

# Build India's Fastest-Growing AI EdTech Business

On Top of Relationships You Already Own.



Edubull Technologies Pvt. Ltd. | White Label Partnership Proposal for Publishers & Territory Distributors

# You possess the most valuable asset in Indian education: Trust.

Over decades, you have walked into thousands of schools. You know the Principal by name. You know the purchase officer's chai preference. You know exactly which trustee signs the cheque. That relationship network is a formidable superpower.


***"You do not need new schools. You do not need new relationships. You need a product that is worthy of the relationships you have already built."*** —


Girish Sharma, Founder & CEO




# But the printed book alone can no longer protect your territory.



Do you have AI? 

Where are the robotics? 

Why is my child falling behind? 



Schools are facing intense public pressure from parents demanding future-ready skills. When a school cannot answer these demands, they lose admissions. Competitors with massive marketing budgets are circling your schools, offering technology you cannot currently match.

# Transform into a full-stack AI EdTech company overnight. Under your own name.

The Edubull White Label Ecosystem is not asking you to abandon your business. It is asking you to evolve it. We give you the most powerful AI school infrastructure in India to sell as your own.



**12-Product AI Suite**



**Direct-from-Factory Hardware**



**Zero R&D Cost**



**Complete Edubull Operational Support**

# Stop starting from scratch every April.

**Seasonal Book Sales:**  
High effort, margin-compressed,  
zero recurring income.  
Every April you start from scratch.



Year 1

Year 2

Year 3

**Annual SaaS Licenses:**  
92% automatic renewal rate.  
Revenue compounds,  
building wealth.  
Year 2 builds on Year 1.

**Transition from one-off, transactional book orders to a highly predictable, compounding SaaS wealth engine**

# The Old Way vs. The AI Infrastructure Way

Theme	 Legacy Publisher	 Your AI EdTech Brand
Brand Identity	Associated with the past	Future-forward EdTech positioning
Product Offering	Only printed books	Complete 12-product AI ecosystem
Operations	No post-sale tech support	Edubull handles 100% of installation/support
Engagement	Invisible to schools for 10 months	Daily platform touchpoints with teachers & parents



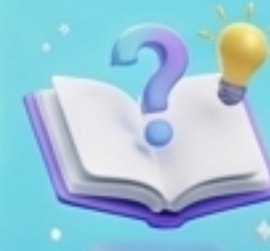
# An ecosystem that touches every stakeholder in the school



## AI Teacher Co-Pilot

Generates lesson plans & tests in 60s. Saves teachers 8-12 hours/week.

## 360° AI Student Model



## Personal AI Teacher

Adaptive 3D textbooks with unlimited 24x7 doubt resolution.



## Gap Analyser

Diagnoses learning gaps in 30 mins on Day 1. Auto-generates remedial plans.



## Parent Dashboard

Daily learning summaries. Keeps parents calm, connected, and loyal.

You are not selling a gadget; you are solving the core anxieties of **Principals, Teachers, and Parents** simultaneously

# The Six Pillars: We build the engine; you drive the car.



## 1. Printed Books

Sourced, printed, and delivered.



## 2. Technology & Servers

Hosted and maintained.  
Zero tech cost.



## 3. Interactive Boards

Direct from China OEMs at  
40-60% below market.



## 4. All School Products

12-product suite (LMS,  
Robotics, VR, Coding).



## 5. CRM for Sales

ATLAS AI CRM built for your  
territory management.



## 6. Training & Support

On-site installation, training,  
and quarterly reviews.



