



UCMAS

Odisha & North East India

A Business That Changes Lives. *Including Yours.*

UCMAS franchise owners run recession-proof education businesses backed by 33+ years of proven global systems — a brand parents already trust, and a support structure that removes every guesswork.

3M+

Students

Trained globally

86

Countries

UCMAS operates in

33+

Years

Programme legacy

94%

Centres

Break-even in 24 mo

ISO 9001:2015 CERTIFIED

MSME RECOGNISED

HARVARD RESEARCH BACKED

The world's leading abacus *mental arithmetic programme.*

UCMAS (Universal Concept of Mental Arithmetic System) was founded in Malaysia in 1993 and has since grown into the largest abacus mental arithmetic programme on earth. Operating across 86 countries and training over 3 million children, UCMAS is the only programme of its kind to have been validated by Harvard University, Stanford University, and UCSD researchers.

Children aged 4–13 learn to calculate complex sums at extraordinary speed using an abacus — and eventually, purely through mental visualisation. The benefits extend far beyond mathematics: clinically documented improvements in working memory, concentration, processing speed, and bilateral brain activation have been recorded across multiple independent studies.

Why this is the right time.

India's Education Market is Booming

The Indian K-12 supplementary education market is projected to reach ₹1.3 lakh crore by 2025, driven by scientifically validated, skill-building alternatives to rote learning — exactly what UCMAS delivers.

Odisha & North-East Are Underserved

Odisha has 4.5 crore people and growing educational spend, yet fewer than 40 UCMAS centres. North-East India — 8 states, 4.5 crore residents — has barely 15. The territory opportunity is exceptional.

Post-COVID Demand for Structured Learning

After school closures, parents are far more willing to invest in structured, outcome-driven after-school programmes. Enrolment velocity in 2023–24 was the highest in UCMAS India's history.

Recurring Revenue Model

Unlike product businesses, a UCMAS centre generates monthly fee income. Students stay 2–3 years on average. Revenue compounds month-on-month — without restocking, logistics, or inventory.

Where every rupee goes.

The total investment covers a 3-year exclusive territory licence, full centre setup, two-instructor certification, launch event, events for Years 1–3, and digital support. There are no hidden fees — the line-by-line breakdown below is what we share at our Discovery Visit.

Investment Item	Metro / Tier-1 <i>(Bhubaneswar, Guwahati, Cuttack, Silchar)</i>	Tier-2 Cities <i>(Sambalpur, Jorhat, Tezpur)</i>	Tier-3 Towns <i>(Choudwar, Jaleswar, Salepur)</i>
FOUNDATION			
Franchise Rights Fee 3-year exclusive territory licence	₹12,00,000	₹11,50,000	₹11,25,000
Course Instructor Training x2 In-house training & cert. for 2 instructors	₹1,60,000	₹1,60,000	₹1,60,000
Classroom Setup x2 Furniture, CI abacus & display materials	₹1,80,000	₹1,80,000	₹1,80,000
Office Furniture Setup Reception and admin workstation	₹1,30,000	₹1,30,000	₹1,30,000
Centre Banner (Glow SignBoard) Illuminated exterior signage	₹1,20,000	₹1,20,000	₹1,20,000
Outdoor & Indoor Branding Exterior fascia + wall graphics & banners	₹1,75,000	₹1,75,000	₹1,75,000
Digital Launch Campaign (7 days) Meta/Facebook ads for enrolment	₹1,10,000	₹1,50,000	₹1,50,000
LAUNCH EVENT			
Hall Booking Venue for launch ceremony	₹1,15,000	₹1,10,000	₹1,10,000
Hospitality, Gifts & Refreshments Welcome gifts, food for children & parents	₹1,40,000	₹1,30,000	₹1,20,000
Event Branding & Stage Stage, backdrop, banners, décor	₹1,50,000	₹1,40,000	₹1,30,000
Staff Travel & Hotel UCMAS team transport & accommodation	₹1,25,000	₹1,18,000	₹1,20,000
Awards & Certificates for Children Trophies and participation certificates	₹1,25,000	₹1,25,000	₹1,25,000
YEAR 1–3 EVENTS (3 EVENTS/YR EACH)			
MindCanvas – inter-centre competition Per event, 3 events x 3 years (Class A)	₹1,60,000	₹1,50,000	₹1,45,000
Olympiad – city-level event Per event annually	₹1,60,000	₹1,50,000	₹1,45,000
KenKen / UCMAS Nexus Class A & B only (Year 3 also)	₹1,60,000	₹1,50,000	—
DIGITAL & OPS			
App Support (30 months) ₹1,000/mo — student tracking & parent app	₹1,30,000	₹1,25,000	₹1,25,000
TOTAL INVESTMENT	₹112,00,000	₹110,00,000	₹18,00,000

Payment in 3 instalments: 40% on signing (secures territory), 30% when training begins, 30% before centre launch. Approximate figures — exact breakdown shared at Discovery Visit.

