



Attitude matterZ **&**

YPAY

Presents

6 WEEKS

**MARKETING FELLOWSHIP
PROGRAMME**

About Attitude matterZ



Attitude matterZ is a unit of 8TUDEM TECH PRIVATE LIMITED. We are dedicated towards serving students to land up to their dream career by assisting them via our placement preparation modules, supporting working professionals via our upskilling courses and partnering with companies to provide marketing services. We extensively conduct workshops-seminars and webinars for placement preparation at premier institutes across India. All our workshops are conducted by IIM/ISB/XLRI/MDI/FMS/IIFT/IMT Alumni only. Our mentors work at top-tier firms including Google, Facebook, Amazon, BCG, Goldman Sachs, Big 4, TATAs and many more...

About the Founder



Mr. Tanmay Raj

Mr. Tanmay Raj is a young and budding entrepreneur who has received the award for India's Top 100 Emerging Entrepreneurs-2023 by Fox Story India ! Tanmay is presently a member of International Youth Council, United Nations. Tanmay holds an Engineering degree from Aryabhatta Knowledge University, an MBA degree from NIT Kurukshetra and an Advanced degree in Digital Marketing from IIM Jammu. Tanmay has worked and collaborated with esteemed companies like PhonePe, Genpact, Toyota, LiuGong, Tata Steel Aashiyana, PepsiCo (VBL).

Tanmay has a vision of spreading quality education for all at a nominal cost.

About YPAY



YPay is a prepaid smart card that offers Indian teens and young adults the option to make payments independently. It also provides parents and schools with a secure and monitored means of financial transactions. YPAY, through its prepaid cards available on its app, makes it convenient for teenagers to make both online and offline payments. The app enables kids to learn money management and earn points along with attractive cashback and discounts from more than 300 brands.

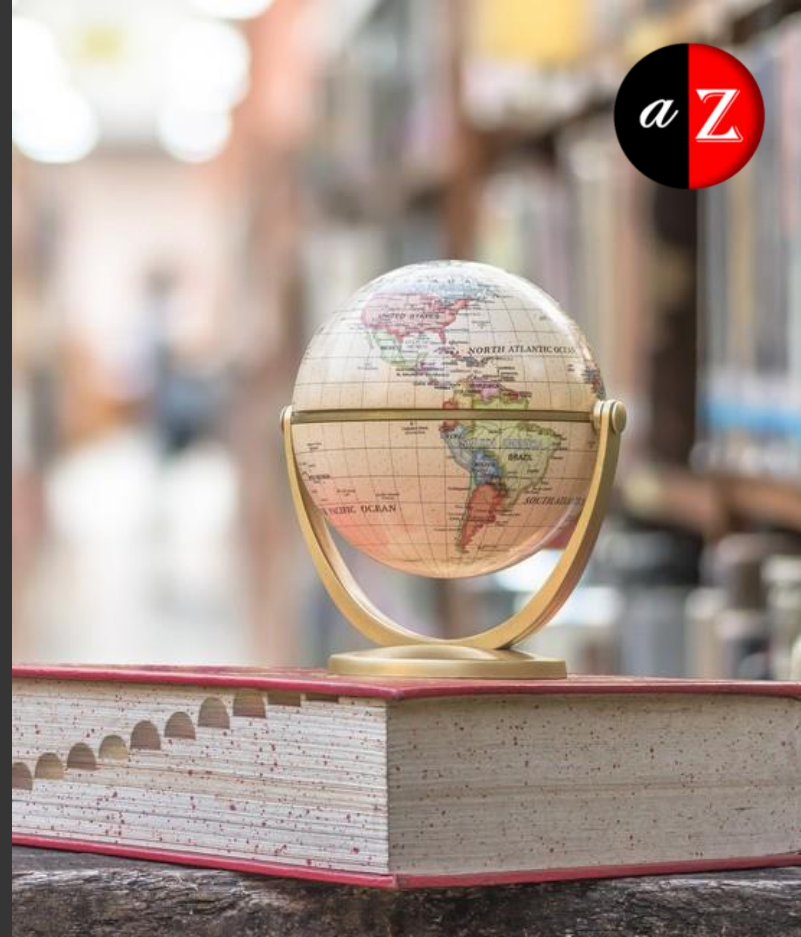
About the Founder



Dr. Navneet Gupta

Dr. Navneet Gupta is a trailblazer. He left a flourishing career in dentistry and chose to follow his passion in technology. Brought up in an educationist family, his keen understanding of the youth, further inspired him to pursue financial edtech with building YPay. It's this brand, that's now the best financial friend to India's youth.

About the 6 weeks fellowship program in Marketing



The fellowship programme offers rich and comprehensive training on sales, marketing, financial products, consultative B2B selling and practical learning experience via a live project where the batch participants will undergo real-life exposure to B2B consultations and deal closure.

The Batch would be under the closed supervision of founders of both the companies and would also **get a chance to interact with 4-5 Industry Leaders including CXOs of top companies across the globe.**

At the end of the programme, depending on the performance of the enrolled participants, **YPay and Attitude matterZ shall offer PPIs** (Pre-placement Interviews) for various positions in Engineering, Finance and Marketing. The CTC details shall be on a mutual agreement between the company founders and the Placement records of the college.

