



India's #1

Competitive Exams Coaching Institute

Franchise Proposal : Join hands with Industry leader



IBT Institute - Introduction

- IBT Institute Private Limited is incorporated in 2009, a premier institute with its presence pan India and working in the field of preparation of competitive examinations of various kinds – viz: Bank P.O/Clerk, S.S.C, Railways, Insurance, CTET, CMAT, CAT and CLAT etc. The Institute has given excellent results particularly in all banking and other Competitive Exams. The Institute's commitment till the success of its students is a unique feature which gives consistent motivation, support, practice and latest notes/study material.
- Just within a Span of 9 Years IBT has achieved a milestone of having 100+ branches across India and IBT is thankful to all the business partners to have utmost trust in Brand IBT. Company is having a vision of opening
- We have a mission of imparting result oriented training to the aspirants all across India. IBT is going to add new training centers under its umbrella. IBT is looking forward to Business Associates (franchisee) who are willing to make a mark in the field of education.



Pardeep Singh
Co- Founder & Director
IBT Institute Pvt. Ltd

Pardeep Singh is a Master in Business Administration. He has a long term experience in managing large businesses from the highest ranks.

He has been a Franchise Development Consultant for many years and having more than 8 years of experience in Sales, Marketing and managing corporate affairs.

Many of his articles about entrepreneurship have been published in economic reviews and newspapers.

Director's Note

"With a focus on quality education now we have multifarious courses ranging from Banking, SSC, CAT, Insurance, Railways & State Govt. Exams, It is a matter of great pride that we have successfully made a difference in lives of 2,00,000+ youth."