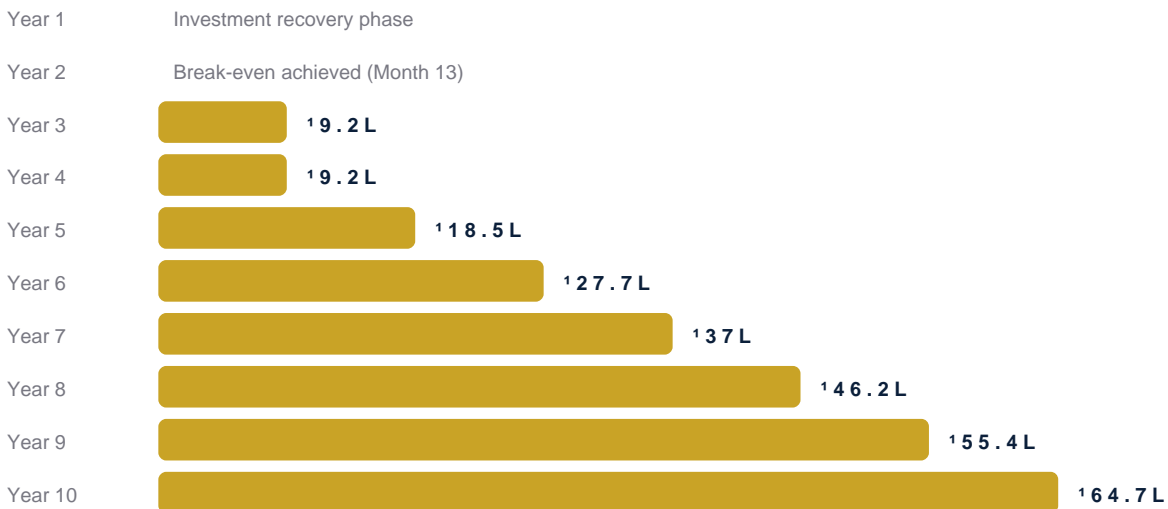
Your numbers. *Your future.*

The model below uses conservative assumptions derived from real UCMAS centres across Tier-2 and Metro cities in India. Your Business Development Manager will build a city-specific P&L during your Discovery Visit.

Monthly Fee / Student 11,000	UCMAS Royalty 22% of gross
Operating Costs (est.) 140,000 / mo	Abacus Kit (30 units) One-time, included

Scenario	Students	Gross Revenue	After Royalty	Monthly Net	Break-Even
Conservative	75	175,000	" 116,500	118,500	Month 26
Moderate (Avg)	150	11,50,000	" 133,000	177,000	Month 13
Accelerated	250	12,50,000	" 155,000	11,55,000	Month 7

Long-term profit projection (110L invested, Moderate scenario)



TOTAL PURE PROFIT (Year 3–10): 164.7L on 110L invested

Projection based on 150 students, 11,000/mo fee, 22% royalty, 140,000 operating cost. Actual results may vary. Visit.

Six safeguards *built into the model.*

Territory Protection — 3-Year Guarantee

Your licence grants exclusive rights within a defined geographic boundary for the full 3-year term. No competing UCMAS centre can open in your zone.

Revenue Floor Support — Enrolment Assurance

If your first batch enrolment is below target, UCMAS Odisha provides marketing co-investment for 90 days to accelerate your student base.

Exit & Transfer Options

After Year 1, you may transfer your franchise to a qualified buyer subject to UCMAS approval — ensuring your capital is recoverable.

94% Break-Even Track Record

Across India, 94% of UCMAS centres reach break-even within 18–24 months. This is not a projection — it is a documented network outcome.

Franchise Network Backing

Access to 500+ Indian franchise owners, a dedicated Business Development contact on direct WhatsApp, and monthly training webinars. You are never building alone.

3-Year Renewable Licence

At the end of your term, renewal is offered at reduced cost with no new centre setup required. Long-term franchisees form the backbone of the UCMAS India network.

WHAT'S INCLUDED

Everything that arrives *when you sign.*

<p>Franchise Licence</p> <p>3-year exclusive territory rights document</p>	<p>Instructor Certification</p> <p>Full residential training for 2 instructors at UCMAS facility</p>
<p>8-Level Curriculum</p> <p>Complete printed + digital teaching materials for all 8 levels</p>	<p>30-Student Abacus Set</p> <p>Physical abacus tools for 30 students — zero additional cost</p>
<p>Branding & Signage Pack</p> <p>Outdoor glow sign, indoor wall graphics, reception branding</p>	<p>Digital Launch Playbook</p> <p>Step-by-step enrolment guide, parent pitch scripts, social templates</p>
<p>Dashboard Access</p> <p>Centre management app: student tracking, fee alerts, progress reports</p>	<p>Dedicated Franchise Manager</p> <p>Named BDM on direct WhatsApp from Day 1 of your launch</p>

The team that *has your back.*

Dedicated Business Development Manager

A named contact (not a call centre) on direct WhatsApp from Day 1. Your BDM helps with enrolment strategy, parent objection handling, and local marketing.

