

Success Stories of
our Franchise Partners



CADD Edupreneurs success stories

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DEDICATED TO

Mr C R Vaitheeswaran,

Our Chairman, who envisions CADD Centre network growing to 1000 outlets across the globe.

Mr R Parthasarthy,

Our Vice-Chairman, a thoughtful leader and strategist, who emphasizes on “high value adding” initiatives, upholding the standards of premier training institution.

FOREWORD

We, at CADD Centre, are known more as an ecosystem of entrepreneurs, rather than a standalone company. Our franchisees change the lives of people every day, by making them skilled, gainfully employed, and professionally successful. So far, we have trained over 1 million students and working professionals in India and abroad in a variety of engineering fields, in association with global leaders in engineering software.

Today, we have about 700 franchise outlets and are confident of crossing the mark of 1000 by 2020. We have become a case study in franchising in India. We have been awarded in several categories by Franchise India, since 2005. However, when we started off in 1995 and appointed Mr. Chander as our first franchisee in Coimbatore, Tamil Nadu, we never had any model to follow. We only had the confidence in our training expertise, the eternal potential of our domain, and the clarity of our intention. After every deal, we wanted to make sure that our franchisees were happy for having invested in us.

Our intention was so powerful that it worked. Our success rate in franchising is over 95% till date. Those who stay with us for over three years are not only profitable but also expanding. And that is what we want. Our franchise centres are no different from the CADD Centre. They are “the CADD Centre that we do not own.” We neither look at their books nor supervise their day-to-day operations. But, we take all business decisions, keeping them in mind. We care. After all, most of them were our students, and even our staff, before venturing into franchising. The growth comes from word of mouth, which is what we have tried to capture in this coffee table book. It features our franchisees and the experiences and lessons they learned. The key purpose of this publication is to pass on the best practices of one partner to another. We thank all our franchisees for sharing their cherished moments with CADD Centre, a 30—year old movement with a single motto: “World class education, world over”.

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Adding Value to People's Lives Gives this Techie Turned Entrepreneur a High!



Radhakrishnan R



CADD CENTRE



Guduvanchery, Tamilnadu



Transition from Employee to Entrepreneur

"The transition to become a Technocrat was definitely challenging, facing initial hiccups putting together the right team, keeping them motivated, understanding the geography while striving to achieve targets" shares Radhakrishnan on his initial teething troubles. But that did not deter him. Learning from rich experiences of the past and putting them to practice has contributed to his success. He attributes much of this success to his partner Mr. Vijayaraghavan who placed trust and confidence in him.

Growth Drivers

As Richard Branson, the much acclaimed entrepreneur says "When it comes to business success, it is all about people, people and people". Radhakrishnan too believes that people management is key to success. In fact, he looks at himself not as a boss but as an employee at par with his all other 10 employees, and he takes great pride in it. He says "every entrepreneur has to be compassionate, treat people well and things will automatically fall in place". Making use of every opportunity and combining it with the right attitude, zeal, enthusiasm and his



Radhakrishnan R

CADD Centre,
Guduvanchery, Tamilnadu

unending thirst for knowledge has propelled his success.

He adds “Money, though an important ingredient should never be the driving force. Creating an experience and the feeling that every person who walks out of the organization should take back some learning and be transformed should be the mantra. Keep it simple, treat your customers and employees well.”

Words of Wisdom

Steadfast dedication, commitment, hard work, being ready to experiment and taking risks is

Radhakrishnan's instant recipe for growth. He also insists on being proactive in assessing the trends in the business which will help prepare for any adverse situation. Radhakrishnan lays much emphasis on setting processes in place and being an active participant in the process.

Hailing from a lower middle class family and working the hard way to success, this 35 year old entrepreneur strongly believes and opines that sincere, focused effort will definitely yield results.

Let's take a leaf out of his journey to march ahead!

“

Seldom are there occasions when you feel highly charged with an air of positivity lingering around you after a short and crisp conversation. While this reflects the deep rooted culture of the CADD Centre family, a quick chat with Radhakrishnan, Partner, CADD Centre, Guduvanchery, Chennai will kindle your positivity for sure.

With just 3 years into the business, Radhakrishnan comes across as a seasoned and professional entrepreneur. Radhakrishnan commenced his innings with CCTS, rising from CADD Engineer to Leader- Technical, rising up to become the Centre manager at Tambaram, Selaiyur and M M Nagar, climbing the ladder of success through his sheer dedication, passion and hard work. Ten years later, he commenced his entrepreneurial journey to set up the Guduvanchery centre!

Innovate to Stay Ahead, Says this 10 Times Award Winner



Rajesh B



CADD CENTRE



Peenya, Bengaluru



Determined to be the Best, always!

