

# KOSMIC KINGDOM

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## GALAXY OF FUN & ADVENTURE

*Where Wonder Lives. Where Childhood Breathes.*

A New Era of  
Experiential Play & Family Entertainment

Gurugram | India | Worldwide Aspirations

# What is KOSMIC KINGDOM

Kosmic Kingdom is a **magical realm crafted for children**, where imagination takes form, curiosity finds direction, and joy becomes a daily ritual.

***We are not a playzone.***

***We are a universe of play*** — immersive, safe, emotionally warm, and intuitively designed for developmental growth.

Childhood is not just a phase.

It is the foundation of confidence, courage, creativity and character. At Kosmic Kingdom, we honour that foundation.





## **Mission :**

To nurture **joyful childhoods** by creating immersive spaces that blend **movement, imagination, social play and self-expression**.



## **Vision :**

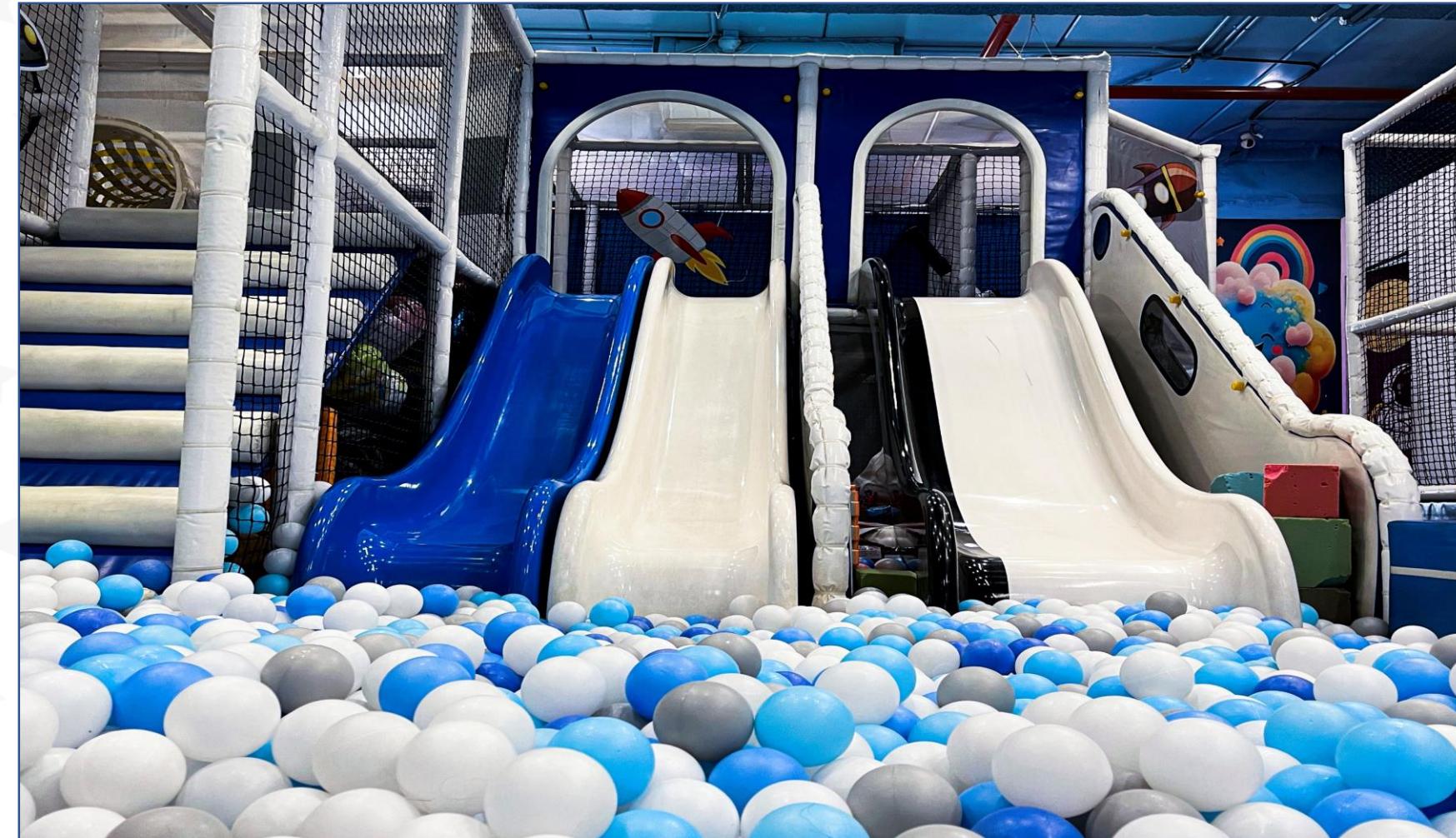
To become **India's most beloved experiential play brand**, recognized for elevating childhood environments in every city we enter.



