



दिल्ली वाली कोचिंग क्लास
अब आपके शहर में



CRACKACADEMY

— **FRANCHISE DOCUMENT** —
AN OVERVIEW

Crack Academy (Earlier Crack IAS) is India's first online EdTech platform for UPSC Civil Services Examination, started in 2007. Over the past 17+ years, we have realised that crores of small town students lag behind, due to lack of national level coaching facilities, right guidance and classroom experience. We want to establish franchise-owned company driven physical classrooms in smaller towns across India, thereby bridging critical learning gaps with our AI based EdTech platform.

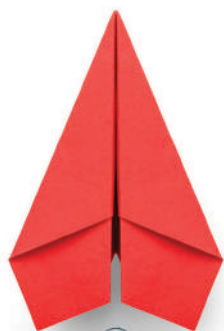


OUR VISION

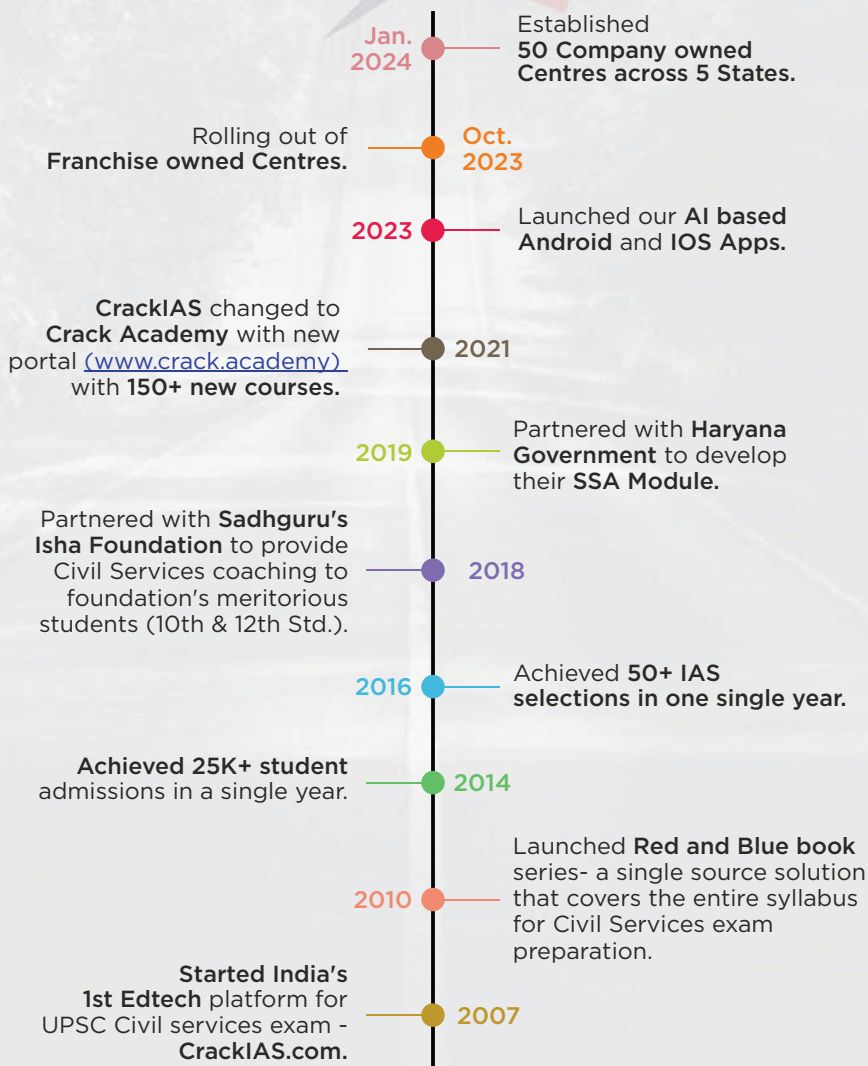
Our Vision is to boost the raw potential of hardworking and sincere students in small towns by bringing national level quality education to their doorsteps.

OUR MISSION

Our Mission is to open one Centre per small town across India to bring affordable national level coaching facilities to these areas. We aim to transform the lives of 5 million students in small towns by 2030.



