



**Institute of Management, Nirma University**

**Summer Internship Program**

**“Final Report”**



**Submitted to:**

Prof. Deepak Danak

Faculty Mentor

**Submitted by:**

Piyush Porwal

Roll no. 191438

**Date of Submission: 05 July 2020**

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Internship Area	General Management
Institute Name	Institute of Management, Nirma University, Ahmedabad
Faculty Mentor	Prof. Deepak Danak Institute of Management, Nirma University, Ahmedabad
Purpose of the Report	Submitted as fulfillment of the requirement of the MBA Course (2019-2021)

## **DECLARATION**

I hereby declare that the work presented in this report in fulfillment of the requirements for MBA FT Program submitted to Institute of Management, Nirma University, Ahmedabad is an authentic record of my own work and is free from any type of plagiarism, It is carried out under the supervision of Mr. Prakash Rajput, Organization Mentor and Prof. Deepak Danak, Faculty Mentor.

I further declare that the work embodied in the present report is my original work and has not been copied from any source.

Piyush Porwal

Roll No. 191438

### **Acknowledgement**

The internship opportunity I had with IMS Learning Resources Pvt. Ltd. was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period.

Bearing in mind previous I am using this opportunity to express my deepest gratitude and special thanks to **Mr. Prakash Rajput**, Indore Center Director of IMS Learning Resources who in spite of being extraordinarily busy with his duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my project at their esteemed organization and extending during the training.

I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives. Hope to continue cooperation with all of you in the future.

**Piyush Porwal**

**191438**

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## **Executive Summary**

At IMS Learning Resources Pvt. Ltd. I was directly under the supervision of center director, where I was given a total of three projects during the internship period of two months. I was given a location of Indore center which was established a year ago only. Initially I was given a time period of three days to draft a report on the factors affecting management coaching industry in Indore and key drivers which adds to the success by using my past knowledge and experience about the area. The organization was offering only CAT preparation course at the time of my joining and they were thinking of launching the IPMAT and various regional level entrance courses. I worked in direct contact with organization's counseling head, respective faculty heads and the sales team. I gained a perspective on the consumer behavior. How it varies from region to region. I was given a task to curate the study material for the various state level management entrance exams in the quantitative and logical reasoning data interpretation section. Assessing the level of difficulty of questions and preparing the curriculum was the tedious task.

## **Part A: Profile of the organization**

### **Introduction:**

IMS is one of the oldest institutes in the field of management education. IMS was established in 1977 with an objective to give training to students who are interested in building their career in field of management. IMS has diversified itself from targeting only management entrance exams to law entrance exams, government exams, GMAT, SAT and many others. They have also started online training courses for finance students including financial modeling, credit risk analysis etc. The company has two directors Leela Nagesh Rane and Kamlesh Bhagwan Sajnani.

Professor Rane was the first person who started correspondence course, with the help of limited technological resources, for training the MBA aspirants. He is also considered as the man behind the popularity of the management courses mainly MBA. There is a huge contribution of IMS in spreading awareness about management courses across India. Starting from correspondence courses Mr. Rane established various centers in Mumbai, Pune, Delhi which will provide the physical classroom training. At present IMS has more than 90 centers spread across 50 cities. They have a team of more than 1200 qualified professionals. IMS was ranked 4th in the education sector and 44th amongst the “Top 50 Most Trusted Service Brands” across India by a national survey conducted by AC Nielson and Brand Equity, Economic Times in 2003.

Industry	Higher Education
Company Size	1200-1500 employees
Headquarters	Mumbai, Maharashtra
Type	Educational Institution
Founded	1977
Specialties	Test preparation, Admission consulting, Vocational Training, Confirmed admissions and Publications.

### **Industry overview:**

According to a survey conducted by the Nielsen atleast 35% of the students take coaching once in their lifetime. It was estimated that middle class parents spend around 38% of their income in the education of their children while 50% of the total income spent goes to coaching institutes. The coaching industry in India is estimated to be around INR 270000 crore growing at a CAGR of 30%.

