





About TARA INSTITUTE

Welcome to Tara Institute[®], a well-known establishment that offers high quality career coaching guidance and Test Preparation Coaching Classes to the aspirants pursuing various professional courses pertaining to Entrance Examinations & Government jobs in 2007. Tara Institute has become a synonym of success for preparation of General Competitions as Banking Exams, SSC Exams, Railway Exams, [Defence As NDA, CDS, AFCAT, Air Force & Navy as well as Law Entrance AS CLAT, DU LLB ENTRANCE Exams & Civil Services Examination Preparation coaching institute in Delhi, With classroom programs Classes, study material, online test series etc. Tara Institute conducts regular test, quiz session & group discussion, which is very necessary for all over development of students. From 1st December 2020, We are going to start Live Coaching Classes Of 36 Courses across the Country under "N36 Coaching Classes Private Limited."







Prepare

Prepare

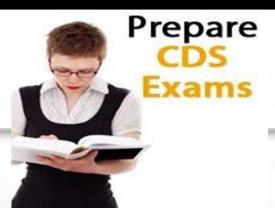
WHY TARA INSTITUTE



' नौकरी नहीं, सरकारी नौकरी !



- We provide Regular Classroom studies by experienced faculties.
- Special Weekend classes for weak students
- We Analyse Reaular Progress by Daily Assessments.
- Free Online and Offline Chapter wise, Weekly & Mock Test Series.
- Timely Syllabus Completion for Better Revision.
- We Provide Result Oriented Coaching Classes.
- Precise Study Materials & Syllabus Of all Courses.
- Free Video Lecture.
- Free Monthly Current Affairs Magazine with 200 MCQs.
- Prepare ^{10.} Motivational lectures to boost enthusiasm of students.
 - 11. We Mould Aspirants to get Results.
 - 12. Satisfactory Results Since 2007.
 - 13. Specific Android Applications for all Courses









CTET / State TET / KV / Primary Teacher

Banking / SSC / RRB

State Police (Constable & SI) Or State Government Exams

Competitive Classes

NDA / Air Force X Group / Navy SSR & AA (SSB Classes in Delhi With Extra Fee) CDS / AFCAT (SSB Classes in Delhi With Extra Fee)

Air force Y Group / Navy MR

TGT / PGT / NET /

Civil Services

UPSC (IAS/IPS Prelims Only), (Mains Classes in Delhi With Extra Fee) State PCS (Prelims Only), (Mains Classes in Delhi With Extra Fee)

Entrance Exams

CLAT / DU LLB / BHU / MH CET etc.

BBA/ DU JAT/ Other University BBA Entrance Test / B.ed Polytechnic For All State / ITI NIFT / Pilot / MCA Entrance

Academy Classes Class 6th – Class 10th

Class 11th & Class 12th





SKILLS USP'S Free Online

Free Counseling

G.D & Mental

Support To Students

- 1: Feel like Class Room Programme
- 2: Best Faculties of our Country
- **3: Physical Study Materials**
- 4: Online Live Classes Access from Anywhere

31 4 2 2 1

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CALIFAV CARE

Results More T

225

A Few Student's Snaps

किसी भी प्रतियोगी परीक्षा या प्रवेश परीक्षा के लिए चयन ही अंतिम परिणाम है।

इन्होंने हमें गौरवान्वित किया है, अब आपकी बारी है !

NAVEN VADAV NEELANSHU SHARMA NIDHI SHARMA

DECEMA BAATS

MANENDER KUMA

- 5: Real-time doubt solution
- **Offline Test Series** 6: Free Demo Classes
 - 7: assignments of each class
 - 8: Online Test Series
 - 9: Access of Missed Classes 10: precisely designed syllabus

EKTA GUPTA

MADHU RAWAT

11: Low Fees

ALAX STILLAR

KURDEEP SINGH

'' नीकरी नही, सरकारी नौकरी! ''

An ISO : 9001:2015 Certified Institu

- 12: easy installments
- 13: All payment Methods
- 14: Offline Queries Solutions
- **15: Online queries Forms**
- 16: weekly Feedback and review
- 17: Weekly Progress Analysis by team
- 18: Regular discussion with parents
- **19: Regular monitoring of each student**

