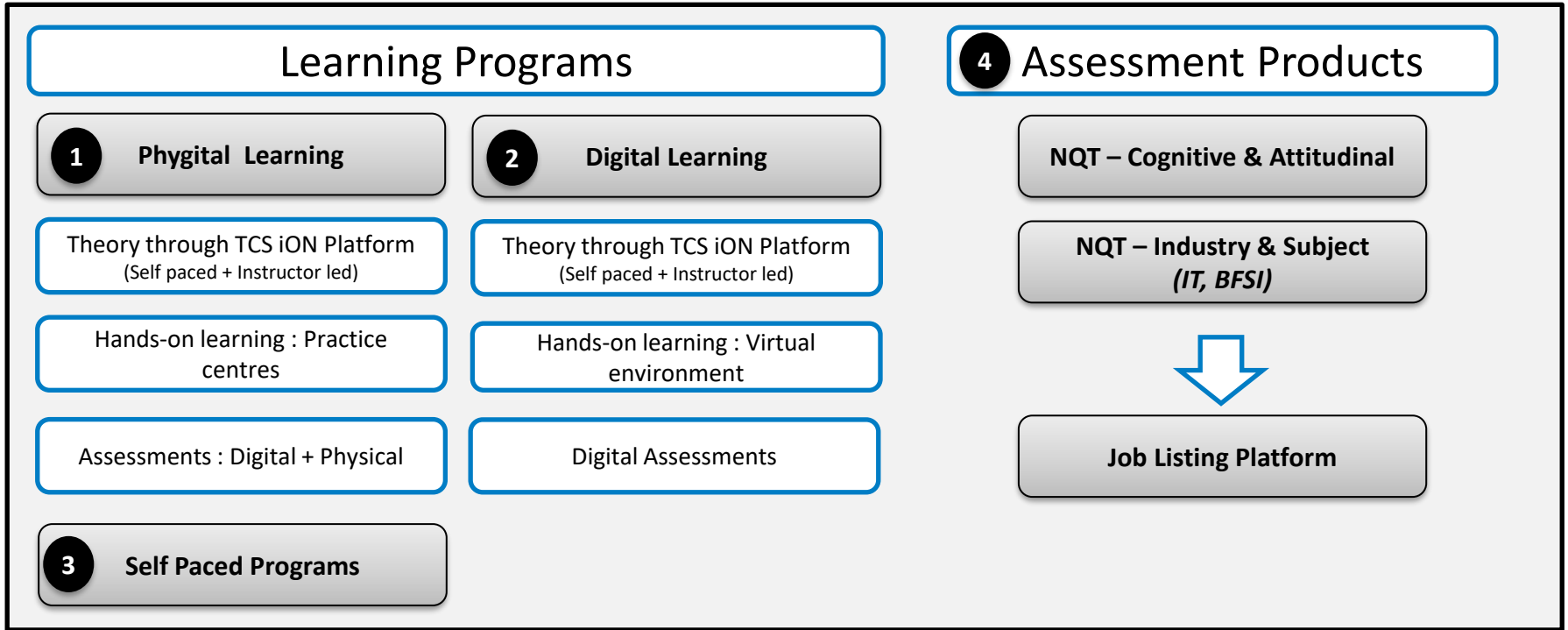


TCS iON Phygital Model

Transform
Sustain
Scale



Our Models



Existing Students

Alumni

New Students – Beyond existing portfolio

Role of TCS iON Authorized Learning & Practice Center

Learner Acquisition

Mobilizing and product marketing

Learner Enrollment

Verifying Eligibility

Documentation Uploading

L&P Services – only for Phygital programs

Providing Lab equipment for training

Local teaching assistance

Facilitate hands-on training

Computer lab facility : Training & Assessments

Co-ordinate for OJT /placements

Timely platform updation : Hands-on

Commercial Model – Phygital Programs : Illustration

Product price : 25000

Prepay Model
 Institute purchases licenses* on the platform, collects fee from students offline

