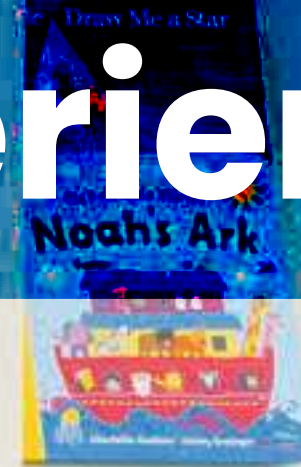
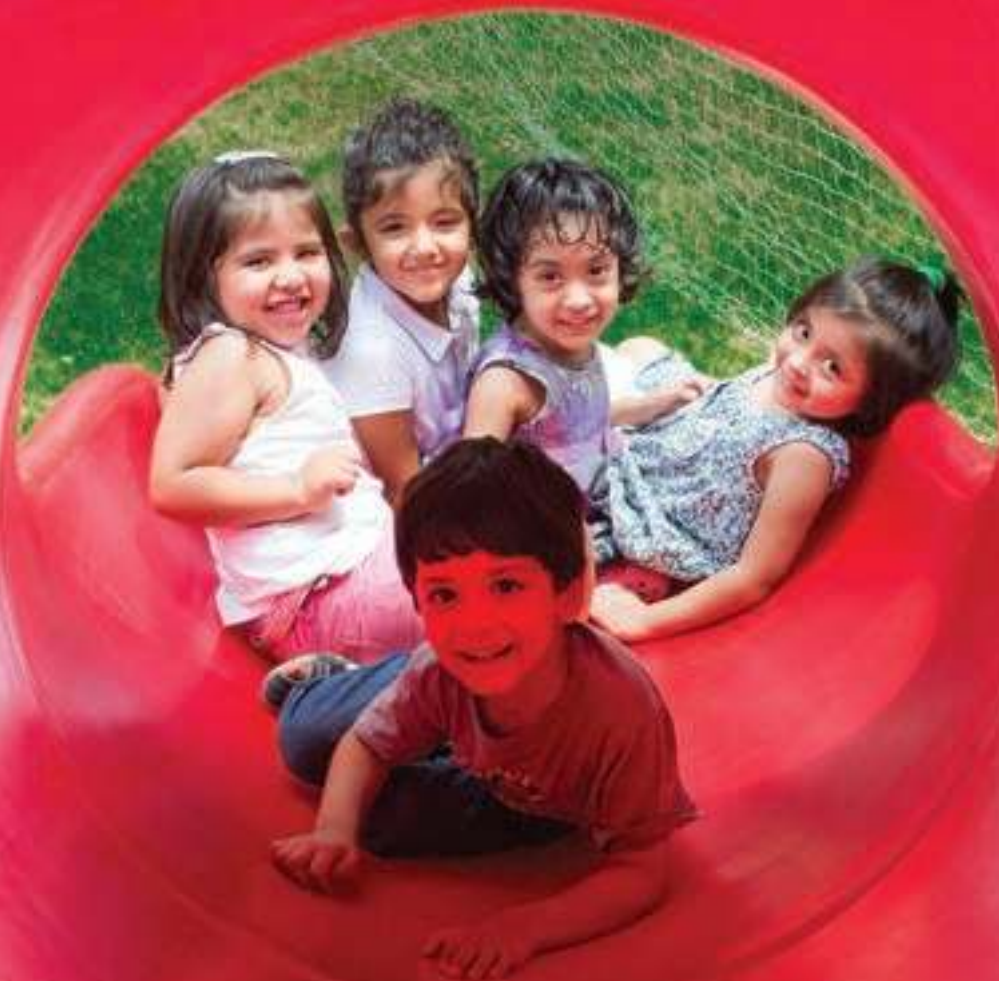




The KLAY Experience



The KLAY Story



- KLAY is India's largest non-franchised chain of child development and care centers, recognized for world-class child care and development enabled by a passionate set of early years' facilitators and caregivers.
- The KLAY community encompasses 50,000+ parents across India, spanning 150 + retail centres spread across Bengaluru, Gurgaon, Noida, Pune, Mumbai, Hyderabad and Chennai.
- As a childcare provider for more than 400+ organizations, we help them build family friendly work places and help children achieve their developmental milestones.

Did you know?

