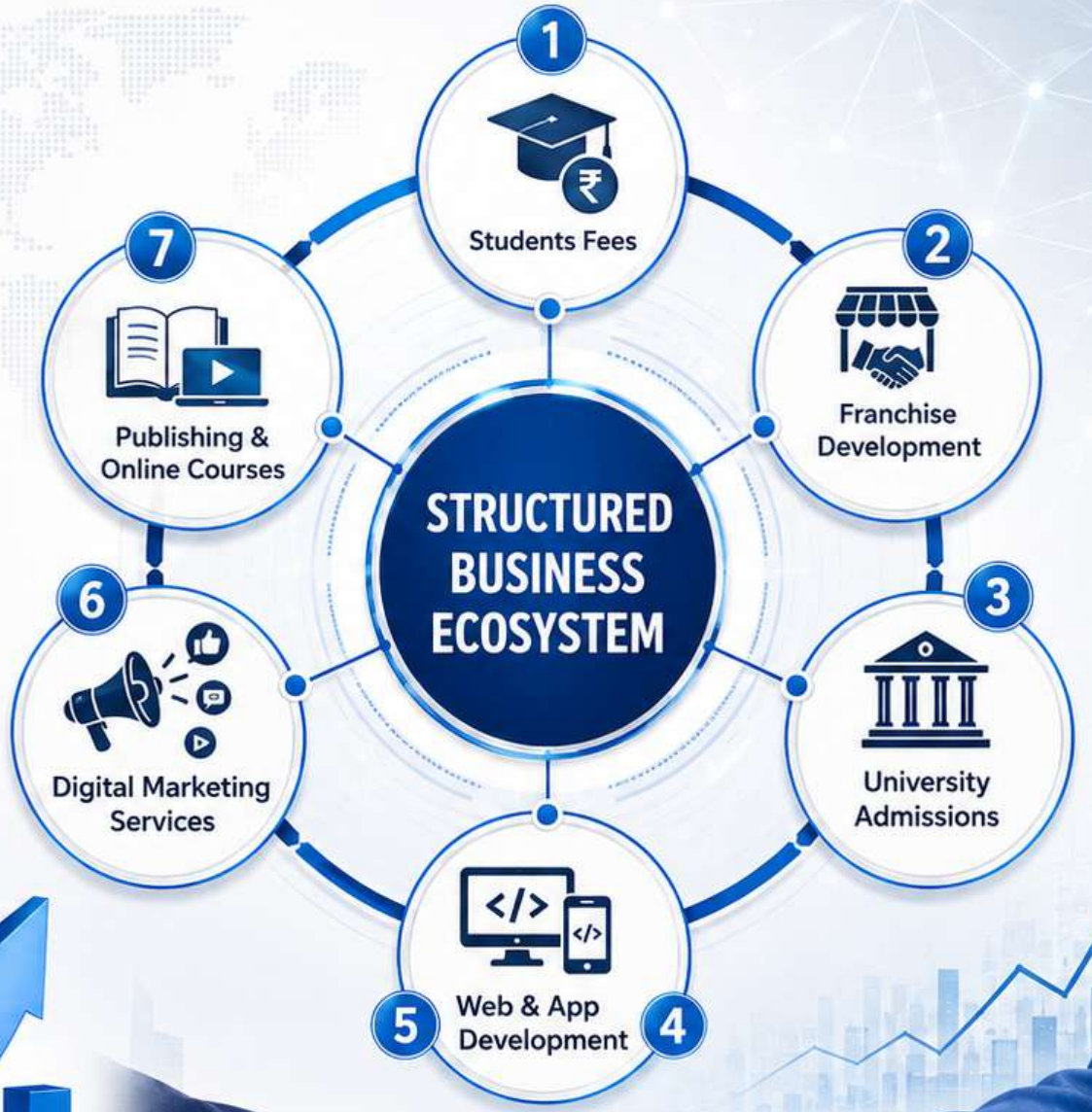
CITC®
THE HUB OF IT

हम आपको
franchise
नही दे रहे
बल्कि एक ऐसा
structured
business ecosystem,
7 Engine Revenue Model
दे रहे हैं जिसकी
growth
हम आपके साथ करेंगे.



CITC®
THE HUB OF IT

CITC SAPPHIRE FRANCHISE

THE PREMIUM DISTRICT BUSINESS HUB

A seven-engine education, IT and digital-business ecosystem.

NOT JUST A FRANCHISE SETUP —
A COMPLETE 7-ENGINE
IT BUSINESS GROWTH ECOSYSTEM.