	Slab 1 Upto 20	Slab 2 21-40	Slab 3 41 & above
No. of Licenses			
% Share in product price	35%	40%	45%
Revenue per learner	Rs. 8750/-	Rs. 10000/-	Rs. 11250/-
Potential revenue per batch	Rs. 1.75 L	Rs. 4.0 L	Rs. 4.6 L

Postpay Model
 Student purchases licenses* on the platform, Institute gets paid by TCS as commission

	Slab 1 Upto 20	Slab 2 21-40	Slab 3 41 & above
No. of Licenses			
% commission in product price	29%	32%	35%
Revenue per learner	Rs. 7250/-	Rs. 8000/-	Rs. 8750/-
Potential revenue per batch	Rs. 1.4 L	Rs. 3.2 L	Rs. 3.5 L

Special Introductory offer of additional 10% revenue in Prepay model for slab 2 and Slab 3 only.

*This is number of licenses per individual product



List of programs – Phygital

S.No	Sector	Programs	No. of Hours	Academic Partner	Eligibility	Product Price	Registration Start date	Batch Start date
1	Manufacturing	Certificate in CNC Milling	675	NTTF	10th Pass	22,500	15 April-22	July-22
2	Manufacturing	Certificate in Embedded System - Basic	585	NTTF	Diploma in Electronics/Electrical/Instrumentation. Diploma Final Year students can also apply.	19,500	15 April-22	July-22
3	Manufacturing	Certificate in Process Controller - PLC, DCS, HMI, SCADA	608	NTTF	Diploma in Electronics/ Electrical/ Instrumentation	20,250	15 April-22	July-22
4	Manufacturing	Certificate in PCB Design	450	NTTF	Diploma in Electrical/Electronics/Instrumentation	15,000	15 April-22	July-22
5	Manufacturing	Certificate in Mechatronics Maintenance Technician	833	NTTF	ITI Pass Final year Diploma students in Mechanical/ Electrical/ Electronics/ Instrumentation	27,750	15 April-22	July-22
6	Manufacturing	Smart Manufacturing with Industry 4.0	30	NTTF	Minimum Graduate(Any Stream) B.E/B.Tech. Final year students can also apply	18,000	15 April-22	July-22
7	Manufacturing	Certificate in CNC Turning	630	NTTF	10th Pass	21,000	15 April-22	July-22
8	Manufacturing	Certificate in CNC Programming	675	NTTF	Diploma in Mechanical Engineering	22,500	15 April-22	July-22
9	Manufacturing	Certificate in Embedded System - Advanced	765	NTTF	Diploma in Electrical/Electronics/ Instrumentation/Mechatronics	25,500	15 April-22	July-22
10	Manufacturing	Certificate in Industrial Robotics Programming and Maintenance	495	NTTF	10th Pass	16,500	15 April-22	July-22
11	Manufacturing	Certificate in Mechatronics System Integrator	1035	NTTF	Diploma	34,500	15 April-22	July-22
12	Manufacturing	Certificate in Sheet Metal Technology	825	NTTF	ITI Pass Diploma in Mechanical Engineering	27,500	15 April-22	July-22
13	Manufacturing	Embedded Hardware Developer*	514	CRISP	Diploma Final Year or B.E/B.Tech. 3rd and 4th year students (Electrical and Electronics Stream)	47,200	15 June-22	01-July-22
14	IT	Network Administrator*	586	CRISP	Diploma Final Year or B.E/B.Tech. 3rd and 4th year students (EEE, ECE, Computer Science and IT)	41,300	05 June-22	20 June-22
15	Healthcare	Finishing Skills for Nursing Excellence (FINE)	288	Apollo MedSkills	Diploma in General Nursing & Midwifery (GNM), BSc Nursing, Post Basic BSc Nursing, MSc Nursing (without any previous clinical experience)	29,500	15 June-22	01 July-22

