

# Deal Teaser



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<b>Title</b>	<b>Distressed Companies</b>
Deal Teaser - Zell Education - India	No
<b>Sector</b>	<b>Do you have a direct mandate from the buyer or seller?</b>
Education (An online education company for professional courses)	Yes
<b># of Employees</b>	<b>Reason For Selling</b>
Unknown	The company seeks to raise US\$ 10 Mn as growth capital.
<b>Business Description &amp; Market Information</b>	<b>Additional Information</b>

- Zell Education is an online live and recorded coaching for professional courses like CPA, CFA, ACCA and CMA.
- The team aims to solve the problem of limited access for quality counselling and training for test preparation and upskilling programmes in finance & accounts.
- The organization has a faculty pool of 100+ with an approximately 80% passing rate compared to the global average which is at a mere 40%.
- Zell has built a B2B channel with 10+ private universities and 50+ corporate tie-ups as part of their network. It has become a global learning platform with 10,000+ students coached since inception.
- The organization has garnered 45,000+ unique monthly website, 3 million+ views on YouTube Channel and 50,000+ YouTube subscribers.
- The business is completely bootstrapped and is expected to reach an ARR of INR 45 crores in FY 22-23 with an 85% gross margin.

Business expansion and gaining a larger customer base.

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