CETTAL CALL DALLOS

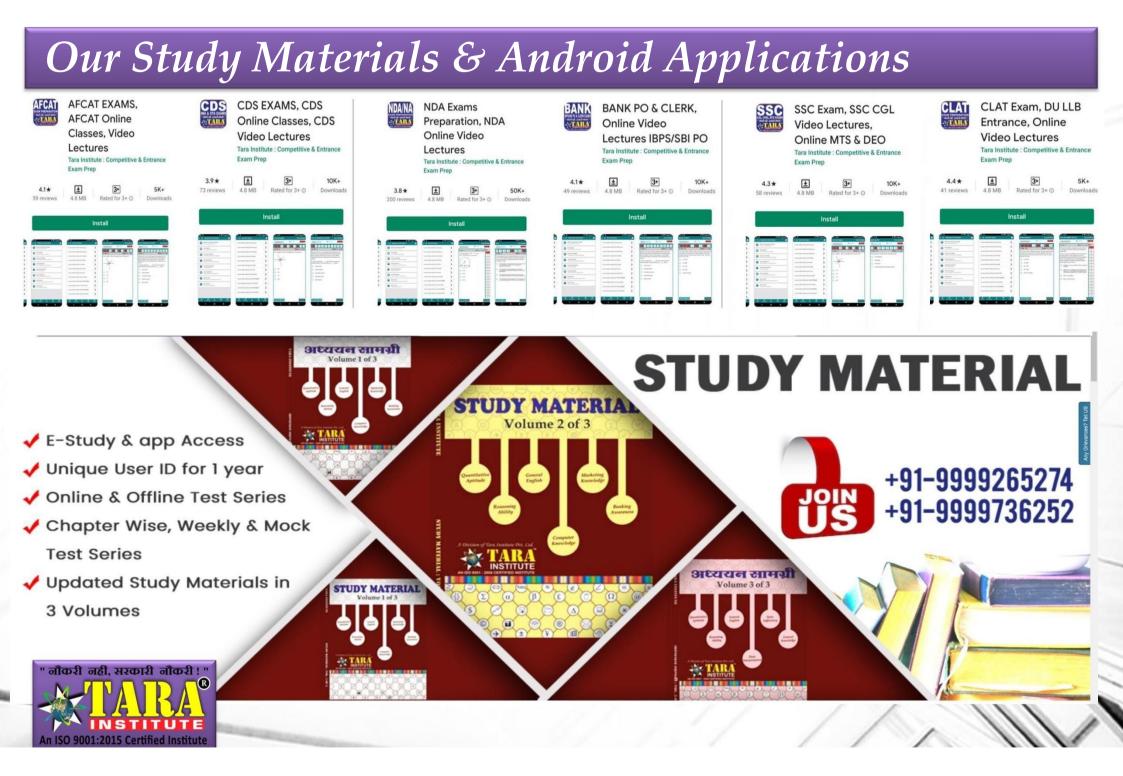
- 20: Result oriented classes
- 21: smart-study advice
- 22: professional teaching method

GIMITKE SINCE

B Dedicated Apps, Online material







Business Opportunity in Education Field



Silver Franchise Partner

Silver Franchise Will be Exclusively on Block Level Franchise Fee :- 35,000 + GST (Per Centre)

Gold Franchise Partner

Gold Franchise Will be Exclusively on District Level

Franchise Fee :- 5000/- Per Block/Centre + GST









Platinum Franchise will be on State level Franchise Fee :- 3000/- Per Block/Centre + GST (Min. 10 Districts Or Max. 15 Districts)



Profits Of Silver Partner

- 1: Low investment
- 2: Easy to start
- **3: Less time involvement**
- 4: One Can work from one room office
- 5: Attractive Income
- 6: Recurring Income
- 7: Opportunity to be a part of big brand
- 8: Free support by our experts in sales and quality management
- 9: Free training and monthly motivational meeting from head office
- 10: No worries about quality and students grievances
- 11: Focused only on Marketing
- 12: Free marketing tools and training
- 13: Free Advertising in TV and News papers
- **14: Varieties of Courses**
- 15: Attractive income Of 30%





