the EleFant

New Toys Every Day. No Buying. No Clutter.

the EleFant

FRANCHISE PARTNER PROGRAMME 2026

Invest. Protect. Grow.

Your capital is protected. Your monthly return is guaranteed.
Your upside is unlimited.

- Capital Protected
- Fixed Monthly Returns
- Ambassador Income
- SIP Power Move

130+ Partners

16+ Cities

15,000+ Subscribers

SHARK TANK INDIA

Proud Member of BNI, JITO, JIIF

13.5cr Equity Raised

What is the EleFant?

The EleFant is India's leading toy subscription platform that gives families access to a rotating library of toys and books **instead of buying them.**

We help parents provide endless learning and play experiences for their children while reducing cost, clutter, and waste.

New toys every day. No buying. No clutter

1000+
Toys & Books in Library

80+
Premium Brands

16+
Cities in India

Doorstep
Delivery & Pickup

Sanitized
Professionaly Cleaned Every Time

the EleFant
New Toys Every Day. No Buying. No Clutter.

How the EleFant works?

the EleFant
New Toys Every Day. No Buying. No Clutter.

Discover
Browse age-appropriate toys and books through The EleFant app.

Play
Receive toys at home and let your child learn, explore, and grow.

Exchange
Swap toys whenever your child is ready for something new.

Repeat
Access a constant evolving toy collection without repeatedly purchasing toys.

Subscription - based Access Model

12 MONTHS	PLUS	MAX	ULTRA
Access To Large Toys	00	01	01
Toys Per Swap	03	03	03
Unlimited Swaps	✅	✅	✅
Free Deliveries	40	Unlimited	Unlimited
Money Back Guarantee	30 Days	30 Days	30 Days
Per Month Cost	Rs 999	Rs 1,299	Rs 2,000
1-on-1 with a Toy Expert	-	-	✅
12 Months Subscription	Rs 15,325	Rs 19,573	Rs 29,499

Access 1,000+ Premium Sanitized Toys & Books at a fraction of the cost with 100% Damage Waiver.

the EleFant
New Toys Every Day. No Buying. No Clutter.

the EleFant Across India

With every city we expand to,
the **EleFant** spreads more joy,
learning, and opportunity.

OUR INVESTOR

JITO JIIF INCUBATION & INNOVATION FOUNDATION

IVY Growth Associates

MANIPAL GROUP Generations of faith

Malpani Ventures

VentureCatalysts Seed Investor & Innovation Platform

Growth Sense

Investment Plans & Guaranteed Returns

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New Toys Every Day. No Buying. No Clutter.

Three plans. Same Escrow protection. Guaranteed returns escalating over 48 months.

PURPLE

₹15 Lakhs

Toys Investment	₹12,00,000
Setup Fee	₹1,00,000
Franchise Fee	₹2,00,000

Year	Monthly	Yearly
Year 1	₹30,000	₹3,60,000
Year 2	₹40,000	₹4,80,000
Year 3	₹50,000	₹6,00,000
Year 4	₹60,000	₹7,20,000

Total Fixed (4yr)	₹21,60,000
Stock Value at End	₹2,40,000
Total Guaranteed Return	**₹24,00,000**
IRR	**22.19%**

BLACK

₹25 Lakhs

Toys Investment	₹21,50,000
Setup Fee	₹1,50,000
Franchise Fee	₹2,00,000

Year	Monthly	Yearly
Year 1	₹55,000	₹6,60,000
Year 2	₹70,000	₹8,40,000
Year 3	₹85,000	₹10,20,000
Year 4	₹1,00,000	₹12,00,000

Total Fixed (4yr)	₹37,20,000
Stock Value at End	₹4,30,000
Total Guaranteed Return	**₹41,50,000**
IRR	**24.63%**

HIGHEST IRR

HUB

₹40 Lakhs

Toys Investment	₹36,00,000
Setup Fee	₹2,00,000
Franchise Fee	₹2,00,000

Year	Monthly	Yearly
Year 1	₹1,00,000	₹12,00,000
Year 2	₹1,20,000	₹14,40,000
Year 3	₹1,40,000	₹16,80,000
Year 4	₹1,60,000	₹19,20,000

