



Franchise **BROCHURE**

AFFILIATED WITH
ISTITUTO DI MODA BURGO (MILAN)

INTERNATIONAL DESIGN ACADEMY,
BESIDE SHIV TEMPLE, KACHNAR CITY,
VIJAY NAGAR, JABALPUR, MP

WWW.IDA-EDU.CO.IN

+91 93294 70094
FRANCHISE@IDA-EDU.CO.IN

EXCLUSIVE FRANCHISE OPPORTUNITY
Partner with India's Fastest Growing Design Education Network

Table of CONTENTS



003	COMPANY SUMMARY	
		004
	FROM THE DIRECTOR	
005	WHY INVEST IN IDA	
		006
	OUR COURSES	
007	GLOBAL CONNECTION	
		008
	INTERNATIONAL TIE-UPS	
009	FASHION WEEKS	
		010
	FINANCIAL MODEL	
011	INFRASTRUCTURE DETAILS	
		012
	SPACE REQUIREMENT	
013	REVENUE ESTIMATE	
		014
	SUPPORT SYSTEM	
015	THE ROADMAP	
		016
	NEXT STEPS	
017	CONTACT US	

Company SUMMARY

DESIGN EDUCATION IS THE NEXT BIG INDIAN GROWTH STORY

International Design Academy (IDA) is an established venture in India with over a decade of expertise in the design education sector.

SECTION	DETAILS
Business Name	International Design Academy
Industry	Design Education & Vocational Training
Business Model	Franchise Network (Education)
Target Market	Tier 2 & Tier 3 Cities
Unique Selling Point	Milan Affiliation (Istituto di Moda Burgo) 10+ Years Legacy
Financial Goal	Investment: ~18 Lakhs Risk: Negligible
Growth Plan	Global Expansion

From **THE DIRECTOR**



BATUL ALI
DIRECTOR

Dear Future Partners,

International Design Academy (IDA) was founded over a decade ago with a singular vision: to create an educational ecosystem where creativity meets career viability. As an established venture in India, we define our legacy through excellence, affordability, and perfection, honed by over 10 years of expertise across design, fashion technology, visualization, and specialized creative arts. IDA is more than just a curriculum; it is built to cultivate truly design-adept professionals within a supportive and nurturing environment.

We believe great design education results from fusing a world-class environment with the ethos of a dedicated, innovative, and experienced academic community. We work hand-in-hand with responsive students, transforming raw talent into industry leadership through a focus on exploration and discovery. Our vision embraces challenges and sets the highest academic standards, ensuring every student and every franchise partner is part of a success story that spans across India and beyond. IDA continues to strive to be nothing but the best.

Why INVEST IN IDA

DESIGN EDUCATION IS THE NEXT BIG INDIAN GROWTH STORY



CAPITALISE ON A \$250 BILLION WAVE

With the Indian design sector projected to hit USD 250 Billion by 2030, the demand for skilled professionals in Tier 2 and Tier 3 cities is skyrocketing.



THE "MILAN" COMPETTIVE MOAT

Our exclusive affiliation with Istituto di Moda Burgo, Milan gives you an unfair advantage: the ability to offer Dual Certification and international exposure.



LOW RISK, ASSET- LIGHT MODEL

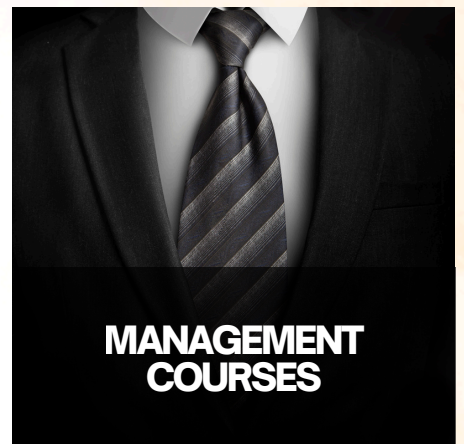
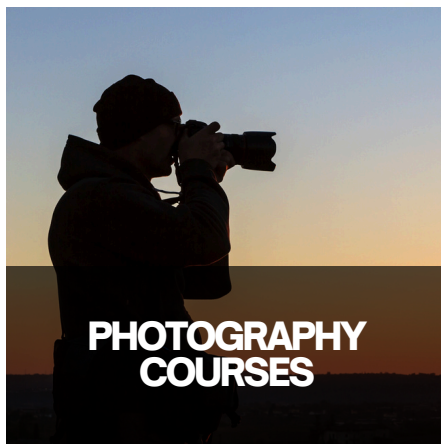
With a lean initial investment of ~₹18 Lakhs and a proven turnkey system, project risk is negligible.