There are many small players in the industry which are significantly contributing to the industry. According to the streams there are major players in each field which are shaping and governing the coaching industry. For example Allen Kota in Rajasthan is ruling Pre Medical and Pre Engineering fields where as IMS and TIME are shaping the management industry. These big players mainly bring innovation and development in the industry. With



technological advancement there are various changes happening ranging from online classes to online doubt sessions.

Every student has a different aim and objective with keeping these in mind each one of them search for a coaching which will help them in achieving their aim. Some prefer to go to big brands while some wants attention. Each one will choose according to his need and suitability. In urban cities distance also plays an important role in decision making of a student.

Just like competition in every field, there is a huge competition in coaching industry.

However, here big players dominate over the small player by offering the facilities at a cost which small players cannot afford. Advertisements including the results of the students and testimonials play a key role in influencing the decision of a student.

In management coaching industry, mentors with degree from tier 1 institute enjoys an added advantage over others. Industry is highly dominated by IIT, IIM graduates. Since many of the exams are conducted online so the coaching institutes are providing online interface to the students to get familiar and have a comfortable hand.

### **Products/Courses:**

IMS offers variety of courses depending upon the qualification of the student. For graduates they have courses for CAT, one year MBA, CMAT, GDPI, MHCET, IPMAT similarly for undergraduate they have courses targeting BBA, LAW, Hotel Management. They have

courses like GMAT, GRE, SAT, TOEFL for the aspirants who are targeting to do MBA outside India. IMS also provides various courses for the regional level exams which are only available on a particular geographical area helping the students to pioneer in the exams. Given below is the list which gives a comprehensive detail of national level courses offered by IMS.

### **Study in India**

#### **➤ Graduate**

- CAT
- One Year MBA
- IBS Hyderabad
- MHCET
- CMAT
- MBA Entrance Exam
- GD WAT PI
- Law

#### **➤ Under Graduate**

- BBA
- Law
- Hotel Management

## **Study Abroad**

- GMAT
- GRE
- Admission Consulting
- IELTS
- **Under Graduate**
  - SAT
  - Admission Consulting
- **Bank & Govt Exams**
- **Placement training**
- **Professional Certificate**

## **Market and Competition:**

IMS believes in providing the quality training at the minimum price which provides a competitive edge than others. It also helped to distinguish themselves from others. According to a survey conducted by the private agency IMS is pioneer in providing the right education to the aspiring minds. The major competitors of IMS are targetstudy, TIME, PT education, Career Launcher, Topper Learning etc.

Education industry is revolutionizing with the evolution of technology. There are many players emerging with the advancement in industry. There is a recent development in the industry which uses the social media sites like Facebook as the platform to provide online training. These startups create groups and add the enrolled students in the group. They

provide online classes via going live in the particular site. According to the recent survey conducted by the private agency, this social media startups captured 6% of the management training industry and are bound to bounce more. Given below are the major competitors and the details of the organizations

### **TargetStudy:**

Taregtstudy is the biggest rival of IMS. Targetstudy was founded in 2009 and its headquarters is in Chandigarh. It has a huge database of schools, colleges and universities across India. It covers almost all sectors from primary schooling to the post graduate degree including various career like Humanities, IT, MBA , Engineering, LAW, Aviation and many others. It has made collaboration with universities, polytechnics, ITI, Coaching centers, IIIT. In a concise way it is a one stop solution for an aspirant to get information about almost all the courses.

### **TIME:**

Establishing its roots from Secunderabad, Andhra Pradesh in 1992 TIME has given a tough competition to IMS. TIME has more number of centers established across India than IMS. It mainly focuses on the management entrance examination. It has 237 offices in 118 cities. The core team constitutes of more than 4 II/IM graduates. It has been awarded as India's Leading test preparation institute. It has also diversified its products and started various course for 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> class students. It has also started giving training on government entrance exams, bank exams, GATE, CDS, CSAT and many more. It has also acquired a well-established English Training Institute. Time has continuously thrived to grow whether by

establishing the presence across India or by continuously adding products in the portfolio.

TIME acquired English training Institute having a presence in more than 100 cities. Its turnover has increased drastically from Rs.10 crores in 2001 to Rs.313 crores in 2019. Its research and development team played a major role in successfully venturing the institute in various fields.

