



**A one-stop platform  
to go online.**

**Trusted by 70+ leading  
Coaching Institutes of India**

**Partnership Proposal**

**by**

**NeoStencil**

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# NeoStencil

Came into existence with a vision of enabling and bringing India's top coaching Institutes online and connecting students with them by leveraging technology, millions of users and economies of scale on one platform.

NeoStencil is a Bennett Coleman (Times Group) backed company, founded by alumni from IIT and IIM, AIIMS and is backed by top engineering graduates of the country.

## Over the last 4 years

It has helped expand the reach of Coaching Institutes by giving access to students all over the country. This is a unique platform for Test Preparation where students from any part of the country can access the ongoing classes, LIVE.

NeoStencil partners with Institutes for exams like **IAS, IES, GATE, IIT-JEE, NEET, State PCS, Judicial Services, SSC and Banking.**

Average **monthly traffic of 1.2 million** on website

More than **5 Lakh active users**

Averagely **6 lakh new visitors** every month

**Amazing user experience.**  
30% repeat users

**2.5 Million Subscriber base**

**43% of the new visitors are referred** by their friends (who are already using NeoStencil)

# Our USP

**LIVE Classes** with 24x7 access to recorded videos

Self paced learning with **Play – Pause. Unlimited Revision**

**Online Test Series Support**

**Students access videos at adaptive bit rates**

**Pan-India reach Students from 700+ Cities**

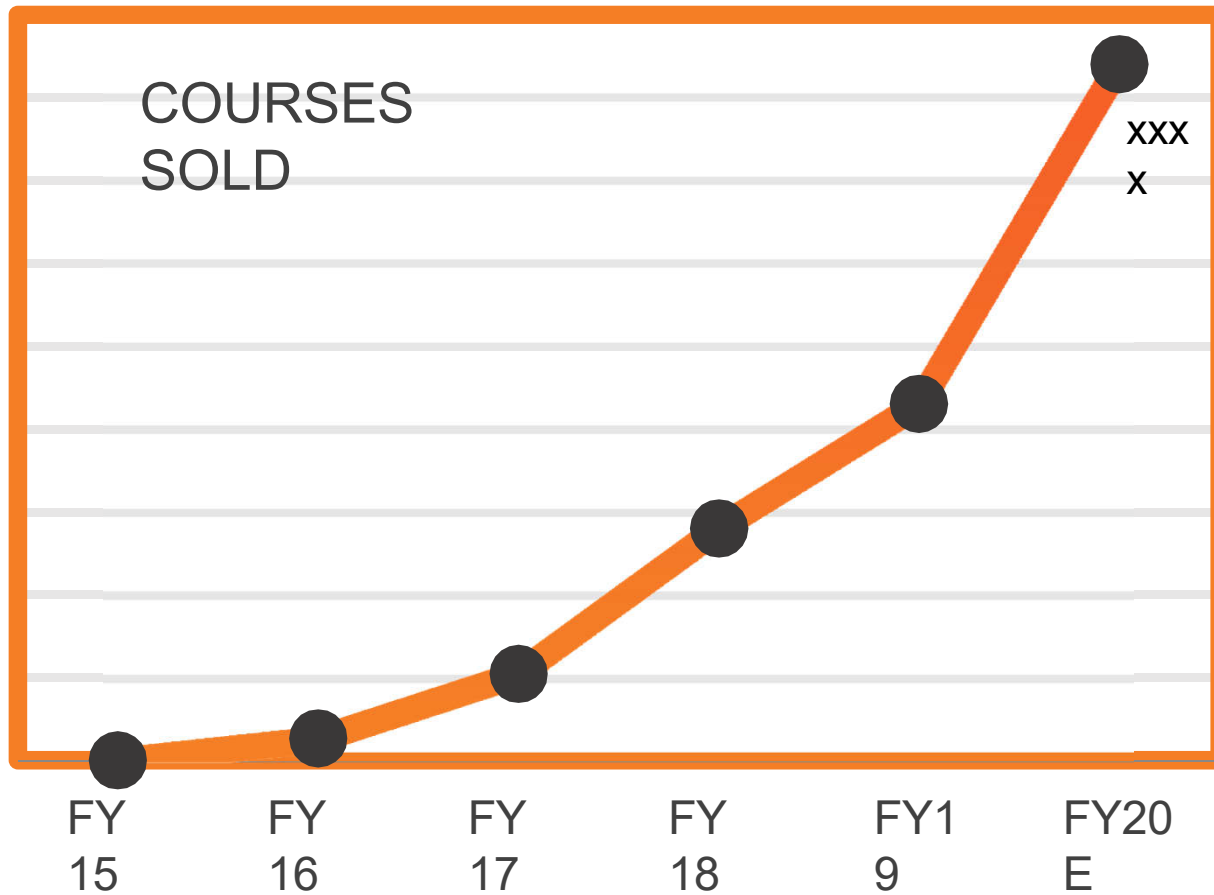
**HD Video Lectures; Security Encryption; Activity Tracking**

