FRANCHISE KIT AN GOLDEN OPPORTUNITY





HOSPITAL | PHARMACY | PATHALOGY













Introduction – Industry Information

Healthcare has become one of India's largest sectors - both in terms of revenue and employment. In addition, COVID-19 has bought this sector right in the forefront of all business seekers, investors, VC's, prospective franchisees and everyone else in the entrepreneur ecosystem. Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well private players.

ADVANTAGE INDIA

Strong Demand

 Healthcare market in India is expected to reach US\$ 193.83 billion by 2020 and US\$ 372 billion by 2022, driven by rising income, better health awareness, lifestyle diseases and increasing access to insurance.

Attractive Opportunities

- The Government of India aims to increase healthcare spending to 3% of the Gross Domestic Product (GDP) by 2022.
- Two vaccines (Bharat Biotech's Covaxin and Oxford-AstraZeneca's Covishield manufactured by Serum Institute of India) - medically safeguarding Indian population and those of 100+ countries against COVID-19.

Rising Manpower

 Availability of a large pool of well-trained medical professionals in the Country.

The number of doctors

 with recognised medical qualifications (under I.M.C. Act) registered with state medical councils/ medical council of India increased to 1,255,786 in September 2020 from 827,006 in 2010.

Policy and Government Support

- In Union Budget 2021, the government allocated Rs. 35,000 corore (US\$ 4.80 billion) for COVID-19 vaccines in 2021-22.
- In March 2021, the Parliament passed the Nation Commission for Allied. Healthcare Professions Bill 2021, which aims to create a body that will regulate and maintain educational and service standards for healthcare professionals.

Manipal Hospitals recently announced the successful completion of acquiring 100% stake in Columbia Asia Hospitals after completion of all regulatory approvals. With the acquisition at a value of Rs 2100 crore, Manipal has emerged as India's second largest multi-specialty hospital chain after Apollo Hospitals. Nimai's Borneo operates in a category where other players like Cloudnine, Ovum, Motherhood, The Nest, Apollo – Cradle.



These are specialized birthing hospitals which provide premium services. While these hospitals cater to the middle and upper middle class and above category there is a huge void in the middle and lower middle-class category seeking affordable healthcare without compromising on quality of services. The majority of the population cannot afford these brands as they charge a high cost for their respective services and hence the potential for a Nimai's Borneo hospital. Big brands like these have taken over the top cities all over India opening up opportunities in smaller towns and TIER II and III cities of India and all areas in top cities which has a thriving middle-class population.

Moving on to the initiatives from the Government which has become very serious in providing affordable healthcare and have begun to use proceeds from taxing medical devices for setting up hospitals in tier II and III cities. With regards to this, the services though are within reasonable pricing limits, there is an aversion created due the service quality and standards. There is a large target audience where, the lower and the middle class who want to avail good health care facilities at a nominal rate who would not want

to visit a typical government hospital.

Indian maternity and child care (MCC) hospitals market is expected to grow at a CAGR of 38% by 2020. This growth is driven by India's rapidly increasing aspirational middle class population, increase in per capita income of urban India with considerable amount disposable income, increasing participation of women in the workforce which in turn has given rise to the count of dual income household and availability of multiple financing options for the customers which predominantly includes customized insurance plans & loan repayment EMI's.

Birthing services currently control the largest market share in terms of revenue in Indian maternity and child care hospitals market. Birthing services segment in Indian maternity and child care hospitals market is expected to grow at a CAGR of 38.73%. Pre-natal services currently control the second largest market share in terms of revenue in Indian maternity and child care hospitals market. Pre-natal services segment in Indian maternity and child care hospitals market is expected to grow at a CAGR of 41.98% and maintain its market share position.

Post-natal services segment in Indian maternity and child care hospitals market is expected to grow at a CAGR of 18.81%. Fertility services segment in Indian maternity and child care hospitals market grew at a CAGR of 12.25% till 2020.



With the increased focus on mother and childcare, policymakers and other stakeholders are increasingly improving access to quality maternal health services in India as well. WHO has commended India for its ground-breaking progress in reducing the maternal mortality ratio – MMR by 77%, from 556 per 100,000 live births in 1990 to 130 per 100,000 live births in 2016. India's present MMR is below the Millennium Development Goal – MDG target and puts the country on track to achieve the Sustainable Development Goal – SDG target of an MMR below 70 by 2030. The growing baby population is also leading to a higher demand for baby products in the country. India has a high birth rate of 19.3 births per 1,000 in a year.

