

# PITCH DECK



# Overview

Prantu Education Private Limited is the latest online e-learning destination that helps students and professionals to gain the knowledge and skills they need to compete. Prantu education brings an innovative and creative fun based learning system through puppets which not only removes the pressure of students but also engages them in study with joy.

Schooling courses would be offered from the first year of operations. Skill courses, exam-oriented courses and short courses will be offered from year two.

## Vision



Our aim is to provide quality learning experience to all those who aspire to achieve their full potential.

## Mission



Our mission is to make quality education accessible to anyone, anywhere and at any time with no language barrier.



# Problem



- High market price charged by current players in the market for online courses.
- Teachers being inexperienced and unpracticed regarding online learning portals as well as its technicalities lead kids to lower interest levels
- Dis-satisfied students with the current mentorship facilities available for counselling.
- Unavailability of certification courses to boost placement opportunities.
- Unavailability of proper feedback and reviews to potential future customers.





# Solution

- Prantu provides services at very nominal rate compared to existing major players.
- Prantu has a team of teachers who are both skilled and techno-savvy which help to hold the interest of students while learning online.
- Prantu offers mentorship facilities which can be accessed easily by students.
- Prantu offers certification courses to professional who are seeking boost in their placement.
- Feature of giving ratings & reviews can make customers know honest feedback about Prantu.



# Industry Analysis

- The online education market in India is expected to grow by USD 2.28 billion during 2021-2025, expanding at a CAGR of almost 20%.
- The global online education market is projected to witness a CAGR of 9.23% during the forecast period to reach a total market size of USD 319 billion in 2025, increasing from USD188 billion in 2019.
- Owing to the wide spread growth of the Covid-19 pandemic the online education has witnessed a positive impact during this period. As people were stuck inside their houses for months, there was no way for students to continue their traditional way offline studies which has increased the demand for online education significantly.



# Courses

- Schooling Course
- Skill Courses
- Exam Oriented Courses
- Short Courses
- Placement Courses
- Foreign University Accredited Courses





# Services



Interactive  
Video



Live  
Lecture



Readable  
Content



Homework  
Assignment



Topic wise  
MCQs



Weekly  
Test



Unlimited  
Practice Test



Individual  
Mentorship



Progress  
Reports



Performance  
Reports



# Competitor Analysis



Features	Prantu	Byju's	Vedantu	Unacademy
Education in regional language	✓	✓	X	X
Extra-curricular courses	✓	✓	✓	X
Class 1 to 5	✓	✓	✓	X
Class 6 to 12	✓	✓	✓	✓
Competitive exams	✓	✓	✓	✓
Placement courses	✓	X	X	X
Foreign university accredited courses	✓	X	X	X
One to one session	✓	✓	X	X
Mentor support	✓	✓	X	X





# Unique Selling Proposition



- Puppet based amusing learning experience
- Courses available at very low cost
- Individual mentorship
- Provide foreign university accredited Courses
- Courses to upgrade the skills which indirectly helps to boost placement
- Small batches of students compare to competitors



# Business Model



## Subscription Fees

Basic

800 to 3000 Rs./Year

Advance

1400 to 5000 Rs./Year

Advance Live

6000 to 14000 Rs./Year

More Details : <https://prantu.com/courses.html>



# Target Market

## Target Customer

- Regional language **students**
- English medium **students**
- Students preparing for **competitive exams**
- **Professionals** who want to gain the knowledge and skills



