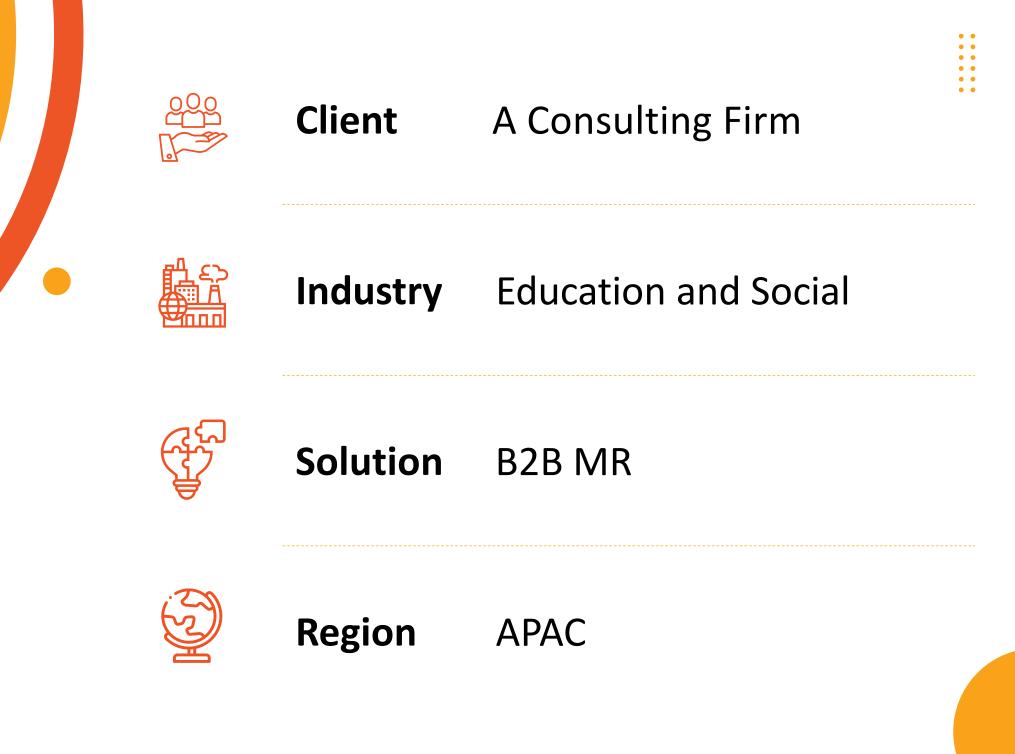
## BENORI

CASE STUDY

# Assessing the K-12 Test Prep Market in India





W W W . B E N O R I K N O W L E D G E . C O M





### **OBJECTIVE AND SCOPE**

The client, a leading consulting firm, wanted to assess the K-12 test prep market in India. For this, it sought Benori's support to:

- Analyze the key players, enrollments in JEE, NEET and Foundation programs
- Market share of key players, growth strategy, operating model, fees and discounts, ranks, test format
- Impact of Covid on enrolments, forward trends and other KPIs such as USP, digital infrastructure







## APPROACH

we conducted secondary research to understand the dynamics of Test Prep market. It was followed by in-depth B2B interviews with Centre Head and Centre Managers of FIITJEE, VMC, Allen and other local/regional players in 32 tier 1 and tier 2 cities. We targeted 5-6 top institutes in each city.



### METHODOLOGY







### Impact

The research helped the client in gaining strategic insights on:

- Understanding the total addressable market and opportunity of test prep market in India
- Developing a fact base of organized test prep players across 32 cities
- Understanding the enrolment at each centre, ARPU, program pricing, operating model, competition and others





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#### Sample Output

Profes	Insititute A		Institite B	
Particu	iars Price	Price ARPU	Price	ARPU
Engineerir	2-yr co 3L	2-2.3L	3.5L	3.1L
	1-yr co 1.7L	131	1.8L	1.55-1.6L
Medical	2-yr co 2,8-3L	2.3-2.4L	1	
	1-yr co 1.6L	12		2
Foundatio	3-yr co 50K per year	20-25K	2.8L-3L	3.4-3.5L
	2-yr co 55k per year		1.9-2L	1.6L
	1-yr co 60k		90K-1L	75K

	Particulars	Institute A	Institute B
	Details	Tie-ups	Yes, we provide hostel facility. We have tied up with PGs and Independent Apartments
Hostel Services/ PG Tie-Ups	% Opting For Service	30%	30-40%
	Type of student offering for service	Both Migrants + Locals	These students are coming from nearby states and cities and some local students also use our accommodation
Pick and Drop	Details	Tie-ups	We have our own buses and tie- ups too
	% Opting For Service	20%	25%
	Type of student offering for service	Mostly migrants	Locals+ Migrants
	Details	NA	We can suggest near by branches of bank or give contact detail of bank person
Loans	% Opting For Service		20%
	Type of student offering for service		Students who have financial problem and parents have to show in income tax
	Details		NA
Any Other	% Opting For Service		
- AND -	Type of student offering for service		

#### About us:

Benori is a trusted partner for knowledge solutions across the globe, serving clients from a wide range of industries including Professional Services, Financial Services, Consumer & Retail, Technology & Internet, Industrials & Manufacturing, and more. Our customized solutions strengthen the insights value chain of our clients, empowering them with key insights needed to drive intelligent decision-making and accelerate growth.

Headquartered in India, Benori is uniquely positioned to deliver multilingual research needs of global clients, powered by its digital agility, deep research capabilities and a highly experienced leadership team. Adopting a 360-degree approach, our team employs a combination of diverse methodologies including primary research, secondary research and data modeling, and offers detailed foresight on market trends, competitive shifts, regulatory changes and technological advancements.

#### **Powering Growth Through Knowledge**

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