Note:* marked programs only available in Madhya Pradesh

Commercial Model – Digital : Illustration

Prepay Model

Institute purchases licenses* on the platform, collects fee from students offline

No. of Licenses

Slab 1 Upto 20	Slab 2 21-40	Slab 3 41 & above
-------------------	-----------------	----------------------

% Share in product price

10%	15%	25%
-----	-----	-----

Revenue per learner

Rs. 2500/-	Rs. 3750/-	Rs. 6250/-
------------	------------	------------

Potential revenue per batch

Rs. 0.5 L	Rs. 1.5 L	Rs. 2.5 L
-----------	-----------	-----------

Postpay Model

Student purchases licenses* on the platform, Institute gets paid by TCS as commission

No. of Licenses

Slab 1 Upto 20	Slab 2 21-40	Slab 3 41 & above
-------------------	-----------------	----------------------

% commission in product price

5%	9%	15%
----	----	-----

Revenue per learner

Rs. 1250/-	Rs. 2500/-	Rs. 3750/-
------------	------------	------------

Potential revenue per batch

Rs. 0.25 L	Rs. 0.90 L	Rs. 1.5 L
------------	------------	-----------

*** Special Introductory offer of additional 10% revenue in Prepay model for slab 2 and slab 3 only**

*** Special Introductory offer of additional 7% on all slabs.**

*This is number of licenses per individual product

*This is number of licenses per individual product



List of programs – Digital online

S.No	Sector	Programs	No. of Hours	Academic Partner	Eligibility	Product Price	Registration Start date	Batch Start date
1	BFSI	Business Development Executive	347	Tata STRIVE	Graduate from any stream	TBD	28-Feb-22	Jul-22
2	IT-ITeS	Andriod Application Development	600	Tata STRIVE	ITI/Diploma/BE/BTECH in Computer Science	TBD	TBD	Jul-22
3	BFSI	Certification in Industrial Accounting - Express	345	ICA	12 th Pass	30,000	4-Mar-22	Jul-22
4	BFSI	Certification in Industrial Accounting	432	ICA	12 th Pass	40,000	4-Mar-22	Jul-22
5	BFSI	Certification in Industrial Accounting - Plus	533	ICA	12 th Pass	50,000	4-Mar-22	Jul-22
6	IT-ITES	Data Analytics and Reporting	90 (learning)+125 (project work)	UPES Dehradun	B.E./B.Tech/BCA/B.SC/any other relevant discipline (circuit and non-circuit streams)	20,000	10-Apr-22	Jul-22
7	IT-ITES	Machine Learning for Real-World Application	90 (learning)+125 (project work)	IIT Jodhpur	B.E./B.Tech/BCA/B.SC/any other relevant discipline (circuit and non-circuit streams)	20,000	10-Apr-22	Jul-22
8	IT-ITES	Applied Cloud Computing	90 (learning)+125 (project work)	IIT Dhanbad	B.E./B.Tech/BCA/B.SC/any other relevant discipline (circuit and non-circuit streams)	20,000	10-Apr-22	Jul-22
9	IT-ITES	Augmented Reality Development and its Applications	90 (learning)+125 (project work)	UPES Dehradun	B.E./B.Tech/BCA/B.SC/any other relevant discipline (circuit and non-circuit streams)	20,000	10-Apr-22	Jul-22
10	IT-ITES	Intelligent Game Design and its Applications	90 (learning)+125 (project work)	UPES Dehradun	B.E./B.Tech/BCA/B.SC/any other relevant discipline (circuit and non-circuit streams)	20,000	10-Apr-22	Jul-22
11	IT-ITES	Practical Approach to Cyber Security	90 (learning)+125 (project work)	IIT Kharagpur	B.E./B.Tech/BCA/B.SC/any other relevant discipline (circuit and non-circuit streams)	20,000	10-Apr-22	Jul-22
12	IT-ITES	Advanced Cyber Security - An application approach	90 (learning)+125 (project work)	NEILIT Patna	B.E./B.Tech/BCA/B.SC/any other relevant discipline (circuit and non-circuit streams)	20,000	10-Apr-22	Jul-22
13	IT-ITES	Artificial Intelligence for Real-World Application	90 (learning)+125 (project work)	IIT Jodhpur	B.E./B.Tech/BCA/B.SC/any other relevant discipline (circuit and non-circuit streams)	20,000	10-Apr-22	Jul-22
14	IT-ITES	IoT and its Applications using Raspberry Pi	90 (learning)+125 (project work)	IIT Jodhpur	B.E./B.Tech/BCA/B.SC/any other relevant discipline (circuit and non-circuit streams)	20,000	10-Apr-22	Jul-22
15	IT-ITES	Practical Approach to Data Mining and Analytics	90 (learning)+125 (project work)	IIT Dhanbad	B.E./B.Tech/BCA/B.SC/any other relevant discipline (circuit and non-circuit streams)	20,000	10-Apr-22	Jul-22
16	IT-ITES	Social Media and Text Analytics	90 (learning)+125 (project work)	IIT Kharagpur	B.E./B.Tech/BCA/B.SC/any other relevant discipline (circuit and non-circuit streams)	20,000	10-Apr-22	Jul-22

