



A New Age Cloud Based Digital School, College Automation Platform

Product Information Brochure

Pramarg Tech Innovations LLP, Pune

Pramarg's Vision



Committed to build a best-in-class, next generation digital platform to enables rapid transformation of schools, colleges from traditional to technology enabled institutions, leaving a positive imprint on staff, parents & society ...!

Key Objectives:

- Empower schools to onboard them on digital platform
- Enable advanced technologies in school to stay ahead in the competition
- Transform schools from traditional to next generation solutions
- Bridge the gap between student/parent and schools
- Enable superlative education eco-system around schools

Pramarg – Technology Leaders with combined 60+ years of Industry Experience

Pramarg Tech Innovations LLP is a start-up established in May 2016 by ex-Oracle, Ex-Wipro technocrats and ex-Mastek business development leader with combined IT experience of 50+ to work on their passion to create a world class product in education sector with the vision of creating best in class, next generation platform which will really provides value addition to the institutions and transform them from traditional to technology enabled school leaving positive imprint in the EdTech domain.

With our technical expertise working with global top Tier1/2 Banks in BFSI domain, we build Vidyalekha with the extensive market research by visiting around 10 different types of institutions with different boards and geographic, building prototype and present after them and implementing their practical and valuable feedback.

Within short span of 2-3 years of launch, Vidyalekha has become highly flexible, simple and usable platform, easily customizable and value for money product for institutions. No wonder we grew to 400+ customer's base within short span of time with 90% customer retentions ratio which is highest in the market for ERP domain.

Pramarg Tech Innovations LLP is Govt. recognized start-up by DIPP (Department for Promotion of Industry and Internal Trade)

With just focused approach on one product (School ERP and surround services) Vidyalekha aims to become market leader in India.

Acquisitions

#400 Schools # 100000 Students

30000+ App Installations

90% Customer retention for YOY

Serving Big Brands

Chate, Pune Innovera. Pune

Maratha Mandal, Belgaum

Kalika manavgyan schol, Nepal



Pune Maharashtra

Belgaum

North Karnataka Nepal



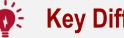


Pre-Primary Schools Coaching Classes

Schools CBSE, ICSE, SSC

Jr. Colleges

Medical Colleges



Key Differentiators

Paperless Admission Workflow



QMS

Auto Timetable Generator

Quality Management & Assurance System



Analytical Reporting



Team Strengths

80+ Years of combined IT experience

Leaders - Ex-Oracle, Ex-Wipro Technology Experts and Professional sales & Support Team



Built on open source Flexible Architecture



Cloud based SaaS Application



Flexible and Scalable Framework



256-bit Secure Socket Layer encryption



Android and IOS* App



Analytical reporting



Ultra RFID Attendance



GPS Bus Tracking



Evolving Technology & Solutions





Built on open source Flexible Architecture



Cloud based SaaS Application



256-bit Secure Socket Layer encryption





App built on Cordova Ionic Angular JS



Android and IOS* App





Ultra RFID Attendance



Tracking



Biometric Attendance Technology



Tally Accounting Integration*



Moodle *
LMS Integration
(Learning Management System)



Integrations



Quality Management & Assessment System



Analytical
Performance
Reporting for Parents



Flexible and Scalable Framework



Analytical Forecasting and insights for Owners, Management & Parents



End to end services for School's Eco System



Android & IOS* Apps

Biometric & RFID Gate Pass Attendance

GPS Tracking and Alerts

Cloud Document Storage

Free Upgrades

Enable advanced technologies in school

Get Smart Go **Digital**

to stay ahead in the competition

Automated Process

Admission Workflow

Automated Reminders

Operational Workflow

Quality Assessment

Automated Timetables

Efficiency & Accuracy



Promotions

Dynamic Website - Free*

Social Media Auto Posting

SMS Campaigns for admission

Free dynamic school website, auto posting on FB/Twitter and Promotional campaigns in your area for admissions



Easy Operations

Action Driven Dashboard

Mobile Enabled Operations

Analytical Reports

Data Updates & Exports

Save Time & **Efforts**

Build Brand

& Connect

guick operations from mobile Attendance, Homework, Leaves, Notifications And management

Increase productivity with automated operational process and quality improvements

VidyaLekha Surround Services



Wireless Ultra RFID reader
RFID Gate Attendance



SMS & App Notification Service

SMS Credits with lowest rates
Unlimited Email, App & Web notifications (free)



