



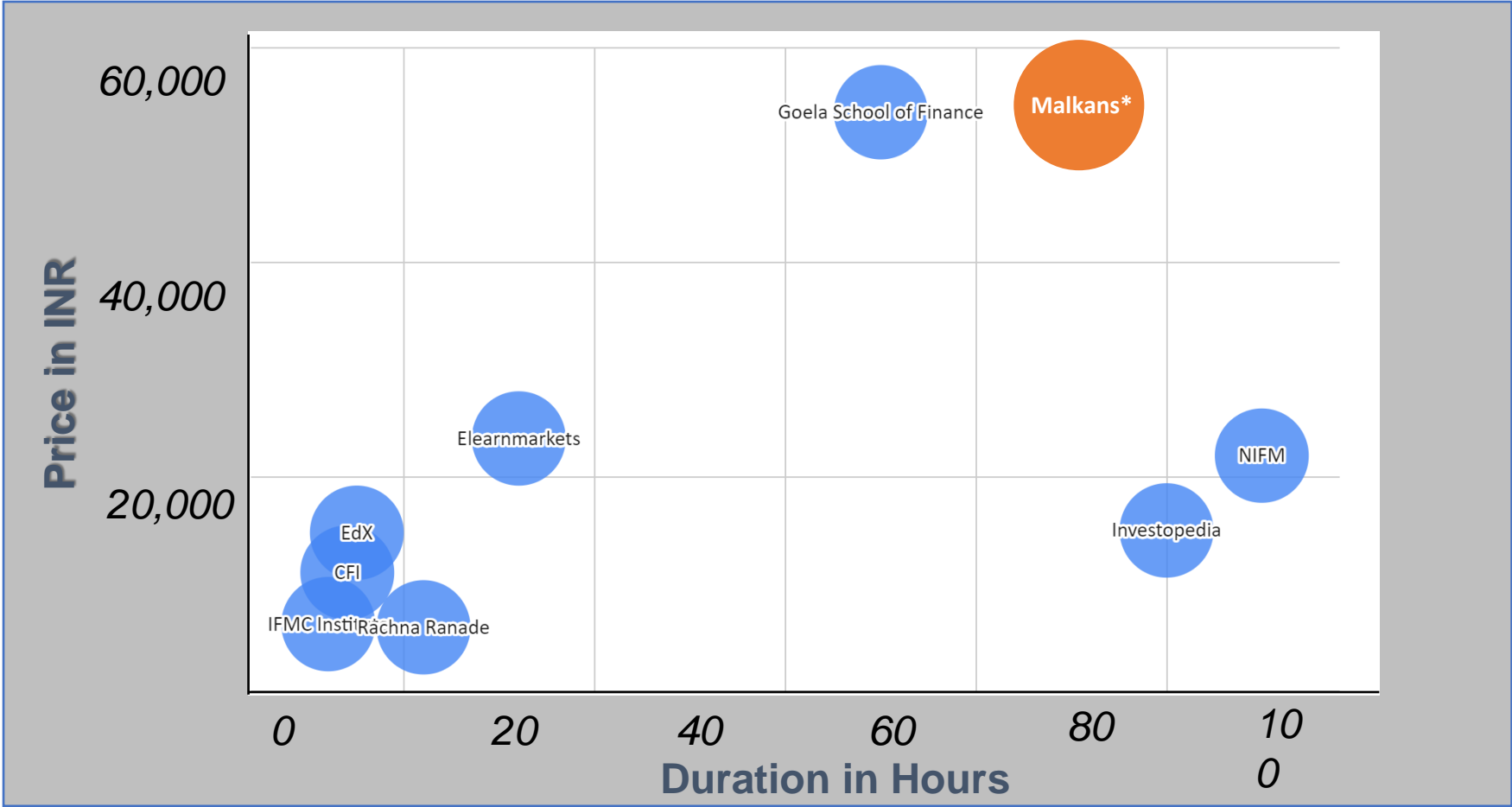
ATTICUS ADVISORS

Pricing Strategy for Ed-Tech platforms training about Stock Markets

A Report By Atticus Advisors

May 8, 2021

Pricing of Various Market Players

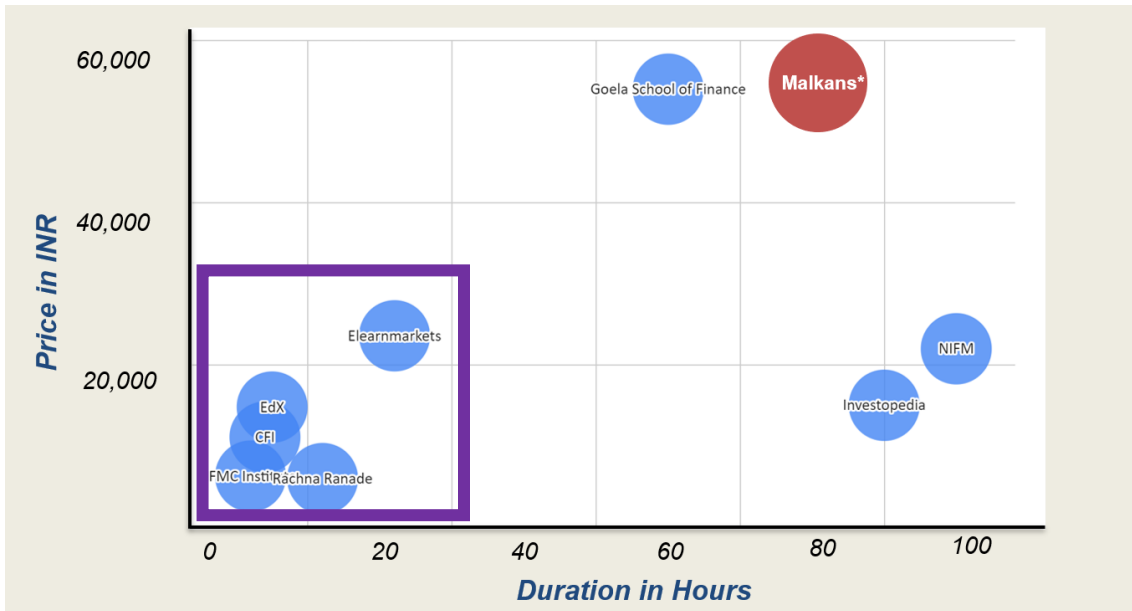


** Malkans has a ticket size of <5 Lacs, for 80 hours*

Pricing Strategies

