



# Pratham

Founder: **Neel Panchal (IITRAM)**

Pratham is founded with a vision to support local companies by providing them with a platform to directly provide consumers with high quality products at effective costs, without the interference of middle men.

Working towards this vision, Pratham has joined hands with several medium scale printing agencies, with the idea of producing limited edition notebooks customized exclusively for College students, which would then be sold at student friendly prices, making them much more affordable than the notebooks sold by leading companies in the current market, without compromising with the quality. The strategy of delivering best quality at prices lower than the competitive market price will help in building the start-ups repo of partners in growth rather than an ordinary supplier.

Apart from direct producer to consumer transactions, Pratham will also ensure the publicity of products and



services to the target audience, for further benefit of the companies. Pratham is dynamically operating in 10+ colleges with more than 250 coordinators. Pratham intends to widen the wavelength of sales by partnering with at least 100 colleges in a decade resulting into a unique and one of it's kind internship for 1000+ students.

Gradually with time when the start-up will have a decent number of clients, at that stage, new companies and new products can approach the start-up for its marketing.

