

masai®

Pioneering India's Outcome Driven Education Revolution



GENESIS OF MASAI SCHOOL

The genesis of Masai School can be traced back to Prateek Shukla's transformative experiences during his formative years, sparked by his internship at Teach for India during his pre-final year at IIT Kanpur. Witnessing the disparities in India's education system, he became driven to revolutionise education and create paths to meaningful employment. After co-founding Grabhouse and its acquisition by Quikr, his dedication to education persisted.

Inspired by the Maasai Mara tribe's ethos observed during his travels in Kenya and Tanzania, Prateek, along with Nrupul Dev and Yogesh Bhat, founded Masai School with a vision to empower India's youth with tech skills. Since our inception on June 10th, 2019, we've been dedicated to serving Bharat, with 70% of our students coming from Tier 2 and Tier 3 cities, and 70% from Economically Weaker Sections.

From a modest start with 20 students, we celebrated our 100th batch in December 2023, graduating over 4500 students successfully placed in tech companies. Each graduate represents a unique success story. Today, Masai School epitomises our vision, offering outcome-focused, industry-relevant education.

Through practical learning, industry exposure, and mentorship, we aim to impact 10,000 individuals by the end of 2024, shaping India's tech workforce for the digital age.



IMPACT NUMBERS

Graduated & Placed in some of the most sought after enginerring teams

7500+

Currently Enrolled across different programs

10000+

Students from Tier 2 & 3 Cities

80%

Students from a Non-B.Tech educational background

70%

from EWS background

70%

Families out of Poverty

400+

5000+ HIRING PARTNERS

Uber

Paytm

OLA

DREAM11

ShareChat

SWIGGY

AJIO

BharatPe

GlobalLogic[®]
A Hitachi Group Company

J.P.Morgan

MPL

Capgemini

NOBROKER

EATFIT

meesho

simplilearn

MASAI ONE PROGRAM



Software Development

Mon-Sat • 25-30 weeks

- Pay-after-placement
- Full/Part time program
- Personal 1-on-1 Mentor
- Become job-ready in 25-30 weeks
- Opportunities: Full Stack Developer, Backend Developer, Software Engineer & much more.
- 100% Live Learning with Expert Instructors

Course Curriculum

Choose a specialisation:

- Full Stack Web Development (30 weeks)
- Backend (30 weeks)
- Frontend (25 weeks)
- Software Development Engineer in Test (20 weeks)



Data Science

Mon-Sat • 25 weeks

- Pay-after-placement
- Full/Part time program
- Personal 1-on-1 Mentor
- Become job-ready in 25-30 weeks
- Opportunities: Data Engineer, Data Analyst, Machine Learning Engineer & much more.
- 100% Live Learning with Expert Instructors

Course Curriculum

- Foundational Python
- Application of Python in Data Science and Analytics
- Applications of Statistics in Business Analytics and Decision-Making
- Mathematical Foundations for Data Science: From Theory to Practice
- Advanced Machine Learning Techniques & Applications
- Introduction to Deep Learning: Basics and Applications
- Data Visualization with Power BI
- Data Visualization with Tableau
- Excel for Data Analysis
- NoSQL Databases
- Introduction to MLOps and Model Lifecycle Management

MASAI LAUCHPAD PROGRAM



Digital Marketing

Mon-Sat • 20 weeks

- Pay-after-placement
- Full/Part time program
- Personal 1-on-1 Mentor
- Become job-ready in 20 weeks
- Opportunities: Digital Marketing Executive, Content Marketer, Social Media Coordinator.
- 100% Live Learning with Expert Instructors

Course Curriculum

- Marketing Foundations & Digital Marketing Overview
- Search Marketing and Web Analytics
- Digital Marketing Strategies
- Social Media and Content Marketing



Business Analytics

Mon-Sat • 20 weeks

- Pay-after-placement
- Full/Part time program
- Personal 1-on-1 Mentor
- Become job-ready in 20 weeks
- Opportunities: Business Analyst, Product Analyst & much more.
- 100% Live Learning with Expert Instructors

Course Curriculum

- Foundational Python
- Application of Python in Data Analytics
- Applications of Statistics in Business Analytics and Decision Making
- Mastering SQL: From Basics to Advanced Techniques
- Excel for Business Analytics: From Basics to Automation
- Business Analytics Focused Modules
- Machine Learning Techniques for Business Applications
- Business Analysis and Agile Methodologies

PAY AFTER PLACEMENT (PAP)

We believe that potential is evenly distributed across Indian society, but opportunity is not. Masai is democratising education with a unique Pay After Placement (PAP) Model. PAP allows you to study the course of your choice at ₹0 Upfront Fee.

PAP Agreement is a legal contract that makes education at Masai Outcome-Based. It is not an education loan, as you do not have to pay any interest & you do not require any collaterals. If you do not get placed within 1 year of course completion, your learning with Masai is completely free.

How it works?

1

Pay After Placement(PAP) Agreement is a way for us to invest in your future and success. That means that we as an institution succeed only if you succeed in your career. Here is how:

- **Minimum CTC**

You only pay us a fee for your learning at Masai if you earn more than the threshold CTC slabs. If your salary is above the CTC of ₹3,50,000/-, the PAP monthly payments come into effect.

- **1 Year**

If you don't get a job offer within 1 year of course completion, you pay nothing for your learning at Masai.

