

FRANCHISE
PARTNERS
INVITED


DEEPA'S
READING ROOM
...a place of hope




unique concept from india's first and leading

READING ROOM BRAND

 Investor-Friendly
Franchise Models

 Attractive Return on
Investment

 Comprehensive
Support by Brand

 Inviting to expand
20 units in TG & AP

 Pan India Expansion
masterfranchise
model

 Looking for BIG
Investment Partners

DEEPA'S READING ROOM PVT. LTD.,

ABOUT US

The first Corporate Reading Room in India, Deepa's Reading Room established in 2012 at Visakhapatnam, Andhra Pradesh with 24 cabin capacity and currently its presence with 25 branches in five vibrant cities: Hyderabad, Visakhapatnam, Secunderabad, Kakinada, & Vijayawada with more than 2500 cabin capacity. Our flagship, the largest Reading Room in India with more than 400 seats, is in Kondapur, Hyderabad, serves as a sanctuary that is free from distractions and allows individuals to focus on the joy of reading. Our commitment to providing a unique reading experience is evident in our state-of-the-art facilities. From individual cabins with air-conditioned and non-air-conditioned options to pleasant interiors, we strive to create an atmosphere that encourages uninterrupted reading.

Our amenities include Wi Fi internet access, Discussion Rooms, emergency power backup, Opened for 24 hours and a constant supply of mineral water, tea, coffee, and snacks.

Deepa's Reading Room is not just limited to its current locations;

we have ambitious plans to expand all over the country our presence to bring the joy of reading to even more people we invite you to rediscover the pleasure of reading in an environment that promotes concentration, relaxation, and a sense of community.

Join us on this literary journey and let the world of books open new horizons for you.

MISSION

To provide state of the art facilities for students, job aspirants and corporate employees throughout the country and provide a peaceful environment with adequate amenities to stimulate the scholarly minds and achieve individual goals

VISION

Focus on constantly improving in our Endeavour of expanding our reach to millions of individuals throughout the country by establishing more branches



“

*Before Anything Else,
Preparation is the key
to Success.*

Journey



First Establishment
(Visakhapatnam)

2012



2014

1st Franchise Unit
(Gajuwaka)

1st New City Franchise
(Kakinada)

2015



2016

1st Telangana State
(Hanamkonda)
Reached 500 Seating Capacity

4th City
(Vijayawada)

2017



2019

Entered in Hyderabad
Reached 1000 seating Capacity

Opened 6 new Branches in just 5 months period
(@Hyderabad)
Reached 2000 Seating

2022



2023

Started India's Largest Study Hall
@ Kondapur, Hyd



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MEET THE FOUNDER

SURESH KATTA

Born in a small village called Pullaiahgaridibba consisting of 40 houses in Krishna District, he went through many challenges due to inadequate facilities available in his education and corporate journey.

He completed his MBA (HR & MKTG) in 2008 from ICFAI, Hyderabad. and has held Management Positions in multiple Organizations. Through his expertise and experience in HR and Administration he developed the concept of Reading Rooms so that millions of individuals can focus on their Growth and Development and not worry about having adequate facilities.

In his Endeavour to provide services in terms of best amenities through Reading Space for all students, job aspirants and corporate, he successfully managed to establish multiple branches across locations with an investor friendly franchise system

He started the First Reading Room Unit at the age of 27 years with 24 seating capacity, which has now expanded to 2500 + cabins in 5 cities across AP & TG States and has been successfully providing affordable facilities for 13+ years

He says

"If thousands of students, job aspirants and working professionals would utilize our services/amenities and manage to in their lives with a good career, it will be the most happiest and satisfactory feeling"



VALUE PROPOSITION

Providing quality and peaceful ambiance through our corporate facilities

Spread across multiple cities and more than one state, through 22 successfully operating branches

Large study halls in terms of number of cabins having 24x7 facility

Served more than 25000 + students

Thousands of students completed their exams and settled in their jobs through our reading rooms

Only brand in this industry operating since 13 years throughout INDIA

OUR ADVANTAGE

PEACEFUL ENVIRONMENT

We provide comfort space with peaceful ambiance to students for concentrated reading, group discussions and provide all necessary amenities.

HIGH-SPEED INTERNET

We provide high-speed internet to avoid buffering and give a hassle-free experience for all to browse online tutorials and reading materials.