Total Fixed (4yr)	₹62,40,000
Stock Value at End	₹9,00,000
Total Guaranteed Return	**₹71,40,000**
IRR	**29.18%**

all the amount are exclusive of GST

Your Ambassador Income — On Top of Everything Else

50% COMMISSION

SUBSCRIPTION AMBASSADOR

- Share your unique referral link
- Plus Annual (₹15,325) → **₹7,662** earned
- Max Annual (₹19,573) → **₹9,785** earned
- Ultra Annual (₹29,499) → **₹14,750** earned
- Real-time dashboard. Monthly bank transfer.
- No quota. No pressure. No expiry.

Referral Bonus

FRANCHISE BUILDER BONUS

- Refer a new FICO franchise partner
  Purple Plan → ₹25,000 per referral
  Black Plan → ₹50,000 per referral
  Hub Plan → ₹75,000 per referral
  for successful onboarding
- No limit on referrals
- Paid within 30 days
- 2 refs/year = ₹1L extra annually (Black Referral)
- Compounds with subscription commissions

The Core Promise

the EleFant
New Toys Every Day. No Buying. No Clutter.

*When you **invest in the EleFant**, you are not just getting a return — you are getting a **full business partnership**.*

1

FIXED RETURNS

Your monthly return is set at signing and escalates each year. It never drops. No conditions. Your guaranteed floor — always.

2

ESCROW PROTECTED

All subscriber revenue flows into a dedicated bank-held Escrow. You hold FIRST CHIARGE — paid before the EleFant accesses a single rupee.

3

ASSET OWNERSHIP

The toy inventory is registered in your name. Physical, branded assets — not a paper certificate. Your collateral.

Returns are contractually fixed, pre-agreed, paid to you **FIRST** — before any other disbursement. And with **Ambassador income**, your upside is **unlimited**.

How Your Returns Are Protected

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The Escrow Account Waterfall — your guaranteed return comes out first, every time.

1 Subscriber Pays

Monthly or annual subscription fee collected on the app

2 Flows to Escrow

ALL revenue ring-fenced in a dedicated bank account — not mixed with EleFant operations

3 You Are Paid First

Your guaranteed monthly return released BEFORE any other payment — automatic, every month

4 Remainder to Ops

Only after your return is paid does the EleFant access operating funds

Bank-Held Escrow Account
Scheduled commercial bank holds the Escrow.
You have first charge — legally enforceable.

Your return comes out FIRST — always.
Every month. On time. Before anything else.

The Power Move:
EleFant + SIP

Reinvest every monthly EleFant return into a mutual fund SIP @12% CAGR.
Two compounding engines. Simultaneously.

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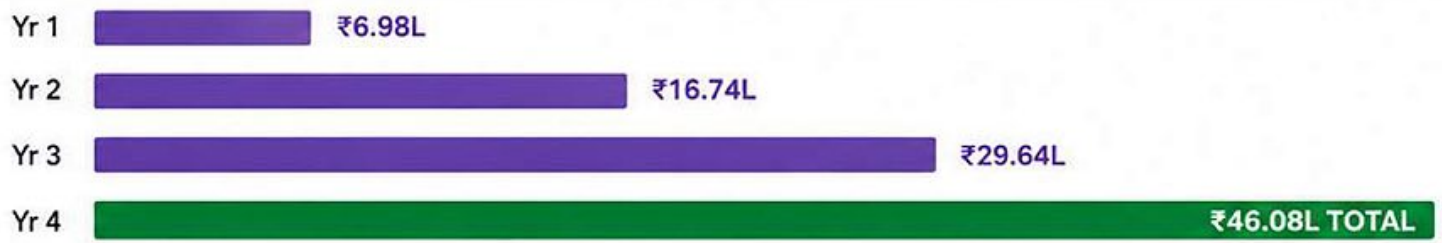
	Fixed Deposit 6.5% p.a.	Mutual Fund 12% CAGR	EleFant + SIP @12%
Investment	₹25 L	₹25 L	₹25 L
Capital during period	LOCKED	Partial risk	Monthly cash in your hand
Total cash received	₹32.34 L	₹39.34 L	₹50.4 L
Net GAIN SIP Pool Growth — End of Each Year	₹7.34 L	₹14.34 L	₹25.4 L



ELEFANT ALONE

24.56% IRR

₹41.5L total cash

\+ SIP reinvestment

19.15% CAGR

₹50.4L total cash

+₹8.9L more than EleFant alone

Why CAGR < IRR?