**Access to Institute's Offline Students**

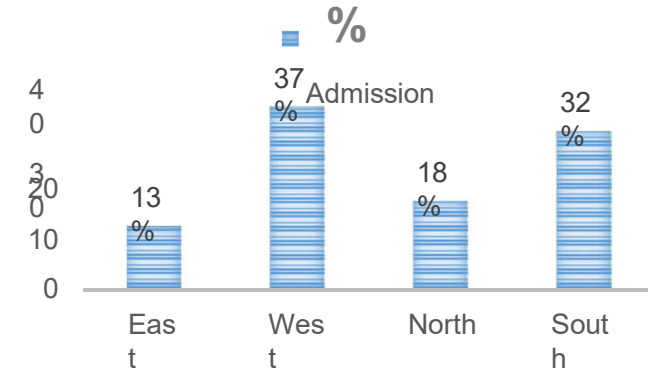
**Dedicated Customer support all 7 days** for all technical issue resolutions

# NeoStencil's Traffic Reach

NeoStencil has a deep penetration in Tier 2, 3 & 4 cities - accounts for 65% of the total admissions



## ZONE WISE ADMISSION



## Zone wise top selling locations

East	West	North	South
Patna	Pune	New Delhi	Hyderabad
Kolkata	Jaipur	Lucknow	Bengaluru
Bhubaneswar	Mumbai	Chandigarh	Chennai

# Institute – NeoStencil Partnership

By now 70 top coaching institutes from across India have trusted us with managing their online segment

**Institute or Teacher**  
plays the role of **content expert** & imparts the offline classes

**NeoStencil** acts as the **technology partner** by

- recording & streaming the classes online
- ensuring the class scheduling
- secured cloud servers and encryption

Purely supplementary income for the teachers with **ZERO on-boarding cost**

25 to 30 % **revenue growth**, over offline business

Teacher **profile creation** on NeoStencil, showing past results, testimonials & free demos

**Student Troubleshooting and tele calling support.** (9 hrs a day, 7 days a week)

## FEATURES OF ASSOCIATION



Real time **dashboard** with complete transparency for partner teachers for **student enrollments, course usage, fees received & other status.**


Online classes **support for offline students**

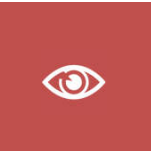
Hassle free and **automated mechanism** for conducting LIVE/Online classes


Videos are **encrypted** and stored in secured cloud environment. **Anti-hacking softwares** used same as Netflix. Student's access videos at adaptive bit-rate and **activity tracked** real-time through IP, Mobile OTP


# Why Test Prep Institutes Join Us?




-  **Go-Online**

**On the platform in 24 Hours.** We will manage it all i.e. tech, customer acquisition and servicing, cyber security, human resources, payment gateways, accounting, equipment & server costs
-  **Visibility**

Through our marketing initiatives & web traffic. Leverage strengths of a **wider presence on marketplace**
-  **Support**

**Additional support to regular classroom program.** Helped increase offline admissions by 25%
-  **Save Time**

Institutes are able to focus more on content and academics than managing online courses
-  **Income**

Purely Supplementary. **Zero cost scaling**  
Additional 25-50% Income over offline; increasing

# How We Can Partner?



01



## Fully Exclusive Partnership

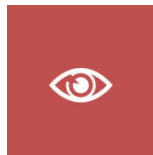
**Go live on the platform in 24 Hours.** We will manage it all for you i.e. tech, server costs, customer acquisition, pre & post sales support, security encryption, student tracking, human resources, payment gateways, accounting, equipment.