OUR JOURNEY



OUR TEAM



NEERAJ KANSAL
Founder & CEO
(Chief Executive Officer)

He is a Civil Engineering Gold Medalist, selected thrice for UPSC interviews. An Entrepreneur with 20+ years of experience, he has successfully pioneered multiple business ventures and believes in shared prosperity.

She is a Rajasthan Civil Services selectee and a seasoned entrepreneur. She has been instrumental in the success of CrackIAS since 2007.



INDU KANSAL
Founder



SWETANK PANDEY
CCO
(Chief Content Officer)

An IIT Madras and MIT Boston (USA) alumnus, Swetank Pandey has been an Ed-tech sector leader for over half a decade. His mission is to leverage technology to streamline learning.



An IIT Bombay graduate with 9 years of startup experience, Jatinderjit Singh is an expert in architecting and scaling distributed systems. A tech aficionado, he has contributed to the success of as many as 4 startups including Acko Insurance.

JATINDERJIT SINGH
CTO
(Chief Technology Officer)

An M.Sc., M.Phil., & MBA, Rishi Bhargava has a deep understanding of the competitive exam preparation industry. A philanthropist supporting underprivileged students, he is a key contributor to Crack Academy's strategic vision.



RISHI BHARGAVA
Co-Founder & COO
(Chief Operating Officer)



R. RAJAN
(Brand Strategist)

A seasoned Brand Strategist with over 25 years of expertise, has played a pivotal role in shaping the success stories of 600+ Indian and international brands.

AWARD



GLOBAL INDIANS
CONCLAVE & AWARDS

GICA EDUCATION LEADERSHIP EXCELLENCE AWARD BY SHRI NITIN GADKARI

Our Founder Sh. Neeraj Kansal bagged the GICA Education Leadership Excellence Award at the Global Indian Conclave and Awards Ceremony held in New Delhi in 2023.

Union Minister for Transport and National Highways, Shri Nitin Kumar Gadkari bestowed upon Mr. Kansal this prestigious award for fostering the academic excellence beyond geographical boundaries.



BOARD OF ADVISORS/ PANEL FOR GUEST LECTURES

Justice A. N. Jindal

(Retd.) Punjab and
Haryana High Court

Justice A.N Jindal, a distinguished legal luminary, served as Judge at the esteemed Punjab and Haryana High Court, contributing significantly to the Indian judiciary.

