



THE HUB OF IT



CITC SAPPHIRE FRANCHISE PROPOSAL

(Premium IT Training & Digital Skill Center Model)

Website: <https://citcchandigarh.com/sapphire-franchise>

EXECUTIVE OVERVIEW

CITC – The Hub of IT Pvt. Ltd. is a growing IT education and digital services ecosystem, enabling entrepreneurs to establish structured and profitable training centers with strong backend, academic, and marketing support.

The **Sapphire Franchise Model** is designed for urban and semi-urban locations, where student accessibility and demand for digital skills are high. It provides a structured system to operate a CITC-branded training center with clear investment, defined support, and ROI-driven revenue.

To support different business scales, the model is available in:

- **Sapphire Model** (₹5,00,000)
- **Sapphire Plus Model** (₹10,00,000) (*upgraded infrastructure version*)



HIGH DEMAND
Digital skills are in demand across industries.



STRONG SUPPORT
End-to-end academic, operational & marketing support.



PROFITABLE MODEL
High ROI & long-term sustainability.



TRUSTED BRAND
Operate under the reputed CITC brand.

BUSINESS SNAPSHOT

SAPPHIRE MODEL		SAPPHIRE PLUS MODEL	
₹ Investment:	₹5,00,000	₹ Investment:	₹10,00,000
⚙ Setup:	Standard IT Training Center	⚙ Setup:	Premium Fully Furnished Institute
💻 Infrastructure:	Computer Lab Setup	💻 Infrastructure:	Full Setup (Lab + Reception + Admin + Theory Room)
📁 Systems:	10 Refurbished Systems	📁 Systems:	10 Systems + Premium Setup
📣 Marketing:	Field + Digital	📣 Marketing:	Field + Digital
📈 Annual Earnings:	₹13,25,000	📈 Annual Earnings:	₹17,00,000+
📈 3-Year Potential:	₹39,75,000+	📈 3-Year Potential:	₹50,00,000+
★ Positioning:	Standard Center	★ Positioning:	Premium Institute



BUILD YOUR FUTURE.
EMPOWER LEARNERS. GROW WITH CITC.



Join the Sapphire Franchise Network and become a leader in IT education.



WHY CHOOSE CITC?

- ✓ Strong digital marketing support for continuous student inquiries
- ✓ 1600+ franchise network across India
- ✓ 39,000+ students trained
- ✓ Transparent and structured revenue model
- ✓ In-house web, app, and marketing teams
- ✓ Academic support including live projects, placement, and certifications



CITC provides a **complete business ecosystem**, not just a franchise setup.



ABOUT THE SAPPHIRE FRANCHISE MODEL

The CITC Sapphire Franchise is a premium IT training and digital skill center model designed to deliver both foundational and advanced training programs.

The model focuses on:

- Computer basics and government-recognized programs
- Professional IT and digital skill courses
- Industry-oriented training aligned with real-world demand

It is structured to balance education delivery with sustainable revenue generation, supported by CITC's centralized systems for training, marketing, and placements.



MODEL STRUCTURE OVERVIEW

Particulars	Sapphire Model	Sapphire Plus Model
₹ Investment	₹5,00,000	₹10,00,000
✂ Setup Level	Core Lab Setup	Premium Fully Furnished
📏 Area Requirement	1000–1500 sq. ft.	1000–1500 sq. ft. recommended
🏷 Branding	CITC only	CITC only
📣 Marketing	Included	Included
🌐 Website	Included	Included



INFRASTRUCTURE & SETUP



SAPPHIRE MODEL (₹5 LAKH)



CITC PROVIDES



Computer lab setup



Tables & student chairs



Electrical points & networking
(if required)



10 refurbished laptops/systems



Branding & banners



1-month field marketing support



Continuous digital marketing



Area-based website
(owned & promoted by CITC)



CLIENT SIDE



Reception setup



Admin area



Theory room setup



Daily operations



SAPPHIRE PLUS MODEL (₹10 LAKH) (UPGRADED SETUP)

Includes everything in Sapphire Model +



Fully furnished center (1000–1500 sq. ft.)



2 Air Conditioners



Reception area setup



Admin block:

- 1 office table
- 1 office chair
- 3 visitor chairs



Theory room:

- 65-inch digital panel
- 20 student chairs





STUDENT ACQUISITION & MARKETING SYSTEM

CITC supports a structured admission funnel:

- ✓ School & college outreach
- ✓ Field marketing campaigns
- ✓ Local area awareness activities
- ✓ Campaign-based promotions
- ✓ Digital marketing (Google + social media)
- ✓ Website-based lead generation

Flow: Awareness → Inquiry → Counselling → Admission



MARKETING & FIELD SUPPORT

Support	Sapphire Model	Sapphire Plus Model
Field Marketing Support	1 Month	1 Month + Leads Online
Initial Salary	CITC	CITC
Digital Marketing	Continuous	Continuous
Post-Year Cost Sharing	50% CITC / 50% Partner	Same
Website	Included	Included



ACADEMIC & FACULTY SUPPORT

Support Area	Sapphire Model	Sapphire Plus Model
Faculty Support	Online / Hybrid	Online / Hybrid
Faculty Development	1 cycle support	2 cycles yearly
Local Faculty Training	Included	Included
Live Projects	Included	Included
Placement Support	Included	Included
Mock Interviews	Included	Included



This reduces dependency on bulk hiring and ensures smooth operations.



