

# Myra's Academy

(Myra's Academy Private Limited - MAPL)

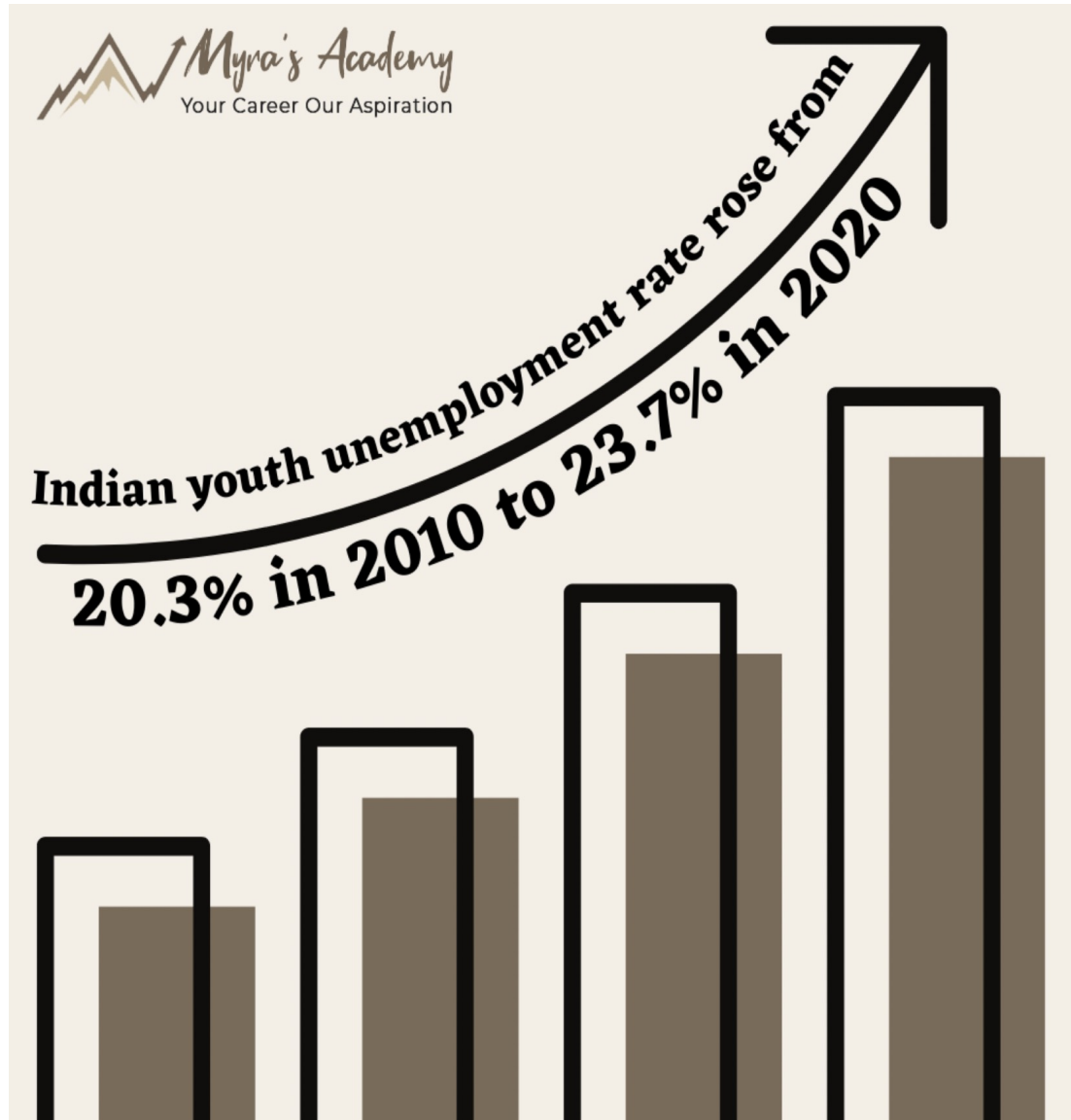
## BUSINESS PURPOSE

Enabling undergraduates, graduates, post-graduates as well as existing professionals to learn and develop most in-demand skills and enhance their employability under the mentorship of industry leaders through Online Live Sessions, Practical Training & Placement Assistance.