## **Core Belief :**

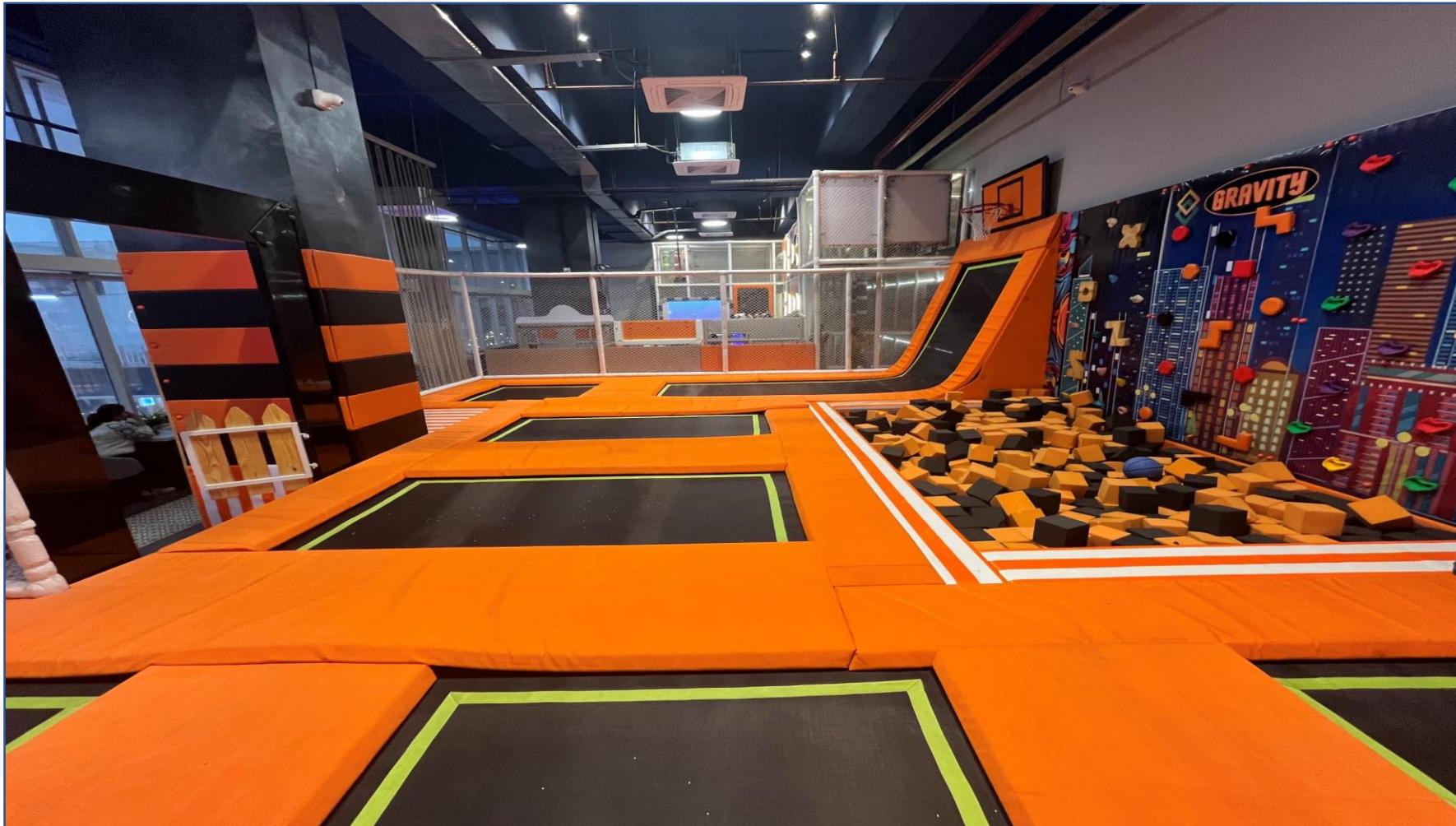
Play is the original form of intelligence.





