

Career Launcher's Beacon Partner Program Tastes Early Success

Sept. 25, 2021, New Delhi: Career Launcher (CL), the EdTech arm of CL Educate, announced the success of its new partner program for local tutors. The Beacon Partner Program is a CL Educate initiative that gives opportunity to local tutors/teachers to roll out their proprietary programs by using CL's EdTech platform, brand name, and GTM expertise.

In India, the neighborhood tutoring opportunity is estimated to be worth an estimated ₹3-5 million, with each tutor handling about 30-50 students on an average. CL aims to organize this unorganized market through leveraging its assets and expertise; and thus, creating a strong growth path for itself, while providing an institutional support mechanism for the tutor ecosystem.

Himanshu Jain, President of Network Business at CL, said, "The success of Beacon Partner's pilot is great news. We now have 20+ Beacon partners with 40+ products. Our 2022 Beacon revenues have already crossed the full year revenues of last year. We hope to close this year at about INR 2 crore".

The products range from tuition products for school, to test-prep programs, language-learning programs, and skill-building programs. The number of partners and products continues to grow and benefit from access to the national market, zero capital to get started, online listings for discovery, and a plug & play EdTech platform, along with guidance from experts.

"Our next goal is to expand the network to 100 partners, 250 programs, with 100,000 learners in the next few quarters; and be able to scale it to 1,000 partners over the next 24 months", expressed Mr Jain.