

'Beyond every effort put first,
lies an undiscovered opportunity.'

Top Careers & You™

Yes! You Can

www.TCYonline.com

AN OVERVIEW

Top Careers & You™

The education revolution has begun



A dream called Top Careers & You (TCY) became a reality in 1998 in Ludhiana, a district in Punjab, India. Since its inception in 1998, TCY's one-point focus on delivering high quality education has led to a sustainable competitive advantage in all the three divisions viz. Classroom, E-tutoring & Online testing. Furthermore, the entrepreneurial spirit within in each team member has supplemented this growth.

Every year we help thousands of students succeed in almost all the state, national and international competitive exams. Following stats do all the talking:

e-Testing: More than 350,000 new students enrol on our website every year to avail of our e-Testing services.

Classroom Programmes: More than 10,000 new students enrol every year for classroom programmes.

Online Tutoring: K-12 supplemental online Math tutoring given to nearly 1,000 students every year.

The education services company



■ LARGEST ONLINE PLATFORM

Having helped more than 1,300,000 test takers and 50,000 teachers and authors across 50+ exam categories in the last two years, TCYonline has emerged the largest platform for testing and benchmarking. Every month more than 100,000 tests are taken on the platform.

■ SPECIALIZED PREPARATION PROGRAMMES

TCYonline offers complete preparation programmes for major national and international standardized tests. A complete online course comprises text based & video lectures, topic-wise & sectional tests and simulated tests based exactly on the actual exam pattern.

■ ONLINE TOOLS

TCYonline offers three unique online tools to the test aspirants:

- ✦ **TCY Analytics**, which acts as a personal mentor to the test takers. Not only does it allow one to keep an eye on one's performance but also facilitates benchmarking against the largest pool of test takers.
- ✦ **Test Generator**, which gives ultra-flexibility to a test aspirant for generating personalized tests.
- ✦ **Challenge Zone**, to Challenge, pace up and compete with friends real-time on a test.

The education services company

CLASSROOM

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TEST PREPARATION

Classroom division of TCY covers preparation for various International & National standardized tests. The tests covered in the classroom training are:

- ✦ MBA Entrance
- ✦ MCA Entrance
- ✦ IELTS
- ✦ GRE
- ✦ GMAT
- ✦ SAT
- ✦ TOEFL
- ✦ English Language Proficiency & Personality Enhancement
- ✦ School supplemental education programmes
- ✦ Bank P.O. / Clerical

TRAINING CENTERS

TCY has over 25 classroom training locations and the number is growing. It has presence in 4 Indian states viz. Punjab, Jammu & Kashmir, Haryana and Chhattisgarh.

BUSINESS DEVELOPMENT MODEL

TCY offers a sure-shot route to faster break-evens through its Subscription Based Franchising Model. The in-house content development and R&D cell ensures that our partners always stay ahead of their competition. TCY provides complete support for content, training, team building and marketing to its Business Partners.

The education services company

E-TUTORING

E-TUTORING

■ INNOVATIVE TEACHING APPROACH

Online Tutoring division of TCY uses an innovative 5-step tutoring approach to train K-12 students of the USA & the UK on Math. The tutoring process involves one-on-one online live math tutoring & Homework help using whiteboard technology.

■ UNIQUE FEATURES

The E-Tutoring services offered by TCY in North America and the UK are highly cost-effective, affordable, and include unlimited tutoring plans. They are aligned strictly to the state-curriculum, encourage learning through assessments, and individualized discussion sessions and do not involve any installations. The problem solving is also done through convenient audio and LIVE chats.

