



CURO VerseTM
ENGAGE. EMPOWER. EXCEL.

Every child has **potential**.

We're building the platform
to **discover** it.

A new category at the intersection of
immersive experiences, **behavioural intelligence**
and **child development**.



CURIOSITY



CREATIVITY



INTELLIGENCE



CONFIDENCE



SOCIAL GROWTH

EXPLORE • LEARN • GROW



IMMERSIVE
EXPERIENCES



PLAY TO
LEARN



CHILD
DEVELOPMENT



DISCOVERY
INTELLIGENCE



BEHAVIOURAL
INTELLIGENCE



We observe. We understand. We unlock potential.
So every child can become their **best self**.

Before a child can learn,
they must be able to breathe.

At CURO Verse™, every breath
is pure, every moment is safe,
and every experience is elevated.

 **100% AIR PURIFIED**
FOR EVERY CHILD, EVERY DAY.

The CURO Verse™ centre
premises is completely
air purified for a healthier,
safer and superior experience.



THE CLEANEST BREATHING
ENVIRONMENT FOR CHILDREN

Best Oxygen Levels in the Country



Independently Monitored • Real-time Assured

CURO Verse™

EXPLORE • LEARN • GROW

Pure Air™

The invisible foundation of
every CURO Verse™ experience.



Clean Air



Healthy Minds



Better Learning

A COMPLETELY AIR-PURIFIED CURO VERSE™ CENTRE



CLEANER THAN
TYPICAL OUTDOOR
ENVIRONMENTS



CONTINUOUS
AIR QUALITY
MONITORING



ADVANCED
PURIFICATION &
STERILISATION



OPTIMAL TEMPERATURE
AND HUMIDITY
CONTROL



OXYGEN-RICH,
FRESH-AIR
CIRCULATION



DESIGNED FOR
HEALTHIER MINDS
AND BETTER LEARNING



UNDERSTAND TODAY. EMPOWER TOMORROW.





CURO VerseTM
ENGAGE. EMPOWER. EXCEL.

**Officially
Recognized.**

Proudly recognized by **DPIIT**
as a startup driving innovation
in the Education industry.



Engage.
Empower.
Excel.

CERTIFICATE NO:
DIPP252303



Government of India
Ministry of Commerce & Industry
Department for Promotion of Industry and Internal Trade



CERTIFICATE OF RECOGNITION

*This is to certify that **CURO VERSE PRIVATE LIMITED** incorporated as a **Private Limited Company** on **22-01-2026**, is recognized as a startup by the Department for Promotion of Industry and Internal Trade. The startup is working in 'Education' Industry and 'Education Technology' sector as self-certified by them.*

*This certificate shall only be valid for the Entity up to **Ten** years from the date of its incorporation only if its turnover for any of the financial years has not extended ₹ **100 Cr.***

26-03-2026

DATE OF ISSUE



21-01-2036

VALID UPTO

The Blind Spot

For **15 years** a child is constantly observed.

By:



Parents



Teachers

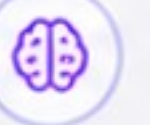


Coaches

Yet **nobody** can answer:



What naturally **excites** them?



How do they **learn best**?



What **environments** unlock confidence?



Where does their **potential** truly lie?

We test children **after** they perform.

We rarely understand them **before** they perform.

CURO Verse exists to change that.



Why Now?

Childhood has changed.
The systems designed to understand it haven't.



Children are spending more time on **screens** than in **discovery**.



We are entering an **AI-powered world** where human capabilities matter more than knowledge.



Parents are investing more than ever in **future readiness**.



Schools are designed to educate at scale, not to **personalise** at scale.



The **skills** that matter most tomorrow are rarely measured today.

CURO Verse exists for this moment.

To help families discover how children think, create, explore and solve problems—**before the future asks for those abilities.**



CURO Verse™



The Discovery Platform for Childhood™

A repeatable experiential ecosystem where immersive worlds, learning pathways and behavioural intelligence help children discover who they can become.

The proposition is simple.

Children come to play.

They leave understanding more about themselves.

*CURO Verse™ is a new category of experiential learning built around **four connected worlds**, where every experience contributes to a child's lifelong discovery journey.*

1. HoloZoo™ | Planet Wild

Immersive wildlife adventures powered by holographic storytelling that spark curiosity, environmental awareness and systems thinking.

2. SAND Café & Social Zone™ | Planet Discovery

A family-first destination where children and parents connect, reflect, recharge and build meaningful moments together.

3. STEM Makers™ | Planet Makers

Hands-on science, engineering and robotics experiences where children build, experiment, solve problems and develop confidence through creation.

4. Planet Imagination™

Immersive digital art, storytelling and creative environments that encourage imagination, self-expression and visual thinking.

Four Worlds. One Discovery Journey.

Each visit is more than an experience.

It becomes another chapter in understanding how a child thinks, explores, creates and grows.



The Discovery Platform for Childhood™

A repeatable experiential ecosystem where immersive worlds, learning pathways and behavioural intelligence help children discover who they can become.

The CURO Verse Flywheel

Play → Observe → Understand → Personalize → Return

Every visit creates new insights.

Every insight improves the next experience.

Every improved experience increases engagement.

Greater engagement drives repeat visits, memberships, school partnerships and long-term family relationships.

The platform becomes smarter with every child and more valuable with every visit.

This Is the White Space.

CURO Verse™ is **not education**.

It is **not entertainment**.

It is the world's first **Discovery Platform for Childhood™**—a new category where immersive experiences, developmental learning and behavioural intelligence work together to help children discover who they can become.

Because before performance defines a child, discovery should.

The CURO Verse™ Universe

Four worlds.
One continuous journey.

A discovery ecosystem designed to help
children explore who they could become —
earlier than ever before.



CURIOSITY



CREATIVITY



INTELLIGENCE



CONFIDENCE



SOCIAL GROWTH



SAFE. SECURE. TRUSTED.

Child-safe by design
with privacy at the core.



**BUILT FOR EDUCATORS
& PARENTS**

Tools and visibility to
support every learner.



**SCALABLE FOR
THE FUTURE**

A platform that grows with
learners and creators.



GLOBAL MISSION

Championing better learning
for every child, everywhere.





PLANET
WILD WORLD

01 OF 4



CURO Verse™

HOLO ZOO

— DISCOVER. CARE. CONNECT. —

AFRICAN ELEPHANT

Loxodonta africana

- Intelligent
- Empathetic
- Social
- Highly Protective

BENGAL TIGER

Panthera tigris tigris

- Powerful
- Adaptable
- Solitary
- Territorial

#CAREINTHECURE
EVERY LIFE. EVERY FUTURE.
CONNECTED.

1 HOLOZOO™

DISCOVER THE WILD

IMMERSE. LEARN. CONNECT.
Nature comes alive through technology.

DID YOU KNOW?
Elephants can recognize themselves in a mirror, a sign of high intelligence.

AFRICAN LION

Panthera leo

Habitat
Grasslands, Savannas

Diet
Carnivore

Social
Pride

Conservation Status
Vulnerable

GIRAFFE

Giraffa camelopardalis

Habitat
Savannas, Open Woodlands

Diet
Herbivore

Height
Up to 5.5 m

Conservation Status
Vulnerable

DISCOVER. CARE. CONNECT.

