

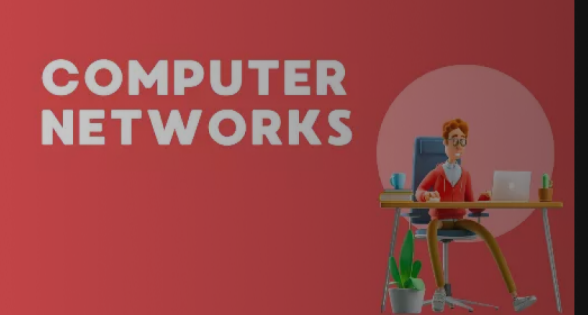
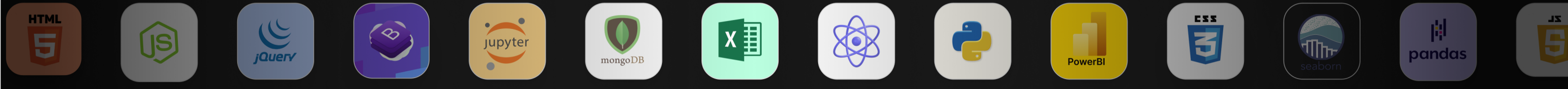
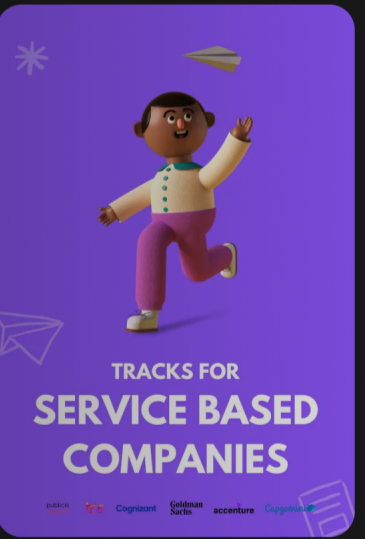
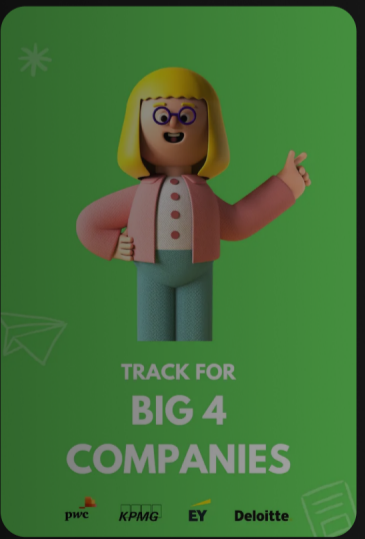
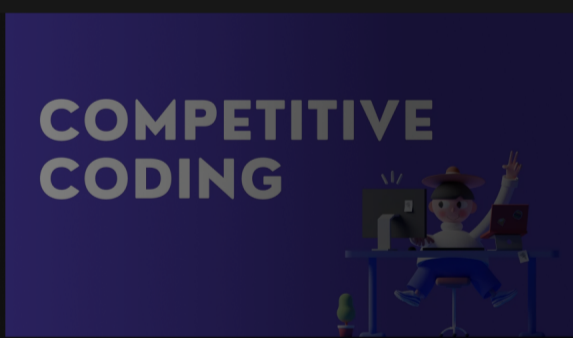


Loved by  
10,00,000+  
Students

# Prepinsta Prime

✦ 200+ Courses Under One Subscription

## All in One Placement & Upskilling Subscription



# Our Offerings

**PrepInsta Prime**  
 Unlimited learning with 200+ courses

**Optimus**  
 By PrepInsta Prime

Online SaaS Tool to automate your learning, assessment, placements and governance.