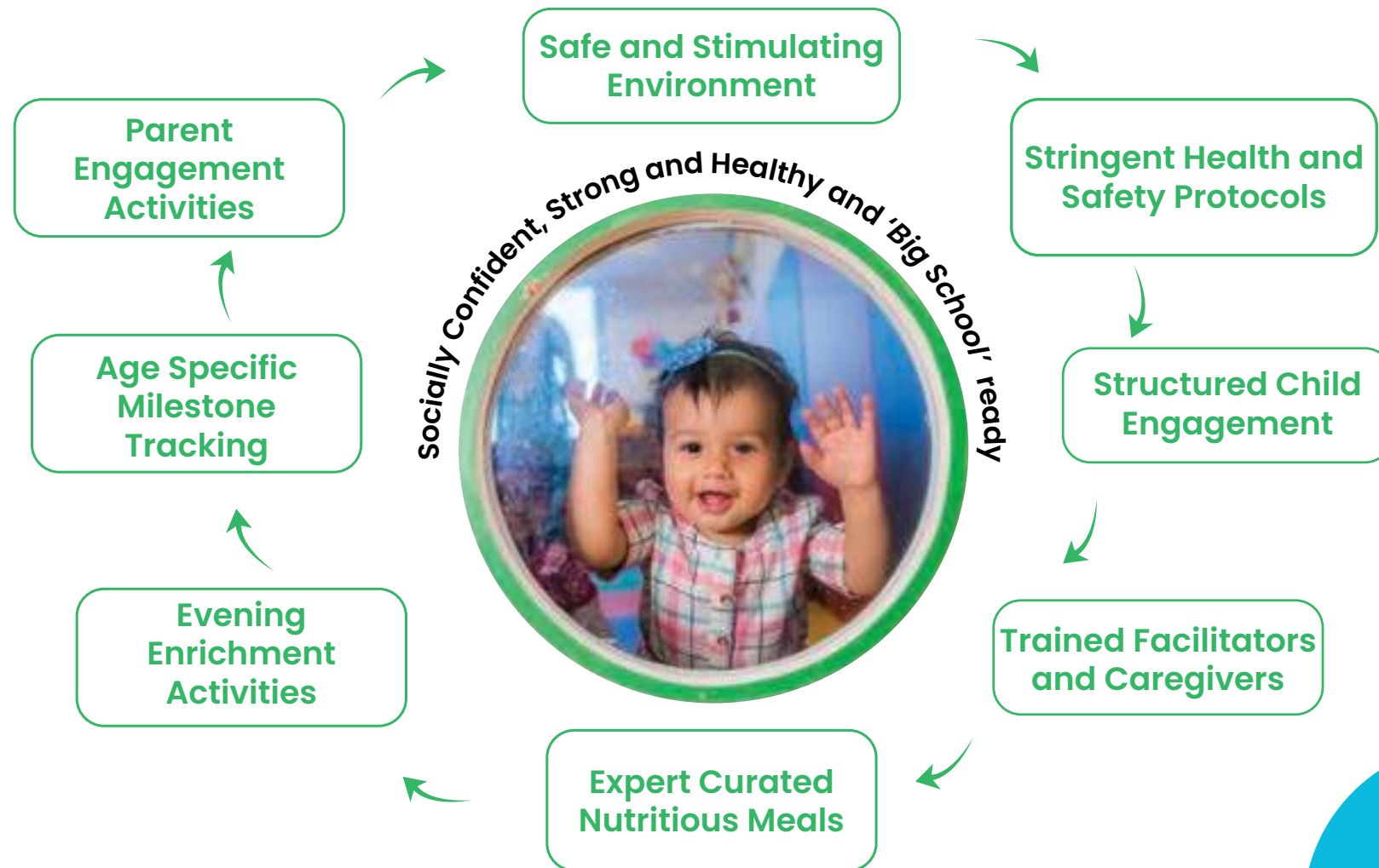
In the first 2000 days of a child's life, the neurons in the brain develop at a rate of 700-1000 per second and 85% of the brain develops during this time.

Children during these crucial early years ask questions, experience their immediate environment, learn to share, and thrive in a happy environment.



The Foundational Development Program

At KLAY, we set the foundation for key life skills and prepare the child for tomorrow's world.



Age Wise Programs

Program	Explorers (5 Months to 2 Years)	Discoverers (2 Years to 3 Years)	Thinkers (3 Years to 4 Years)	Seekers (4 Years to 6 Years)
Foundational Development Program (FDP)	3 Hours (9 am to 12 pm)	3 Hours (9 am to 12 pm)	3 Hours (9 am to 12 pm)	4 Hours (9 am to 1 pm)
Foundational Development program with Lunch (FDPL)	4 Hours (9 am to 1 pm)	4 Hours (9 am to 1 pm)	4 Hours (9 am to 1 pm)	5 Hours (9 am to 2 pm)
Foundational Development Program (FDP): includes nap time and Enrichment Activities (lunch & snack from the centre can be opted for)	7 Hours (9 am to 4 pm)	7 Hours (9 am to 4 pm)	7 Hours (9 am to 4 pm)	7 Hours (9 am to 4 pm)
Foundational Development Program: includes nap time and Enrichment Activities (lunch & snack from the centre can be opted for)	9 Hours (9 am to 6 pm)	9 Hours (9 am to 6 pm)	9 Hours (9 am to 6 pm)	9 Hours (9 am to 6 pm)

Our Methodology

We follow a thematic approach wherein learning is integrated within a theme, to foster a child's cognitive, language, personal, social, emotional, and physical development.

Your little one's day will be broken down into structured smaller segments that will follow these 2 methodologies, making it fun and engaging for your child

Play-Way

This methodology allows children to explore the world around them by just 'playing'. Play is free-to-fail, spontaneous, enjoyable, challenging, intrinsically motivated, engaging, imaginative, and social.

