

19<sup>th</sup> day of May 2020

Dear Father,

Greetings for the day!!!

BANGALORESTUDY is a dynamic education information site and one of the leading educational websites for students seeking admissions in various colleges in Bangalore. As Bangalore is becoming the education hub of India with more and more colleges coming up every day, our portal exclusively targets students who are interested in joining professional courses in Bangalore and we guide students in the decision-making process. We are living in a society where information is available with a click of a button but that information will not lead you to the correct path.

A certified education portal like **bangalorestudy.com** aims to provide great assistance to plan and choose the right career path. Based on the interest of each student, we counsel them through various career opportunities and assist them to find the right course in the right college. Bangalorestudy.com provides an abundance of information about colleges and various courses in Medical, Dental, Engineering, Science, Pharmacy, Nursing, Commerce, Law, Management and many more.

BANGALORESTUDY's impressive business strategies has heaped outstanding feedback from our clients in past for the excellent services we have rendered. We are capable in adjusting and focusing on current and effective strategies while tracking the current market sentiments to benefit your institution in the overall marketing and growth of your institution.  
Our portal successfully attracts more than half a million clicks every year.

**www.bangalorestudy.com** has been awarded the "Best Online Educational Portal" by Karnataka Education Awards 2018 and 2019.

We, at BANGALORESTUDY have a dedicated team of online experts to run and manage various online promotional activities. We promote **bangalorestudy.com** by various means that includes –

1. PPC campaign
2. SEO campaign
3. Hoardings and Banners
4. Exhibitions in India & Abroad
5. Bulk SMS and Emails
6. Leaflet Distributions in Malls, Colleges, events etc
7. Online promotions in YouTube, Facebook, Twitter and LinkedIn
8. Display banners in various websites
9. Newspaper, Journals, TV and Radio Advertisement.

**Benefits of Advertising in our portal:**

1. Online visibility 24\*7\*365.
2. Increases traffic in your institution's website
3. Genuine Leads for suitable conversions
4. Direct communication with students.

We believe **bangalorestudy.com** is your right associate to collaborate with for marketing your institution and courses across India and globally, with its high quality services, commitment, and expertise. We hereby submit a proposal for your kind perusal.

Working with us would help you place your advertisement on the best possible platform to reach your targeted audience. The half yearly tariff for associating with us is as follows:

| Packages  | Tariff & Duration                                      |
|---|--|
| <b>DIAMOND PACKAGE (Group of Institutions) - BS1</b><br><b>Includes:</b><br>Home Page background picture - Exclusive<br>TWO Home Page top banner - Exclusive<br>One side Banner in Home page<br>College Name/s in Trending Courses section<br>College Name/s in Top Colleges section<br>College Name/s in College with Popular Courses section<br>Banner in College/s Category<br>College Video will be shot and uploaded in bangalorestudy.com | Rs. 7,50,000.00<br>(12 Months)<br>Jun 2020 to May 2021 |



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|---|---|
| <p><b>GOLD PACKAGE (Single College) – BS2</b><br/>Includes:</p> <p>1 Home Page background picture<br/>2 Home Page top banner<br/>* 3 One side Banner in Home page<br/>4 College Name in Trending Courses section<br/>5 College Name in Top Colleges section<br/>6 College Name in College with Popular Courses section<br/>7 Banner in College Category<br/>8 College Video will be shot and uploaded in bangalorestudy.com</p> | <p><b>Rs. 5,00,000.00</b><br/><b>(12 Months)</b><br/>Jun 2020 to May 2021</p> |
| <p><b>BS3</b><br/>1 Home Page background picture<br/>2 Home Page top banner<br/>3 College Name in Trending Courses section<br/>4 College Name in Top Colleges section<br/>5 College Name in College with Popular Courses section<br/>6 Banner in College Category<br/>7 College Video will be shot and uploaded in bangalorestudy.com</p>   | <p><b>Rs. 3,50,000.00</b><br/><b>(12 Months)</b><br/>Jun 2020 to May 2021</p> |
| <p><b>BS4</b><br/>2 Home Page top banner<br/>3 College Name in Trending Courses section<br/>4 College Name in Top Colleges section<br/>5 College Name in College with Popular Courses section<br/>6 Banner in College Category<br/>7 College Video will be shot and uploaded in bangalorestudy.com</p>  | <p><b>Rs. 2,50,000.00</b><br/><b>(12 Months)</b><br/>Jun 2020 to May 2021</p> |
| <p><b>BS5</b><br/>Home Page top banner<br/>Banner in College Category</p>   | <p><b>Rs. 2,00,000.00</b><br/><b>(07 Months)</b><br/>Jun 2020 to Dec 2020</p> |
| <p><b>BS6</b><br/>One side Banner in Home page<br/>College Name in Trending Courses section<br/>College Name in Top Colleges section<br/>College Name in College with Popular Courses section</p>   | <p><b>Rs. 2,00,000.00</b><br/><b>(07 Months)</b><br/>Jun 2020 to Dec 2020</p> |