**PrepInsta** An Adda247 Company | **Optimus** By PrepInsta Prime

**PrepInsta Prime + Optimus together**

**Campus Recruitment Training**

**Skill Based Cohort Training - Tech Skills**

**Placement Automation Software ERP**

**All-inclusive Offer (All Combined)**  
 Get everything combined under one purchase with PrepInsta Prime

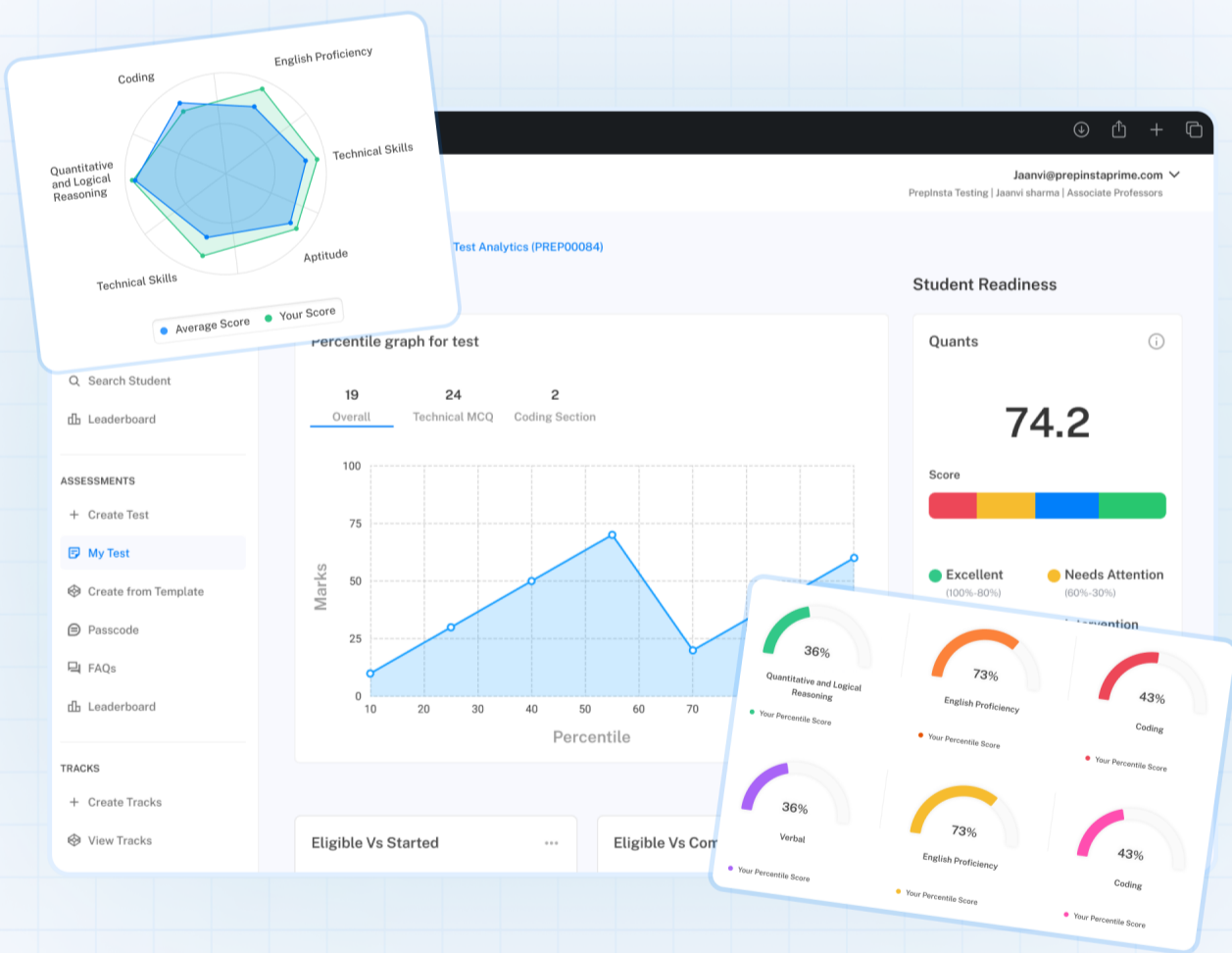
# Products we have

## PrepInsta Prime

- ✔ Company Specific Training for TCS, Wipro, Google & Others
- ✔ Master in-demand skills with our 200+ course library
- ✔ Train students from Aptitude & Coding to Soft Skills
- ✔ Skill based projects & Interview Prep

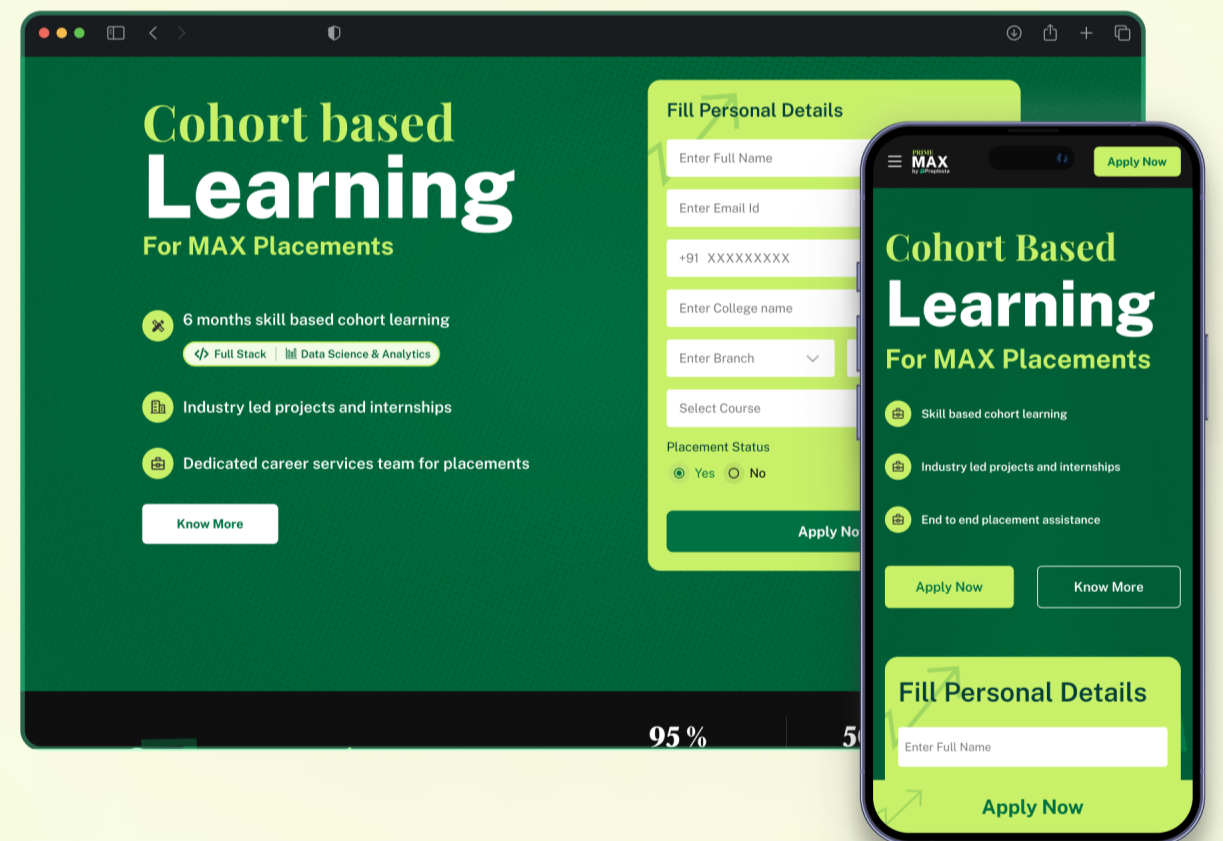


## Optimus



- ✔ Create Unlimited Assessments
- ✔ Advanced analytics Powered By AI
- ✔ Secure online exam proctoring

## Skill Based Cohort Training



- ✔ Cohort on GenAI / Data Analytics / Data Science / Full Stack Development / Digital Marketing etc.
- ✔ Nasscom & AICTE certified

# 1. Preplnsta Prime

Preplnsta Prime offers a comprehensive subscription model that provides access to over 200 courses, covering a wide range of in-demand skills.