Students get

- Live/online video classes streamed real-time live from your physical classrooms
- Mock Test Platform
- Assignment/Study Material Upload
- Daily Quiz after the lecture

**Exclusive host of your online courses**

02



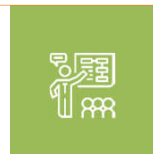
## Have your own recorded Videos?

We will not ask the production cost in this case.

**Will just take care of other overheads and support as mentioned above.**

**Exclusive host of your online courses**

03



## Want no Exclusivity?

Will provide all the above features but on a higher revenue sharing **considering that it will be a purely additional revenue from students we bring in**



# Team



Kush Beejal

Founder, CEO



Sumit Bhagat

Product Head, Ex-Founder



Anaadi Jamwal

Business Head



40+

# RECENT MEDIA COVERAGE



## गांव में रहने वाले स्टूडेंट्स अब घर पर आसानी से कर पाएंगे UPSC की तैयारी

गांव में रह कर यूपीएससी की तैयारी करने वाले स्टूडेंट्स के लिए साधन की कमी अब बाधा नहीं बन सकती. नियोस्टेंसिल डॉट कॉम नाम का प्लेटफार्म ऑनलाइन कोचिंग की सुविधा मु जिसकी मदद से गांव के स्टूडेंट्स आसानी से यूपीएससी परीक्षा की तैयारी कर सकते हैं.

khobar.ndtv.com

## BusinessLine

SENSEX 36,496.37 ▲ 145.14 (0.40%) | Auto 2841.10 ▼ -271.70 (-9.73%) | Bharti-Airtel 345.55 | NIFTY 11,010.20 ▲ 53.10 (0.48%) | L 388.85 ▼ -9.45 (-2.37%)

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### Neostencil 'most impactful edutech co'

VIRENDRA PANDIT

AHMEDABAD, JULY 13

Tyton Partners, providers of investment banking and strategy consulting services to the global knowledge sector, has recognised leading Indian education technology company NeoStencil among 50 "most impactful" international edutech companies from South and East Asian regions.

"The edutech company, which became operational in June 2015, has received funding of \$1 million from American and Japanese investors, besides a leading media group of India," Kush Beejal, co-founder and CEO, Neostencil, told *BusinessLine* on Friday.

#### Eligibility criteria

The US-based Tyton Partners recognises growth-stage companies in the

## THE ECONOMIC TIMES

NeoStencil

Jul 22, 2018, 01:16 PM IST

Markets News Industry RISE Politics Wealth MF Tech Jobs Opinion NRI Slideshows Maga

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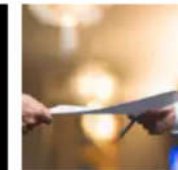
### NEOSTENCIL



#### NeoStencil among Global50 education companies

Out of the total list of 50 companies recognised internationally, seven players are from South Asia.

13 Jul, 2018, 05:11PM IST



#### Edu-tech startup NeoStencil acquires TestCafe

"TestCafe's analytics-based testing is the perfect complement to our online coaching platform. ...

17 May, 2018, 02:33PM IST



#### How online coaching is driving UPSC dreams

For women who find it difficult to relocate to another city due to social and family constraints, ...

