**Marketing 🡪**

1. Manual 🡪 Plan by Ananya & Rahul 🡪Where, When & Who?

We will distribute 1 Lakh leaflets.

20,000 leaflets in schools in 60 working days.

300-350 leaflets every day.

Rahul will take responsibility

Victor and Sathi will work.

80,000 leaflets in newspaper.

Anirban will take responsibility

1. Digital 🡪
2. Antech 🡪 Anirban
3. FB Reels 🡪 Anirban, Sayan & Rahul
4. Just Dial 🡪 Anirban
5. WhatsApp to personal contacts 🡪 Everybody
6. Website 🡪 Debashish & Anirban

**Mock Test 🡪**

1. Academic 🡪 Debashish & Anirban
2. Non-Academic 🡪 Victor & Sathi

**CRM** 🡪 Rahul will close calls on

1. Mock Test
2. Enrollment
3. Upsale
4. AI Junior

Debashish will close calls on

1. AI (Professional)
2. Tech

**OPS** 🡪 Debashish will do the Ops work.

Victor & Sathi will also work.