Total Market Size in India  
**45 Crore**

**India**  
**+ 25 Crore**

**Gujarat**  
**+ 60 Lakh**

**Addressable Market**





# Market Acquisition & Revenue Plan

Market  
Acquisition %  
From 25 Cr.  
Addressable Market

0.006%

0.015%

0.021%

0.032%

0.06%

Year

1<sup>st</sup> Year

2<sup>nd</sup> Year

3<sup>rd</sup> Year

4<sup>th</sup> Year

5<sup>th</sup> Year

Enrolment

15000

38000

53000

81000

150000

Revenue

5 Cr.

10 Cr.

16 Cr.

25 Cr.

48 Cr.



# Marketing Strategy



Tele Marketing

Distributor Marketing

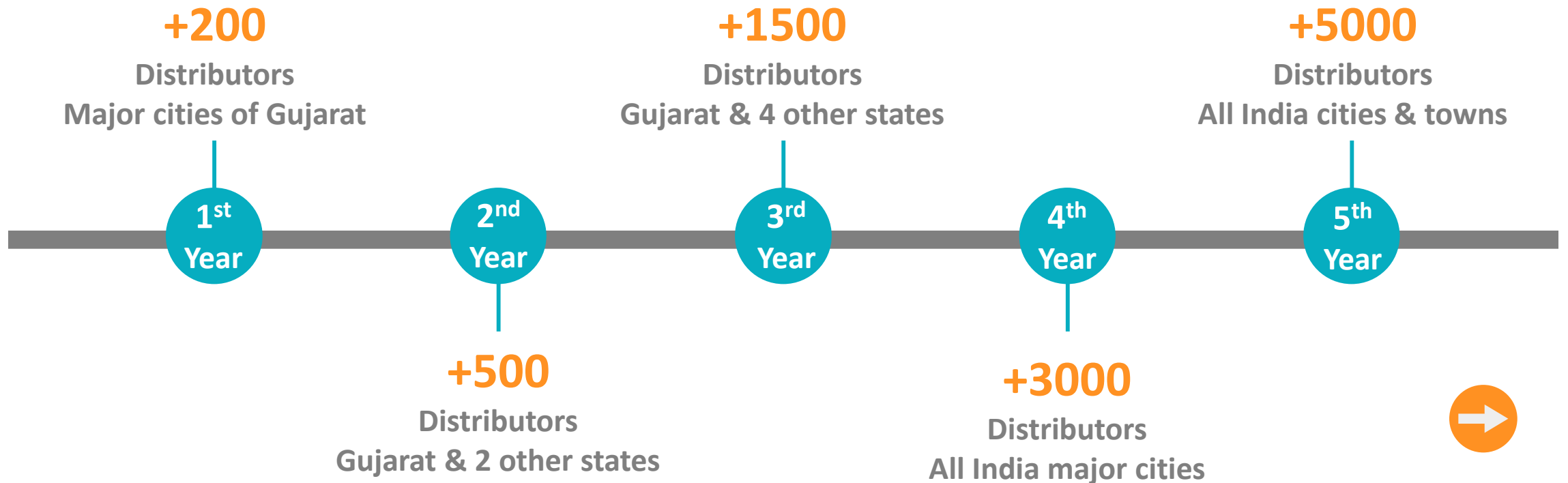
School Visits

Home to home Visits



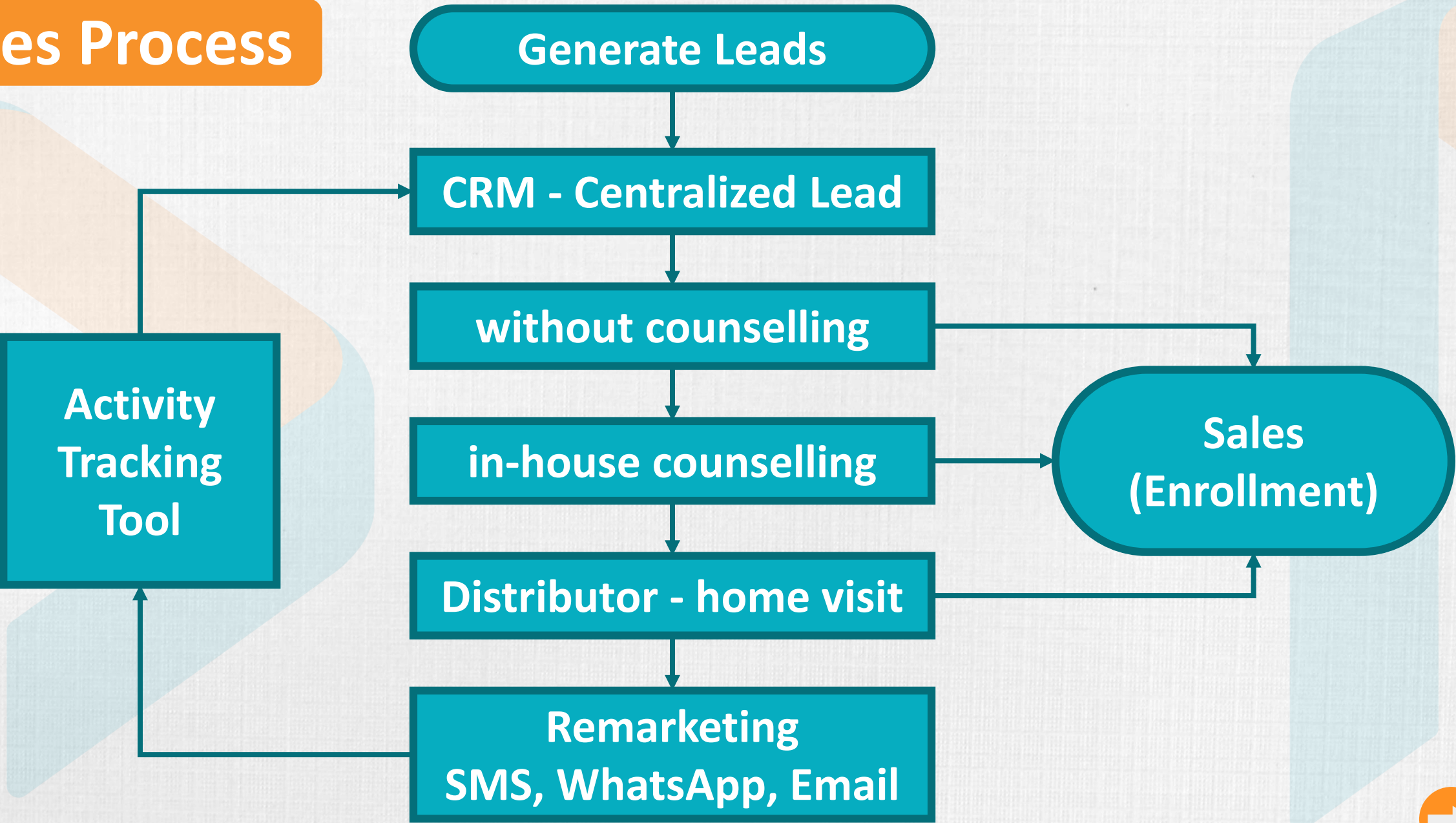


# Milestones of Distribution Network to be achieve





# Sales Process



# Traction

**2.5 Lakh**

Revenue from  
Product  
Testing

**1200+**

Inquiry  
Received for  
Distributor

**300+**

Teachers  
connected  
with Prantu

**3800+**

Facebook  
Page Likes

