



DUAMA BAY
SCHOOL

PARTNER PROSPECTUS • 2027

Not another school franchise. *A school built on a method.*

Own a Duama Bay school — backed by a founder who has spent fourteen years building schools, a family legacy of more than thirty years in education, and a brand parents understand in one line: no child is average.

1+5

SCHOOLS BY 2027

7

CITIES SHORTLISTED

30+

YEARS OF GROUP LEGACY

2σ

THE DUAMA METHOD

Parents have a problem *most schools are not built to solve.*

One teacher, thirty children, one lesson at one pace — designed for an average child who does not exist. Parents feel it every day. Duama Bay is the school designed the other way round.

THE PROBLEM

The class moves on.
The child does not.

The curious child waits, the child who needs time is left behind, and both families notice.

THE EVIDENCE

98% — the two
sigma advantage

Benjamin Bloom (1984): a child taught as an individual outperforms 98% of children taught as a group.

THE OPPORTUNITY

A brand built on the
answer

Personalised pacing, immediate feedback and mastery learning — delivered as a school you can own.



He built schools. *Then he asked a harder question.*



Ambuj Jhunjunwala

FOUNDER · MIT SLOAN FELLOW

1

The inheritance

From his father, Mr. Sanjay Jhunjunwala: pursue everything with excellence, and dream big.

2

Fourteen years inside education

Building and scaling the C. P. Goenka Group of Schools, SVIS and Spring Buds — thousands of children, hundreds of teachers.

3

Popclass

A game-based learning platform that taught him motivation follows relevance.

4

Two Sigma

Bloom's finding became the foundation: teach the child, not the class.

5

Duama Bay

A school, and a model, designed around every child — built to be built again.

"I am not building another school. I am building proof — that two sigma outcomes are achievable at scale."

The brands the founders *already* run.

Duama Bay is new. The people behind it are not. More than thirty years of building and running schools across Mumbai and Pune stand behind every Duama Bay partner.



C. P. Goenka Group of Schools

A network of schools and higher-education institutions across Mumbai and Pune, offering ICSE, CBSE, Cambridge and IB pathways.



Swami Vivekanand International School

Kandivali and Borivali campuses — from playgroup to junior college. More than thirty years of excellence.



Spring Buds International Preschool

The group's early-years brand — where Mumbai's youngest learners begin.

Early years

Spring Buds — how the youngest children learn and settle

K–12 schools

SVIS and C. P. Goenka — running campuses, teams and results

Four boards

ICSE, CBSE, Cambridge and IB — curriculum depth across systems

Two cities

Mumbai and Pune — admissions in competitive urban markets

The Duama Method

All of it, distilled into one model a partner can own

Sandeep C. Goenka

Managing Trustee, SVIS, and the visionary behind the C. P. Goenka Group. EducationWorld Excellence in Leadership Award, 2019.

Archana Goenka

Academic Director, C. P. Goenka Group — shapes progressive, student-centred curricula across its schools.

30+

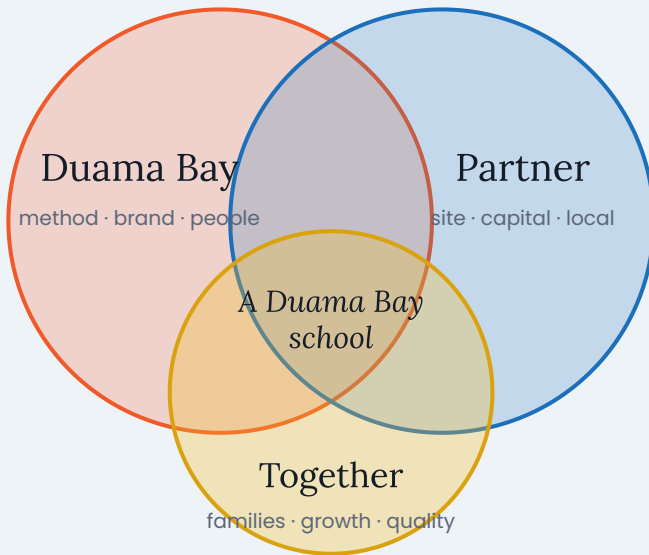
Three decades of lessons — what works in a classroom, and what does not — are what every Duama Bay partner inherits on day one.