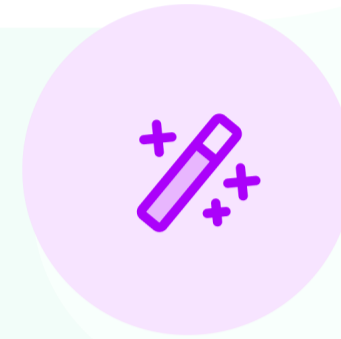
Self Paced Learning



Live Training by expert faculty



Adaptive assessments



AI-driven learning engine

**5000+ hrs**  
Of Learning Videos

**200+**  
Courses

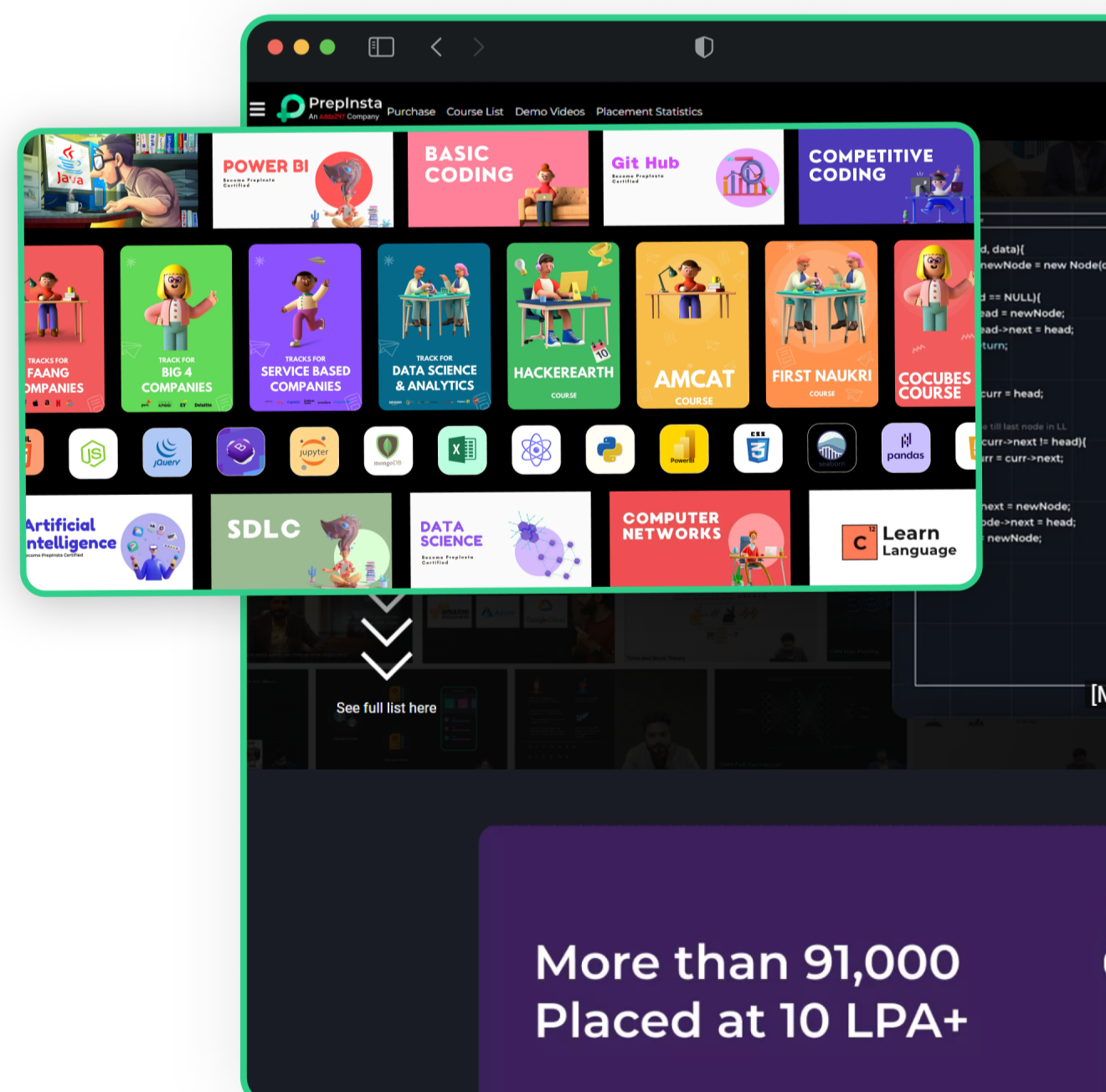
**1-4 years**  
Access Duration

## Upskilling courses on

- Data Science and Analytics
- Programming
- Company-Specific Placement Preparation (Aptitude & softskills)
- Cloud Computing and Cybersecurity
- Artificial Intelligence and Machine Learning
- Aptitude and Reasoning