**228+**

YouTube  
Subscriber

**6500+**

YouTube  
Views

**400+**

Student  
Application  
Download

**120+**

Marketing  
Application  
Download

# Accreditation



## Startup India Recognition

Department for Promotion of Industry and Internal Trade,  
Ministry of Commerce & Industry, Government of India.







# The Team



**Mr. Hiren Chaudhari**  
CEO

+16 years of experience in education, IT, operation, finance and management



**Mr. Shailesh Gohil**  
MD

+16 years of experience in video production and e-learning field



**Mr. Amrut Chaudhari**  
CFO

+25 years of experience in education and marketing



**Mr. Kishan Patel**  
COO

+8 years of experience in video production, graphics, animation and e-learning



**Mrs. Nilam Chaudhari**  
Director

+7 years of Experience in administration



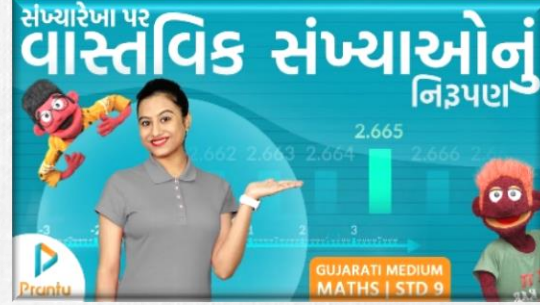
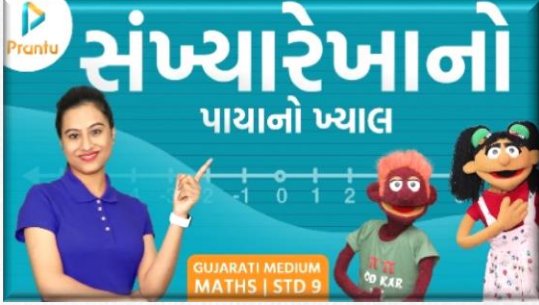
**Mrs. Shital Boricha**  
Director

