

# Embrace the Future of Play

with



# the EleFant

**A Rewarding Business Opportunity  
for Women Entrepreneurs**

**I'm a proud  
the EleFant  
Librarian**



# the EleFant Toy Libraries ✨

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**the EleFant is a pioneering membership-based platform transforming the way children play and learn. Through our platform, we provide an extensive selection of toys for rent, offering an economical, clutter-free, and environmentally friendly solution for parents.**

## Benefits of being the EleFant Toy Librarian

Guaranteed Risk-Free Returns

Work Less Than 2 Hours

Become Financially Independent

Continuous Support & Training

WE'RE PARTNERING WITH THE ELEFANT  
LIBRARIANS WITH A VISION TO BE INDIA'S  
LARGEST FLEET OF WOMEN ENTREPRENEURS ✨



# What does a Toy Librarian do?

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## Setup the library at home



A designated space (less than 100 sq. feet) **at your home** should be dedicated to setting up your toy library.

## Keep dedicated time aside



Librarians dedicate **less than 2 hours a day** to managing their toy libraries. This includes managing orders, packing toys, and overseeing the library's operation.

## Order Fulfillment



Librarians are expected to **pack toys as per the orders** received daily. Our logistics partner will handle the delivery and pickup of toys.



# What does a Toy Librarian do?

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## Quality Assurance

The toys must be maintained in excellent condition. They should be **clean and sanitized** after every return. Any broken or damaged toys should be reported immediately for replacement.



## Spread the Word

Librarians are expected to be **brand ambassadors** and encourage the recruitment and usage by new members to the EleFant library.



## Reporting

Regular **reports** on library performance, customer feedback, and any other relevant information should be shared with the EleFant team.



# Here's How It Works



**We'll do the sales, you manage the library.  
Streamline your operations with the EleFant App.**



1

## Receive the order

Get a notification on your app.  
Verify upon receiving an order.

## Pack the Order

Pack the toys listed in order.  
Update the inventory on the app.

2



3

## Handover to the logistics team

The delivery team member will come to your house.  
Hand over the packed items to the logistics team.

## Receive the returned items

Pack the toys listed in order.  
Verify upon receiving an order.

4



5

## Clean & Sanitize the toys

Ensure toys are sanitized as soon as they are brought back.

Maintaining general cleanliness of all toys.

# the EleFant App: Streamlining Your Operations

With the EleFant app, running your toy library is as easy as a few taps on your phone. Your time is precious and we're here to make sure you can use it effectively.



## Inventory Management

The app allows you to keep track of your toy inventory in real-time. You can quickly check which toys are available, rented out, or due for return.



## Order Management

The app notifies you of new orders. You can view the details of the order, pack the toys, and confirm when they are ready for pickup by our logistics partner.



