**Marketing 🡪**

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

Data will be kept in Master spreadsheet.

We will distribute 1 Lakh leaflets.

20,000 leaflets in schools in 40 working days.

500-550 leaflets every day.

Rahul will take responsibility

Victor and Sathi will work.

By middle of February leaflets distribution has to be over.

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

i)Presentation 🡪 Debashish & Rahul

1. 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.