VidyaLekha Core Product

- Rich features at affordable pricing
- Lifetime free product updates.
- Onsite and on demand training
- Dedicated RM and on call support

QMS Quality Management & Assessment System



MS

Biometric Attendance with Slim Tablet Device

Biometric Attendance Android Application Unlimited user thumbprints, Real-time notifications & reports



RFID

GPS Tracking System

GPS devices on Bus, Track routes and notifications on Parent App



Payment Gateway Integration

Online Payment facility from web, App via Payment Gateway

VidyaLekha ... Platform for Next Generation Schools



Competitors



Paperless Admission Workflow



Auto Timetable Generation



Dynamic School
Website With Social
Media Promotion



Quality Management & Assessment Framework



Analytical Forecasting and insights for Admins & Owners



VidyaLekha's Unique Solutions





Action driven
Dashboard for all
users



Exams and Flexible Reports



Flexible fee Management, Auto Reminders and Online Payments



App with Rich UI & UX



Dedicated RM, On Call / Remote Desktop Support



Best-in-Class Features
Excellent Services



Basic features only,
No dedicated support

Setup Once and Run Year on Year FREE School Website & Apps for all users RFID / Biometric Attendance Document Cloud Storage Promotional Campaign Management Custom groups, Flexible 4 channel Notifications

Meal Calendar and Timetable Management Student Enquiry, Admission, Leaves & Management Staff Management,
Attendance, Payroll &
Leaves

News And Events Alumni Module*

> Next Generation Design, Rich User Experience



Traditional Design, Poor usability

Library Management

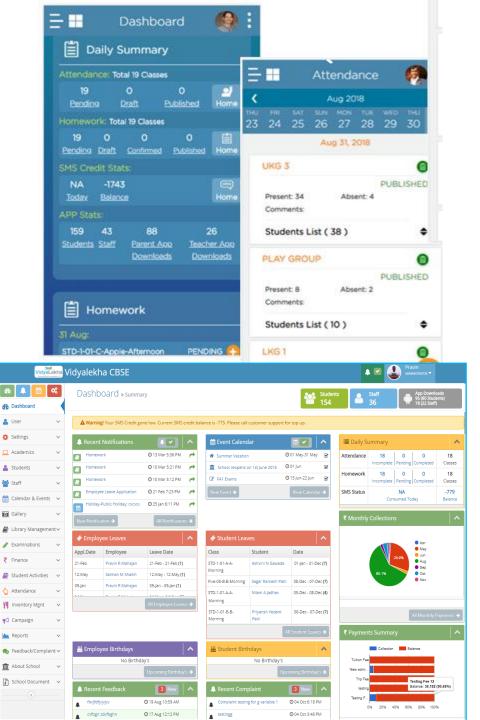
Inventory Management Hostel Management Reports and Certificates

Feedback /Complaint Management

Gallery, Albums and Videos

VidyaLekha USPs

- Affordable and value for money solution for institutions
- Rich UI/UX & task driven Android App for every stakeholder
- Scalable, flexible, customizable to fit every institution
- Dedicated RM for every institution with round the clock on-call support
- Paperless operations from admission enquiry to admissions and day to day operations including fees and result processing and publishing
- Analytical forecasting and insights for owners and administrators making decision faster
- Reducing time and efforts up to 50-60% resulting in improving operational efficiency
- Record of 90% customer retentions ratio year on year







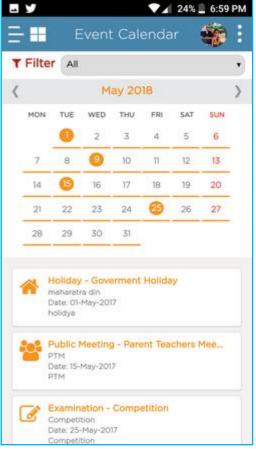
Real-time view for owners and stakeholders

Missing real-time singular view for owners of chain of schools, action based dashboard view for staff & parents