Facilitator Led

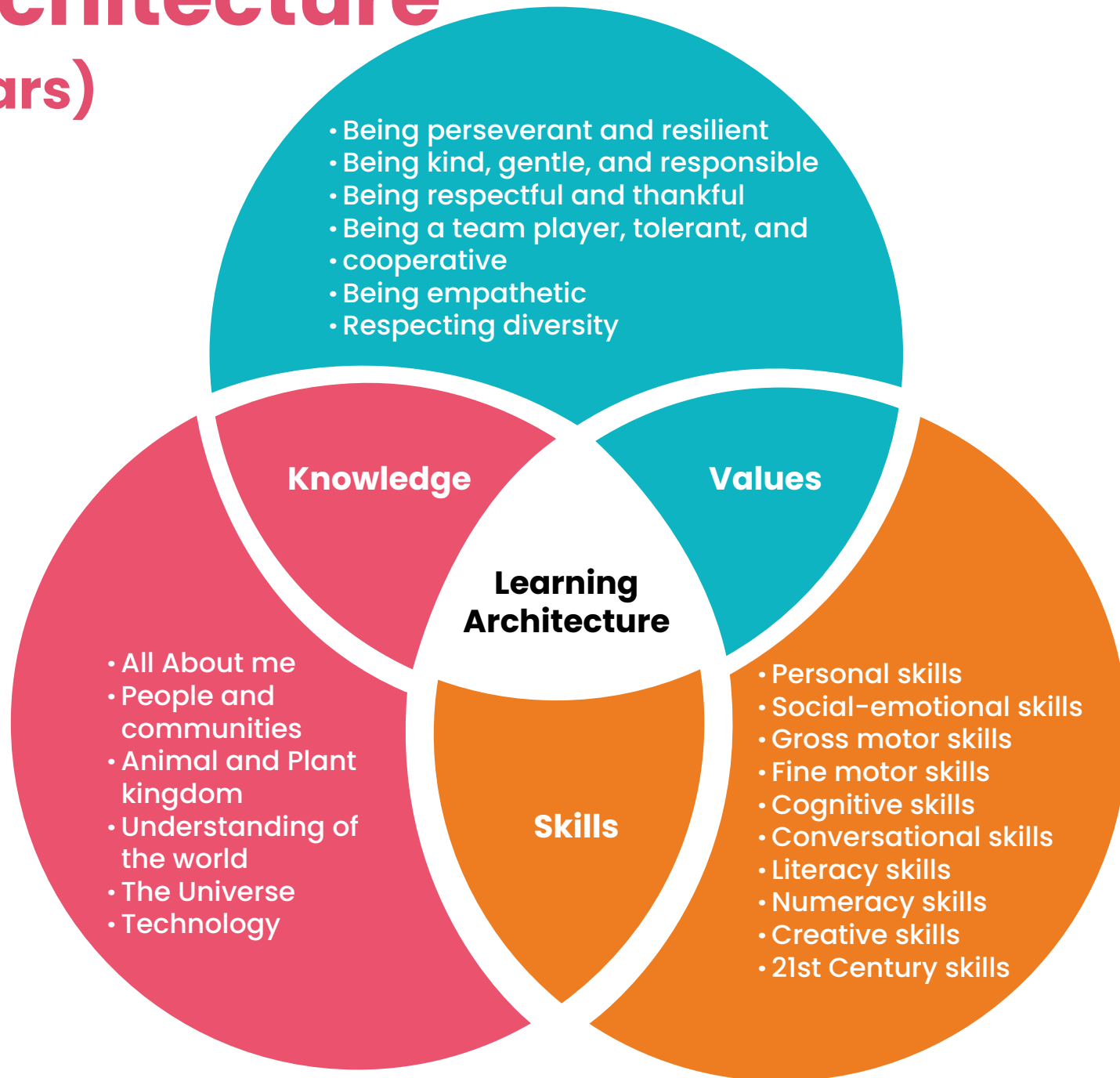
Structured activities that include fun worksheets, music, story time, role play, art and other hands-on activities in large and small groups

Learning Architecture

(5 Months to 6 Years)

Learner's Profile

Curious
Collaborator
Resilient
Thinker
Creative
Adaptive



Age Wise Milestones

Explorers (5 Months to 2 Years)



Learning to Talk

Reading books, pointing and naming objects, listening to their baby babble, talking and making sounds back to them.

Expressing Themselves

Developing their creative side through movement, music, and play toy instruments.

Building Brain Power and Strength

Practicing memory skills, engaging all five senses, and copying simple action

Making Friends and Getting Cuddled

Plenty of cuddles and helping infants express emotions through sounds, facial expressions, and movements.

Age Wise Milestones

Discoverers (2 Years – 3 Years)



Learning about Feelings and Expressions

Social and emotional skill-building tools like feeling magnets and puppets, to help them recognize their own feelings, and notice the feelings of others.

Building Brain Power and Strength

Developing mathematical vocabulary – more/less, big small, recognize shape and colours in the environment and counting through rhymes. Identifying environmental sounds such as a dog barking, a car horn or a whistle of a pressure cooker. Honing fine motor skills through beading and lacing activities

Talking More and More

Building their vocabulary one or two words at a time by pointing to things and expressing needs. Prewriting and pre-reading by scribbling on paper and turning the pages in books.

