



Head Office: Above Zayka Reaturant, Near
Bank Of India , Phoolbagh Chauraha
Gwalior- 474001

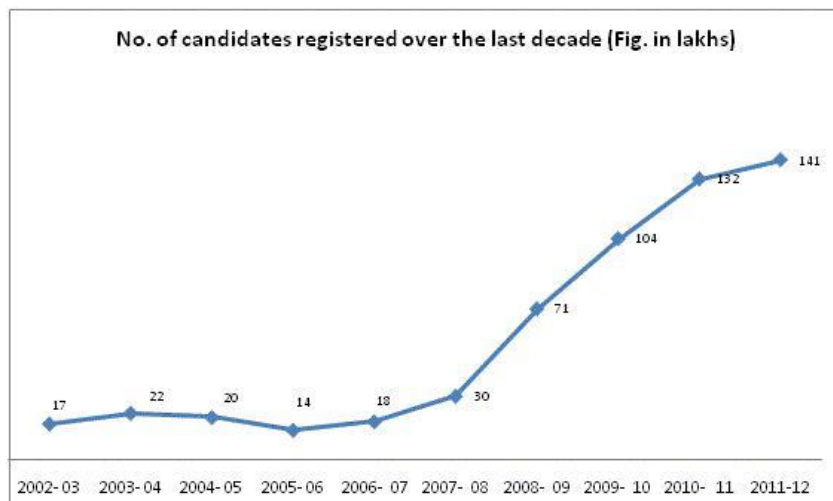
Co-operate Office: Dwarka Mor, in front
of metro pillar no. 786, Delhi India.

Dear Sir,

We thank you for your interest in our franchise.

Preparation for competitive exams for government jobs is one of the most booming businesses of recent times.

With the implementation of the sixth pay commission & the increasing recruitments by government organizations and the public sector banks, the industry has witnessed a rapid growth during the last few years. Over 2.4 crore* candidates have registered for various IAS/PSC/BANK/SSC/NDA/CDS exams in the year 2013-14 & the number is growing fast.



*Source: website.

The need for quality coaching for the government exams is largely catered by the unorganized players, with very few in the organized sector.

Samiksha Institute™ has evolved its systems & processes to bring a successful business model in the industry & has emerged as one of the Oddest brands in the category. With 20+ Centers in India, we are one of the most liked institutes in M.P. for preparatory programs for Government jobs.

Candidates from all parts of the state come to Gwalior to take our coaching.

Here we present you a business proposal that you can't refuse. We're sure that with the best quality resources deployed in the business, you'll make it a highly profitable business in your city.

Regards,

For Samiksha Institute™,

Prince Bhadouria

Head – Franchise

Mobile: 9826274944

What does it require to run a successful coaching institute & the Samiksha Institute™ advantage.

Curricula	<p>Though every exam (whether its IAS,PSC, IBPS-CWE for PO, IBPS-CWE for Clerk, SBI-PO, SBI-Clerk, SSC-CGL, SSC-CHSL, SSC-MTS, CWE-RRB, LIC-ADO,RBI Assistants, SSC-FCI, SI, Police, Defence services(CDS , NDA) Vyapam etc.) vary from each other in terms of number of questions, topics asked, difficulty level, etc., there is a great similarity in them.</p> <p>You need to understand the similarities & the differences so as to make the training effective.</p> <p>Samiksha Institute™ has gained considerable experience in conducting these programs over years together & has mastered the curricula for all the related exams.</p>
Courseware	<p>All the topics of these competitive exams (whether Quantitative Aptitude, Reasoning Ability, English Language, General Studies or General Awareness, Computer Knowledge, Banking Awareness, etc.) needs to be put in a structured courseware format. Though there are many study materials published by various publishers, you need a structured approach towards a course material.</p> <p>Samiksha Institute™ has created an exceptional courseware (both in English & Hindi) through its own resource of academicians & trainers. This material is original and is only issued to the registered students of the institute. This courseware is not sold in the book stalls & the marketplace.</p>
Solved & unsolved examples and Exercises	<p>Any institute would need a set of solved & unsolved examples to be given to its students. The students must be given exercises in numbers for practice. More the numbers better would be the possibilities for practice.</p> <p>The courseware published by Samiksha Institute™ has huge amount of examples & exercises. The exercises are classified into three difficult levels make it easy for the students to grasp them.</p>
Trained, Skilled & Experienced faculty members	<p>Any institute would need good quality faculty members to deliver the curriculum. One man would not be able to deliver all the subjects. Therefore a centre would need a faculty pool to offer quality training to its students.</p> <p>Samiksha Institute™ has the best available faculty members in the industry. They are skilled to deliver these specialized coaching. Each trainer is recruited through a National level faculty test & is trained by the Master Trainers at the Head Office. Most of the trainers at Samiksha Institute™ has huge amount of experience in conducting such programs.</p> <p>Samiksha Institute™ conducts frequent faculty trainings at its Head Office where faculty members from all across the country participate to upgrade their skills & experience.</p>
Short techniques & fast solving Methods	<p>The biggest concerns in all these competitive exams are time & accuracy. Traditional & conventional problem solving methods don't work. Normally these examinations have 200 questions to be solved in 120 minutes. The institute must keep into consideration that the trainers are trained & skilled enough to deliver the fast problem solving techniques so as to enable the students solve them in given time.</p> <p>Samiksha Institute™ has mastered this skill & offers regular training to its faculty through frequent training programs conducted at its Head Office.</p>

