

# Partnership Proposal 2026

**INTRODUCTION DECK**

# About us

All India Entrance Exam is Your Gateway to Higher Education. A leading education affiliate and one stop solution that helps in guiding students through the school-to-college transition. AIEE's proven expertise in connecting students with their dream colleges through strong network of experienced school counselors, school sessions and educational/career events fosters a supportive and productive school-university connect environment, thereby enhancing the university's brand visibility and reputation resulting in highly effective and impactful enrolment strategy.

## OUR PORTFOLIO COMPANIES



**stategovernmentjobs**



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SOMETHING FOR EVERYONE  
IN EDUCATION

# Media Recognition & Mentions



We are delighted to share that



has been recognized as the

**“Informational Educational Website”**

by

**Seek Mentor**

[www.allindiaentranceexam.com](http://www.allindiaentranceexam.com)



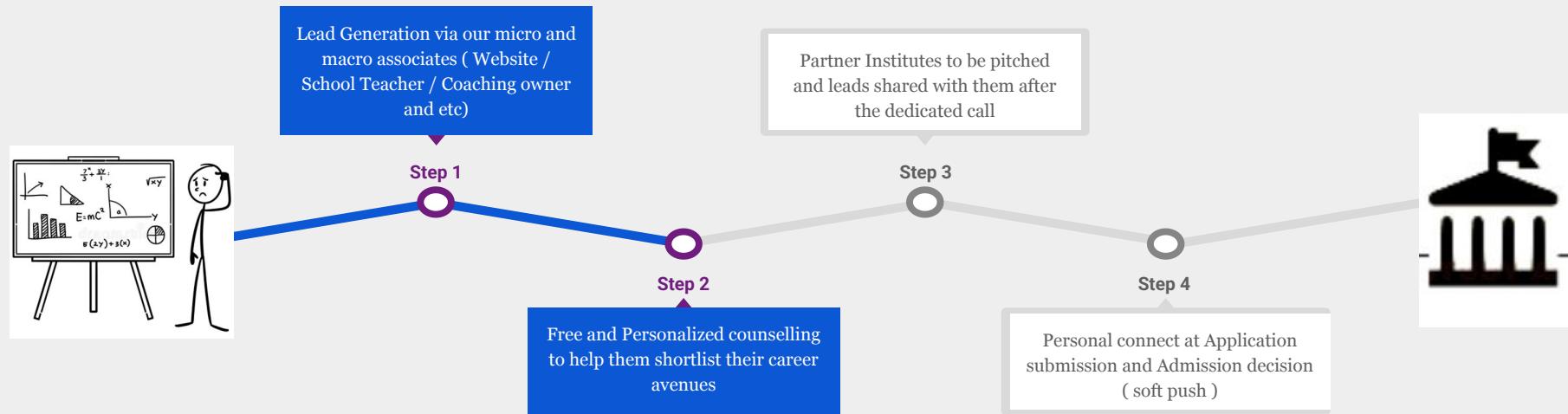
**ThePrint**



**LOKMAT TIMES**  
The Truth In Print

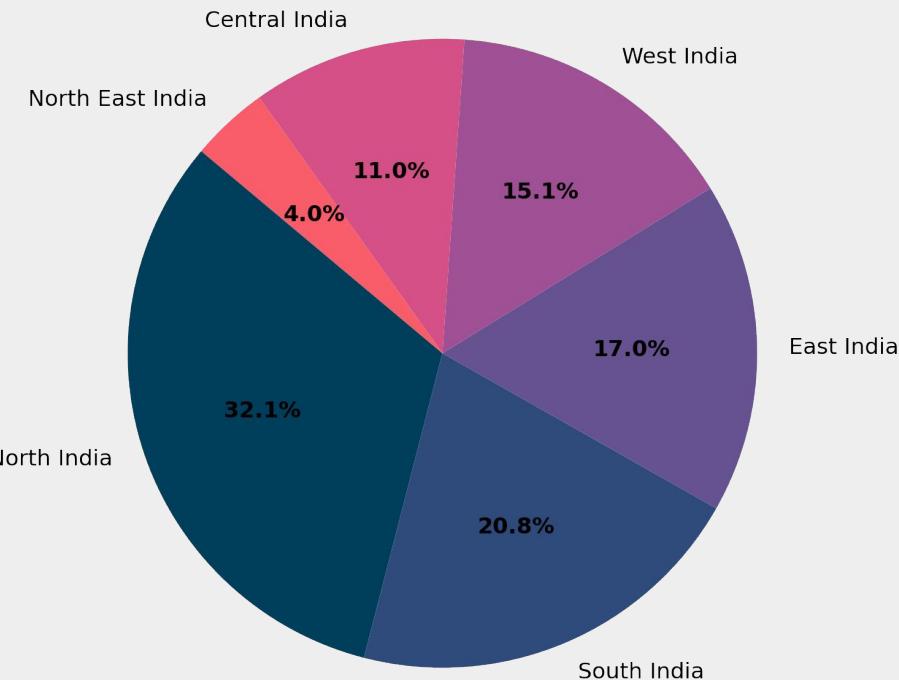
**India's**  
News.Net

# Lead Generation Process



# AIEE Presence across India

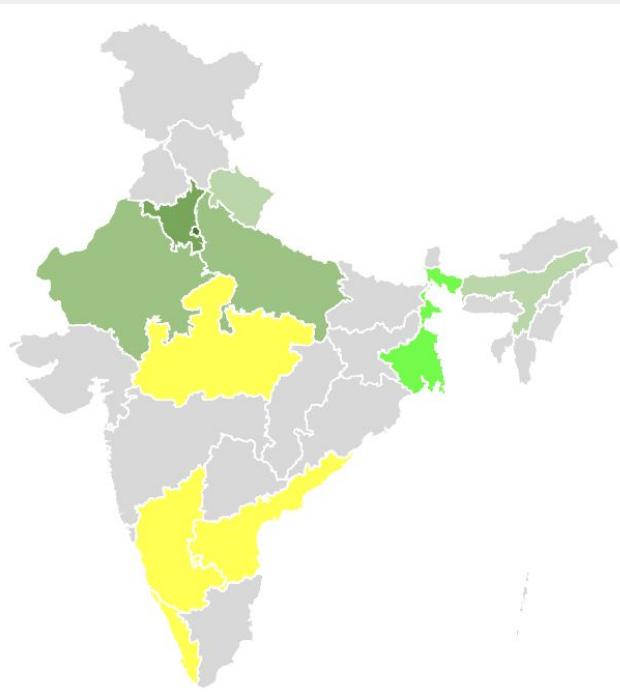
## Partner Presence Across India



AIEE has established a strong pan-India presence, ensuring universities and institutions connect with diverse student pools across all regions.

- **North India (32.1%)** – Largest partner base with strong engagement across Delhi/NCR, Punjab, Haryana, and Uttar Pradesh.
