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### **Greetings from the Service Support Team @ Mindlogicx!**

Hope that you are doing well in the marketplace. This issue of Edunews contains detail on additional lucrative business vertical 'IntelliEXAMS' opened by Mindlogicx for the Franchisee Partners. Now all the franchisee partners shall be able to market IntelliEXAMS in their respective territories in addition to the sale of Educards.

### **Marketing of IntelliEXAMS – The Integrated Examination Management System**

As you are aware that we have been aggressively pursuing the marketing of IntelliEXAMS for quite some time now. This was evident in the recent advertisement campaign and events conducted by Mindlogicx including Partners Meet and Universities of India Conclave. In response to this, we have received enquiries from various universities, educational societies and institutions from all over the country, expressing their interest in this system.

**intelliEXAMS**<sup>®</sup>  
Mindlogicx  
Anytime. Anywhere. Examinations

Now that the system is proven successful at Anna University Coimbatore, we can quickly move ahead for its replication at other universities as well. We feel that, all of you should be a part of this success story that is destined to revolutionize the way examinations are conducted in the country.

The potential market for IntelliEXAMS include:

- Government and deemed Universities
- Exam conducting bodies such as RRB, IBPS, UPSC etc.
- State Education Boards conducting examinations
- Entrance exam conducting bodies for CAT, state CET/ PMT etc.
- Big corporates having requirements for online recruitment examinations

We suggest all of you, to move forward and identify the potential leads for IntelliEXAMS in your region. You can start contacting them for first level calls. For this purpose you can make use of the material such as Whitepaper / Concept Note on IntelliEXAMS. For your reference we are attaching it with this mail.

### **Support from the company for marketing IntelliEXAMS**

When the lead matures to a level where you feel that the company's intervention is required, you can request for the BDM/ KAM's visit to the prospective client. Our marketing team shall help out in the closure.

As mentioned in our previous communication, the BDM/ KAM tour plans can be finalized from the company once appointments and meetings are confirmed by the franchisee partners within their territories. So we suggest that all the preliminary ground work is completed by you before sending out communication to the company for marketing persons to visit your regions. First level meetings with the clients should be handled by the franchisees. Once the lead warms up and enters in the final stages, the BDM/ KAM shall visit your territory and assist you to close the deal.

### **Sales Incentive for marketing IntelliEXAMS**

For any IntelliEXAMS deals closed, you will get special sales incentive. Further you will keep on getting the sale incentives for the entire contract tenure with client, which is normally 6 years. A separate email containing the details of incentives payable to the franchisee partners on signing up IntelliEXAMS clients has already been sent to you by the Director Mr. Raj Devireddy. So we suggest all of you to chalk out your marketing plan for the coming quarter and start working on it.

In addition to IntelliEXAMS, the company is planning to open more verticals for the franchisee partners such as IntelliCAS and Virtual University Solution. Next issues of Edunews shall contain more details on these verticals.

### **Strategic Partner Tieups**

For Educard sale, we suggest you to go for bulk deals under strategic tieups with the coaching institutions, colleges and universities within your region. As part of such deals, the client also gets an additional sales discount on bulk sale, which is normally above 10000 Educards in a year.

As for example, this month we have closed a Strategic Tie-up deal with Genius Institute of Learning Pvt Ltd in Kanpur for sale of 20,000 Educards in one year. As part of this deal, Genius shall provide the content for IIT JEE and AIEEE Programs and shall pick 20000 cards till Jan '10.



The benefit of any sales that happens in a franchisee's territory directly goes to the concerned franchisee partner. Franchisee Partners are the integral part of K.Net Platform functioning as supply chain and the extended arms of marketing wing of the company. All the Educard stocks to be transferred to various branches of Genius Institute shall be routed through our franchisee partners in the region. In this manner, the franchisee partners in the state of Uttar Pradesh will be directly benefited by this move.

### **Efforts of Franchisee Partners**

In all tie-ups, the efforts of the franchisee partners assume a great importance. Wherever, we tie-up with a prospective strategic partner, the inputs and assistance of the concerned franchisee partner plays a crucial role.

For Tie-up with Genius Institute, our Franchisee Partners from Uttar Pradesh, Mr. Anil Rawther and Mr. Danish A. Khan deserve a special congrats. It is the result of their proactive mindset and unrelenting commitment to the network that they will reap the rewards in the form of this lucrative business opportunity that has been created in the state of Uttar Pradesh.

We expect similar initiatives from other partners of the network also.

### **Last words for this month**

The marketing team has been augmented once again with new people at senior and middle level positions in sale, pre-sale and business development. This team shall be your partner as you move forward to grab the bigger business opportunities.

The upskilling programs are nearing their launch date. You have already received the communication regarding the program details. So send us your requirements for these cards. We are sure, these will be another useful product available in your bouquet for sale and marketing.

Any feedback or comments from you on the information given in this issue of Edunews would be most welcome at [response@mindlogicx.com](mailto:response@mindlogicx.com).

We appreciate your business. Looking forward to serve you better.

Warm Regards

**Service Support Team**  
**Mindlogicx Infotech Ltd**