Every visit plants curiosity.
Every moment builds a better tomorrow.



CURO Verse™
EXPLORE. LEARN. GROW.

SEE THE WILD. SAVE THE WILD.

Immersive Worlds. Real Impact.

PLANET WILD

DISCOVER ANIMALS & ECOSYSTEMS

— HOLOZOO —



HOLOZOO
AFRICA



Experience the
majesty of Africa.



HOLOZOO
ARCTIC



Explore the wonders
of the polar world.



HOLOZOO
ASIA



Discover the beauty
of Asia's wildlife.



HOLOZOO
AUSTRALIA



Meet unique species
from Australia.



HOLOZOO
DINOSAUR



Step back in time
with dinosaurs.



HOLOZOO
SPACE



Explore the universe
beyond our planet.



HAPPY
BIRTHDAY!



Celebrate memories
that last forever.



**IMMERSIVE
EXPERIENCES**

State-of-the-art holography
that brings worlds to life.



**EDUCATIONAL
& ENGAGING**

Inspires curiosity and
builds awareness.



**CONSERVE
& PROTECT**

A portion of proceeds
supports wildlife.



**FUN FOR ALL
AGES**

Families, schools and explorers
love every moment.



**ONE JOURNEY.
MANY WORLDS.**

Discover. Learn. Care.
Make a difference.

SAND Café

& SOCIAL ZONE™

CONNECT. RELAX. REFLECT.

A welcoming space where families connect, relax and create beautiful memories together.

OUR PROMISE

- Good Food. Great Company.
- Comfort for Every Generation.
- Meaningful Moments, That Last.
- Designed for Connection and Discovery.

SIGNATURE RESTAURANT

A limited, thoughtfully curated all-day menu with fresh ingredients, exceptional coffee and wholesome comfort food.

- Breakfast All Day
- Gourmet Sandwiches
- Salads & Bowls
- Wood-fired Pizzas & Flatbreads
- Kids' Explorer Meals
- Artisan Desserts
- Specialty Coffee & Fresh Juices



OPERATIONAL EFFICIENCY
 Lower costs. Higher productivity. Streamlined operations.

QUALITY CONSISTENCY
 Standardized processes ensure taste and quality everywhere.

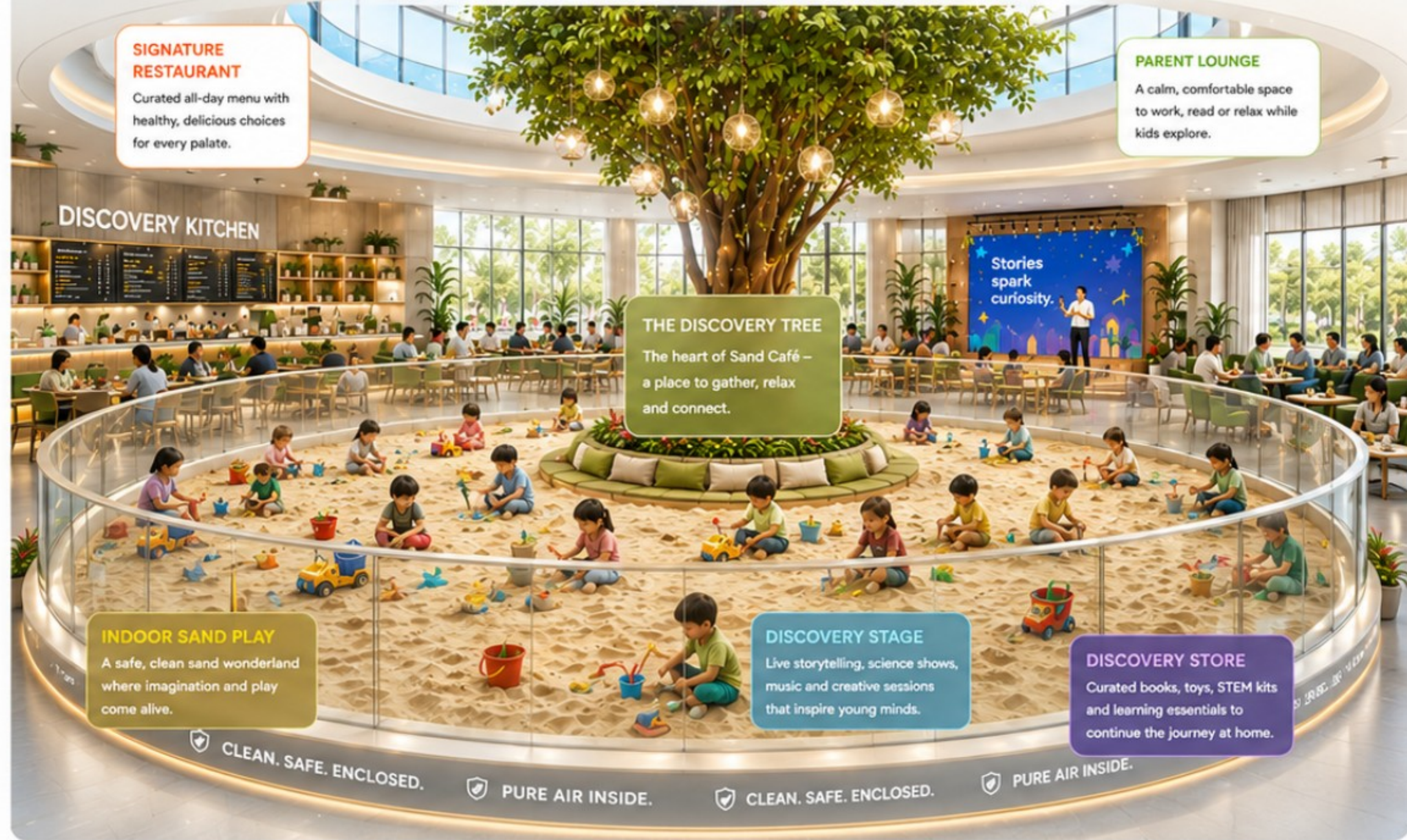
SCALABLE & FRANCHISEABLE
 Easy to replicate. Attractive model for franchise partners.

SUSTAINABLE DESIGN
 Minimal waste. Responsible sourcing. Better for tomorrow.

MEMORIES THAT LAST
 Every visit becomes a moment families cherish forever.

A COMPLETE EXPERIENCE FOR THE WHOLE FAMILY

Good food. Comfortable spaces. Engaging activities. Meaningful moments.



SIGNATURE RESTAURANT
Curated all-day menu with healthy, delicious choices for every palate.

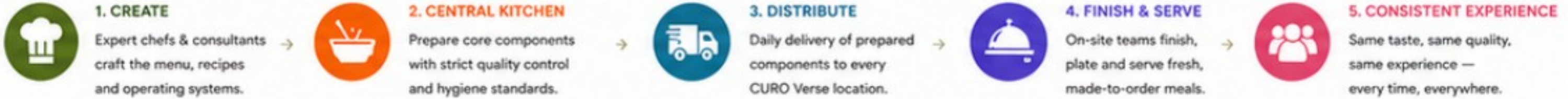
PARENT LOUNGE
A calm, comfortable space to work, read or relax while kids explore.

THE DISCOVERY TREE
The heart of Sand Café – a place to gather, relax and connect.