Malnutrition has left a profound impact on India's child population, leaving them vulnerable to all sorts of infectious diseases. Studies have shown, time and again, that poor nourishment in children can weaken their immune system and increase morbidity due to various infectious diseases.

Considering the pre-pandemic Indian healthcare system, the problem has three major constituents: Lack of availability, accessibility, and affordability of quality healthcare services. According to WHO, an ideal doctor-patient ratio is 1:1000, which, when translated to the Indian healthcare system, narrates a shortage of around 600,000 doctors and two million nurses. With all these factors combined, the Maternity and the child care sector seems to be blooming, and will be a very attractive investment opportunity for this decade in India. The potential is very high and seems that it will only grow further. Keeping the audience in mind, Nimai's Borneo has created a unique offering along with a specialized group of doctors, who have more than a decade of experience in the field of maternity and child care.

Market Size:

The healthcare market is poised to multiply three-fold to Rs 8.6 trillion (US\$ 133.44 billion) by 2022. In Budget 2021, India's public expenditure on healthcare stood at 1.2% as a percentage of the GDP. There is a significant scope for enhancing healthcare services considering that healthcare spending as a percentage of Gross Domestic Product (GDP) is rising. The Government of India is planning to increase public health spending to 2.5 per cent of the country's GDP by 2025.

India has a handful of pediatric centres in spite of having the highest percentage of 0-10 year old. There are close to 2,000-plus pediatric beds in India. This translates into a market size of about Rs 1,500 crore. The overall pediatric market in India is about Rs 55,000 crore. The pediatric market is growing at 14-18% per annum.



WHO estimates show that out of the 529,000 maternal deaths globally each year, 136,000(25.7%) are contributed by India? This is the highest burden for any single country. Though India has achieved a remarkable feat in arresting maternal and infant mortality rates and would surpass Sustainable Development Goals (SDG) of reducing maternal mortality to 70 per lakh live births by 2025.

Healthcare market in India is expected to touch an annualized growth rate of 38%, the maternity and childcare hospital market in India is expected to be worth \$27 billion.

While birthing services compose the overall majority within this market segment, encouragingly it is the prenatal services care segment that will drive most of this growth, expected to increase by 42% year on year and this is an area which is Nimai's Forte, making it a very attractive hospital franchise opportunity.

Government Initiatives:

The Government of India has also announced and implemented new schemes and programs to improve the Healthcare of both mother and child. A few of the major schemes include:

- Janani Shishu Suraksha Karyakram JSSK, which has facilitated the shift of births from homes to health facilities. Overall, 75% of rural births are now supervised, as compared to 89% of urban deliveries
- Janani Express and 1,098 services have started to address the challenges of transportation and reaching health facilities on time.
- To address quality of care issues, quality protocols are being developed for the labor room, antenatal ANC and prenatal care PNC by the Government and there is an attempt to standardize
- The Chiranjeevi Yojana in Gujarat and the Thayi Bhagya Yojana in Karnataka, aims at improving maternal health, especially among women living below the poverty line
- Facility-based new-born care services at health facilities have been emphasized. Setting up facilities for the care of sick newborns such as Special Newborn Care Units, New Born Stabilization Units and New Born Baby Corners at different levels is a thrust area under National Health Mission.



- Facility Based Integrated Management of Neonatal and Childhood Illness is to empower the health personnel with the skills to manage newborn and childhood illness at the community level as well as at the facility. This training is being imparted to medical officers, staff nurses and ANMs at CHC, FRUs and 24×7 PHCs where deliveries are taking place
- Navjat Shishu Suraksha Karyakram is a 2-day training program for health personnel in basic newborn care and resuscitation, which has been launched to address care at birth issues i.e., prevention of hypothermia, infection, early initiation of breastfeeding and basic newborn resuscitation

Driven by the Government's push and unmet need of Indian parents, the Healthcare sector has witnessed the rise of specialty care delivery models focused on mother and childcare. The market is estimated to be more than INR 15,000 crore and is expected to grow at a CAGR of 15% over the next few years.