## Key Benefits

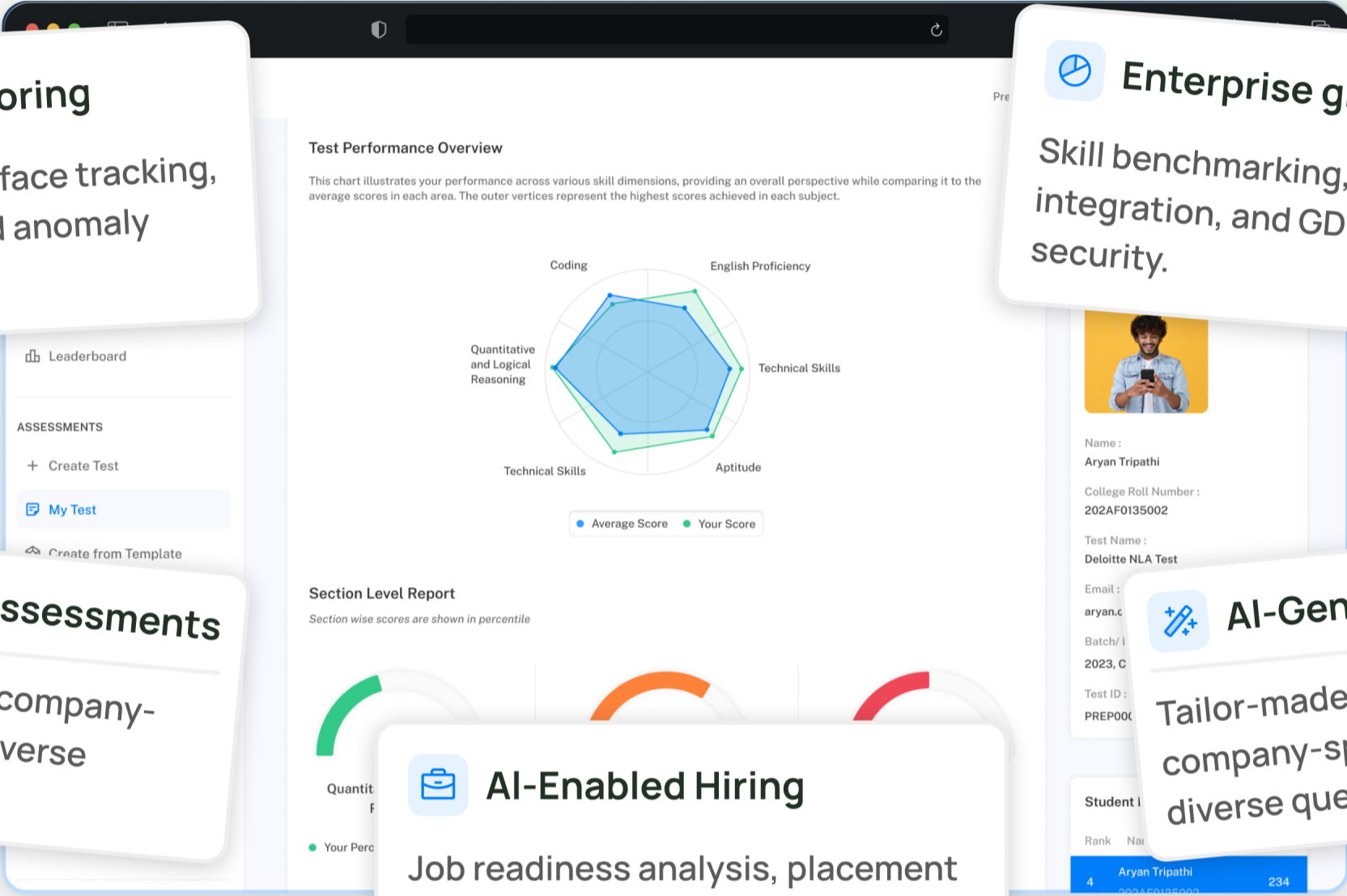
- ✓ **Personalized Learning** : AI-driven paths targeting student weaknesses.
- ✓ **Data-Driven Insights** : Identify skill gaps for tailored training.
- ✓ **Higher Placements** : Integrated learning & assessment boost employability.



## 2. Optimus Practice & Assessment Engine

### Data-Driven Talent Acquisition and Development Platform

An AI-driven assessment platform that helps institutions evaluate students effectively, offering insights into strengths, weaknesses, and readiness for the industry. Trusted by over 100 universities and companies for efficient and unbiased hiring.



The screenshot displays a dashboard with several key features highlighted in callout boxes:

- AI-Driven Proctoring:** Detects cheating with face tracking, browser lockdown, and anomaly flagging.
- Enterprise grade Analytics:** Skill benchmarking, ATS/LMS integration, and GDPR compliant security.
- Customizable Assessments:** Tailor-made tests with company-specific patterns and diverse question formats.
- AI-Generated Questions:** Tailor-made tests with company-specific patterns and diverse question formats.
- AI-Enabled Hiring:** Job readiness analysis, placement tracking, and AI-based candidate ranking.

The central dashboard shows a 'Test Performance Overview' with a radar chart comparing 'Average Score' and 'Your Score' across five dimensions: Coding, English Proficiency, Technical Skills, Aptitude, and Quantitative and Logical Reasoning. Below this is a 'Section Level Report' with progress indicators for 'Quantitative' and 'Your Perc'.

100+ Partner Colleges | 10M+ Test Administered | 99.999% Guaranteed uptime

- ✔ **Predictive Analytics & Performance Tracking :**  
Identify at-risk students and predict future outcomes with data-driven insights
- ✔ **Industry-Aligned Skill Assessments :**  
Bridge the academia-industry gap with assessments tailored to employer expectations.
- ✔ **Placement & Recruiter Test Preparation :**  
Simulate hiring tests from top companies to enhance student job readiness.
- ✔ **Automated Reporting & Compliance :**  
Streamline report generation for tracking student progress and meeting regulatory
- ✔ **Resource Optimization & Smart Allocation :**  
Use data-backed insights to allocate faculty, training, and placement resources efficiently.

## 3. Skill Based Cohort Training - Tech Skills

### Hands-on Learning for Future-Ready Careers

Cohort-based training designed to equip students with in-demand skills and practical industry exposure through immersive learning experiences. These certification programs are completely customizable to your needs and typically run for 50-60 Hrs.



#### Courses on New Age Skills

- Data Analytics
- Data Science
- Gen AI
- Cybersecurity
- Cloud Computing
- Full Stack Dev



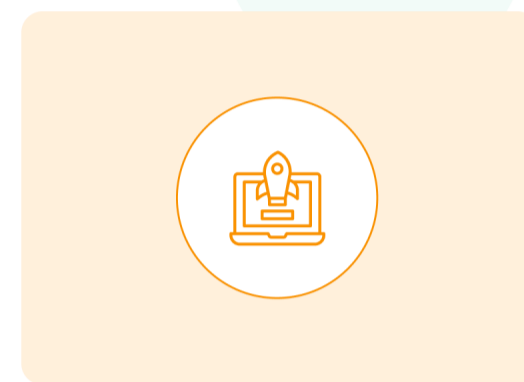
#### Flexible Delivery Modes

- Online
- Classroom
- Hybrid



#### Experimental Learning

- Case Studies
- Live Projects & Datasets
- Capstone
- Project



#### Industry-Ready

- Mentorship sessions
- Project
- Presentations
- Meaningful certification



#### Expert Faculty

Industry veterans and Tier 1 IIT/IIM grads as faculty

### Key Benefits

- ✓ Live instructor-led classes with peer collaboration and project-based learning.
- ✓ Customized training for in-demand skills
- ✓ Capstone projects with industry mentorship and certification.



