

# IMS Proschool Online Pvt Ltd

## Proposal Summary

<b>Proposing Organization</b>	IMS Proschool Online Pvt Ltd
<b>Implementing Agency</b>	IMS Proschool Online Pvt Ltd
<b>No. of Trainees in 10 years</b>	52,053
<b>No. of Centres</b>	21 (9 self owned and 12 franchisee centers)
<b>Location(s)</b>	Pan India
<b>Sectors Targeted</b>	BFSI, Automotive, Mechanical, Electrical & Electronics and Organized Retail
<b>Project Cost</b>	Rs. 4.45 crore
<b>Revenue Model</b>	<p>Revenue collected in form of:</p> <ul style="list-style-type: none"> <li>- Training fee (from the student, sponsoring entity – College, State Government etc.)</li> <li>- Franchisee fee (From the franchisee partner)</li> </ul>
<b>Sourcing Model</b>	<ul style="list-style-type: none"> <li>• Sourcing strategy for category A, cities will be primarily web driven as is the case today and will be supplemented with college contact programs</li> <li>• Candidates in categories B cities will be primarily sourced through BTL activities such as database marketing. Hoardings, school/college contact programs, leaflet distribution and roadshows</li> <li>• In category C town besides the BTL activities we will look for sourcing through direct contact as well as through corporate sponsorship</li> </ul>