Many leading healthcare providers have ventured into this market, while the last few years have seen the emergence of standalone dedicated specialty care facilities for mothers and childcare. These schemes would help us to get higher volume of customers who can avail Nimai services. These tie-ups will be beneficial for providing wider service in different markets.





About Nimai's Borneo

Best Mother and Child Care at reasonable pricing

Nimai provides qualified and professional Doctors who serve mothers and children by providing service for Maternity Care and Pediatric Care. We provide excellent antenatal checkups, guide you on antenatal exercises, provide antenatal counseling and much more. We provide guidance on exercise in pregnancy and what tests you need to do in order to know about your health and your baby's health. We have more than 18+ years of experience in servicing for the welfare of mother and child. We have come a long way starting with a humble beginning to growing more than 100+ bed capacity. In the course of time, we have had more than seven lakhs happy patients, and delivered 5000+ neonates. We are proud of the fact we have achieved 95% success rate over the years. This only show how caring with devotion has helped us accomplish such great figures.

Our Vision & Mission:



Vision

To Evolve as a Benchmark in Mother and Child Healthcare.



Mission

Provide Advanced Care,
Affordable Pricing
and Access to
all mothers and children.



Goal

Bring down neonatal mortality rate to single digit in India by preventing needless maternal and Child Deaths, and at the same time to become a 1000 crore company.





Key Executive profile



Founder & Director

Dr Santosh N Madrewar

He is a consultant Paediatrican and Neonatalogist having 18 years of experience in treating critical patients and Managing hospitals. He has single handedly carved this mother and child health concept from scratch. Also has developed training modules for Nurses, Hospital Front Office, Hospital Store and housekeeping. He has developed a bridge course for BAMS and BHMS doctors making them competent to serve and save mothers and children.



CEO Madhav B Birajdar

Has more than 22 years of experience in managing and maintaining the projects, Execution and Process Engineering for liquid filling sterile facility, currently working with Biocon Ltd as Director - Engineering , He is keen administrator with well experience in devising policies & directives, with focus on achieving the organisation's mission & strategic direction. Conversant with different Audits WHO; USFDA, MHRA.



CMO Mr Atul Patki

He is a M.B.A professional having more than nineteen years of experience in Marketing ,HR and Training departments with multinationals like Cipla ltd (pharma), Glenmark pharma and gained Rich experience of marketing. He is expert at designing marketing strategy for online as well as offline marketing, execution of the marketing campaign and analyzing the same.



COO

Dr Sandip Lokhande

Dr Sandip Lokhande is a Dental surgeon & Implantologist, Personal coach and motivational strategist. Organisations like CII, AICTE, NIPM and Corporate firms like Endress Hauser Flowtec India Pvt Ltd, Wipro, Bank Bridge, BiGilin, Aurangabad Electricals etc. have not been an exception in his areas of continual help & guidance and training.



A Few Of Our Current Services



Neonatal Care



Gynecological Care



Maternity Care

Pediatric Care



Pediatric Surgical Care







Benefits of Partnering with Nimai's Borneo

As our Franchise Partners you get the following benefits,

Complete Know How to Operate an Efficient Hospital:

Franchisees will be provided with the latest developments in know-how and technology. Complete guidelines and operational requirements will be shared that is critical to acquire a large mass of customers through top class services at affordable pricing.

Association with a Successful Niche Brand:

You become a part of a successful hospital brand that is known to be leaders in their operating zones in a short time span.

Professional Management of the Highest Caliber:

Managed by qualified and a very experienced team in the medical industry.

Individual Identity:

Each Nimai's Borneo Hospital Franchise is individually designed and developed according to a unique theme that will be drawn from the city, its culture and the ethos of the community that will be served while keeping the central theme standardized across all hospitals.

Advanced Systems:

The technological advancement and innovations are very well supported. We will be providing you with the best support and systems which is far ahead of our time. This includes Hospital information management system (HIMS), Human resource management system (HRMS) and much more which makes it much more attractive for smooth procedure and functioning of the franchise.

Site Selection:

We will assist you to identify the suitability of the suggested location in areas with strong demographics.

Complete Layout Design:

We will assist you with a turnkey center layout and design that are functional, distinctive and inviting.



Integrated corporate identity:

Nimai's Borneo will assist you in unifying all visual representation of the hospital. From corporate identity to space planning, from advertising and marketing to employee attire, we will cover all aspects of presenting a strong brand.

