BEDROCK
PROPERTY ADVISORY

MARKET RESEARCH · OCTOBER 2026

1,900 children, no preschool

ONE KILOMETRE OF RIVERFRONT ROAD, COUNTED PROPERLY

Bedrock Property Advisory · Kharadi, Pune
For anyone weighing a childcare business on this corridor

THE FINDING

A kilometre of towers with nowhere to drop a child

1,900 children aged two to six living along one kilometre of Riverfront Road, Kharadi.

0 preschools on that stretch today.

Kharadi as a whole is well served. A directory lists 46 preschools across the wider area. But almost none of them sit on this road, and four of the biggest operate inside the IT parks rather than near the homes.

This report sets out what is actually there, what the demand supports, and what would have to be true for it to work.

THE STRETCH

What one kilometre holds

Riverfront Road runs about a kilometre along the Mula-Mutha on Kharadi's eastern edge. Along it sit eight to ten large societies.

WHAT WE COUNTED	RANGE
Societies on the stretch	8–10
Towers per society	3–10
Floors per tower	20–35
Apartments per floor	8
Apartments on the stretch	**5,600–19,200**

Counted on the ground by Bedrock, October 2026. At 2.8 to 3.2 people per apartment that gives 16,000 to 61,000 residents. We use **25,000** throughout this report — the conservative end, and the figure we have published before.

THE SOCIETIES

Ganga Serio and Liviano, Youtopia, Zen Estate, Leela, the Riverdale group — Grove, Suites, Heights, Grand and Residencies — Nyati Elysia, Godrej Infinity, Rejuve and Aqua Vista, with a few smaller ones between them.

WHO LIVES THERE

One employer cluster, one kind of household

80% work in the adjacent commercial cluster — EON Free Zone, EON IT Park, the World Trade Centre, Gera Commerzone, International Tech Park and the SEZ

70% are young nuclear families, many recently married

95% work in technology, on salaries that put them well above the Pune median

1–2 children per family, and 30% of the resident population is those children

Bedrock's own assessment of the corridor, from dealing on this road. These are approximations, not a census.

This matters more than the headcount. Two working parents, both in offices ten minutes away, with one or two small children and no grandparents living in. That household does not want a cheaper option. It wants the hours covered.

THE NUMBER THAT MATTERS

How many children are actually here

WORKING IT OUT	CHILDREN
Residents on the stretch	25,000
Aged 0–6, at the census rate for this ward (11.5%)	2,875
Aged 2–6 — the preschool band	**1,917**

The 11.5% rate is from Census 2011 for the Nagar Road ward office, which covers Kharadi. We have used the census rate rather than our own 30% figure, because it is the more conservative of the two and it is sourced.

PUT PLAINLY

Roughly **1,900 children of preschool age** live within a kilometre, and not one of them has a preschool on their own road.

THE COMPETITION

Where the 46 actually are

A directory lists 46 verified preschools in Kharadi. That number is real, and it is the reason we have previously called this category crowded. But read the addresses and it looks different.

WHERE THEY SIT	WHAT THAT MEANS
Inside the IT parks	Four of the largest — in EON Free Zone, Gera Commerzone, International Tech Park and Global Business City
Elsewhere in Kharadi	Raghavendra Nagar, Tuljabhawani Nagar, Grant Road, Rakshak Nagar
Outside Kharadi entirely	The same directory counts centres in Wagholi, Mundhwa, Keshav Nagar, Vadgaon Sheri and Chandan Nagar
On Riverfront Road	**None**

Directory count: Kiddenz, Kharadi, updated May 2026. Addresses verified individually against operator websites, October 2026. "46 in Kharadi" is not 46 distinct businesses on this corridor.

READ THIS TWICE

The real competitor is inside the office

The strongest operators here are not on the high street. They are inside the buildings where these parents work.

OPERATOR	WHERE
Little Big World	Two centres in EON Free Zone — **200+ children**
Little Big World	KRC Gera Commerzone, Upper Kharadi
Kido International	Inside International Tech Park
KLAY	**Global Business City, Fountain Road**

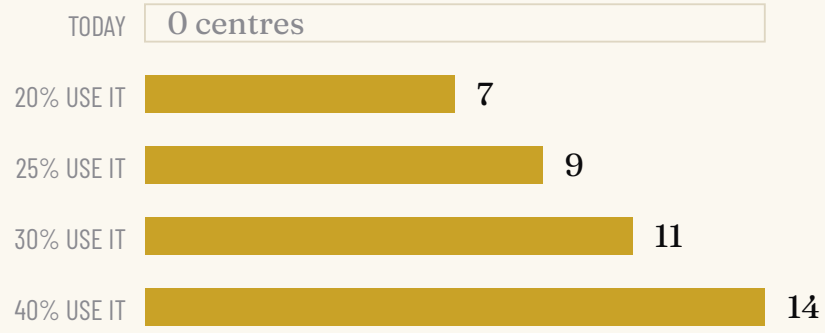
> AND IT GETS HARDER
>
> Since November 2025 the Labour Codes require an establishment with 50 or more employees to provide a creche, and allow employers to share one. That favours whoever is already inside the park gates.

A centre on this road does not compete with those at 9am. It competes at 7am, at 7pm, at weekends, and on every day a parent works from home.

THE SIZE OF IT

What 1,900 children support

Not every parent uses paid childcare. So the honest way to size this is to ask what happens at different levels of uptake.