Industry	Higher Education
Company Size	1800
Headquarters	Hyderabad
Type	Educational Institute
Founded	1992
Specialties	Test preparation, campus recruitment training, admission consulting, English training

### **PT Education:**

PT Education was the first prominent UPSC preparation coaching class in India. It later struggled to survive amongst the increasing competition of coaching classes and got on virtual platform by ditching the classroom studies. PT education has continuously thrived to grow whether by establishing its presence across India or by continuously adding products in

the portfolio. PT Education has a wide curriculum and courses, to offer to determined students aiming UPSC exams and state PSC exams, in various languages like English and Hindi. It has diversified its products and started various course in Hindi also. PT Education's courses give full coverage to General Studies as per the new UPSC pattern and also have really experienced faculty members. It has also started new courses for CSAT Aptitude. PT Education offers products for UPSC exams that select entrants for 25 central services namely IAS, IPS, IRS, IFS etc. PT Education's research and development team played a major role in successfully venturing the institute in the field of UPSC and PSC examinations

### **Company's Financials**

IMS Learning Resources Pvt. Ltd. is incorporated in 1999. It is a non-registered company with a share capital of Rs.290000000 and with a paid up capital of Rs. 205590048. It is unlisted company

Company Name	IMS learning resources pvt. Ltd.
Company Status	Active
RoC	RoC-Mumbai
Company Category	Company limited by shares
Company Sub category	Non-government company

Class of company	Private
Date of incorporation	20 September 1999
Age of company	20 years, 7 months, 28 days

