

# **Edubull Market Rights Partner Programme**

**Transforming Publishers & Distributors  
into AI Education Infrastructure Leaders**

**Exclusive Territory**

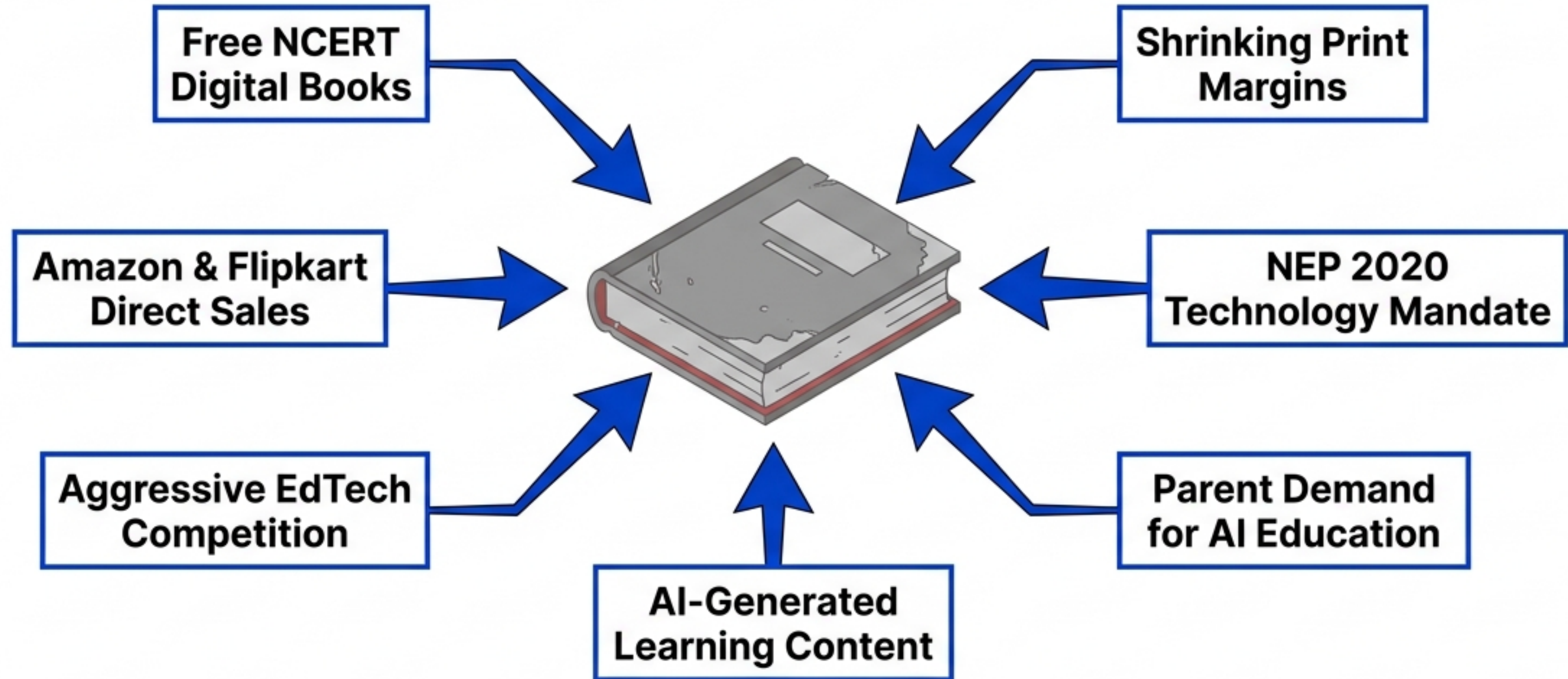
**25% Profit**

**Zero Investment**

**IIT Roorkee Partner**

Edubull Technologies Pvt. Ltd.