Regular tests & assessments	<p>Every student need to be tested & assessed regularly. The success of any centre would lie in the performance & selection of its students. The regular tests not only helps the students to practice, but also evaluates the performance of the students & thereby suggesting the corrective actions.</p> <p>Samiksha Institute™ has created many series of weekly tests to be conducted across all its centres, thereby doing a regular assessment & evaluation of its students. Corrective actions are suggested to the students & the faculty members, based upon the results.</p>
Mock test series	<p>Every centre would need a series of mock tests for various exams separately, to give test practice to its students. More the practice, more confident are its students.</p> <p>Samiksha Institute™ conducts regular mock tests at all India level to give the best practice to its students. These test series are created with great quality & precision & give a real test experience.</p>
Keys & solutions to the mock tests	<p>The centre would need to offer the answer keys to the mock tests in order to make the evaluation of its students. Further the solutions to the questions would be required to help the students find the easiest & the shortest way to solve these questions.</p> <p>Samiksha Institute™ offers answer keys & solutions to all these mock tests thereby helping its students get the confidence to perform better in the next test. A series of such tests help them perform better & thus better selections.</p>
Online tests	<p>With IBPS, LIC, RBI gone online, the students need to get the real time experience of taking an online exam. The centre would need to facilitate its students with the online mock tests & its in-depth analysis.</p> <p>Samiksha Institute™ offers one of the best online test mechanics through its third party vendor. Each student is offered a unique ID & a password to take innumerable numbers of tests. Every student is given an access to take many topic wise, subject wise & mock tests. This facility is offered to every student for a period of 12 months from the date of his enrolment at the institute.</p> <p>This online test facility not only helps in test practice but also offers 7 different reports & analyses enabling the student understand his / her strengths & weaknesses.</p>
Test notifications, guidelines & alerts	<p>The centre should update its students with notification & alerts for every exam announcement. These notices must be displayed on the students' notice board.</p> <p>Samiksha Institute™ offers this service to all its centres by updating all notifications & alerts through regular mails.</p>
Marketing & promotion	<p>A centre would need to conduct sufficient marketing activities in order to create awareness & me in the minds of the students & their parents. The marketing activities should be oriented towards the target groups so as to bring in maximum results from the resources engaged.</p> <p>Samiksha Institute™ has evolved several marketing strategies that bring in a lot of strengths for its centres. Each strategy is minutely defined & is elaborated in details.</p> <p>We conduct lots of marketing training at our Head Office for the centre to participate & benefit.</p>