- **Enforcement**

In the event you are not working or if your income drops below the CTC mentioned in the Pay-After-Placement Agreement the monthly payments pause*

Course Fees

2

These only take effect once you start earning above the PAP threshold amount for your course.

For a comprehensive overview of the monthly payment amounts corresponding to different annual income brackets, please turn to the next page.

Drop Out Clauses

3

If you realise that Masai is not for you, you may withdraw from our courses at anytime.

For specific information on drop out fees for Masai One Program and Masai Launchpad, please turn to the next page.

MASAI ONE

Course Fees				
Category	Your Salary Range (CTC)	Monthly Payable Amount (PAP)	Tenure (in months)	Total Payable Fee (Including taxes if applicable)
	< 3.5 LPA	0	NA	None
A	3.5 – 4.99 LPA	₹6,944	36	₹2,50,000
B	5 – 9.99 LPA	₹9,722	36	₹3,50,000
C	10 LPA & above	₹15,000	30	₹4,50,000

Drop Out Clauses

During Trial Period (Week 1)	No Payment
Week 2 – 5	₹10,000
Week 6 – 20	₹50,000
Week 21 Onwards	₹2,50,000

These drop-out clauses also applicable if you breach the Masai Student Code of Conduct.

MASAI LAUNCHPAD

Course Fees				
Category	Your Salary Range (CTC)	Monthly Payable Amount (PAP)	Tenure (in months)	Total Payable Fee (Including taxes if applicable)
	< 3.5 LPA	0	NA	None
A	3.5 – 4.99 LPA	₹6,250	24	₹1,50,000
B	5 – 9.99 LPA	₹8,333	24	₹2,00,000
C	10 LPA & above	₹13,888	18	₹2,50,000

Drop Out Clauses

During Trial Period (Week 1)	No Payment
Week 2 – 5	₹10,000
Week 6 – 15	₹50,000
Week 16 Onwards	₹1,50,000

These drop-out clauses also applicable if you breach the Masai Student Code of Conduct.

ADMISSION PROCESS



Register

Sign up for the program with your basic details



Entrance Test

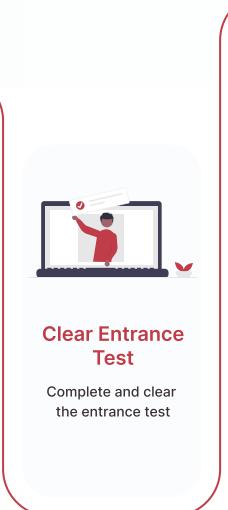
Pay ₹99 (fully refundable) to schedule your entrance test



Clear the Test

Complete and pass the entrance test and start Selection Sprint

STUDENT JOURNEY



SUCCESS STORIES



**Aman
Kashyap**

“ Born in Kanpur, Uttar Pradesh, nurtured a passion for computers since his school days. Despite financial constraints, he pursued computer science in 12th grade at OSVN Inter College. Life's hurdles led him to work as a delivery executive for Swiggy and in leather factories during the pandemic. Dissatisfied with his career path, he enrolled in Masai's coding course, driven by our "pay after placement" promise. Despite lacking a technical background, he persevered, refining his skills with determination and mentorship. Ultimately, he landed a role as a Software Developer, that too, at Swiggy, showcasing Masai's transformative impact. His journey from delivery executive to assistant SDE at Swiggy stands as a testament to Masai's impact, inspiring others to overcome adversity and achieve success.

Delivery Partner › Swiggy
SDE-1



**Rabia
Basari**

“ Rabia, juggling family financial responsibilities, enrolled in Masai School's full-stack web development program while working night shifts. Despite facing health challenges and her father's illness, she persevered, managing her time diligently. Despite interruptions due to her father's surgeries, Masai's placement team accommodated her, rescheduling interviews as needed. After overcoming numerous hurdles, Rabia secured a position at 5Paisa, fulfilling years of hard work. Her success story highlights Masai's supportive environment and transformative opportunities beyond coding skills. Rabia now aims to blend her design passion with development skills in UI/UX design, crediting her success to consistent attendance and self-belief fostered by Masai's curriculum.

Teacher › 5Paisa
SDE-1



**Aparna
Singh**

“ Growing up in Dhanbad, Aparna faced adversity early in life after losing her mother. Despite financial struggles, her father, an agricultural officer, received support from her uncle. With Hindi as her primary language, mastering English posed a challenge. Despite setbacks during the pandemic while pursuing an English Honors degree, Aparna remained determined. Joining Masai, a coding school with an innovative payment plan, she embarked on a transformative journey. Now thriving as an SDE1 at Kapiva, Aparna defies stereotypes, showcasing the power of determination and resilience. Masai equipped Aparna with vital skills and support, showcasing the profound impact of perseverance amidst adversity.

Fresher → Kapiva
Application Engineer



**Bhanu
Pratap Solanki**

“ Bhanu grew up in a place with few opportunities, watching his father work hard in the fields. Despite attending vernacular medium schools, where classes were mostly in Hindi, he felt the gap between theoretical education and practical skills. With financial struggles at home, Bhanu pursued higher studies at a polytechnic, inspired by his engineer brother. Despite challenges, including setbacks in job hunting, he found hope through Masai School's "Pay After Placement" model. Masai equipped him with practical skills and confidence, leading to his employment at OmniCell as a respected software developer.

Fresher → Omnicell
SDE-1

At Masai School, we've witnessed 12th Grads, Diploma & College Graduates excel in Software Development and Data Science.

[More Success Stories](#)

masai.[®]



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