

Takshila Schools

New Delhi



**Case Synopsis**

Takshila School is the brainchild of Mr Sanjiv Kumar, Pro VC Takshila Educational Society which run Delhi Public School in Patna, Ludhiana, Pune and Coimbatore.

Takshila School was conjured as an affordable high quality school for India. Land was procured across the country and Phase I launch was planned for Hoshiarpur, Gaya and Ahmednagar.

The assignment of Market Research, Data Collation, Marketing Communication and the entire launch was entrusted to SCIPL. 3 years after the launch the promoters sold the Takshila chain of

**Key Deliverables**

1. All schools were launched with an admission on 450 students (except Hoshiarpur).
2. The composition of parent profile was as per a pre decided population mix

**Footprint**

Hoshiarpur, Gaya and Ahmednagar