 9 PM
(all days)

Call - 96765 88022
To Book Your Slot

Kompally, Miyapur
Necklace Road &
Sanku (Kannara Street)

100% Budget Free

SIM & SAM'S
Party & Playtown

HAPPY HOLI

Celebrate Holi in the
best way possible,
by staying safe and
with your loved ones!



100% Budget Free

SIM & SAM'S
Party & Playtown

This Sankranti, Welcome Good Vibes And Prosperity, And Spend Fun Time Flying Kites With Your Family!

Happy Makar Sankranti!

100% Budget Free

SIM & SAM'S
Party & Playtown

Make Your Own Kite @ Sim & Sam's Kompally!

Date: 13th, 14th, 15th January!
Time: 11 AM - 9 PM (All day)
₹400 (2 hours - Inclusive of play & DM)

All Material Will Be Provided By Us!

For More Info, Call 96763 88022.

100% Budget Free

SIM & SAM'S
Party & Playtown

To know more, Call 84988 88899

HAPPY WEEKENDS
(Sat & Sun) @ Sim and Sam's!

Fun activities with free popcorn!

SIM & SAM'S
Party & Playtown

Family Sports Day

Date: Sunday, 27th February 2021
Time: 8 PM To 8 PM
Venue: Sim & Sam's Kompally

Entry: ₹500/Child
Shoes Mandatory

Lots Of Inexpensive Gifts For Each Kid!

100% Budget Free

SIM & SAM'S
Party & Playtown

May The Year Ahead Be A Happy, Loving & Safe One For You & Your Family!

HAPPY NEW YEAR

Phagun | Kumbhali | Heddock Road | Tirunelveli

100% Budget Free

SIM & SAM'S
Party & Playtown

Cartoon Walk!

Date: 07th Aug | Time: 4:00 PM Onwards.

Venue: Sim & Sam's Myyapur

Entry: ₹500/- For 2 Hours

Free Gift With Each Entry!
Contact - 96765 95202



Sneak-peek Of What Goes Down At Sim & Sam's







Sim & Sam's Party & Playtown

📞 96765 11212

📍 Unit 11/11 A, Ground Floor, Hi Vision Residency, Behind Cineplanet,
Kompally, Hyderabad, Telangana, 500100

✉️ sumit@simandsams.com

📷 [/simandsams](https://www.instagram.com/simandsams)

📘 [/simandsams](https://www.facebook.com/simandsams)

💻 www.simandsams.com

**100%
Gadget
Free**