Justice Talwant Singh

(Retd.) Delhi High Court

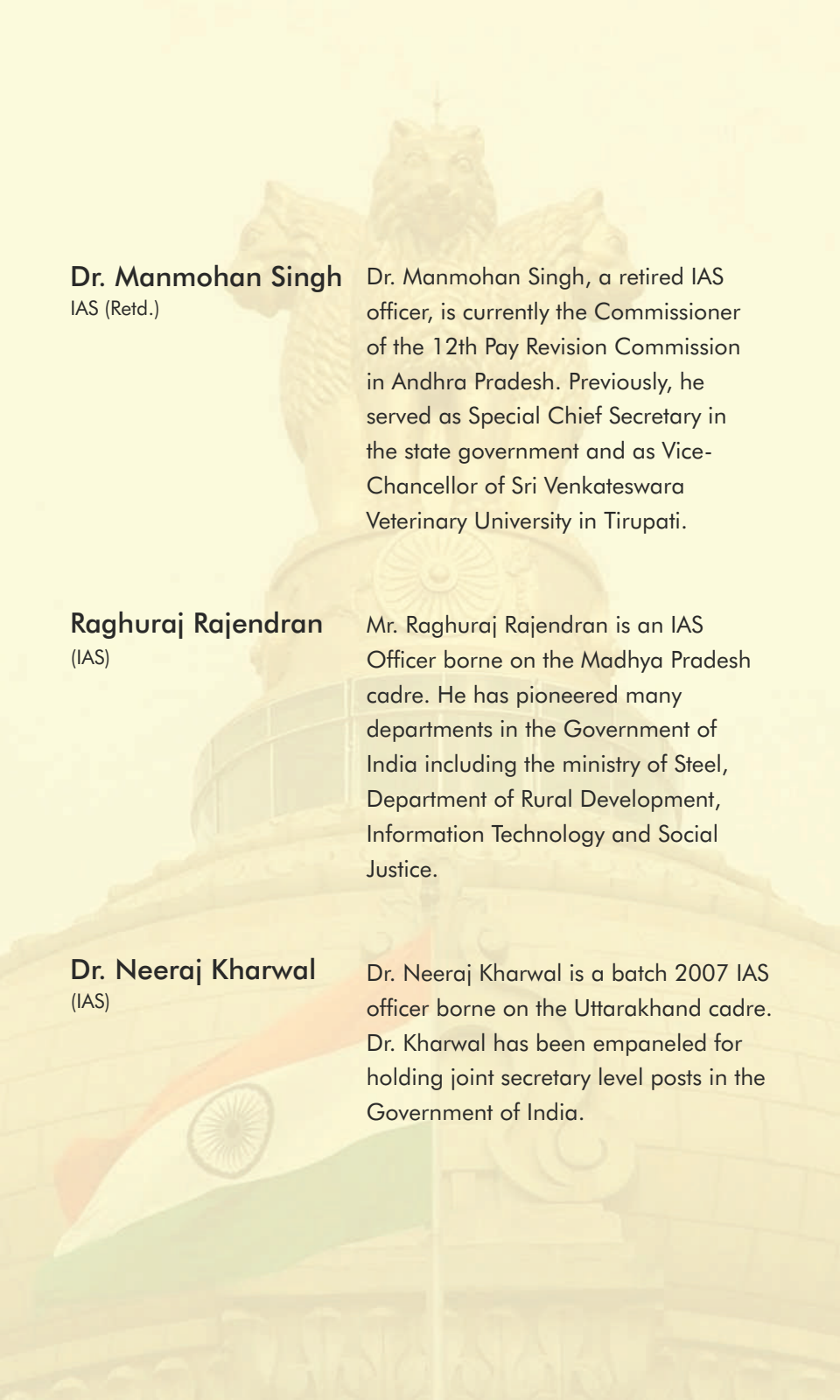
Justice Talwant Singh (Retd.) practiced as an Advocate and then served at esteemed Delhi High Court, showcasing a decades-long commitment to legal excellence.

Shri J.C. Sharma

IAS (Retd.)

J.C. Sharma, a former IAS officer from Andhra Pradesh cadre, served as Special Chief Secretary and Principal Secretary (Labour & Employment). He currently works as a Commission of Enquiry on Scheduled Caste List of the Andhra Pradesh Government.





Dr. Manmohan Singh

IAS (Retd.)

Dr. Manmohan Singh, a retired IAS officer, is currently the Commissioner of the 12th Pay Revision Commission in Andhra Pradesh. Previously, he served as Special Chief Secretary in the state government and as Vice-Chancellor of Sri Venkateswara Veterinary University in Tirupati.

Raghuraj Rajendran

(IAS)

Mr. Raghuraj Rajendran is an IAS Officer borne on the Madhya Pradesh cadre. He has pioneered many departments in the Government of India including the ministry of Steel, Department of Rural Development, Information Technology and Social Justice.

Dr. Neeraj Kharwal

(IAS)

Dr. Neeraj Kharwal is a batch 2007 IAS officer borne on the Uttarakhand cadre. Dr. Kharwal has been empaneled for holding joint secretary level posts in the Government of India.

WHY EDUCATION BUSINESS??



Recession proof industry like Travel and health sector. Devoid of upward and downward cycle.



No money gets stuck in credit or bad debts.



Continuous source of income for you.



A reputable business to be a part of.



A lucrative side business offer owing to minimum involvement and very low expenses.



A business with huge potential owing to the number of aspirants increasing multifold every passing year.

CASE STUDY (IMPACT THAT EDUCATION CAN MAKE ON INDIVIDUAL LIVES.)

32-year-old Ranjitsinh Disale, a government teacher from Zilla Parishad Primary School, in Paritewadi village, Solapur district of Maharashtra has won the annual Global Teacher Prize 2020 in recognition of his efforts to promote girls' education in his village and trigger a quick-response (QR) coded textbook revolution in India. He made efforts and added QR codes to textbooks of primary classes to provide links to audio poems, video lectures, stories and assignments.

