

# Kohinoor Technical Institute Pvt Ltd

## Proposal Summary

<b>Proposing Organization</b>	Kohinoor Technical Institute Pvt. Ltd
<b>Implementing Agency</b>	Kohinoor Technical Institute Pvt. Ltd
<b>No. of Trainees in 10 years</b>	3,35,495
<b>No. of Centres</b>	171 centers
<b>Location(s)</b>	Maharashtra, MP, Chhattisgarh, Karnataka, West Bengal and Andhra Pradesh
<b>Sectors Targeted</b>	Electrical, Electronics, Automobile and Mechanical Engineering, along with Telecommunication, Building & Construction, Animation and Fashion Designing
<b>Project Cost</b>	Rs 31.85 crore
<b>Sourcing Model</b>	<ul style="list-style-type: none"> <li>• Sourcing initiative would be driven by a centralized marketing effort coupled with center level marketing efforts for local pool of prospective trainees</li> <li>• Word-of-mouth has been identified as the primary source of in-flux of students</li> <li>• However the company spends close to 2 crore on marketing expenses on Radio, print media, posters, banners and other platforms</li> <li>• Each center has a counseling cell to assist students in selecting a course they want to opt</li> </ul>