Marketing designs & co-laterals	<p>A centre would require lots of designs & communications in form of pamphlets, leaflets, brochures, posters, hoardings, banners, etc. Also, it would need a lot of presentation material to deliver to its target groups.</p> <p>Samiksha Institute™ offers many such designs & co-laterals professionally designed by the experts. These designs are constantly reviewed & updated based upon the continuous feedback from the market.</p>
Procedural sales	<p>A centre must adopt procedural sales to make sure that the right product is sold to the right candidate. Over selling & over commitments made at the sales desk creates a lot of confusion & ultimately affects the business.</p> <p>Samiksha Institute™ has created a standard sales process that would help centre maximize its results.</p> <p>Sales trainings are conducted at the Head Office at regular intervals. The centres are invited to participate in the trainings so as the get the maximum benefit from the experience gathered over years.</p>
Website & online Marketing	<p>Website is a great marketing tool during the recent times. With increasing internet penetration & growing awareness, students have the tendency to search the internet for selecting the right institute.</p> <p>The website of Samiksha Institute™ is one of the most visited website by the students. Records reveal that IBPS is the most searched keyword in google in India in the year 2012.</p> <p>Every centre would have its name & address mentioned on the website. Our internet marketing & search optimization features brings in many enquiries for our centres. This is our competitive advantage over many other local players.</p>
Centralized marketing & brand Image	<p>A centre would need to present itself as a brand in order to create a premium position in the market.</p> <p>Samiksha Institute™ regularly releases advertisements in the leading national level magazines that the students read in order to prepare for the competitive examinations. A few of them are Pratiyogita Darpan, Succes Mirror, Samanya Gyan Darpan, Samsamayiki Mahasagar, Competition in Focus, etc. This helps create a brand identity & generates a natural pull for enquiries.</p>
Standard Operating Procedure	<p>A centre would need to maintain a standard operating procedure in order to make it long lasting & successful.</p> <p>Samiksha Institute™ has created a standard operating procedure whereby every single process is clearly laid down & is explained in details. This helps every centre to manage the operations well.</p>
Management Standards	<p>A centre must have some standard management processes. Better the systems more organized would be the business.</p> <p>The Management system at Samiksha Institute™ is based on the international standards of the business & is certified by the ISO 9001 standards.</p>
Research, Development & Constant Upgradation	<p>A centre would need to review its systems, processes, contents, etc to keep abreast with the trends of the business. Regular upgradation are required to maintain sustenance.</p> <p>Samiksha Institute™ invests a lot on research & development and that its processes, curricula & contents are constantly upgraded to the recent times.</p>

Total Maximum Initial Investment is Around Rs.250000 Only.....

Presenting 2 business formats you may choose from. (w.e.f. March 2015)

The formats are different based upon support commitments.

	Premier Training Centre	Authorized Training Centre
Franchise induction & training after signup	2 days on site at the centre location at the cost of the Head Office	Done at the Head Office
Pre Launch strategy & Launch Support	3 days on site at the centre location at the cost of the Head Office	Done at the Head Office
Quarterly Marketing Training at the Head Office	Free of cost	One free, rest on cost
Quarterly Sales Training at the Head Office	Free of cost	One free, rest on cost
Quarterly Academic / Faculty Training at the Head Office	Free of cost	One free, rest on cost
Faculty sourcing services from the Head Office	Free of cost to source one time faculty for Math & Reasoning	Charged at actual
Strong hand holding for first 3 Months	Yes, a close support system shall be offered to the centre	Regular support through phone & emails
Quarterly visits of the franchise Managers	A franchise manager visiting the centre every quarter	All such support shall be charged at actual

Cost of franchise

Franchise Fees	Premier Training Centre	Authorized Training Centre
A+ Category Cities (Metro City Centres)	Rs. 5,50,000	Rs. 2,50,000
A Category Cities (Semi Metro City Centres)	Rs. 3,50,000	Rs. 200,000
B Category Cities (Big City Centres)	Rs. 2,50,000	Rs. 80,000
C Category Cities (Small City Centres)	Rs. 1,50,000	Rs. 60,000
D Category Cities (Micro City Centres)	Rs. 0	Rs. 0

Service Tax extra as applicable. Current rates are 12.36%.

Term of agreement: 3 year from the date of launch. The launch is expected to be done within one month from the signup.

Renewal charges

	Premier Training Centre	Authorized Training Centre
Renewal Fees per annum	Rs. 25,000/- (Optional)	50% of the franchise fees

Monthly fixed royalty..... Or Fix Amount Rs.1500 Per Student

Franchise Fees	Premier Training Centre	Authorized Training Centre
A+ Category Cities (Metro City Centres)	Rs. 35,000/-	Rs. 15,000/-
A Category Cities (Semi Metro City Centres)	Rs. 25,000/-	Rs. 10,000/-
B Category Cities (Big City Centres)	Rs. 15,000/-	Rs. 8,000/-
C Category Cities (Small City Centres)	Rs. 10,000/-	Rs. 5,000/-
D Category Cities (Micro City Centres)	Rs. 0	Rs. 0

The centre would need to issue 12 post dated monthly cheques for royalty during the execution of the agreement.

