



North India's **BIGGEST** Education Fair



**Connecting Institutions with
Global Talent and Opportunities**

**Mandi - 19th & 20th April, 2025
Shimla 17th & 18th May, 2025**



NORTH INDIA'S BIGGEST EDUCATION FAIR

Edufest India proudly presents the largest career and education fair in North India, hosted at premier venue in Mandi and Shimla in Himachal Pradesh. This much-demanding event bringing together the best of top-tier colleges and institutes from across the country.

Top institutions will leverage this platform to not only admit students for a variety of courses but also establish and enhance their brand presence among a focused audience of aspiring students and their parents. The fair will feature dedicated sections for Medical, Engineering, Pharmacy, Hotel Management, IT, ITES, Professional Education, and more.

This is a premier opportunity for leading institutions to connect with exceptional talent from across the Northern region and leave a lasting impression.

THE EDUCATION CHAPTER

The Edufest India Education Fair is designed to streamline and enhance access to vital information about post-secondary and postgraduate educational opportunities for students and their families. Our mission is to bridge the gap between students' aspirations and the institutions that can fulfill them.

PARTICIPATE

Edufest-2025, North India's Education Fair will be the largest and most comprehensive career-planning event in the region. With a perfect blend of exhibits, information sessions, and direct engagement opportunities, it is designed to help students chart their academic and career paths effectively.

For participating institutions, this is a chance to:

- Meet and enroll outstanding candidates.
- Build and reinforce your brand in a high-potential market like Himachal Pradesh and Jammu.
- Gain unparalleled exposure in a dynamic, career-oriented environment.

Edufest India Education Fair is the ultimate platform to shape careers, influence futures, and establish leadership in the education industry.





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WHY PARTICIPATE ?



Interactive Platform

An excellent platform to interact face-to-face with thousands of Students who wish to pursue higher education in India



Highly Cost Effective Medium

Highly cost effective and strong marketing platform for educational institutions to connect with a large section of target audience.



Spot Enrollments & Admission

At the fair, conduct on the spot students enrollments & offer admission to the deserving candidates converting enquiries and leads.



Brand Building Medium

Enhance the brand of your institutions by showcasing the strengths & uniqueness of your institutions.



Press & Electronic Media Coverage

Opportunity for your institutions to interact with the leading national press & electronic media during the event.

Providing the right guidance in choosing a career that aligns with a student's interests and aptitudes is crucial for their future success. This fair serves as a platform brought directly to the students' doorstep, offering them a unique opportunity to explore a wide array of career options and interact with leading educational institutions. It also provides a space for parents to engage directly, enabling meaningful discussions about academic paths and future prospects.

With the increasing awareness, career-oriented mindset, and growing spending capacity of students and their families, this event is designed to tap into their aspirations effectively. I am confident that this initiative will foster goodwill among all participating institutions, encouraging them to deliver the highest standards in nurturing young minds while staying attuned to the dynamic demands of the modern world.

STRATEGY FOR SUCCESS



PLANNING

We plan our events according to suitable time and location so students and institutes both can be benefited.



MARKETING

We are using both online and offline tools for marketing purpose



DATA

We are using Digital media and offline events to collect students data and to manage all data we are using CRM.



TEAM

We Are having a dedicated team of 20+ members



TECHNOLOGY

We are using advance tools like RCS, Whatsapp API and CRM To make our events successful.

PROMOTION/LEAD GENERATION MECHANISM



ONLINE PROMOTIONS

- + Facebook & Instagram
- + Youtube
- + Website
- + Events
- + Google Ads



OFF LINE PROMOTIONS

- + Newspapers
- + Advertisement van
- + Flyers
- + Banners & Posters
- + Invitation to Schools



EVENT DAY ACTIVITIES

- + Bulk SMS(RCS)
- + Bulk Whatsapp
- + IVR Calling
- + Personal Calls



INHOUSE CRM

- + We are using Our CRM for student Registration process

IDEAL LOCATIONS

MANDI

19-20 April, 2025

District Covered

MANDI | KULLU
BILLASPUR | HAMIRPUR

300+

High Schools

100+

Colleges

SHIMLA

17-18 May, 2025

District Covered

SHIMLA | SOLAN
KINNAUR | SIRMAUR

300+

High Schools

150+

Colleges



UNLOCK THE DOORS TO ENDLESS POSSIBILITIES

GOALS OF THE EDUFEST

- **Empowering Students and Parents:** Offer a centralized platform where prospective students and their families can interact directly with professional representatives from educational institutions.
- **Enhancing Guidance Programs:** Supplement high school counseling services by providing direct access to educational experts.
- **Convenience for Institutions:** Provide institutions a centralized location to meet a high volume of focused, career-oriented students, making the admission process more efficient.

PARTICIPATION FEE

PLATINUM

- Stall Size : 8 sq. meters
- 4 tables, 8 chairs, 4 power sockets.
- Logo display in publicity material.
Branding at the registration backdrop.

Cost: Rs. 2,35,000/-
(+ 12.36% Service Tax)

GOLD

- Stall Size : 6 sq. meters
- 2 tables, 4 chairs, 1 power socket.
- Logo display on event
backdrop.

Cost: Rs. 1,45,000/-
(+ 12.36% Service Tax)

Note: Stalls booking is on a first-come, first-serve basis.

Contact :

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**Join us at North India's Biggest Education Fair
Empowering Institutions, Enabling Futures!**