List of programs – Digital online

S.No	Sector	Programs	No. of Hours	Academic Partner	Eligibility	Product Price	Registration Start date	Batch Start date
1	Healthcare	Hospital Operations Executive	250	Apollo MedSkills	12 th Pass(Minimum)	21,830	15 June-22	01 July-22
2	Healthcare	Retail Sales Associates - Pharma	338	Apollo MedSkills	12 th Pass(Minimum)	25,370	13 June-22	01 July-22
3	Multimedia	Certificate in Graphic Designing 101	50 (learning)+12 (Internship)	Toonz Academy & Ri8 Brain	12 th Pass(Minimum)	TBD	TBD	TBD
4	Multimedia	Certificate in Graphic Designing 201	50 (learning)+25 (Internship)	Toonz Academy & Ri8 Brain	12 th Pass(Minimum)	TBD	TBD	TBD
5	Multimedia	Certificate in Game Development on Unity	50 (learning)+25 (Internship)	Toonz Academy & Ri8 Brain	12 th Pass(Minimum)	TBD	TBD	TBD
6	Multimedia	Certificate in Motion Graphics	50 (learning)+25 (Internship)	Toonz Academy & Ri8 Brain	12 th Pass(Minimum)	TBD	TBD	TBD
7	Multimedia	Certificate in 3D Asset Creation for Games using Maya	50 (learning)+25 (Internship)	Toonz Academy & Ri8 Brain	12 th Pass(Minimum)	TBD	TBD	TBD

Commercial Model – Self Paced : Illustration

Prepay Model

Institute purchases licenses* on the platform, collects fee from students offline

No. of Licenses

<i>Slab 1</i> Upto 40	<i>Slab 2</i> 41-80	<i>Slab 3</i> 81 & above
--------------------------	------------------------	-----------------------------

% Share in product price

10%	15%	25%
-----	-----	-----

Revenue per learner

Rs. 1000/-	Rs. 1500/-	Rs. 2500/-
------------	------------	------------

Potential revenue per purchase

Rs. 0.2 L	Rs. 0.6 L	Rs. 1.0 L
-----------	-----------	-----------

Special Introductory offer of additional 10% revenue (applicable for slabs 2 and 3 only)