Admin View: Mobile Application



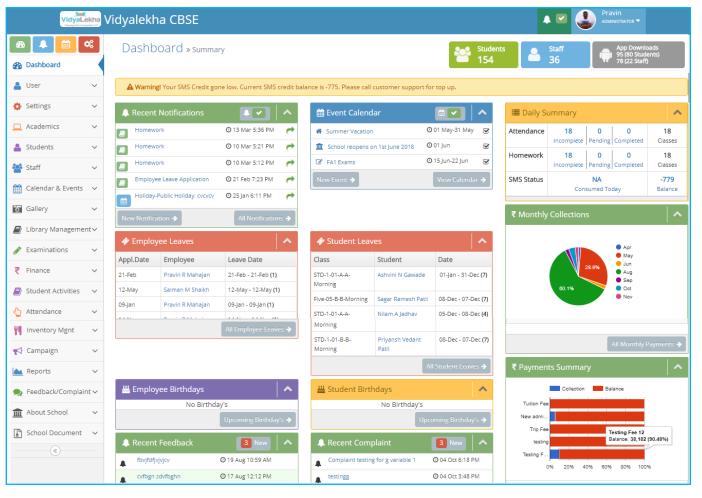


Action driven dashboard for owners and all stakeholders

VidyaLekha provides fully customized and configurable action driven dashboard for owner, school staff, teachers and parents

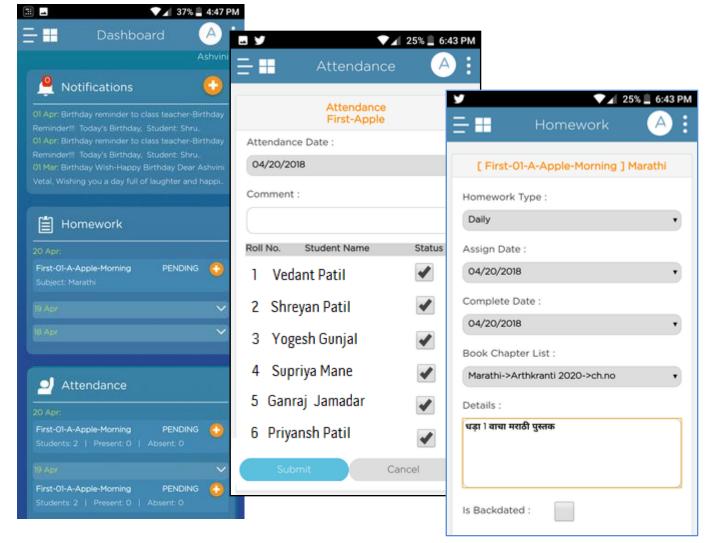


Admin View: Browser Mode



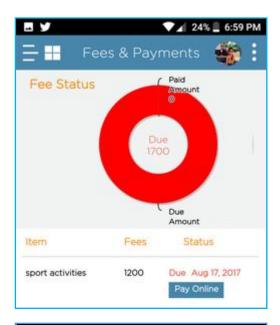


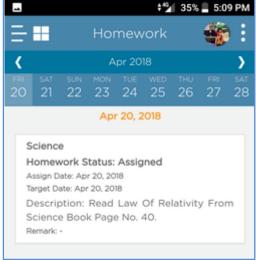
















Mobile View

No effective communication/notifications tool

Less effective communication tools for internal communications (principal, staff, teacher, admin) and external communications between school entity and parents



Highly usable 4 channel communication framework

Interactive communication framework supporting automated messaging (fees/events reminders), custom groupings, ad-hoc notifications through multiple channels (SMS, emails, web, mobile app)

| | New Notification | |
|--|---|-----------|
| Group 1: | | |
| Student | | |
| All | | |
| ALL | | |
| Group 2 | 2 | ~ |
| | | |
| Group 3 | 3 | ~ |
| | 3 | ~ |
| ubject : | be closed on account of 0 | Sadhhi Ja |
| Subject : | | Sadhhi Ja |
| Subject : School will Body : | | |
| Subject : School will Body : School will Jayatni | be closed on account of (| Sadhhi |
| Subject : School will Body : School will Jayatni When you | be closed on account of 0 | Sadhhi |
| Subject : School will Body : School will Jayatni When you | be closed on account of 0 be closed on account of 0 want to send this Notific Later | Sadhhi |