Franchise Batao com

Income Projection Of Silver Partner

		Expected No of Referrals by a Silver Partner												_	Revenue	Silver				
S. No	Course	Duration	Fees		Dec	Jan											Nov	/ TOTAL	Year	30%
1	NDA-C	3	15,500		-	-	1	1	-		-	-	-	2	-	-	-	4	62,000	18,600
2	NDA-R	6	25,500		1	1	1	-	-		3	3	3		-	2	2	2 16	4,08,000	1,22,400
3	CDS-C	3	10,500		-	1	-	-	-		-	-	-	2	2	-	-	5	52,500	15,750
4	CDS-R	6	15,500		1	-	-	1	. 2	2	2	2	2	-	-	-	-	10	1,55,000	46,500
5	AFCAT-C	3	10,500		-	1	-	-	-		-	2	1	-	-	-	-	4	42,000	12,600
6	AFCAT-R	6	15,500		1	-	-	1	. 1		2	-	-	2	2	2	: :	L 12	1,86,000	55,800
7	AF-X, N-SSR/AA - C	3	10,500		-	1	2	-	-		-	3	3	3	-	-	-	12	1,26,000	37,800
8	AF-X, N-SSR/AA - R	6	15,500		1	-	-	-	-		3	3	-	-	-	Э	3	3 13	2,01,500	60,450
9	AF-Y, N-MR - R	6	10,500		1	1	2	1			3	3	1	1	-	Э	1	3 19	1,99,500	59,850
10	Banking PO & Clerk - C	3	6,500		1	-	-	-	-		-	-	-	-	5	1		7	45,500	13,650
11	Banking PO & Clerk - R	6	8,500		1	1	1	1	. 3	3	3	4	4	4	-	-	-	22	1,87,000	56,100
12	SSC, CGL/CHSL/MTS/DEO-C	3	6,500		1	-	1	-	-		-	-	3	2	2	2	2	2 13	84,500	25,350
13	SSC, CGL/CHSL/MTS/DEO-R	6	8,500		1	1	1	1	. 2	2	2	2	2	2	-	-	-	14	1,19,000	35,700
14	RRB/Police/Statet GOVT. Exam	3	6,500		1	1	1	1	. 3	3	3	3	3	3	3	Э	3	3 28	1,82,000	54,600
15	CLAT-Crash	2	15,000		-	-	-	2	2	2	-	-	-	-	-	-	-	4	60,000	18,000
16	CLAT-R	6	45,500		1	1	-	-	-		-	2	2	1	1	-	-	8	3,64,000	1,09,200
17	DU/BHU/PU LLB-Crash	2	15,000		-	-	-	1	. 1		1	-	-	-	-	-	-	3	45,000	13,500
18	DU/BHU/PU LLB-R	6	45,500		1	1	-	-	-		-	-	1	1	1	1	. :	L 7	3,18,500	95,550
19	MCA - R	6	25,000		1	1	1	1			-	1	1	1	1	1	. :	L 10	2,50,000	75,000
20	BBA/DU JAT/ITI/Polytechnic	6	10,500		1	2	2	2	2	2	2	-	-	-	-	-	2	2 13	1,36,500	40,950
21	CTET/KB/B.ed Entrance	6	8,500		1	2	2	2	2	2 .	-	-	2	2	2	-	-	15	1,27,500	38,250
22	IAS/IPS/UPSC(Pre)-Crash	3	15,500		-	-	-	-	1	L	1	-	-	-	-	-	-	2	31,000	9,300
23	IAS/IPS/UPSC(Pre)-C	6	25,500		-	-	-	-	-		-	-	-	1	1	1	. :	L 4	1,02,000	30,600
24	PCS Or All Staes PCS(pre)-Crash	3	15,500		-	-	-	-	1	L	1	-	-	-	-	-	-	2	31,000	9,300
25	PCS Or All Staes PCS(Pre)-C	6	25,500		-	-	-	-	-		-	-	-	1	1	1	. :	L 4	1,02,000	30,600
					-	-	-	-	26							26	26	254	-	-
	Note:- C = Complete Courses, R= Revision Courses				15	15	15	15	20	26	o 2	28	28	28	21	20	20	251	36,18,000	10,85,400
	Extra Earning From Tuition 9th to 12th Classes And State Govt. Exams																			90,450