If you win once, you can term it luck, but if winning is consistent, it sure is a concerted effort to consciously do things in a systematic way. From bagging the award for highest collection in the first year of operation to the recent IDC honour, it is a planned effort, says Rajesh adding that “Determination to do the best every single time” is what keeps him going.

Good Networking Helps

“Entrepreneurship has always been a dream.

CADD Centre has helped me achieve this,” says Rajesh who also had teething trouble in the initial phase. “Being a trainer helped me understand the methodology and the guidelines that we should follow” and always believed that setting up a framework and following it is vital for growth. “We consciously strived to give the best, be the best and good word of mouth naturally followed” shares Rajesh, who strongly believes that strong networking is a must. The Centre had built an excellent rapport with colleges, nailing the target audience right.



Rajesh B
CADD Centre,
Peenya, Bengaluru

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Have you ever wondered why is it that success is bestowed only on a few, who perhaps have the same passion, dream to make big and operate in similar business environment like you? As Shiv Kherra's popular quote says "Winner don't do different things, they do things differently".

This is what once a student of CCTS, who became an employee and later commenced an entrepreneur's journey, reveals. Celebrating his 10th year in business as a CADD Centre partner, Rajesh, CADD Centre, Peenya, Bengaluru has made winning a habit!

Being wise in Marketing

Differentiation and innovation in marketing are the key to success. Rajesh has a very clear outlook on where the marketing buck should go. Marketing is essential to create awareness but knowing where to put the money is wiser. Apart from the time tested traditional marketing, Rajesh has analyzed clearly the preferences and needs of the target audience. He concentrates specifically on college activities, like sponsoring an IPL cricket league that has helped the brand stay etched in the minds of the target audience.

Reasons for Success

Rajesh lists smart work, timely activities, focus, discipline and determination as the major reasons for his continued success. Rajesh strongly advocates that as a business owner, it is imperative to know in depth and dive deep to take the business forward.

Being optimistic and striving to be the best every single time will definitely ensure success.

From ONE to MANY is the Goal of our Young Partner from Meerut



Shirish Khanna



CADD CENTRE



Meerut, Uttar Pradesh



The Zeal to Perform

After a short stint at CCTS, Moradabad, he set out to start a centre in partnership with a friend. Within 3 months, he came out and started on his own, taking a franchise at Meerut in July 2013. He has proved that with hard work, grit and determination to succeed and prove oneself, everything else is secondary. Shirish started the centre with borrowings from friends at a minimal interest. Shirish says “My family was a pillar of strength, they gave me mental support, but I did not look up to them

for any financial support. I wanted to do it all by myself”.

Of course, everything was not rosy for Shirish. Shortage of trainers made the journey difficult during the initial days. He again tapped his friends circle for help. “Being an electrical engineer, I was training the Mechanical Engineers at our center. I was the sole trainer juggling between various jobs. I also used to do personal visits to colleges to meet HODs who said our training course was



Shirish Khanna

CADD Centre,
Meerut, Uttar Pradesh

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Though a man of very few words, Shirish Khanna, Partner from Meerut has his goals set high, with strong conviction.

Hailing from Kanpur, this young lad who was once shooed away as ‘good for nothing’ is now a proud partner managing 3 centres, and aims for more. Shirish says “It is this statement that made me achieve and dream more”

expensive than those in the market”. It was a big challenge, yet he says he saw the potential and had the will to make it big.

Creating Entrepreneurs Too

Shirish has not only become an entrepreneur himself, but has inspired his friends who are proud partners of CCTS too.

With the mental agony of being told that he was worthless and with no great background support, the journey of Shirish is sure an inspiration and learning for many of us. What excites us more is the confidence that he has

not only in himself but in CCTS too. His next aim is to not only own a Dreamzone centre, but also GIFT CCTS centres to his friends who have helped him in his success journey. His dream and vision has left us not only speechless, but also ponder the value he has within to reach greater heights.

From a meagre salary of Rs. 1500, to owning a house and car in a short span, is neither a small feat nor sheer luck but a reflection of the will to succeed!

Striking a Chord with the Target Audience Paved the way for Success for this Young Partner



Vaibhav Choksi



CADD CENTRE



Surendranagar, Gujarat



Creating the Differentiation

Another strategy that Vaibhav adopted was placement. From 2014 he actively set out to place candidates that would give them the confidence. He has so far enabled placement for 600 students and has built a good network among companies too, so much that if any company wants engineering candidates, by default they turn to Vaibhav.

Vaibhav strongly believes in building a network. This is evident when he bagged the award for best inauguration. 5000 students were present at the inauguration of his second centre and this is indeed a record. Vaibhav also ensures that he makes use of the current context to his advantage, when the whole country was talking about GST effect,



Vaibhav Choksi
CADD Centre,
Surendranagar, Gujarat

he quickly made a GST special offer and succeeded in adding more registrations.