*This is number of licenses per individual product



List of programs – Self Paced online programs

S.No	Sector	Programs	No. of weeks	Academic / Content Partner	Eligibility	Product Price	Registration Start date	Batch Start date
1	Automotive	Engine Management System	1 week	Skill Source & NTI	Freshers/Graduates	2,360	Any Time	Any Time
2	BFSI	Blockchain and Cryptocurrency Essentials	2 weeks	Packt	Working professionals	1,115	Any Time	Any Time
3	BFSI	Equity Sales	1 week	CIE	Graduates/Post Graduates	TBD	Any Time	Any Time
4	BFSI	Financial Planning Primer	1 week	CIE	Freshers/Graduates	1,770	Any Time	Any Time
5	BFSI	Insurance Products	1 week	CIE	Freshers/Graduates /Post Graduates	1,770	Any Time	Any Time
6	BFSI	Banking and Capital Markets	4 weeks	CIE	Graduates/Post Graduates	5,192	Any Time	Any Time
7	Manufacturing	Fundamentals of Manufacturing	4 weeks	TCS iON	Graduates/Post Graduates	2,500	Any Time	Any Time
8	General	Career Skills	1 week	TCS iON	Freshers/Graduates	1,999	Any Time	Any Time
9	Retail	Inventory and Quality Management	7 weeks	TCS iON	Graduates/working professionals	4,000	Any Time	Any Time
10	Retail	Sales and Distribution Management	5 weeks	TCS iON	Graduates/working professionals	3,000	Any Time	Any Time

List of programs – NQT

S.No	Sector	Program	Timeline	Eligibility	Product Price	Registration closure date	Test Date
1	Generic	TCS National Qualifier Test (Cognitive Skills)	120 Mins	UG/PG/Diploma/ 0-2 years experience	599	25th March	10th April
2	Generic	Attitudinal Alignment NQT (Psychometric Test)	30 mins	UG/PG/Diploma/ 0-2 years experience	399	25th March	10th April
4	Manufacturing	Subject NQT Design for Additive manufacturing	60 mins	UG/PG/Diploma/ 0-2 years experience	399	25th March	10th April
5	BFSI	Industry NQT- Banking	60 mins	UG/PG/Diploma/ 0-2 years experience	399	25th March	10th April
6	BFSI	TCS NQT - BFS Career Readiness Pack	210 mins	UG/PG/Diploma/ 0-2 years experience	999	25th March	10th April
7	BFSI	Industry NQT- Banking and Financial Services	60 mins	UG/PG/Diploma/ 0-2 years experience	399	25th March	10th April
8	BFSI	Subject NQT - Financial Markets and Services	60 mins	UG/PG/Diploma/ 0-2 years experience	399	25th March	10th April
9	IT/ITES	Subject NQT - Basic Computer Skills	60 mins	UG/PG/Diploma/ 0-2 years experience	399	25th March	10th April
10	BFSI	Subject NQT-Business Development Executive	60 mins	UG/PG/Diploma/ 0-2 years experience	399	25th March	10th April
11	BFSI	Subject NQT- Financial Derivatives	60 mins	UG/PG/Diploma/ 0-2 years experience	399	25th March	10th April
12	IT/ITES	Subject NQT - Big Data on Cloud	120 mins	UG/PG/Diploma/ 0-2 years experience	399	25th March	10th April
13	IT/ITES	Subject NQT- Customer Relationship management	60 mins	UG/PG/Diploma/ 0-2 years experience	399	25th March	10th April
14	IT/ITES	Subject NQT Artificial Intelligence	120 mins	UG/PG/Diploma/ 0-2 years experience	399	25th March	10th April
15	IT/ITES	Subject NQT- Digital Marketing	60 mins	UG/PG/Diploma/ 0-2 years experience	399	25th March	10th April
16	IT/ITES	Subject NQT- Machine Learning	120 mins	UG/PG/Diploma/ 0-2 years experience	399	25th March	10th April
17	IT/ITES	Subject NQT- Accountant	60 mins	UG/PG/Diploma/ 0-2 years experience	399	25th March	10th April
18	IT/ITES	Industry NQT - Information Technology	60 mins	UG/PG/Diploma/ 0-2 years experience	399	25th March	10th April
19	IT/ITES	TCS NQT - IT Career Readiness Pack	210 mins	UG/PG/Diploma/ 0-2 years experience	999	25th March	10th April

*** Flat 20% Revenue share with Institute in prepay purchase**

What TCS iON brings to the table ?