Marketing:

Nimai's Borneo will provide the most appropriate artwork to the partners and clear marketing guidelines. A very clear marketing program is in place to ensure that the franchisee partners are able to get to the targets of customers that they should be serving during the term of the agreement.

Public Relation:

Nimai's Borneo shall also provide support to conduct press / media coverage along with continuous PR activities. A combination of online and offline activities ensures good visibility of the brand and will be handled by the franchisor.

Strong operations management:

This is the key factor in ensuring the success of its partners and the franchise business. The system is also transferable to partners and their employees to operate a Nimai hospital successfully.

Training provided from time to time by Nimai's Borneo:

Partners will get access to several training structures to be able to operate the Center in a professionally prescribed manner.

Grooming standards:

The entire team will be trained to meet the grooming standards and will go up to customer handling to ensure a professional and friendly environment.

Development of lifelong skills and expertise:

Our entire training programs, operational handholding and all other knowledge transfer and skill development initiatives ensures development of lifelong skills and expertise.





Franchise Advantages Creating A Bright Future

Ecosystem to Grow Your Business

- Expertise of diagnosing patients for more than a decade in the mother and childcare sector
- All systems with regard to operation and services are very well established
- Service is focused on devoted care which makes the franchisee the center of our success formula.

Service is focused on devoted care which makes the franchisee the center of our success formula.

Financial Growth

- Deep and unlimited target audience.
- High earning potential.
- Consistent year-on-year incremental growth in earnings.

Opportunity to earn recurring revenue Support and Roadmap

- Comprehensive training and on-going support for franchise success.
- In-depth marketing programs to boost sales for all franchisees.
- $\bullet \ Brand\ value\ and\ reputation\ in\ the\ market,\ giving\ you\ an\ edge\ over\ other\ standalone\ hospital.$

Strong central digital marketing and PR team to create the right awareness for all franchisees.

Above all, you have us hand-holding you through this exciting journey, where we are committed to your success, as much as ours.



The Franchise Partner Program

The concept of the Nimai's Borneo franchise system and operations package is devised keeping in mind the sales projections that our ideal location profile demands, the expectations of the market and to simultaneously maximize returns.

- a) Spread the experience of Nimai's Borneo as a brand
- b) To ensure the service is done with devoted care
- c) Understanding of customer requirements in varied geographies
- d) Provide lower- and middle-class high-quality standard of treatment with reasonable pricing
- e) Reach out to a wider canvass of value conscious customers
- f) Revolutionize and organize the medical facilities in India at affordable costs and bring in the best industry practices followed globally.
- g) Offer partners a whole new experience and level of service satisfaction.

Franchise Support from Nimai's Borneo

Nimai's Borneo, believes in implementing our vision and dynamism to the welfare of mother and childcare services and support in recognizing the challenges that lie ahead. Our franchise support model covers various critical components that go towards running a world-class program, as one becomes a part of Nimai's Borneo family.

Start-Up Support

- Business Management Guidelines
- Complete Training Support to all Franchisees.
- Marketing support.
- Recruitment guideline and management reporting formats.
- Service knowledge information sheets.
- Promotion through Nimai's Borneo website.
- Marketing presentation and brochure designs.
- Use of Nimai Hospital Intellectual properties

Operation Support

- Financial planning
- Execution Planning
- Employee Planning



Ongoing Business Support

- Quality Audits on a regular basis
- E-mail newsletters
- Communication operational Support
- Local marketing templates and guidelines
- Service launch notification and training given in advance

Technical Support

- Technical support
- Regular development support

Miscellaneous Support

- Continuous Research & Development
- Corporate identity system
- · Launching assistance
- On-going operational and management support

Nimai's Borneo Quality Control through franchises

The sustenance of the franchisee center and "How would Nimai's Borneo control the quality of service done by their franchisee centers?" The answer involves in having the right plan in place to ensure the quality from beginning to end. This is how we look at this:

1) The Right franchisee and outlet staffing:

The beginning of the franchise quality Programme starts with us understanding the franchisees and then "awarding" them a franchise. Franchisees who are progressive and devoted to affordable healthcare will ultimately hire employees who have the same quality and will reach out to the right audience. Hence, it is important to find franchisees that truly want to be a franchisee and follow the system we have in place, then there is a synergy between franchisee and us.