**25+**  
COURSES

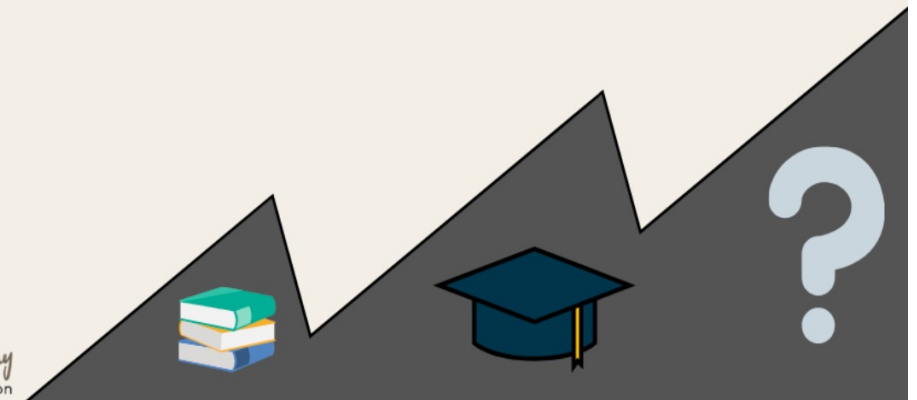
## Our Business Purpose Solves - Lack of Employability