The Secret behind all these efforts is that **"THERE ARE NO SECRETS"**

100+ Center's

10 Years of Presence

1 Lakh+ Success Stories

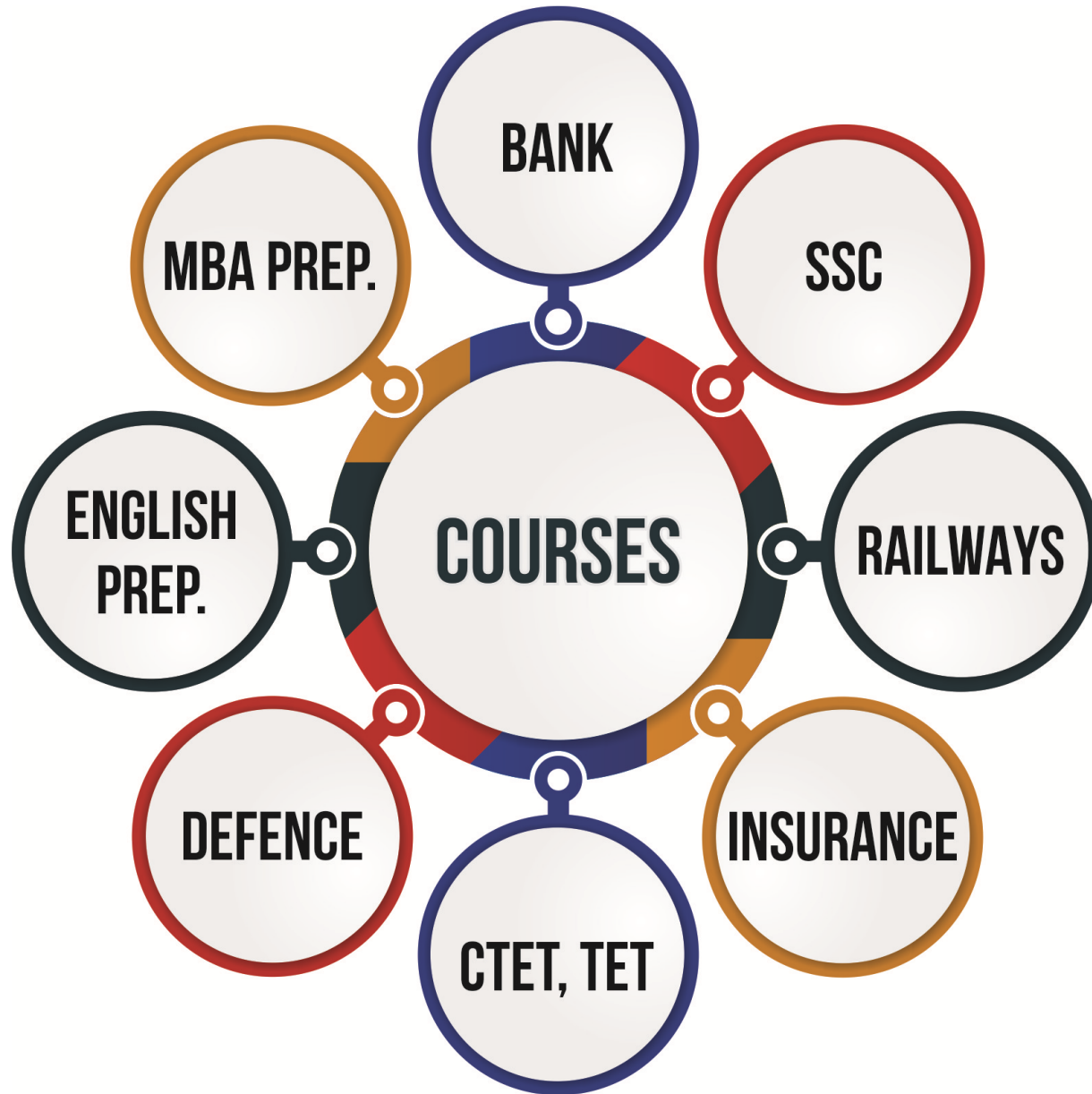


Low
Investment
Cost

Highest
Profit
Margin

Consistent
Growth
Track

COURSE AT IBT

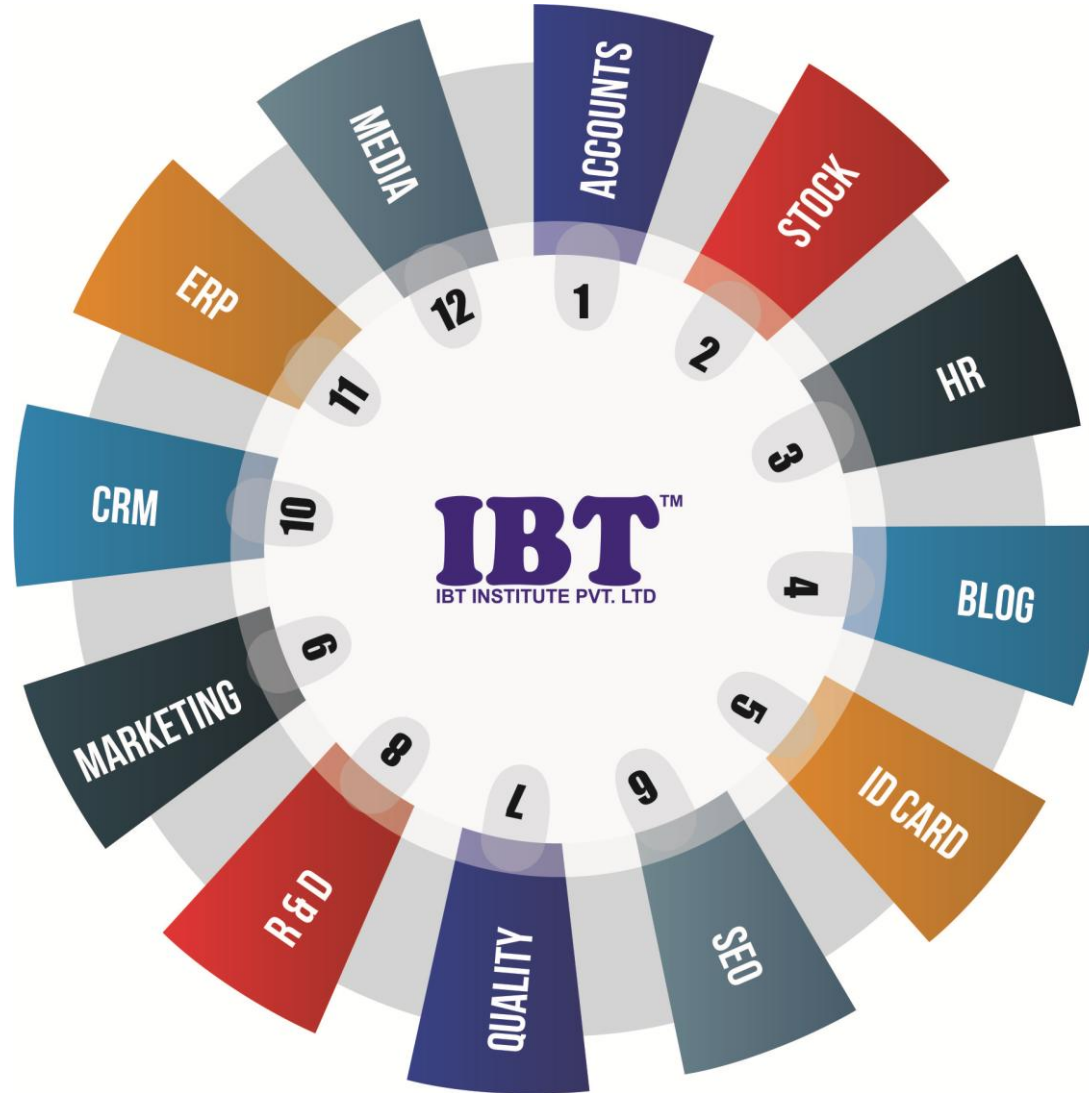


BENEFITS TO THE STUDENT

- ❖ Enjoy the benefits of **IBT, A Reputed National level Brand.**
- ❖ Life Time Membership Card.
- ❖ Original IBT Course Curriculum.
- ❖ Student('s) Identity Card + Life Time Membership Card
- ❖ ID & Password for online mock test.
- ❖ Books and Work books for every Course.
- ❖ Monthly IBT Magazine - Current Affairs
- ❖ Online & offline Mock Test Series
- ❖ Daily Class Assignments
- ❖ Monthly Newsletter's
- ❖ IOS and Android App for 24*7 practice.
- ❖ BLOG and YouTube channel – Makemyexam.in



SUPPORT DEPARTMENTS AT IBT



IBT has a separate dedicated departments for your day to day Support.

- **Centre Start-up & Training Support:**

IBT Provides full guidance to build up new centre and helps in selection of proper location to set up centre.

IBT organizes induction programmers for new Business Partners and their staff.

IBT undertakes Faculty, Counselor and sales team training from time to time.

- **System Support:**

The company designs the Student Enquiry & admission process.

IBT conducts online examinations for students.

IBT offers a special ERP System for maintaining student records and managing centre operations.

- **Marketing and Design Support:**

IBT takes marketing and advertising initiatives on the national level.

For region specific advertising IBT provides Marketing aid to Business Partners.