Some of the financial indicators of the company for the FY ending on march 19

**Operating Revenue** ..... INR 1 crore – 100 crore

**EBITDA** ..... - 36.75 %

**Networth** ..... + 14.23 %

**Debt/ Equity ratio** ..... 13.61

**Return on Equity**..... + 12.46 %

**Total Assets** ..... + 7.16 %

**Fixed Assets** ..... + 28.04 %

**Current Assets** ..... - 34.18 %

**Current Liabilities** ..... + 28.88 %

**Trade Receivables**..... – 16.06 %

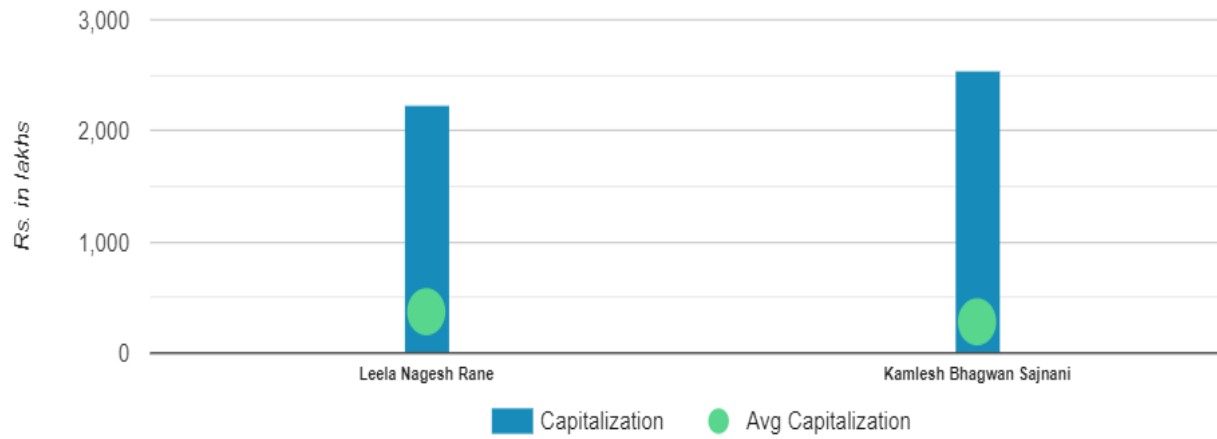
**Trade Payables** ..... + 56.23 %

**Current Ratio** ..... 0.22

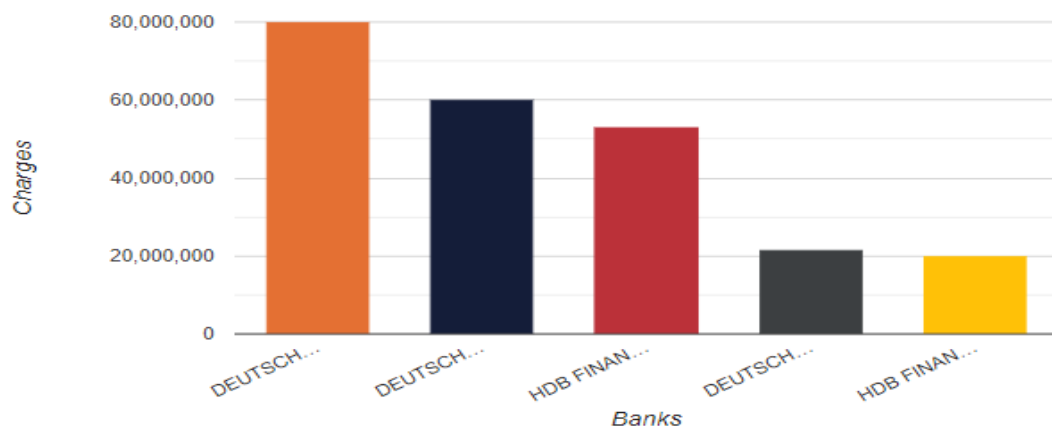
**IMS Group:** IMS Learning Resources Pvt. Ltd. is connected with various companies in order to diversify its portfolio and to provide service in an efficient manner. These connections contributed significantly in the growth of the parent company. Following is the list of the connected companies

Name	Number of common directors	State	Paid up capital
Origen test research and implementation bureau pvt ltd	2	Maharashtra	56.5 lac
IMS education and mentorship pvt ltd	2	Maharashtra	1 lac
Integrated co-mentors and edu guide pvt ltd	2	Maharashtra	1 lac
AIM education pvt ltd	2	West Bengal	1.13 cr
Praxis business school foundation	2	West Bengal	2.72 cr
IMS preschool private imited	2	Maharashtra	3.72 lac





#### 5 BIGGEST CHARGES



### **Analysis:**

The company was started with an objective to spread the knowledge and importance of management education among the graduates in India. Initially the correspondence courses were offered. Later on an institute was setup in Mumbai and from then onwards it has expanded across PAN India.

The company not only focused on management student but catering to the needs of the students they diversified in various fields ranging from law to government exam. However, their main focus is always on management students. The parent company established more than 6 companies.

The company was awarded 6<sup>th</sup> position out of 50 best coaching institutes in India. The company's core value lies in the identification of the aspirants need and catering them in the best possible way. They emphasize more on the need of the counseling so that they can clearly align the student aspirations.

Starting as a management coaching company established today itself in various fields of education industry shows the growth of the company. They highly believe I starting from the stretch to the higher level so that they can cater to the needs of all the aspirants.

Their team consists of highly qualified professional in their respective field mentoring students in the best possible way. Each center has a center director, a team of faculties of respective subjects, marketing manager, counselor and administrative staff.

Comparing with the other player in the market, company's growth in comparison with other competitor is not significant. The company's established centers are mainly located in a particular state while the competitors who started way late than the company established their roots across India way before. Now the competitor is giving a tough competition to the company when they are trying to establish their business.

### **7S Framework:**

McKinsey developed a 7s model in order to make smooth and efficient functioning of business. It consists of 7 key elements which are further classified in hard and soft categories. Hard S category includes strategy, structure and systems while soft S category includes skills, style, staff and shared values at the core.