**M3M IFC,  
SEC 66 - GURUGRAM**





# IRIS BROADWAY, SEC 85 - GURUGRAM



# Why KOSMIC KINGDOM Exists

## Today's children live in :

- Screen-saturated environments
- Limited physical play opportunities
- Academically pressurized routines
- Shrinking social interactions

Kosmic Kingdom is a **breath of fresh air**  
A sanctuary of **movement, laughter,**  
**discovery, teamwork, and free**  
**imagination.**  
We give children **their world back.**



# what Makes Us Different

Aspect	Typical Play Areas	KOSMIC KINGDOM
Design Philosophy	Functional toys + zone	Beautiful, thematic, story-driven play worlds
Play Value	Random play	Structured engagement + sensory development
Hygiene & Safety	Inconsistent	International-standard sanitization & equipment
Staff Role	Supervisors	Play Mentors trained to engage, encourage & guide
Adult Space	Minimal seating	A curated Café offering comfort, warmth & privacy. Although we are a play area first, we understand hospitality equally well. All our cafes serve premium food.

We are a premium childhood experience, not just an entertainment space.



# The Kosmic Experience

- **Multi-Level Indoor Play Universe** with sensory zones, slides, tunnels, ball arenas, trampoline decks, climbing challenges & more
- **Birthday & Milestone Celebrations** with storytelling-based themes & immersive decorations
- **Kallisto Brews Café** — a soothing space for parents to unwind, work or relax
- **Activity Clubs & Holiday Camps** for creative & social development
- **School & Pre-school Tie-Up Programs** encouraging early movement & bonding

Every experience is **emotionally warm, socially inclusive, and beautifully designed.**



## We are built for:

- Children aged 1–10 years
- Young, urban parents who value quality + aesthetics + emotional environment
- Families seeking safe, enriching spaces beyond malls and screens
- Schools looking to encourage physical play-based development
- Parents who celebrate childhood, not just milestones



# Our Flagship Presence

**M3M IFC, Sector 66, Gurugram**

A premium neighbourhood surrounded by modern residences, corporate hubs, international schools and young upwardly mobile families. Near by societies include . **M3M Golf Estate, Trump Towers Gurgaon, IREO Grand Arch, IREO Victory Valley, IREO Skyon, M3M Latitude, M3M Heights, Tata Primanti, Conscient Hines Elevate, Emaar Palm Drive, Adani Samsara & M3M Fairway West**

## Our space is :

- Spacious and thoughtfully zoned
- Clean, organized & sensory-friendly
- Naturally lit & thematically layered

Our café allows parents to **breathe**, even while staying connected to their child's world.



