

COMPREHENSIVE COMPANY SUPPORT

To ensure smooth operations and hassle-free functioning of the BAs, Study Adda (the company) will provide comprehensive support.

Training:

The Company will provide training to the BAs covering its history, market presence and vision, besides how to approach and build the market for Study Adda.

Sales Support:

The Company's senior person will accompany the BAs for meetings once a month for first three months in case they are unable to close the deals.

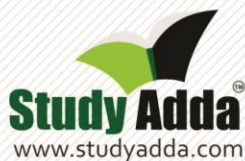
Sales Leads:

The Company will have optional approaches:

- **Option I:** The Company will provide warm leads to BAs with respect to the territory allotted to them and ask them to close the deals.
- **Option II:** The Company will ask for warm leads from the BAs and close it themselves.

Operational Support:

The Company will provide visiting cards to BAs, feature BA's name on website for assigned region and allow them to use company's name for business development.



Dedicated In-charge:

The Company will appoint a dedicated in-charge to handle queries from the BAs and keep a track of their progress.

CRM:

The Company will give access to its Customer Relationship Management (CRM) system to the BAs for lasting relationships.

Maintain Relationship:

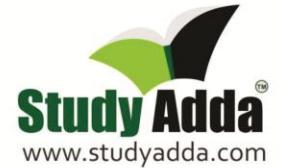
The Company will organise annual meets, ensure effective handholding, setup effective reporting structure; adopt no policing but participative approach and maintain complete transparency to maintain relationship with BAs.

Free Publicity:

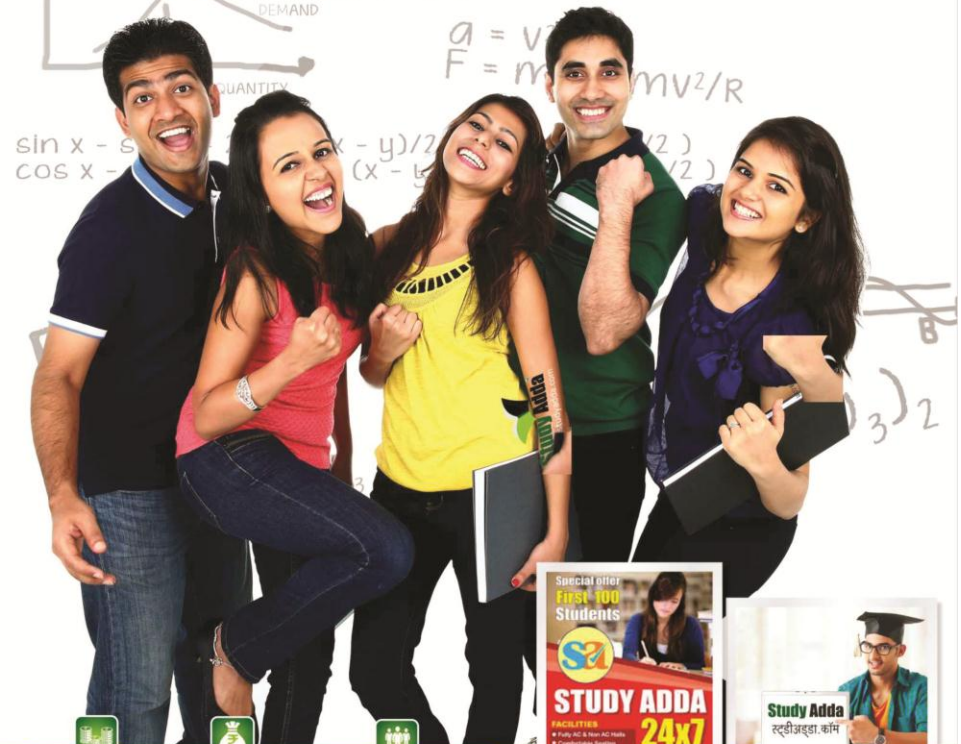
In case a BA is associated with the company for more than 2 years, the company will publicize them through its promotional materials and website.