Why this is not like taking *another school franchise.*

	A TYPICAL SCHOOL FRANCHISE	A DUAMA BAY PARTNERSHIP
What you buy	A name and a logo	A method, a brand and a founder's team
Teaching	A textbook kit	The Duama Method: personalised pacing, mastery, feedback
The promise	Facilities and results	"No child is average" — a promise parents feel
Teachers	Hired locally, trained once	Founding teachers hired and trained the Duama way
Parents	Customers	Founding Families — partners in the journey
Campus	Standard blocks	Biophilic design principles: daylight, air, outdoor learning
Partners	Anyone who can pay	Chosen for belief, readiness and patience
Support	Launch, then distance	Mentoring and quality audits, year after year



You bring the place. *We bring the school.*



Duama Bay brings

Brand and launch · the Duama Method and Cambridge-aligned curriculum · founding-teacher hiring and training · school design guidance · admissions playbook · quality audits and technology

The partner brings

Land or a building in a growing family catchment · capital for the build and the first years · local relationships and approvals

Together

Founding Families, steady growth year on year, and quality that protects the brand in every city



Launch format

Opens with the early years and primary, then grows grade by grade.



Founding 100

Every school opens with a founding cohort of families, not a rush of numbers.



One playbook

Design, hiring, training, admissions — the same system in every city.



Quality first

Regular reviews keep every Duama Bay school true to the method.

Commercial terms

Shared after a discovery call, under a confidentiality agreement.

What they cover

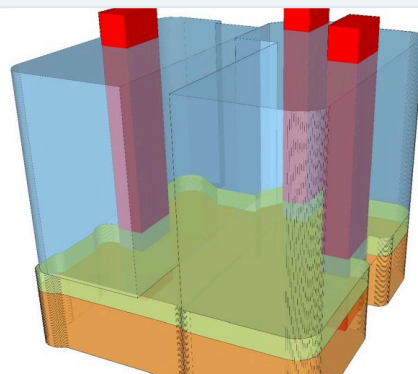
Partnership fee, academic and brand fee, and launch support.

What shapes them

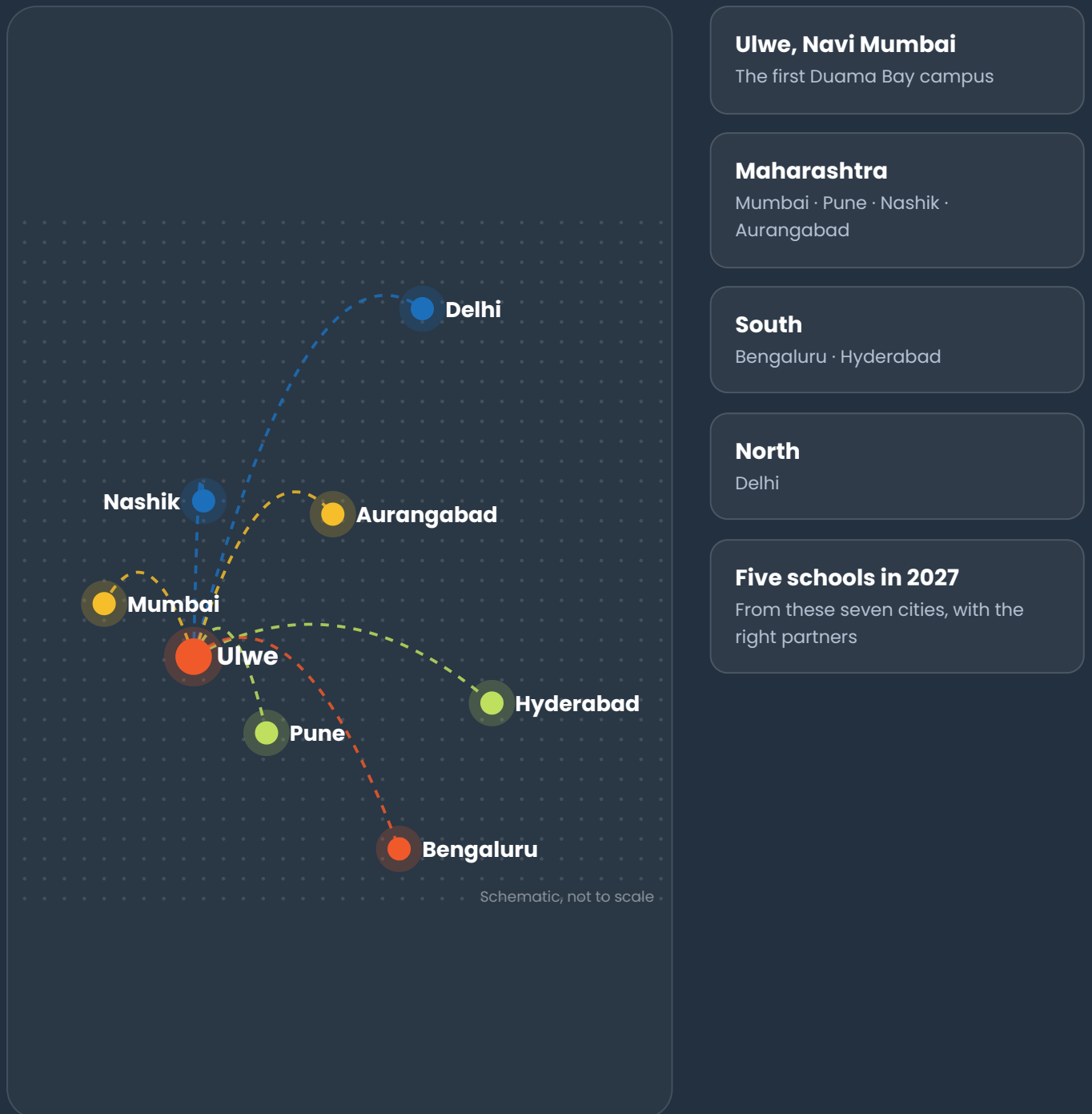
City, site, school size and the partner's readiness.