Per Month Income From Silver Partner

tes Govt Exams



Profits Of Gold Partner



Gold

- 1: Low investment and high returns
- 2: Weekly support and training from head office in marketing and in education quality
- 3: 24X7 support from master franchisee (Platinum Partner)
- 4: Be your own Boss/ Work like Boss
- 5: Extra 10% Attractive income from silver partners
- 6: No management cost for Silver Partners
- 7: No need of extra office and marketing for Silver Partners
- 8: No worries about Marketing expansion



Profits Of Gold Partner

						Exp	ectec	dNo	of R	efer	rals	by a	a Silv	ver Pa	artn	er			Revenue	Silver	Gold
S. No	Course	Duration	Fees	Dec	Jan	Feb	Mar	r Ap	or Ma	ay Ju	un .	Jul	Aug	Sep	Oct	No	V TOT	AL.	Year	30%	10%
1	NDA-C	3	15,500	-	-	1	1	L -	-	-	-	-	2	-	-	-	-	4	62,000	18,600	6,200
2	NDA-R	6	25,500	1	1	1	L -		-	3	3	3		-	2	2 3	2 1	.6	4,08,000	1,22,400	40,800
3	CDS-C	3	10,500	-	1	-	-		-	-	-	-	2	2	-	-	-	5	52,500	15,750	5,250
4	CDS-R	6	15,500	1	-	-	1	L	2	2	2	2	-	-	-	-	- 1	.0	1,55,000	46,500	15,500
5	AFCAT-C	3	10,500	-	1	-	-		-	-	2	1	-	-	-	-	-	4	42,000	12,600	4,200
6	AFCAT-R	6	15,500	1	-	-	1	L	1	2	-	-	2	2	2	2	1 1	.2	1,86,000	55,800	18,600
7	AF-X, N-SSR/AA - C	3	10,500	-	1	2	2 -		-	-	3	3	3	-	-	-	- 1	.2	1,26,000	37,800	12,600
8	AF-X, N-SSR/AA - R	6	15,500	1	-	-	-		-	3	3	-	-	-	3	3	3 1	.3	2,01,500	60,450	20,150
9	AF-Y, N-MR - R	6	10,500	1	1	2	2 1	L -	-	3	3	1	1	-	3	3	3 1	.9	1,99,500	59,850	19,950
10	Banking PO & Clerk - C	3	6,500	1	-	-	-		-	-	-	-	-	5	1	L -	-	7	45,500	13,650	4,550
11	Banking PO & Clerk - R	6	8,500	1	1	1	L 1		3	3	4	4	4	-	-	-	- 2	2	1,87,000	56,100	18,700
12	SSC, CGL/CHSL/MTS/DEO-C	3	6,500	1	-	1	L -		-	-	-	3	2	2	2	2 3	2 1	.3	84,500	25,350	8,450
13	SSC, CGL/CHSL/MTS/DEO-R	6	8,500	1	1	1	L 1	L	2	2	2	2	2	-	-	-	- 1	.4	1,19,000	35,700	11,900
14	RRB/Police/Statet GOVT. Exam	3	6,500	1	1	1	L 1	L	3	3	3	3	3	3	З	3	3 2	8	1,82,000	54,600	18,200
15	CLAT-Crash	2	15,000	-	-	-	2	2	2	-	-	-	-	-	-	-	-	4	60,000	18,000	6,000
16	CLAT-R	6	45,500	1	1	-	-		-	-	2	2	1	1	-	-	-	8	3,64,000	1,09,200	36,400
17	DU/BHU/PU LLB-Crash	2	15,000	-	-	-	1	L	1	1	-	-	-	-	-	-	-	3	45,000	13,500	4,500
18	DU/BHU/PU LLB-R	6	45,500	1	1	-	-		-	-	-	1	1	1	1	L :	1	7	3,18,500	95,550	31,850
19	MCA - R	6	25,000	1	1	1	L 1		-	-	1	1	1	1	1	L :	1 1	.0	2,50,000	75,000	25,000
20	BBA/DU JAT/ITI/Polytechnic	6	10,500	1	2	2	2 2	2	2	2	-	-	-	-	-		2 1	.3	1,36,500	40,950	13,650
21	CTET/KB/B.ed Entrance	6	8,500	1	2	2	2 2	2	2	-	-	2	2	2	-	-	- 1	.5	1,27,500	38,250	12,750
22	IAS/IPS/UPSC(Pre)-Crash	3	15,500	-	-	-	-		1	1	-	-	-	-	-	-	-	2	31,000	9,300	3,100
23	IAS/IPS/UPSC(Pre)-C	6	25,500	-	-	-	-		-	-	-	-	1	1	1	L :	1	4	1,02,000	30,600	10,200
24	PCS Or All Staes PCS(pre)-Crash	3	15,500	-	-	-	-		1	1	-	-	-	-	-	-	-	2	31,000	9,300	3,100
25	PCS Or All Staes PCS(Pre)-C	6	25,500	-	-	-	-		-	-	-	-	1	1	1	L :	1	4	1,02,000	30,600	10,200
				-	-	-	-												-	-	-
				15	15	15	15	20	2	6 2	28	28	28	21	20	20	25	1	36,18,000	10,85,400	3,61,800
	Note:- C = Complete Courses, R= Revision Courses																				10
																				00.450	36,18,000
	Extra Earning From Tuition 9th to 12th Classes And State Govt. E	xams											D/	or M	onth	Inco	ome Er	<mark>om Silver</mark>	Partner	90,450	3,01,500 90,450
	Note:- The Fee Will Vary State-Wise Of Tuition Classes & States G	ovt Exams																Of Gold P			3,91,950



