

# Laurus Edutech Life Skills Private Limited

## Snapshot

<b>Proposing Organization</b>	Laurus Edutech Private Limited
<b>Implementing Agency</b>	Laurus Edutech Life Skills Private Limited
<b>No. of Trainees in 10 years</b>	1.11 Mn , 42,000 trainers
<b>No. of Centres</b>	546 ( <b>Acquisition</b> – 55; <b>Greenfield</b> – 157; Franchisee – 328; <b>TOT/Advanced Training Centers</b> – 6)
<b>Location (s)</b>	AP, Tamil Nadu, Karnataka, Orissa, MP, Gujarat, Maharashtra, Rajasthan, Bihar
<b>Sectors Targeted</b>	Automotive, Construction, Textile, Electronics and IT Hardware and Education and Skill Development Sector (TOT for specified sectors)
<b>Targeted Population Segment</b>	<ul style="list-style-type: none"> <li>School drop outs (50%), and Others - ITI, Re skilling, etc (50%); BPL (20%) from Yr 2</li> </ul>
<b>Project Cost</b>	Rs 53.60 Cr
<b>Business Model</b>	<ul style="list-style-type: none"> <li>Student fee, placement fee and 15% share in franchisee revenue; Acquisition of centres for faster scale up; Advance training courses to 38,000 students and places them abroad</li> </ul>
<b>Operating Model</b>	<ul style="list-style-type: none"> <li>Technical training in Automotive, Construction, etc; Targets 50% school drop outs and 20% BPL ; Soft skill as a part of training for long term courses; 70% practical training; Laurus Edutech Application Program (LEAP) software for monitoring</li> </ul>

## Unique Aspect/Key Strengths of the Proposal

- Trained around 10,000 trainees in Fabrication (2,000+), Construction (3,000+), Refrigeration and Air conditioning (5,000+), and Automobile (300+) Content in place for delivering training in IT, ITES, Retail, Hospitality and Education sectors
- Targets technical training sectors such as Automotive, construction, etc
- VTP Provider and also Certified Assessor for DG ET Courses