He also worked towards education for girls and teaching people about the ill-effects of teenage marriage. His efforts helped to achieve 100% attendance of girls. His efforts have resulted in reduction in teenage marriages, high turnout of girls into schools, and higher literacy rates. He is now making efforts for educating the girl students to prepare for competitive exams.

Ranjitsinh has also created history by announcing to share half the prize money with the nine finalists from across the world for the award, where each one will receive about \$55,000 each.

SUCH IS THE POWER OF EDUCATION. ANY PERSON WITH A VISION OF BRINGING CHANGE CAN DO THIS!

HOW CAN WE DO THIS???

Every year more than 1 crore aspirants prepare for competitive exams like Civil Services, SSC, Railways, Banking and a variety of other exams. Armed with great aspirations, these students pin their hopes on the best coaching institutions for exam preparation in the face of stifling competition. While students in Tier I & Tier II cities have access to good quality content and faculty, students in Tier III and Tier IV cities are short-changed due to a lack of competitive study materials and tutorials.

This inaccessibility of quality education in Tier III and Tier IV cities can be addressed to a large extent by utilizing the technology developed by Crack Academy.

Providing live classes by best teachers from Delhi and offline content to enhance learning is a big opportunity to not only make a meaningful impact on children's lives but also to establish a respectable business. This dual objective stems from the belief that education can be a powerful catalyst for societal progress.

WHY CRACK ACADEMY

KEY HIGHLIGHTS OF PARTNERSHIP WITH CRACK ACADEMY

Proven
track record
of over 17 years.



No other model in
education for Tier-3 &
4 towns, we are bringing
it for the first time, it's a
niche market.



Investment
is very low, similar
models that do for
larger cities involve
high initial investment,
and high running costs.



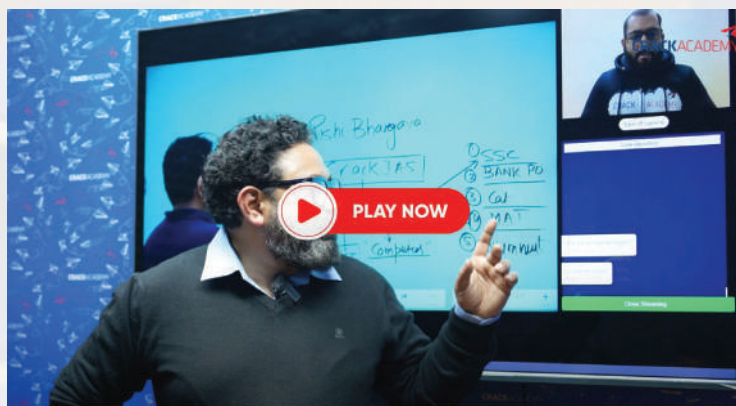
**Low
involvement**
model, continuous
support by company.



OUR CLASSROOM SETUP



Let's take a tour of Crack Academy's Classroom.



COURSES & THE EDUCATORS

Crack Academy holds Intellectual Property Rights (IP) to 150+ courses encompassing a diverse range **from Competitive to Vocational Courses, 6th to 12th Class Academics, and Campus Placement Training Programs** complemented by a **personalized mobile application**, providing seamless access to content anytime, anywhere.

At the helm of Crack Academy is **Mr. Swetank Pandey, an IIT Madras and MIT Boston alumni**, serving as the Chief Content Officer (CCO). Swetank Pandey leads the charge in creating content that is not only engaging and informative but also consistently updated to align with the dynamic requirements of current exam standards. This is further complemented by our team of 100+ educators based in Delhi, each bringing unique teaching methodologies and exceptional expertise.



MR. SWETANK PANDEY

DUAL TEACHER ADVANTAGE

Crack Academy offers a unique dual-teacher advantage, where **one teacher** imparts the lesson, and the second live teacher addresses queries and clarifies the student's doubts. This teaching model allows the students to engage with instructors, seek clarification on doubts, and experience all the interactive elements synonymous with a traditional classroom setting-albeit without the teacher's physical presence.

A closer look at the Courses and the Educators-



DOWNLOAD NOW !

COMPLETE LIST OF OUR COURSES

BUSINESS OPPORTUNITY- INVESTMENT & ROI

Investment
10-12 lakhs*



Best Revenue
sharing model in
industry

66%**



**INVESTMENT
&
ROI**



Only
1 Centre
Per City***



ROI
Excepted in
2-3 years
(Fastest in
any business)

* Includes centre setup cost also.