Recession! I Don't Think So!!

Vaibhav says "I don't believe in seasonal effects, there is always a need, when employability is lower we need to address the gap, and up the quality". He further adds we need to be constantly active irrespective of the situation. In the training business, quality, placement,

persistence, determination are vital to growth.

Vaibhav gives motivational talks to students and various colleges, and continuously engages with the target audience in multiple ways. "When your Vision becomes mission, business becomes movement" is his mantra, as he aspires to add more centres in mega cities.



Soon after his graduation in 2011, Vaibhav set out to teach at an Engineering college in a small town of vibrant Gujarat. He realized the need for institutes offering high quality training and this lead to the commencement of his entrepreneurial journey. In 2012, Vaibhav Choksi started CCTS at Surendranagar, and within a year a second centre at Junagad.

The journey did have challenges, but Vaibhav was quick to analyze and chart a strategy. In fact he shares "The first year was quite tough and giving up was easy, but the team and I were determined to give it all and set 1000 days as the timeline". From then on it was no looking back for them.

Operating in the region, Vaibhav saw that the student had no idea about the scope of the course and its value addition for employability. Creating awareness was the need of the hour. Vaibhav set out doing seminars at colleges and spent half of the year meeting students. Till date he has done over 350+ seminar and this struck a chord. "Success does not come immediately, patience and perseverance are key" says Vaibhav, who adds that we need to allow time to reap the benefits.

Diversification is the Key to Growth



Ramkumar R



CADD CENTRE



Trivandrum, Kerala



New Turf, More Challenges

The two biggest challenges were to build a team to support sales and gain entry into Arts and Science colleges. “CADD is a known name among engineers, but striking a chord and making an entry into Arts colleges was a big challenge” says Ramkumar who adds that consistent activity is the key. The team was not deterred by the lukewarm response in the initial days and kept pursuing various activities and decoding the route to success.

Focused Approach

Having multiple businesses definitely entails a dedicated team for each. “We were very clear that we need to have a focused approach for Synergy and a dedicated team to establish it as an independent profit centre” says Ramkumar, who devised exclusive offer for Synergy courses.

The customer segment being niche, marketing needs a different approach as well. The team used what’s app extensively to engage with the customers, feeding



Ramkumar R

CADD Centre,
Trivandrum, Kerala

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Riding on an established brand and showing results is doable, but building a new brand in the market, that too in a matured metro market is indeed quite a task. Ramkumar, our partner from Trivandrum, has cracked the formula for success establishing Synergy as an independent profit centre.

Having worked at CCTS, and working his way up, Ramkumar, a hard core techie shares the challenges he faced and how he overcame them quickly, getting the Synergy centre up and running.

them with constant information related to the field, in a structure format. Thus the engagement levels were kept high, which in turn helped in high recall value for the centre.

More to Explore

Having cracked the route to success, Ramkumar feels they still need to be aggressive. “We are yet to realize the full potential of the market, and we have long way to go” says Ramkumar who does not settle with the awards and recognition so far.

For Ramkumar, CCTS is an idea factory and every day opens to new thoughts and opportunities. Focus makes the difference and Ramkumar aims to build a brand for Synergy independent of the parent brand CADD Centre.

“When you are focused on how good the good is, the good gets better”. For a centre that has been in the training business for almost 16 years, moving forward with the same aggression and focus certainly needs to be applauded.

Systematic Process and Democratic Functioning are the Growth Drivers for this Veteran



Santhosh Kumar R



CADD CENTRE



Sundarapuram, Coimbatore



Systematic Process is Mandatory

“Success comes from hard work” says Santhosh who attributes his growth to his good mentor Mr Chander. Santosh believes that democratic functioning, putting processes in place and following them systematically yield the fruits of success. “We follow over 95% of the instructions from CADD Centre” which is why all centres at Coimbatore are 10 point certified. Servicing the customers to the fullest satisfaction is the key to

success in this business, and quality is one parameter that should never be compromised, insists Santhosh.

Play on Team’s Strengths

People management is key to success and the need to lean on each other’s strengths ensures great team work. “Times have changed, so have employee expectations” says Santhosh who strongly vouches that retaining them



Santhosh Kumar R

CADD Centre,
Sundarapuram, Coimbatore

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With over 20 years of experience in the training business, and almost 15 years into CADD, Santhosh is a true veteran who has grown with the brand and is the head of Marketing and Operations. Hard work and sincerity have earned him the opportunity to become an entrepreneur and he became a partner in CADD Centre Sundarapuram, Coimbatore in 2013.

for long will ensure smooth functioning. Employees are brand ambassadors, and we need to instill trust and confidence in them.

