

# Pingu's English

## An Exceptional Business Opportunity



**Children love learning English  
with Pingu's English!**

There are few things more valuable in life than children's education and future prosperity. Pingu's English gives a head start to the children through fun and entertainment and an exceptional business opportunity for you.



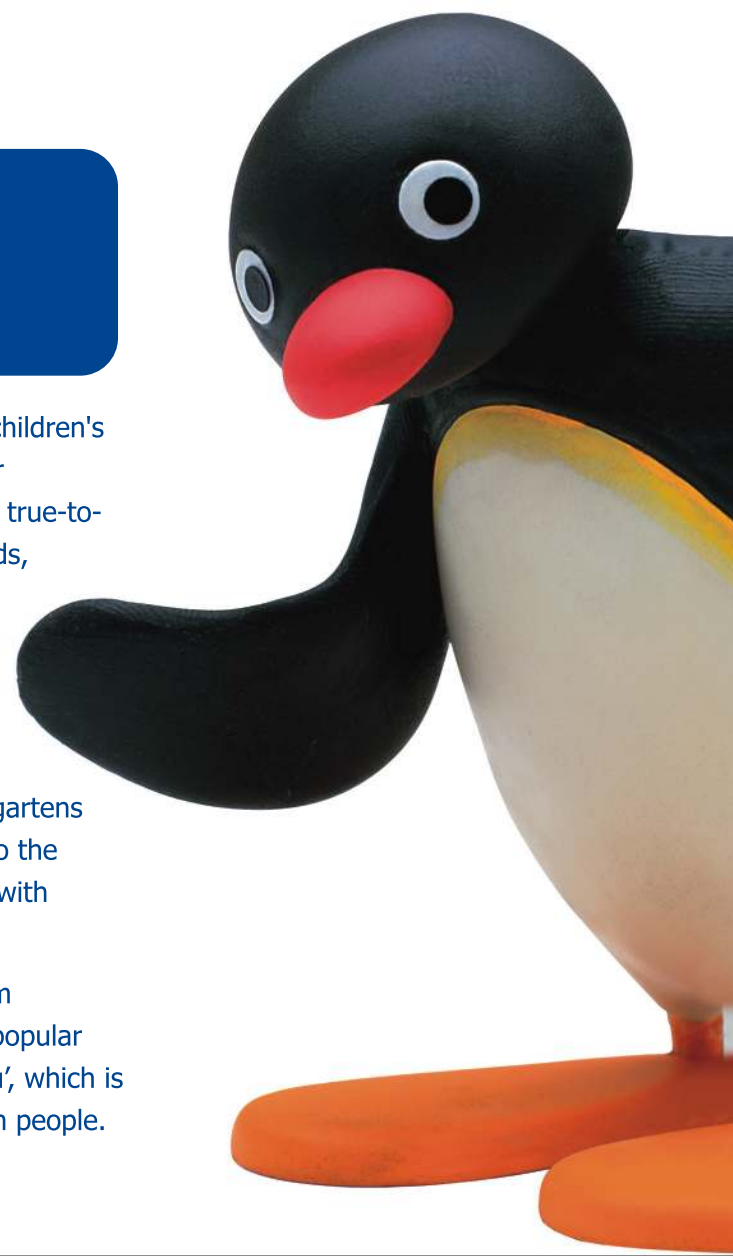
# Foreword



Anita Rao, Managing Director of Early Learners EduServices India Pvt. Ltd, also the promoter of pre-school brands Strawberry Fields, Butterflies, Polka Dots and Pingu's English Master Licensee for India, comments "Currently in India a lot of emphasis is laid on teaching the young children to read and write in English from age three years

onwards, however there is no proper environment provided for children to express themselves in English. **Pingu's English** is unique as it develops children's ability and confidence, in speaking English along with physical, intellectual and social - emotional skills in a fun and entertaining way!"

**Children learn in different ways – only Pingu's English will ensure they succeed, whatever their ability or existing level of English.**



## Pingu's English

**Pingu's English** is an educational, fun and entertaining children's English language course based on the enormously popular animated television character, Pingu. Centered around the true-to-life everyday adventures of Pingu and his family and friends, **Pingu's English** is a three-level course developed by leading child education and language acquisition experts. This unique syllabus uses a wide variety of imaginative activities and multimedia resources to teach English to young children of 3-7 +years in a new and exciting way. Designed for use within **Pingu's English** Schools, kindergartens and also by parents and children at home, it is exclusive to the Linguaphone Group – a global language training provider with 109 years of experience in the language training market.

More importantly this is the only English language program worldwide, based around the lovable and award-winning popular animated well known Penguin character of 20 years 'Pingu', which is being broadcast on 140 channels watched by over 1 billion people.

## A Unique Opportunity waiting to be explored.

**The English for Young Learners market is a high demand, highly rewarding and high profit growth opportunity:**

English in particular is now seen as essential for a child's education and future prosperity

The global market for English language teaching goods and services is US\$25bn, of which approximately 50% is in the children's segment\*

The pre-school and primary children's education market has always been a continual growth market

Parents of young learners are often willing to spend a significant proportion of their disposable income on their children to ensure they have an advantage before entering the formal education system

The prime language learning years of children are those before and during the pre-school years. Research shows that learning a second language at a younger age has a positive impact on a child's emotional and intellectual growth, as well as increasing their self-confidence.

## The Opportunity for Growth are Endless

There are undoubtedly a range of commercial propositions that could be applied to **Pingu's English**. However, examples of network growth opportunities include:

**Exclusive Pingu Centers:** The establishment of branded children's Exclusive Pingu Centers.

**Program Licensing:** The adoption of Pingu's English by established schools and pre-schools.

**Home Tutions/Domestic Pingu Centers:** Developing a network of qualified/experienced tutors or parents to teach Pingu's English to young learners at home.

**Township/Colonies Licensing:** Developing a network of individual licensees in residential colonies/buildings and townships.

**Direct to Market Opportunities:** Distribution of Pingu's English course material in smaller towns, schools and parents.



# Our Proposition to you

Early Learners Pingu's English Master Licensee for India is offering you the opportunity to join our network of Licensees and exploit the enormous potential offered by Pingu's English.

We are looking for successful partners who can recognize an exceptional business opportunity and who have the depth of talent required to drive dynamic growth in the multi-billion dollar global English market for Young Learners. Whether you are an existing training provider with an established network of schools, a business organization seeking diversification or an entrepreneur looking for a new and rewarding opportunity - **Pingu's English License model offers you:-**

A highly flexible, pedagogically sound children's English course based on the strength of the globally recognized Pingu brand, combined with the expertise of the Linguaphone Group.

The opportunity to leverage on the enormous brand awareness generated by the television series, publishing and merchandising of the Pingu character.

The expertise, experience and commitment of Early Learners Marketing and the Linguaphone Group, one of the world's leading language training providers.



**EARLY LEARNERS EDUSERVICES INDIA PVT. LTD.**

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