# A radically unfair division of labor (in your favor).



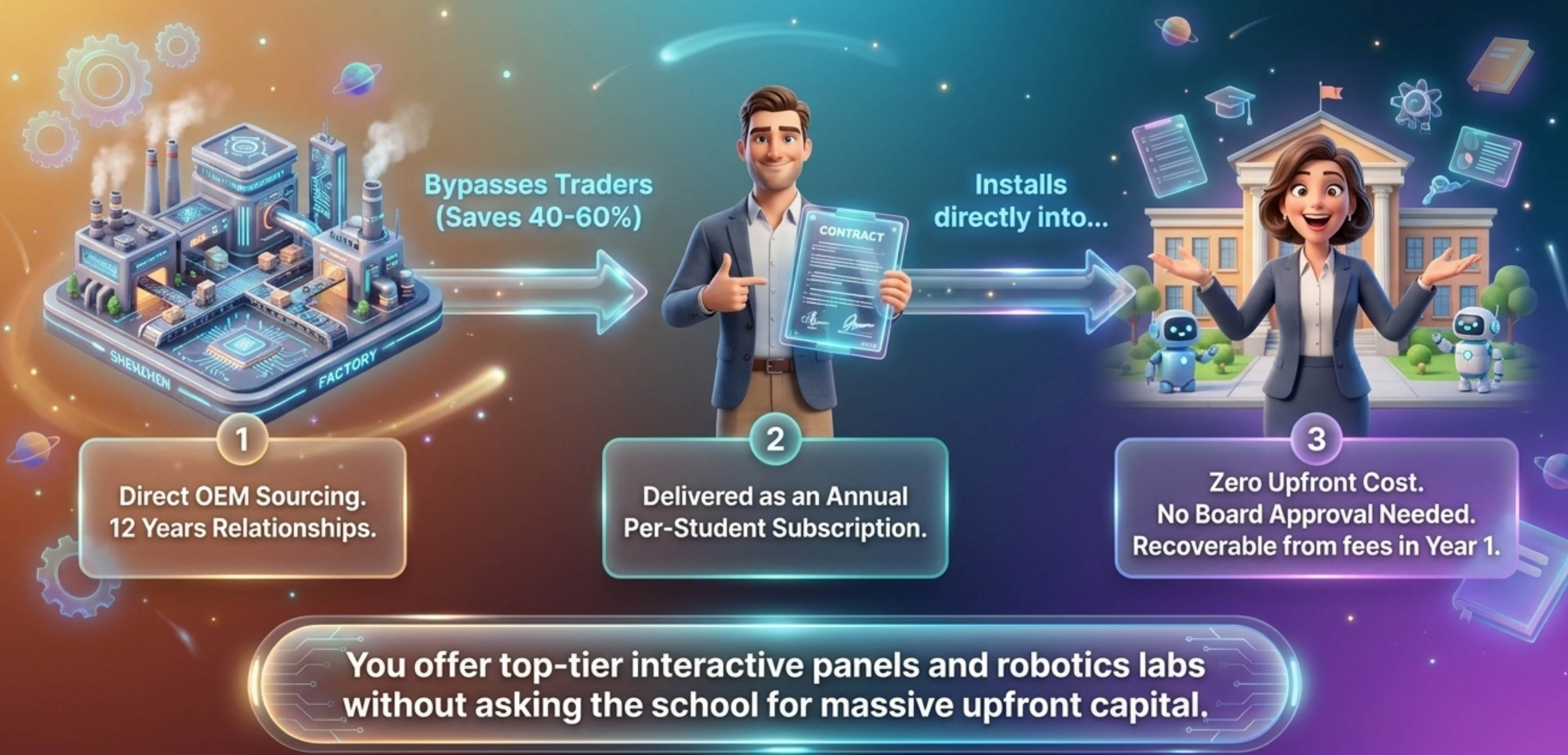
**You carry the territory and the commercial execution.  
Edubull carries the entire operational and technical infrastructure.**

# 4 Tiers to match any school's budget and readiness.

	<b>ELITE</b> The Academic Foundation	<b>ELITE PRO</b> Foundation + STEM	<b>ELITE PRO+</b> Full Academic + Skills	<b>ELITE DIAMOND</b> Complete AI Campus Transformation
AI Textbooks	✓	✓	✓	✓
Smart Boards	✓	✓	✓	✓
3D Content	✓	✓	✓	✓
AI LMS	✓	✓	✓	✓
AI & Robotics Lab		✓	✓	✓
Language Lab				✓
CodeGuru			✓	✓

Schools can upgrade tiers annually, increasing your per-school deal size and absolute margin.

# The Zero CapEx Advantage: Hardware without the budget crisis.



Bypasses Traders  
(Saves 40-60%)

Installs  
directly into...

1

Direct OEM Sourcing.  
12 Years Relationships.