INVESTMENT	AREA REQUIRED	5 YEAR	EXCLUSIVE	WEBSITE + DIGITAL	7-ENGINE
₹10 LAKH	1000–1500 SQ. FT.	MOU	DISTRICT RIGHTS	MARKETING SUPPORT	REVENUE MODEL

EMPOWERING SKILLS. BUILDING BUSINESSES. SHAPING FUTURES.

1. PARTNERSHIP FRAMEWORK & STRATEGIC POSITIONING

A premium district-level hub designed for skills, education, digital services and business development.

More than a franchise — a strategic district partnership built for long-term business growth.

- ₹10 Lakh Investment
- 5-Year MoU
- Exclusive District Rights
- 1,000–1,500 sq. ft.

EXECUTIVE OVERVIEW

The Sapphire Franchise is positioned as a premium district business hub for locations with strong footfall and demand for digital skills. The partner operates under the approved brand framework and receives an integrated setup, centralized support and a structured multi-revenue business model.

The proposed ₹10 lakh authorization, branding and registration investment is a bundled business-model investment, not an item-wise quotation for computers, furniture or marketing services.

MODEL STRUCTURE

COMPONENT	DETAILS
Investment	₹10,00,000
MoU	5 years, subject to compliance and renewal terms
Territory	Exclusive rights for one approved district
Area	1,000–1,500 sq. ft. recommended
Setup	Premium fully furnished centre
Infrastructure	Lab + reception + admin + theory room
Systems	10 refurbished laptops/systems + premium setup
Marketing	Continuous digital + 1–2 months field support
Positioning	District business hub / premium institute

WHY CHOOSE THIS MODEL?

- Strong website and digital marketing support for continuous local inquiries
- 1700+ franchise network across India and 41,000+ students trained
- Transparent, structured and auditable revenue model
- In-house web, app, software and digital marketing teams
- Academic support including faculty development, live projects, placement assistance and certifications
- Centralized systems for branding, reporting, quality control and business review

EXCLUSIVE DISTRICT RIGHTS

District exclusivity is granted after successful registration, territory approval and execution of the MoU. Exclusivity remains conditional upon centre launch, brand compliance, operating standards, reporting discipline and timely fulfillment of commercial obligations.

POSITIONING STATEMENT

Sapphire is a seven-engine education and digital-business platform rather than a single-course computer institute.

2. SAPPHIRE SEVEN-ENGINE REVENUE MODEL

A structured multi-revenue business framework designed for district-level growth.

ONE DISTRICT. SEVEN REVENUE ENGINES. ONE SCALABLE GROWTH SYSTEM.

01 STUDENT FEES

Foundational, vocational, diploma, professional, AI, digital marketing, web/app and approved courses.

Lead Source: School/college outreach, community campaigns, website, paid media.

02 FRANCHISE DEVELOPMENT

Income from approved Foundation and Master Franchise referrals in the assigned district/region.

Lead Source: Local business network, events, central lead allocation.

03 UNIVERSITY ADMISSIONS

Higher-education admission facilitation through authorized and compliant arrangements.

Lead Source: Student counselling, institutional outreach, approved campaigns.

04 CSR & GOVERNMENT PROJECTS

Priority participation for eligible centres based on infrastructure, documents and project requirements.

Lead Source: Central tender/project desk, local mobilisation.

05 WEB & APP DEVELOPMENT

Local B2B leads for websites, apps, software, CRM, ERP and automation services.

Lead Source: Businesses, schools, institutions, retailers, service providers.

06 DIGITAL MARKETING SERVICES

SEO, social media, paid ads, GBP, content and lead-generation services.

Lead Source: Local business outreach, workshops, referrals.

07 PUBLISHING & ONLINE COURSES

E-books, recorded courses, webinars and regional knowledge products.

Lead Source: AI content production studio, faculty, industry experts.

CROSS-ENGINE OPPORTUNITIES

- Corporate training for nearby industries, institutions and employers.
- Placement and recruitment coordinattion for trained candidates.
- Data analytics and reporting services where delivery capability exists.
- Events, workshops, certification drives, career fairs and expert sessions.
- Affiliate or referral opportunities approved in writing by management.

MONTHLY REVENUE DASHBOARD

LEADS	Source, owner, status, ageing and next follow-up
CONVERSIONS	Admissions, service deals, referrals and project maturity
REVENUE	Gross billing, collected amount, partner share and company share
DELIVERY	Batch status, project status, SLA and pending actions
QUALITY	Complaints, audit findings, placement outcomes and corrective actions

3. Infrastructure, Audit, CCTV & Brand Compliance

Build a Premium, Standardized & Auditable District Hub

A structured center-development framework covering setup, audit readiness, oversight and visual compliance.