CENTRES THE STRETCH SUPPORTS · 383 TO 767 CHILDREN IN THE MARKET

At 53 children per centre — the national average for a large chain (10,000 children across 188 centres, 2025). Uptake rates are illustrative; no survey of childcare use in Kharadi exists.

> At the lowest of these, the stretch supports **seven centres.** It has none.

ONE CENTRE

What it would take, and what it would make

A single centre taking **70 children** needs to capture **under 4%** of the children on this road.

AT 70 CHILDREN	A YEAR
Preschool fees, at ₹60,000 each	₹42,00,000
Daycare, if 40% also take it, at ₹10,000 a month	₹33,60,000
Gross	₹75,60,000
After franchise royalty at 12.5%	**₹66,15,000**

Before rent, staff, utilities and setup amortisation — this is revenue, not profit. Fee assumptions are the mid-point of observed Kharadi rates: preschool ₹44,000–90,000 a year, daycare ₹5,000–18,000 a month. Daycare is the better line, running 1.5 to 3 times the annual value of preschool alone.

THE ENTRY COST

What it takes to start

ITEM	TYPICAL
Total investment	₹12–20 lakh
Franchise fee, one time	₹2.5–5 lakh
Royalty on monthly revenue	10–15%
Space, ground or first floor	2,000–3,000 sq ft
Break-even	**12–24 months**

Published franchise benchmarks for a national preschool brand, April 2026. Terms vary by brand and are negotiable; these are indicative, not quoted.

WHY A BRAND RATHER THAN YOUR OWN

Standalone preschools failed at a markedly higher rate than brand-affiliated ones when the sector was last stress-tested. For a first-time operator, the brand is buying admissions credibility from day one — which on a road with no incumbent is most of the battle.

WHAT COULD GO WRONG

The case against

We would not publish the upside without this page.

- **Not every mother works.** Urban female labour force participation is 25.3%, and it fell year on year. The dual-income assumption holds on this corridor better than nationally, but it is an assumption.
- **Hybrid working cuts attendance.** Most Pune IT firms run three or four days in office. A child at home two days a week still costs a full monthly fee — parents notice.
- **Staffing is the binding constraint.** Trained staff are scarce, pay is low relative to other work, and turnover is the industry's chronic problem.
- **One incident ends a centre.** In June 2026 a Maharashtra preschool was shut down and six people including the chief executive were booked after a supervision failure. This is a business where the tail risk is reputational and immediate.
- **The chains are coming.** A national operator raised $7.5 million in 2025 and named Pune a focus city for expansion. First mover on this road is an advantage with a clock on it.

NEW SINCE APRIL 2025

The rules have changed

Registration on the state's pre-school portal is now **mandatory** for every private centre serving ages three to six. By March 2026, 12,733 had registered.

A draft Maharashtra ECCE Act is with the Law Department. If passed as drafted it brings three-yearly renewal, a **cap on fees**, a 20:1 child-to-teacher ratio, teacher qualification requirements, and a penalty of up to ₹50,000 plus ₹5,000 a day for operating unregistered.

> THE ASYMMETRY WORTH KNOWING
>
> That scope is **ages three to six**. Daycare and creche provision sits outside it. The better revenue line is also, for now, the less regulated one — and a fee cap on the preschool side would not touch it.

School Education and Sports Department circular, 24 April 2025. Draft ECCE Act reported March 2026; not passed at the date of this report. Anyone entering should take their own legal advice on current requirements.

BEFORE COMMITTING

Five things to check yourself

- **Walk the kilometre.** Our count of zero is from October 2026. Confirm it before you sign anything.
- **Ask whether the in-park creches admit outside children.** Their own material is contradictory on this. If they take non-employees, they are direct competition. If not, they are not.
- **Find a ground or first floor of 2,000–3,000 sq ft with outdoor space** on this stretch, and price it. Rent is the number that decides the model.
- **Check the water.** Tanker rates here have gone from ₹700 to ₹1,200–1,500. A centre with small children uses more than you think.
- **Talk to twenty parents in these societies** before you talk to a franchisor. They will tell you in an afternoon what no report can.

WHERE THESE NUMBERS COME FROM

Check them yourself

FIGURE	SOURCE
46 preschools in Kharadi; 41 offering daycare	Kiddenz directory, Kharadi, updated May 2026
Operator locations and hours	Operator websites, verified individually, October 2026
0–6 population at 11.5%	Census 2011, Nagar Road ward office, Pune
Creche duty for 50+ employees; shared creches permitted	Code on Social Security 2020, s.67; Labour Codes effective 21 Nov 2025
Preschool registration mandatory; 12,733 registered	Maharashtra School Education Dept circular, 24 Apr 2025; reported Mar 2026
Draft ECCE Act — fee cap, 20:1 ratio, penalties	Reported Aug 2025 and Mar 2026; not passed
Urban female labour force participation 25.3%	MoSPI Periodic Labour Force Survey, July 2026
Fees, franchise terms, chain expansion	Kiddenz centre pages; published franchise benchmarks, Apr 2026; trade press, Aug 2025
Society count, tower count, resident profile	Bedrock Property Advisory, own survey of the corridor, October 2026

Where a figure is our own assessment rather than a published number, we say so on the page it appears. No childcare demand survey exists for Kharadi.

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Looking for answers? Let's talk.

We hold commercial space on this corridor, so we have an interest in someone taking it. That is exactly why this report carries the case against on page 11 and tells you to walk the road yourself on page 13.

If you want the site options, the rents, and an honest view of which ones would actually work for a childcare use, send us a message.

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