| Not | ification | ∩S » Send New No | tification | | | | | | | | |
|-----|----------------------|--|--|-------------|--------------------|-----------------------|--|--|--|--|--|
| | Notifications Groups | | | | | | | | | | |
| | | | | | | | | | | | |
| | | Group 1 | STU | * | All | * | | | | | |
| | | · | All Students across Institute Selected | | | | | | | | |
| | | Group 2 | CUSTOM | ₹ | Custom Grou | ıps ▼ | | | | | |
| | | | Organizing Co | ommitte | | | | | | | |
| | ◆ Add Gro | oup X Delete Group | Note:You can cre | eate multip | le target groups b | y clicking Add Group. | | | | | |
| | Notification Details | | | | | | | | | | |
| | | | | | | | | | | | |
| | C. Initia | School will be close | ed on account of Gandhi Jayanti | | | | | | | | |
| | Subject | Subject will be used wh | nile sending Web, Ap | op & Email | Notifications only | | | | | | |
| | | Dear @stuName@ | ed on account of Gandhi Jayanti | | | @stuName@ ▼ | | | | | |
| | Body | 66 Chars 1 SMS Cred Note:Do not mix up tw | | es in the m | essage. | @empDept@ ▼ | | | | | |
| | | Credit Count may vary | if variables are sele | cted in me | ssage. | | | | | | |
| | When | | | | | | | | | | |
| | ~ | Cloud + SMS(All) | ✓ Cloud + SMS | TO NO A | APP Clo | oud only | | | | | |





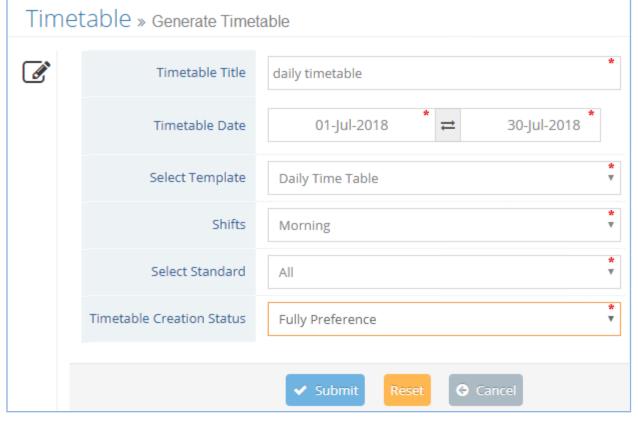
Yearly Timetable setup for all classes

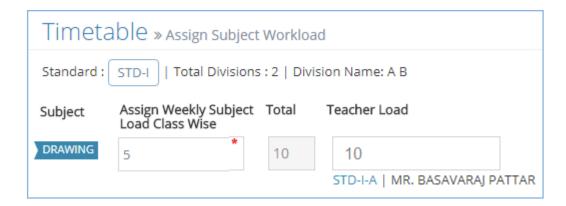
It's a tiresome, effort consuming process to setup yearly timetables for all classes.



Automatic Timetable generation process with preferences

Vidyalekha provides fully configurable automatic one click Timetable generation solution. It also take in to consideration different preferences while timetable generation.





| | STD-I-A | | | | | | | | | | |
|--------|---------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|--------------------------------------|--|--|--|--|--|
| PERIOD | MON | TUE | WED | THE | FRI | SAT | SUN | | | | |
| 1 | ② 10:00:00 To 10:40:00 | ① 10:00:00 To 10:40:00 ☑ ENGLISH | ① 10:00:00 To 10:40:00 | ① 10:00:00 To 10:40:00 ☑ ENGLISH | ① 10:00:00 To 10:40:00 ☑ ENGLISH | ② 10:00:00 To 10:35:00 ❷ ENGLISH | ② То | | | | |
| 2 | ② 10:40:00 To 11:20:00 | ① 10:40:00 To 11:20:00 ☑ SCIENCE | ① 10:40:00 To 11:20:00 ❷ SCIENCE | ① 10:40:00 To 11:20:00 ☑ SCIENCE | ① 10:40:00 To 11:20:00 ☑ SCIENCE | ② 10:35:00 To 11:10:00 ❷ SCIENCE | ② То | | | | |
| 3 | 11:20:00 To 11:30:00 RECESS | ① 11:20:00 To 11:30:00 RECESS | ① 11:20:00 To 11:30:00 RECESS | ② 11:20:00 To 11:30:00 RECESS | ① 11:20:00 To 11:30:00 RECESS | ① 11:10:00 To 11:20:00 RECESS | ② То | | | | |
| 4 | ① 11:30:00 To 12:10:00 ■ EVS | ① 11:30:00 To 12:10:00 ■ EVS | ① 11:30:00 To 12:10:00 ■ EVS | ① 11:30:00 To 12:10:00 ■ EVS | ① 11:30:00 To 12:10:00 ■ EVS | ① 11:20:00 To 11:55:00 ■ EVS Online | ◆ To Help Help Output Description Help Help Description Help Description Help Help | | | | |