Patience and Perseverance is the Essence

Speaking from the experience, Santhosh says “Growth happens gradually and allowing the time needed calls for patience and perseverance”. Setting a long term vision and moving towards it with

conviction will certainly help reap the benefits. With quality and consistency, any challenge can be overcome. Santhosh is quick to add that you don’t have to look for inspiration outside. CADD Centre is truly a people’s company and anyone associated with it will see growth and prosperity, it is only a matter of time and our conviction. As David Sarnoff quotes “The will to persevere is often the difference between failure and success”

From a Failure to a Transformed Multi Business Entrepreneur



Avinash Bhaskar Chate



CADD CENTRE



Aurangabad, Maharashtra



Building the Momentum

In order to succeed, it is imperative to build a strong brand and Avinash sees an opportunity in every situation and works on it. Innovate to stay ahead is what Avinash follows religiously. To have top of mind recall among the TG, he started printing names of software in each tea cup and distributed to the tea stall opposite the Government Engineering College. This gave the brand a good recall.

From being an introvert, Avinash has completed 210 seminars at colleges, constantly interacting with the students. In 2015, in a span of 1.5 months he had placed 70 students which earned him lot of trust. "Being a youngster, people never took me seriously" says Avinash who has a list of innovative things that he undertakes regularly, leaving no stone unturned.



Avinash Bhaskar Chate

CADD Centre,
Aurangabad, Maharashtra

Know the Pulse of the Students

His constant interaction with the students helps him understand the pulse of the students and their requirement. Based on this, he is quick to come up with offers that will help close the registration. "Life never turns full 90 degree instantly, it takes time and the key to success is being persistent about it" says this young entrepreneur who now owns 7 different business.

As Tom Peters quotes "If a window of opportunity appears, don't pull down the shade", and it only seems like Avinash had his window wide open to latch on to every single opportunity.

“

Proving that "Failure is the stepping stone to success", Avinash has completely transformed his life so much that he is now a motivational speaker at many colleges. He attributes his success to CCTS which he terms as a turning point in his life, when he was a student. From a student to a business owner of Aurangabad Centre, Avinash is truly an inspiration to many entrepreneurs.

A below average student, Avinash dropped out of his Civil engineering 3rd year in 2013, with life staring at him, he realized the need to take things seriously and chose to join a course at CCTS. And that was the defining moment he says "CCTS gave me the motivation to learn and I started looking at life more meaningfully".

Avinash realized there were not many institutes offering quality CAD courses and hit upon the idea. He rejoined his college and soon after the day of the exam, he inaugurated Aurangabad centre.

Quality and Professional Attitude Always Wins



Swapnil Manoharrao Udapurkar



CADD CENTRE



Nagpur, Maharashtra



Let Quality be Your Identity

"It was a daunting task to make people understand the importance of quality" says Swapnil who spent considerable time motivating the team to add value to the students. A motivated team coupled with aggressive marketing efforts started yielding results.

Certified Faculty, a MUST

Swapnil insists on having a certified faculty, which definitely adds value and gives a morale boost too. "I strongly believe that

we need to add value to people be it faculty or student. Quality should never be compromised". Swapnil believes that promoting quality education is foremost, rather than hard selling the training program.

Retrospection

Swapnil's formula for growth and success is very simple. He strongly believes that everyone is capable- we only need to identify their strengths, keep them



Swapnil Manoharrao Udupurkar

CADD Centre,
Nagpur, Maharashtra

motivated, incentivize and ensure inclusive growth. Analyzing a setback and taking corrective action will definitely ensure growth. “If there are no walk-ins, it means I have to work hard and be more visible in the market. If there is low conversion I need to introspect and check if practices and processes are followed” says Swapnil who insists on high level of professionalism. “What students see of you is important and does matter”. “All of us would have succeeded at some point of time, look back at your success

moment to draw inspiration. If you were able to do it then, you can definitely do it now”, says Swapnil.

Success is also about making others succeed. With 2 centres, Swapnil will soon inaugurate a centre at Mumbai, that too for his friend.

“Success is not about how much money you make, it is about making a difference in people’s lives” says Swapnil who contributes and motivates others to succeed.

“

When Swapnil returned to India to settle in his hometown, he realized there was a dearth of Quality training institutes. He started CADD Centre at Nagpur in 2014. He began approaching colleges, which gave an instant result - 1.5 Lakhs collected in 15 days gave him the boost.

Though the take off worked very well, he sensed that quality in delivery needed to be improved. When his partner quit the business after one year, he realized there was a setback with no faculty to handle Civil and that the knowledge imparted thus far on the course was also not satisfactory.