RAPID ROI & SCALABILITY

With optimised overheads and scalable batch sizes, successful centres achieve operational breakeven quickly

Our **COURSES**





Global **CONNECTION**

BRINGING ITALIAN EXCELLENCE TO INDIA

STRATEGIC AFFILIATION WITH ISTITUTO DI MODA BURGO, MILAN

IDA offers key advantages for profitability and distinction:

- **Exclusive IMB Affiliation (Milan):** Direct access to world-class technical precision and artistic heritage.
- **Higher Revenue:** Command premium course fees for IMB-affiliated diplomas.
- **Global Education:** Student Exchange Programme for cultural immersion and international exposure.
- **Dual Certification:** Graduates receive credentials recognized in India and globally, validating skills for the international job market.

The "Unfair Advantage" for Franchisees

When you partner with IDA, you are not just opening a design institute; you are opening a gateway to Milan. This unique selling proposition (USP) acts as a powerful marketing tool, attracting high-aspiration students who dream of a global career but need a local launchpad.

International TIE-UPS

YOUR GATEWAY TO INTERNATIONAL DESIGN EXCELLENCE

By bringing European and American standards to the Indian classroom, we empower our students to become global design leaders.



ISTITUTO DI MODA BURGO

(MILAN, ITALY)



ÉCOLE CONTÉ

(PARIS, FRANCE)



ASCENCIA MALTA

(MALTA)



COLLÈGE DE PARIS

(FRANCE)



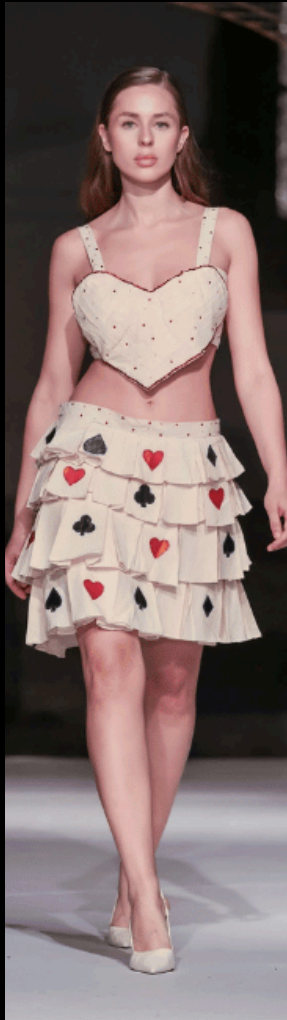
INTERNATIONAL BUSINESS
SCHOOL OF WASHINGTON
(USA)

Fashion **WEEKS**

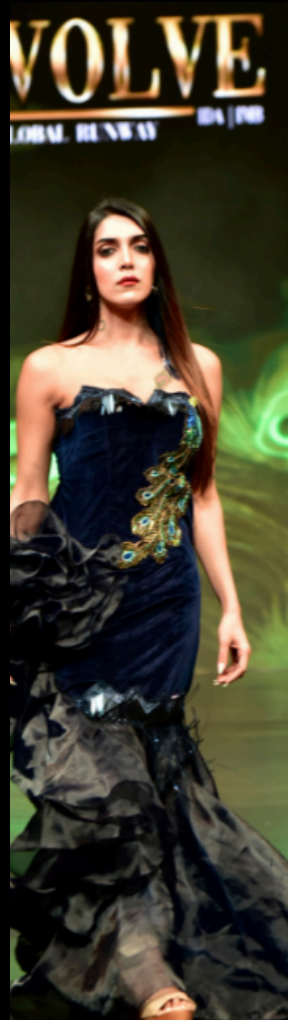
BEYOND THE CLASSROOM, ONTO THE WORLD STAGE