6 May, 2018, 10:18AM IST

# RECENT MEDIA COVERAGE

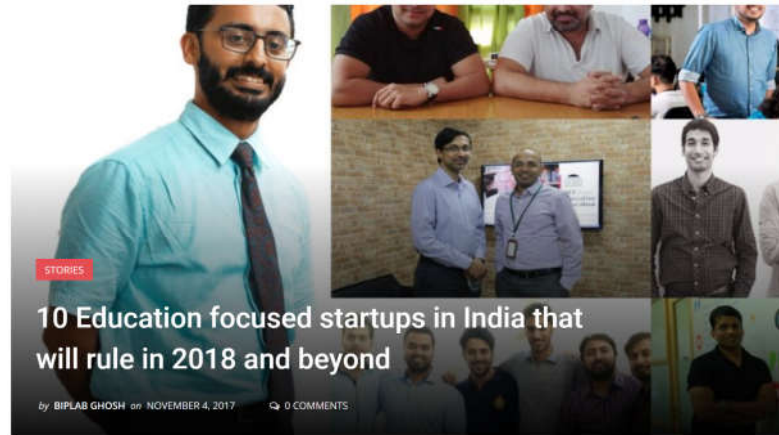
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THE HINDU  
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PRESS RELEASE

## Two brothers from IIMs bring dream careers to your doorstep

PRINT T+

August 22, 2016: Business Wire India

Every year millions of young aspirants relocate to coaching capitals like Delhi, Kota, etc. to prepare for competitive exams like IAS, IIT, PMT, etc. Whereas, many more millions, who can't afford to, fall behind in the race and do not even dare to aspire for top services like IAS, State services, Judiciary and so on. Now you don't have to worry about relocating to the "Coaching Capitals" of India just to get a shot at your dream career - a problem solved by NeoStencil, a fast growing start-up co-founded by two brothers, themselves proud IIM alumni.



NeoStencil is a Delhi based online education start-up which selectively tie-up with these same top teachers from these coaching capitals and streams their classes real time i.e. live online. Students always get the latest content and can watch the classes live as-it-happens or later at a convenient time. Currently, its platform has 20+ Top IAS Coaching Institutes in Delhi

& Hyderabad and claims to have given 36 in top 100 and 370+ total selections in 2016 UPSC/IAS results. Recently they published UPSC Prelims Answer Key that was used by 50,000+ students. So far NeoStencil has reached more than 330,000 students.

Here's what some of its students have to say -

"It's like virtually connecting Rajender Nagar to every UPSC aspirant! Learning at your convenience and flexibility has been scaled to new heights by this platform. The quality of the live classes that one gets on this platform are commendable." - Vishan, UP

"Thank you for the revolution! I thank NeoStencil for initiating the most revolutionary form of coaching specially for those who cannot afford to go out of their town." - Pankaj, Maharashtra

"I am extremely lucky that I am a student of some of the online courses conducted by NeoStencil. All members of NeoStencil Organization are very friendly and hardworking." - Smita, Odisha

NeoStencil Online Classes

Advantage NeoStencil	Course of Coaching Capitals
Save money & time	Waste 2-3 Lakhs & 500+ hours in commute per year
Comfort & security of home	Cramped rooms & lack of support
Engage in other activities - jobs, education	Waste of your productive youth

As per Co-founder, Kush Kr Beejal, "NeoStencil aims to democratize exams preparation by connecting top teachers and students beyond geographical constraints. Bringing classroom experience to home will let students emphasize more on hard work than hardship, faced when one relocates to metro cities. NeoStencil platform has seen an exceptional response from students as more than 330,000+ students across 29 states are active users of our lectures since we went live in July 2015."

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STARTUP

## NeoStencil is looking to change the way students prepare for government exams

Neha Jain posted on 5th June 2018

181 shares

Gurugram-based ed-tech startup, through its live-learning platform, provides online classes to students from teachers and educational institutes for government jobs such as IAS, IES, GATE, and state PCS.

At a Glance

Startup: NeoStencil

Founder: Love Beejal and Kush Beejal

Year it was founded: 2014

Where it is based: Gurugram, with regional offices in Jaipur and Hyderabad

Sector: Ed-tech

The problem it solves: Provides live streaming classes to prepare for government exams

Thank You!

Let's Make Dreams Come True

**NeoStencil**

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Jaipur, Kota, Hyderabad

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