Attitude matterZ would also sign an MOU with the college for Interview preparation, training and placement related support to the colleges depending on the programme effectiveness, interest level of the students, placement committee and performance of the enrolled candidates.

Programme Details



PROGRAM START DATE

01 Feb' 2023

DURATION

6 Weeks

PROGRAM FEE

INR 12,999/- (Inclusive of Taxes)

INR (Contact for Offer Price)

HOURS OF DEDICATION

8-9 Hours per week

PROGRAM DETAILS

Programme name: Comprehensive Marketing Fellowship

Organizing companies: **Attitude matterZ** in collaboration with YPay

Programme duration: 6 weeks

Programme Mode: Online

Job Title: Sales and Marketing Intern

For further details, contact:

✉ info@attitudematterz.com

☎ 9771040702

Our Mentors and Industry Experts



Shrey Singh

Sr Strategy and Marketing
Specialist
Newton School



Pushkal Shukla

NIT Kurukshetra
Senior Engineer, Adobe



Tushar Sardana

Product Design Manager
Tata Steel



Narendra Lamba

IIFT Delhi
Ex intelligence Officer
Government of India



Mohit Agarwal

IIT BHU
EDA, Siemens



Luv Saxena

All India Cat Topper-2016
AVP, Magicpin



Dharmendra Kumar

NIT Calicut
IES Officer ,AIR 87
2019 Batch



Saumya Singh

IMT Ghaziabad
Area Manager VBL
PepsiCo



Ashish Ambastha

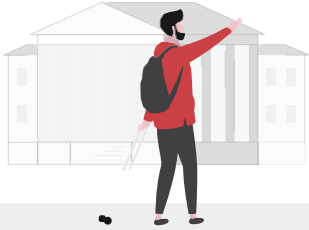
BIT Mesra
SDE III, Flipkart



Arun Kumar Singh

IMT Ghaziabad
Growth Manager ,Meesho

Fellowship programme in Marketing



Week 1

Onboarding the batch- Collection of merchandises/cashback and YPay Card.
Meet the Founders || Sales Training || Product Training || Client Prospecting

Week 2

Head towards School Visits and be ready to apply all the theoretical knowledge to practical learning. Learn to work on sales funnel management



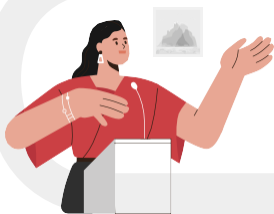
Week 3

Continue the visits followed by some more interesting lectures by Top Industry Professionals



Week 4

Start your corporate journey learning consultative selling to schools for financial data management.

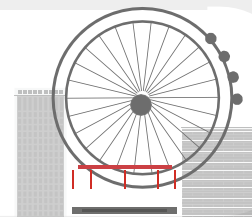


Week 5

Master the art of negotiation and get ready to witness some on-ground deal closures with Ypay's Team!

Week 6

Wrap up with learnings, pending visits, demos and deals || Be ready to be rewarded for your contributions!



Last Day

Group meeting for rewards and recognitions|| PPIs to top performers|| Physical certificates, cash prizes and many more surprises!



Job Description

The selected Intern shall be responsible for :-

- Creation of prospective client base and nurturing healthy B2B relationships.
- Prepare a marketing plan to cover scope of project.
- Creating awareness about YPay and its mission to the schools/institutes targeted.
- Visit a total of 15-20 schools, conduct an official meeting with the school Admin head, Principal and the Owner to understand challenges of cashflows in schools, explain how YPay can provide digitization and help in tracking of funds.
- Understand the pain point and address it via customized solutions.
- Provide app and debit (YPay) card demo to the school authorities, express interest and align meetings of YPay Sales Team and School Authorities.
- The interns shall assist the YPay's Sales Team with deal closure (if needed).
- Be YPay's Brand Ambassador and spread awareness in their own campuses. Conduct engagement activities, competitions (if any) for YPay in the college campus.

WHAT WE OFFER TO STUDENTS

11+ Benefits

A hand holding a red pen, positioned as if writing the word 'Benefits'.

1



Successful completion of **Internship certificates** (Physical copies from both Attitude matterZ and YPay).

2



Chance to get **mentored** closely by founders of two companies- YPay and Attitude matterZ and CXOs at top companies across the globe.

3



A total of **10 training sessions** on Sales, Tracking, Marketing, Digital Marketing, Finance, Communication skills, CRM, etc. by Industry Professionals.

4



A chance to immediately apply theoretical learnings to the **practical** world.

WHAT WE OFFER TO STUDENTS

5



LinkedIn recommendations to top 10% people in the batch.

6



1:1 mentorship by mentor pool of Attitude matterZ- valid for 6 months!

7



YPay card with special **cashbacks and discount** coupons worth Rs. 1000/-

8



Merchandise and goodies worth Rs. 1500/-

WHAT WE OFFER TO STUDENTS

9



Travel reimbursements upto Rs. 2500/- on actual bills.