2) The Right location & model:

All analysis of the location for Nimai's Borneo, franchisee to study the suitability and scope and extent of business that could be derived from the particular geography will be undertaken by Nimai's Borneo.



3) Adherence to systems:

Once franchisees have been selected, they will be acquainted with the systems and procedures that we have mapped out through our own experience, especially on the knowledge dispersal mechanism. The process starts when the franchisees come for their training and are introduced to the business processes and systems they will need to possess to operate in this environment. They will experience everything we preach in practice at our existing hospital, for them to learn from a live environment.

There will be assured systematic monthly audits:

- Clinical Audit
- Administrative Audit
- Financial Audit

This will help to keep in check that the standards and quality are not compromised at every part of the organization.

The Franchisee will

- Utilize the official logo and brand name in the proper manner.
- Solely stick to methodology as provided by Nimai's Borneo.
- Adhere to all operational and training compliances as given by Nimai's Borneo.
- Be completely in-charge of generating business in the specified location.

Following would be the Services offered by the Franchises:

- Marketing the Offerings: Franchises will be required to reach out to clients in their areas through innovative marketing programs.
- Operations: There will be a dedicated team that will ensure that all day-to-day activities are measured and operational efficiency and efficacy is achieved through the reporting compliances and the customer interaction modules followed by the franchisee
- **Post Sales Services:** Ultimately, the primary objective of the franchisee is to offer services according to specifications by Nimai's Borneo. Vaccine services for members is a great add-on service we provide. The franchisee will ensure that the clients are happy with the services and will periodically stay in touch with them for the new offers and services introduced.



BUSINESS GROV



Franchise Business Models

Nimai's Borneo has developed strong presence in over a decade and wishes to expand its market presence nationally across the various cities and towns. The proposed franchise model is:

Nimai's Borneo Hospital Model:

- a) The model will have space of 6000 SQFT Upwards preferably on a single floor. In case you have multiple floors, lift is mandatory.
- **b)** The franchisee will execute the interiors as per the Nimai's Borneo Central Architects Plan for their site and follow all Design guidelines.
- c) You will receive all leads (Labs, Medical, Pharmacy etc.) generated by the HO from your location and the company will drive the entire business from its centralized marketing team to give you the desired business.
- d) The Hospital has to have necessary inventory and equipment's as per franchisor guidelines.
- e) Hospital will be CC TV Camera Enabled
- $\textbf{f)} \ Pharmacy \ will \ be \ attached \ to \ the \ hospital \ which \ adds \ as \ a \ major \ bonus \ to \ the \ earning \ potential$
- g) Your Team will need to attend the training program at the HO.

Training

Nimai's Borneo will conduct prelaunch training and post-launch training which covers management and sales techniques with professionals at their Location. At the company's centralized training center, it will train the Staff of the franchisee. They have a well-defined standard, job descriptions, and training while the franchises will be completely responsible for the selection or termination of franchisee staff, based on their skills and performance.



BUSINESS GROWT

Franchise Marketing

Nimai's Borneo plays on its strengths to create a brand promise. It generates demand for our services through a number of promotional events and more importantly by word of mouth. The brand promises high-quality services. It takes our brand promise very effectively to the masses. It shall provide the most appropriate artwork to the partners and clear marketing guidelines. National Marketing, social media and public relations initiatives, including national press coverage, drive increased customer visits to your hospital and brand promotion activities will be completed Nimai's Borneo.

As per the company's marketing policy, company have allocated a certain percentage of our annual revenue towards Franchisee development especially in improving brand visibility. The company shall also bring in Innovative ways to improve brand awareness.

Our relationship with our Franchise Partners will be

Collaborative.

With total profit management and measures undertaken to enhance their profit Abilities.

With real-time sharing of invaluable knowledge, industry networking and expert Forecast.

Inclusive of trend analysis and readiness for future developments.

Franchisee Requirements

You don't have to be a doctor or a Medical Professional to become a NIMAI'S BORNEO franchisee. The franchisee should be very good with people management, financially sound and with very good local community connect. You should be able to invest and work with a professional team that will operate the hospital as per Nimai guidelines. As a franchisee, you'll become part of the solution.

The company is seeking customer service-oriented entrepreneurs who are interested in transforming the industry and providing the most modern and affordable medical facilities of our times. The franchisee could possess strong sales and customer service abilities and have well-developed people management skills. Your high personal standards should include organization, cleanliness, honesty and integrity. Having a social inclination to giving back to the society is also a pre-requisite as we believe this is not only a for profit venture but also a for service venture devoted to patient care.