### **Analysis of different aspects of IMS Pvt. Ltd. using 7S framework**

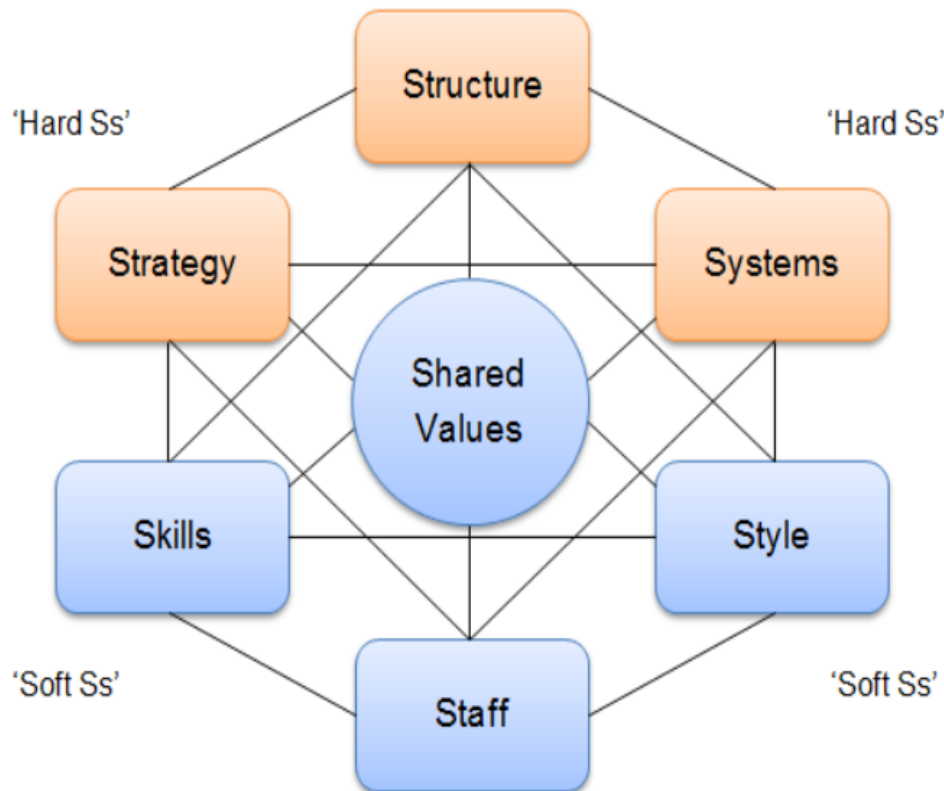
#### **(1) Structure:**

Centralized Functions include

- Research
- HRM
- Corporate and legal

Decentralized functions include

- Strategic management
- Operational and functional level management



## (2) System

IMS has separate software installed at all the center which gives every minute information about ongoing classes. It has also installed the software for the real time information about the stock of the printed material which helps the smooth functioning of the classes.

## (3) Style

- Equal opportunity
- Promotion on merit
- Maintaining relationship with the low level workers
- Conducting ethically

#### **(4) Staff**

- IMS promotes diversity and shows no biasness towards any gender.
- Gives equal opportunities to all and recruits on the basis of merit
- Provides safe and healthy environment to employs.
- Follows all government rules and laws.

#### **(5) Skills**

- Spread across India and provides service in almost every region
- Marketing backed by the unbreakable results.
- Diversifying the portfolio.

#### **(6) Strategy**

- IMS emphasizes more on delivering the quality content
- They spent more on developing the material which align with the exam curriculum.
- Giving attention to each customer

#### **(7) Shared Values**

The most important is the vision/motto of the organization. IMS aims to provide guidance to each student who is in need and have aspirations. IMS provides financial support to those who are in need and help them in all possible ways.

### **Competitive position in the industry:**

Porter's five forces framework is used to analyze competitive environment and how to improve the profitability in the long run.



### **Threats of new entrants:**

With rapid advancement businesses are evolving at higher speed so as to keep pace company needs to upgrade them constantly. In coaching industry many online startups has been started and it is a major threat to the physical classes. Apart from this there are many small players emerging in the market which ultimately are capturing the share of many big brands.

### **Bargaining Power of Supplier:**

Education industry market is competitive in nature. There is less power to the suppliers because of the high availability of resources. There are many qualified professionals waiting to enter in the industry which gives them less power.

### **Bargaining Power of Buyers:**

There are large number of institutes offering the same course at different price which gives the buyer a power of bargaining. In this industry the customer usually bargains upon the ability and qualification of one's.

### **Threat of Substitutes:**

In coaching industry there are several options readily available which give the buyer more choice. However, there are certain specialized courses which are offered by certain institutes which leave no space of substitution.

### **Rivalry Inside the industry:**

Competition has shaped the coaching industry from corresponding courses to physical classrooms to online classes. There is constant up gradation in the industry because of the presence of large number of competitors.

