

## Big Animation India Pvt. Ltd. (RELIACE AIMS)

### Proposal Summary

<b>Proposing Organization</b>	<b>Big Animation India Pvt. Ltd. (RELIACE AIMS)</b>
<b>Implementing Agency</b>	<b>Big Animation India Pvt. Ltd. (RELIACE AIMS)</b>
<b>No. of Trainees in 10 years</b>	50,476
<b>No. of Centres</b>	58 centers
<b>Location(s)</b>	Bihar, Chhattisgarh, Madhya Pradesh, West Bengal, Jharkhand, Delhi, Uttar Pradesh, Haryana, Jammu & Kashmir, Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Gujarat, Goa, Maharashtra & Rajasthan
<b>Sectors Targeted</b>	Animation, Visual Effects, Gaming, Graphics & Design,
<b>Project Cost</b>	Rs. 2,50,00,000
<b>Sourcing Model</b>	<ul style="list-style-type: none"> <li>• The mobilization of trainees is a joint effort between the franchisee and Reliance AIMS.</li> <li>• Reliance AIMS is responsible for national brand building through nationalized marketing campaigns.</li> <li>• They advertise on platforms such as Animation express, Shiksha.com and newspapers, Apart from this the company conducts several seminars either on a standalone basis or at events hosted by a third party such as times Boutique.</li> <li>• The franchisee is responsible for the local marketing activity for which the marketing collateral is supplied by Reliance AIMS</li> <li>• Enrolment of franchisees – Reliance AIMS has a tie up with Franchise India, and the marketing team activity generates leads. There are also some cases of referrals from existing franchisees/students</li> </ul>