Top Careers & You™

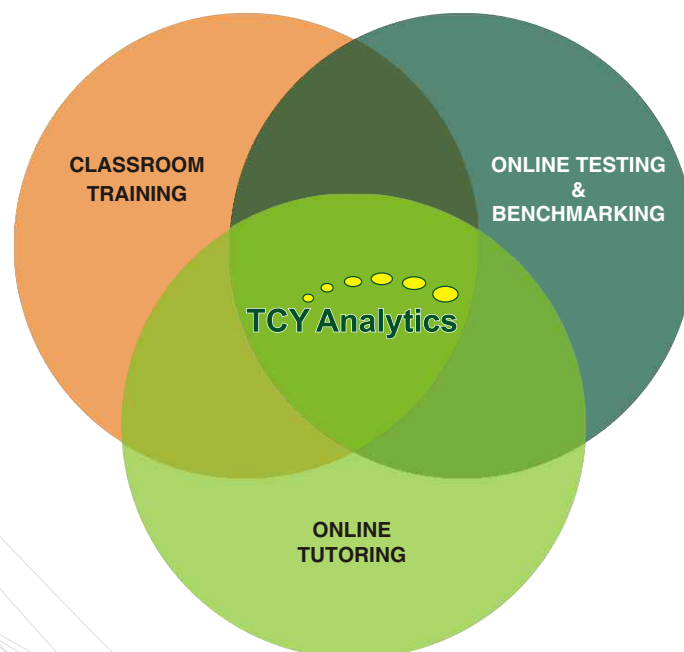
■ VISION

To enable high quality education for millions of aspirants across the world.

■ MISSION STATEMENT

To make **High Quality Education, Universally Available** by leveraging technology, human resources and marketing.

■ THE INTEGRATED APPROACH



backbone backbone

■ INFORMATION TECHNOLOGY

IT cell is the support system for all the operations at TCY. It ensures that the three strategic verticals work in closest possible synergy. Following are the ways in which the IT cell integrates and optimizes the efforts being done in the three verticals:

- ✦ End-to-end MIS & Franchise Support that ensures automated logistics and supply chain management
- ✦ Online Testing & Lab support to the Classroom Programmes viz. GRE, GMAT, CAT, IELTS etc
- ✦ TCY Center Management System that acts as a standardized online support for all aspects of classroom management.

■ CONTENT DEVELOPMENT

Content development department houses a diversified and experienced team of content developers and editors having inbuilt strengths to cover all the 50+ exam categories. This department together with the IT cell acts as the backbone of all the operations at TCY. It ensures that the content for the classroom, distance learning and online programmes is updated on a continuous basis in order to help the three Verticals sustain their leadership in respective areas.

■ TEAM

- ✦ Product Managers
- ✦ Project Managers
- ✦ Content Researchers
- ✦ Content Editors
- ✦ Online Tutors
- ✦ Academic Counselors
- ✦ Web Developers
- ✦ Instructional Designers
- ✦ Faculty Members

alliances and alliances and partnerships

PARTNERSHIPS

PARTNERSHIPS

Through strategic alliances and partnerships, TCY is determined to offer rich and qualitative resource inputs to its students. The goal is not only to increase the scope of offerings and geographical spread through innovative distribution channels but also to ensure an end-to-end solution to higher education and testing needs of the students.

■ FOREIGN UNIVERSITY TIE-UPS

TCY enjoys the largest share of students preparing for IELTS, GRE, GMAT & TOEFL, both classroom and online. This very fact has helped us develop healthy business relationships with the best universities of the world through direct tie-ups.

■ STUDY ABROAD DIVISION

Through strategic alliance and partnerships with international colleges and universities TCY offers rich & qualitative resources inputs to its students and assist them towards successful admissions in the Ivey league in Canada, UK, Australia, New Zealand & USA.

■ FRANCHISING IN INDIA

With IT, content and marketing as our strengths, we have always stayed ahead of the competition in quality and result-orientation of our training programmes. We extend this proven expertise in the form of Franchise & Master Franchise Opportunity to the investors and entrepreneurs who have regional preferences. Additionally, our innovative subscription-based franchising model ensures faster break-evens. Such a standardized process of achieving quick and high profitability has motivated the existing partners to opt for multiple franchises at different locations.

The Future

The Future

FUTURE

FUTURE

TCY enjoys clear-cut differentiation in all the three strategic verticals. The future growth is assured by a focused leadership driven by technology. The future plans include not only to increase the reach to newer and existing market segments but also to utilize the latest development in communication technology to deliver quality at the minimum time and cost.

The goals are ...

- ✦ To push for wider and deeper coverage on programmes we run, by leveraging human resources, marketing and technology.
- ✦ To consistently ensure improvements in content and in the delivery of services through online as well as offline mode.
- ✦ To Scale up the three strategic verticals using an integrated business development approach. The testing and benchmarking platform will act as the fuel and support system for the future growth.
- ✦ To be the front runners in each product that is offered in the classroom.

“ *If a learner can't learn the way we teach,
may be we should teach the way he learns.* **”**

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Top Careers & You™

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No. 1 Testing Platform