

## Exterior Interior Limited (EXIN)

Proposal Summary	
<b>Proposing Organization</b>	<b>Exterior Interior Limited (EXIN)</b>
<b>Implementing Agency</b>	<b>Exterior Interior Limited (EXIN) through an SBU</b>
<b>No. of Trainees in 10 years</b>	1,04,272
<b>No. of Centres</b>	24 Centres
<b>Location(s)</b>	West Bengal
<b>Sectors Targeted</b>	Construction, Apparel, Retail, Media & Entertainment, Beauty & Wellness and Management
<b>Project Cost</b>	Rs. 9.27 Cr
<b>Sourcing Model</b>	<p>The Trainees would be identified and selected on the basis of the following process:</p> <ul style="list-style-type: none"> <li>• EXIN is already imparting training in longer duration courses for similar sectors and has a good brand image for imparting training for these courses in Kolkata and surrounding areas. The foray into new short term courses with a lower fee will leverage on the brand image.</li> <li>• The past trainees of EXIN who have successfully completed the training with EXIN in past will be approached to provide referrals and also for placements of the trainees.</li> <li>• The target group of students will also be approached directly through Advertisements and print media, posters in public places, reaching out to schools.</li> <li>• Frequent counseling sessions and seminars will be organized at centers and also at schools etc.</li> </ul>