High Volume-Medium Price

- **Marketing Spend:** Medium to High
- **Competition:** High, clustered quadrant
- **Recommendation:** Stay away in short term, try entering in medium term with alternate products



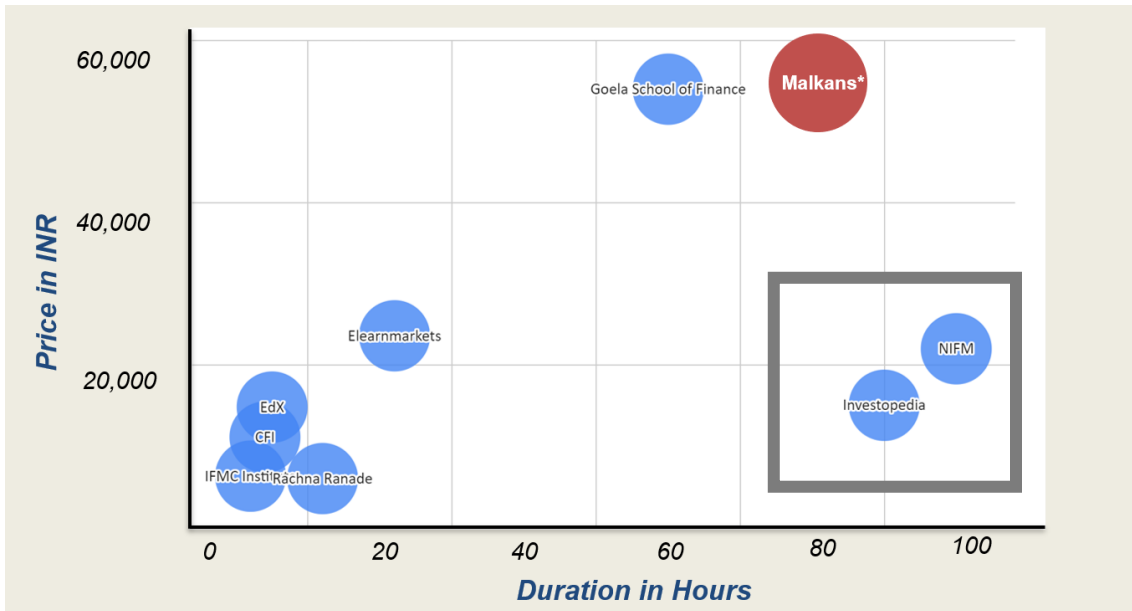
-  **High Volume-Medium Price**
-  **Medium Volume-Medium Price**
-  **Low Volume-Very High Price**