# The Traditional Book Business is Under Unprecedented Pressure



**Key Takeaway: The traditional publishing model is facing existential threats. Survival requires a future-ready revenue model.**

# The Budget is Not Disappearing. It is Shifting.

## Budget Shift & Growth (FY25 to FY30)

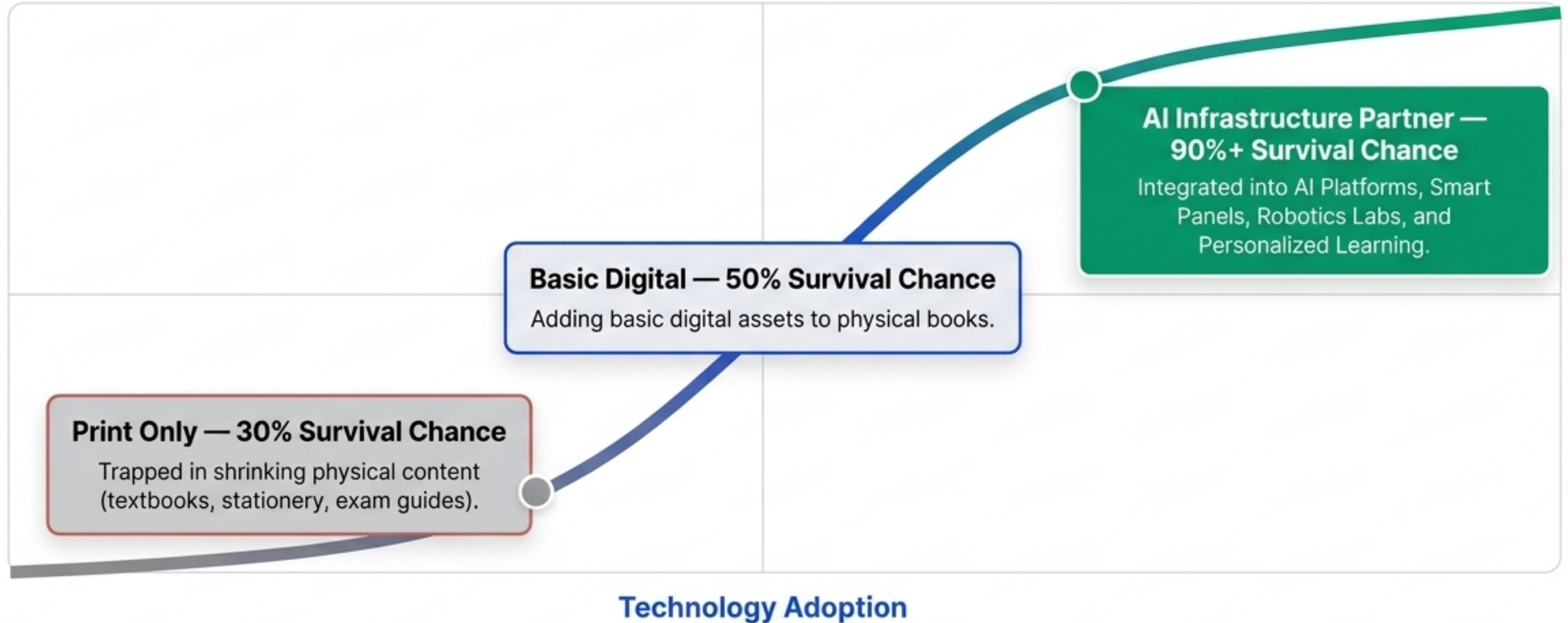


## The 5 Megatrends Driving the Shift

- ✓ Physical to Digital Transition
- ✓ AI as Teacher Assistant
- ✓ Schools as Tech Buyers
- ✓ NEP 2020 Adoption
- ✓ Global Expansion of Indian Ed.

# The Publisher Survival Matrix

Survival & Growth Probability



**The Edubull Model represents the highest growth potential for legacy distributors.**

# India's First AI School Infrastructure Company

## Corporate Command

Academic Backing

**IIT Roorkee  
Partner & IIT  
Guwahati  
Partner**

Financial Scale

**₹17 Crore  
Revenue**

(Profitable Business)

Market Penetration

**300+  
Schools  
active**

## The Partnership Model



Exclusive  
Territory Rights



Protected  
Market



National  
Pricing



Complete Technical  
& Sales Support

# Comparing the Economics: Book Business vs. Edubull

	<b>Old World (Traditional Book Business)</b>	<b>New World (Edubull Partnership)</b>
<b>Revenue Per School</b>	<b>₹2 Lakh</b>	<b>₹8 Lakh</b>
<b>Profit Margins</b>	<b>12%</b>	<b>25%</b>
<b>Renewals &amp; Retention</b>	<b>Uncertain/Seasonal</b>	<b>92%+ SaaS Renewal Rate</b>
<b>Capital Investment</b>	<b>High Inventory/Print Costs</b>	<b>Zero Investment</b>