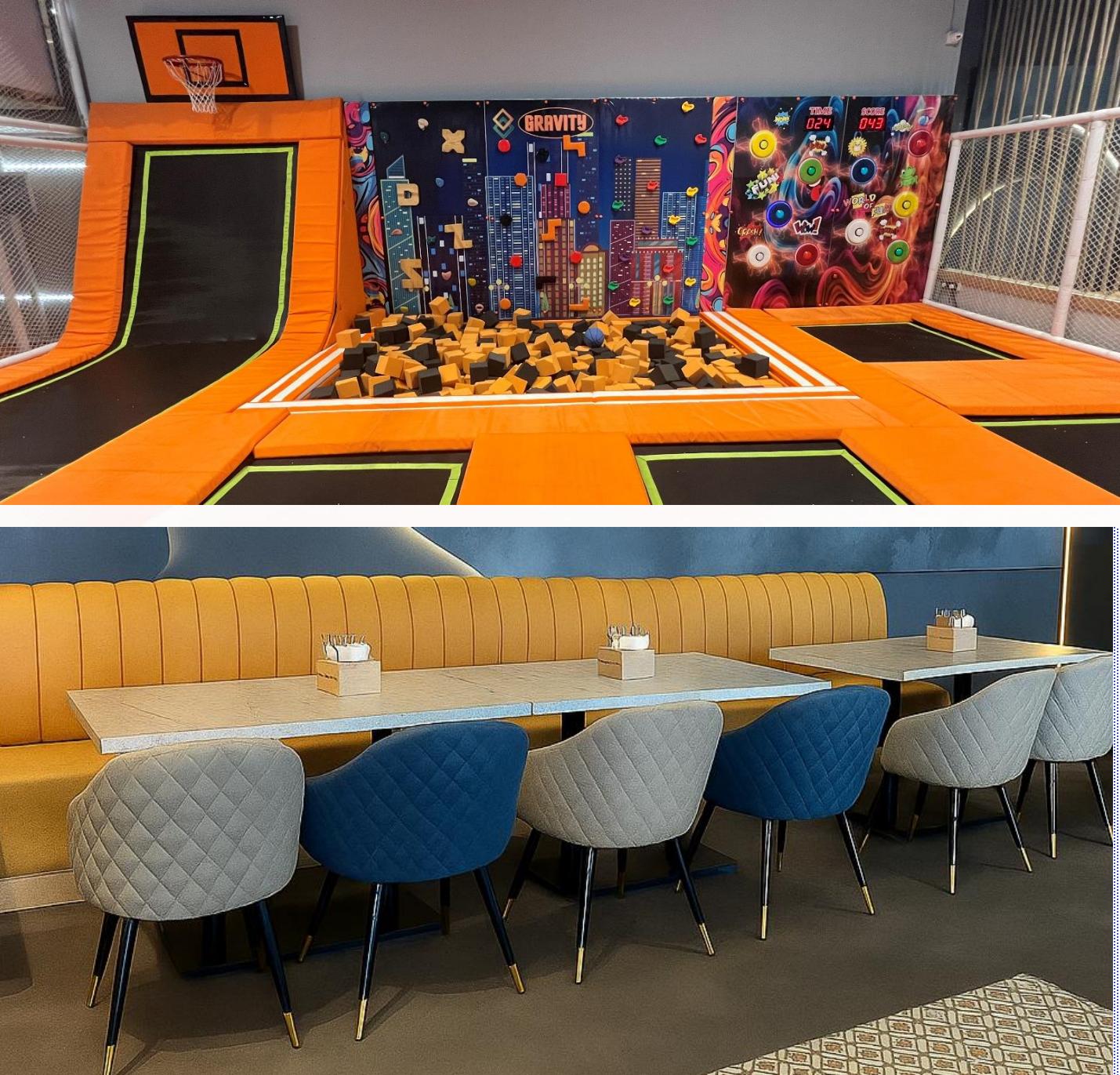


# Our SECOND LOCATION

**Iris Broadway, Sector 85, Gurugram**

Situated in the heart of New Gurugram's fastest-growing residential and commercial belt, Iris Broadway places us within an actively flourishing community environment.

Surrounded by premium housing societies, schools, corporate hubs, and an increasingly young, nuclear family demographic — this location complements our vision of being a modern childhood ecosystem.



# Our space here is designed to be :

- **Warm, vibrant & intuitively zoned**

Every corner encourages exploration and independent play.

- **Sun-lit with soft sensory balance**

The architecture naturally calms children while stimulating curiosity.

- **Safe, hygienic & parent-comforted**

Open visibility, organized play structures, and trained facilitators ensure complete peace of mind.

- **Community-centric & experience-led**

This centre is crafted as a neighbourhood hub — a place where parents connect, children socialize, and memories take shape.

Our café space here acts as a **shared breathing room** — a pause zone where parents can relax, work, or unwind, while staying closely connected to their child's playful world.