Returns reinvested — not pocketed monthly.
Cash arrives Month 48, but MORE of it.

Black Plan (₹25L) | SIP @12% CAGR | FD @6.5% quarterly | Illustration only — SIP returns not guaranteed

Total Returns — All Four Streams Combined

Black Plan (₹25L). Every stream running simultaneously. 4-year picture.

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New Toys Every Day. No Buying. No Clutter.

STREAM 1

Fixed Returns

₹41.5L

Over 48 months
24.56% IRR

STREAM 2

SIP Kicker

+₹8.88L

Reinvested
@12% CAGR

STREAM 3

Ambassador
(15 refs/mo)

+₹41.6L

50% commission
4-year total

STREAM 4

Franchise
Referrals (2/yr)

+₹4.0L

₹0.5L per referral
4-year total

4- year Grand Total - Black Plan
Stream 1+ SIP kicker + ambassador + franchise

₹96.0 Lakhs
On ₹ 25L invested = 3.8x your Money

YEAR-BY-YEAR BREAKDOWN

Year	Fixed Return		SIP Pool (cumulative)	Amb. Income (15 refs/mo)	Fran. Bonus (2/yr)	Year Total	Cumulative
	Monthly	Annually					
Year 1	₹55,000	₹6.6L	₹6.98L	₹10.4L	₹1.0L	₹18.0L	₹18.0L
Year 2	₹70,000	₹8.4L	₹16.74L	₹10.4L	₹1.0L	₹19.8L	₹37.8L
Year 3	₹85,000	₹10.2L	₹29.64L	₹10.4L	₹1.0L	₹21.6L	₹59.4L
Year 4	₹1,00,000	₹16.3L + buyback	₹46.08L	₹10.4L	₹1.0L	₹27.7L	₹87.1L
4-Yr Total	₹41.5L fixed		₹46.08L	₹41.6L	₹4.0L	₹96.0L	**₹96.0L**

SIP column shows cumulative pool value at year end (not annual addition). Ambassador: 15 refs/mo avg ₹5,780. Franchise: 2 refs/yr. All illustrative.

DARK STORES OPERATIONAL OVERHEADS

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New Toys Every Day. No Buying. No Clutter.