Expressing Themselves

Creatively expressing themselves with mediums like clay, and music and movement

Age Wise Milestones

Thinkers (3 Years – 4 Years)

Building Brain Power and Strength

Introduction of pre-math concepts such as sorting, counting, and matching, identifying 2D and 3D shapes, number identification and the concept of comparison – heavy/light, thick/thin. Building memory and focus skills by learning each other's names and putting toys away.

Expressing Themselves

Exploring more art mediums, painting and work with clay, playing dress-up and pretend, and using music to express feelings.

Pre-Reading and Pre-Writing

Developing phonological awareness and identifying letter sounds. Introduction and familiarization with writing tools such as crayons, marker pens, doodles and scribbling to strengthen their palmer grip Encouraging children to ask and answer questions about stories read.

Learning to Share and Make Friends

Building learning-to-share skills, widening their circle of friends, interacting with new people, and appreciating differences.



Age Wise Milestones

Seekers 1 (4 Years – 5 Years)



Building Brain Power and Strength

Age appropriate concepts of one to one correspondence, number association, introduction to simple addition and subtraction using manipulatives, writing numbers, ordinal numbers. Science experiments and early math concepts that build critical thinking skills, memory and focus.

Thinking (Cognitive) Skills

Developing an understanding of the world through general awareness themes such as Myself, Animals, Living –Non-Living and Transport. Experiences that help children learn about cause and effect, imitating adults in play, and building problem-solving skills

Creating Art and Pretend Play

Building self-confidence by expressing themselves creatively through painting, drama, music, storytelling, and writing.

Learning to Read and Write

Practicing letter sounds to letter name association, blending letter sounds to reading words. Introduction to a slate and chalk as writing tools and progression to pencils as a formal writing tool to strengthen their pincer grip

Expressing Themselves and Making Friends

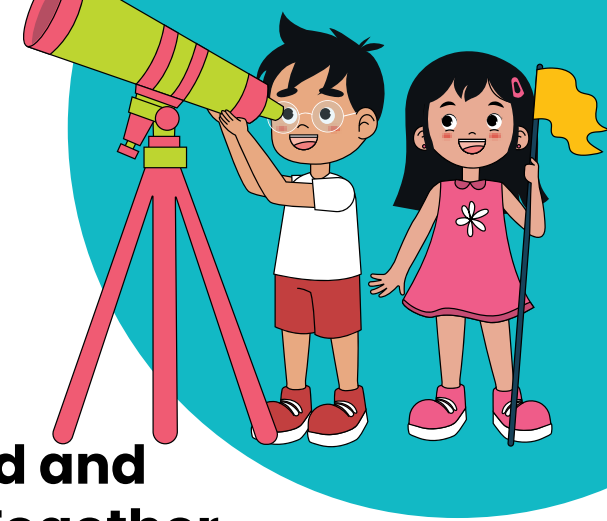
Making friends, talking about feelings, showing them how to resolve conflicts, and supporting them as they make friends.

Language Development

Learning new words, developing listening and comprehension skills, gaining phonological awareness and making concrete representations such as drawing and writing.

Age Wise Milestones

Seekers 2 (5 Years – 6 Years)



Building Brain Power and Strength

Concepts of measurement, data handling by carrying out surveys, simple addition and subtraction, writing number names, before-after-in between numbers. Building cognitive skills through a range of activities and encouraging the use of manipulatives.

Read and Write

Strengthening blending and segmenting skills to read and write short sentences. Telling stories with a beginning, middle, and end, practicing writing as a form of expression in notebooks.

Thinking (Cognitive) Skills

Comparing, contrasting, organizing, analyzing, and coming up with more and more complex ways to solve problems, thereby enhancing early math skills and scientific reasoning

Being a Good Friend and Solving Problems Together

Resolving conflicts with words on their own or with a teacher's help. Teaching about kindness and respect, learning to appreciate each other's differences and similarities.

Making Art and Playing Music

Creative expression using art mediums, following multi-step directions while moving around, and playing instruments while making up songs.

Language Development

Interacting with people and objects, using language to communicate, developing the ability to name the letters of the alphabet and recognizing the letter symbols in print. Also includes learning to read and write words.

Milestone and Progress Tracking

Individualized progress trackers that include mapping and tracking children's learning across the prime areas, namely:

Sample Milestone Tracker (2-3 years)

- *Physical Development*
- *Language & Communication*
- *Social & Emotional*
- *Cognitive*

The developmental milestones are mapped to the following learning standards – Pathways, Pennsylvania learning standards of EC, Ages and Stages, EYFS.

PHYSICAL DEVELOPMENT					
No.	Standard	Meets the Standard	Approaching the Standard	Not Meeting the Standard	Not Documented
A. Health and Wellness					
1	Follows or leads others (adults, family, friends, and peers) when asked.				
2	Uses fingers and hands during play and everyday activities (e.g., holding, pointing, drawing, stacking, unstacking, manipulating blocks, etc.).				
3	Engages in body activities that promote gross motor skills (e.g., crawling, walking, sitting, standing, jumping).				
4	Uses verbal and non-verbal communication skills (e.g., gestures, facial expressions, etc.).				
5	Imitates and practices basic hygiene practices (e.g., washing hands, brushing teeth, etc.).				
6	Recognizes basic health and safety rules.				
7	Understands and follows basic safety rules (e.g., "No running in the hallway").				