**Key Insight: Transition from one-off, low-margin physical sales to high-margin, compounding digital infrastructure.**

# The AI Infrastructure Stack



# Minimum Territory Economics & Compounding Income

## Unit Economics Baseline

Target: 500 Classrooms  
(approx. 20,000 Students)

Gross Revenue Generated:  
₹5.6 Crore

Year 1 Earnings (10% Rev Share):  
₹56 Lakhs

Year 2+ Earnings (15% Renewal Share):  
**₹84 Lakhs**

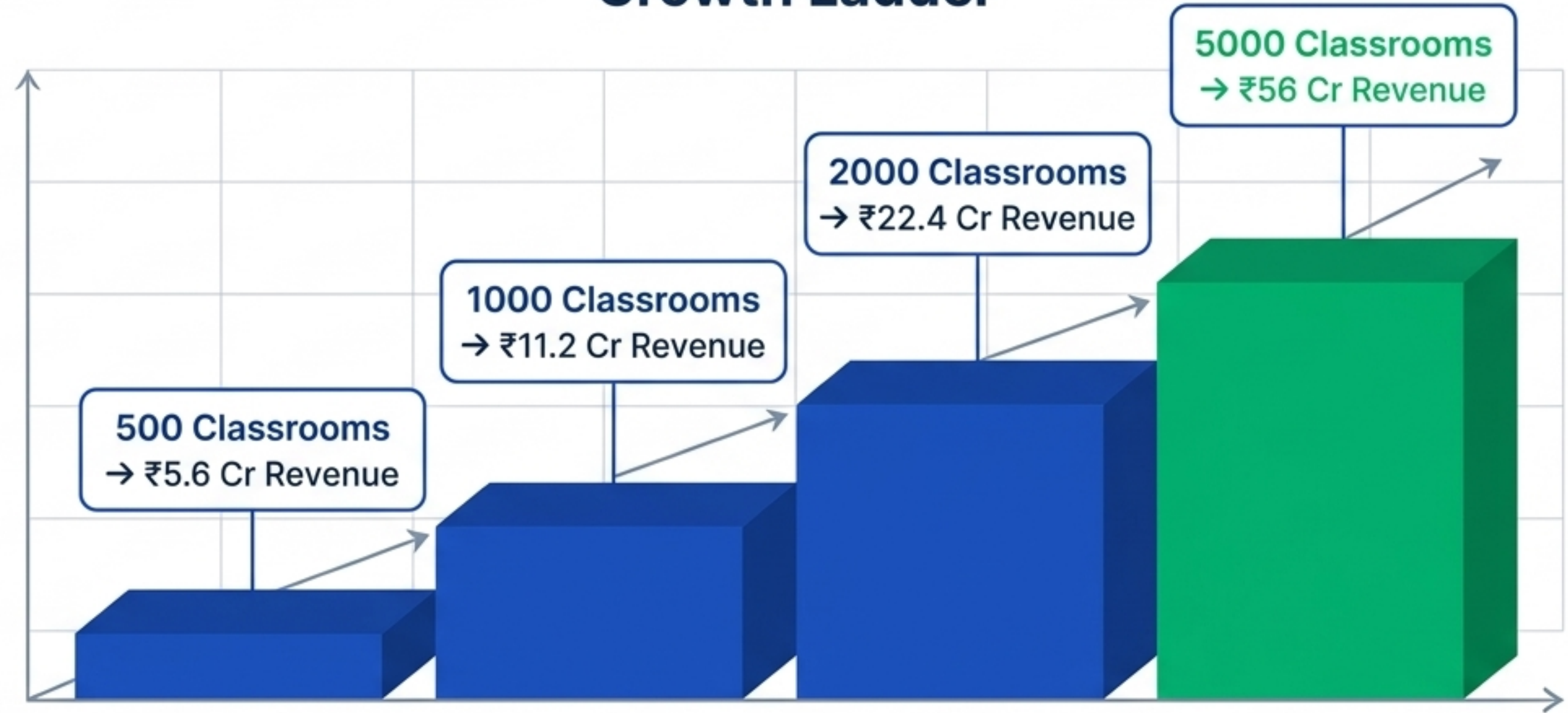
## The Layer Cake Chart



**Lifetime Compounding Income**—SaaS renewals stack on top of new sales, creating exponential wealth.

# Scaling the Partnership: Revenue Scenarios

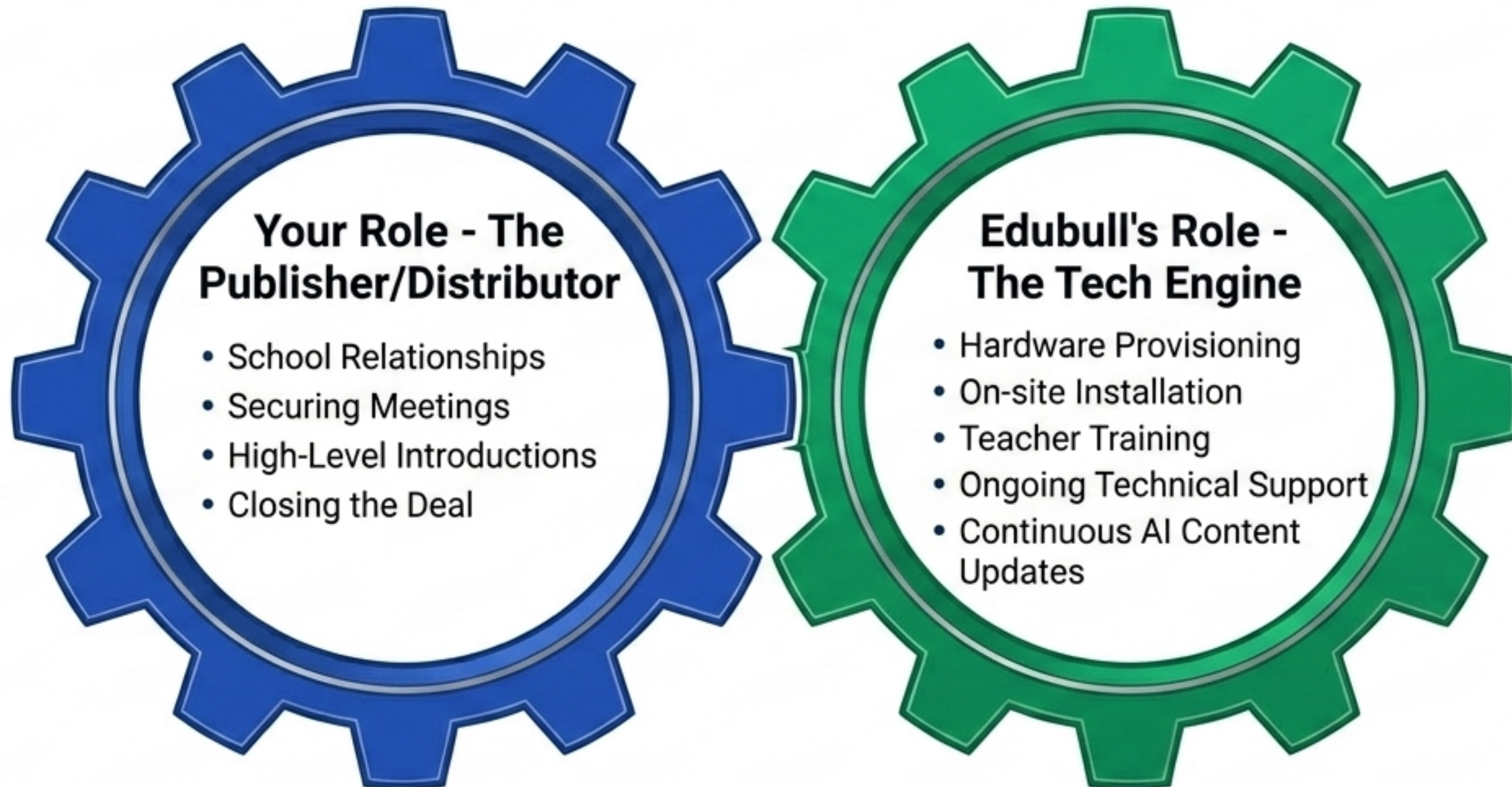
## Growth Ladder



Zero capital expenditure required to scale from 500 to 5,000 classrooms.  
Your only limit is your relationship network.