**66% 1st year | 60% 2nd year | 50% 3rd year onwards.

*** City or Pincode (as per requirement)

**Explore our Franchise Business Model
in detail with our Chief Operating Officer,
Mr. Rishi Bhargava.**



**To know more about
the Franchise Business Setup,
watch the video.**



CHECK YOUR ELIGIBILITY

- ☒ If you align with our socio-business vision of bringing financial prosperity through educational upliftment in tier 3 and 4 cities, you are an eligible franchise partner.
- ☒ If you can invest 10 to 12 lakhs (in total) in establishing a Centre, you are an eligible franchise partner.
- ☒ If you can provide an area of 250 to 300 sq ft (rented or owned) located centrally or near an education hub, you are an eligible franchise partner.
- ☒ If you can dedicate 3 to 4 hours weekly to manage and oversee operations at Franchise Centre, you are an eligible franchise partner.

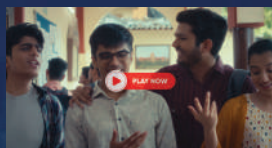
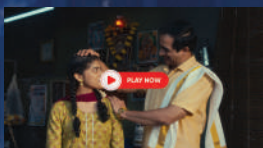
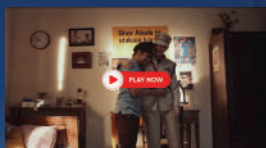
CHECK THE CENTRE AVAILABILITY

Enter your PIN code to check centre availability in your area.

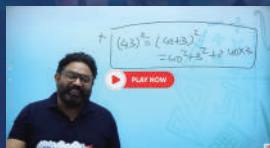
[Click Here](#)

EXPLORE OUR VIDEO GALLERY

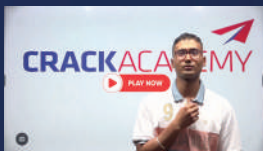
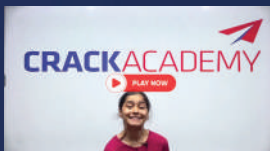
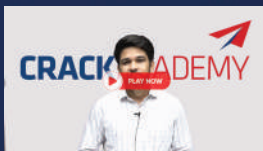
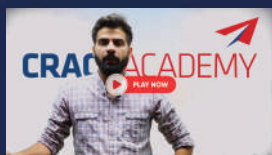
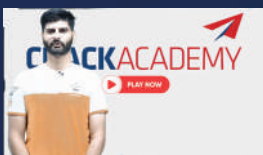
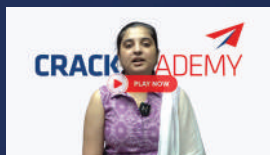
CHECK HOW WE ARE MAKING
A DIFFERENCE IN TIER 3 & TIER 4 CITIES.



WATCH OUR EDUCATIONAL VIDEOS.



WATCH OUR STUDENTS SUCCESS STORIES.



ON-GROUND ACTIVITIES FOR STUDENT CONNECT

Mere Sheher Ke 100 Ratan Scholarship Program

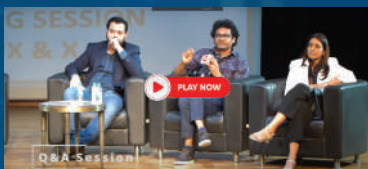
Over **3000 students from 10 schools** in Jawalamukhi (Himachal Pradesh) participated for scholarships.



Scholarship Event, Jawalamukhi, H.P

Career Counselling Sessions

Expert-led career counselling sessions across schools and colleges, in **partnership with Zee Media**, to guide and support students in their career choices.