INFRASTRUCTURE
Premium setup & equipment

AUDIT
Verified, classified & auditable

CCTV
24/7 oversight & transparency

BRAND COMPLIANCE
Standardized, consistent & trusted

STUDENT EXPERIENCE
Professional, safe & future-ready

1 INFRASTRUCTURE & EQUIPMENT INCLUDED

Area	Provision
Centre	Fully furnished 1,000–1,500 sq. ft. approved site
Computer Lab	10 refurbished laptops/systems, lab tables, student chairs and networking
Reception	Reception counter/area and professional visitor experience
Admin Block	1 office table, 1 office chair and 3 visitor chairs
Theory Room	65-inch digital panel and 20 student chairs
Utilities	2 air conditioners: electrical points and networking where required
Branding	External/internal branding, banners and approved visual standards
Digital Assets	Area-based website, Google Business Profile and social media pages

2 EXISTING SYSTEMS & INFRASTRUCTURE AUDIT

- **Pre-audit inventory:** serial number, configuration, age, ownership proof, condition and photographs
- **Technical verification:** processor, RAM, storage, operating condition, networking and course compatibility
- **Facility verification:** furniture, electrical load, earthing, internet, power backup, ventilation and safety
- **Brand-fit assessment:** reception, theory room, counselling area, signage and student experience
- **Final classification:** approved as-is, approved with upgrade, retained for extra capacity or rejected
- **Asset register:** all approved supplied and partner-owned assets recorded separately

3 BUNDLED PACKAGE POLICY

- Existing assets may be integrated after written approval, but they do not automatically reduce the **₹10 lakh** package investment.
- An approved component may be reallocated toward another centre-development requirement instead of a cash discount.

4 CCTV & REMOTE OVERSIGHT

- CCTV coverage for entry, reception, lab, theory room and operational areas, excluding private or legally restricted areas
- Authorized viewing/access rights for quality, safety, attendance, audit and brand-compliance purposes, subject to law and the MoU
- Partner maintains internet connectivity, recording retention, access credentials, signage/consent and equipment uptime
- Access logs and footage sharing restricted to authorized personnel and legitimate operational purposes

5 BRANDING & COMPLIANCE

- Centre must operate under the approved brand name only
- No parallel, competing or unauthorized education brand may be displayed or promoted from the same premises
- All claims, course names, advertisements, certificates and promotional materials require approved formats
- Standardized quality, fee records, attendance, faculty credentials and student documentation must be maintained

4. Student Acquisition, Marketing & Academic Support

From Enquiry to Outcome — A Complete Growth Funnel for Sustainable Center Growth

A coordinated funnel supported by central specialists and local execution.

1 Awareness

School/college outreach, local activities, events, content, social media and paid campaigns

2 Inquiry

Website leads, Google Business Profile, calls, WhatsApp and walk-ins

3 Counselling

Need analysis, course mapping, eligibility, fee plan and follow-up

4 Admission

Registration, fee collection, document verification and batch allocation

5 Retention & Outcome

Attendance, projects, assessment, certification, placement and referral

Website & Full Digital Marketing Support

- Area-based website created, owned, managed and promoted by CITC throughout the MoU period.
- Search, social media, content, Google Business Profile and campaign support based on approved plans and available budgets.
- Lead generation, routing, lead-source tracking and enquiry review through a defined CRM/reporting process.
- Campaign performance will depend on location, competition, budget, offer quality, follow-up speed and local conversion execution.

Field Marketing & Team Support

Support Area	Operating Rule
Field marketing launch	1–2 months of launch support after centre readiness
First-year manpower	Two approved persons on CITC payroll, subject to role plan, hiring availability and performance norms
After first year	Salary cost shared 50% by CITC and 50% by the partner, as documented in the MoU
Local execution	Partner supports permissions, local relationships, events, mobility and daily supervision
Lead ownership	All leads must be entered, assigned, followed and reported through the approved system

Academic & Faculty Support

Support Area	Sapphire Premium Model
Faculty Support	Online / hybrid support
Faculty Development	Two structured cycles per year
Local Faculty Training	Included as per approved schedule
Live Projects	Included for eligible programs
Placement Support	Coordination and opportunity support; no guaranteed placement claim
Mock Interviews	Included through planned sessions

Online Training Delivery Option

When Complete Classes Are Delivered Online by CITC

Revenue share: Partner 60% and CITC 40%.