SUCCESS RATE

Over the years 80-85% students who had availed our amenities for preparation have managed to get placements/seats per feedback received

AFFORDABLE PRICES

The pricing structure focuses on making it affordable for everyone to avail the facilities, while catering to the varied requirements like AC and Non AC cabins, food service etc.

MULTIPLE LOCATIONS

We are available in Andhra Pradesh and Telengana spread across 5 cities with 18+ centers in Hyderabad, Secunderabad, Visakhapatnam, Kakinada and Vijayawada.



OUR SERVICES




INDIVIDUAL CABIN WITH EXECUTIVE CHAIR



INDIVIDUAL LOCKER



PLEASANT INTERIORS



LAPTOP WITH WIFI / INTERNET



LUNCH / DINNER & HOSTEL FACILITY



DISCUSSION AREA



SNACKS SUPPLY



PRINT/XEROX/ SCANNING FACILITY



SECURITY THROUGH CCTV CAMERAS



24X7 FACILITY



MULTIPLE LOCATIONS



POWER BACKUP

MEDIA COVERAGE



OUR STUDENTS TESTIMONIALS

Deepa's Reading Room KONDAPUR, Hyderabad

3rd Floor, Solitaire Plaza, 55/E, beside Altruist Business Hotel, near KIMS HOSPITAL, Hanuman Nagar, Shilpa Hills, Kondapur, Hyderabad, Telangana



srvnvsn buji
1 review
★★★★★ a month ago

I have been here for past 2 months environment is Quiet and Good for studying and additionally separate dining facility also available to have lunch. you can come when ever you want 24/7 and can study here. Here the receptionist Naveen Bro is very friendly and resolves any problem comes to his notice. I thank deepa's study hall management for providing Space for Students to prepare for competitive exams.

Deepas Reading Room MVP Viz...

3rd Floor, Visakhia Battery Agencies, Studying center



TAMMINENI RAJESWARA RAO
21 points
★★★★★ 4 months ago

It's a perfect place to study peacefully. The place is well maintained including washrooms. There was always a quick response from the management whenever an issue was faced. Good Wifi, drinking water and snacks facility is available. Cabin provided are perfectly spacious to study and it is most recommended

Deepa's Reading Room Miyapur

Flat No 480, Road No: 2/4, 2nd Floor Library



ravi teja
119 points
★★★★★ 3 weeks ago

Good ambience and nice place to prepare for exams. Excellent service and polite people. Discussion room was very quiet with water facility. AC and Non AC hall with Wifi available.

Deepa's Reading Room Bharati ...

3, Rd Number 12, near Novotel, Bhar...



Hema Rayavarapu
95 points
★★★★★ a year ago

This place is very pleasant with all the necessary facilities, you can find different set of students preparing for various competitive exams. Good thing is that they even provide you food, tea, coffee etc. on order basis. One stop destination for all the aspiring students.

Deepa's Reading Room KPHB Colony Hyd

దీపస్ రీడింగ్ రూమ్ కేసీహబ్ కాలనీ హైదాబాద్

Phase 3, MIG 393, beside Manjeera Trinity Homes, Kukatpally Housing Board Colony, Kukatpally, Hyderabad, Telangana 500072



ranadeep deepu
Local Guide · 54 reviews · 60 photos
★★★★★ 3 years ago

Very clean and pleasant Reading room.. This Reading room also have Freeze, individual locker facility, Discussion room, Computer Room & Every corner covered by CC Cameras (including parking area). Perfectly fine for any Exam Preparation. CA Students- you will definitely like it more.

Deepa's Reading Room Nizampet Hyderabad

H No: 1, Vjetha Building, 2-39/10, Nizampet Rd, opp. Gullapallis Movva Nest Complex, Jai Bharat Nagar, Nagarjuna Homes, Kukatpally, Hyderabad, Telangana



Sneetha Kalakancheri
1 review
★★★★★ a month ago

This place is so peaceful and motivating. It has all the facilities needed. Washrooms are really neat as well. You can eat here or even make your own food. One thing I personally liked is, the place has Swamy Vivekananda's quotes stuck on the walls which I feel is very thoughtful of them. It has ac and CCTV surveillance services also. Overall a really nice and welcoming place to study.