2

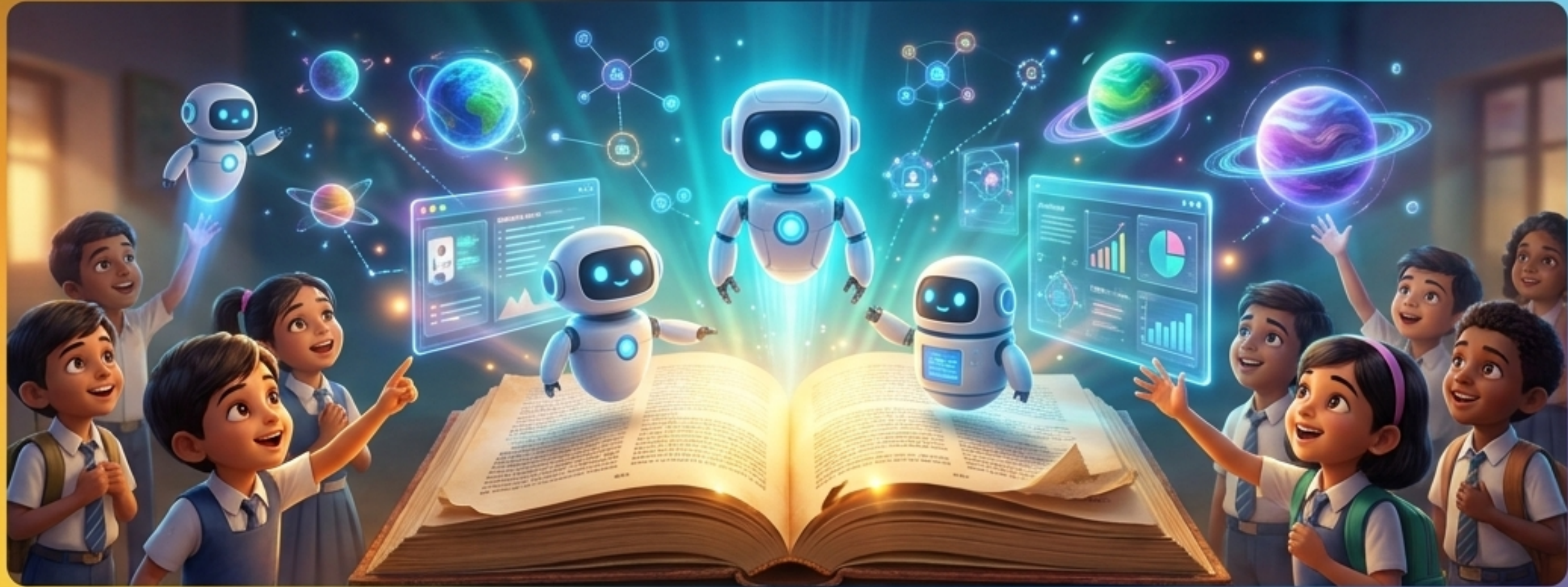
Delivered as an Annual  
Per-Student Subscription.

3

Zero Upfront Cost.  
No Board Approval Needed.  
Recoverable from fees in Year 1.

You offer top-tier interactive panels and robotics labs  
without asking the school for massive upfront capital.

**You don't need to learn a new business.  
You just need to upgrade your toolkit.**



Your legacy asset is the exact foundation upon **which your tech empire is built**. Trust opens the door; AI secures the future.

# Transparent, compounding commercial economics

A large, glowing gold circular badge with a 3D effect, containing the text '15%'. It is surrounded by faint icons of a school building, a document, and a graduation cap.

15%

Year 1 Partner Margin  
on all products &  
hardware

A large, glowing blue circular badge with a 3D effect, containing the text '16%'. It is surrounded by faint icons of a document and a graduation cap.

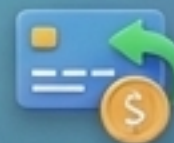
16%

Year 2 Partner  
Margin on renewals  
and upgrades

## How the flow works:



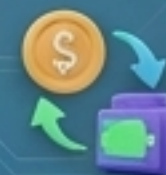
1. Partner invoices school for full amount at MRP.