## 4. Campus Recruitment Training (CRT)

### Holistic Upskilling for Campus Placements

Our custom-built placement training program is designed to equip engineering students with the skills needed to secure jobs in top IT service and product companies. This structured program blends aptitude, technical, and soft skills training and can be customized between 30 to 300 hours, spanning 1 to 4 years alongside the degree program



#### Comprehensive Curriculum

- Programming
- Quantitative Aptitude
- Reasoning
- Verbal Ability
- Communication
- Soft Skills



#### Flexible Delivery Modes

- Online
- Classroom
- Hybrid



#### Job-Readiness

- Mock Interviews
- Resume Workshops



#### Company-Specific Test Prep

Simulates hiring tests of leading IT recruiters for better placement



#### Expert Faculty

Industry veterans and Tier 1 IIT/IIM grads as faculty

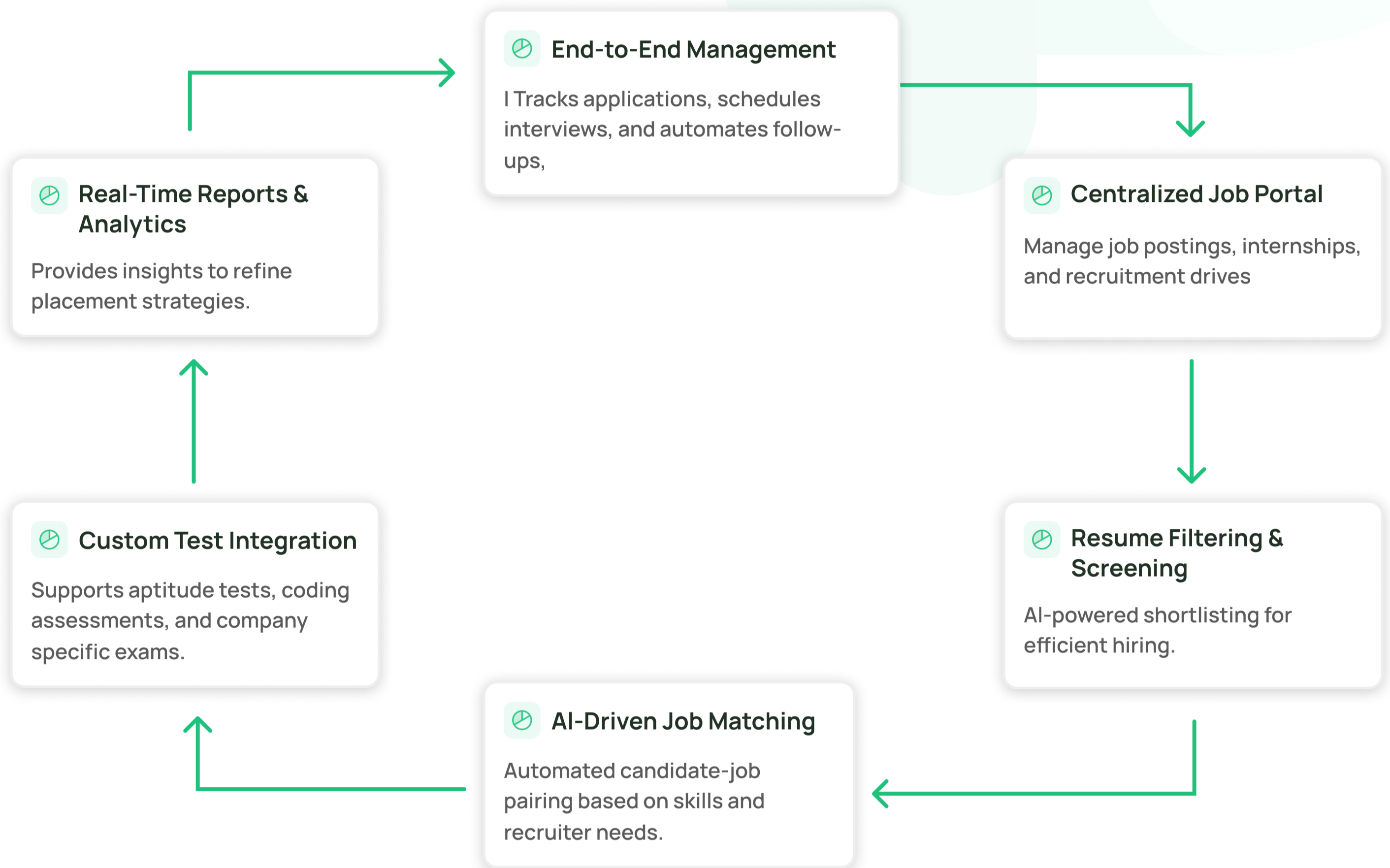
### Key Benefits

- ✔ **75% Higher Placement Rates**  
Targeted training that aligns with top IT company hiring processes.
- ✔ **Tailored Learning Paths**  
Customizable duration and course selection based on university needs.
- ✔ **Job-Ready Graduates**  
Focused skill-building to bridge the gap between academics and industry

# 5. Placement Automation Solution (ERP)

## AI-Powered Automation to Revolutionize Campus Recruitment

Our AI-powered Placement Automation Solution is an end-to-end digital platform that seamlessly connects institutions, students, and recruiters, automating and optimizing the entire placement process.



### Key Benefits

- ✓ **Faster & Smarter Hiring:**  
Reduces manual effort and improves efficiency
- ✓ **Enhanced Employer Engagement :**  
Streamlined recruiter access to top student talent.
- ✓ **Data-Driven Decision-Making :**  
Improves placement strategies with analytics.
- ✓ **Scalable & Customizable :**  
Adapts to institutions of all sizes.