LANGUAGE & COMMUNICATION DEVELOPMENT					
No.	Standard	Meets the Standard	Approaching the Standard	Not Meeting the Standard	Not Documented
A. Phonological Awareness					
1	Identifies words that begin with the same sound (e.g., "cat" and "bat") when prompted.				
2	Recognizes words that begin with the same sound (e.g., "cat" and "bat") when prompted.				
3	Recognizes words that begin with the same sound (e.g., "cat" and "bat") when prompted.				
4	Recognizes words that begin with the same sound (e.g., "cat" and "bat") when prompted.				
5	Recognizes words that begin with the same sound (e.g., "cat" and "bat") when prompted.				
6	Recognizes words that begin with the same sound (e.g., "cat" and "bat") when prompted.				
7	Recognizes words that begin with the same sound (e.g., "cat" and "bat") when prompted.				
8	Recognizes words that begin with the same sound (e.g., "cat" and "bat") when prompted.				

SOCIAL AND EMOTIONAL DEVELOPMENT					
No.	Standard	Meets the Standard	Approaching the Standard	Not Meeting the Standard	Not Documented
A. Self-Awareness and Self-Management					
1	Shows big emotions (e.g., excitement) when new things are introduced.				
2	Recognizes and expresses basic emotions (e.g., happy, sad, angry, etc.).				
3	Engages in pretend play activities.				
4	Imitates others' actions and behaviors.				
5	Imitates others' actions and behaviors.				
6	Imitates others' actions and behaviors.				
7	Imitates others' actions and behaviors.				
8	Imitates others' actions and behaviors.				

COGNITIVE DEVELOPMENT					
No.	Standard	Meets the Standard	Approaching the Standard	Not Meeting the Standard	Not Documented
A. Logic and Reasoning					
1	Identifies objects that are the same or different (e.g., "This is the same as that").				
2	Identifies objects that are the same or different (e.g., "This is the same as that").				
3	Identifies objects that are the same or different (e.g., "This is the same as that").				
4	Identifies objects that are the same or different (e.g., "This is the same as that").				
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7	Identifies objects that are the same or different (e.g., "This is the same as that").				
8	Identifies objects that are the same or different (e.g., "This is the same as that").				

Our Robust Settling – In Process

Our settling-in routine, designed with a lot of love and care has been tested and fine-tuned over the years. We follow a robust process to ensure a smooth transition from home to the centre.

Our Objective?

To ensure your child's first learning experience is happy and memorable



What to Keep in Mind –Parent Protocols

Get Your Child Ready for the Childcare Centre

- Establish and practice a routine
- A well fed and well rested child is a happy child
- Talk about the centre in a positive way. Prepare your child well in advance
- Build trust. Do not express your anxiety in front of your child
- Say goodbye to your child at the Pickup/Drop off point
- Be seated at the reception area or at a nearby area



Be patient, be consistent, stay calm and follow the guidelines given as you watch your children settle into their class and a new routine.