REVENUE & ROI MODEL



GENERAL COURSES

Particulars	Sapphire Model	Sapphire Plus Model
Students per Year	100	120
Avg Fee	₹5,000	₹5,000
Total Revenue	₹5,00,000	₹6,00,000
CITC Share	₹50,000	₹60,000
Net Earnings	₹4,50,000	₹5,40,000



PROFESSIONAL & AI COURSES

Particulars	Sapphire Model	Sapphire Plus Model
Students per Year	50	65
Avg Fee	₹25,000	₹25,000
Total Revenue	₹12,50,000	₹16,25,000
CITC Share (30%)	₹3,75,000	₹4,87,500
Net Earnings	₹8,75,000	₹11,37,500



TOTAL ANNUAL EARNINGS

Model	Total Profit
Sapphire Model	₹13,25,000
Sapphire Plus Model	₹16,77,500



3-YEAR ROI PROJECTION

Model	3-Year Net Potential
Sapphire Model	₹39,75,000+
Sapphire Plus Model	₹50,00,000+



ROI SUMMARY



Particulars	Sapphire Model	Sapphire Plus Model
Investment	₹5,00,000	₹10,00,000
Break-even	6–8 months	8–12 months
Annual Profit	₹13,25,000	₹16,77,500
3-Year Potential	₹39,75,000+	₹50,00,000+



TRAINING DELIVERY OPTION

If full classes are handled by CITC:

- **CITC: 70%**
- **Partner: 30%**



Best suited when partner focuses on student mobilization.



BRANDING & COMPLIANCE

- ✓ Center must operate under CITC name only
- ✓ Branding & banners as per CITC norms
- ✓ Standardized quality across all centers



FINAL SUMMARY

The CITC Sapphire Franchise Model provides a structured, scalable, and ROI-driven business opportunity in the IT education sector.

- **Sapphire Model** → Practical entry with strong returns
- **Sapphire Plus Model** → Premium positioning with higher growth

Both models operate within CITC's ecosystem, ensuring:



Continuous student acquisition



Academic support



Marketing execution



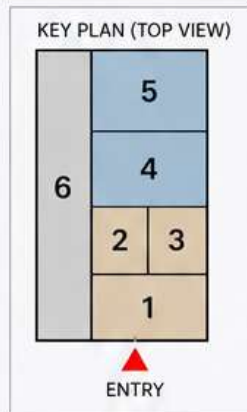
Long-term business stability

COMPUTER TRAINING CENTER

15FT X 75FT SHOWROOM LAYOUT



AREA STATEMENT	APPROX. AREA
1. RECEPTION AREA	100 SQ FT
2. ADMIN AREA	200 SQ FT
3. PLACEMENT CELL	150 SQ FT
4. THEORY ROOM	300 SQ FT
5. COMPUTER LAB	300 SQ FT
6. GALLERY	CORRIDOR
TOTAL USABLE AREA	~ 1050 SQ FT



- Well-planned layout for effective space utilization
- Professional environment for quality learning experience
- All essential areas for smooth institute operations
- Ideal for IT training & skill development centers


Note: The design is computer generated. Actual design may vary as per requirement

CONNECT WITH CITC

We're here to support you at every step of your journey.

CORPORATE OFFICE

CITC – The Hub of IT Pvt Ltd

 Office No. 2, 3rd Floor Plot No. D-244 (P) A, B-E
Phase 8 A, Industrial Area (Sector 74)
SAS Nagar (Mohali), Punjab – 160055

 8284868812, 9914592610

 <https://citc.biz>

 Location: <https://maps.app.goo.gl/Z88GH77v6v2jM1vS6>



Strong
Leadership



Trusted
Brand



Partner
Success



Growing
Together

FRANCHISE OFFICE

CITC – The Hub of IT Pvt Ltd

 Landran Road, Kharar (Above Honda Agency)
SAS Nagar (Mohali), Punjab – 140301

 7340908082, 9914592610

 <https://citcchandigarh.com>

 Location: <https://maps.app.goo.gl/DgiqKFxL1RjJ95c99>



Your Growth
is Our Mission



Business Support
Every Step



Education Excellence
Our Commitment



Building Successful
Partnerships

LET'S BUILD A SUCCESSFUL FUTURE TOGETHER!

Join the CITC family and empower your business with a trusted brand.