This option is best suited when the partner focuses on student mobilisation, counselling and local centre operations.

5. Launch Workflow, Roles & Operating Governance

A clear roadmap from registration to revenue-ready operations.

1 LAUNCH WORKFLOW – STEP BY STEP

Day 0
Registration & MoU
Commercial registration, KYC, district approval and site information.

→

Within 7–10 days
Site Visit
Representative visit, measurements and infrastructure/branding finalization.

→

Day 10–20
Infrastructure & Systems
Furnishing, networking, lab setup, system deployment and asset registration.

→

Day 15–25
Digital Foundation
Area website, lead forms, analytics and digital asset preparation.

→

Day 25–35
Local Presence
Google Business Profile, social pages and awareness promotion begins.

→

After Month 2
Field Marketing Rollout
School/college outreach, local campaigns and lead-generation activities.

→

Ongoing
Revenue & Review
Admissions, cross-engine opportunities, monthly reporting and quarterly audits.

2 CITC RESPONSIBILITIES

- Approve the territory, layout, branding, infrastructure plan and launch checklist.
- Provide the agreed centre setup, systems, digital assets and central marketing support.
- Create SOPs, academic support processes, course framework and reporting formats.
- Support recruitment/training of approved personnel and conduct performance reviews.
- Manage complex delivery for web/app, digital marketing and other centrally delivered services.

3 PARTNER RESPONSIBILITIES

- Provide approved premises, legal possession documents, utilities, local permissions and operational readiness.
- Manage daily operations, counselling, fees, records, safety, staff supervision and local relationships.
- Use only CITC-approved courses, fees, claims, certificates, branding and marketing materials.
- Maintain CCTV, attendance, accounts, lead follow-up, student records, asset register and compliance documentation.
- Avoid unauthorized commitments regarding territory, government projects, universities, placements or guaranteed earnings.

4 GOVERNANCE & REVIEW CADENCE

Daily	Lead follow-up, attendance, fees, complaints and centre checklist.
Weekly	Admissions pipeline, campaigns, field activity and delivery review.
Monthly	Seven-engine dashboard, P&L, revenue share, targets and corrective actions.
Quarterly	Brand, academic, asset, CCTV, compliance and quality audit.
Annually	Territory performance, manpower sharing, renewal conditions and strategic plan.

5 MoU PRINCIPLE

The five-year MoU will define territory, commercial terms, revenue sharing, intellectual property, data, CCTV access, brand standards, audit rights, termination conditions and dispute-resolution process.

6. Revenue & ROI Model

Illustrative projections based on stated student volume, fee and revenue-share assumptions.

1 Investment • 7 Revenue Engines
Strong 5-Year Growth Potential

Revenue Share Structure: CITC share **40%** in all courses | Franchise Partner share **60%**

A. General Courses

Particular	Sapphire Premium Model
Students per year	130
Average fee	₹5,000
Gross course revenue	₹6,50,000
CITC share (40%)	₹2,60,000
Franchise partner earnings (60%)	₹3,90,000

B. Professional & AI Courses

Particular	Sapphire Premium Model
Students per year	65
Average fee	₹25,000
Gross course revenue	₹16,25,000
CITC share (40%)	₹6,50,000
Franchise partner earnings (60%)	₹9,75,000

C. Annual Earnings Summary

General-course partner earnings	₹3,90,000
Professional & AI partner earnings	₹9,75,000
Core annual partner earnings	**₹13,65,000**
Other 5 engines average annual earnings	₹3,35,000+
Seven-engine annual potential	**₹17,00,000+**

Scale from
₹13.65 lakh
Core Earnings

to
₹17,00 lakh+
with 5 Additional Engines

D. ROI & Multi-Year Projection

Metric	Core Course Model	Seven-Engine Positioning
Initial investment	₹10,00,000	₹10,00,000
Avg. annual contribution from other engines	—	₹3,35,000+
Year 1 partner earnings	₹13,65,000	₹17,00,000+
3-year net potential	₹40,95,000	₹51,00,000+
5-year MoU potential	₹68,25,000	₹85,00,000+
Indicative payback	Approx. 8–12 months	Subject to execution

CALCULATION NOTES

- General-course calculation: 130 × ₹5,000 = ₹6,50,000; CITC 40% = ₹2,60,000; Franchise partner 60% = ₹3,90,000.
- Professional/AI calculation: 65 × ₹25,000 = ₹16,25,000; CITC 40% = ₹6,50,000; Franchise partner 60% = ₹9,75,000.
- Core annual partner earnings = ₹13,65,000.
- Average contribution from other 5 engines = approx. ₹3,35,000+, taking total annual potential to ₹17,00,000+.
- Taxes, local salaries, rent, utilities, advertising budgets and statutory costs are excluded unless expressly stated.