10



Performance-based incentives upto Rs. 15000/- given for onboarding 4 schools during the program.

11



A chance to **PPI (Pre-Placement Interviews)** for top performers for profiles in Engineering, Management, Finance and Analytics at par with Industry Standards.



LEARN

APPLY

PERFORM

GET PLACED!!!

WHAT WE OFFER TO COLLEGES

1



For the first time collaboration of college with Attitude matterZ on any of our fellowship programs , special discount schemes to be provided on the fellowship amount

2



Top 3 College Training and Placement cells (Selected based on support provided while intern hiring and during programme duration) to be awarded and recognized for long-term hiring associations

3



On the basis of candidate's performance, Attitude matterZ shall participate in recruitment in Summer/Winter Internships and Final placements for various positions in Engineering, Finance and Marketing, Digital Marketing, Operations and Analytics. The CTC details shall be on a mutual agreement between the company founders and the Placement records of the college



Exclusive 2 Hour Personal Interview Training For upto 60 Students by our Esteemed Mentor, **Miss Farheen Rahman** (IIM & BIT Alumna and 5+ Years of experience in Placement and training) worth Rs. 36000/- **ABSOLUTELY FREE!!!**

Intern Testimonials



Nitin Sharma

Soil School Of Business Design
Social Media Management
[Testimonial:](#)



Sushree Panda

SOIL Gurgaon
Social Media Intern
[Testimonial](#)



Subrata Guria

DU
Project Manager
[Testimonial](#)



Madhavi Dubey

IIT Kharagpur
Program Manager
[Testimonial](#)



Abhishikta Gandham

IIM Rohtak
Social Media Intern
[Testimonial](#)



Sneha Agarwal

Shri Shikshayatan, DU
Content Writer
[Testimonial](#)



Anurag Singh

SOIL Gurgaon
Market Research Analyst
[Testimonial](#)



Melosa Blah

Ast Anthony College
Content Writer
[Testimonial](#)



Nazib Al Hasan

Amity Noida
Digital Marketing
[Testimonial](#)



Ahaan Gupta

DU
Digital Strategy
[Testimonial](#)



What our past clients says ?



“

Akshay Mhole

Manager International Business Pack 8
MBA JBIMS

The GD module and the A2Z Handbook series is a one stop window for any student to crack all levels of college GDs. The mentors are very helpful and also stay in touch for any ad hoc requirement and interview guidance



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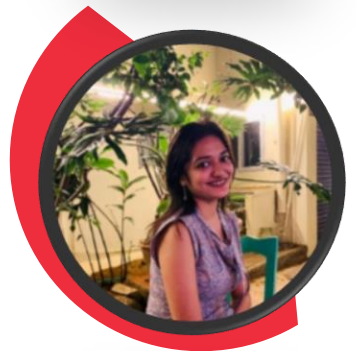
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Afan Alam

St. Xavier's University Kolkata

The career counselling at a to z help me in deciding the right career choice for me and I am very happy with my decision of joining a BBA program

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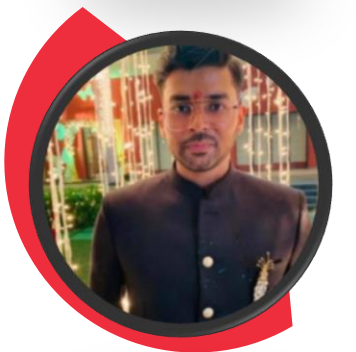
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Shreya Agarwal

Business Development Manager
Flipkart

The guestimates and communication skill modules are must to do courses if you aspire to start a career in mid management. The course content was very well structured and delivered

”



“

Mayank Singh

B.Tech Student
IIT Kharagpur

The resume writing services and LinkedIn profile building help me in grabbing many internship positions across esteemed organizations

”

Our Milestones



150+
Interns Trained



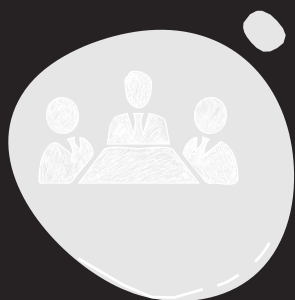
17+
Profiles



27+
Colleges
Collaborated



50+
Mentors/Industry leaders
Onboarded



Institutes in touch...



IIM Visakhapatnam 	IIM Ranchi 	IIM Jammu 
IIM Sirmaur 	BIT Mesra 	NIT Kurukshetra 
Jamia Millia Islamia 	Govt. Polytechnic, Ranchi 	St. Xavier's Ranchi 
Delhi School Of Economics 	Soil Gurgaon 	IIT Kharagpur 

AND MANY MORE...

Attitude matterZ


Official Partner

in internship hiring


The logo for YPAY, featuring a stylized yellow 'Y' made of multiple parallel lines, followed by the word 'PAY' in white capital letters on a dark background.The logo for Attitude MatterZ, consisting of a red circle with a white 'a' and a black 'Z' inside.

CONTACT US

For further information :-

 9771040702

 info@attitudematterz.com

 Corporate address - Plot no. 22, UG- floor, Assotech
Business Cresterra, Sec-135, Noida - 201301, India