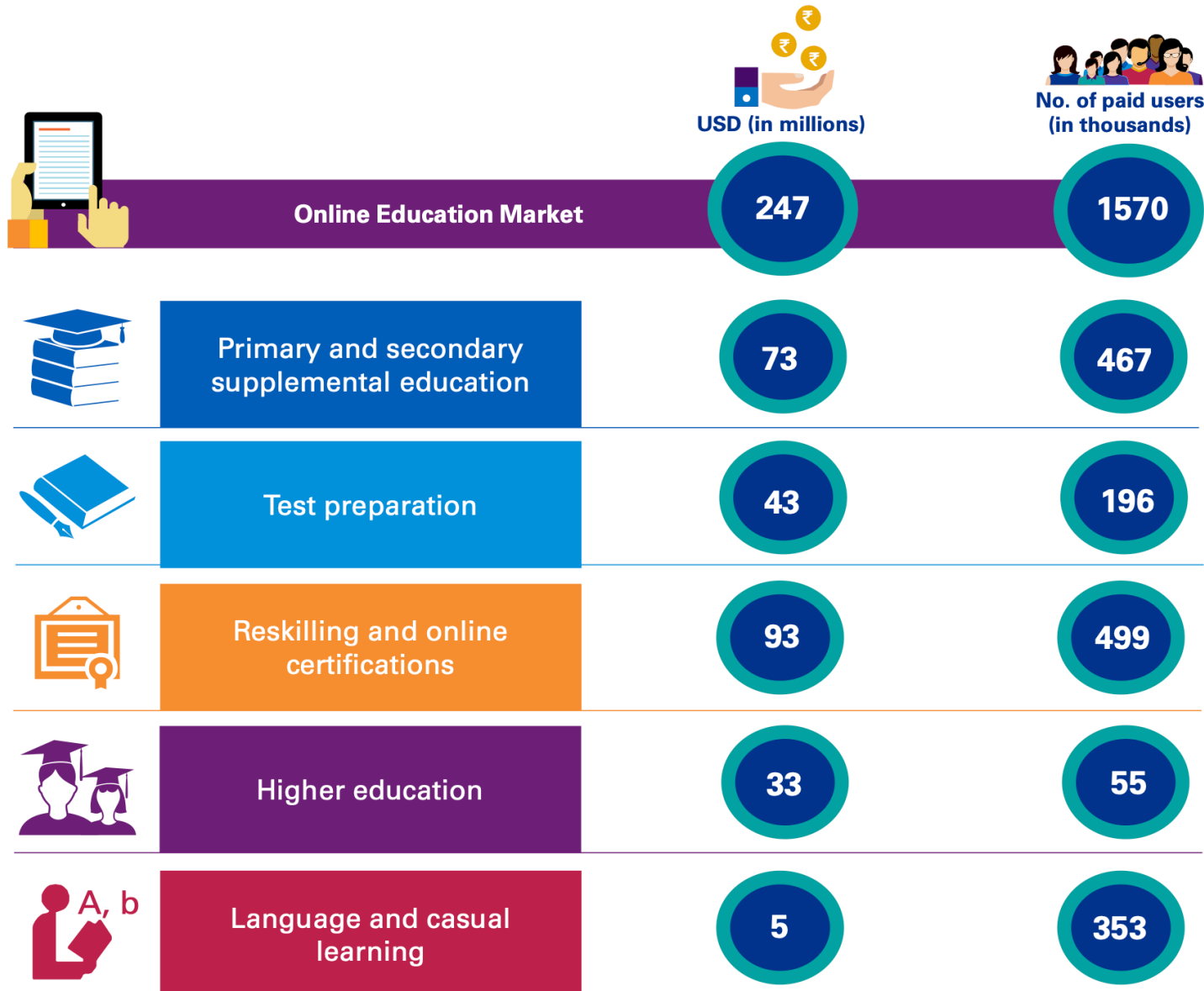
16.3% of  
graduates

14.2% of  
post-  
graduates  
and above

**ARE  
UNEMPLOYED  
IN  
INDIA**



# Online Education – Market Segmentation



**Reskilling**

has the  
Highest Paying Customer-base

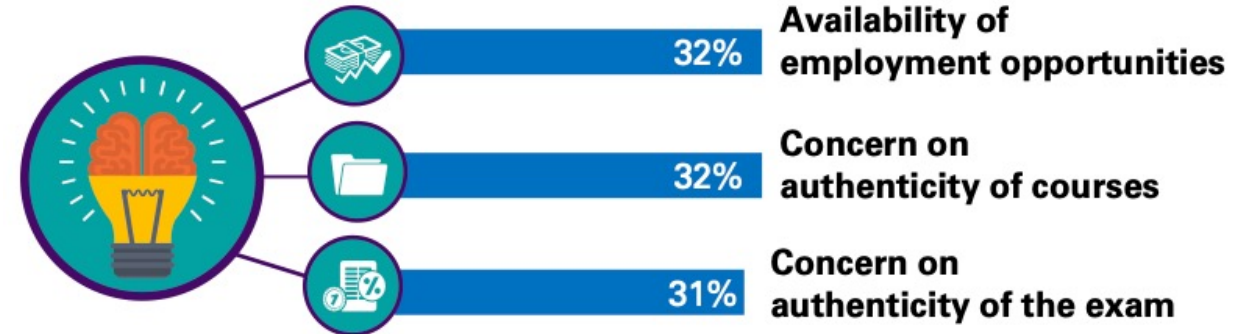
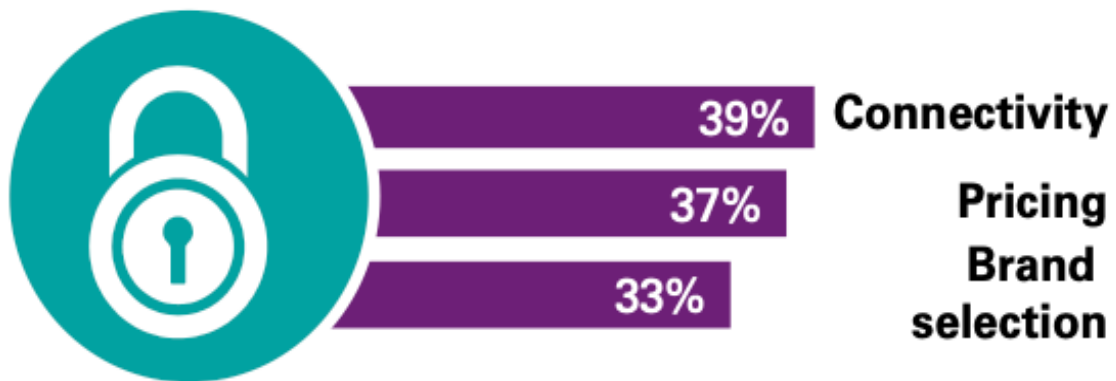
Approx.  
**500,000 users**

paying  
**\$90+ million**

# We Solve E-Learning Market Challenges Too!



**Key Challenges  
Faced by Students  
in Online  
Training...**



Source:

# Our USP : Employability-driven Training Curriculum!

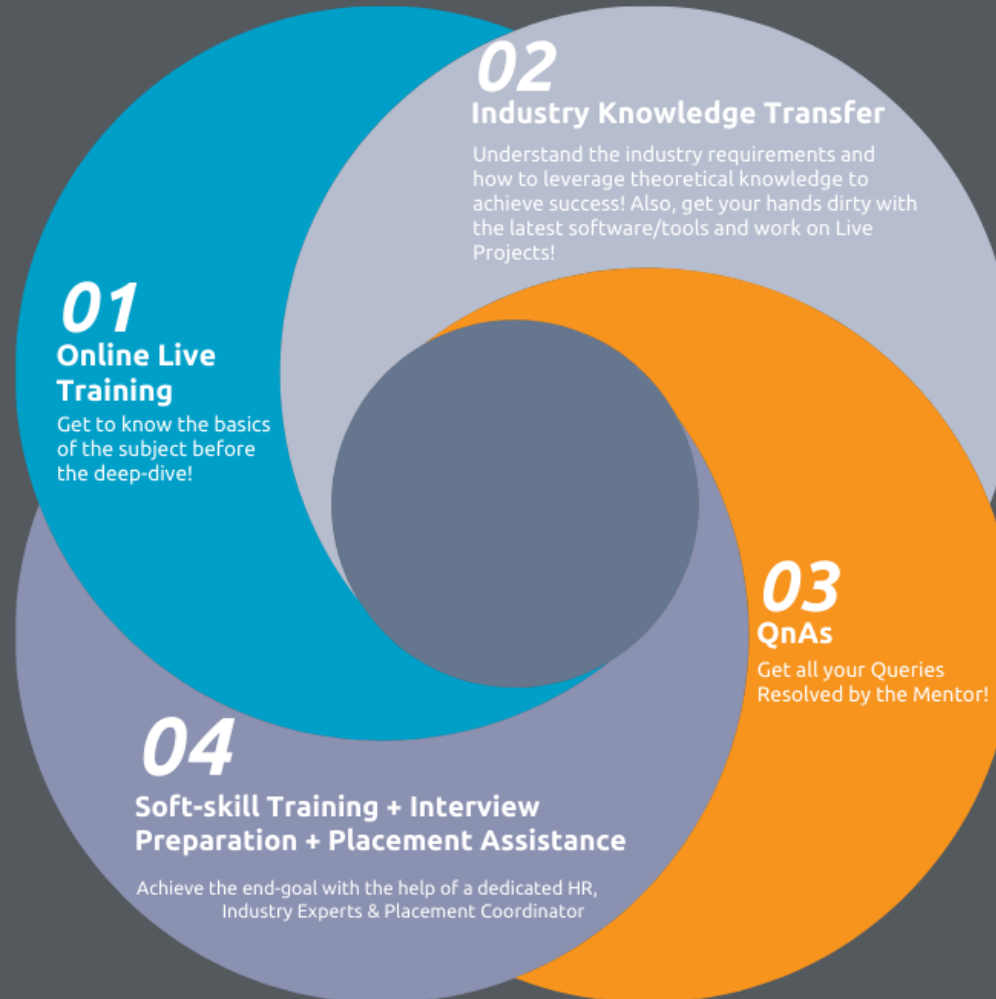


## Myra's Academy Curriculum

### Training Life Cycle

30% Online Live Training  
40% Industry Knowledge Transfer  
10% QnAs and Interaction!  
20% Soft-skill Training + Interview Preparation + Placement Assistance

100% Professional Success!!



We Believe that

# E-Learning

Also Needs a

## Human Touch!!

Our Value Proposition - We Connect The Best of Both the Worlds!!

Students



Working professionals



We Understand what

**Students**

aspire for!

...and how

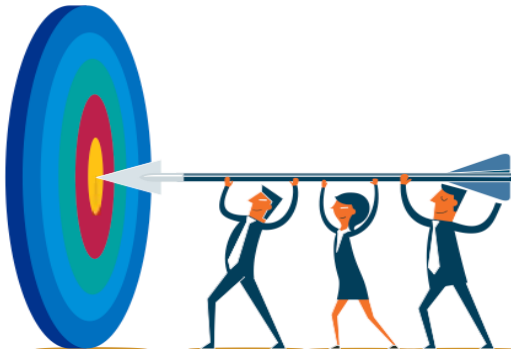
**Working Professionals**

can do the best for them!

- ① **Immediate results**
- ② **Flexibility with commencement dates**
- ③ **Affordability**



- ① **Convenience**
- ② **Easy to concentrate at home**
- ③ **Performance tracking**





...and we are Getting Stronger!

