

**Project Report**  
**On**  
***Secondary Research of Coaching Centres in the State of Maharashtra***

**Project Submitted to**  
**Ruva Customer Services**  
**Pvt. Ltd.**

**Report Objective: International Brand Tie up with Local Brand**

Have selected Maharashtra state and have done a fine research on Best Coaching Classes which are best in their domain. Maharashtra is the second state in terms of high population. It has the highest number of colleges in the country according to a report compiled by University Grants Commission (UGC). It has more than 4631 colleges affiliated to 44 universities. Mumbai has a population of 18.41 million as per 2011 census. The literacy rate is the highest in Mumbai i.e 89% compared to other cities in Maharashtra.

In Mumbai there are some major branded Coaching Centres like Career forum, CPLC, Time, Career Launcher & IMS. These brands have fantastic faculty and the the students are polished in the best way to get a seat in top Colleges in respected fields across the country. CPLC is one of the new coaching centres in Mumbai, founder of the centre is S.G.Chitale he is pass out from JBIMS. They have 15 full time employees which includes 10 faculty members. There are another 8 faculty members who teach part-time. Every faculty member is a known person in the industry and yet is very attached to the CPLC philosophy of "Value Education with Personal Attention". The batch consists of just 25 students and is more like personal training. They earned the name with the success stories of Individual students. The quality of education is up to the mark and very relevant. However Career Forum prepares for almost all the entrance test

**Comparison Sheet**

<b>Mumbai</b>				
Coaching Centre	Domain	Other Domain	No of Centres	Years of Experience
<b>Career Forum</b>	CAT/CET/ XAT/MAT/ SNAP/NMAT/ CET/ FMS/IIFT/IRMA/State CET	International - GRE/GMAT/SAT /TOEFL	4	25 years
Vidyalankar	GATE Classroom Coaching Classes IIT JEE, CAT, CMAT, BSc IT		10	53 years
<b>CPLC</b>	CAT, CET, XAT, NMAT, SNAP	GRE, GMAT	9	11 years
JK Shah	CA, CPT, IPCC		10	31 years
<b>Time</b>	BANK PO, GATE, CAT, GMAT, GRE, CRT, IIT		14	21 years
Vidyasagar	MT-CET, NEET-UG, JEE, DHM-JEE, MD/MS Entrance, MDS Entrance		7	28 years
AA Shah	UPSC, MPSC, SSC, Bank PO, Banl Clerical, NDA		4	4 years
<b>Career Launcher</b>	CPT, Law, Hotel Management, Banking, GATE, CAT, CET, GMAT, GRE, SAT		10	18 years
Siddhartha Academy	CMA,CA, CS		6	8 years
<b>IMS</b>	GRE,GMAT, Toefl, CAT,CET,MAT		8	34 years

**Pune:** Pune also some great Coaching Centers for various courses which prepares for a student for the respected fields and appear the entrance exam with utmost confidence. The drilling of the subject is very well organized and upto the mark which makes the student perform on the final day. Pune has some great training centers like Time, Prime Academy, IMS, Career Forum & Career Launcher. These institutes have some great faculty and subject matter experts who transform the life of students by sharing knowledge in best possible manner. Career Forum, Career Launcher, & Time are some of the major players who are very good in serving students and help them perform on the final day and make them deliver the best of them.

### Comparison Sheet

<b>Pune</b>					
Coaching Centre	Domain	Other Domain	No of Centres	Years of Experience	Social Media Comments
<b>Time</b>	BANK PO, GATE, CAT, GMAT, GRE, CRT, IIT		4	21 years	
Unique Academy	UPSC and MPSC, IAS/IPS/IFS		1	16 years	
<b>Prime Academy</b>	IIT, JEE, AIEEE, VIT, , CET		6	8 years	
<b>IMS</b>	GRE,GMAT, Toefl, CAT,CET,MAT		5	34 years	
Bullseye	CAT,GRE,MAT,MBA		1	17 years	
<b>Career Forum</b>	CAT,XAT, MAT, SNAP, NMAT, CET, FMS, IIFT, IRMA, State CET's	AIEEE, GRE, GMAT, TOEFL	12	25 years	
<b>Career Launcher</b>	CPT, Law, Hotel Management, Banking, GATE, CAT, CET, GMAT, GRE, SAT		10	18 years	225 learning centers spread over 175 locations in India

