

Aptech Ltd

Proposal Summary

Proposing Organization	Aptech Ltd
Implementing Agency	Aptech Ltd
No. of Trainees in 10 years	9,07,654 in 10 years
No. of Centres	1,178
Location(s)	PAN India
Sectors Targeted	IT, Hardware, Animation, Aviation, Hospitality, Tourism, Organized Retail, BFSI, Auto, Gems & Jewelry and Healthcare
Target Segment	10th and/or 12th pass students, Graduates and Employed, seeking up-skilling
Project Cost	Rs 10 crores
Business Model	Student fee driven model through Franchisee and Company Owned Centres
Operating Model	<ul style="list-style-type: none"> • Student Acquisition through centralized, Regional & localized marketing efforts, in Print, Visual and Online Media. • In house content development. • Training through franchisee partners. • Certificates Issued by Aptech Ltd. • Degree Program and Diploma Programs offered in association with Universities • Placement through HO as well franchisee partners for eligible candidates