Profits Of Platinum Partner

- 1: Low investment and high returns
- 2: Daily support and training from head office in marketing and in education quality
- 3: 24X7 support from Head Office
- 4: Be your own Boss/ Work like Boss
- 5: Extra 5% attractive income from Silver partners
- 6: Low management cost for Silver & Gold Partners
- 7: No need of extra office and marketing for Silver & Gold Partners
- 8: No worries about Marketing expansion





ranchise

Income Projection Of Platinum Partner

				Expected No of Referrals by a Silver Partner											Revenue	Silver	Gold	Platinum			
									Ma							TOT	٩				
	Course	Duration	Fees		c Jan			- ·	•				•					Year	30%	10%	5%
1	NDA-C	3	15,500						-								4	62,000	18,600	6,200	3,100
2	NDA-R	6	25,500		1 1									2				4,08,000	1,22,400	40,800	20,400
3	CDS-C	3	10,500		- 1										-		5	52,500	15,750	5,250	2,625
4	CDS-R	6	15,500		1 -												0	1,55,000	46,500	15,500	7,750
5	AFCAT-C	3	10,500		- 1	-	-	-	-	2	1	-	-	-	-		4	42,000	12,600	4,200	2,100
6	AFCAT-R	6	15,500		1 -												2	1,86,000	55,800	18,600	9,300
7	AF-X, N-SSR/AA - C	3	10,500		- 1	2	2 -	-	-	3	3	3	-	-	-	1	2	1,26,000	37,800	12,600	6,300
8	AF-X, N-SSR/AA - R	6	15,500		1 -	-	-	-	3	3	-	-	-	З	3 3	31	3	2,01,500	60,450	20,150	10,075
9	AF-Y, N-MR - R	6	10,500		1 1	2	2 1	-	3	3	1	1	-	Э	3 3	31	9	1,99,500	59,850	19,950	9,975
10	Banking PO & Clerk - C	3	6,500		1 -	-	-	-	-	-	-	-	5	5 1	- 1		7	45,500	13,650	4,550	2,275
11	Banking PO & Clerk - R	6	8,500		1 1	1	1	. 3	3 3	4	4	4	-	-	-	2	2	1,87,000	56,100	18,700	9,350
12	SSC, CGL/CHSL/MTS/DEO-C	3	6,500		1 -	1	L -	-	-	-	3	2	2	2 2	2 2	2 1	3	84,500	25,350	8,450	4,225
13	SSC, CGL/CHSL/MTS/DEO-R	6	8,500		1 1	1	1	. 2	2 2	2	2	2	-	-	-	1	4	1,19,000	35,700	11,900	5,950
14	RRB/Police/Statet GOVT. Exam	3	6,500		1 1	1	1	. 3	3 3	3	3	3	З	3 3	3 3	32	8	1,82,000	54,600	18,200	9,100
15	CLAT-Crash	2	15,000			-	2	2	2 -	-	-	-	-	-	-		4	60,000	18,000	6,000	3,000
16	CLAT-R	6	45,500		1 1	-	-	-	-	2	2	1	1	- 1	-		8	3,64,000	1,09,200	36,400	18,200
17	DU/BHU/PU LLB-Crash	2	15,000			-	1	. 1	1	-	-	-	-	-	-		3	45,000	13,500	4,500	2,250
18	DU/BHU/PU LLB-R	6	45,500		1 1	-	-	-	-	-	1	1	1	1	1	1	7	3,18,500	95,550	31,850	15,925
19	MCA - R	6	25,000		1 1	1	1		-	1	1	1	1	1	1	1 1	0	2,50,000	75,000	25,000	12,500
20	BBA/DU JAT/ITI/Polytechnic	6	10,500		1 2	2	2 2	2	2 2	-	-	-	-	-	2	2 1	3	1,36,500	40,950	13,650	6,825