INDOOR SAND PLAY
A safe, clean sand wonderland where imagination and play come alive.

DISCOVERY STAGE
Live storytelling, science shows, music and creative sessions that inspire young minds.

DISCOVERY STORE
Curated books, toys, STEM kits and learning essentials to continue the journey at home.



WHY FAMILIES LOVE SAND CAFÉ

- Delicious Food**
Made with fresh, wholesome ingredients loved by all ages.
- Play & Imagination**
Safe, engaging and beautifully designed play that sparks joy.
- Relax & Recharge**
Comfortable spaces to unwind, work or simply be present.
- Learn & Be Inspired**
Daily experiences that spark curiosity and creativity.
- Take the Journey Home**
Thoughtfully curated products to keep the discovery going.
- Made for Togetherness**
Spaces designed to bring families closer.

BUILT TO SCALE. READY TO GROW.

A smart F&B model designed for consistency, efficiency and scalable expansion.

- ✓ Central Kitchen for Quality & Consistency
- ✓ Standardized Recipes & Packaging
- ✓ On-site Finishing for Speed & Freshness
- ✓ Lower Kitchen Complexity
- ✓ Attractive for Franchise Partners

SAND Café & Social Zone™

CONNECT. RELAX. REFLECT.

SAND Café & Social Zone is a premium family destination that extends the CURO Verse experience—designed for connection, comfort and meaningful moments.



SIGNATURE RESTAURANT

A limited, thoughtfully curated all-day menu with fresh, wholesome ingredients and exceptional coffee.

- Breakfast All Day
- Gourmet Sandwiches
- Salads & Bowls
- Wood-fired Pizzas & Flatbreads
- Kids' Explorer Meals
- Artisan Desserts
- Specialty Coffee & Fresh Juices



1. SIGNATURE RESTAURANT

A limited all-day menu with healthy, delicious choices for every palate.



2. INDOOR SAND PLAY

A safe, clean sand wonderland where children play, create and explore.



3. PARENT LOUNGE

A calm, comfortable space to work, read or relax while kids explore.



4. DISCOVERY STAGE

Live storytelling, science shows, music and creative sessions that inspire young minds.



5. DISCOVERY STORE

Curated books, toys, STEM kits and learning essentials to continue the journey at home.



WHAT WE ARE EXPLORING

WHY FAMILIES LOVE SAND CAFÉ



Delicious Food

Made with fresh, wholesome ingredients loved by all ages.



Play & Imagination

Safe, engaging and beautifully designed play that sparks joy.



Relax & Recharge

Comfortable spaces to unwind, work or simply be present.



Learn & Be Inspired

Daily experiences that spark curiosity and creativity.



Take the Journey Home

Thoughtfully curated products to keep the discovery going.



Made for Togetherness

Spaces designed to bring families closer.

HOW WE OPERATE FOR SCALE



1. FLAGSHIP DEVELOPMENT

Expert chefs & consultants craft the menu, recipes and operating systems.



2. CENTRAL COMMISSARY

Establish a central kitchen to prepare core components.



3. STANDARDIZE

Standardize recipes, packaging, portioning and quality benchmarks.



4. DISTRIBUTE

Deliver prepped components daily to all CURO Verse locations.



5. FINISH & SERVE

On-site teams finish, plate and serve fresh, made-to-order meals.

VALUE WE CREATE



Stronger dwell time and repeat visits



High-margin F&B and retail revenue



Meaningful family experiences



Scalable, repeatable and consistent model



Designed for multi-city expansion & franchise



CURO Verse™

EXPLORE. LEARN. GROW.

SAND Café & Social Zone™

DESIGNED FOR FAMILIES. BUILT FOR SCALE. CREATED FOR RETURNS.

BUILT TO SCALE. DESIGNED TO WIN.

A differentiated F&B and experience model that drives higher dwell time, higher spend and higher loyalty – across every CURO Verse location.



1. GUEST EXPERIENCE

WHAT FAMILIES LOVE



SIGNATURE RESTAURANT

Curated all-day menu with fresh, wholesome ingredients, exceptional coffee and loved-by-all choices.



INDOOR SAND PLAY

A safe, clean sand wonderland where imagination and play come alive.



PARENT LOUNGE

Comfortable spaces to relax, work, read or simply unwind while kids explore.



DISCOVERY STAGE

Live storytelling, science shows, music and creative sessions that inspire young minds.



DISCOVERY STORE

Curated books, toys, STEM kits and learning essentials to continue the journey at home.



More to Experience. More to Love. More Reasons to Return.

2. OPERATING MODEL

BUILT FOR REPEATABILITY



1. CONCEPT & MENU DESIGN

Expert chef & F&B consultants craft curated menu, recipes & SOPs.

2. CENTRAL COMMISSARY

Central kitchen prepares core components with strict quality & hygiene standards.

3. REGIONAL DISTRIBUTION

Daily delivery of prepared components to every CURO Verse location.

4. FINISH & SERVE AT CAFÉ

On-site teams finish, plate and serve fresh, made-to-order meals quickly and consistently.

5. FRANCHISE PLAYBOOK

Proven systems, training, tools and support to scale seamlessly across cities.

KEY ENABLERS



Standardized Recipes & Portioning



Consistent Quality & Packaging



Cold Chain & Food Safety Excellence



Tech-Enabled Inventory & Analytics



Training & Operational Excellence



One Model. Every City. Same Experience.
Quality you can trust. Efficiency you can scale.

3. INVESTOR VALUE

STRONG UNIT ECONOMICS



HIGHER DWELL TIME

Multi-zone experience keeps families engaged longer, driving more F&B and store spend.



HIGHER SPEND PER FAMILY

F&B, Café, retail and experiences together create multiple wallet share opportunities.



HIGH-MARGIN F&B

Centralized prep + simplified on-site operations deliver strong margins and cost efficiency.



FRANCHISE READY

Replicable model with clear playbook, lower complexity and faster time to scale.



ASSET-LIGHT EXPANSION

Scalable format with lower capex per unit and strong payback potential.



PREDICTABLE QUALITY

Central systems ensure consistency, food safety and brand trust across locations.



Strong Experience. Scalable Model. Sustainable Returns.

BUILT ON 5 PILLARS OF EXCELLENCE



OPERATIONAL EXCELLENCE

Simple processes. High productivity. Lower costs.



QUALITY CONSISTENCY

Standardization at every step. Same great experience, every time.



FINANCIAL STRENGTH

High-margin categories. Strong revenue per sq. ft.



SCALABLE GROWTH

Proven model. Multi-city. Franchise friendly.



MEMORIES THAT LAST

More than a café. A part of every family's journey.