When it Comes to Success, there are no Shortcuts



Nilesh Parakh



CADD CENTRE



Durg, Chhattisgarh



A Start with “a Bang”!

When he inaugurated his centre, he got 5000 people to attend the inauguration making heads turn. “When there is an opportunity to make a bang, create hype”. The occasion also gave him an opportunity to connect with industry and the target audience which will help the brand get a natural fillip, says Nilesh.

Step by Step Approach

Having faced difficulties earlier, Nilesh says he is aware of the stumbling blocks to growth. Success comes only from sheer hard work, and there can be no shortcut to it. “The first year I had no clue of how I was going to move forward, but I began by taking a step by step approach to understanding and implementing.”



Niles Parakh

CADD Centre,
Durg, Chhattisgarh

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Armed with a commerce background and bogged down by failure in the family business, for Niles it was a start from scratch when he began his Durg centre a year ago. Reality is reflection of a strong belief. Despite shortcomings, it was pure conviction and the determination to succeed, that keeps him going.

The Future is Promising

Everyone has challenges, the degree only varies. Success is to be aware of the drawbacks, overcome them, and growth will automatically happen is the basis for Niles's ideology. As he is gearing up to face new challenges ahead, Niles is now focusing on developing a strong team and already planning to chart a growth path with more CCTS centres.

As the famous boxer Mohammed Ali says “It is the repetition of affirmations that lead to belief. And once that belief becomes a deep conviction, things begin to happen”.

Success is a Journey, not a Destination



Mayank Srivastav



CADD CENTRE



Rudrapur, Uttarakhand



Quality Matters

By virtue of his experience at CADD centre in the past, Mayank says nothing else than quality that matters. “Local competition will always be there, and it doesn’t really matter for quality is the differentiating factor”. When you are focused on delivering quality, growth will automatically follow.

Focus

There may be challenges of walk-ins or conversion, and these challenges are always going to be there in the training business. Therefore the focus should be to analyse, and do what will work for our centre, says Mayank who has had 72 students register out of the 80 walk-ins.



Mayank Srivastav

CADD Centre,
Rudrapur, Uttarakhand

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From Chennai to Moradabad, working in CADD Centre and growing to become an entrepreneur is indeed a journey for Mayank who believes that success is a continuous journey.

With 3 years into business, Mayank opines that the journey has just begun and there is still a long way to go.

Mayank also insists on having a backup for people. “Attrition is a challenge, so I always ensure there is a backup so that training is not affected in any way”. It does pinch the pocket, but it is going to be definitely a growth advantage in the long run.

He takes pride in saying “Whatever I earned in CCTS, I am investing back as an

entrepreneur who says he latched on to the opportunity in 2014 when he took over the business from Mr Puneet”.

For Mayank, success is a continuous journey and he believes that he still is growing and has a long way to go. Excellence is not a destination; it is a continuous journey that never ends.

Learn, Unlearn, then Relearn says this Veteran who has Grown with the Brand



Senthilvel J



CADD CENTRE



Sundarapuram, Coimbatore



Learn, Unlearn and Relearn

Learning is a continuous process, but what is important is also to learn, unlearn and relearn. “Every day there is a new learning” says this veteran who says it is important to transfer this knowledge to business.

Consistency is the Key

With opportunity to partner Sundarapuram centre in 2013, Senthil took charge of Synergy and Livewire in 2014. “The target group was different, and there was so much to learn. Understanding the customers and mapping their requirements helped succeed” says Senthil who insists on



Senthilvel J

CADD Centre,
Sundarapuram, Coimbatore

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When you are committed, have the zeal to perform, the door opens to a plethora of opportunities, and that is what Senthilvel who is now the partner at Sundarapuram Centre, Coimbatore, has to share about his journey.

His journey with CCTS began in '97 after which he took a short break in 2001-02 and then was back to the home ground in 2003, after which there was no looking back. "Being outside for a year was a great learning experience" says Senthil who toiled hard to work his way up.

participative team work. Team work works. With young team members, and constant motivation the centre touched all high levels. Senthil attributes this to consistent activities, "we do atleast 2-3 activities per week".

"Being punctual, disciplined and staying committed are the mantras to success"

says Senthil, who dreams of making a mark in technology training. "I have seen the brand grow and have grown along with it. The future is all about technology and we want to be the Numero Uno in technology training" Success is based on long term commitment, faith, discipline and a positive attitude- as "Success reaps Success"!

Change in Mindset Brought a Sweeping Change in Business



Puneet Kumar Chauhan



CADD CENTRE



Moradabad, Uttar Pradesh



Belief Matters

Puneet was fixed on a mindset that high end courses will not have takers in his region, and kept selling only basic courses. Obviously, it was difficult to make ends meet, even though he had his confidence boosted when he bagged the first order to train 32 students at one go.