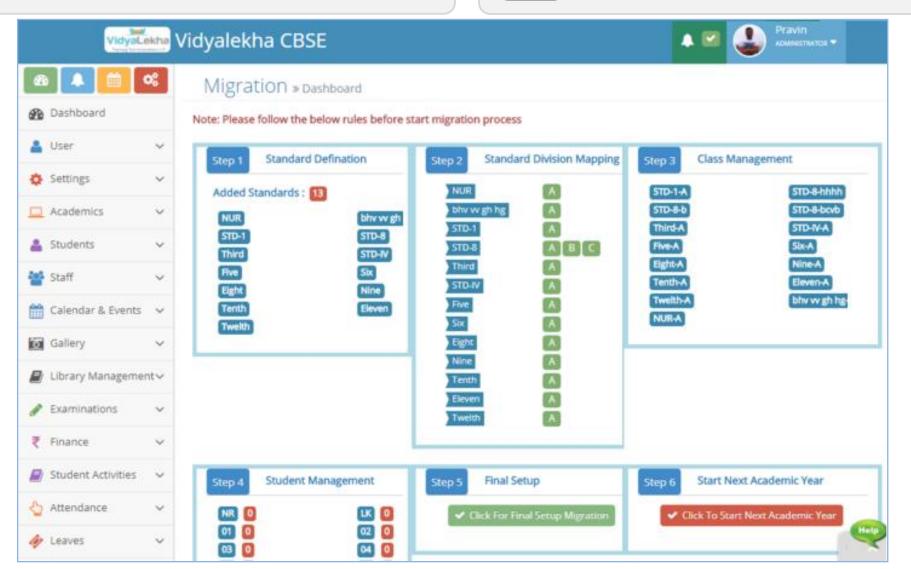
Time consuming yearly setup process

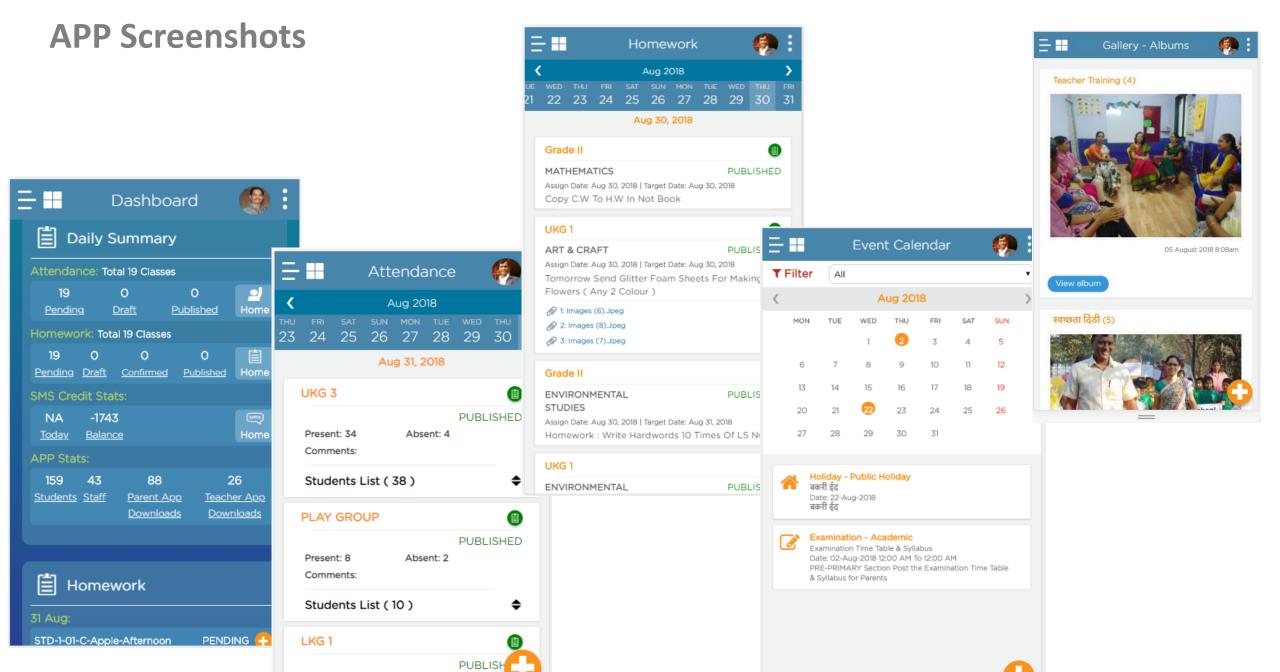
It's a time consuming process to setup standards, classes and students allocation to new batches.