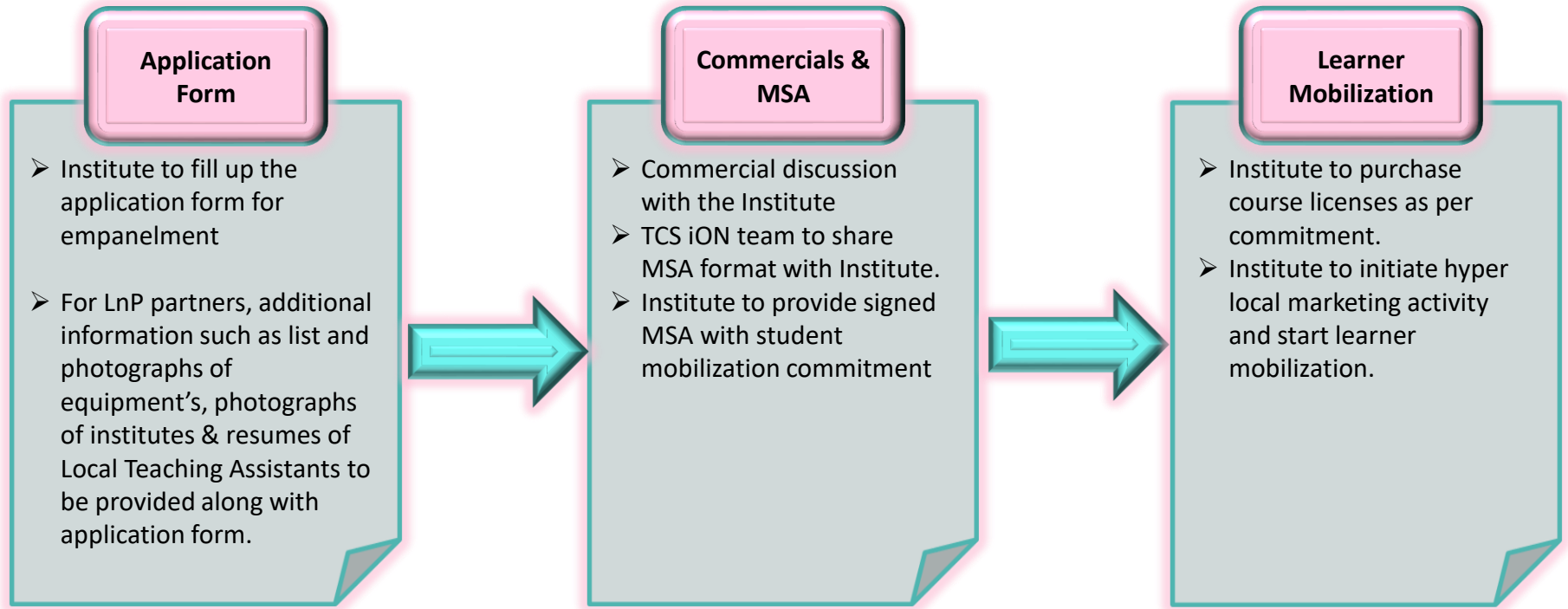
1. An opportunity for Institutes to start industry vertical by increasing their bouquet of offerings with trending topics
2. Increase Institute opportunities for new avenues in expanding their student base & earn additional revenue
3. An innovative hyper-local marketing which will help market our products within your district
4. Being an exclusive TCS iON authorized partner, enhance institute's brand value
5. End to End learning services : Industry aligned Curriculum & Content, Academic faculty, Industry Faculty, Digital platform with multi-modal pedagogy, Job assistance through largest job listing platform
6. Enabling best in class partnerships : Academia, Industry, Content
7. An opportunity to transform institute from a brick-and mortar model to Digital Model which will help them scale