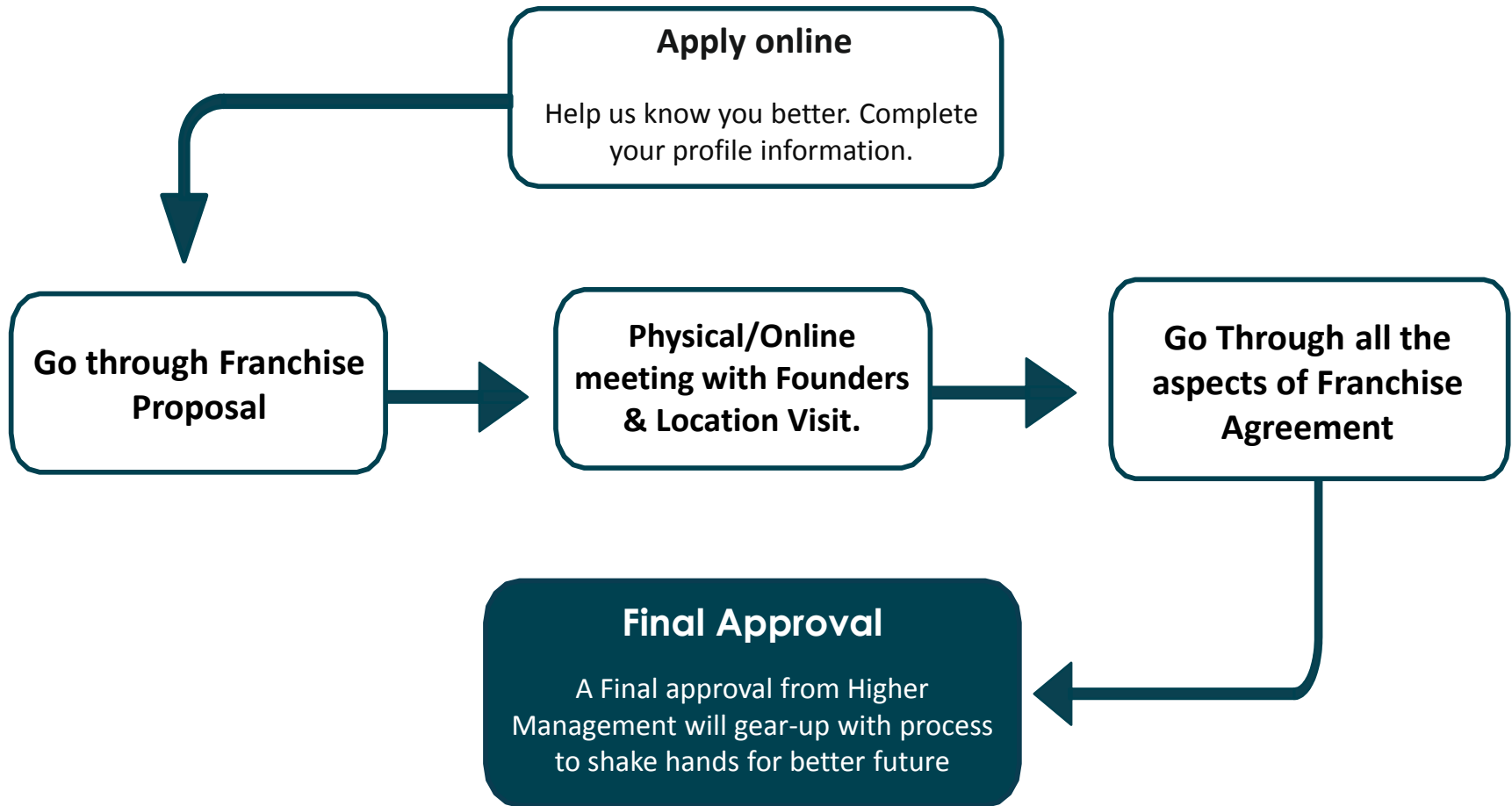
IBT has its own studio and media department which helps in making (audio-visual) ads and designs.

- **Recruitment and HR Support**

IBT provides support for the recruitment of faculties & other staff.

IBT provides continuous support for Faculties and staff training at Zonal, Regional & Corporate office.

FRANCHISE ALLOCATION PROCESS



FINANCIALS

ASSURED BEST RETURN ON INVESTMENT

INVESTMENT

License Fees - Rs.2,50,000 (Including Taxes)

The total investment in the form of License Fees (Non-Refundable) required for opening an IBT centre is ₹2,50,000 (Rupees Two Lakh fifty thousand only).