## **Problems:**

- IMS is expanding its business at very later stage in their business cycle because of which they are facing a lot of competition through local players and already established players.
- Because of COVID19 people will tend to travel less and so the presence of physical classroom will get affected.
- IMS need to innovate and develop a user friendly interface which can be easily accessed by the students.

IMS needs to establish its branches of business so that they can also have some brand value backed by credential authorities.



## **Part B**

Education industry is an integral part of any economy. Not only it generates revenue but provides a holistic development of the economy. Private coaching institutes are considered as a major player in this sector. It is necessary to understand how this institute functions and operates.

My internship provided a ground level understanding of the functioning of the coaching industry. My whole internship was under the guidance of the Indore Center Director Mr. Prakash Rajput, IIM Indore Alumni. He briefed about the organization goals and the Indore center vision. He asked me to draft a report about my understanding on the management entrance exam industry in Indore, what are the key drivers that are contributing to its success, what is the scope of management coaching institutes in Indore and many more parameters.

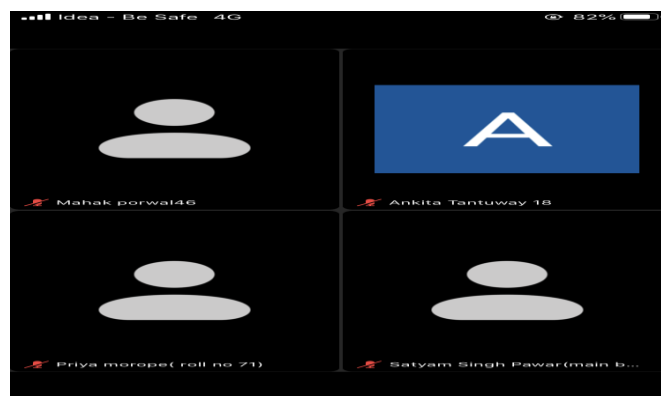
After completing the first task we had a 3 hour meeting in which we discussed about what are our strengths, what should be the roadmap in this pandemic situation, either we should launch our IPMAT program this year or not. Then I was asked to work specifically on the IPMAT and regional CET courses.

### **Project 1: Formulation of the IPMAT program**

**Objective:** To plan a roadmap for the launch of IPMAT course mainly including strategy formulation, select the target audience, counseling the aspirants and generate leads.

**Project Introduction:** Since IMS Indore center is establishing its roots in the city I was assigned a task to formulate the strategy for the launch of IPMAT and CET course. Following tasks were given by the director

- To select the target schools.
- To contact the responsible person of the schools.
- To arrange an online introductory session for the parents.
- To collect the data from various secondary sources.
- Understand the rural aspirant's behavior.
- Conducting one to one counseling session and mentored the aspirants.
- To generate the leads from rural area students who will be going to move Indore for their higher studies.
- To create awareness about various options after 12<sup>th</sup> standard in the field of management.
- Conducted 15 online counseling sessions under the supervision of center director.
- To select the potential districts in the Indore region this will generate more enrollment for the institution.



Screenshot of the seminar conducted for IPS Jhabua Students

### **Observations:**

In Indore market there were already few major players who were ruling the market. They were very well established for past 10 years but IPMAT is the new entrance examination and no one has any pre added benefit. We tried to develop a program which mainly adhered to the level of the particular exam. Students in the other institutes were asked to refer to CAT or any high level entrance exam material. We at IMS decided to design specific material in accordance with the difficulty level of the entrance examination.

### **Common Problems:**

- There is no specific defined program targeting the IPMAT aspirants.
- There is lack of awareness among students regarding the entrance examinations and its structure.
- Schools rigid structure is one the major issue.
- Time period between the boards exam and entrance exam is too short which needs to be well utilized.

### **Solutions**

- Examination authority can do information campaign by increasing the paper of advertisements in the newspaper, by conducting live seminar etc.
- There should be a counselor in each school which will help the student to decide whether he should prepare or appear for the examination or not.
- Students need to start preparation early like may be from the month of December.

## **Project 2: Designing the study material of QA and LRDI**

**Objective:** In this project I was asked to assess the difficulty level of regional level management entrance examinations and prepare study material accordingly of quantitative aptitude and logical reasoning data interpretation section. The main task was to solve the question from the question bank with using a stopwatch and assess whether the aspirant will be able to do it or not in a given time frame.