21	CTET/KB/B.ed Entrance	6	8,500		1 2	2	2 2	2	2 -	-	2	2	2	2 -	-	1	5	1,27,500	38,250	12,750	6,375
22	IAS/IPS/UPSC(Pre)-Crash	3	15,500			-	-	1	1	-	-	-	-	-	-		2	31,000	9,300	3,100	1,550
23	IAS/IPS/UPSC(Pre)-C	6	25,500			-	-	-	-	-	-	1	1	1	1	1	4	1,02,000	30,600	10,200	5,100
24	PCS Or All Staes PCS(pre)-Crash	3	15,500			-	-	1	1	-	-	-	-	-	-		2	31,000	9,300	3,100	1,550
25	PCS Or All Staes PCS(Pre)-C	6	25,500			-	-	-	-	-	-	1	1	1	1	1	4	1,02,000	30,600	10,200	5,100
						-	-											-	-	-	-
				15	5 15	15	15	20	26	28	28	28	21	20	20	25	1	36,18,000	10,85,400	3,61,800	1,80,900
	Note:- C = Complete Courses, R= Revision Courses																			10	151
																				36,18,000	2,73,15,900
	Extra Earning From Tuition 9th to 12th Classes And State Gov	t. Exams																	90,450	3,01,500	22,76,325
												Pe	r Mo	onth	Inco	me Fr	om Silve	er Partner		90,450	3,01,500
	Note:- The Fee Will Vary State-Wise Of Tuition Classes & State	s Govt. Exams																Partner		3,91,950	90,450
												Per	Mo	onth	Inco	me O	Platinu	ımPartner			26,68,275
_																1		12/11/11	1111	111	





WhatsApp & Email Marketing on College & School's Data

SMS Marketing On School's Data

Poster and leafleting (After Lock down)

Note:- If Platinum Partner Starts News Paper or TV ads Or any Combined Advertisement, Total expenditure would be divided as All Gold Partners would pay 50%, Platinum Partner would pay 25% and Tara Institute would pay 25% Of total Expenditure



Digital Marketing Support From Head Office

Tara Institute will provide Digital marketing support to its partners to get more results.

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, which also includes mobile phones, display advertising, and any other digital medium.

Why Digital Marketing is Important

- 64% of the businesses already had an integrated digital marketing plan in 2018
- 100% marketers believe that traditional marketing is no longer sufficient and Digital Marketing will
 make their company revenue to be increased by 40% by the end of 2021
- More than 80% of businesses will increase their digital marketing spending plan





Learning Management System

Learning Management System (or **LMS**) is a broad term used to describe software tools designed to manage user learning interventions and provide access to online learning services for students, teacher, and administrator.