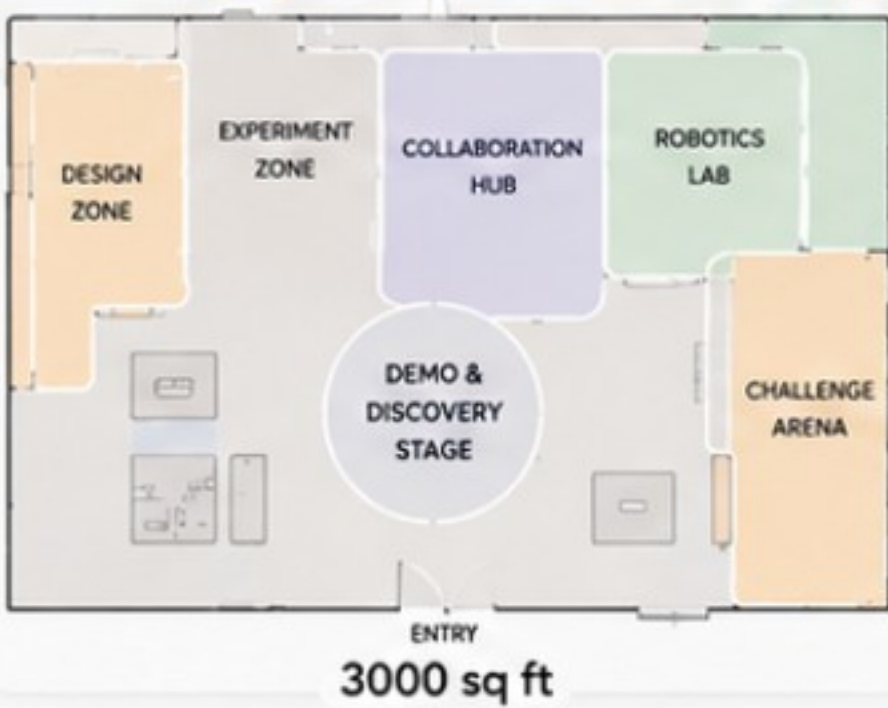
More Than a Café.

A Destination That Grows With Families.



STEM ARENA HIGHLIGHTS

- 50+ STEM Kits**
Curated across robotics, electronics, coding, mechanics and science.
- Project-Based Challenges**
Real-world problems that build confidence and creativity.
- Collaborative Learning**
Kids work together, share ideas and build solutions.
- Innovation Showcase**
Explore. Present. Inspire. Celebrate young creators.
- Future Pathways**
Encouraging curiosity today, building innovators for tomorrow.



BUILD REAL WORLD SKILLS
Problem solving, critical thinking, engineering mindset and more.



HANDS-ON LEARNING
Tactile, engaging experiences that make concepts click.



FUTURE READY
Preparing children for tomorrow's opportunities.



SAFE & CHILD FRIENDLY
Ergonomic, secure and designed for young innovators.



TEACHER & PARENT DASHBOARD
Track progress, strengths and skills through data-driven insights.



DATA-DRIVEN CHILD INTELLIGENCE
Personalized reports that help every child grow with purpose.



PURE AIR™ Inside.
No Matter What's Outside.

CREATE NEW WORLDS THROUGH DIGITAL ART

A multi-sensory immersive art world where children explore, create, and interact through light, motion, storytelling, and imagination.

WORD **04** OF 04

WHERE IMAGINATION COMES ALIVE.

Step into a world of light, color and motion. Children create, play and become part of living digital stories.



360°
Immersive
Visuals



Interactive
Floors & Walls



Digital Art
Creation



Share, Smile,
Shine Together

1 WORLD
OF WONDER

100%
IMMERSIVE

∞
POSSIBILITIES



**EVERY CHILD
AN EXPLORER**
Encouraging curiosity
and self-expression.



**CREATIVITY
WITHOUT LIMITS**
Where ideas turn
into living art.



**LEARNING
THROUGH PLAY**
Sensory experiences
that build skills.



**TOGETHER
WE CREATE**
Shared moments.
Stronger bonds.



**SAFE, WELCOMING
& INCLUSIVE**
A space every child
feels they belong.



**IMMERSIVE
EXPERIENCES**
State-of-the-art spaces
that bring learning to life.



**EDUCATIONAL
& ENGAGING**
Inspires curiosity, creativity
and critical thinking.



**CONSERVE
& PROTECT**
A portion of proceeds
supports wildlife.



**FUN FOR ALL
AGES**
Designed for learners,
explorers and dreamers.



**ONE, JOURNEY.
MANY WORLDS.**
Discover. Learn. Care.
Make a difference.

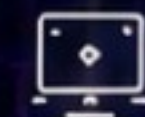


PURE AIR™ Inside.
No Matter What's Outside.



PHOTO SELFIES AREA

Capture memories in breathtaking
immersive backdrops.



FULL SCREEN IMMERSIVE AREA

Be surrounded by infinite visuals
that move, react and inspire.



The CURO Verse™ Universe

CURO Verse™ delivers experiences, intelligence, and a continuously evolving relationship with every child.



Four worlds. One journey.

Designed to keep children exploring, learning, and coming back for more.

LEARN. EXPLORE. COLLECT. GROW.

A gamified, repeatable adventure across immersive learning destinations.



WELCOME EXPLORER!

Collect Visas

PASSPORT
MEMBERSHIP

₹150

6 months free*

₹150 / Passport after that

* 6 visits included

Collect All Badges and Become a Master Explorer!



Explorer



Inventor



Creator



Scientist

0/4

YOUR JOURNEY BENEFITS



"IB SCHOOL"
(International
Baccalaureate Schools)
(12 partnerships)

50 kids/day



AFTER-SCHOOL
PROGRAMS

15 kids/day



CORPORATE
PROGRAMS

10 kids/day



MALL WALK-INS

50 kids/day

PRICE

₹1200 – ₹1500

per child for IB Schools



Schools prefer **curriculum
integration**, not entertainment.

WHAT YOU COLLECT



Badges

Show your achievements



Trading Cards

Discover & exchange



Memberships

Unlock exclusive perks



NEW

Collectible
School Bags

Design. Earn. Collect.
Wear your journey.



GLOBAL BRANDS
Trusted by Millions



FUTURE SKILLS
Powered by Tech



REAL-WORLD IMPACT
For Every Child



SUSTAINABLE FUTURE
For Our Planet

SAND Café & Merchandise Store™

Where Discovery Becomes Belonging.

A thoughtfully curated space where discovery continues beyond the experience. Take the journey home.



CURO Verse™ Store™



EMOTIONAL CONNECTION

Original companions and collectibles create emotional bonds and a sense of belonging. Children don't just visit. **They belong.**



HIGH-MARGIN MERCHANDISE

Premium, purpose-driven products designed for discovery, learning and joy. A high-margin revenue stream that scales with the brand.



REPEAT VISIT DRIVER

Merchandise, achievements and collectibles extend the journey beyond the visit — creating reasons to **return again and again.**

SAND CAFE

CONNECT.
REFLECT.
BELONG.

Good Food.
Great Conversations.
Beautiful Memories.

TAKE THE JOURNEY HOME ✨



CURO COMPANION™

A friend that grows with every adventure.

- Achievements.
- Accessories.
- Memories.



ANIMAL EXPLORER BAGS

Designed for explorers. Built for everyday adventures.



EXPLORER PASSPORT

Collect stamps. Unlock achievements. Track your journey.



TRADING CARDS

Discover. Trade. Collect. Learn.



ACHIEVEMENT BADGES

Every badge is a milestone worth celebrating.



LIMITED EDITION COLLECTIBLES

Special drops. Memorable keepsakes. Loved forever.



LEARNING KITS

Take curiosity further at home and keep growing.



Thoughtful Design



Premium Quality



Educational Value



Sustainable Choices



Curated Collections

Every product extends the CURO Verse™ journey beyond the centre and into everyday life. ✨
More connection. More discovery. More memories.