One design language

Each campus is massed around its site — podium for play and the hall, classrooms above, open terraces between — so every Duama Bay school feels like the same family.

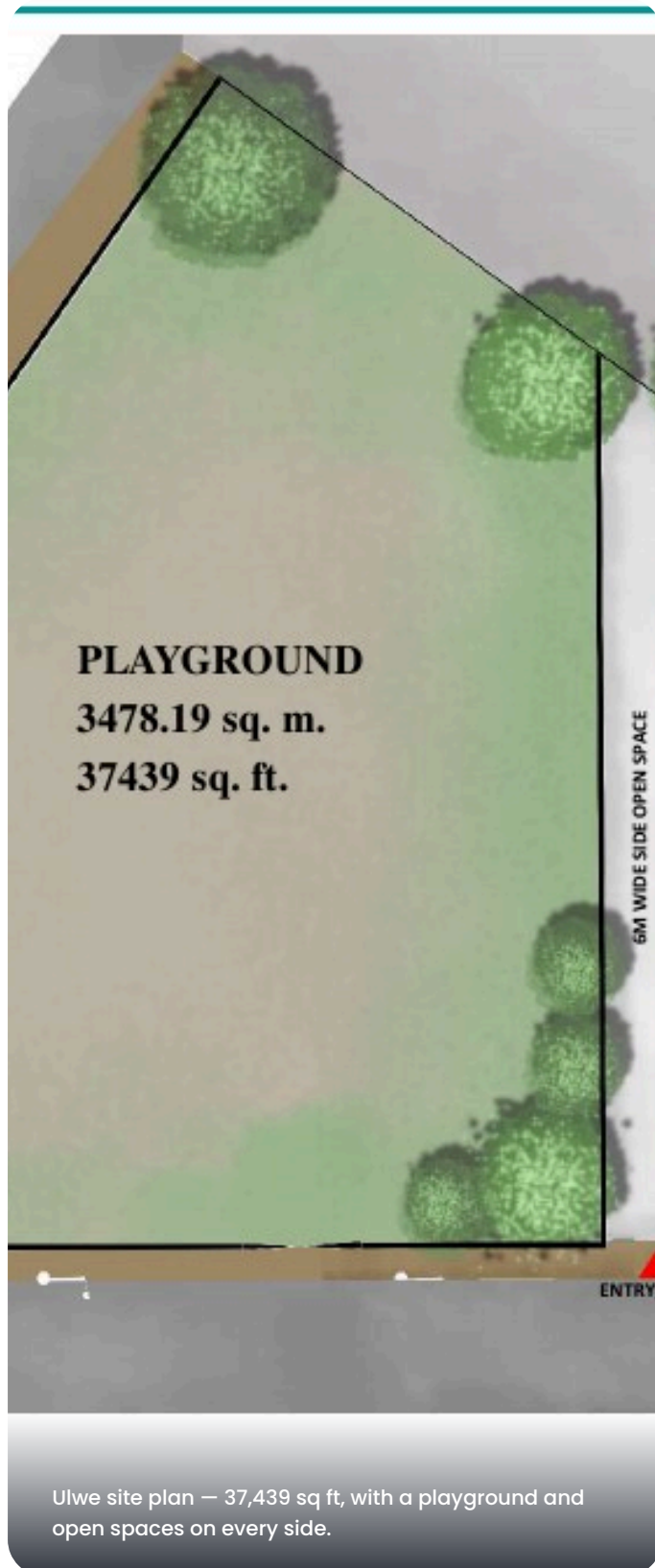


From one family's legacy *to a national network.*



Every campus follows *the same principles.*

The Ulwe campus shows what partners receive: a design approach in which the building itself supports the way children learn.



Daylight

Classrooms oriented to the morning sun, free of glare.



Biophilic

Fresh air, green space and nature in every floor.



Outdoor learning

Courtyards that become classrooms for drama, art and music.



Gathering

Amphitheatre and spillover spaces for community.



Multipurpose hall

Doubles as an auditorium for the wider community.



Safe little ones

Protected early-years façades that still let light in.

We choose partners *the way we choose families.*

The right partner

- Believes every child deserves to be taught as an individual
- Has land, a building or capital ready
- Has strong local relationships in the city