Transform

Sustain

Scale

Next Steps



Hyperlocal Marketing

Marketing support for student acquisition

Marketing support focused on a targeted audience within a local area



Hyperlocal marketing activities

Activities conducted within campus to reach incumbent students

In Campus	Element	TCS iON Support	Slab 1 and 2	Slab 3 and All L&P
Offline	Poster	Printed asset	✓	✓
	Banner	Printed asset	✓	✓
	Standee	Printed asset		✓
	Leaflets	Printed asset	✓	✓
	Signages	Installation at L&P and select SP		✓
	Branding	Installation at L&P and select SP		✓
Online	Whatsapp	Content/Posts	✓	✓
	Website Banners	Creative	✓	✓
	Social media posts	Content/Posts	✓	✓

Capacity building	Element	Topics to be covered
Trainings to faculty	Digital Marketing	Google listing, social media handle creation, SEO basics
	Social Media Marketing	Types of social media, how to leverage it for lead generation, awareness and engagement
	Product Trainings	Training on new products launched
	Student Financing	Training on financing opportunities
	TCS iON Direct Webinars	Invite faculty and students to be part of Direct webinar audience
	Best Practices	Community engagement to highlight best practices from select SPs

*mentioned activities are for example, SP can suggest activities apart from these.

Activities conducted outside the campus to reach new students

Outside Campus	Element	TCS iON Support	Slab 1 and 2	Slab 3 and All L&P
Offline	Leaflets	Printed asset	✓	✓
	Seminars in schools	Presentation, leaflets	✓	✓
	Alumni meetups	Standee		✓
	OOH	Rental and printing		✓
	Newspaper ads	Publishing and creative		✓
	Event participation	T-shirts, Printed fliers, branding creatives	✓	✓
	Canopy Activity	Printed canopy	✓	✓
	Umbrellas	For branding at select institutes	✓	✓
	Roadshows in industrial clusters	Fliers, umbrellas, canopies to select partners		✓
	Online	Facebook posts	Content/Posts	✓
Instagram posts		Content/Posts	✓	✓
LinkedIn posts		Content/Posts	✓	✓
Whatsapp		Content/Posts	✓	✓

Product Catalogue

Certificate Program in CNC Milling

Offered By: NTTF

About the Program

Master the skills of managing of Computer Numeric Control (CNC) of milling operations.

By the end of the program , learner will be able to:

- Operate CNC VMC,
- Set and understand alarms
- Perform daily maintenance and troubleshoot
- Write and edit CNC programs for milling operations

Skill Gain:

Production Drawing | CNC programming | Job Mounting | Tool Loading

Who Should Attend?

Candidate with minimum 10th standard certificate and 18 years of age. Diploma holders and graduates who wish to upskill are also eligible

What will you get?



5 Assignments # 6 Assessments # 100 Live Lectures # 100 hrs. Mentoring Support

Product USP:

- NSQF aligned , Job Linked program
- Focus on hands-on skilling 70% practical skills
- Interaction with academic and industry SME
- Access to Best-in-Class infrastructure for hands- on skills
- Job assistance support facilitated via access to job listing platform
- Industry recognized certificate post successful completion

Price : ₹22,500/- (taxes included)

Important Dates

- Registration Start Date: 15th Jan 2022
- Batch Start Date: 11th April, 2022

Course Format: Blended

Language of Instruction: English

Academic Partner: NTTF

Industry Partner: NTTF

Pre – Requisites: Basic Analytical ability , understanding of machines

Course Duration: 5 months

- Theory hours: 150
- Practical hours: 300

Program Outcome: Job Linked

Type of Job Opportunities

- CNC Operator
- CNC Programmer

For More information visit:

<https://test.tcsionhub.in/icmpbeta/courses/ve/ma>

Thank You