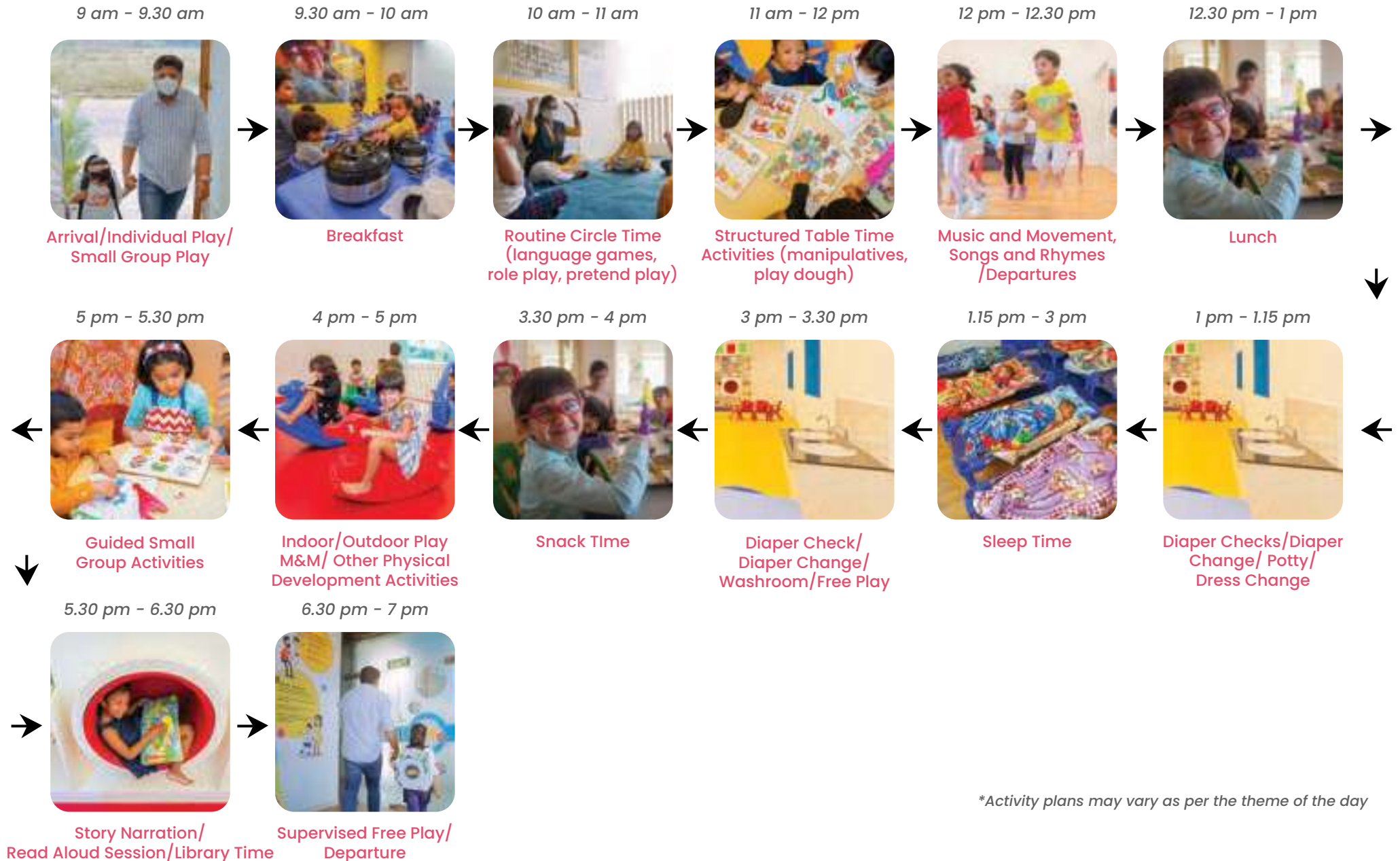
My Day at KLAY (5 Months to 15 Months)

- Developmental appropriate engagement planned as per the individual routine of each infant.
- Transition to routines initiated after 15 months of age



**Activity plans may vary as per the theme of the day*

My Day at KLAY (15 Months to 4 Years)



My Day at KLAY (4 Years to 6 Years)



**Activity plans may vary as per the theme of the day*



Circle Time

A time to get together with our friends



Hands on Activities

We do. We learn



Art Activities

We imagine. We create



Story Time

We listen. We learn



Music & Movement

We sing. We dance. We make music



Role Play & Drama

We pretend play. We learn and appreciate roles everyone plays around us



Large Group Time

Interaction in large group settings to build social skills



Small Group Time

Interaction in smaller groups like solving puzzles, sorting, matching, tearing and pasting.



Meal Time

A specially curated vegetarian menu that takes care of a growing child's nutritional needs



Nap Time

Comfortable, quiet and cozy nap rooms for the child to recharge



Free Play

Child-initiated play that includes exploration, experimentation and discovery



Outdoor Play/ Simulated Indoor Play

A mix of age old games with some new



Fireless Cooking

Our fine motor skills & five senses at work

KLAY Facilities



Pick-Up and Drop-Off Zone



Program Zones

- ★ Child centric adult child ratios
- ★ Well lit, ventilated and temperature controlled spaces
- ★ Separate learning zones
- ★ Child friendly furniture

KLAY Facilities



Infant Room

- ★ Infant play area
- ★ Feeding area for mothers
- ★ Infant nap area

Pantry/Kitchen

- ★ FSSAI licensed kitchens
- ★ Expert curated vegetarian menus
- ★ Dedicated vaccinated cooks
- ★ Swab tests of the kitchen premises & kitchen staff