|   |  |
|---|--|
| Banner in College Category  |  |
| BS7<br>One side Banner in Home page<br>Banner in College Category | Rs. 1,50,000.00<br>(07 Months)<br>Jun 2020 to Dec 2020 |
| BS8<br>Home Page top banner                                       | Rs. 1,50,000.00<br>(07 Months)<br>Jun 2020 to Dec 2020 |
| BS9<br>Side Banner in Home page                                   | Rs. 1,00,000.00<br>(07 Months)<br>Jun 2020 to Dec 2020 |
| BS10<br>Banner in College Category                                | Rs. 1,00,000.00<br>(07 Months)<br>Jun 2020 to Dec 2020 |

**\*\*NOTE:**

1. All leads can be routed to your college website or data can be collected by BANGALORESTUDY and shared.
2. All the rates quotes above are one-time special offer and will not be applicable at the time of renewal. This deal is applicable only if we receive the full payment on or before 31/05/2020.



Dear Father,

Greetings for the day!!!

We have gone through the fees structure for all the courses and suggest that if the following commission structure is in place we will be able to provide consultancy services for your institution:

| Course     | Tuition Fees | Total Fees  | Expected Commission (12%) |
|------------|--------------|-------------|---------------------------|
| BCom       | 45,000.00    | 1,35,000.00 | 16,200.00                 |
| BBA        | 57,000.00    | 1,71,000.00 | 20,520.00                 |
| BBA (Avia) | 83,000.00    | 2,49,000.00 | 29,880.00                 |
| BCA        | 57,000.00    | 1,71,000.00 | 20,520.00                 |
| BSc (MEC)  | 56,000.00    | 1,68,000.00 | 20,160.00                 |
| BSc (PCM)  | 55,000.00    | 1,65,000.00 | 19,800.00                 |
| BSc (CJP)  | 51,000.00    | 1,53,000.00 | 18,360.00                 |
| BA (JPE)   | 35,000.00    | 1,05,000.00 | 12,600.00                 |
| BA (HEP)   | 30,000.00    | 90,000.00   | 10,800.00                 |
| BA (HES)   | 30,000.00    | 90,000.00   | 10,800.00                 |
| BA (SEP)   | 31,000.00    | 93,000.00   | 11,160.00                 |

We are ready to take up and fill all the seats of BBA Aviation, if by any chance you can increase the tuition fees to Rs. 3,00,000/- and payout a commission of Rs. 75,000/- per seat.

Kindly revert for any clarifications or queries.

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Thanks and Regards,

**Shiju Daniel**

+91-9036020066

Manager- Marketing & Promotions



Learntech Edu Solutions Pvt. Ltd.

(India's first ISO 9001:2015 Certified Educational Consultancy)

#3/75,'D' Main, East End,9th Block

Jayanagar,Bangalore- 560069, India

Office - 080 22454991

Toll free No: 1800 120 8696

[www.learntechww.com](http://www.learntechww.com) [www.bangalorestudy.com](http://www.bangalorestudy.com)