BUSINESS
ASSOCIATES
INVITED

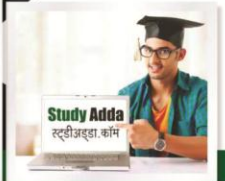
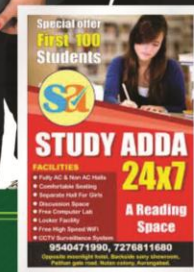
$$\begin{aligned}\sin(-x) &= -\sin(x) & \csc(-x) &= -\csc(x) \\ \cos(-x) &= \cos(x) & \sec(-x) &= \sec(x) \\ \tan(-x) &= -\tan(x) & \cot(-x) &= -\cot(x)\end{aligned}$$



AN INTERACTIVE PORTAL FOR K12 Studies Supplementation And Competitive Exam Preparation



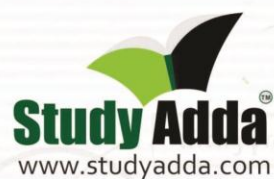
LOW ASSOCIATION FEE | GREAT RETURNS ON INVESTMENT | COMPLETE OPERATIONAL SUPPORT



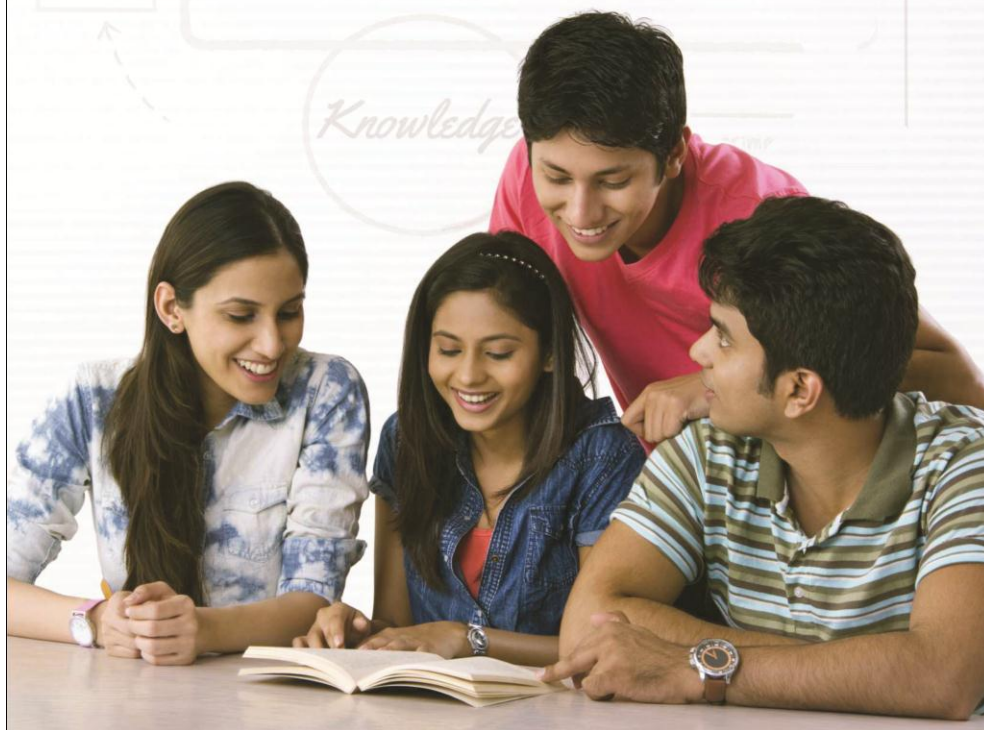
FOR FRANCHISING QUERIES, PLEASE CONTACT:

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www.studyadda.com



AN EFFECTIVE & ENGAGING PLATFORM FOR BETTER UNDERSTANDING, LEARNING AND SUCCESS



Study Adda is a unique and interactive portal providing complete educational solution to K12 students looking to supplement their studies and those preparing for different competitive exams at affordable cost.



KEY HIGHLIGHTS



Study Adda has been conceptualized by enterprising IIT alumni with an objective to provide a unique interactive educational platform where learning takes precedence. As a result, when anyone connects with Study Adda, he/she can experience and evolve in different ways:

By taking online assessments, one can identify their strengths, weaknesses, and brush upon them periodically

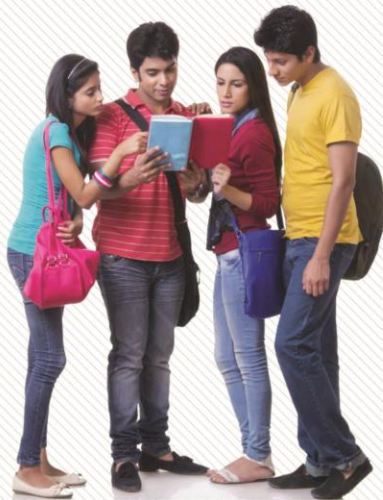
Gather most informative educational material on one platform at a minimal cost

Create a strong learning foundation for themselves from where they can climb towards challenging examinations

So what makes Study Adda a unique, informative and the most user-friendly web portal for students? Well there are more reasons than one...