RENEWAL / EXTENTION OF AGREEMENT

Initial Agreement period will be for three years (3 Years). After the initial agreement of three years, agreement can be renewed for further period of three year(s) and there will be agreement renewal charges of ₹ **50,000** (Rupees Fifty Thousand Only).

INITIAL START-UP KIT “FREE” (Worth ₹ 1 Lakh)

Start-up kit includes:

- ✓ 50 Books Sets Amounts ₹ 82,500 (₹ 1650 Each)
- ✓ 2 Enquiry forms (Booklet)
- ✓ Acrylic IBT Logo
- ✓ 30 IBT Magazines & 300 Newsletters
- ✓ 1 Bundle (50 Admission Forms)
- ✓ 2 OMR sheet Booklets
- ✓ Certificate of Authorization & ISO
- ✓ Vision, Mission, Quality Policy Certificate
- ✓ 100 Counseling Brochures
- ✓ 4 Framed In-house Quotations
- ✓ 50 Note Pads



OPERATIONAL COST

CENTRE RUNNING COST

Yearly Running Cost

₹ 75000*12 = ₹ 9,00,000

(Given below is the bifurcation)



Sr. No	Component	Amount
1	Trainer 1	₹15000-20000
2	Trainer 2	₹10000-12000
2	Trainer 2	₹5000-7000 (part time)
3	Local Promotion	₹15000-25000
4	Rent/Electricity/Others.	₹25000-35000
	TOTAL	₹75,000 (Approx.)

REVENUE

Joining Hands with IBT, Franchisee needs not to pay any direct percentage of royalty on course fees collected from the students. What all Franchisee has to pay is only for the Course Material (along with other facilities) for different courses.

INCOME	BANKING(PO/CLERK)	SSC, STATE GOVT., & OTHERS
Minimum Admission in a year	240 Students (Approx. 20 per month)	240 Students (Approx. 20 per month)
Course Fee / Module	₹8000	₹10000
Total collection	240*8000 = ₹19,20,000	240*10000 = ₹24,00,000

Although Number of students actually enrolled in our centres are much more. This calculation is given on the minimum assumption.

Minimum Total Revenue:

$$\text{₹ } 19,20,000 + \text{₹ } 24,00,000 = \text{₹ } 43,20,000$$





CENTER SPECIFICATIONS

CENTRE SPECIFICATIONS

Centre size

800 – 1500 Sq. Ft (Size varies according to the location)

Space selection criteria

Near Bus Stand, Railway station or in education hub of the city

Interior

Blue and white color scheme (Aluminium or wooden fittings)



