



Your Partner in Internationalization

AUSTRALIA | CANADA | CHINA | INDIA | MALAYSIA | USA

Recruit Qualified Students From India

For more than 55 years, ELS Educational Services has created international education pathways for over 1.2 million students from 140+ countries. Headquartered in Princeton, New Jersey, ELS has a strong network of 2,300 education counseling offices in more than 102 countries.

ELS International Educational Pathways – India (ELS.in), headquartered in Chennai with branch offices in Bangalore, Coimbatore, Hyderabad and in more than 540 Channel partner counseling offices strategically located throughout India; provides counseling and admission services to students aspiring to study abroad. Our internationally educated counselors work closely with prospective students and their parents, guiding them through this important decision making process by educating them about all aspects of the overseas education system, including institutions, courses, admissions requirements, processes, costs, and scholarships. Through internet, websites, local seminars and presentations, telephone counseling and face- to-face advising; ELS brings unbiased counseling to students helping them to choose those institutions which most closely match their academic qualifications, career ambitions and financial means.

ELS has continuously invested in infrastructure, people and systems to enable our higher education partners to promote their programs through our highly targeted multi-channel

information networks and by utilizing our global expert network. ELS has carefully built pathways that enable students to make informed choices about their future studies, and achieve them.

ELS is also developing relationships with selected high schools, colleges and universities in India to customize and optimize recruiting efforts for each international institution based on its program offerings. ELS India screens all applications to be certain that they are complete and meet admission requirements. To the extent possible, ELS India authenticates any documents that are suspected of being forged or fraudulent.

Our in-country presence ensures continuous market representation and professional, ethical counseling to assist students in enrolling at institutions best suited to their personal academic qualifications, career aspirations and financial capabilities.

ELS India Mission

To provide outstanding international education counseling and admission services to qualified students who seek educational opportunities in the United States, Canada, Australia, China and Malaysia while offering a transparent platform for international institutions to promote higher education and recruit students from India.

Recruit Qualified Students From India

ELS India Institutional Membership

ELS India provides a full range of international recruitment services to increase global visibility for our partner institutions and maximize their recruitment efforts. ELS India's comprehensive approach incorporates brand building, lead generation, application and matriculation success, student admission counseling and more. Our partners can choose from the following service options:

Brand Building Membership

For institutions exploring their opportunities in India:

- Marketing Strategy Planning
- India micro-site
- Representation at major student fairs in India
- Up to 10 targeted high school and college/university presentations
- Quarterly webinars by university officials and faculty
- Web promotions

Lead Generation Membership

For institutions that have started to explore recruitment options in India:

- Lead generation questionnaire
- Representation at major student fairs in India
- Up to five targeted high school and college/university presentations
- Web promotions
- CRM-enabled localized communication

Application Membership

For institutions that have established their brand and lead channels in India:

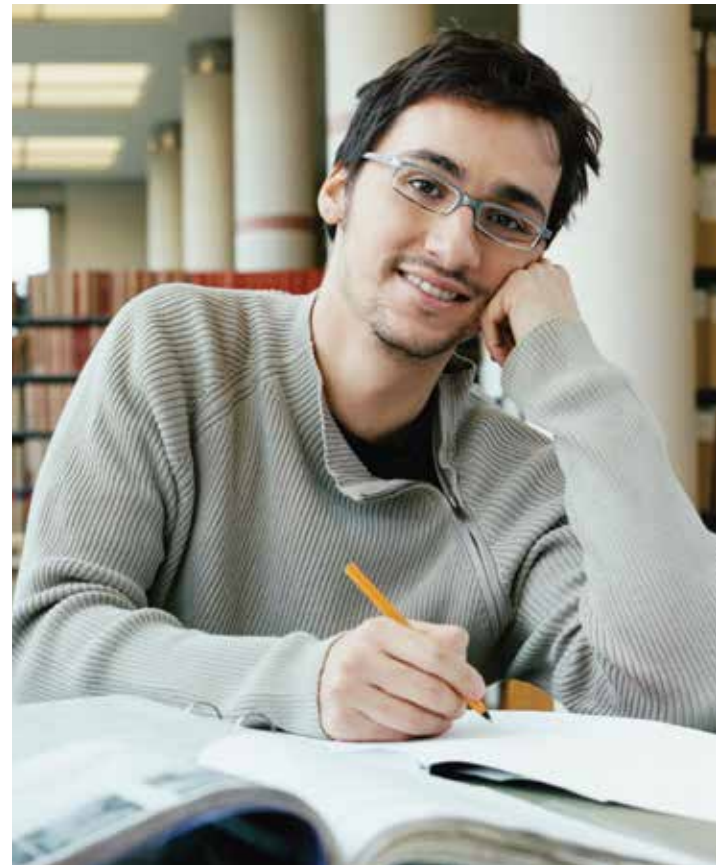
- Personalized and managed CRM communication with prospective students
- Targeted webinars and one-on-one Skype calls to encourage applications
- One-on-one counseling at ELS India
- Application processing (up to 250 applications) with limited document screening and verification

Matriculation Membership

For institutions that have established a regular applicant base in India:

- Personalized communication with students, both in person and through CRM
- Two on-line webinars per year to encourage matriculation
- Visa guidance and pre-departure orientation and counseling
- Two alumni association events (at cost)

ELS India also facilitates employment of a full- or part-time in-country university ambassador, specialized recruitment for cohorts and special programs, and partnerships with Indian universities.



ELS INDIA STRATEGIC RECRUITMENT TOUR 2017

ELS India Strategic Recruitment Tour 2017 with student fairs, institutional visits and more will take place from November 2 – 17, 2017. The tour will feature visits to seven cities in 16 days including Chennai, Coimbatore, Vijayawada, Bangalore, Hyderabad, Ahmedabad and Mumbai.

For more information, or to sign up for the tour, please visit ELS.edu/2017IndiaTour

For more information about recruiting students from India, please contact:

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