Scan To Know More

Or

Email Us On  
[partnership@adda247.com](mailto:partnership@adda247.com)

# Expert Faculty & Mentors

Our talented faculty and mentors



**Kush Khurana**

Head of AI- Adda247, Program  
Governance of GenAI

Ex- Hike, Delhivery, Limeroad, Mobelium



**Vaibhav Shukla**

Lead Data Science Trainer

Ex- ADP, CSIO, Coforge



**Rushikesh Konapure**

Data Science Consultant

Ex- Pahal Design, Career Launcher



**Gaurav Pandey**

Full Stack Developer Trainer

Ex- Polaris, Function Up



**Atulya Kaushik**

Director and Senior Mentor

Ex- Google, Instamojo



**Aashay Mishra**

Director and Mentor

Ex- Sapient



**Manish Aggarwal**

Senior Director and Mentor

Ex- Dell



**Shubham Aggrawal**

Lead mentor DSA

Ex- Visa, Amazon



**Divyank**

Aptitude Trainer

Ex- Physics Wala, CU



**Shourya**

GenAI Automation Specialist  
(Finance & Retail)

Ex- KPMG



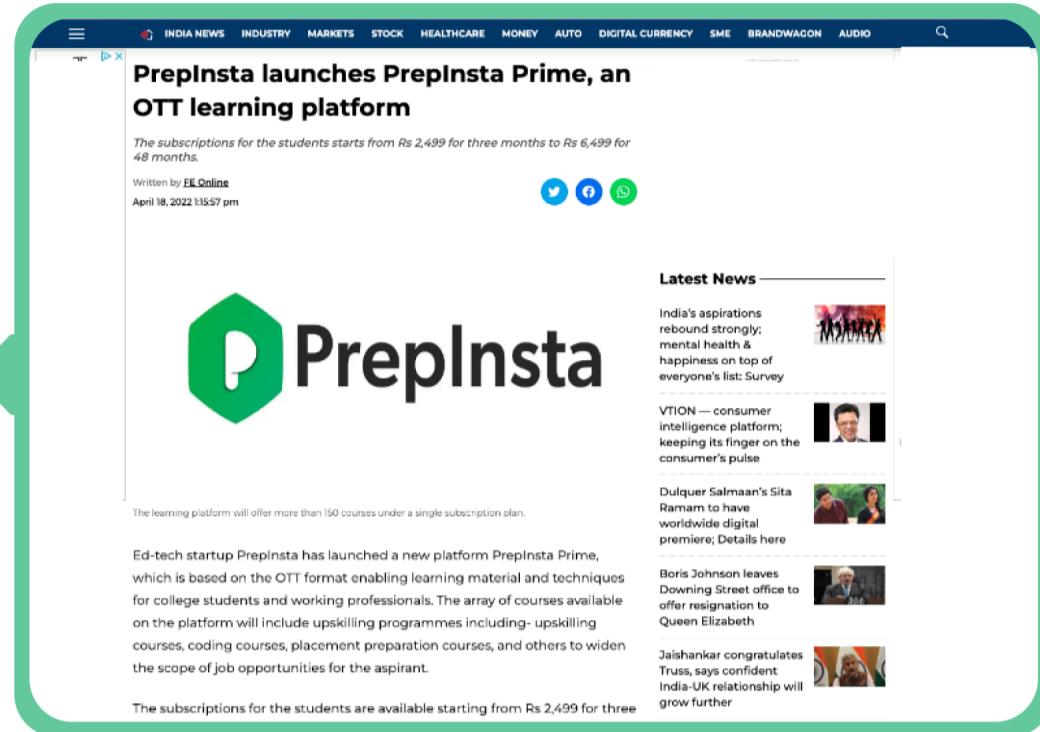
**Dipayan Sarkar**

Visiting Faculty at global  
universities, AI researcher

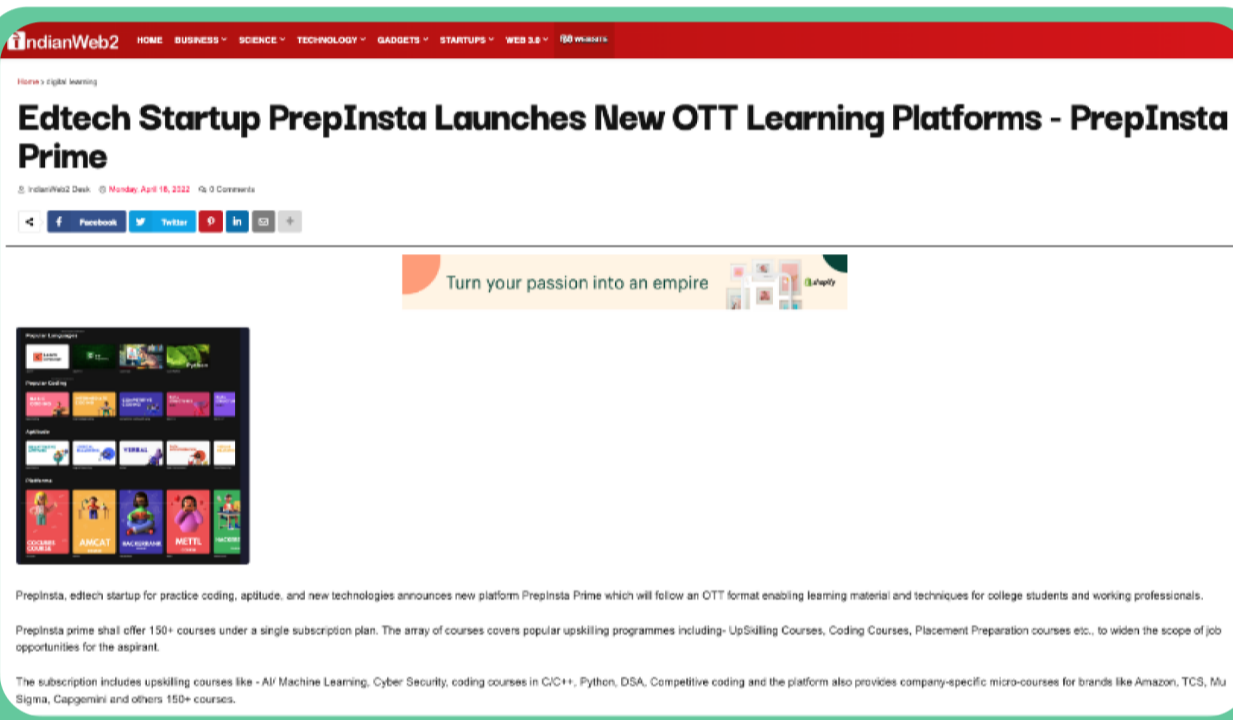
Ex- Apple, Maersk Group, Hexaware

# One Subscription, Trending over Internet

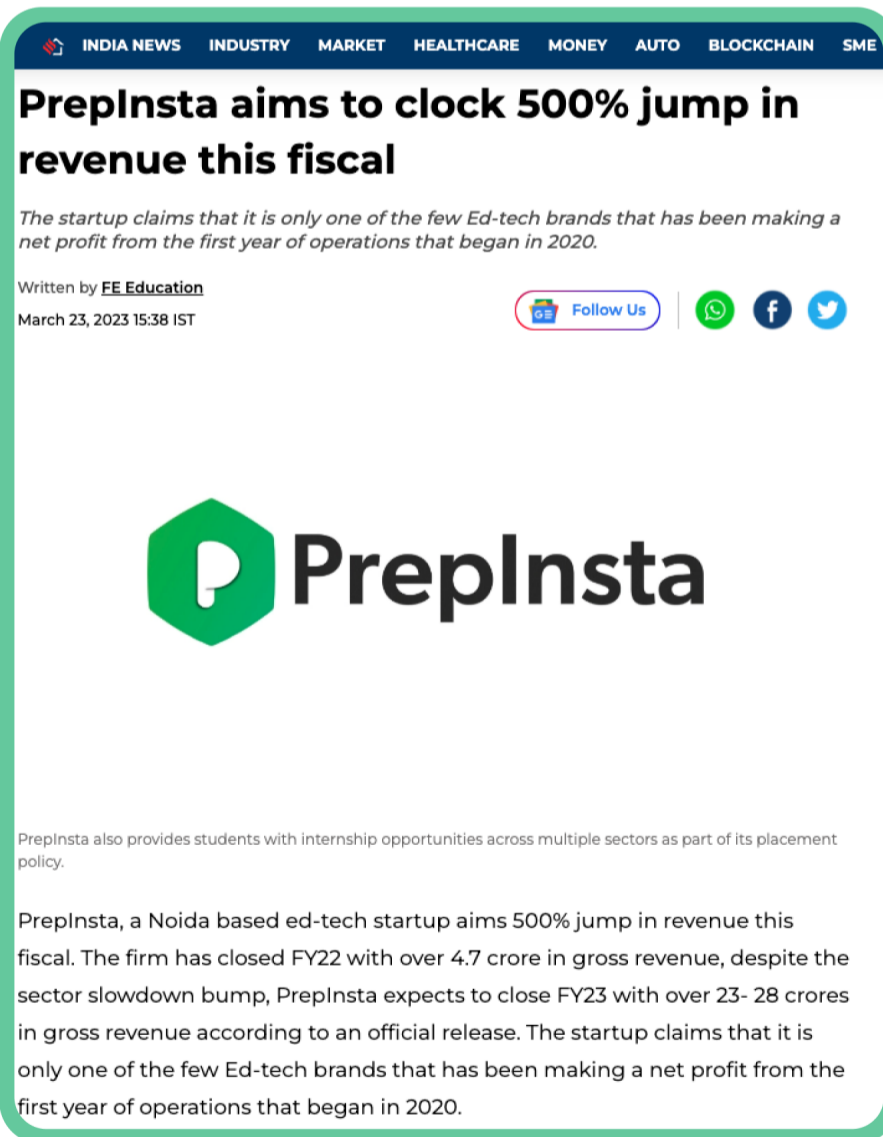
PrepInsta launches PrepInsta Prime, an OTT learning Platform



EdTech platform PrepInsta records 18,716 placements in November 2022



EdTech Startup Launches new OTT Learning platform- PrepInsta Prime



PrepInsta aims to clock 500% jump in revenue this fiscal

PrepInsta: Improved learning for better placement



**Adda247 Marks Fourth Acquisition With Placement Preparation Platform PrepInsta**  
30 Sep'24 | By Pooja Yadav

**SUMMARY**

- Adda247 has now bought placement preparation platform PrepInsta, marking its foray as an integrated provider of job-focused education and skilling programmes across private and public sector jobs