Financials

Expectations from this Franchise Model:

In what we see as a mutually beneficial association, we also expect you to fulfil your responsibilities with respect to:

- √ Entrepreneurial skills
- ✓ Ability to replicate business process / model
- ✓ Maintaining high standards of quality in service delivery
- ✓ Adhering to implementation of systems, process, polices as prescribed by Nimai's Borneo.
- √ Team building and long-term retention
- √ Relationship management with customer
- ✓ Giving back to the society

Financials

The estimated financial and returns are demonstrated below:

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
A) INVESTMENTS	17,300,000				
Medical Eqipment	43,00,000	3,00,000	3,00,000	3,00,000	3,00,000
Furniture & Fittings	39,00,000	20,000	20,000	20,000	20,000
Computers & Electronics	17,00,000	20,000	20,000	20,000	20,000
Pharmacy Setup	6,00,000	10,000	10,000	10,000	10,000
Electrification	3,00,000	20,000	20,000	20,000	20,000
Working Capital (To Be Retained by Franchisee)	40,00,000	0	0	0	0
Franchise Fee	25,00,000	0	0	0	0



B) OPERATING EXPENCES	92,61,232	76,28,040	84,11,748	92,69,646	10,209,153
Salaries	11,24,000	12,36,400	13,60,040	14,96,044	16,45,648
Rent	15,60,000	17,16,000	18,87,600	20,76,360	22,83,996
Electricity	3,90,000	4,29,000	4,71,900	5,19,090	5,70,999
Water Charges	24,000	26,400	29,040	31,944	35,138
repairs & Maintenance	1,20,000	5,00,000	5,50,000	6,05,000	6,65,500
Vaccine Purchase	12,00,000	13,20,000	14,52,000	15,97,200	17,56,920
Medicines	36,00,000	39,60,000	43,56,000	47,91,600	52,70,760
Adhoc Expenses	10,03,232	11,28,640	12,62,408	14,05,372	15,58,452
Miscellaneous	2,40,000	2,64,000	2,90,400	3,19,440	3,51,384

C) REVENUES	16,723,200	20,904,000	25,084,800	29,265,600	33,446,400
Revenues from Services	16,723,200	20,904,000	25,084,800	29,265,600	33,446,400

OPERATING PROFIT (C-B)	7,461,968	13,275,960	16,673,052	19,995,954	23,237,247
Less Annualizing Franchise Fee & Incidentals	2,77,778	2,77,778	2,77,778	2,77,778	2,77,778
Less Depreciation on Infrastructure (Over 9 years)	11,66,667	11,66,667	11,66,667	11,66,667	11,66,667

NET EARNING AFTER DEPRECIATION AND ANNUALIZING	60,17,524	118,31,516	152,28,608	185,51,510	217,92,803
Cumulative Returns	60,17,524	118,31,516	152,28,608	185,51,510	217,92,803

Payback Period	Year 2
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^{*}Does not include Rental Advance for Property & Taxes. Could vary depending upon Property Size and its Current Status.

 $^{{\}bf *Numbers\,may\,not\,add\,up\,as\,some\,fields\,not\,included\,and\,will\,be\,shared\,in\,detailed\,discussions\,only.}$



 $[\]hbox{*-}Ambulance will be on hire purchase and its cost will be additional.}$





Please speak to our consultants for a more detailed breakup. Please note that the above figures may not add up to their totals as detailed financials with all break ups will be discussed with profiles that have been approved by the company.

Disclaimer: The financial model is intended to forecast the future financial performance of a center in the above formats. It is only for discussion purposes and is of speculative nature. It is the best estimate of Nimai's Borneo & Sparkleminds based on the information available at the time of forecasting. The actual financial performance will depend on internal and external variables that may either change over time or not been forecasted accurately. The franchisee will be solely responsible for making their own independent judgement on the validity of the model. Nimai's Borneo or Sparkleminds will in no manner be responsible in any way directly or indirectly of any consequences out of these financials.

Q: Why should I choose NIMAI'S BORNEO?