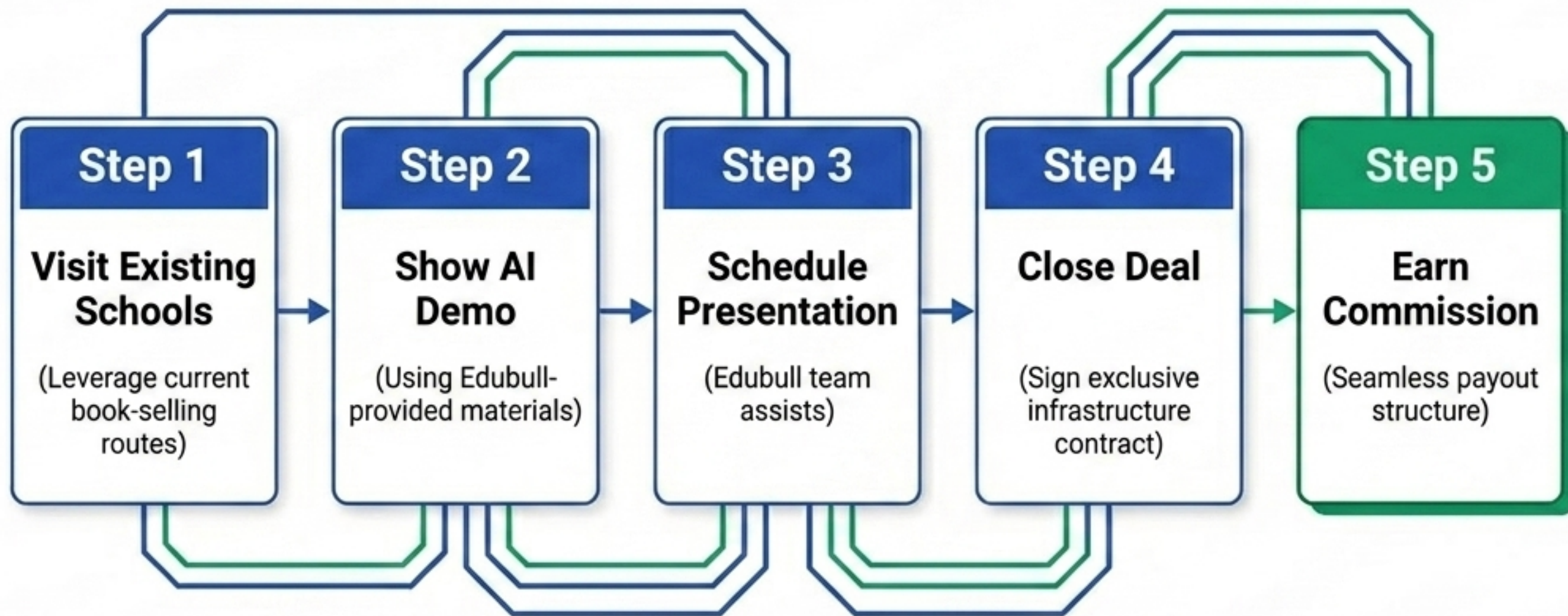
# The Operational Model: Who Does What?

## Responsibility Interlock



# The Daily Workflow

## The Partnership Engine



# Unmatched Market Superiority

## Competitive Moat Matrix

	Edubull	LEAD	Extramarks	Generic Smart Boards	Local EdTech
IIT Roorkee Backing	✓			×	×
Zero Hardware Cost for Partner	✓			×	×
Board Prediction Engine	✓			×	×
CEFR Language Certification	✓			×	×
Exclusive Market Rights Protection	✓			×	×

**Scorecard Callout: Edubull scores a flawless 12/12 on critical infrastructure metrics, leaving competitors behind.**

# The Future Belongs to Early Movers


## Roadmap to Launch





***“Same Schools. Same Principals.  
Same Relationships.  
New Product. New Revenue.”***

## Executive Contact Card

**Dr. Girish Sharma**  
(Founder & CEO)

 +91-93501 20746

 girish@edubull.com |  
sales@edubull.com

 www.edubull.com

 IIT Roorkee,  
Uttarakhand

**Secure Your ₹56 Lakh First-Year Potential Today.**