2. School pays Partner.



3. Partner retains margin.

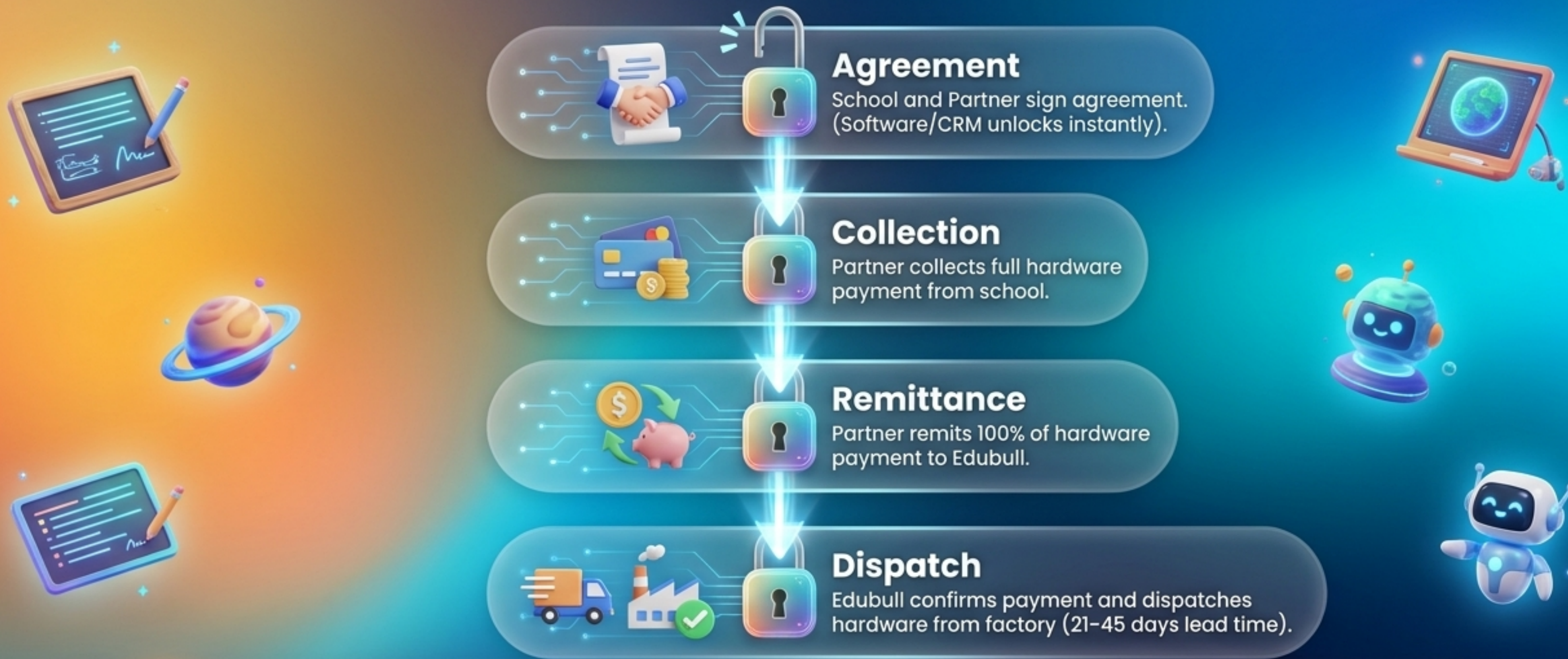


4. Partner remits balance to Edubull.



**Note:** No pricing freedom.  
Only sales on MRP.

# Hardware Supply Policy: Transparent and Non-Negotiable

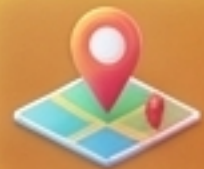


To protect supply chain integrity and maintain 40-60% below-market pricing, hardware is dispatched **ONLY** after full payment is confirmed. Zero exceptions. Zero credit.

# Choose your dominance: Area vs. State Partner



## AREA PARTNER



**Scope:** Exclusive to specific District/City.



**Commitment:** 300-500 classrooms over 2 years (Min 325 Y1).



**Renewal Benefit:** First right to upgrade to State Partner.



## STATE PARTNER



**Scope:** Full State Exclusivity. Edubull will not appoint anyone else.



**Commitment:** 2,000 classrooms over 2 years (Min 1,500 Y1).



**Renewal Benefit:** First right to adjacent states or GCC territories.



**The State Partner structure is the most defensible EdTech business position you can build.**

# From signature to fully operational AI EdTech brand in 30 days



# Unmatched Institutional Credibility.



**IIT Roorkee**

(Incubated at iHub  
Divyasampark)



**IIT Guwahati**

(Official Partner - Project VANI,  
AI Voice & Language Programme)

You cannot be out-credentialed. National EdTech brands spend crores on marketing; your brand will walk into schools backed by the **dual academic rigor** of India's premier technological institutes.

# The window to be first in your territory is open.

The schools in your territory trust you.  
They have been waiting for you to bring  
something as powerful as the relationship  
they already have with you.

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