🎓 Asli Learn

Comprehensive Pricing Plans & Revenue Model

All prices in Indian Rupees (INR) | Designed for Maximum Revenue Generation

MOST POPULAR

Basic

Perfect for individual students and small schools

₹299

/month

₹2,990/year (Save ₹598 - 2 months free!)

✓ Access to all video lectures

✓ PDF study materials

✓ Basic exam practice tests

✓ Progress tracking dashboard

✓ Email support

✓ Up to 5 subjects

✓ Basic analytics

✗ ~~AI-powered recommendations~~

✗ ~~Unlimited question generation~~

Pro

Best for serious learners and medium schools

₹599 /month

₹5,990/year (Save ₹1,198 - 2 months free!)

✓ Everything in Basic

⭐ AI-powered learning recommendations

⭐ Unlimited question generation

⭐ AI chat tutor (24/7 support)

⭐ Performance predictions

⭐ Personalized study plans

✓ All subjects (unlimited)

✓ Advanced analytics & reports

✓ Priority email support

✓ Exam result analysis

Ultimate

Complete solution for large schools and institutions

₹1,199

/month

₹11,990/year (Save ₹2,398 - 2 months free!)

✓ Everything in Pro

⭐ Live interactive sessions

⭐ 1-on-1 AI tutoring sessions

⭐ Custom content creation

⭐ Advanced AI analytics dashboard

⭐ Risk assessment & early warning

✗ Live sessions

✗ Priority support

✗ Advanced analytics

Choose Basic

✓ Learning path optimization

✗ Live interactive sessions

✗ 1-on-1 AI tutoring

✗ Custom content creation

Choose Pro

⭐ Custom exam generation

⭐ Multi-school management

✓ Dedicated account manager

✓ 24/7 priority phone support

✓ Custom integrations

✓ White-label options

✓ Advanced reporting & exports

✓ API access

Choose Ultimate

📊 Feature Comparison Matrix

Feature	Basic	Pro	Ultimate
Video Lectures	✓	✓	✓
PDF Materials	✓	✓	✓
Basic Exams	✓	✓	✓
AI Recommendations	✗	✓	✓

Feature	Basic	Pro	Ultimate
AI Chat Tutor	✗	✓	✓
Question Generation	Limited	Unlimited	Unlimited
Performance Predictions	✗	✓	✓
Live Sessions	✗	✗	✓
1-on-1 AI Tutoring	✗	✗	✓
Custom Content	✗	✗	✓
Support	Email	Priority Email	24/7 Phone
Analytics	Basic	Advanced	Enterprise

💰 Revenue Projections & Profitability Analysis

Monthly Revenue Scenarios

Scenario	Basic Users	Pro Users	Ultimate Users	Monthly Revenue	Monthly Cost*	Monthly Profit	Profit Margin
Scenario 1: Small Start	50	30	10	₹35,960	₹11,620	**₹24,340**	**67.7%**
Scenario 2: Growing	200	150	50	₹179,800	₹37,392	**₹142,408**	**79.2%**
Scenario 3: Established	500	400	100	₹449,500	₹104,622	**₹344,878**	**76.7%**

Scenario	Basic Users	Pro Users	Ultimate Users	Monthly Revenue	Monthly Cost*	Monthly Profit	Profit Margin
Scenario 4: Large Scale	1,000	800	200	₹899,000	₹197,291	**₹701,709**	**78.1%**
Scenario 5: Enterprise	2,000	1,500	500	₹1,798,000	₹1,040,405	**₹757,595**	**42.1%**

*Costs based on tier infrastructure requirements (Small to Unlimited scale)

Annual Revenue Projections

Scenario	Total Users	Annual Revenue	Annual Cost	Annual Profit	Profit Margin
Small Start	90	₹4,31,520	₹1,39,440	**₹2,92,080**	**67.7%**
Growing	400	₹21,57,600	₹4,48,704	**₹17,08,896**	**79.2%**
Established	1,000	₹53,94,000	₹12,55,464	**₹41,38,536**	**76.7%**
Large Scale	2,000	₹1,07,88,000	₹23,67,492	**₹84,20,508**	**78.1%**
Enterprise	4,000	₹2,15,76,000	₹1,24,84,860	**₹90,91,140**	**42.1%**

📈 Per User Cost vs Revenue Analysis

Plan	Monthly Price	Cost per User*	Revenue per User	Profit per User	Profit Margin
Basic	₹299	₹16.60	₹299	**₹282.40**	**94.4%**
Pro	₹599	₹18.70	₹599	**₹580.30**	**96.9%**
Ultimate	₹1,199	₹19.73	₹1,199	**₹1,179.27**	**98.4%**

*Average infrastructure cost per user based on platform scale

🏫 School/Institution Pricing (Bulk Plans)

Plan	Students	Monthly Price	Annual Price	Per Student/Month	Discount
School Basic	50-100	₹12,000	₹1,20,000	₹120-240	**20-60%**
School Pro	100-500	₹25,000	₹2,50,000	₹50-250	**58-83%**
School Ultimate	500+	₹40,000	₹4,00,000	₹80 or less	**93%+**

Note: School plans include all features, dedicated support, and custom branding options.

🚀 12-Month Growth Projection

Month	Total Users	Basic	Pro	Ultimate	Monthly Revenue	Cumulative Revenue
Month 1	50	30	15	5	₹19,480	₹19,480
Month 3	150	80	50	20	₹68,940	₹1,07,900
Month 6	400	200	150	50	₹1,79,800	₹5,38,400
Month 9	800	400	300	100	₹3,59,600	₹16,07,700
Month 12	1,500	750	600	150	₹6,74,250	₹33,22,950

Projected Annual Revenue (Year 1): ₹33+ Lakhs

💡 Key Revenue Insights

✅ **High Profit Margins:** 67-98% profit margins across all plans

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✅ **Scalable Model:** Costs scale linearly while revenue grows exponentially

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✅ **Multiple Revenue Streams:** Individual plans + School bulk plans

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✅ **Yearly Discounts:** Encourage annual subscriptions (2 months free)

✅ **Upsell Opportunities:** Clear upgrade path from Basic → Pro → Ultimate

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✅ **Market Competitive:** Pricing positioned between free tools and premium platforms

🎯 Pricing Strategy & Recommendations

Launch Strategy

✓ Offer 50% discount for first 100 users
✓ Free trial for 7 days
✓ Referral program: 1 month free
✓ Early bird annual discount: 30% off

Retention Strategy

✓ Annual plans with 2 months free
✓ Loyalty rewards for long-term users
✓ Upgrade incentives (discounts)
✓ Student discounts (20% off)

Report Generated: January 2025

Platform: Asli Learn - AI-Powered Educational Platform

Note: All revenue projections are estimates based on market analysis and cost structure. Actual results may vary.