CURO Verse™
ENGAGE. EMPOWER. EXCEL.

Take Home the CURO Verse™ Experience

CURO Verse™ HoloPortrait Your Story. Preserved Forever.

More than a souvenir.
A beautifully crafted holographic keepsake that transforms your CURO Verse adventure into a timeless display for your home.

4D
ANIMAL BAG
COLLECTION



CURO Verse™
ENGAGE. EMPOWER. EXCEL.

Where
Curiosity
Creates
Futures.



Custom CURO Verse™ HoloPortrait

Starting at
₹5,500*
per piece

*Applicable only for the Custom CURO Verse™ HoloPortrait.
All merchandise, 4D Animal Bags, STEM Kits, Robotics Sets, Plush Toys and collectibles are priced separately.



Immersive
4D Designs



Safe &
Child Friendly



Inspires Curiosity
& Learning



Sustainable
Materials



Perfect for
Gifting

Who is the CURO Verse™ family?

A high-frequency, emotionally driven, parent-approved learning ecosystem

SEC A/A+ ₹18L+ Household Income Strategic Partner **PURE AIR™**



1 THE CHILD The demand engine



- Collects & completes**
Characters, links, badges – the joy of completion drives repeat visits
- Status & badges**
Earning, showing off, feeling accomplished – social currency for kids
- Social belonging**
Stories, play & sharing build identity and peer influence
- Progressive mastery**
Explore. Passport creates a journey – every visit unlocks the next level



4–10

Core age window
Habit formation years

2 THE PARENT The decision maker



- Values education**
Seeks experiences that build skills & future-readiness
- Spends without guilt**
₹3,000 – ₹8,000 per child/month – education justifies every rupee
- Trusts holistic growth**
Safe, enriching, NEP-aligned, future-ready experiences only



₹3,000 – ₹8,000 / month

Monthly enrichment spend range per child

PARENT PAIN POINTS WE SOLVE



Screen time guilt
We are the guilt-free alternative



Weekend fatigue
One destination that entertains & enriches



Anxiety about options
The perfect “smart gift”



Educational value
NEP-aligned, future-ready learning

3 THE SPEND High-frequency spend engine



SPEND BREAKDOWN

Edu-experiences	34%
Toys & games	25%
Books & learning kits	19%
Merch & collectibles	13%
Apparel (kids)	9%



CURO Verse sits across 3 of 5 spend categories simultaneously

- 8–12% monthly wallet capture target
- 40% of purchases are gifts
- 3.2x avg annual visits

4 THE MARKET Large, growing, underpenetrated



₹6,800 Cr

India experiential learning market by 2027
CAGR ~18%*



4.2 Cr

SEC A/A+ families with children 3–12 years across urban India



₹18L+

Household income floor – target segment



8–12%

Monthly wallet capture target per child



**One idea.
Infinite families.**



3.2x

Avg annual visits per child



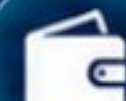
40%

Purchases are gifts – deep buyer unlocking



4.2 Cr

Addressable SEC A/A+ families in India



₹18L+

Household income floor – target segment



One family. Many moments.

Endless value. Compounding engagement. Sustainable growth.

How It Works: Consent. Choice. Control.

Observations that respect your child's choices. Records that stay in your control.



PLANET IMAGINATION
CREATE NEW WORLDS
THROUGH DIGITAL ART

01 Parent Opts In

You choose what's shared and for how it's used.



- Clear choices, simple language
- Choose what is observed
- Set duration and data use
- You can change or withdraw anytime

02 Child Chooses to Engage

Children decide what they want to explore.



- RFID wristbands on children
- Wristband used only for session access
- Children engage with activities, exhibits and experiences
- Sessions are voluntary and child-led

03 Observations Recorded with Consent

Staff note what they see — with respect and purpose.



- Time spent with animals
- Independence vs guidance need
- Social behaviour observed
- Interests & engagement

- Staff observe and note behaviours
- Includes time spent, independence vs guidance need, and social behaviour
- No audio, video or location tracking
- Observations linked to the session only

04 Parent Owns & Controls the Record

You access, manage, and decide what happens next.



- Access reports via your parent dashboard
- Download or share only what you choose
- Control data access and retention
- You can delete your child's data anytime



Built on Respect
Children's choices.
Parent consent.
Purposeful observations.



Child-Led
Experiences



Consent
by Design



Purposeful
Observations



Parent
Ownership



Secure by
Default



Stronger Parent
Engagement



All observations are collected only with explicit parental consent • DPDPA Act 2023 Compliant • Enterprise-grade security & privacy by design



PURE AIR® Inside.
No Matter What's Outside.

The Market Has Demand. No One Has Engineered It.

The Gap – Engineering Predictable Demand in the Kids Engagement Market



The Structural Gap

The kids engagement market is high demand but structurally inefficient.

- Demand is **fragmented across formats**—play zones, classes, events, workshops.
- Supply lacks **consistency, retention, and scalability**.
- **70%+ children drop off within 30 days** across most unstructured or single-format models.



High interest. Low retention. No system to convert interest into predictable demand.



Our Insight

No single format wins.

Aggregation of demand streams
creates **stability + scale**.



Diversify
demand sources



Strengthen
retention



Build
sustainable scale



The CURO Verse™ Model

A **multi-channel demand engine**
operating from a single physical hub.



Retail Footfall
(Walk-ins)



Volume



School
Partnerships



Pipeline



Events



Margin



Subscriptions



Recurrence



Play zones, classes, and events don't fail because they compete with each other.
They fail because they operate alone.

In this market, demand isn't built — it's aggregated.

Schools Power the CUROVerse™ Flywheel

Institutional partnerships create recurring engagement, predictable utilization, and long-term trust.

Why Schools Matter



Lower Acquisition Cost

Schools bring high-quality students at a fraction of marketing cost.



Weekday Utilization

Consistent visits optimize capacity during non-peak days.



Predictable Demand

Academic calendars drive steady, repeatable usage.



Parent Trust

School endorsement builds credibility and confidence.



Long-Term Learning Data

Structured interactions generate valuable learning insights over time.



CURRICULUM ALIGNED

Standards-aligned STEM programs.



AGE-BASED JOURNEYS

Structured learning for every age group.



PROGRESS INSIGHTS

Data-driven insights that matter.



LONG-TERM PARTNERSHIPS

Stronger together. Built to last.



Institutional Partnerships = *Base Load Traffic*



School and Education Partnerships Form the Core Weekday Traffic Engine

The primary launch strategy is to secure pre-booked student traffic through structured school and education programs.



STRATEGIC FOCUS



Target **50 premium schools** across Gurgaon / NCR



Secure **10–12 pre-launch MoUs**



Run **2–3 weekday batches**



Average **30–40 students** per batch



Deliver a **3-hour structured learning experience**



PROGRAM FORMAT FOR SCHOOLS



Science lab



HoloZoo ecology module

Proprietary holographic wildlife experience



Immersive creativity session



Guided thematic learning experience



Expected weekday base traffic:

60–90 students per day

from institutional bookings alone.



Demand at CURO Verse™ is engineered across **contracted, recurring, and consumer channels**—creating a more predictable path to utilization from launch.