- 1. Operate a Profitable Hospital which provides the best-in-class services at the most affordable prices catering to the middle and lower middle strata of the society.
- 2. Over a decade of experience in the medical health care industry. You will work with the most experienced team in the mother and child care industry.
- 3. A Hospital cum Pharmacy cum Neonatal Intensive Care Unit cum Diagnostic Lab serves as a perfect combo for great returns on investments that you make. More importantly, we operate the best ones in each of these categories.
- 4. Focus On Devoted Services to all Patients who seek Nimai treatments.
- 5. Get access to one of India's most promising health care industry with the focus on Mother & Child care being amongst the most profitable segments.

Q: What is the list of services that a typical Nimai franchise hospital will offer?

The Services which franchise have to offer comprises of:

Core Services:

- Maternity Care
- Gynecological Care
- Neonatal Care
- Pediatric Care
- Pediatric Surgical Care
- Vaccination

Non-Core Services:

- Ultrasonography
 - X-ray
 - Pathology
 - Pharmacy



Q: What qualifications are required to become a NIMAI'S BORNEO franchisee?

Nimai's Borneo is looking for individuals who have good business acumen, a strong work ethic, good local community connect and the willingness to follow our proven system. NIMAI'S BORNEO will be successful due to company operating methods, people, and focus on providing superior customer service. Franchisees must also have the minimum financial qualifications necessary to fund the opening of the franchise and the first few months of operation.

Q: I've never looked at franchises before. What should I know about the process?

Franchising has proven to be an extremely successful method of expansion in the health care Industry. As in this case, you can now buy a franchise of a hospital as you would buy any other retail or f&b or an education franchise. In essence, franchising permits individuals to benefit from a company's success and avoid time and expense associated with learning about a business from the "ground up." You will learn a great deal about the company and the franchise business through your careful review of this document.

Q: Who does the site selection?

The franchisee can do their selection but NIMAI will have to approve of it. You will need to be in an easily accessible, centrally located area with a very strong middle-class population. You will also have to give us a detailed report of all the hospitals in your 5 Kilometers area radius along with a few more requisites which we will analyses before we approve your franchise application.

Q. Who is the customer?

Every mother to be who need medical services is our customer. Every New Born child who needs a Neonatal Facility is our customer. Every customer who needs to buy medicines is also our customer. If you have access to an appropriate location or can arrange one, and are absolutely sure that this is the need of the hour for your city/town, then this is the perfect franchise for you.

Q. How much will the franchises cost me?

This is a high-cost high return opportunity. Investments for our Franchise Model are mentioned as above. If you are serious about becoming a franchise then we would like to meet with you and your partner (if any) to better understand if this could be the right business for you and thereafter discuss costs in detail. You could see the estimated financials in this document for a brief understanding.



Q. What is the franchise fee and other non-refundable fees that I need to pay Nimai's Borneo when I start up?

Please refer our investment section for a brief on your capital and recurring outlay.

Q. Do I need any other license to open a Nimai's Borneo franchise?

The company will help you understand more clearly of all the necessary clearances that are required to sign up the franchise at a more advanced stage of discussion.

Q. What would be my target market segment?

Your target market will primarily include everybody who needs medical services related to mother and child care. It primarily constitutes of middle- and lower-class society who cannot afford high prices of medical expenditure or the costly corporate hospitals and the ones who do not wish to go to the government hospitals. Franchises will have to engage all of the above in their territory and reach out to them using innovative ways.

Q. What are other costs included in the investment shown above for me to open my first franchise? Can I get a loan for the same or is it compulsory to have capital?

You really don't need more than the investment mentioned in the above financials to get started. You can take a loan to start new franchise.

Q. Will you help me get the desired staff? What in-case they leave?

The company will provide guidelines to our franchisee in the recruitment of their staff. A dedicated team of Nimai's Borneo will be in place to ensure help in training and operations of the Franchises. Also, the staffing will be approved at a centralized manner.

Q. I already have a Hospital, Can I opt only for the NICU unit in my current hospital?

Yes, you can opt for an NICU unit at your hospital, provided you meet certain criterions. You could speak to the concerned franchise manager for the same.

Q. Who does the billing? How do I make my royalty payments and in what periodicity?

You do the billing through an automated software provided by Nimai's Borneo. The royalty will be charged and collected weekly.