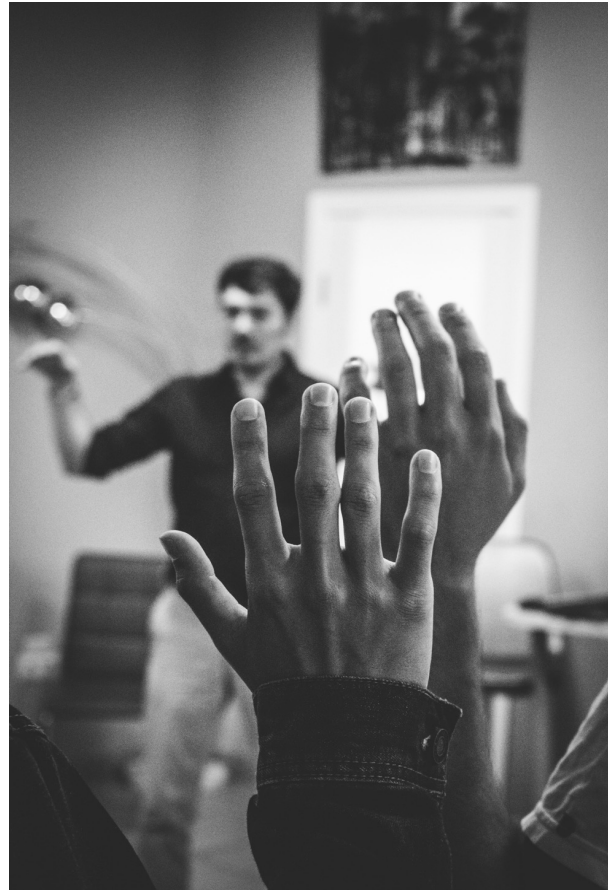
100+

Working Professionals

From

70+

Organizations



1500+

Students

From

400+

Colleges/Universities

25+ in 10+

Courses for Most  
in-demand Skills

Indian  
Languages

## Our Students are From...

(1/2)



भारतीय प्रबंध संस्थान रायपुर  
Indian Institute of Management Raipur



Administrative Staff College of India  
*Leadership through Learning*



GIET  
UNIVERSITY



...and



## Our Students are From...

(2/2)



INSTITUTE OF PUBLIC ENTERPRISE



SIVA SIVANI INSTITUTE OF MANAGEMENT

AMITY GLOBAL  
BUSINESS SCHOOL



Birla Institute of Technology  
Mesra, Ranchi India



Department of  
**Economics**



and many more...

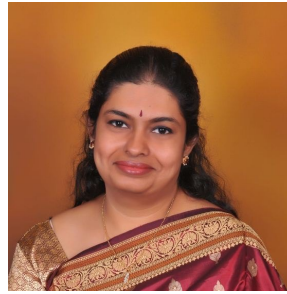
## Some of Our Mentors...



Sanket Kulkarni  
Director  
Mindree



Shashank Nampally  
Business intelligence Engg  
Amazon



Usha Palliath  
Angel Investor  
Grail Insights



Praveen Kumari  
Project Lead  
Ericsson



Sandeep Hariyani  
Founder  
VZONE Academy



Satyavathi Seelam  
Sr. Software Engineer  
IVY CompTech



Auqib Hamid Lone  
Research Scientist (Blockchain)  
Parfin



Kranthi Kumar Singamaneni  
ASSISTANT PROFESSOR  
B&R ENG INSTITUTE



Rajesh Soni  
Director  
PRANISCOM Tech



Veerendra Jonnalagadda  
Asst. Consultant  
TCS



Prasanta Mishra  
Project Manager  
Diebold Nixdorf



Dayal Mukati  
Blockchain Consultant  
Nihilent Ltd



Dr. Ankur Singh Bisht  
Chief Scientist  
SIGNY ADVANCED TECH



We're All  
Set out on a Mission to  
**Make  
The Change**

and many more...

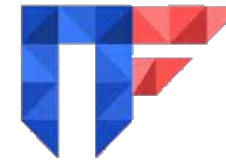
## Some of Our Contacts...



We understand your world



N2Xpress



ALPHAFORTRESS

GKMIT



FINKAI

accenture

FUJITSU

Deloitte.



HEALTH INSURANCE



Content Raj



TALDAR TECH CONSULTANCY



and many more...

We Not Only Facilitate

Affordable, Convenient, Quality & RELEVANT

Learning Experience

But Have

A Vision to Excel!

Our Mentors Train the Most in-demand Industry Skills...



**Most  
In-demand  
Skills**

Based on Trainee's past-experience, qualifications and aspiration, each course has been segregated into 3 categories:  
Basics, Advanced & Expert



Cloud computing



Soft Skills



Mobile App development



Digital Marketing



Data/Business Analytics



Artificial intelligence



Blockchain



## We Know Our Trainees – Our Target Audience!



Freshers / 2-4 years of Experience  
Industry-tested professionals looking to upskill themselves!