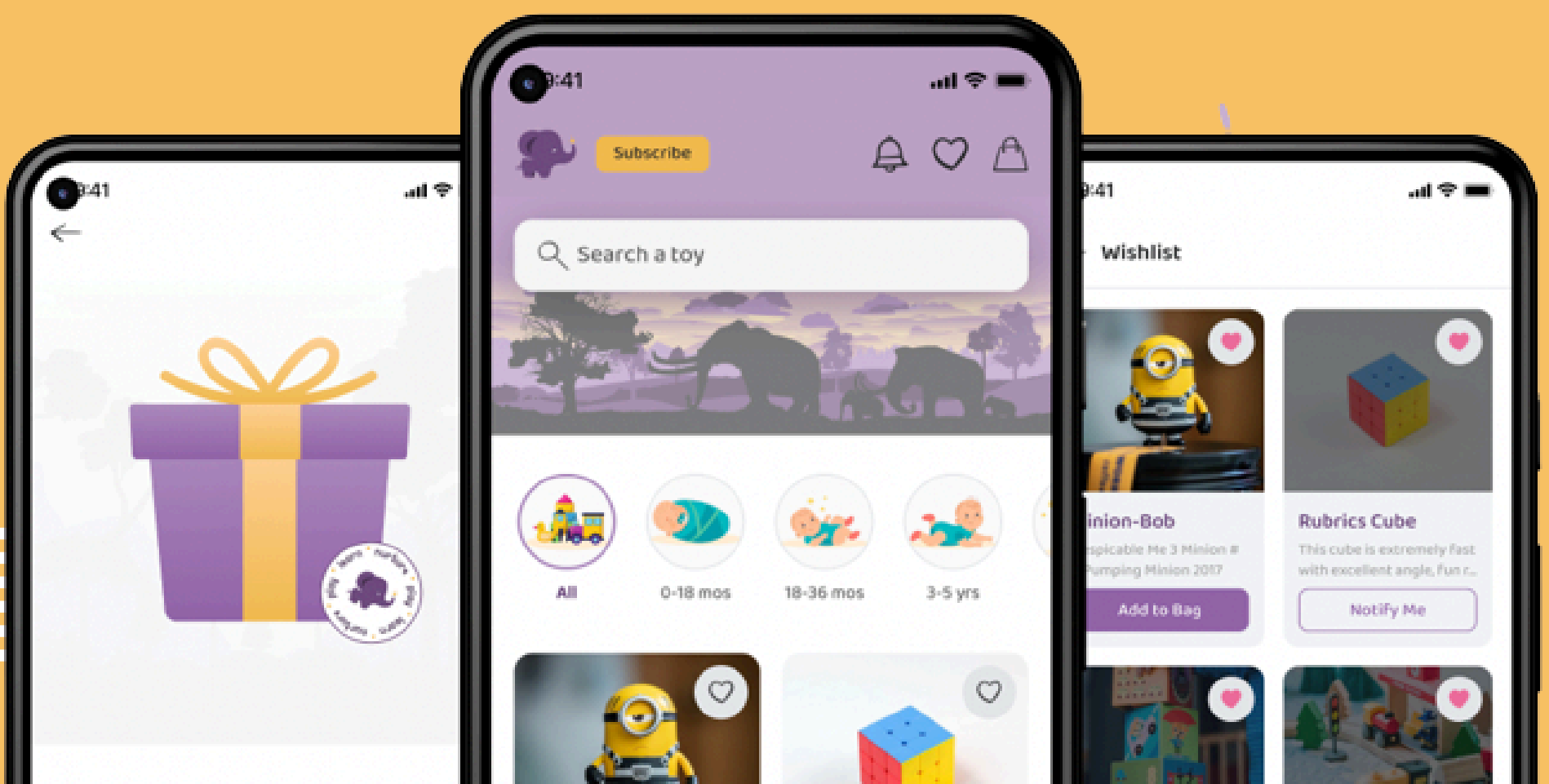
## Reports and Analytics

The app provides data-driven insights into your library's performance, including the most popular toys, busiest rental periods, etc.



## Referral Tracking

The app allows you to track referrals made using your library code. You can easily see how much you're earning from referrals.



# Not your Headache! ✨



**Sales and logistics will be taken care of by us, and you will always have training and support.**



**Initial Setup & Complete Training**



**Operations & Customer Training**



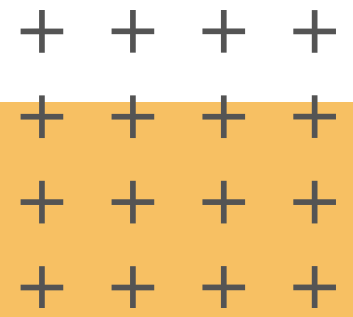
**Marketing and Branding Support.**



**Ongoing IT Systems Training.**

# Training and Full-Range Support

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**1. Initial Setup Training:** We provide detailed instructions and guidance on setting up your library to ensure that it aligns with our brand standards.

**2. Operations Training:** We train you on all aspects of the day-to-day operations of the library, including inventory management, customer service, and more.

**3. Marketing and Branding Support:** We assist you with local marketing and provide you with all the marketing materials you need to promote your library.

**4. IT Systems Training:** We train you on our proprietary software used for managing library operations, from inventory to customer interactions.

**5. Ongoing Support:** We provide ongoing support and regular updates to help you keep pace with the dynamic toy industry and continue to grow your business.