Q. Does Nimai have any tie ups with Insurance and Banking companies? What about government schemes?

Yes, Nimai has tie ups with insurance and banking companies and will help the franchisee to take the benefit of the same. The tie ups with government schemes will be totally dependent on the locality of the franchise and the regulations which is locally followed. A specialised team member from Nimai will guide the franchisee on all these aspects and more.

Q. Is there any min guarantee or any fixed return on investment that Nimai's Borneo promises?

We believe strongly that you will be able to operate an exceptionally profitable franchise. However, we cannot guarantee your effort and hence do not offer any minimum guarantees.

Q. Can I terminate/withdraw the operations before the agreed time?

Yes, you can terminate/shut down the operations if there is an emergency or any unforeseen event. The franchisor would be eligible to exercise the right to take over the hospital and transfer the same to any other franchisee or operate it as its own unit, as per its own discretion.

Q. What are the audit clause with Nimai's Borneo?

There will be several audits on a regular basis regards to quality of work, accounts, hygiene and several other parameters. If the franchisee fails to maintain the standards and there are consistent deviations, it will be taken up seriously uptill corrective measures are not undertaken.

Q. What are the typical hours of operation? Can I be an absentee investor?

Hospitals operate 24/7 as teams works in shifts round the clock. As a franchise owner, if you are involved in something else, then you could depute a full-time hospital head who will be responsible to achieve the sales and operational goals that we have set for our franchises. However, you will need to be involved to the levels of ensuring that your team is performing as per our standards.

Q. What training support will Nimai's Borneo provide?

All training required by the franchisee to start the franchise from the scratch and operate it successfully will be provided by Nimai's Borneo.



Q. Is there any seasonality in the business?

No there is no seasonality of business. It can be implemented anytime during the year and hence the marketing activity of Nimai's Borneo happens throughout the year.

Q. Can I own multiple franchises in one city? How do you ensure multiple franchises in a city contribute to the growth of business for everyone?

Depending upon the profile & performance of a franchisee, the company decides whether the franchisee is eligible for multiple locations. Also, we ensure enough geographical spacing within our franchises to ensure profitability and further growth for our existing franchisees.

Q. Is Nimai's Borneo franchise transferable?

The franchise is not transferable, however, if you have somebody in mind who could take your franchise, we will have to meet them and approve them for a new franchise.







The Next Actions

Steps to owning a Nimai's Borneo Franchise

Step 1: First Contact

Write in, call or and apply through our website.

Step 2: First Interview, Selection and Signing of LOI.

If you are short-listed, Nimai's Borneo representative will contact you to arrange an interview with you.

Please fill up and send us the completed application form included in the Nimai's Borneo Franchise Kit along with copies of supporting documents requested in the application form. Once your application is accepted by us, we will send you the LOI & MOU Documents.

Please fill in the LOI & MOU Documents and send it to us along with a DD for INR 1,00,000/-+ GST, confirming your interest in taking up the Nimai's Borneo Franchisee.

Above confirmation fee is adjustable against Franchisee fees payable fully at the time of signing agreement. However, the confirmation fee is non-refundable in the event of non-signing of agreement or failure to start the franchisee.

Step 3: Preliminary Introduction

Upon completion of Step 2 above, we will introduce you to the Nimai's Borneo franchise system and give you an overview of the business along with our agreement that would have to be signed up at this point.

Step 4: Franchise Agreement

Detailed terms and conditions in the Nimai's Borneo franchise agreement will be discussed & signed.



Step 5: Initial Franchise Training Program

You will undergo an initial franchise-training Program at Nimai's Borneo HO under the supervision of the franchisor. You shall also familiarize yourself with the operations required for you to eventually manage your Nimai's Borneo center.

Step 6: New Member in Nimai's Borneo Franchise

Congratulations! We welcome you as a new member in the growing Nimai's Borneo network. You are now well on your way to starting a successful business!

Please feel free to ask us or send in your queries to:

The NIMAI'S BORNEO

Project In charge

Nimai Institute of Medical Sciences Pvt. Ltd.

Plot No. 2 & 3, ANTARDWIP, N 9, M 2 Road, Ranjanwan Ho. So.,

Hudco, Aurangabad 431003 (MS) INDIA.

Infoline: 0240 2390466, 88069 86633 Email:franchise@nimaiborneo.com

Web: www.nimaiborneo.com

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Serving Mothers Saving Children!



Project In Charge

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www.nimaiborneo.com