**Project Introduction:** In this project I was asked to design the curriculum of quantitative aptitude and logical reasoning data interpretation for the DAVV CET (regional) examination. Since the difficulty level of exams varies, I was given responsibility to assess the level of exam by solving the questions from the IMS question bank in a stipulated time frame. The main task here was to select the questions which matches the standard of the examination and will be helpful to the aspiration. I was always connected with the respective faculty heads in

correspondence to the designing of material. The faculty head reviewed my work on the daily basis. If Indore center's faculty is busy then there was a group where I can approach to any respective faculty of the subject from the other IMS center also. So during the project I:

- Assessed the level of regional CET examination.
- Analyzed the pattern of Quantitative aptitude, Logical reasoning and Data Interpretation questions asked in the previous 5 years.
- Analyzed the cutoffs and trends of question paper year wise.
- Reported daily progress directly to the faculty head on daily basis

- Solved questions using stopwatch in order to know whether it should be included in the material or not.



IMS question bank

### **Common Problems:**

- Assessing the difficulty level was totally on my ability of solving the question but in logical reasoning sometimes one can easily crack the question or might spend an hour so which question to select or which one to reject was a bigger challenge in terms of selection.
- The question bank was an outdated version in which the questions from various topics were clubbed in a single chapter. So to find a question from a crowded chapter it was a difficult task to perform.
- Entrance exam pattern changes every year so the organization needs to update the material according to the exam pattern.

### **Solutions:**

- There should be more than one intern who work in the designing of the curriculum or more specifically who are working on the same topic so that it can give them a rough idea about the difficulty level of the question.
- There should be a better version of the question bank which would have segregated topics and have a better placements of questions in terms of topic wise.

### **Project 3: Outreach to CAT aspirants**

In this project I was given the data of IMS Indore CAT aspirants and was asked to analyze the data. I selected the aspirants from the data who were unable to perform well in the management entrance examinations. I along with the counseling head contacted the aspirants and guided them. At IMS we also have lucrative offers for ex-students so we tried to get maximum out of it. We also gathered the information of CAT aspirants who are not the part of IMS family. We contacted them and conducted seminars. So during the project I:

- Analyzed the data of previous year IMS CAT aspirants.
- Collected the data of various other aspirants belonging to the central India region.
- Contacted various aspirants and guided them.
- Conducted various seminars in the supervision of center director for the aspirants who are going to attempt management entrance examination for the first time in 2020.



The image shows a promotional poster for a webinar. The left side is a solid blue rectangle with white and yellow text. The right side is a grayscale photograph of a hand holding a pen, writing on a calendar grid. The calendar shows dates from Monday to Sunday, with the 7th, 13th, 14th, 15th, 20th, and 21st visible. The IMS logo is in the bottom right corner of the photo.

**CAT PREPARATION  
STRATEGY**   
BELL THE **CAT** IN  
**6 MONTHS**  
WEBINAR ON  
**4 JUNE @ 8:00 PM**  
SPEAKER  
**PRAKASH RAJPUT**  
Chief Mentor - IMS Indore

### **Common Problem :**

- The students who already appeared for the exam remain in dilemma till the month of June whether they should reattempt or not. This is because of either they are in the waiting list of any institute's list or they are planning to settle down with some lower tier college.
- Final year students have the problem of semester exam which usually ends in the month of June so till this period they are mentally occupied with the burden of the examination.

### **Solutions:**

Instead of more focusing on the existing aspirants organization should focus on the 1<sup>st</sup> time aspirants. There should be counseling sessions regularly conducted by the director for the existing students so as to be in contact with them and clear their doubts.

## **Part C**

### **Learnings from the Summer Training Project**

- The space among strategy and execution is always present in each and every corporate entity, in one form or the other. Bridging the space between strategy and execution requires focussed supervision of the work.
- Minor challenges at the beginning tend to grow into bigger difficulties, hence they should be sorted out at the beginning only.
- Application of excel for analyzing the data.
- Effective communication helps in generation of the leads.
- Consumer behavior varies from region to region and so the necessities.
- Various small points' needs to be taken care considered while making the prstrategy.
- Selecting right target audience can enhance the productivity.
- Understanding the needs can help in business acquisition.
- Pitching about the product in a good way is the first step in creating the interest.
- Understanding business of the organization from a ground level perspective.
- There is a large difference between generation of a led and conversion of a lead.
- Difficulties face by the organization in the early stage is way more than at the mature stage.
- Pricing highly affects the consumer decision in the purchase of the product.