- **South India (20.8%)** – Rapidly growing presence in Karnataka, Tamil Nadu, Telangana, and Kerala.
- **East India (17.0%)** – Significant student outreach in West Bengal, Bihar, and Odisha.
- **West India (15.1%)** – Strong collaborations across Maharashtra, Gujarat, and Rajasthan.
- **Central India (11.0%)** – Consistent growth in Madhya Pradesh and Chhattisgarh.
- **North-East India (4.0%)** – Emerging partnerships across Assam, Meghalaya, and other northeastern states.

# Existing Market and Expansion Plan



Target Zone	Pan India
Major Market	Campus cities and states
Expansion Market	Pan India

# Available Inventory : AIEE

**Objective:** Offer digital visibility on AIEE's exam and test pages, ensuring consistent student engagement and quality lead capture.

## Key Highlights:

- **Banner Placement on Exam Pages:** Institutes can showcase their branding on AIEE's exam, mock test, and result pages where students are most active.
- **High-Intent Audience:** Targets students already preparing for higher education, maximizing conversion potential.
- **Custom Lead Capture:** Integrated CTAs (Apply Now / Know More / Download Brochure) redirect students directly to the institute's landing page or API form.
- **Multiple Banner Options:** Leaderboard (Top), Sidebar, and Inline display placements available.

## Institute Benefits:

- Access to **engaged and relevant student traffic**.
- Continuous **digital brand presence** on AIEE's ecosystem.
- Data-driven **lead generation** with measurable ROI.
- Seamless integration with institute CRM or admission funnel.