Pre-booked
Student Traffic



Predictable
Weekday Utilization



Long-term
Institutional MoUs



Stronger Unit
Economics



Higher Visibility.
Lower Volatility.

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CURO Verse™ is a / Patent-pending and proprietary intellectual property of CURO VERSE™ Private Limited.

Strategic Partner: Pure Air



Repeat Visits and Lifelong Engagement



Explorer Passport and After-School Programs Turn One-Time Visits into Ongoing Engagement

CURO VERSE™ is built to increase lifetime value by converting a single visit into a recurring learning journey.



1 EXPLORER PASSPORT EXPERIENCE



One Visit. Many Milestones. Lifelong Learning.

- ✓ Each child receives a personalized **CURO Verse™ Explorer Passport**
- ✓ Progress is unlocked through themed worlds, milestones, and return visits
- ✓ The model encourages children to come back to complete new levels and experiences



2 AFTER-SCHOOL PROGRAMS



- ✓ CURO Verse™ Explorer Club transforms late afternoons into **recurring program hours**.
- ✓ Scheduled after-school batches
- ✓ Themes can include **robotics, science experiments, space exploration, and AI for kids**
- ✓ Supports weekly repeat participation rather than one-time attendance



3 ADDITIONAL DEMAND LAYERS

- ✓ Homeschool and international-school communities
- ✓ Corporate family days and CSR-led school visits
- ✓ Weekend family traffic and walk-in discovery from mall footfall



RESULT:

CURO Verse™ operates not just as an attraction, but as a repeatable membership and learning platform.



Higher Repeat Visits



Stronger Program Utilization



Improved Lifetime Value



Predictable & Scalable Demand Engine



Single Visit
Child experiences the first world



Explorer Passport
Personalized passport issued



Unlock Progress
Complete activities & earn milestones



Return Visits
Come back to unlock new worlds



Ongoing Journey
Join programs, clubs & deepen engagement



More Visits. More Learning. More Value.

Higher engagement → repeat visits → stronger unit economics.

India doesn't lack demand for children's experiences — it lacks high-quality, scalable supply. CURO Verse is built to own that gap.



ENTERTAINMENT-LED

Play zones



**Entertainment,
no learning**

Engagement: High on first visit

Retention: 70% drop-off within 30 days

→ The gap



**No platform integrates
both engagement and
outcomes**

Current options force parents to choose between a venue that entertains or a format that educates.

**The result: low repeat, low impact,
and no compounding value.**

ACADEMIC-LED

Academic formats



**Learning,
no engagement**

Engagement: Low — passive, classroom-style

Retention: Low — limited excitement or habit



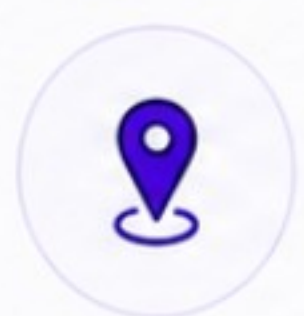
₹6,800 Cr

India experiential learning market by 2027 · ~18% CAGR



4.2 Cr

SEC A/A+ families with kids 3–12 in urban India



₹825–1,125 Cr

Delhi NCR beachhead market · validate then replicate across 6–8 metros



Schools → weekday base

Retail / malls → weekend spikes

Memberships → recurring revenue

High utilisation across the full week

CURO Verse™: Branded Experience Zones



Powerful partnerships. Immersive zones. Mutual growth.



Partnership Model: Global STEM Brand



STEM Innovation Lab by Global STEM Brand



What the Brand Gets:

- ✓ Branding on the entire STEM arena
- ✓ STEM robotics workshops
- ✓ Product play & engagement zones
- ✓ Retail shop presence
- ✓ Direct access to future innovators



What CURO VERSE Gets:

- ✓ Sponsorship fee
- ₹ ₹1–2 Cr per year
- ✓ Workshop revenue share
- ✓ Retail margin
- ✓ Co-branded marketing reach



Potential revenue:

₹2–3 Cr/year from one partner.



Partnership Model: Leading Tech Partner



AI & Robotics Lab



Possible partners:

- NVIDIA
- Intel
- Microsoft
- Google



Kids learn:

- Coding
- Robotics
- AI Experiments
- Problem Solving



Zone:

AI & Robotics Lab



Sponsors love this because it positions them as **future tech educators.**



Potential:

₹1–2 Cr annually.



Pre-booked
Partner Traffic



Predictable
Revenue



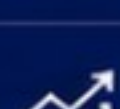
Long-term
Partnership Value



Scalable Across
Centers



Higher Visibility.
Lower Volatility.

FACTORS	 KIDZANIA Edutainment City	 MUSEUM OF SOLUTIONS Experiential Museum	 SNOW WORLD Snow Park	 CURO VERSE™ — WORLD — 
 CATEGORY	Edutainment Role-play City	Experiential Learning (STEAM Based)	Pure Entertainment (Snow Park)	Experiential Learning Ecosystem
 CORE EXPERIENCE	Mini city where kids role-play 100+ real-life professions	Interactive exhibits on science, innovation & everyday solutions	Snow activities, rides & play in a winter wonderland	Immersive worlds, hands-on learning, storytelling & play
 AVERAGE VISIT DURATION	3 – 5 Hours	1.5 – 3 Hours	45 – 60 Mins	2 – 4+ Hours
 LEARNING vs FUN BALANCE	60% Learning / 40% Fun 	70% Learning / 30% Fun 	10% Learning / 90% Fun 	70%+ Learning / 30% Fun
 DAILY FOOTFALLS	~400 – 600 visitors/day (Peak: 800 – 1,200)	~200 – 400 visitors/day (School-heavy weekdays)	~300 – 800 visitors/day (High churn, mall-driven)	100 kids/day (Conservative baseline)
 REPEATABILITY (VISITS / YEAR)	Medium (2 – 3 visits/year)	Low – Medium (1 – 2 visits/year)	Low (Once in a while)	High (Multiple visits per year)
 BUSINESS MODEL	Tickets + Brand Partnerships + Merchandise + Events	Tickets + Workshops + School Programs + Events	Pure Ticket Volume (Session Based)	Tickets + Memberships + Schools + F&B + Merchandise + Licensing + SaaS (Data Intelligence)
 SCALABILITY	High (Proven globally)	Limited (Museum format)	Low (Location & climate dependent)	High (Physical + Digital + Licensing Network)
 INVESTOR TAKEAWAY	Great role-play experience but high capex & limited annual repeat.	Strong educational credibility but lower consumer stickiness.	High entertainment appeal but almost no learning retention.	High repeatability. Multiple revenue streams. Personalized data intelligence. Built to scale.

WHY CURO VERSE WINS



REPEATABLE BY DESIGN

Gamified progression, new challenges & evolving stories keep children coming back.



PERSONALIZED LEARNING

Every visit captures behavioural signals and learning outcomes to build a unique Child Intelligence Profile.



SCALABLE ECOSYSTEM

Powered by multiple revenue streams – Schools, Memberships, Merchandise, Licensing and Data Intelligence.