- Will follow the Duama Method, not just use the name
- Is building for ten years, not one admission season

Not the right fit

- Wants the fastest possible return
- Plans to run the school without the method
- Sees parents only as fee payers
- Prefers a logo to a partnership

The partner journey

1

Apply

Partner application form.

2

Discovery call

With the founder's team, under NDA.

3

Feasibility

Catchment, demand and site visit.

4

Agreement

Terms, timelines and roles.

5

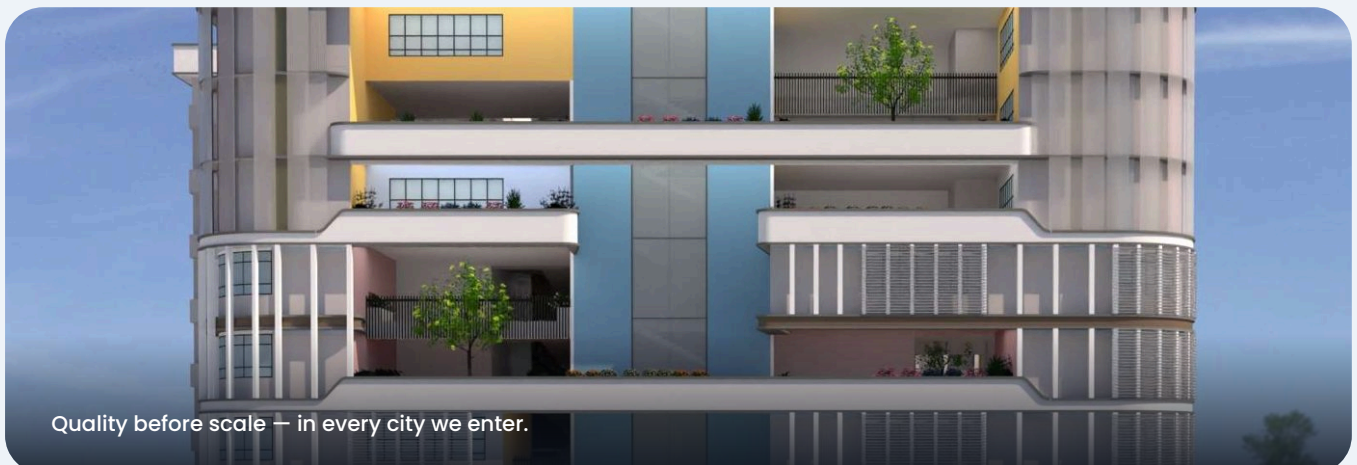
Build and hire

Design, approvals, founding team.

6

Launch

Founding Families, opening day.





DUAMA BAY
SCHOOL

APPLY

Bring Duama Bay *to your city.*

Complete the Partner Application Form, or apply online. We read every application and reply within two weeks.

Apply online

[Website]/partner.html

Send the form

[Partnerships email]

Talk to us

[Partnerships phone]

This prospectus is for information only and is not an offer. Terms are confirmed only in a signed agreement. Building images are architect's renders.