Dear Mr. Anshu,

Hi. It has been pleasure interacting you over phone we thank you for your interest to associate with CL. As a next step, you would have to plan your visit to our Corporate Office at Greater NOIDA for a face to face interaction at a date and time convenient to you. You also need to fill up the Business Partner Application Form and Market Research Form as attached in this mail. I request you to fill up the same in the soft copy and mail it back to me before your visit.

In the interim, I am providing you with some insight about the way we work at CL which I am sure will be helpful to you.

Service Partner (SP) Concept & Business Model: CL envisages scaling up its business & presence in India through the established service partner route. Service Partners are part of the extended CL family. Products, programs, marketing & sales collateral are developed keeping in mind the local needs at SP locations. SPs are expected to fully partake in all the business promotion initiatives undertaken from CL’s HO. SPs are encouraged to be academic partners as well.

The key points of the Business Model for SPs are as follows:

Service Partner Agreement: A comprehensive standard legal Service Agreement is signed by both parties. This agreement is valid for an initial period of 3 years and can be renewed thereafter with mutual understanding for 1/2/3 years.

Start up Fees payable by the SP:

Service Location Fee: One time entry fee called the CL Service Location Fee. The fee would be Rs.2 lakhs for siliguri location.

Product Support Fee: One time product support fee (product specific) for products selected to be supplied by CL. This covers transfer of technical know-how, pedagogy & requisite training support from CL. This ranges as under depending upon the products you choose to offer in your market:

Bank PO & SSC PRODUCTS: Rs. 2 Lakhs

MBA PRODUCTS : 4 Lakhs

LAW PRODUCTS: 3 lakhs

All Government Taxes/duties – will be charged extra as and when it becomes applicable.

Service Fee: CL will reimburse 70% - 85% of the fee collected (based on products / programs to be offered) from students to the Service Partner’s operation account at agreed designated intervals. This payment will be done after deduction of applicable taxes at prevailing rates. The SP will be required to provide to CL invoices to support all such payments made.

Course Material: CL continuously develops course material in-house through a dedicated team of professionals for the courses offered. This is supplied to the SP in the following manner:

Course Material will be supplied to the Business partners as per requisition and based on number of enrollments of students for each individual product.

This will be done at CL’s cost of production of all such material supplied and be recovered from the SP from time to time.

SOP: CL’s Standard Operating Procedures (SOP) to be adopted.

SPs are to set up a physical center, called a Professional Learning Center (PLC), with classroom(s), counseling area, library, etc. The design, layout and color schemes will be as per the CL’s standard format and patterns. The costs of developing the PLC will be borne by the SP.

Service Partner Profile:

Most often than not, we seek individuals who:

Have a strong personal drive to be part of education & training.

Are driven by strong value systems.

Are themselves well educated with at least a post graduate degree from a good college/university.

MBA’s from prestigious Indian & International B-schools will be preferred.

Will enter the classroom & undertake to personally teach at least 30 % of the course.

Have some prior training experience.

Will be engaged full time at the PLC & will be hands-on owner-managers.

Will have trained, well educated Faculty Members who will be required to be certified by CL

What CL has to offer:

CL is an intellectual capital-intensive based organization. Most CL employees are alumni of leading educational institutes. This allows all who engage with CL to maximize their knowledge base & benefit from a knowledge driven organization. CL has its own content development team and CL develops all programs/products in-house for exclusive use.

Besides this, CL offers:

Cutting edge, contemporary programs/products/courses using technology.

Goodwill derived from well-recognized & respected CL brand name.

Use of CL logos, brand names, etc in marketing collateral & advertising.

Marketing collateral support at subsidized rates.

Closed user group messaging systems to ensure knowledge sharing.

Technical know-how in academic delivery & pedagogy

Regular center operations training, academic training, product training, sales & marketing training.

Technology enhancements for products/programs as well as operations.

Technology based support for center operations management.

High quality (content & printing) academic material & faculty support initiatives.

Periodic product/program upgrades as per market feedback.

Regular interaction with skilled CL manpower.

Regular visits by the BP support team for enhancing the CL experience.

CL has an exclusive, dedicated & skilled Network team, which supports the SP’s operations. Each SP will be attached to a Regional Network Manager to enable focused support.

Please feel free to get in touch with me in case of any doubts/clarifications.

Regards,

KUMAR GAURAV

C.L.EDUCATE LIMITED

Mob:09631560755