

Edulight Careers Private Limited

Proposal Summary

Proposing & Implementing Organization

Edulight Careers Private Limited

No. of Trainees in 10 years

1,26,000 in 10 years

No of Centers

23 Centers

Targeted locations

3 centres in Jaipur; 2 centres each in Lucknow, Kanpur, Surat, Kota, Bhopal, Indore, Jalandhar , Amritsar& Faridabad;1 centre each in Ludhiana & Chandigarh

Sectors Targeted

Organized Retail

Project Cost

Rs 6.78 Crore

Business Model

Course fees from students

Operating Model

- Training at self managed rented centers
- Sourcing of trainees through marketing campaigns; bulk sms, tie-ups with local schools/colleges
- Classroom training, case studies, market/store visits,
- In-house content with regular updation from industry experts and academicians
- Assessment & certification through relevant SSC
- Tie-ups with employers in retail like Dabur, Whirlpool, Nokia, etc. Committed minimum 70% placements