KLAY Facilities



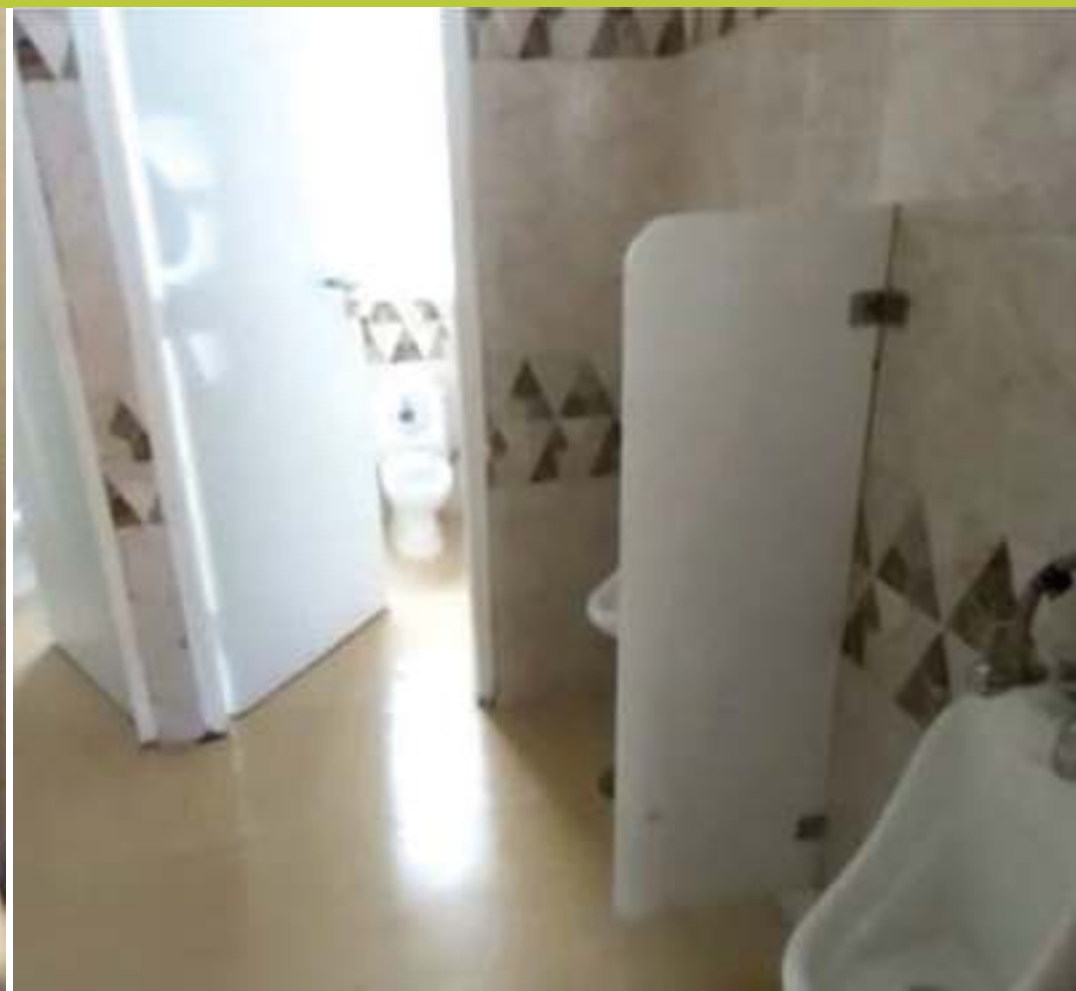
Library & Play Areas

- ★ Age appropriate books
- ★ Role-play area
- ★ Child friendly toys and equipment

CCTV Streaming

- ★ Designated areas for CCTV surveillance
- ★ Real time streaming
- ★ Voice recorders in the washrooms

KLAY Facilities



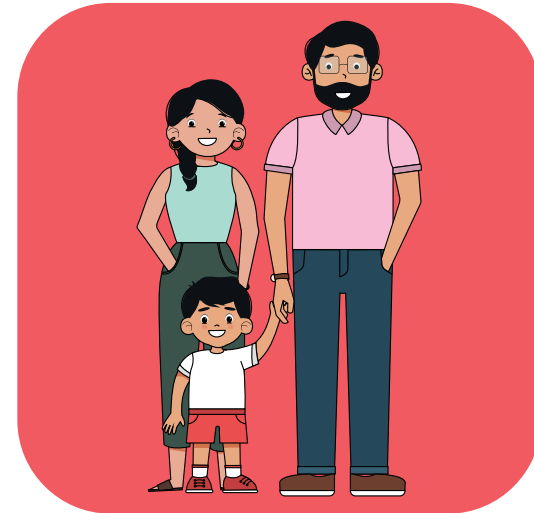
Restrooms & Diaper Changing Areas

- ★ Infant and Toddler diaper changing stations
- ★ Child friendly bathrooms

Safety at KLAY

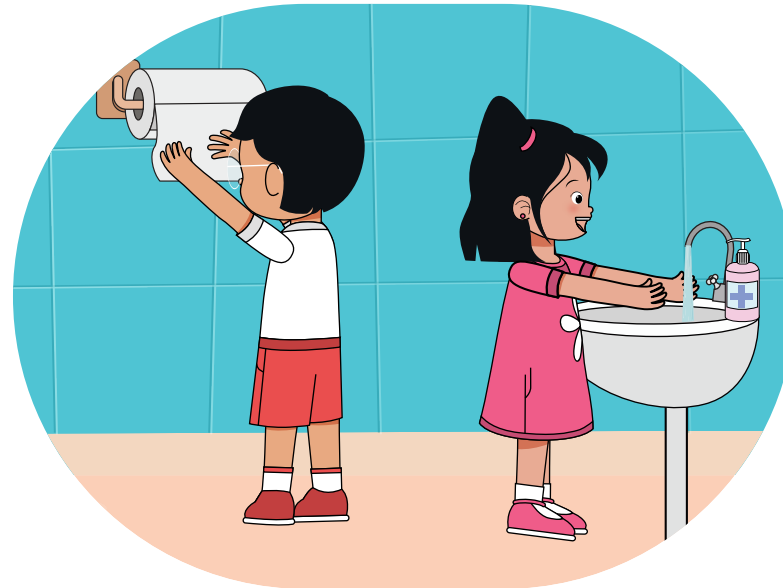
At KLAY, the safety of your child is no child's play and has always been of utmost important to us.