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Pricing Strategies

Medium Volume-Medium Price

- **Marketing Spend:** Low to medium
- **Competition:** Disparate
- **Recommendation:** Quick easy entry, with recorded videos, and diverse types of courses



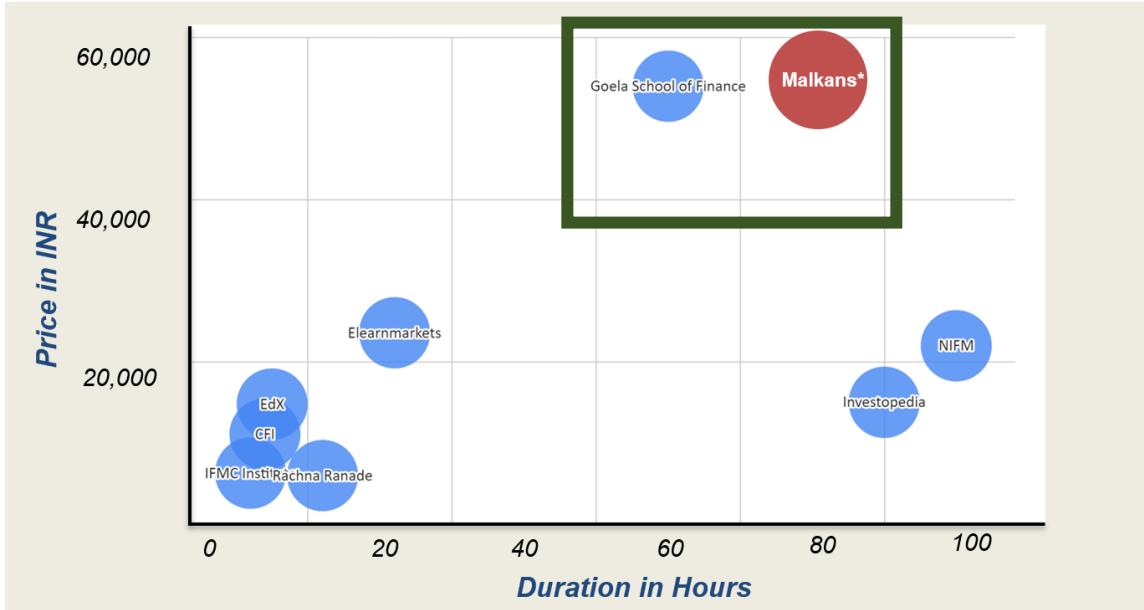
-  **High Volume-Medium Price**
-  **Medium Volume-Medium Price**
-  **Low Volume-Very High Price**

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Pricing Strategies

Low Volume-Very High Price

- **Marketing Spend:** Low to medium
- **Competition:** Disparate
- **Recommendation:** Boost brand creation, launch a Flagship program (~6 month, 3 lac)



-  High Volume-Medium Price
-  Medium Volume-Medium Price
-  Low Volume-Very High Price

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