He had his turning point when he hired a manager who had experience in selling high end courses. Things started looking up, and that helped him look at things afresh, in a different perspective. In 2011

he was able to see the results of upselling, and started reinvesting in the business.

Puneet says “I was a victim of my own thinking, I was never convinced that I could sell higher Diploma courses, and never tried”.

Business is a Mind Game

“What you think you become” is a famous adage, and Puneet is the perfect example. As he gained confidence, he started believing in the systems and process set by



Puneet Kumar Chauhan

CADD Centre,
Moradabad, Uttar Pradesh



A few years ago, taking a CADD course was not affordable for Puneet, who now owns multiple centres. Puneet got curious to explore CADD Centre partnership, and soon after college started a centre in partnership. A year later in 2009, Puneet signed up as Partner for Moradabad.

With no financial backup, Puneet says he struggled in the initial days and was almost on the verge of giving up after 10 months of operation.

HO. "All I did was just follow the planning and strategy set out by my seniors and it changed the way I was doing business" says Puneet who visited all successful partner centres to understand how they function.

Nobody is perfect and there is always scope for improvement says Puneet who noted the excuses he commonly heard and ensured he worked on it. "Doing matters, we all know the ingredients to success, so I made sure that started implementing the best practices in my centre quickly". For Puneet, it has been a hard

learning from mistakes that he committed but he kept his focus on following the processes. Systematic functioning has helped Puneet sign up more centres, and he has in turn created more entrepreneurs in his journey with CADD Centre. Puneet says his focus is now on improving team management skills, and he would like to reach a stage where the business runs with his minimal intervention.

It all begins and ends in your mind as "where there is a will there is a way"

Ensuring Quality at all Times Creates Goodwill, says this Young Partner from Rajkot



Ronak Vimalbhai Dhrangdharia



CADD CENTRE



Rajkot, Gujarat



Be Seen Consistently

Ronak believes that to build a brand image, it is imperative to be seen among the target audience consistently. “Despite having the advantage of around 60 engineering colleges in the vicinity, the mindset of students was different. We had to consistently speak to them to make them realize the importance of CADD training” says Ronak who has done close to 60 seminars targeting semester students in every branch of engineering.

Consistent activities will definitely yield results for those who have explored various opportunities to be in touch with the students.

Ronak has gone the extra mile in building trust with students and winning their confidence by tapping his industry contacts. “We organize field visits for students wherever possible, and regularly get industry experts to the centre to share



Ronak Vimalbhai Dhrangdharia

CADD Centre,
Rajkot, Gujarat

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Despite coming from a business background, 23 year old Ronak Dhrangdharia did not rest on his laurels but networked to make good use of every opportunity. Soon after his graduation in Civil Engineering, Ronak started his career with CCTS. A year later, in 2014 he signed up as a partner for Rajkot.

emerging trends with the students”. This has helped tremendously for the brand building exercise.

Quality is Foremost

“Whatever marketing we do becomes irrelevant if we do not focus on quality” says Ronak for whom quality delivery is a definitive attribute to succeed in business. Quality creates goodwill, and this ensures growth automatically.

Ronak has his plan set out clear. He is looking at investing in more centres either in the same region or elsewhere, looking at gifting a Dreamzone centre for his fiancé.

The best way to predict your future is to create it, and future lies in our hands.

It's Never Too Late to Start Again



Abdullah



CADD CENTRE



Saudi Arabia



“The daunting task was to change the old school of thinking, and moving with the times” says Abdullah who left no stone unturned. He relied on social media marketing, and targeted marketing helped in business turnaround. Abdullah practices a mix of old and new age marketing depending on the target audience. He adds “I made it a point to visit the Head of College / Universities once or twice a week, distributed flyers after consensus from them. For Corporates, it was a pre-scheduled visit as is the norm”. Abdullah says the essence lies in getting as creative

as you can to reach out to the target audience, given the limitations.

Like any other market, Abdullah too faces stiff competition from other institutes in pricing. “While other institutes look at profits, we look at Quality. That’s why people say we are the best and that is the testimony to what we do” says Abdullah who insists that there can be no substitute to Quality.

Aligning business goals and vision with the country’s 2030 vision, Abdullah has his



Abdullah
CADD Centre,
Saudi Arabia

future plans laid out clear. Saudi Vision 2030 is a plan to reduce Saudi Arabia's dependence on oil, diversify its economy, and develop service sectors such as health, education, infrastructure, recreation, and tourism. And Saudi CADD Centre wants to take a big piece of this cake, as the potential for growth is huge.

"Diversification is the key" believes Abdullah who has in 4 months between January and April had enrolled 130 students. "Working with CCTS brand makes impossible the

possible" says Abdullah who took the help of CADD Centre when a client asked for a module that was not in the curriculum.