The royalty charges are irrespective of number of admissions at the centre & the courses enrolled by the students. The programs offered are:

- **Life Time Program**
- **One Year Program**
- **Target Batch Program**

Support

	Premier Training Centre	Authorized Training Centre
Quarterly Marketing Training at the Head Office	Free of cost	One free, rest on cost
Quarterly Sales Training at the Head Office	Free of cost	One free, rest on cost
Quarterly Academic / Faculty Training at the Head Office	Free of cost	One free, rest on cost
Quarterly visits of the franchise Managers	A franchise manager visiting the centre every quarter	All such support shall be charged at actual

Other costs payable to the Company

A set of courseware to be issued to the students. (This includes courier / cargo charges)	Rs. 1000/- each
On-line mock test subscription for one year to be issued to the students with unique used ID & Password	Rs. 300/- each
Off-line test papers	Rs. 15/- each

* The costs are subjected to change & shall be intimated to you 15 days in advance.

City Classification, number of centres & distance between centres

Franchise Fees	Population	Number of centres	Distance between centres
A+ Category Cities (Metro City Centres)	Over 50 lakh	Multiple	At least 5 kms
A Category Cities (Semi Metro City Centres)	Between 20 lakh & 50 lakh	Upto Five	At least 5 kms
B Category Cities (Big City Centres)	Between 5 lakh & 20 lakh	Upto Three	At least 5 kms
C Category Cities (Small City Centres)	Between 2 lakh & 5 lakh	One or Two (max)	At least 5 Kms
D Category Cities (Micro City Centres)	Less than 2 lakh	One	

Other benefits of signing up with Samiksha Institute™

<p>National Level presence</p>	<p>You get the advantage of credibility of the one of the Oldest Brand in the field of coaching institutes</p> <p>Students would definitely prefer an OLDEST BRAND.</p>
<p>Sharing of experience</p>	<p>While you would undertake many new plans & activities, other centers across the Country does many innovative functions, which turn out to be highly successful.</p> <p>You get this sharing of experience through the principals by way of circulars & mailers. They also form the part of training.</p>
<p>Incredible knowledge & experience</p>	<p>With over 16 years of being into this trade, we have gained a lot of experience (good & bad) which have been put together to make this successful business model.</p> <p>This transfer of knowledge & experience shall reduce the chances of failure, making it profitable with the least of chances & experiments.</p>
<p>Own centres benefit</p>	<p>There are many companies who don't have many own centres. They would just have one centre for the purpose of Head Office & spread the network through franchisees.</p> <p>We at Samiksha Institute™ own 3 centers in Gwalior. Any new programs or development planned is first executed & implemented in these company owned Centers & then the best results are implemented across the franchise network. You get fool proof model with high success probability. There is no Experimentation done on the franchisees.</p>
<p>New markets</p>	<p>While we have excelled in preparations for competitive exams like IAS,PSC,IBPS, SBI, SSC, Railways, etc., we have been constantly exploring newer markets for additional revenues.</p> <p>We have identified that the colleges (Engineering, Management & other Degree Programs) are a great potential for such programs because of two reasons. First, many students opt for government jobs these days. Second, the companies visiting these institutes for campus interviews take aptitude tests which is almost similar to what we excel.</p>
<p>New Programs</p>	<p>While it's important for any centre to expand in terms of introducing new programs & courses, we at Samiksha Institute™ have been constantly researching for new developments.</p> <p>Very soon you'll find standard programs for MCA Entrance, MBA Entrance (CAT, MAT, etc.), CLAT, CSAT, etc. That's another advantage of getting associated with us.</p>

Setup requirement for a centre

Minimum 1500 sq ft space built with

- A reception
- A counselor room
- A Faculty room
- A manager room
- At least 2 classrooms with 40 seater each
- A computer with printer & broadband internet connection & a webcam

Manpower requirement for a centre

- A full time manager
- A counselor
- A marketing executive
- Minimum one full time faculty for Math & reasoning
- Visiting faculty for English, General Knowledge & Computers

Procedure & timelines - pre & post signup

S. No.	Process	Time Lines
1	Letter of intent by the prospective franchisee.	
2	Approval by the Management of Samiksha Institute™	2 days after process 1
3	Draft of agreement	1 day after process 2
4	Signup with payment of franchise fees	1 day after process 3
5	Franchisee Induction	5 days after process 4
6	Indent of courseware	2 days after process 5
7	Faculty sourcing	10 days after process 6
8	Pre launch & training	5 days after process 7
9	Press Conference	5 days after process 8
10	Launch	1 days after process 9

For details contact

Prince Bhadouria

Head – Franchise

Samiksha Institute™

Gwalior

Email:prince.bhadouria@gmail.com

Mobile: 9826274944

Document created on March 13, 2015.