# Trust, Love, Reputation & Stats

- 4.8★ Ratings across Google & Social Platforms
- Over 1000 **birthday celebrations** curated with love
- Conducted over 100 Anniversaries across both locations
- A community of **happy repeat families** who treat Kosmic Kingdom like their second home
- Growing presence on Instagram & parent networks
- Data of around 10k children in the Gurgaon vicinity
- A trained staff of over 50 people across locations
- Set SOPs for all departments, from procurement, design

Our reputation is not built on advertising — it is built **on experience** and **word-of-mouth trust**.

# Our Strengths

- **A feel-good environment** with emotional warmth
- **A proven operational playbook** designed for consistency
- **Highly trained staff** who care deeply about children
- **Space design psychology** for cognitive & social development
- **Café integration**, increasing dwell time and revenue per family
- **A franchise model crafted** for sustainable ROI

Kosmic Kingdom is **scalable, lovable, and financially sound.**



# The Franchise Invitation

We are now welcoming like-minded partners to help us **bring joy to more cities.**

## We offer :

- ★ A successful, repeatable business model
- ★ Hand-holding through every stage of setup
- ★ Training, hiring, design, procurement & launch support
- ★ A strong brand identity with established recall
- ★ Marketing systems designed to drive consistent footfall

This is not just a *franchise opportunity* It is an opportunity to **shape childhoods in your city and become a landmark in your city.**



# Franchise Formats

Format	Carpet Area Required	Investment	Capacity	Ideal Locations
<b>Kosmic Universe Flagship Soft play area</b>	2500–3500 sq.ft	₹1.1 Cr – ₹1.4 Cr	Up to 80 people	Destination malls & elite communities
<b>Mega Soft Play area with Trampoline Park</b>	4500–7000+ Sq. Ft.	₹1.7–₹2.3 Cr+	Up to 120 people	City-center entertainment districts
<b>All Out Entertainment zones with Soft Play, Arcade, Bowling, Cafe and Banquet</b>	Approx 15000 Sq. Ft.	₹7 Cr – ₹10 Cr	Up to 400 people	Malls

*(Will refine once you confirm CAPEX preferences.)*





# Revenue Streams

- Playtime Access / Hourly Play Sessions
- Birthday Parties & Celebration Bookings such as anniversaries. Corporate parties can also be conducted in bigger size zones.
- Seasonal Activity Camps
- School Tie-Up Programs
- Food & Beverage (Café) Revenue
- Future: Branded merchandise & workshops

This is a **multi-stream, recurring revenue business**. Since most of the business is from birthday and other celebrations, there is no off season.



# Expected Returns

**KOSMIC KINGDOM** units typically achieve :

- High repeat customer cycles
- Strong weekday + weekend footfall balance
- Healthy operating margins of 22%–32% (location-dependent)

This is a business that grows not just fast, but **sustainably**.





# Our Franchise Support Promise

## We assist with :

- Location selection & feasibility strategy
- Designing packages and menus for different event types
- Store layout & thematic design blueprint
- Vendor procurement & installation support
- Staff hiring + emotional intelligence training
- Full play-area operations SOPs
- Complete Catering Set-up with Menu Design
- Launch marketing & ongoing digital visibility
- 3 months of full handholding for operations

We stay deeply involved as even though you would be running the business it's our brand.  
Your success is our success.



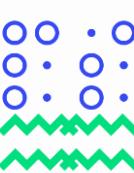


# Ideal Partner Profile

**We work best with partners who :**

- Believe in the power and beauty of childhood
- Understand hospitality, experience & community
- Value aesthetic design, care & warmth
- Want to build a meaningful, legacy-driven business
- Is involved in business oversight and not just an investor.

**Money builds the play zone, heart builds the connections with customers.**



# The Journey to Launch



**Brand Discovery &  
Alignment**



**Grand Opening: A Beautiful  
Community Moment**



**Blueprint, Design  
& Installation**



**Staff Hiring & Training**



**Pre-Launch Buzz &  
Marketing Campaigns**



**Location Identification  
& Approval**



**3 months of hand holding in  
running the business.**





*Growing Childhoods. Growing Communities.*

# Join the Kingdom

*Let's create places where children feel free.  
Where parents feel connected. Where joy becomes everyday.*

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