For all Genres

Starting from 6th to 12th class till Engineering and Medical students, Study Adda provides an ideal platform parents, teachers, the youth or children.



Brainchild of IIT Students

Being the brainchild of enthusiastic IIT students, Study Adda's information is up-to-date, apt, perfect for aspirants of Railways, UPSC, Banking, SSC, CLAT, JEE Main & Advanced, NEET, NTSE, and alike.



Self-Assessment Tests

Study Adda aims encourage its readers to take user-friendly, captivating and scientifically structured self-assessment tests to gauge their own skills.

Periodic magazines

Study Adda provides renowned periodic magazines like Hybrid, PMT Times and IITJEE Times to its avid readers at a minimal subscription price.



Examination Boards

Whether it is ICSE, CBSE or any other board, Study Adda caters to all with notes, previously solved question papers and well prepared study materials.

Affordable

Study Adda provides best online educational information at a minimal cost with an aim to reduce the heavy bills of costly books and tutorials.



Strong Foundation

Study Adda enables each student to develop strong analytical skills and rational thinking which can build a steady foundation for future aspirations.





What's more, Study Adda has roped in India's Best Teacher Lalit Sardana Sir (as per an Internet survey) to teach from very basic (school) to advanced level, which helps in better understanding of the concepts even for the weakest students preparing for JEE, AIPMT and CBSE. Lalit Sardana, All India Ranker (243rd) in IIT-JEE, is in the teaching field for over two decades. He teaches Physics, Chemistry and Mathematics with full honesty, devotion and dedication.

Overall, Study Adda is the perfect platform for various educational solutions...from previously solved sample papers to self-assessment tests to regularly updated study material...it has everything. With its distinctive, outstanding features, Study Adda stands apart from its counterparts.

Expanding Reach LOOKING FOR BUSINESS ASSOCIATES

Moving ahead to reach out to more & more students, Study Adda is looking for Business Associates (BAs) across India to market & sell company's educational solutions. The Target Group (TG) for BAs would be schools, colleges, book retailers/wholesalers, coaching centers and private tutors.



FINANCIAL STATS

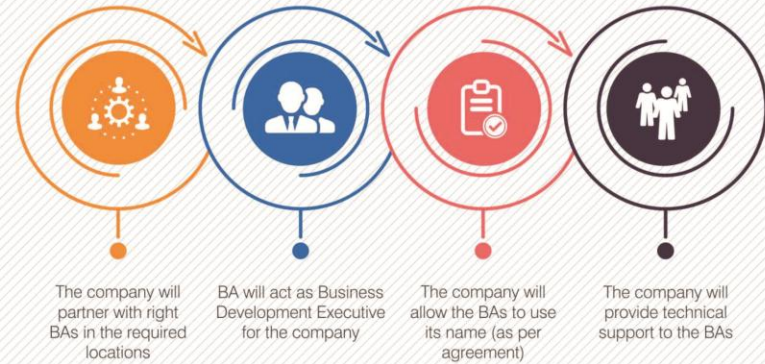
ASSOCIATION FEE	: INR 1.5 Lakh*	AVERAGE PAYBACK	: 4 Months
AVERAGE ROI (1ST YEAR)	: 326%	AGREEMENT TERM	: 5 Years

* 18% GST applicable

IDEAL BA PROFILE

- Someone ready to put in effort to earn extra income
- Editors/writers having past experience in the education industry
- Having connections in school/college management or belonging to education industry
- Experience in coaching institute/publication houses or educational institutions
- Suppliers of school uniforms, books, etc.

HOW THE BA MODEL WORKS?



BA - ROLES & RESPONSIBILITIES

Generate leads/pipeline through different channels (cold calling, sales, field visits)

Go for client meetings/presentations

Understand the proposal(s)/prepare presentations and determine what is required

Collate and analyze information logically and ensure that presentations/proposals look attractive to the end-client and ensure that they are developed within stated timelines

Collect advance payments on finalization of the order

Ensure and maintain customer relationships

Proactively liaise with clients and receive timely feedback