



FRANCHISE PARTNERSHIP

Change how your city learns *music*.

A tested curriculum, an assessment that replaces guesswork, and a team that gets your centre open and enrolling.



A market no one has *organised* yet.

Walk into ten music schools in any Indian city and you'll find ten different standards, or none at all.

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- 01 No shared quality benchmark. A strong teacher and a weak one look identical from the sign outside.
 - 02 Most students quit within months, before they can actually play anything.
 - 03 Nobody has organised this market at scale. It's still one owner, one room, no system, repeated a few thousand times across the country.
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Musicraft was built to fix exactly that, five ways.

01

We bring the students to your *door*.

You don't run a single ad yourself. Our team handles the brand, the campaigns, and the enquiries, you just show up to the demos.

- 01 A brand families in your city already know
- 02 Marketing and lead generation run centrally, not by you
- 03 Demos land on your calendar already booked

02

Turn demos into *enrolments*.

The assessment runs live, in the room. The student walks out with a plan built for them, not a sales pitch.

- 01 Live aptitude assessment during the trial
- 02 A ranked instrument recommendation on the spot
- 03 A personalised 4-week roadmap to take home

03

The longer they stay, the more *predictable* your revenue.

Between classes, a teacher-assist tutor keeps practice on track. Beyond classes, open mics and showcases give students somewhere to belong.



13

Real-time practice
feedback across 13
error categories

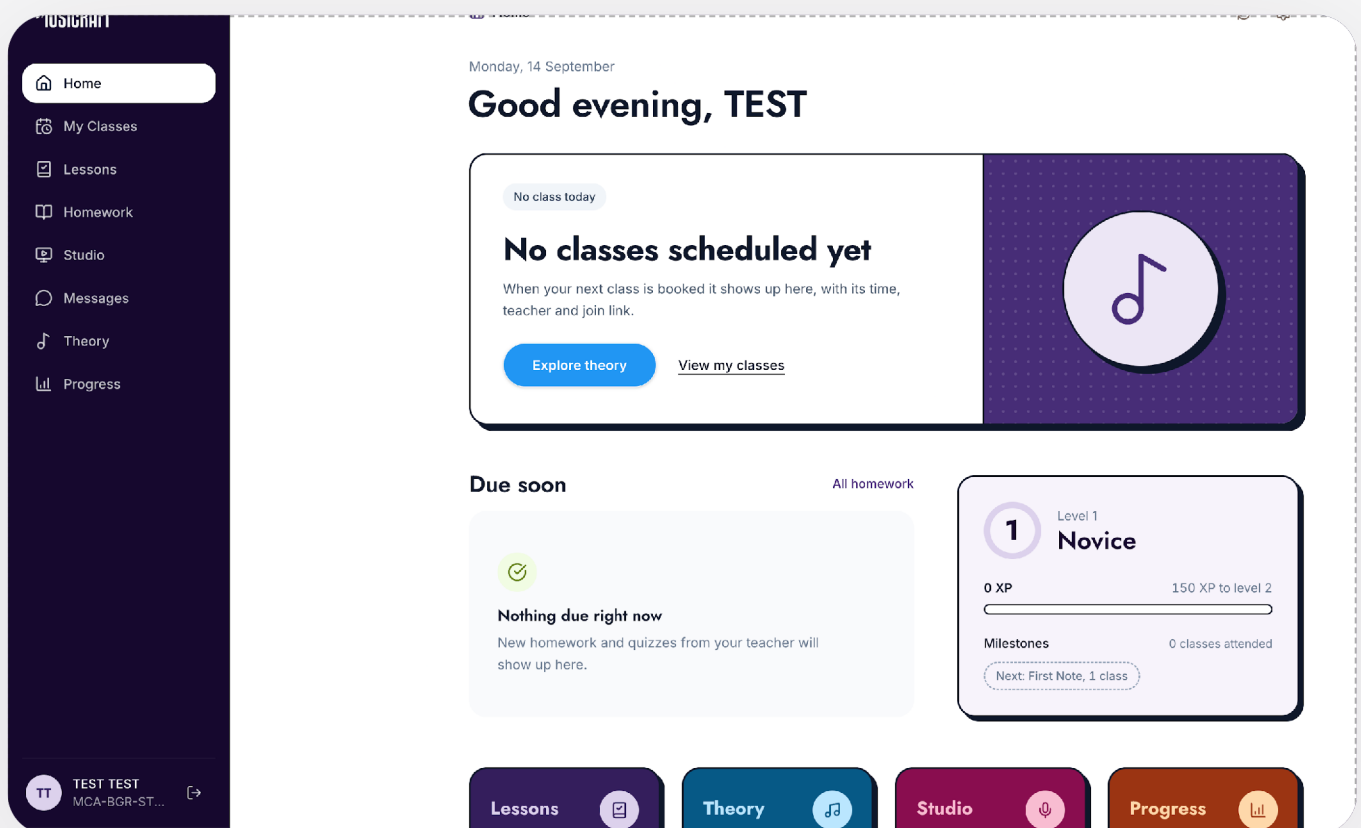
Open mics, showcases,
and a wider music
community

A path for every learner,
certification,
performance, or hobby

04

Know how every class is going, without being in the *room*.

A live portal shows you who's progressing and who's stuck, in every branch, every session.



Live student-status dashboard, updated every session

Structured pre-class brief for every teacher

Post-class voice notes sent straight to each student

05

One *dashboard* runs the whole operation.

A classroom that's ready to teach on Monday and ready to perform on Saturday, with enrolments, payments, and attendance running from one screen.

- 01 Modular stations that turn from teaching studio to performance hall
- 02 Enrolments, scheduling, attendance, and CRM in one dashboard
- 03 Razorpay payments with GST invoices generated automatically

A smarter deal for *partners*.

₹10–35 lakh

What our own two centres actually cost to build — ₹10 lakh in Ujire, ₹35 lakh in Bangalore.

- Real build costs from two running centres, ₹10 to 35 lakh depending on city and scale, not a franchise brochure estimate
- Centralised marketing, curriculum, and tech, so your capital goes into the room, not into rebuilding what we already run
- Royalty and payback modeled with you, for your city, during the application

Do I need a background in music or teaching?

No. You run the business; Musicraft runs the curriculum, the assessments, and the teaching standards.

Do I get exclusive territory?

Yes. Exclusivity within a 15 km radius of your centre.

How long does it take to open?

A minimum of two months from signed agreement to opening day.

What's the royalty structure?

Finalised per city rather than one flat number everywhere, modeled against your local market.

Apply for your city.

Tell us where, and we'll tell you what it takes to bring Musicraft there.

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musicraftacademy.com/franchise