Monthly Training Webinars

Live sessions covering pedagogy updates, marketing tactics, and network best practices — hosted by the UCMAS India leadership team.

Ready-Made Marketing Creatives

A full library of print and digital assets: posters, Instagram reels templates, WhatsApp broadcast kits, and school partnership letters.

Technology Platform

The UCMAS franchise management app handles student registration, fee collection alerts, level progression tracking, and parent progress reports.

Annual Regional Franchise Meet

Gather with fellow franchise owners, hear from top performers, and access exclusive expansion and sub-franchise opportunities.

Centrally Managed Competition Calendar

UCMAS organises MindCanvas, the Olympiad, and UCMAS Nexus at the regional level — you receive ready-to-run event kits.

A typical UCMAS Sunday (your busiest day).

7:30 AM	Centre prep — arrange abacus sets, mark attendance sheets, ventilate classroom.
8:30 AM	Batch 1 (Morning Starters) — 45 min class. Speed tests, concept revision.
9:30 AM	Batch 2 (Mid-Morning) — 45 min. Admin window during class for follow-ups.
11:00 AM	Admin window — fee reminders, parent WhatsApp updates, social post.
12:00 PM	Batch 3 (Afternoon) — 45 min.
2:00 PM	Batch 4 (Final Block) — 45 min. Centre wraps up by 3 PM.
3:00 PM	Close: update dashboard, send weekly progress reports to parents.

LAUNCH PROCESS

From enquiry to open doors. *In 90 days.*

Step 1 — Enquiry Call

2-3 day turnaround

A 30-minute call with our State Head to answer your questions, understand your city, and determine if the territory is available.

Step 2 — Feasibility Study

Week 1-2

We prepare a city-specific P&L model, territory map, and competitive analysis. Shared exclusively at your Discovery Visit.

Step 3 — Agreement & Licence

Week 2-3

Sign the Franchise Agreement, pay the first instalment (40%), and your territory is formally secured. No other franchise can be issued in your area from this date.

Step 4 — Training Camp

Week 3-5

Your two instructors attend a residential UCMAS certification programme at our training facility. Full curriculum, teaching methodology, and software access.

Step 5 — Centre Setup

Week 5-10

Our team assists with classroom layout, branding installation, and tech onboarding. Your BDM visits to approve setup before launch.

Step 6 — Launch Event & Ongoing Scale

Week 10-12+

A full-day launch event draws parents, school principals, and local press. UCMAS handles event kit, branding, and coordination. Your first batch is enrolled.

RECOGNITION

Excellence gets *rewarded.*

Bronze · 100+ Students

Bronze trophy + framed certificate, 15,000 bonus, featured in UCMAS Odisha newsletter.

Silver · 200+ Students

Silver trophy + framed certificate, 115,000 bonus, featured on UCMAS India website, preferred

Gold · 300+ Students

Gold plaque + national stage recognition, 130,000 bonus, Keynote slot at UCMAS State Convent

Champion - 450+ Students

Champion trophy + national spotlight, Fully-paid international UCMAS trip, 150,000 cash award.

From one centre *to regional master.*

Your First Centre

Open your first UCMAS centre, build your student base, and reach break-even within 18–24 months. Your BDM is with you every step.

Scale the Same Centre

Add a third batch, extend hours, or open a second classroom. Revenue per square foot increases without proportional cost.

Two Centres — Regional Leader

Open a second territory (reduced franchise fee for existing franchisees). Manage both with the same team infrastructure.

Sub-Franchise Rights

Gold and Champion tier franchisees are offered the right to onboard and mentor new franchisees in adjacent territories — generating additional royalty income.

Master Franchise

Top performers across 2+ territories are invited to apply for district or state-level Master Franchise rights — the highest tier in the UCMAS India network.

BY INVITATION ONLY

Book Your Discovery Visit

A 60-minute session at our State Head Office in Bhubaneswar (or via video call). We walk you through the full P&L for your city, show the training facility, and answer every question — with no obligation to proceed.

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This prospectus is for information purposes only and does not constitute a legally binding offer. Financial projections are illustrative and based on network averages. Individual results will vary based on location, operations, and market conditions. All terms are subject to the Franchise Agreement signed at the time of engagement. UCMAS Odisha & North-East India is an authorised regional representative of UCMAS International.