INVENTORY VALUE

Rs 60,00,000

5,000 Units of Toys & Books

REVENUE

800-1000
Number of subscriptions

Rs 800/ Month
Average subscription cost

Rs 8,00,000
Estimated monthly revenue

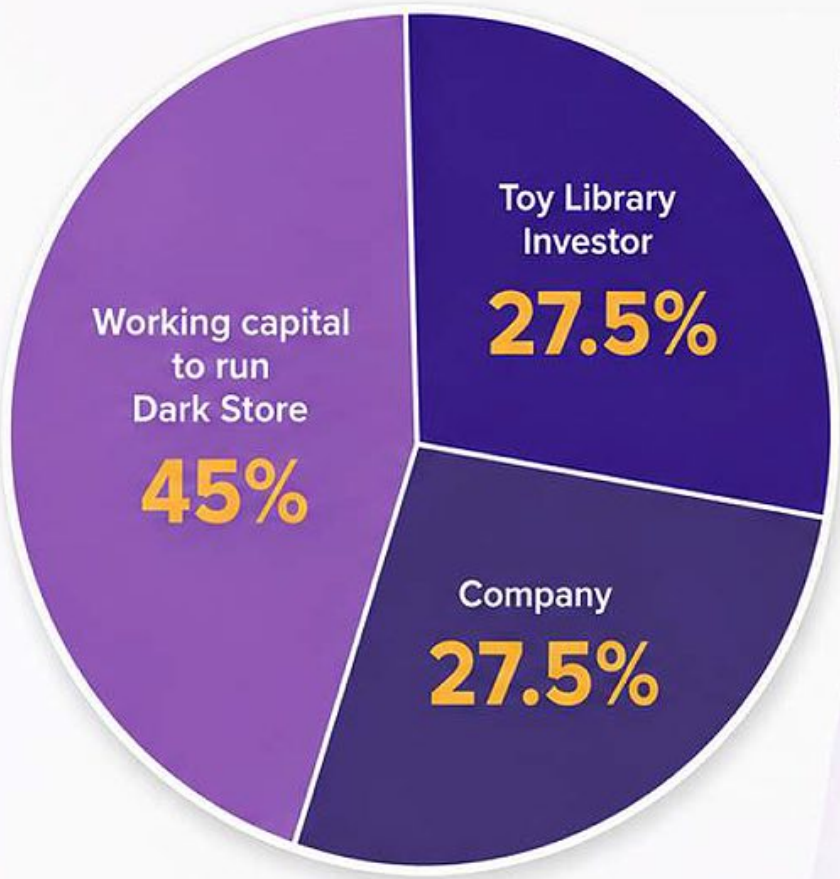
MONTHLY OPERATIONS

Rs 50,000
Rent

Rs 60,000
Salaries

Rs 2,20,000
Operational Cost

Rs 25,000
Miscellaneous



MONTHLY REVENUE ALLOCATIONS

130+ Partners Already Trust the EleFant

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New Toys Every Day. No Buying. No Clutter.

Join a proven, growing network — not a pilot.

130+
Franchise Partners (FICO Model)

15,000+
Active Paying Subscribers

16+
Cities Across India

96.3%
Subscribers on Annual Plans

3 Lakh+
Registered Users

1,000+
Unique Toy SKUs in Catalogue

200+
School Partnerships

₹13.5 Cr
Equity Capital Raised

Shark Tank India

Most Franchisable Concept of the Year, Franchise India

Future Ready Organisation 2024–25, Economic Times

From investment to first return

the EleFant
New Toys Every Day. No Buying. No Clutter.

A simple, transparent onboarding process.

Day 1

1

Sign Agreement

Digital franchise agreement signed. Legally binding from Day 1.

Day 1 to 7

2

Assets Procured

Toy inventory purchased in YOUR name from authorised distributors.

Day 7 to 30

3

Operational Setup

Inventory cataloged, escrow activated, procurement is in process.

Day 30

4

Inventory Live on App

Inventory live on app.

Month 1

5

Your First Return

Your first guaranteed monthly return transferred to your account.

Month 2+

6

Repeat Every Month

Returns continue on the same date. Annual escalation from Year 2.

✦ **The EleFant manages everything:** subscribers, logistics, app, sanitisation, customer service. **You invest. We operate.**

OUR DARK STORE

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OUR AWARDS & MEDIA COVERAGE

startupfox

"Indian Parents Buy Thousands of Rupees Worth of Toys Only for Kids to Outgrow Them in Weeks." The EleFant Just Raised $1 Million to Turn That Shared Parental Frustration Into a Scalable Circular Economy Business.

Our Achievements

Future Ready Organisation 2024-2025
Economic Times

Most Franchisable Concept Of The Year
Franchise India

Best Franchise Model For Home Business
Growth Awards Mumbai 2024

Stop Leaving Money on the Table.

Your network is already worth ₹1 Crore.

Invest ₹15–40L. Receive a guaranteed monthly base. Then use your **Ambassador licence to refer subscriptions and earn 50% on every one.** Reinvest returns in SIP. Refer franchise partners for bonuses. Capital protected. Upside unlimited.

₹96L
4-Year Potential (Active + SIP)

24.56%
IRR on Fixed Returns Alone

50%
Commission on Every Referral

Talk to Our Franchise Team Today

Pratik Sharma : +91 97705 48533
(Library Success Manager)

Turn Connections into Long-Term Wealth.

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App store
Play store

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