CONSERVATIVE FOOTFALL TARGET

100 KIDS/DAY

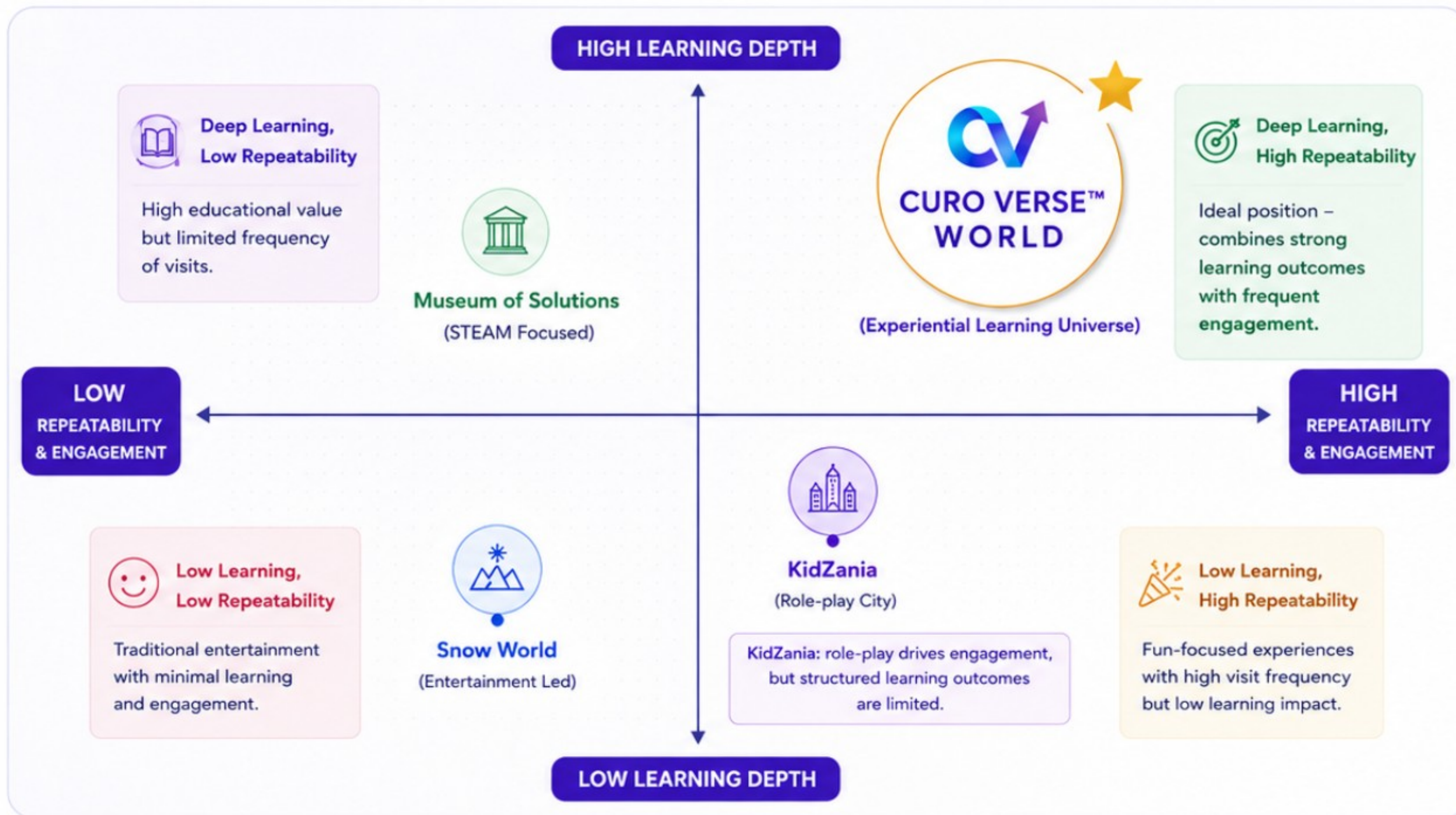
(Conservative baseline for 1st Center)

DESIGNED FOR HIGHER REPEAT VISITS
& LONG-TERM RELATIONSHIPS

COMPETITIVE POSITIONING MATRIX

Where we stand in the experiential learning landscape

CURO Verse™ World delivers the **highest combination of learning depth and repeatability** through a unique blend of immersive worlds, structured learning and data intelligence.



LANDSCAPE LEGEND

-  **CURO Verse™ World**
Best in class – Highest combination of learning depth and repeatability with strong engagement.
-  **Museum of Solutions**
Great learning depth but limited repeat visits due to museum format.
-  **Snow World**
High repeat visits driven by entertainment but low learning outcomes.
-  **KidZania**
Role-play drives engagement, but structured learning outcomes are limited.

KEY TAKEAWAYS

- ✓ CURO Verse™ World is uniquely positioned in the top-right quadrant – delivering both deep learning and high repeatability.
- ✓ Our model blends immersive worlds, progressive journeys, memberships & data intelligence to sustain engagement and outcomes.
- ✓ Designed to grow with every child across 3 to 15 years – from discovery to mastery.



CURO Verse™ World: Setting a New Benchmark in Experiential Learning.
More Learning. More Engagement. More Impact. Every Time.



Immersive Worlds



Structured Learning



Repeatable Journeys



Data Intelligence

OUR EDGE

The Team Behind the Vision

1. FILMMAKERS WHO DON'T JUST TELL STORIES — THEY BUILD EXPERIENCES THAT SELL



Led by Monica G Gambhir and Gaurav Dhar, with over **15+ years** of experience in crafting high-impact visual storytelling.



Award-winning director with global recognition (Montreux, Dadasaheb Phalke, Kyoorius, Promax)



Proven track record of delivering emotionally powerful, commercially successful content for top brands.



Deep expertise in translating abstract ideas into engaging, scalable consumer experiences.

WE DON'T BUILD ATTRACTIONS.
✦ WE BUILD WORLDS PEOPLE FEEL, ✦
REMEMBER, AND RETURN TO.

2. PARENTS WHO DEEPLY UNDERSTAND THE AUDIENCE



We are not designing for children — we are living with them.



First-hand understanding of what excites, overwhelms, and truly engages young minds.



Ability to balance fun, safety, learning, and emotional resonance.



Strong insight into the shift from passive consumption to interactive, immersive engagement.

*We design with empathy, not assumption —
and that changes everything.*



Strategic Partner



WE BUILD STORIES THAT MONETIZE. ✦



PURE AIR™ Inside.
No Matter What's Outside.