Automatic migration from previous year to new year

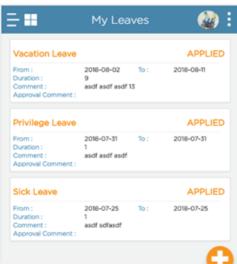
Vidyalekha provides fully configurable automatic migration process. It also takes different preferences and new admissions in to consideration.

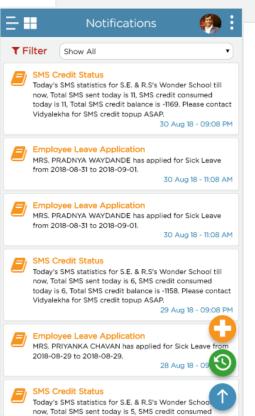


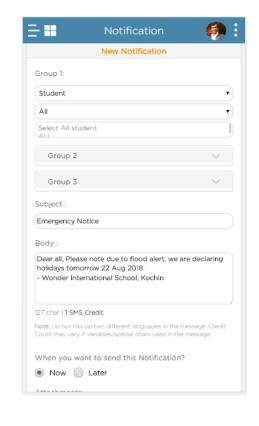


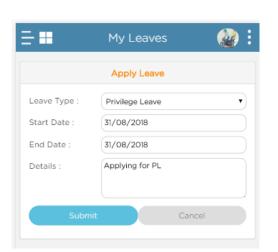
Present: 26

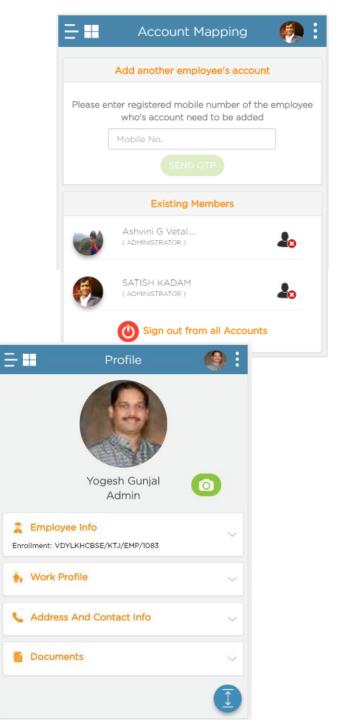
Absent: 4

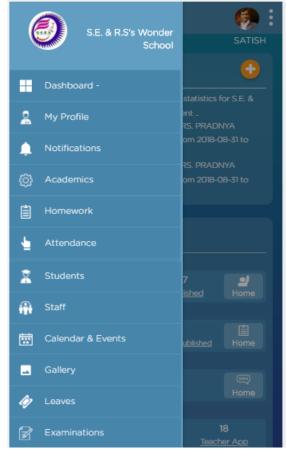












Customer Testimonials



This product is so simple to use and useful to teachers, admin and principal, also it is improving our operations and taking communication between the parents and teacher to the next level.

On behalf of all the staff members, thanking you for giving excellent support during implementation. Wishing all the best to VidyaLekha Team.

- Jyoti Khot, Principal, M.M.B's Modern English Medium School

We are very much happy to attend the product training session & it is very much beneficial to our Admin and Staff. Vidyalekha product is very easy to use, simple and effective for us to operate & we are sure it will be reduce all our manual effort towards administrative tasks and improve everybody's productivity.

- S.U. Daptardar Sujata, Admin, Sant Meera English Medium School





Thank you for your time to understand VidyaLekha - a next generation platform!

For quick on-boarding, please fill the online enrolment form available at the link given below. It would take only 5 minutes to fill up the enrolment form. Once done, we will connect with you and assist you for quick on boarding process Also, we would be happy to know your interests and feedback.!

Online Enrolment link: http://app.vidyalekha.com/enrollment