+7 years of Experience in visual production, business management and admin work





# Video Content



- Click on the image to play video





# Scenes Sneak Peek (In-house creation)





**Funded**

**Bootstrapped**

**60 Lakh**  
**Invested by**  
**Founders**

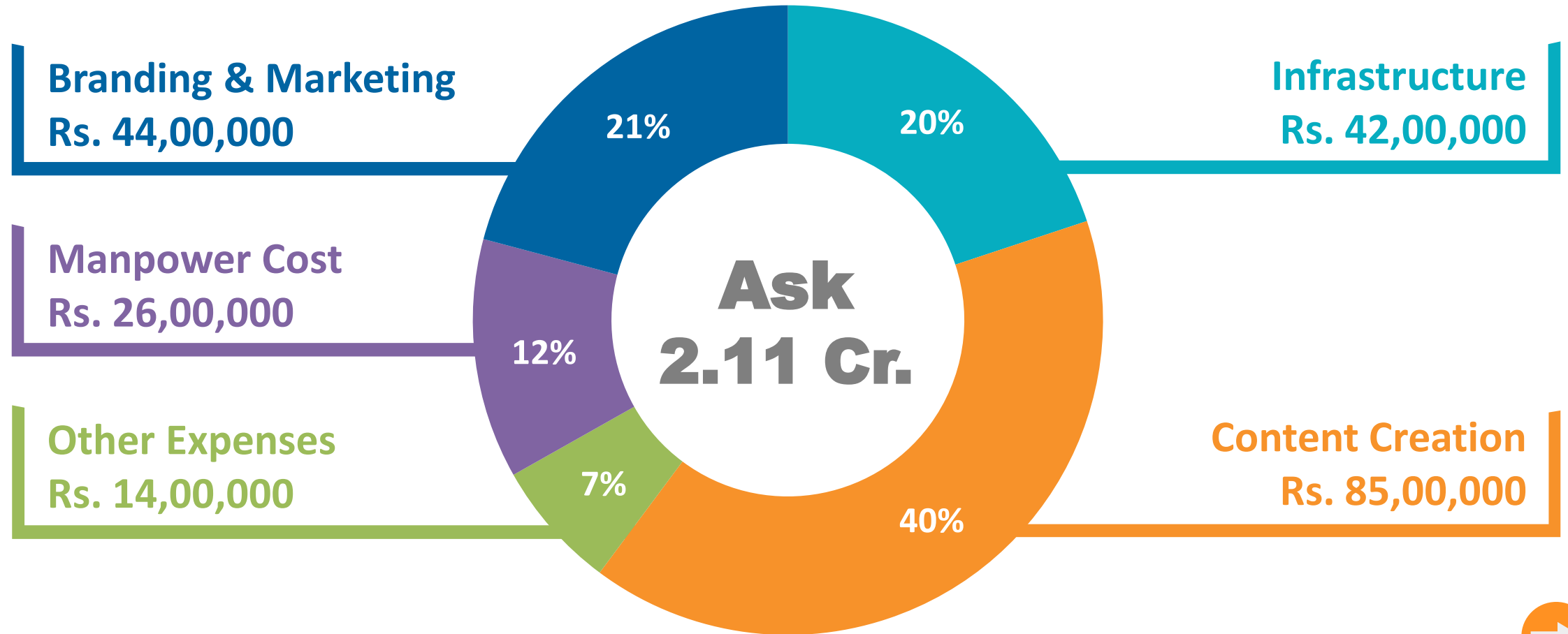
**Fund utilized in**

- **Content Creation**
- **Technology Development**
- **Manpower**
- **Infrastructure**





# Ask & its Utilization





# Contact Us



☎ +91-9727350598

✉ [hiren@prantu.com](mailto:hiren@prantu.com)

🌐 [www.prantu.com](http://www.prantu.com)