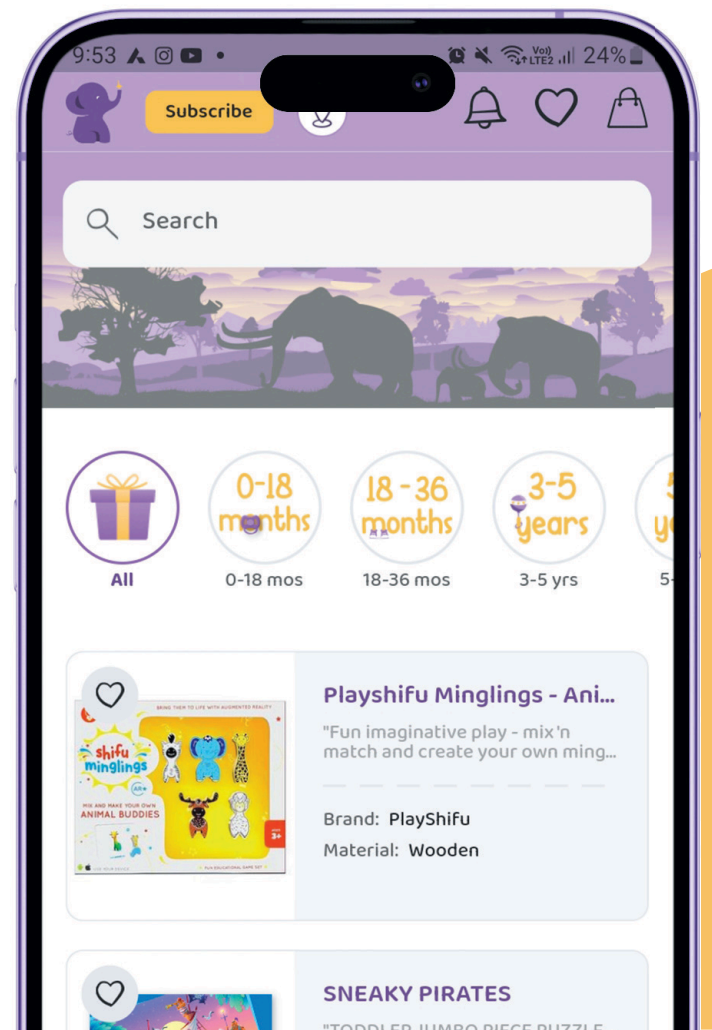


# the EleFant Family today

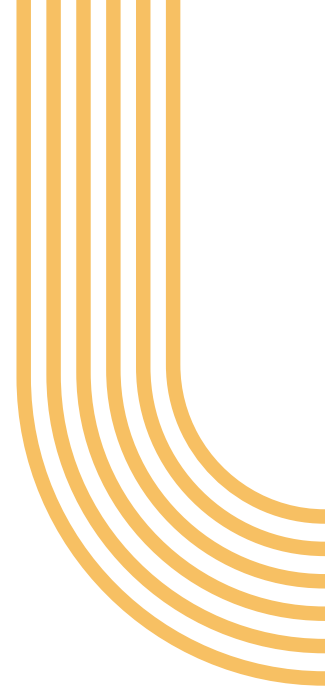
We have already established ourself in

18+ cities

80+ Librarians



# Financial Structure and Earning Opportunity



As the EleFant Entrepreneurs, you can expect the following investment and returns:

Particulars	Purple	Black
Library Toys	7,50,000	15,00,000
Library Set Up Fee	50,000	1,00,000
One Time Franchisee Fees	2,00,000	4,00,000
Upfront Investment	10,00,000	20,00,000
GST Credit	-1,20,000	-2,67,000
<b>Initial Investment</b>	<b>8,80,000</b>	<b>17,33,000</b>
Annual Library Additional Fee (1st year end & 2nd year end)	1,00,000	2,00,000
<b>Total Investment at End of 3rd Year</b>	<b>10,80,000</b>	<b>21,33,000</b>
<b>Returns</b>		
Minimum Business Guaranteed	11,91,600	25,22,220
Variable for Order Delivery	2,70,000	2,70,000
Revenue Share	4,65,000	4,65,000
Referral - Librarian	90,000	90,000
Stock Value - At hand	1,80,000	3,50,000
<b>Total Return</b>	<b>21,96,600</b>	<b>36,97,220</b>
Payback on Total Returns (Months)	14	16
IRR on Total Returns	45%	49%