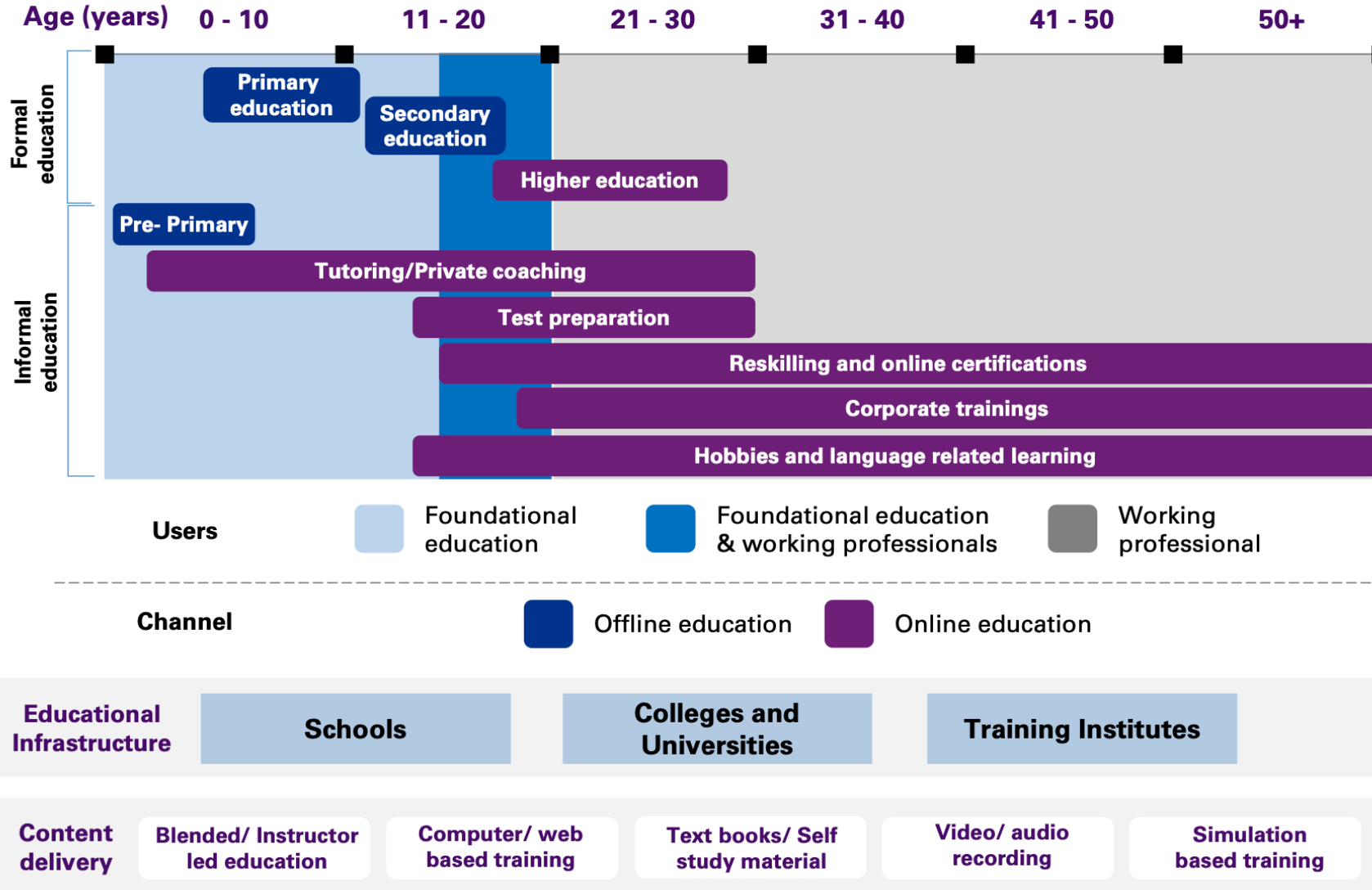
| Avg. Age                  | 18-25                             | 26-35                   | 36-40                 |
|---------------------------|-----------------------------------|-------------------------|-----------------------|
| Expected Annual CTC (INR) | 0 – 8 LPA                         | 3 – 15 LPA              | 8 – 30 LPA            |
| Preferred Training Module | Entry-level/ Basic Skill Training | Advanced-level Training | Expert-level Training |

College students  
Pre-final & final year Undergraduate (UG)  
& post-graduate (PG) students