# Available Inventory : Freemock.in

**Objective:** Enable institutes to connect with students through free co-branded mock tests designed to enhance engagement and visibility.

## Key Highlights:

- **Subject-Specific Mock Tests:** For Engineering, Medical, Commerce, Management and Humanities streams.
- **Institute Branding:** Logo and name integrated on the work sheets and student report cards.
- **Lead Generation:** Student data shared with institute for further nurturing.

## Institute Benefits:

- Build academic credibility among students.
- Provides pre-qualified leads with real academic interested student data.
- Strengthens early-stage engagement and brand recall.

# Available Inventory : Psychometric Test

**Objective:** Support institutes in positioning themselves as trusted career advisors through branded psychometric assessment tool for Class 12 students.

## Key Highlights:

- **Personalized Career Assessments:** Based on aptitude, interests, and personality.
- **Institute-Branded Reports:** Logo and banner placement on every psychometric test report.
- **Career Guidance Integration:** The test can also be integrated on the institute landing page.
- **Digital and Offline Access:** Students can take tests during school events or online.

## Institute Benefits:

- Helps institutes position themselves as career partners, not just admission providers.
- Builds long-term trust and thought leadership among students.
- Converts interest-based psychometric insights into quality lead funnels.

# Available Inventory : Offline Events

**Objective:** Create direct engagement opportunities with students through events, seminars, and career sessions.

## Key Highlights:

- **Jointly Organized Events:** CareerTest Education partner with schools and institutions for offline & online sessions.
- **Co-Branding Opportunities:** Partner Institute featured on all event materials, banners, and communication.
- **Student Interaction:** Institutes get direct visibility during sessions and other activities.
- **Comprehensive Outreach:** AIEE and Careertest team handles event coordination, permissions, and registrations.

## Institute Benefits:

- Builds meaningful connections with target students.
- Enhances institute's brand presence through real face to face engagement.

# Valued Partners



# Valued Partners

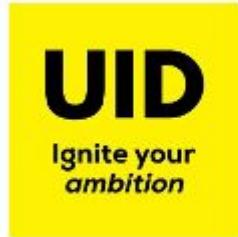


**ALLIANCE**  
UNIVERSITY

Private University established in Karnataka State by Act No. 34 of year 2010  
Recognized by the University Grants Commission (UGC), New Delhi



L O V E L Y  
P R O F E S S I O N A L  
U N I V E R S I T Y



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UNIVERSITY

Discover. Learn. Empower.



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UNIVERSITY  
— KOLKATA —



**NAAC** **A<sup>+</sup>**  
GRADE **A<sup>+</sup>**  
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# Valued Partners

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*The Cradle of Designers*  
Inter National Institute of  
Fashion Design

 **INVERTIS**  
UNIVERSITY BAREILLY

## What Our Clients Say

*“The platform is incredibly user-friendly, and I’m confident that students are gaining valuable insights into universities, academics, and curricula through AllIndiaEntranceExam. It’s clear that the platform is making a meaningful impact. I wish the entire team continued success and look forward to achieving great milestones together!”*

**— Ashu Tyagi, Operations Manager (CTPL.io)**

*“The AIEE team brings a thoughtful, data-driven approach to student targeting and stays responsive and collaborative throughout the process. Their understanding of how students explore and choose colleges made a real difference for us. We’re glad to have them as a trusted partner in our admissions journey and look forward to working with them again.”*

**— Kislay Jha, GM- Student Outreach (UID - Delhi/NCR)**

## What Our Clients Say

“Our first collaboration with AIEE this year was a very positive experience. The team worked with utmost professionalism, ensured transparency, and maintained a fair and ethical process throughout. We truly value their integrity and commitment, and see this as a strong foundation for future collaborations.”

— **Dheeraj Ranjan, General Manager (Manav Rachna Educational Institutions)**

“On behalf of Geeta University, we sincerely thank the AIEE team for their valuable support and collaboration. Their platform has enabled us to connect with aspiring students effectively, making our outreach more impactful. The professionalism and efficiency of their services have been commendable, and we look forward to continuing this strong partnership in the future.”

— **Rajat Sachdeva, Assistant Director (Geeta University)**

# THANK YOU!



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