CENTRE INFRASTRUCTURE

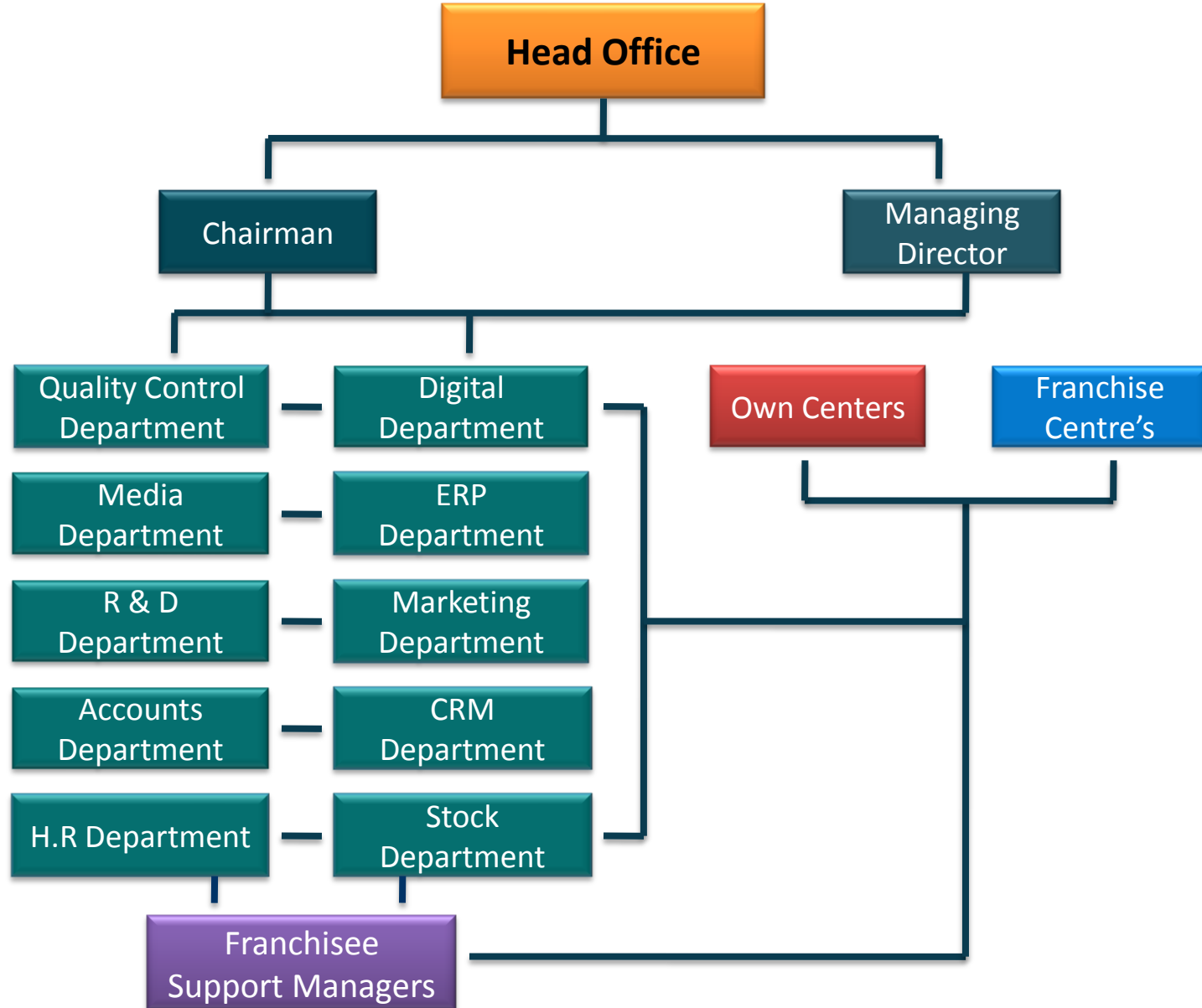
Infrastructure

- ❖ Two Class rooms of 200 – 250 Sq.ft., one lab for online examinations with at least 5 Computers.
- ❖ Reception cum counseling area having space 120-180 sq. feet.
- ❖ 1 Centre Director & Counseling Room of 80-100 Sq. Ft.

All the designs for the center will be sent by the IBT, based on the IBT decorative pattern.



COMPANY SETUP- CENTRALIZED



100+ CENTER IN 22 STATES



AWARD WINNER FOR Excellence in Education





CONTROLLING OFFICES

- ❖ **Corporate Office** : IBT, 1st Floor, C-1,2, Guru Nanak Pura, Opp. V-3-S Mall, Near Nirman Vihar Metro Station, Laxmi Nagar, Delhi -10092.
- ❖ **Head Office**: SCO-117,118,Puda Pocket -2,Punjab Air Tower, Opp. Bus Stand Jalandhar.
- ❖ **Regional Office (1)** : Regional Office:-SCO- 80-82, 2nd Floor, Sector 34-A, Chandigarh.
- ❖ **Regional Office (2)** : Flat 211, 2nd Floor, Seeman Rama Towers, Dilsukhnagar, Hyderabad.
- ❖ **Regional Office (3)** : 95 E, Lenin Sarani, Moulali Crossing, Sector 13, Kolkata, West Bengal.
- ❖ **Regional Office (4)** : 13, Avatar Meherbaba Society, RTO Square, Dharampeth, Nagpur.