**Nagpur** also some great training Institutes like Career Launcher, Vidyalankar, Bansal & Fitjee who are doing good in preparing the students in entrance exams. Although the the number of centres are less yet they have a great potential of growth in coaching centres to enter into and make ones presence felt.

### Comparison Sheet

<b>Nagpur</b>				
<b>Coaching Centre</b>	<b>Domain</b>	<b>Other Domain</b>	<b>No of Centres</b>	<b>Years of Experience</b>
Akaash Centre	NEET/JEE		2	10
Account Centre	Foreign Languages Coaching, CAT Coaching Centres, IELTS / TOEFL Coaching, IIT & Engineering Entrance Coaching, IAS Entrance Coaching, Law		2	3
<b>Career Launcher</b>	BANK PO, GATE, CAT, GMAT, GRE, CRT, IIT		4	10
Infovap Technologiespvv ltd	PMT Coaching, AIEEE Coaching, Engineering Diploma Tuition and more.		1	4
Talent 1 coaching classes	PMT Coaching, French Language, ISEET+NEET, CA, CS, MBA, CAT, CMAT, BBA, BCOM, BE APTITUDE..		1	6
Education Hub	PMT Coaching, IIT JEE Coaching		1	20
NEW VISION IAS ACADEMY	UPSC and MPSC, IAS/IPS/IFS		2	14
<b>Vidyalankar group of Educational institutes</b>	GATE, AIEEE, IIT JEE		2	34
Dhronas coaching classes	CAT, CET, Bank PO, UPSC		2	17
The Forces Foundation	NDA, CDS, SSB		1	15
FIITJEE	GATE, AIEEE, IIT JEE		3	19
Bansal Classes	IIT, PMT, NEET		3	18
Career point	GATE, AIEEE, IIT JEE		2	23
Kotas Study Center	IIT, AIEEE		1	18

Mumbai is the City of Dreams and the training Institutes are high in number compared to any other city in Maharashtra. Some of the best Coaching Centre in Mumbai are Career launcher, Career Forum, Time, IMS & CPLC. These are some great brands and have established their name with some quality effort and have worked really hard to come under top 10 training institutes in Mumbai.

In my opinion CPLC is one of the emerging and growing Coaching institutes. Even though they have their presence in just 9 places in Mumbai City they are growing tremendously, their effort in training a student is very good compared any other training institute. The teaching style, experience and the material shared is apt, precise and upto the mark.

The top IIT-JEE coaching centers in Mumbai and AIEEE Coaching Institutes in Mumbai include the likes of Vidyalankar, Kalrashukla Classes, and Scholar's Hub.

Below is the list showing the names of Top MBA Coaching Institutes in Mumbai and Maharashtra. The list covers the names of some of the top **management** coaching classes in Mumbai and other cities of Maharashtra. Apart from Career Launcher and IMS Learning Centre; KITS and Career Forum are also two important & emerging MBA Coaching centers in Mumbai.

Career Forum is one of the Best Training Institute which is a one stop institute for all the entrance exams.

In my opinion International Coach Branch should consider tie- up with various coaching centres within Mumbai in order to gain maximum market share and earn a Brand Name that will help them grow in short run as well as in long run.

Top 20 Coaching Centres	Domain
Career Forum	CAT/CET/ XAT/MAT/ SNAP/NMAT/ CET/ FMS/IIFT/IRMA/State CET
Career Launcher	CPT, Law, Hotel Management, Banking, GATE, CAT, CET, GMAT, GRE, SAT
Time	BANK PO, GATE, CAT, GMAT, GRE, CRT, IIT
JK Shah	CA, CPT, IPCC
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