- With this buyout, Adda247 has acquired four companies so far. The others being, StudyIQ, a UPSC preparation platform acquired in 2021; Veeksha, an AR/VR learning modules platform acquired in 2023; and Ekagrata Eduserv, a chartered accountancy (CA) test preparation firm acquired in July of this year
- Adda247 recorded 88% year-on-year growth in revenue to INR 243.39 Cr in the financial year 2023-24 (FY24) from INR 129.65 Cr in the previous fiscal year. Additionally, it narrowed down its net loss by 66% to INR 101 Cr, down from INR 296 Cr in FY23

Adda247 acquires PrepInsta to foray into job focused offerings

**Aashay Mishra, Atulya Kaushik, Manish Agarwal: Upskilling without the hassle of costs**

PrepInsta Technologies stands in the overcrowded edtech market with its niche: Upskilling at lower ticket price

BY JASODHARA BANERJEE, Forbes India Staff

3 min read

PUBLISHED: Feb 9, 2023 11:01:47 AM IST

UPDATED: Feb 9, 2023 11:55:13 AM IST

**Aashay Mishra | 28**  
**Atulya Kaushik | 27**  
**Manish Agarwal | 29**  
Co-founders, PrepInsta Technologies

PrepInsta Technologies works like an OTT platform, where users pay a subscription fee to get access to more than 200 courses for a fixed amount of time—a few months or a few years. These courses include upskilling subjects such as AWS, cloud computing and artificial intelligence, or interview preparation subjects such as aptitude, logic, verbal and personality development. While most other players in the education sector that provide similar platforms charge between ₹50,000 and ₹1 lakh, or more, PrepInsta charges between ₹4,000 and ₹5,000 for a yearly subscription. Users also get to complete an internship programme at Tata Consultancy Services.