Like they say, when everything and everyone around you fails you, you can depend on yourself to make the difference. If you are committed, and have a clear vision and grit to take forward, nothing else can stop you.

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Picking up from the remnants, giving a fresh new approach to business is far more taxing than starting on a clean slate. Imagine running a business with zero revenue for 3 to 4 years consecutively, anyone who has been in such a situation would have felt devastated and called off the journey.

But for Abdullah, who returned from abroad to his home country Saudi Arabia, it was a challenge that he took heads on, taking over the training business from his father. In a country where seldom you can go aplomb, posing lot more restrictions in the way you operate, turning around the business is definitely no mean task.

Data Analytics will Change the Way You Think, Shares Our Partner from Srilanka



Manuja



CADD CENTRE



Srilanka



Srilanka, not being a manufacturing country at large, there was little awareness about design software. The team took to root level marketing, corporate visits and ensured that the target audience is communicated in an efficient way. From traditional to Digital marketing, Srilanka CCTS leaves no opportunities untouched to reach their target group.

“We look at every day as a marketing experiment, we need to constantly innovate;

doing the same thing every time will make you redundant” says Manuja whose vision is to create more entrepreneurs. His target is to open 10 centres in the country by end of 2018. Manuja’s vision is to replicate CADD Centre Lanka like CADD Centre India. With willingness to learn and the zeal to excel Manuja says the history of the brand will definitely help achieve this fete.

His simple mantra for success is “Think Business 24 X 7 , have a vision to grow, value



Manuja

CADD Centre,
Srilanka

your time and others time, inculcate discipline in every little thing”

Manuja looks at education tourism as the next big step for his expansion. “Am targeting Maldives and Middle East countries, and also looking at a centre in Maldives. We are looking at 20 centres by 2020” who says with 100% focus on the business, anything is achievable.

Tough times never last, during those times, it is critical to look at the past for mistakes and

learn from it. And the only way it is possible is to document every bit of your business says Manuja who strongly believes that data truly helps, especially in times of distress.

Every one of us are sitting on a huge data goldmine, there are even more powerful insights that can be gleaned from data you already have lying around unused. Who knows you might strike gold soon!

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Success is neither a complicated formula nor a mystery to unravel. All it requires is systematic approach, actionable thoughts, discipline and doing things at the right time shares Manuja, our partner from Srilanka

Many a time, the solution to our challenges lies within. For business too, this holds good. “Data in hand is worth billions” says Manuja who shares that he started analyzing the student data at hand. “90% of our enquiries and registration was through reference, I started an exclusive call center and made existing students take high end course”. A smart business need to upsell and this has worked for Manuja very well.

With one centre at Colombo in 2015, Manuja set a target to touch 3 Million before expanding his footprints. He saw an opportunity to expand in Srilanka and convinced his partner to take up Master Franchise.

Undeterred Focus and Determination to Achieve is the Key to Success



Murugan V



CADD CENTRE



Ambattur & Avadi,
Chennai



With only educational institutions to reach out, Murugan's target was hostel students. His inborn nature of being friendly helped him develop a rapport with the students. He earned the goodwill of the parents too who were open to discuss the students' academic hardships. Murugan was quick enough to genuinely go one step ahead to help the students connect with the faculty. This helped him tremendously in creating a rapport with students, parents and faculty.

With his connects with the industry, he started organizing industrial visits for students. With Avadi settling in slowly, he started a centre in Ambattur in 2007. "Ambattur was lot more challenging, had survival difficulties, nevertheless I was determined to achieve" says Murugan who took a systematic approach to addressing the challenges. When walk ins was difficult, his focus was on generating walk ins to the centre.



Murugan V
CADD Centre,
Ambattur & Avadi, Chennai

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For Murugan, our partner from Ambattur & Avadi, being an entrepreneur was childhood dream come true. A first generation entrepreneur, Murugan served in CCTS before building his own business.

Over ten years into business, Murugan still is of the view that he has a long way to go. When Murugan started his franchise centre at Avadi, a suburb of Chennai in 2004, there was seldom any development in the locality except for a very few educational institutions. But Murugan realized the potential and foresaw the development. And from then on, there has been no looking back.

Murugan insists that it is imperative to be consistent in marketing and be always seen in the market. With a strong brand, motivated management, if you religiously follow the Corporate, growth is definitely achievable says Murugan.

Customer service is foremost, we exist because of our customers. Treat everyone with equal respect says Murugan, whose relentless focus is always on achieving the target.

Murugan believes in taking calculated steps, consistency in marketing, and a whole hearted approach. He dreams of building his business creating more employment opportunities thereby.

The willingness to do creates the ability to do.