## **Bibliography**

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Retrieved from the IMS website <https://www.imsindia.com/center/indore/>

Retrieved from the financials website: <https://www.instafinancials.com/company/ims-learning-resources-private-limited/U80220MH1999PTC121823>

## Annexures

### Annexure 1

#### Company Highlights

Company CIN <sup>?</sup>	U80220MH1998PTC121823	Paid up Capital	₹20.56 Cr
Age (Incorp. Date)	20.10 Years (20-09-1998)	Open Charges	₹24.14 Cr ( 7 Charges )
Company Status <sup>?</sup>	Active	Directors	Current : 2 ( Past : 2 )
Company Type	UnListed Private	Signatories	1
Sub.Category	Indian Non-Government Company	Last AGM Date	30-09-2019
Email ID 	ishwari@imsindia.com	Balance Sheet Date	31-03-2019
Company Website	<a href="http://www.imsindia.com">www.imsindia.com</a>	Profit After Tax	₹??
Industry	Education	Address	6TH Floor, NCL Bandra Pre Bandra Kurla Complex, Bar Mumbai City, Maharashtra, India

### Annexure 2

#### Open Charges / Borrowings

Charge Holder	Amount (₹ in Lakhs)	Outstanding years	Creation Date	Last Modification Date	Assets Secured
HDB FINANCIAL SERVICES LIMITED	200.0	0.8 Years	25-11-2019	Nil	Immovable property or any interest th
DEUTSCHE BANK AG	800.0	1.9 Years	16-10-2018	Nil	Immovable property or any interest th
Kotak Mahindra Bank limited	65.0	2.2 Years	31-05-2018	Nil	Floating charge; Credit Card Reveivat
HDB FINANCIAL SERVICES LIMITED	530.00	3.9 Years	20-10-2016	Nil	Immovable property or any interest th
DEUTSCHE BANK AG	215.00	3.9 Years	17-10-2016	Nil	Immovable property or any interest th
DEUTSCHE BANK AG	600.00	4.11 Years	31-08-2015	Nil	Immovable property or any interest th
BANK OF MAHARASHTRA	3.50	19.10 Years	04-09-2000	Nil	-

### Annexure 3

Company	Status	PaidUp Cap. (₹ in Lakhs)	Charges (₹ in Lakhs)	Industry	Age of Company (Years)	State	No. of Commo Director
ORIGEN TEST RESEARCH AND IMPLEMENTATION BUREAU PRIVATE LIMITED	Active	58.5	50.00	EDUCATION	15.3 Years	Maharashtra	02
AIM EDUCATION PVT LTD	Active	118.22	350.00	EDUCATION	14.2 Years	West Bengal	02
IMS EDUCATION & MENTORSHIP PRIVATE LIMITED	Active	1.00	Nil	EDUCATION	2.8 Years	Maharashtra	02
INTEGRATED CO-MENTORS AND EDU-GUIDE PVT LIMITED	Strike Off	1.00	Nil	EDUCATION	14.8 Years	Maharashtra	02
IMS PROSCHOOL PRIVATE LIMITED	Active	3.72	390.10	COMPUTER AND RELATED ACTIVITIES	20.1 Years	Maharashtra	01
PRAXIS BUSINESS SCHOOL FOUNDATION	Active	288.65	Nil	OTHER BUSINESS ACTIVITIES	4.11 Years	West Bengal	01

### Annexure 4

#### DIRECTORS



The company has 2 directors and 2 reported key management personnel.

The longest serving directors currently on board are Leela Nagesh Rane and Kamlesh Bhagwan Sajnani who were appointed on 20 September, 1999. They have been on the board for more than 20 years.

Kamlesh Bhagwan Sajnani has the largest number of other directorships with a seat at a total of 8 companies. In total, the company is connected to 7 other companies through its directors.