*Manav Mangal Smart World
School, Zirakpur*



Scholars Public School, Rajpura



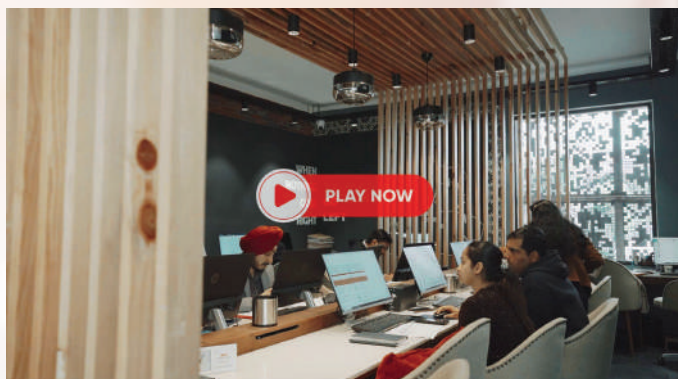
*Akal Degree College, Mastuana,
Sangrur*



*Cambridge International School,
Moga*

OUR OFFICES

Take a stroll through our corporate office capturing the dynamic synergy at the workplace!



OUR FRANCHISE OFFICES



CHANDIGARH OFFICE

Corporate Office, Royale Estate,
Chandigarh Delhi Highway, Zirakpur, Mohali - 140603.



DELHI OFFICE:

404-A, World Trade Center, Connaught Place, New Delhi- 110001



HYDERABAD OFFICE:

No. 2, Banjara Hills, Lumbini Mall, Hyderabad- 500034

SUPPORT WE PROVIDE

MARKETING SUPPORT

Brand Recognition: We will build trust and brand awareness through advertising efforts, leveraging brand recall to facilitate student onboarding.

Marketing Support: 360 degrees marketing support through print and TV advertisements, digital social media campaigns, outdoor media and on ground promotional events.

Community Engagement Strategies: Suggesting strategies for engaging with the local community to carry out local events and collaborate with schools and colleges.

Communication Channels: Open lines of communication between Franchise Centres and the Company for updates, support and collaboration.

SAFETY AND COMPLIANCE

Security Measures: Installation of security cameras and presence of round the clock office manager for a secure learning environment.

Quality Assurance Audits: Regular audits for continuous improvement of the centre and adherence to requisite academic standards.

Insurance & Risk Management: Guidance on insurance coverage and risk management for centre.

Emergency Response Planning: Advisory on emergency response and evacuation plans to ensure safety of students and staff in unforeseen events.

Legal Compliance Support: Guidance on legal and regulatory requirements to ensure that centre operates within the prescribed framework.

OPERATIONAL SUPPORT

Site Selection Guidance: Guidance on optimal location selection- considering accessibility, target demographics and competition.

Infrastructure Setup: Comprehensive infrastructure setup encompassing TV, furniture, wallpaper, flooring and CCTV camera.

IT Assistance: Support for setting up the IT infrastructure, necessary software and applications.

Operational Manual: Comprehensive manual for standard procedures- Administrative processes, academic protocols and customer service guidelines

CONTENT AND TRAINING SUPPORT

Curriculum Standardization: Provision of a standardized curriculum including both online and offline teaching resources across all established Franchise Centres.

Student Support Services: Ensuring guidance and counseling services for students' academic and career needs.

Courses: Provision to run 10 courses every day at each Franchise Centre.

Faculty Training: Thorough training of faculty in order to align with the company standards.

TRY OUR MOBILE APPLICATION

STUDENT FRIENDLY USER INTERFACE.



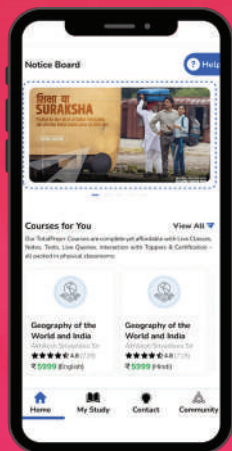
EXTENSIVE VIDEO LECTURE LIBRARY.



E-BOOKS & TEST SERIES.



COMMUNITY ENGAGEMENT.



UNLIMITED FREE RESOURCES
(NCERTS, PYQS, VIDEO OF THE DAY & MORE)



COMPREHENSIVE DAILY & MONTHLY CURRENT AFFAIRS.



DAILY QUIZZES IN ENGLISH & HINDI MEDIUM.



PERSONALISED STUDENT DASHBOARD FOR STUDENTS PROGRESS ANALYSIS.



CONTACT US



Reach out to us at **92170-50505** for any assistance or queries. For Franchise business enquiry give a missed at **92170-70707**.



Drop us an email at **business@crack.academy** for business-related enquiries.



TO REQUEST A CALL BACK

CLICK HERE

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THANK YOU