**MILAN
FASHION
WEEK**



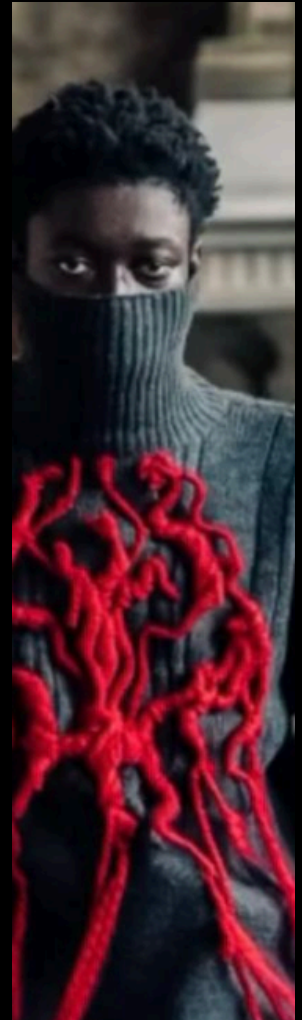
**ROMANIA
FASHION
WEEK**



**EVOLVE:
THE
GLOBAL
RUNWAY**



**LONDON
FASHION
WEEK**



**PARIS
FASHION
WEEK**

Financial MODEL

Royalty Fees apply per student/year (Range: ₹8k - ₹25k) depending on the course and certification level.

Detailed P&L sheets available upon request.

CAPITAL EXPENDITURE

COMPONENT	INVESTMENT IN INR
Franchise & Affiliation Fees (5 Years)	₹ 6,00,000 (IDA + IMB Milan)
Infrastructure & Interiors	₹ 6,00,000 (Furniture, Fixtures, ACs)
Technology & Labs	₹ 4,25,000 (Computers, Machines)
Launch & Branding	₹ 1,75,000 (Publicity, Inauguration)
TOTAL PROJECT COST	₹ 18,00,000

OPERATIONAL EXPENDITURE

MONTHLY OVERHEADS	INVESTMENT IN INR
Staff Salaries	₹ 1,17,000 (Academic & Admin)
Space Rental	₹ 50,000 - 1L (~1200-1500 sq.ft.)
Marketing Spend	₹ 75,000
Utilities & Admin	₹ 23,000
TOTAL MONTHLY BURN	₹ 2,65,000 - ₹ 3,15,000

Infrastructure DETAILS

Our infrastructure is standardised to guarantee professional-grade training. Each centre is equipped as a simulated studio, featuring specialised assets like Zuki-style sewing machines, multiple draping body-forms, and high-performance CAD workstations. This inventory ensures your students practice exclusively with industry-relevant tools and technology.

DETAILED SPECIFICATIONS

ZONE	KEY EQUIPMENT INVENTORY
Fashion Design Lab with GMT-PMT Draping Lab	6 Body-Forms, 5 Normal & 2 Zuki Style Sewing Machines, 2 Pattern Making Tables, 1 Iron Board, 2 Irons, 12 Stools/Chairs/Tables
Theory Class (Common)	Arrangement for 20 Students (Chairs & Tables)
Interior Design Lab	15 Tables with Scales, Stools
Makeup Artist Lab	Arrangement for 15 Students (Chairs, Mirrors, and Tables)
Computer Lab for CAD & Graphics	8-10 Computers, LCD TV
Admission Office	Display Material - Activity Details

Space REQUIREMENT

The IDA campus blueprint is engineered for optimal efficiency and scale, requiring an ideal area between 1200 and 1500 Sq. Ft.. This space is strategically allocated into specialised zones, featuring 220 sq. ft. labs and a 160 sq. ft. counselling area. This configuration maximizes revenue per square foot while upholding global teaching standards.