Important ROI Disclaimer

All figures are business projections, not assured returns. Actual performance depends on local demand, pricing, admissions, collections, expenses, competition, partner execution, marketing budget, compliance and market conditions.

Frequently Asked Questions & Objection Handling

Before you decide, know exactly how the model works.

Clear answers for serious partners. Build confidence before you invest.

1 What does the ₹10 lakh investment cover?

Bundled authorization, branding, registration, premium setup, systems, digital foundation and support framework as defined in the final MoU and annexures.

2 Is district exclusivity permanent?

No. Exclusivity applies during the active MoU and remains conditional on launch, compliance, performance, reporting and commercial obligations.

3 What if the partner already has systems or furniture?

Existing approved assets may be integrated for additional capacity, but there is no automatic reduction in package value.

4 Are website and digital marketing included for five years?

Yes. Approved website, digital support and digital marketing support continue through the MoU period, while media spend and third-party costs follow the commercial plan.

5 Are two employees guaranteed immediately?

CITC supports two approved roles on its payroll in the first year, subject to hiring availability, role approval, performance and MoU terms. Later salary sharing is 50:50.

6 Are CSR or government projects guaranteed?

No. Such opportunities depend on project availability, eligibility, documentation, infrastructure and approval conditions.

7 Can the centre use another brand name?

No. The approved centre must operate only under the approved franchise brand standards.

8 How will CCTV access work?

Authorized access is limited to operations, safety, attendance, audit and compliance purposes, subject to the MoU and applicable law.

9 Are ROI figures guaranteed?

No. ROI figures are illustrative projections based on assumptions and depend on execution and market conditions.

10 What are the next steps?

Application, KYC, district and site approval, commercial registration, MoU execution, site visit and launch-plan sign-off.

11 Do I need prior experience in education or digital services?

Prior experience is helpful but not mandatory; the model is designed with training, SOPs and central support.

13 What kind of ongoing support will I receive after launch?

Ongoing support includes marketing guidance, reporting systems, academic coordination, audits and business review.

14 Can the franchise earn from multiple business engines at the same time?

Yes. The Sapphire model is designed as a multi-revenue ecosystem, not a single-course centre.

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

Mob: 8284868812

Website: citc.biz

Franchise & Training Office

CITC – The Hub of IT Pvt. Ltd.

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

Mob: 7340908082

Website: citcchandigarh.com

Next Step

Submit your KYC and site details for district availability confirmation, preliminary site assessment and commercial registration.

Transparent answers. Structured process. Scalable growth.

CITC
THE HUB OF IT

15 ft x 50 ft
SHOWROOM LAYOUT

DESIGNED FOR LEARNING. BUILT FOR SUCCESS.

10 Computer Lab
10 High Performance Systems
Ergonomic Chairs

Smart Digital Panel
Interactive Learning
with Smart Digital Panel

Theory Room
Smart Digital Panel
Student Desks & Chairs
AC & Premium Lighting

Executive Admin Office
Professional Cabin
with Premium Interior

Premium Reception
Elegant Reception &
Comfortable Waiting Area

④ COMPUTER LAB
- 10 Computers
- Ergonomic Chairs
- AC & Ventilation
- Branded Environment

③ THEORY ROOM
- Smart Digital Panel
- Student Desks & Chairs
- AC & Premium Lighting
- Motivational Posters

② ADMIN BLOCK
- Executive Office
- Premium Interior
- Storage & Shelving
- Visitor Seating (3)

① RECEPTION AREA
- Welcome Desk
- Waiting Lounge
- Branding Wall
- Premium Lighting

AREA SUMMARY

ZONE	SIZE (FT.)	AREA (SQ.FT.)
1. Reception Area	15' x 8'	120
2. Admin Block	15' x 9'	135
3. Theory Room	15' x 14'	210
4. Computer Lab	15' x 19'	285
TOTAL	15' x 50'	750

MODERN DESIGN
Inspiring Interiors

AC ENVIRONMENT
Comfortable Learning

CCTV SECURITY
Safe & Secure

HIGH SPEED WI-FI
Seamless Connectivity

PRACTICAL TRAINING
Industry Focused

CITC®
THE HUB OF IT

CITC OFFICE LOCATIONS

CONNECTING TALENT. DELIVERING EXCELLENCE.

CORPORATE OFFICE

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Office No. 2, 3rd Floor
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TRAINING OFFICE

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