Hard Work Never Fails Says Our Partner from Tanjore



Senthilnathan M



CADD CENTRE



Tanjore, Tamil Nadu



Senthil says he knew the limitations of operation and started in a small level. He earned from business and kept reinvesting, which according to him is critical for growth. For Senthil the challenge was indeed high as there was already a CADD Centre that was operational in the past, which was later wound up. So the baggage of this impact was hard to come over.

Senthil was hands on in every aspect of the business, even if it was being at the wee

hours to supervise pamphlet insertion. Long hours of work, the fire to excel and commitment ensured growth. He says "Trust yourself, have confidence in the brand, follow the systems and process and there could be no reason that you cannot succeed".

A hard hitting message that he shares is "when you go through low times, just look back at the way you operated, somewhere you would have definitely compromised



Senthilnathan M

CADD Centre,
Tanjore, Tamil Nadu

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A first generation entrepreneur, Senthil our partner from Tanjore shares that hard work and determination to succeed has taken him to next level. He defines his partnership with CADD Centre as the life changing moment.

For someone who is coming from a Tier 2 city, with loads of zest to excel, convincing the family is foremost. Senthil says he gave his family the confidence and took 2 years' time to prove his business acumen. He kept to his work and in fact repaid the amount borrowed from the family within a year.

on quality, and that would have been the reason for a setback". Quality should never ever be compromised at any cost. And it is no wonder he is known as CADD Senthil in the region he operates which itself is testimony to the ground work and the effort he has put in the market.

Senthil shares with pride that it was CADD Centre that gave him ample exposure and opportunity to meet varied types of people, which is a huge life experience. For someone

who started with just 3 computers and has built a strong growth, is no mean task.

Though profitability has gone low and doing business is not as easy as before, Senthil has his plans and vision set out clear, he wants to diversify and strongly believes that is the only way to scale.

Small beginning does take the journey far and worthwhile, if deep commitment, trust and passion is imbibed in everything that we do.

About CADD Centre

CADD Centre Training Services, based in India, is a diversified global network of creative, engineering and management skills development institutes. Since the year of origin in 1988, CADD Centre has evolved as the fastest growing privately held company with over 650 franchise outlets across 24 countries. With an objective of setting standards in the education industry and making students more employable, CADD Centre is providing training through its following divisions:

CADD Training: CADD Centre is the largest network of training services. A standalone company in India that specializes in CAD/CAM/CAE with its wing spread across the globe. Also, CADD stands among the preferred training partner of globalized product companies such as PTC, Siemens, Dassault Systems, Bentley, and Oracle. In total, there are 100 courses running across the domains of civil, architecture and mechanical under the roof of CCTS. CADD Centre has backed over 1 Million students & professional

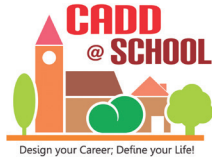
(employed globally) by providing them quality training.

DreamZone: DreamZone represents as India's premier creative skills development institute of fashion designing, interior designing, and graphic designing. It collectively offers 50 courses from PG Diploma to Master Diploma to Certificate Courses that are designed to meet the needs of the creative industry.

Synergy School of Business Skills is a global organization of project management professionals with its centres across 68 locations. It trains and certifies students and professionals on various management courses, which includes Project Management, Operational Excellence, Six Sigma, 5S, Business Accounting, Sales, and other customized corporate training programmes.

Livewire is an innovative IT training institute that creates professionals for emerging technology jobs. It offers specialist training to professionals for IT and Electronics Industry.





It offers courses such as Big Data, Business Analytics, and Cloud Computing to meet the modern needs in the fields of hardware, software, networking and management. Livewire currently has 55 centres and is planning to expand its boundaries nationwide.

Skillsease is a staffing solution provider of companies in project management and engineering domains. Founded in 2005, and since then it holds a powerful network in the fields of construction, electronics, manufacturing, electrical, education, information technology, and Oil & Gas industry.

CCUBE represents as the fastest growing vendor-neutral competency certification centre. It provides online certification to students and professionals in various domains of Architectural Engineering and Construction, Product Design & Analysis, and Project Management. CCUBE certifications are accepted industry wide

and help students to stand out in the competitive job market.

CADD@School is an educational institution that offers value added programs for the students of school and colleges. It aims to develop creative design and ideations skills at the early age when their mind is receptive.

One Channel is a one-stop solution for all the requirements of CADD Centre customers across various domains such as hardware, software, and training & placement.

Dreamflower Montessori is a preschool providing education to the age group 2 to six years. At Dreamflower, teachers and mentors are committed to follow Montessori methods and believes in imparting teaching and learning through fun and play activities. Upholding the highest standard of Montessori education, Dreamflower is IMC (Indian Montessori Centre) certified.