Experienced Corporates  
Professionals looking for diversifying their skills



# Even The Market trends are in our favor...



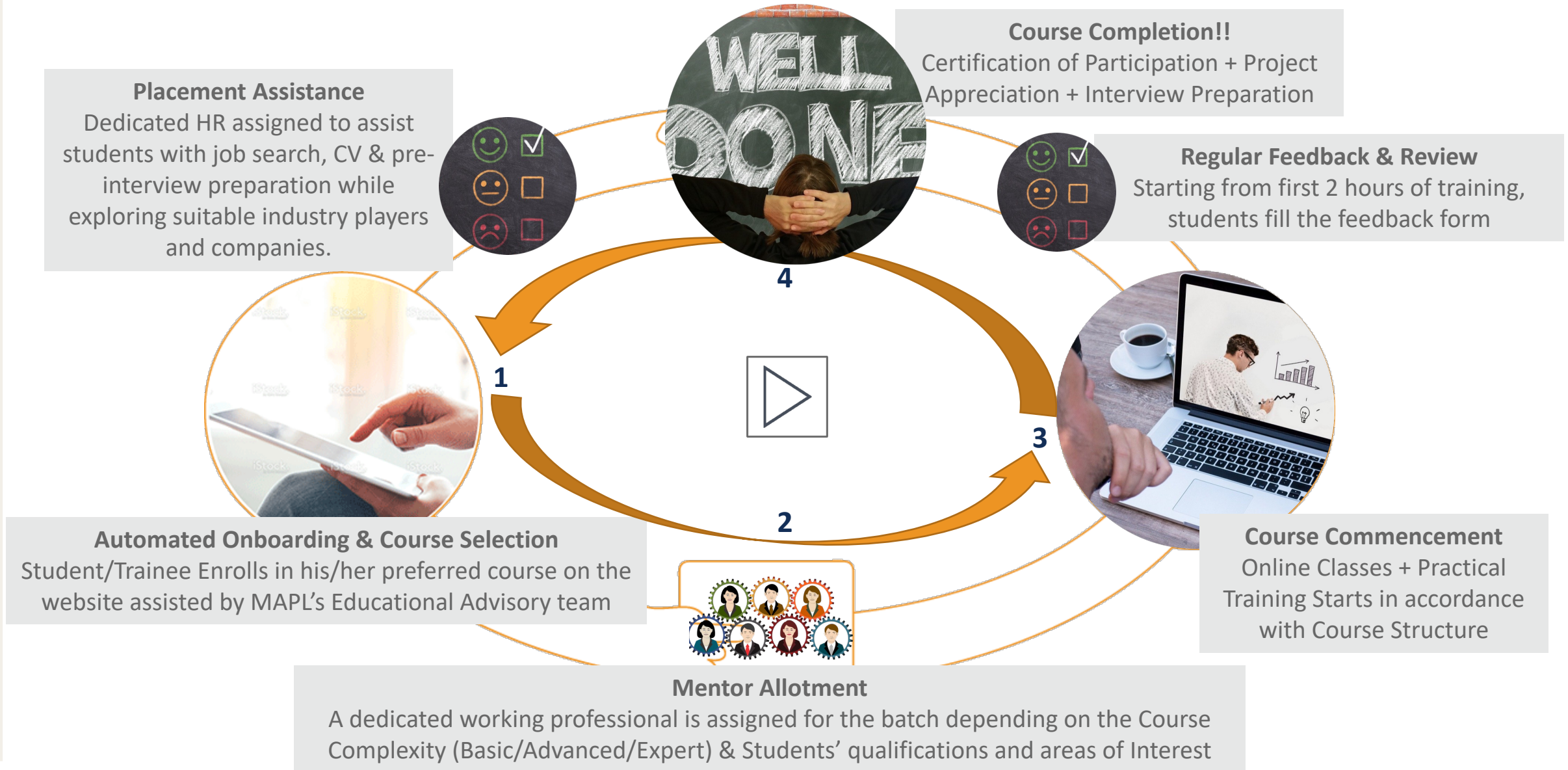
## Online Education

is the  
Preferred Choice  
of our

## Target Audience

(18-40 years)

# MAPL Operating Model – Keeping it Simple But Effective!



# And...We are just getting started!!



## Country Expansion Plan

India  
South Africa  
Bangladesh  
Philippines  
Singapore  
Ghana  
Kenya  
Turkey  
Azerbaijan  
Sri Lanka

## Courses Under Development...

- Foreign Languages (Japanese, Chinese, Spanish, German, and more...)
- Entrepreneurship Course
- PMP& Scrum Master Course
- AWS / Azure DevOps Course
- Python and JS Course
- Supply Chain Management for eCommerce Course
- School Tutions

## No Compromise with Customer Experience

- 24x7 Knowledge-based Automated Response
- 24x5 availability with 2 minutes TAT/response time on Live Chat, Email, Call, WhatsApp, Telegram, Signal, Facebook, Twitter, Instagram, YouTube, LinkedIn, Quora, and more...