Deepa's Reading Room Vanasthalipuram Hyd

5-5-237/2, behind Panama Godowns, Prashanth Nagar, Vanasthalipuram, Hyderabad, Telangana



Shiv Shankar Bharti
Local Guide · 32 reviews · 12 photos
★★★★★ 3 months ago

This is best place for fulfill your hope. Silence is the sole of this place. I truly love it. Very best

Deepa's Reading Room Kakinada

67-50-1/2A, Opp. JNTU, L B Nagar, N...



Narendra Reddy
45 points
★★★★★ 5 years ago

Best place to prepare for competitive exams. Whole day staff is available to give best services for Students. Unique Idea.. This is exact place to study peacefully and the type of atmosphere automatically creates interest in students. Also gives competitive spirit, Recommend to all.

Deepa's Reading Room Padmar...

Triveni Apartments, 6-1-133/32, Saty...



Ram Sasanka Pillalamarri
788 points
★★★★★ 5 months ago

Great ambience. Been using it for past 2 weeks now. Will highly recommend to anyone who wants quiet and focused place for reading. Drinking water is also available and bathrooms are well maintained.

Deepas Reading Room Pedawal...

8-3-4/3, First Floor, Srinivasa Apartm...



Sayan Kimudu
11 points
★★★★★ 7 months ago

Good ambience to study. Noise free and no disturbance. Snacks, tea & coffee facility available. 24/7 open and nice supporting staff and AC & Non AC available. If want to study seriously DEEPA'S is the BEST choice.

Deepa's Reading Room Vivekan...

Plot No 25B, Vivekananda Nagar Col...



shirisha naganandini
23 points
★★★★★ 3 years ago

Service which Deepa's Reading Room is providing is really excellent.. They provide Tea, Snacks and mostly peaceful environment.. Separate discussion room, lockers, provide laptop, free wifi. Very good environment for full time aspirants.

Deepa's Reading Room Asilmetta

Sampath Vinayaka Temple Rd, besid...



Dinesh Gnt
5548 points
★★★★★ 3 years ago

Just as the name describes, this is a wonderful place for anyone looking forward to study peacefully. The maintenance is very good here and the staff are helpful and very responsive. Been studying here for the past 4 months, trust me, I never had such concentration ever before. Everyone here is on a mission and enrolling here will make you serious about yours.



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CHOOSING THE FRANCHISE ROUTE

Deepa's Reading Room plans to expand in Hyderabad City and Andhra, Telengana states in Phase 1 through **Franchise Owned Franchise Operated (FOFO) and Franchise Invested Company Operated Model (FICO) Franchise Models.**

Karnataka, Tamilnadu, Kerala other Key Metro, Tier 1/2 cities in South Zone targeted in Phase 2 through Master Franchise Model as part of Pan India Expansion

FINANCIAL SNAPSHOT



IDEAL PARTNER PROFILE

Investors with sufficient financial bandwidth and apt locations

Individuals & Buliding Owners Looking for Fixed monthly Income

Young Entrepreneurs and Corporate Employees wanting to have their own Business

Professionals and corporates who are interested in service oriented business

Individuals having experience running Centers or facilities

Entrepreneurs with Local Market Connect and Experience developing large areas or markets

DEEPA'S READING ROOM PVT LTD

Successfully Reading 'Between the lines'- Deepa's Reading Room

DEEPA'S READING ROOM IS THE FIRST CORPORATE READING ROOM IN INDIA, ESTABLISHED IN 2012. IT IS SUCCESSFULLY RUNNING 20 BRANCHES ALL OVER AP AND TELANGANA STATES. IN THE LAST DECADE THE COMPANY HAS SERVED MORE THAN 20,000 STUDENTS SUCCESSFULLY.



In this fast paced life and hectic schedules it is difficult to get some solitude for personal reading and growing. Moreover, with houses becoming smaller and population increasing rapidly it is almost impossible to get a quiet corner for oneself. Taking care of this need of students as well as professionals to learn and study in a peaceful environment is Deepa's Reading Room. The brand provides a peaceful ambiance inculcated with all corporate facilities. With its uniqueness, the brand has opened more than 20 reading room branches in AP & Telangana states.