Aashay Mishra, Atulya Kaushik, Manish Agarwal: Upskilling without the hassle of costs

**Netflix for learning: How PrepInsta is upskilling students for job placements**  
By Trisha Mehta  
July 12, 2022. Updated on Jul 12, 2022, 9:11 AM GMT+5:30

Former Google employee **Atulya Kaushik**, who was working at Instamojo in 2016, realised there was a huge gap between academia and the industry in India. He felt acquiring tech skills was a necessity for students to be able to find relevant jobs, and started writing a blog about job placement preparation.

In about a year, his blog had 100 lakh views a month. Atulya got a job offer from Flipkart, but he decided to decline it and try his stint at entrepreneurship. He joined hands with his VIT Vellore classmates **Aashay Mishra** and **Manish Agarwal** and started PrepInsta in 2017 to make the entire placement process easy, accessible, and inclusive for all.

Netflix for learning: How PrepInsta is Upskilling students for Job placements

**Bootstrapped Ed-Tech Startup PrepInsta Expects 500% Percent Jump In Revenue This Fiscal**  
By India Education Diary ... On Mar 24, 2023

**Noida :** PrepInsta, an Ed-Tech firm based out of Noida, which operates PrepInsta Prime an India's first OTT platform for upskilling, certifications and skills, expects a **500** percent jump in revenue this fiscal. Despite the sector slowdown, the Noida-based startup, co-founded by three friends Atulya Kaushik, Aashay Mishra, and Manish Agarwal, closed FY22 with over **4.7 cr** in gross revenue.

PrepInsta's year-on-year growth is a testament to the broad scope of on demand learning outcomes it offers, students love the freedom to learn over 200+ skills like AI/ML/Data Science/Cloud/Python/DSA and others offered on its platform with one single subscription.

The startup claims that it is only one of the few Ed-tech brands that has been making a net profit from the first year of operations that began in 2020. Other than the massive spike in revenue, the geographical reach of PrepInsta has increased massively owing to its ability to address India's growing disparity in job prospects.

In the calendar year 2022, the Ed-tech brand successfully demonstrated a skyrocketing placement record of over 20,000 students in the month of October, with students securing jobs in its partner companies. Students got placed in top product-based companies such as Microsoft, Amazon, Cisco, Adobe, Google, and others, as well as top service-based companies such as TCS, Accenture, Capgemini, Hexaware, HCL, Cognizant, Infosys, and others.

Commenting on the record growth rate, **Mr. Atulya Kaushik, Co-Founder and CEO of PrepInsta** said " We are proudly bootstrapped and profitable from Day 1. The only investment in the business has been Rs.99 which was to buy the domain. Since then, the business has generated profits to fuel its growth. Today we are a team of 200+ folks spread over our three offices in Noida, Bengaluru and Pune. We witnessed strong growth and will continue to invest back into the business and we hope to cross 100 Crores revenue in the next 18 months."

# What TPO's Say

## What we will help you with



### P.S. Bedi

TPO, GTBIT, IP University

“Preplnsta really helped us throughout our students placements, from their informative courses to their constant webinars, they were a big help.

Our students really loved their pay once access all courses model. More than 100+ job opportunities were provided to students.

They went above and beyond to help us achieve our placement targets”



### Pooja

TPO, PESITM, Shivamogga, Karnataka

“Preplnsta is a great platform for students to revise Aptitude and prepare for interviews like TATA ELXSI and TCS. Their comprehensive resources help understand company expectations. The Nano Certificates initiative is excellent. They now offer the ability to create our own tests in aptitude and technical subjects, which excites us as an institution.”



### Dr.P.Ramesh Babu

Vice-Principal & HOD -CSE dept, KLR college of engineering & technology

Thank you for the fantastic course! The videos were engaging and affordable, making it accessible for all. We enjoyed the well-structured content, grasping concepts quickly. The knowledgeable instructors provided valuable insights, and the interactive elements kept us motivated. We appreciated the community support and the chance to connect with fellow learners. Overall, it was a rewarding journey we recommend.



### Anuradha

Associate Professor & Head/ FutureSkills, SNS Group of Institutes, Coimbatore

“Students are watching Preplnsta Prime videos and attending tests side by side after attending their classes helps them a lot to improve their knowledge and understanding on those topics. On the whole, Preplnsta Prime is giving them a lot of ideas and tips to enhance their coding, technical and soft skills to crack company interviews in the future.”



### Nawaz

TPO, K.Ramakrishnan Group of Institutes, Tamil Nadu

“Preplnsta Prime gave them a brief overview about the coding languages they'll be learning during the academic year and it provided a sneak peek about how to take their hiring interviews and the specific points to keep in mind while attending the questions which will be asked by the companies”



### Dr.P.Ramesh Babu

Placements, Parala Maharaja Engineering College, Odisha

“The number of placement opportunities our students got because of Preplnsta Prime were significantly huge. Preplnsta's dedication is truly praise-worthy, not only did they help the students with courses and studies, they also took sessions to help students with questions like; which company to go for, preparing for dream job offers, & tricks to achieve 7LPA® offers and much more which kept the students motivated”



### Dr. B.B Chaudhary

IGIT, Sarang

“The courses on Preplnsta are really amazing, especially their AI/ML course. The team's constant support via creating different Telegram and WhatsApp groups was really amazing as well. Our students finally got placed in their dream companies with the help of Preplnsta”

# 100+ Academic Partners



- Dedicated key account manager for every college
- Dedicated delivery team for every college
- Industry Experts Mentorship Sessions
- Intra college level monthly hackathons
- Weekly/Monthly performance report
- Mentor/Mentee based projects allocation

# Where Our Students Are Placed



## Our Learning partners

**NASSCOM**<sup>®</sup>

**N·E·A·T**  
 प्रौद्योगिकी के लिए राष्ट्रीय शैक्षणिक सहयोग  
 National Educational Alliance for Technology

**futureskills**<sup>®</sup>  
 — prime  
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