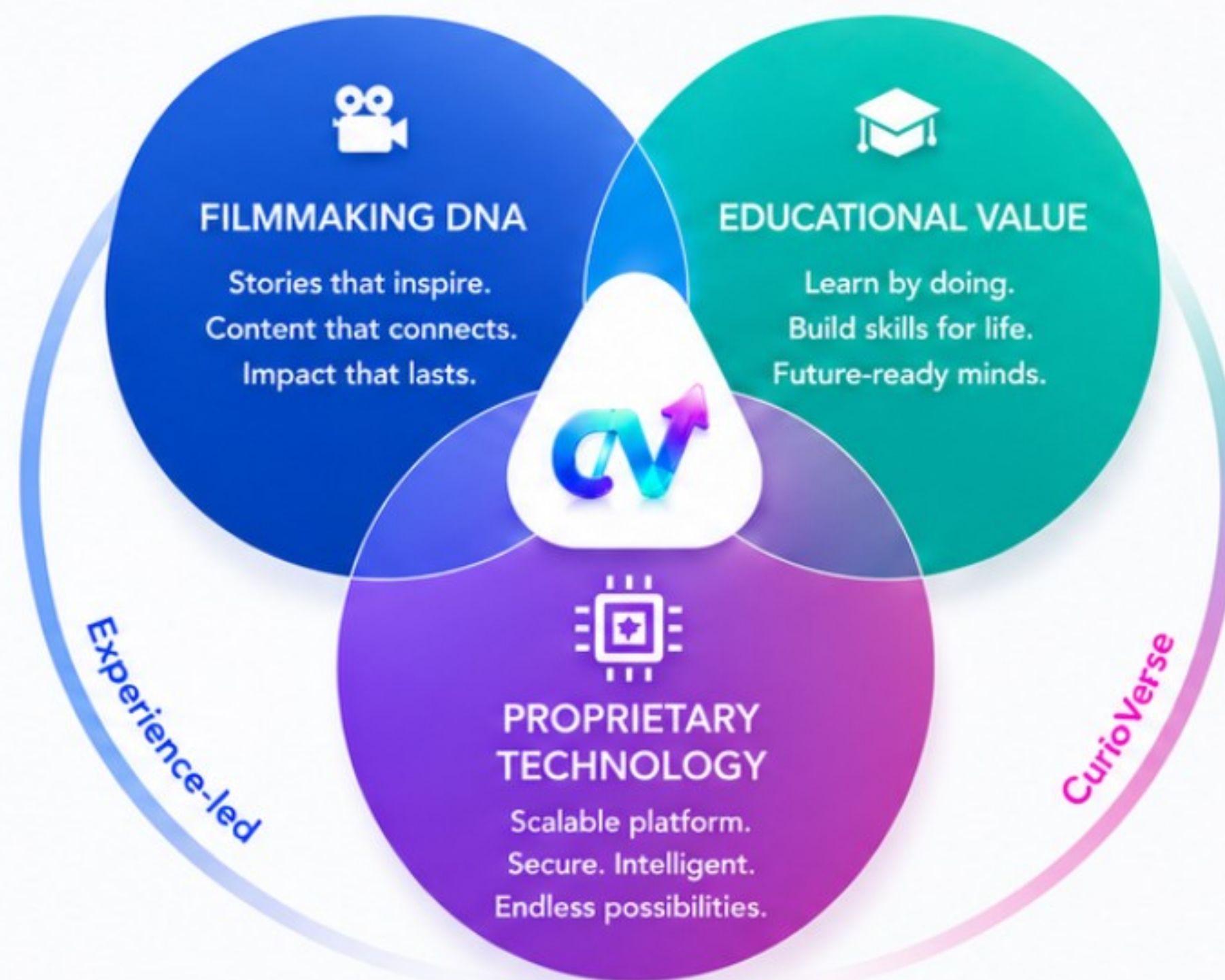
CURO Verse™

Explorer Ecosystem

A gamified ecosystem that turns curiosity into real-world impact.

WHY CURO VERSE™

Where curiosity meets purpose.
Where **learning** becomes an **adventure**.



STORY-DRIVEN IMPACT

Entertainment that educates, engages and creates real-world change.



LEARNING WITH PURPOSE

Every experience is aligned with 21st century skills and holistic development.



INNOVATION AT HEART

Powered by original IP and cutting-edge technology for the future of learning.



BUILT FOR SCALE

A global ecosystem designed to reach millions and grow endlessly.

WHAT YOU COLLECT



BADGES

Show your achievements



TRADING CARDS

Discover & exchange



MEMBERSHIPS

Unlock exclusive perks



NEW

COLLECTIBLE SCHOOL BAGS

Design. Earn. Collect.
Wear your journey.



GLOBAL REACH
Impacting learners in 50+ countries



FUTURE-READY SKILLS
Preparing kids for tomorrow's world



SUSTAINABLE TOMORROW
Building a better world through education



FOR EVERY CHILD
Accessible. Inclusive.
Opportunities for all.

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PURE AIR™ Inside.
No Matter What's Outside.



CURO Verse™

VISION (10 CITIES)

BUILDING INDIA'S LARGEST CHILDHOOD DISCOVERY ECOSYSTEM

From a flagship to a nationwide movement —
CURO Verse will inspire millions of children
across 10 iconic cities in India.



10

ICONIC CITIES



25M+

CHILDREN IMPACTED
ANNUALLY



10

FLAGSHIP
CENTRES



1

UNIFIED PLATFORM.
LIMITLESS POSSIBILITIES.

ONE ECOSYSTEM. ONE EXPERIENCE. ENDLESS DISCOVERIES.

A future-ready network of immersive learning destinations,
powered by data, driven by innovation, and designed
to shape the leaders of tomorrow.



HOLOZOO™

Wildlife & Ecosystem
Discovery



STEM MAKERS™

Innovation, Robotics
& Future Skills



PLANET IMAGINATION™

Immersive Art &
Creative Expression



SAND CAFÉ™

Connect & Relax,
Recharge & Refuel

10 CITIES.
ONE VISION.
COUNTLESS
FUTURES.



Every Great Experience Begins with Great People.

CURO Verse Experience Guides™

The people who transform every visit into a lifelong memory.



Inspired People
who love children
and what they do.



World-Class Training
that builds expertise,
confidence and heart.



Meaningful Impact
that shapes childhood
and family happiness.

“ Children remember **adventures**.
Parents remember **how they were treated**.
Together, they determine whether a family **returns**. ”

A World Designed for Wellbeing, Wonder & Connection



Signature Discovery Tree
The heart of connection and community.



Living Aquarium
With exotic fish that inspire calm,
curiosity and wonder.



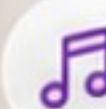
Hundreds of Indoor Plants
Bringing nature indoors for healthier
minds and happier families.



Natural Indoor Sand
Safe, engaging and sensory-rich
play experiences.



Pure Air™ Technology
Hospital-grade air purification for
cleaner, safer breathing.



Thoughtful Ambience
Lighting, soundscapes, fragrance
and temperature designed for comfort.



Premium Family Café
Nutritious food, comfortable spaces
and moments to relax together.

Experience Guide Training Pillars



1. CHILD PSYCHOLOGY
Understand developmental
stages, learning styles,
behaviour and emotional
needs to personalise every
interaction.



2. STORYTELLING
Bring every world to life
through immersive
narratives that transform
activities into unforgettable
adventures.



3. HOSPITALITY EXCELLENCE
Deliver warm, proactive,
five-star family service
that makes every guest
feel genuinely welcomed
and valued.



4. SAFETY
Maintain the highest
standards of child safety,
operational excellence,
emergency readiness,
and family trust.



5. EMOTIONAL INTELLIGENCE
Recognise emotions,
build confidence, encourage
participation, and create
positive experiences for
every child.



6. PARENT ENGAGEMENT
Actively involve parents
through meaningful
conversations, observations
and personalised
recommendations.



7. LEARNING FACILITATION
Guide exploration through
questions, encouragement
and hands-on discovery
rather than traditional
instruction.



The CURO Verse Difference



Technology creates engagement.



Experiences create memories.



People create belonging.

CURO Verse brings all three together.

Our Experience Guides don't just supervise experiences. They **spark curiosity, build confidence** and create moments that stay with families **forever**.