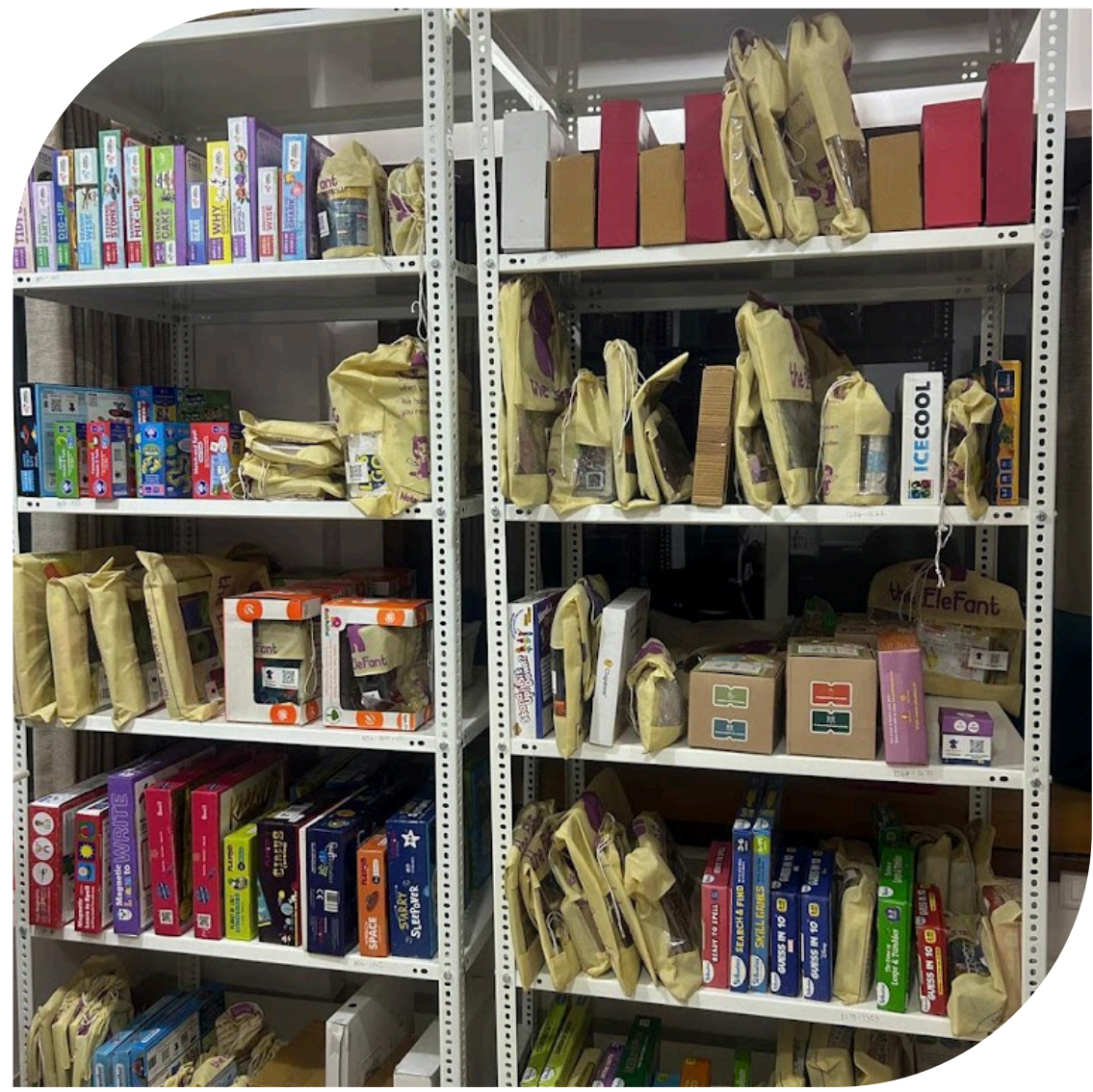
# Earning Opportunity with the Purple Model

Returns the EleFant Home Model	Year - 1		Year - 2		Year - 3		Total
	Monthly	Annually	Monthly	Annually	Monthly	Annually	
Business Income (10 Membership/Month)	8,000	96,000	12,750	1,53,000	18,000	2,16,000	4,65,000
Order Service Fee	6,250	75,000	7,500	90,000	8,750	1,05,000	2,70,000
Minimum Business Guarantee	30,000	3,60,000	33,000	3,96,000	36,300	4,35,600	11,91,600
Revenue Bonus Per Librarians (2 Librarian per year)	NA	30,000	NA	30,000	NA	30,000	90,000
<b>Total</b>	44,250	5,61,000	53,250	6,69,000	63,050	7,86,600	20,16,600

# Earning Opportunity with the Black Model

Returns the EleFant Home Model	Year - 1		Year - 2		Year - 3		Total
	Monthly	Annually	Monthly	Annually	Monthly	Annually	
Business Income (10 Membership / Month)	8,000	96,000	12,750	1,53,000	18,000	2,16,000	4,65,000
Order Seervice Fee	6,250	75,000	7,500	90,000	8,750	1,05,000	2,70,000
Minimum Business Guarantee	63,500	7,62,000	69,850	8,38,200	76,835	9,22,020	25,22,220
Referral bonus per Librarian (2 Librarians per year)	NA	30,000	NA	30,000	NA	30,000	90,000
<b>Total</b>	<b>77,750</b>	<b>9,63,000</b>	<b>90,100</b>	<b>11,11,200</b>	<b>1,03,585</b>	<b>12,73,020</b>	<b>33,47,220</b>

# The Library Home Setup



# the EleFant Librarian Experience

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“

Becoming the EleFant Librarian has empowered me to work on my terms, contributing to my family's income while bringing smiles to little faces.

- Priyanka Sharma

”

“

After having kids, I was looking for a way to work from home without leaving my kids. Becoming the EleFant librarian not only made that possible but also empowered me to achieve financial independence on my terms.

- Suman Jain

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“

Setting up my own business was a dream, and the EleFant turned it into reality. The support and guidance from the EleFant team have been exceptional. From logistics to marketing, they've got it covered.

- Puneet Kumar

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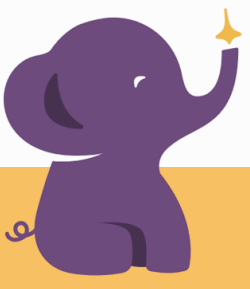




Becoming the EleFant Librarian is not just about starting a business; it's about becoming part of a **community** committed to transforming the lives of children through the **power of play**.

Are you ready to embark on this rewarding journey with us?





# Become the EleFant Librarian

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