



CASE STUDY

Assessing the K-12 Test Prep Market in India



Client A Consulting Firm



Industry Education and Social



Solution B2B MR



Region APAC





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



**Secondary
Research**



**Primary
Research**



**Data
Modelling**





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



Sample Output

Price and ARPU

Particulars	Institute A		Institute B	
	Price	ARPU	Price	ARPU
Engineering	2-yr co 3L	2-2.3L	3.5L	3.1L
	1-yr co 1.7L	1.3L	1.8L	1.55-1.6L
Medical	2-yr co 2.8-3L	2.3-2.4L	-	-
	1-yr co 1.6L	1.2L	-	-
Foundation	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

Add-on Service offered by institutes

Particulars		Institute A	Institute B
Hostel Services/ PG Tie-Ups	Details	Tie-ups	Yes, we provide hostel facility. We have tied up with PGs and Independent Apartments
	% Opting For Service		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		25%
	Type of student offering for service	Mostly migrants	Locals+ Migrants
Loans	Details	NA	We can suggest near by branches of bank or give contact detail of bank person
	% Opting For Service		20%
	Type of student offering for service		Students who have financial problem and parents have to show in income tax
Any Other	Details		
	% Opting For Service		NA
	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.

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