Deepa's Reading Room has the biggest study halls in terms of number of branches in multiple areas/cities/states for students convenience. Thousands of students have completed their exams and settled in their jobs through this unique business idea. Another of

FRANCHISE DETAILS

- >>Year of establishment: **2012**
- >>Year started franchising : **2014**
- >>Presence in the number of cities in India: **5**
- >>Number of franchise stores (Units) : **14**
- >>Number of company owned stores (Units) : **6**
- >>Total investment (in Rs) : **15 Lakhs To 50 Lakhs**
- >>Area required (in sq. ft.) : **2000 sft to 8000 sft**
- >>Preferred location: **Hyderabad, Bangalore, Chennai (Telangana, Karnataka and Tamilnadu States)**
- >>Franchise fee : **Rs 2, 00, 000/- To 3, 00, 000/-**
- >>Royalty fee : **20 Percent on Profit**
- >>Break-even: **2 to 3 months**
- >>ROI: **18 to 20 months**

its USP is that it is open 24 hours, for convenience of the students.

Initially when it opened it had capacity of 24 cabins which has now risen to

over 2500 cabin capacity since 2012. This shows the success of the concept is increasing rapidly. Thousands of aspirants who prepared in the reading rooms are now serving in public and private sectors as District Collectors, Doctors, Chartered Accountants, Govt Officers, Engineers, Teachers, etc.

The brand initiated franchising in 2014, after seeing the initial success of the concept. Till now it has opened in five cities with over 21 branches. As shared by Suresh Katta, Founder & Managing Director, Deepa's Reading Room, "Franchising is the best business model for service-based industries as it provides entrepreneurs with access to an established business system, enhanced support and training, an established brand name and reputation, economies of scale, and potential for rapid expansion. Fran-



Franchise model has helped our brand to reach more and more customers through multiple locations "

SURESH KATTA, Founder & Managing Director, Deepa's Reading Room

chising offers a lower risk option and higher chances of success for entrepreneurs looking to start their own business, while simultaneously expanding established business systems and brand names." He added, "Franchise model has helped us to reach more and more customers through multiple locations simultaneously."

OUR FRANCHISEE TESTIMONIALS

We approached DRR for franchisee in the year 2015 and running successfully since last 10 years with good support "I think one of the things I love most about being a franchise owner, particularly with DRR, is the fact that we give students/job aspirants to achieve their individual goals" This gives us job satisfaction along with good returns

Surya Kiran Cherukuri
Franchise Owner
Kakinada, A.P Branch

1

I entered into this business 20 months back. One of the first things I was looking for in a franchise opportunity was that I wanted the guidance and support of a headquarters and a franchising system. Every time I need anything, I can contact them and they'll get right back to me. A whole group of DRR who can help me out. It really makes a difference.

Madhu Pashap
Franchise Owner
Miyapur, Hyd Branch

2

We are the first franchisee (2014) of DRR. The biggest factor for us in choosing to do a franchise instead of launching a business on our own was really the wealth of knowledge DRR provides. We could have gone the route of figuring everything out on our own, but we decided that training, support, and knowledge the DRR team provides was worth the investment.

Devi Rama Rao Konda
Franchise Owner
Gajuwaka, Viza Branch

3

Previously I owned manufacturing company. After Covid 19 loss I would like to enter into a guaranteed business with less stress. I approached founder with existing franchisee reference and established a unit 6 months back and running successfully. I am very satisfied with immediate returns and DRR support

Kishore Kumar Chilukuri
Old Franchise Owner
Vengalrao Nagar, yd Branch

4

As a building owners it was the great business opportunity that first attracted us to DRR. Before we knew it one Business turned into multiple successful locations. What we did not expect was to get immediate profits an amazing opportunity. In our 40 year career this has been my favourite endeavour.

Surekha Satyanarayana Konduri
Franchise Owners
Padmarao Nagar, Secunderabad Branch

5

I became a DRR franchisee in 2017. Having previously worked in the shipping industry, I knew exactly what I was looking for. I decided that DRR had the best franchise offering for me as a business professional. And I am very satisfying with DRR Team

Suresh Dokku
Franchise Owners
Bharati Nagar,
Vijayawada Branch

6

I was a Manager in an MNC Company but an entrepreneur at heart. I spent many years chained to a desk dreaming of owning my own business. DRR allowed me to make that dream come true in ways I could not imagine. I have owned an established branch as franchisee one year back. My experience with DRR has not only been rewarding financially but also rewarding mentally, because we provide a service that is so needed in this sector especially for Students, Job Aspirants, etc

Mrs Suprabhatham Mathi
Franchise Owners
Vivekananda Nagar, Kukatpally, Hyd Branch

7

I started a DRR Unit franchise in the year 2015. I am very happy being associated with DRR. Founder designed it in a very beautiful way. And I ran it for 3 years with good profits. Due to a house purchase I approached founder to transfer it to others. I did not forget his help during exit also. I am very thankful to Sures Katta Sir.