## Some of the Testimonies...



Online Link: <https://bit.ly/3jcKFuz>

Online Link: <https://tinyurl.com/4t7bapy3>

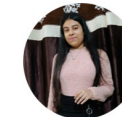


Online Link: <https://tinyurl.com/4dj92wav>



**Mayank Waiker**  
IIM, Raipur

Training at Myra was a different experience for me altogether. I saw how this initiative moulded young aspirants from all parts of the country into professionals and how Myra team is creating an impact in the Indian skill development sector. They are simply bridging the gap between qualification and employability, and being part of the pilot training batch, I can project their exponential growth and see Myra's Academy become a choice of hundreds of thousands of job aspirants. In a nutshell, the extraordinary experience I had with MA was miles beyond my expectations. In fact, I would love to join their team myself! And being part of the pilot training batch, I see it become a choice of hundreds of thousands of job aspirants. In a nutshell, the extraordinary experience I had with MA was miles beyond my expectations. And I would love to recommend everyone to join Myra's academy, and would love to join their team myself!



**Anisha Gupta**  
NMIMS, Hyderabad

I always believed that sales skills cannot be trained. However, Myra's academy, with their focused methodology proved me wrong. When I took training from the Myra's, I could feel the change and this improved my confidence to choose a sales career.

It was clear that mentor's goal was to help me succeed as if I were their own employee. Their exceptional understanding of the sales domain, combined with long years of experience brought in a positive change while learning. I am curious to implement these innovative ideas to my upcoming new projects at work.

This course actually taught me on how to capture creative solutions from my natural surroundings for real world problems. From sales theories to BANT model to relativity model, this is one of the best courses I've ever come across in sales domain. I am sure that the certification from Myra's Academy will make me to stand apart from my peers and excel in my career.

Thank you Myra's Academy for crafting such a wonderful training program.

For more: [www.MyraAcademy.com/testimonials](http://www.MyraAcademy.com/testimonials)

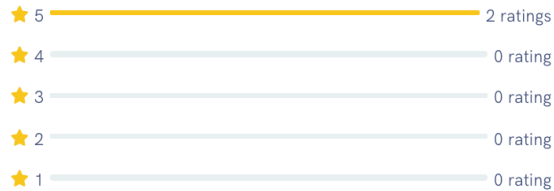
## Our Courses Resonate with the Students Needs...

### Student Feedback

5.0



Total 2 Ratings



**Nithishwaran M** Before this internship I didn't know about any digital marketing courses and I didn't work on any digital marketing program like this. This is very much useful and helpful for me to know about digital marketing advance course. I know very much about business development, content writing, vlog writing, meta description and many more. This course helps me to develop value of my resume/cv. I know this things from a very good online learning platform Myra's Academy. Learning at Myra's Academy was a delightful experience I ever had in my life. I can strongly say that I became a skilful person in digital marketing all because of Myra's Academy as they are the great company to work with and we had our sessions virtually which were very helpful.



**Vandana Rajagopal**  
1 month ago  
★★★★★

Myra academy has helped me a lot in the Digital Marketing field. I have gained great deal of exposure on the various modules like SEO, Content Marketing, AdSense, digital marketing in B2B, B2C, C2C, B2B2C, B2B2B2C, and G2C markets. The course also helped me to apply the concepts in real time scenarios and understanding the market requirements and the challenges a digital marketer can face.

Thanks to the course trainer for the assistance provided I am now able to drive digital marketing campaigns.



Online Link: <https://tinyurl.com/42ct9669>



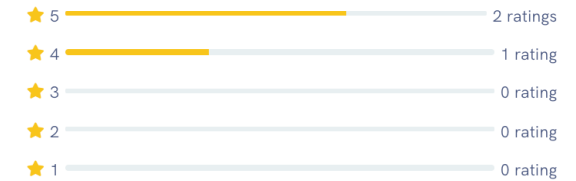
Online Link: <https://tinyurl.com/3mj93k8b>

### Student Feedback

4.7



Total 3 Ratings



**VISWANATH E** Big data analytics helps organizations harness their data and use it to identify new opportunities. That, in turn, leads to smarter business moves, more efficient operations, higher profits and happier customers. This course helps me to know about more on data analytics in the corporate world. Learning at Myra's Academy was a delightful experience I ever had in my life. I can strongly say that I became a skilful person in digital marketing all because of Myra's Academy as they are the great company to work with and we had our sessions virtually which were very helpful.



**Santhosh D** Big Data analytics is a process used to extract meaningful insights, such as hidden patterns, unknown correlations, market trends, and customer preferences. Big Data analytics provides various advantages—it can be used for better decision making, preventing fraudulent activities, among other things. Big Data is today, the hottest buzzword around, and with the amount of data being generated every minute by consumers, or/and businesses worldwide, there is huge value to be found in Big Data analytics. I chose this particular course because to know about more on data analytics. Learning at Myra's Academy was a wonderful experience .



**Vishal Soni** I think this was a good decision to join and learn the Big Data Analytics-(Advanced) course to cope up with the increased use of



## Contact Us!

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