- Robust and comprehensive safety protocols based on CDC (Centers for Disease Control and Prevention), British Safety Council and WHO guidelines
- A NEBOSH (National Examination Board in Occupational Safety and Health) and IOSH (Institution of Occupational Safety and Health) certified safety team
- A dedicated safety officer assigned to every centre



Health and Hygiene at KLAY

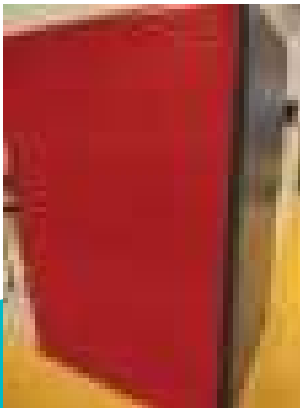
- Temperature checks and hand sanitization at arrival.
- Frequent hand-wash breaks.
- All our teachers and caregivers are fully vaccinated
- Vaccination for parents/visitors/employees who enter the centres is recommended
- Daily deep cleaning, mopping and sanitization of all toys, equipment and frequently accessed areas happens after the children leave for the day
- All staff to wear gloves, caps and freshly washed aprons at all times
- Teachers to wear freshly washed waistcoats at all times
- Parent to sign a consent form prior to sending their child to school.



Physical Safety at KLAY

The safety of your little one is of paramount importance to us and we will do what it takes to ensure your little ones are always in safe hands when with us

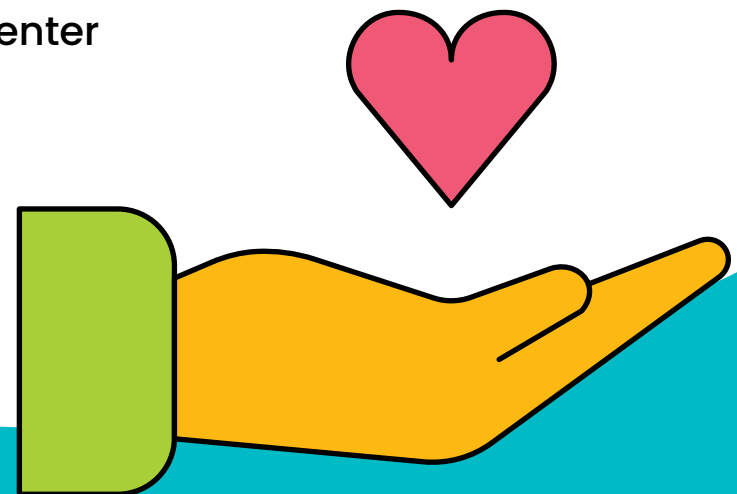
- Barton locks, finger guards, barricading, soft padding and safety nets (Play area)
- CCTV and voice recorders
- Server room and UPS back up
- Soft padding and vinyl flooring
- RO servicing, overhead & sump cleaning
- Comprehensive fire safety measures
- No electrical points at child's level
- Child friendly furniture, art & craft materials and play equipment
- Pest control and fumigation using UNICEF approved vendors & product



Emotional Safety

The safety of your little one is of paramount importance to us and we will do what it takes to ensure your little ones are always in safe hands when with us

- Security guard at the door
- Only trained female employees to handle children
- Safety Officers and trained nurses/staff in every center.
- Background Verification for all Staff
- Safety videos and safe circle exercise for children conducted every quarter
- Induction Training for all new staff
- Training on health and safety for all Caregivers –Safe baby, health, hygiene and safety training
- Protection of Children from Sexual Offences training
- Child Protection Committee(CPC) Formation for each center



What Sets Us Apart

With best practices adopted from the National Association for the Education of Young Children (NAEYC) and Finland ECE, our centres go way beyond basic childcare.

Safety Always First at KLAY



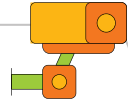
Stringent and comprehensive health and safety protocols that ensure children, and parents are always safe.

Child Centric Approach



A conducive learning environment where children achieve developmental milestones at their pace and learn the way they want to.

LIVE CCTV Streaming



Real time screening for parents to access their child's day at the click of a button.

Corporate Partnerships



Corporate plans to support working parents with their child's development and care.

Global Standards of Average Space Per Child



One of the largest per-child spaces for children to grow and unleash their full potential.

Community Building



Events, webinars and personalized sessions that support parents in their journey.

Comprehensive Development Trackers



Detailed age specific milestone trackers that capture every child's growth and development.

Holistic After School Enrichment Activities



Scholastic and co-scholastic activities in collaboration with top-notch activity partners, to foster your child's interests, skills, and creativity

Our Team

Compassionate Program Coordinators/facilitators, care givers, and nurses who nurture children's formative years.

Program Coordinators

A certified early years' professional responsible to plan developmentally appropriate engagement and experiences for children.

Facilitators

The key worker for each child who ensures that every child's care is tailored to meet his/her individual needs.

Caregivers

Ensures the well-being and cleanliness of children, and plays an integral role in fostering their development by actively supporting facilitators in the learning process.

Nurse

Responsible for the maintenance and tracking of each child's medical records (including BMI and immunization).

Remember - 85%
of the development
of a child's brain happens
in the early years.

**Make every
day count!**



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www.klaycentres.com