Bala Subramanian
Old Franchise Owner
Seethammadhara,
Vizag Branch

8

I completed my Post Graduation and a house wife for 25 years. But passion to become an entrepreneur motivated me in taking this opportunity. With existing franchisee reference we approached Suresh garu and got impressed about that organisation. Established a unit franchise 6 months back. I am very grateful to the DRR Founder for his continues support

Mrs Sarada Mamidibathula
Franchise Owner
Suchitra, Hyd Branch

9

Basically I am a college lecturer. I wanted to take a franchise for my wife and that should have very flexible and service oriented. Started a unit in 2017 and ran it for 4 years successfully with good ROI. We enjoyed a lot with beautiful job satisfaction. We closed it in the time of COVID 19. In our overall journey this is our favourite endeavour

R.M.J. Prakash
Old Franchise Owner
Pendurthy, Vizag Branch

10

As a building owner im very happy with Deepa's Reading Room Franchise, and was 100% satisfied with the profits, thankful to the management

Mr T Lawrence Reddy
Franchise Owner , Madeenaguda, Hyd Branch

11

KEY SUPPORT FUNCTION

PRE-OPENING

Store Development

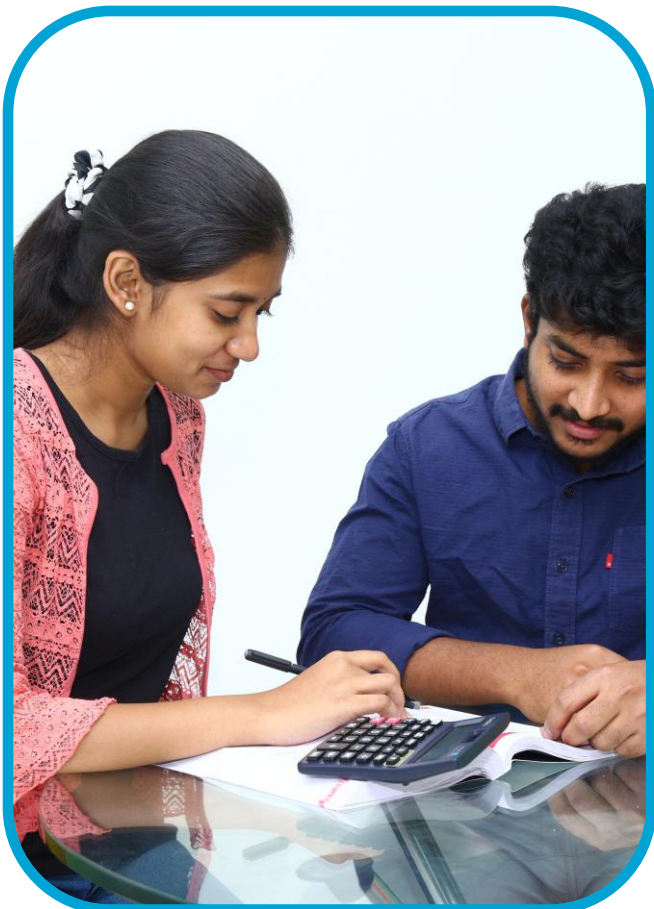
- Site Selection & Design
- Unit Development
- Marketing & Promotional support

Training

- Product and Brand Training

Operational Support

- Application & Administrative Support
- Operations Manual
- Virtual CRM



POST-OPENING

Business Development

- New Service Development
- End to end Administration support
- Application for Complete Registration & Billing

Marketing

- Complete Digital Marketing Support (Website SEO, GMB, Social Media, Etc)
- Events & Sponsorships and Material for Local Marketing
- Customer Bulk Messaging System



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READING ROOM**

...a place of hope

IN THE MIDDLE
OF EVERY
DIFFICULTY
LIES AN
OPPORTUNITY.



Hygienic



Comfortable



WI-FI



24/7 Open



CURRENTLY IN 22 LOCATIONS ALL OVER TG & AP
HYDERABAD - 10 VISAKHAPATNAM - 7
KAKINADA - 1 SECUNDERABAD - 4

FOR ANY FRANCHISING RELATED QUERIES, CONTACT US AT :

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