SPACE ALLOCATION BREAKDOWN

ZONE	AREA
Fashion Design Lab	220 sq.ft.
Interior Design Lab	220 sq.ft.
Makeup Artistry Lab	80 sq.ft.
Lecture Room #1	100 sq.ft.
Lecture Room #2	100 sq.ft.
Computer Lab	200 sq.ft.
Counselling Room	160 sq.ft.
Library	100 sq.ft.
Centre Manager / Director Room	100 sq.ft.
Pantry	40 sq.ft.
Reception + Walking Area + Passage	180 sq.ft.
Admission Office (Cabin)	100 sq.ft.

Revenue ESTIMATE

CONSERVATIVE ANNUAL REVENUE POTENTIAL

COURSE	REVENUE POTENTIAL
Fashion Design (Degree/Diploma)	~ ₹ 27 Lakhs / Year
Interior Design (Degree/Diploma)	~ ₹ 27 Lakhs / Year
Graphic Design	~ ₹ 12 Lakhs / Year
Photography & Fine Arts	~ ₹ 24 Lakhs / Year
Makeup Artistry	~ ₹ 12 Lakhs / Year
TOTAL POTENTIAL REVENUE	~ ₹ 1.02 Crores / Year

ROYALTY STRUCTURE

COURSE	ROYALTY PER STUDENT PER YEAR
IDA Diploma (1 or 2 or 3 Years)	₹ 10,000
IMB Diploma (1 or 2 or 3 Years)	₹ 15,000
Bachelor's Degree (3 Years)	₹ 25,000
Master's Degree (2 Years)	₹ 25,000
6-Month Certification	₹ 10,000
3-Month Certification	₹ 8,000
1-Month Certification	₹ 5,000

Support SYSTEM

DESIGN EDUCATION IS THE NEXT BIG INDIAN GROWTH STORY



PRE-LAUNCH FOUNDATION

We guide you through the critical decisions of Location Analysis and Layout Planning, ensuring your centre is spatially optimised for revenue.



ACADEMIC & OPERATIONAL EXCELLENCE

IDA takes full responsibility for the Academic Support ecosystem, managing the complexities of curriculum delivery, examination papers, and certification processes.



GROWTH & SUSTAINABILITY

With IDA, you are never operating in isolation; you are plugged into a national network of operational and strategic expertise.



SYSTEMS & QUALITY ASSURANCE

You are never left to guess about your centre's performance; our systems help you track operational metrics and optimize efficiency.

The ROADMAP



WEEK 1: STRATEGY & SITE ACTIVATION

Agreement Signing,
Layout Blueprint,
Vendor Dispatch

WEEK 2: INFRASTRUCTURE & TALENT ACQUISITION

Interior Fit-out,
Recruitment Drive,
Interview Process

WEEK 3: TRAINING & MARKET PENETRATION

Staff Induction,
Marketing,
Counsellor Training

WEEK 4: GO-LIVE

Mock Run,
Inauguration Ceremony,
First-Batch Commencement

Next STEPS



EXPRESSION OF INTEREST

Reach out to our Franchise Expansion Team via the contact details mentioned.

STRATEGIC CONSULTATION

Schedule a virtual or in-person meeting with our Directorship team to discuss territory availability, financial viability, and your business vision.

SITE VALIDATION & SIGNING

Once your proposed location passes our feasibility analysis, we sign the Franchise Agreement.

Contact US

PARTNER WITH INDIA'S FASTEST GROWING DESIGN
EDUCATION NETWORK

INTERNATIONAL DESIGN ACADEMY, BESIDE SHIV TEMPLE,
KACHNAR CITY, VIJAY NAGAR, JABALPUR (MP)

+91 93294 70094

FRANCHISE@IDA-EDU.CO.IN

WWW.IDA-EDU.CO.IN

