

How Did **Ready to go?** Magazine begin?

It was my junior year at Babson College in Boston, I was twenty-one and anxious to build my career. I was determined to use my entrepreneur skills and build something on my own. I saw hundreds of students pouring into Boston each year for their education and it gradually occurred to me that publishing a magazine aimed at students who wish to study abroad would be a great idea, basically telling them all they need to know before they actually left so that then they reached their destination they would be able to take the best decision towards shaping their careers. The following semester I took up a class called- Entrepreneurship and New Ventures. This class met only 8 times during the entire semester and had about ten students taught by two professors. This class gave students the direction to make their dream towards building their career a reality. I was determined to start Ready to Go? Magazine, which was then called College Publications. Every time the class met the business plan got thicker with the added research for which I spoke to several professors, students, parents and companies that I would want to eventually tie up with, for my magazine. Everyone told me that it was a great idea as there was no one-stop resource for applicants, it in a country which sends more students abroad, than any other country in the world! I mean, there was no comprehensive magazine telling them how they should start, what they should do!

I came back to India on June 28th '02 determined to get cracking on my dream-Ready to Go? India's First Interactive Magazine on Study Abroad. I toured the country, met people and voiced my idea. 99% of the people that I met told me that it was a bad idea. They were understandably skeptical as it was very important to have credibility in media. Why should someone have to listen to what this 21 year old has to say? However determined to build on my dream I persisted in trying to make it a reality. I started on the project towards the end of October 2002 and I had the first issue in my hands at 3:34 AM 28th March 2003, on the day of my launch in Delhi! I am very grateful to my parents and grandparents for their continuous support. Today a year after the magazine is out, I still have emails from all those who had initially deterred me now congratulating me and appreciating my perseverance dedication and hard work. It's a humbling experience hearing from them!

Who Reads **Ready to go?** Magazine

- ✚ Our target audience is between ages 16 - 60+ years
- ✚ Students wishing to pursue undergraduate, graduate, and doctoral studies abroad
- ✚ 59% of our target readers are above the age of 23
- ✚ 36% of our readers are parents between the age group of 45 to 60+. They are the primary decision makers who eventually fund their children's education abroad and thus play a key role in guiding their career in the right direction.
- ✚ Young professionals and corporate are also keen readers as they look forward to information on Masters and Executive education programs.
- ✚ Educationists, Guidance Counselors, Teachers, Academicians, Professors and Career Professionals across institutions form a sizeable part of our readership.

CIRCULATION

Ready to go ? Magazine is available across 138 cities and towns in India through 28 distributors. We circulate copies across India and Nepal and take pride in our innovative distribution channels which makes our reach very comprehensive.

Schools and Colleges- The library of over 2000 schools and colleges across india where Ready to go? Magazine can be read.

Some of them are:

Amity University
Indian Institute of Technology
Indian Institute of Management
St.Xaviers College
Mithibai College
Kishinchant Chellaram College
Bombay International School
Campion School
Rizvi College
Bhavans College
Indian Institute of Engineering
Maneckji Cooper Education
Bombay Scottish School
Don Bosco High School
Jadavpore University
Jai Hind College
HR College
Elphinston College
Lokmanya Tilak College
Patkar College

Guidance Counselors- There are over 500 counselors across the country who receive copies of Ready to go? Magazine

Popular youth hangouts:

Cafes

Barista Espresso Bars
Café Coffee Day

Bookstore Chains:

Crosswords
Oxford Book Store
Corner Book Store
Landmark

Travel Agents

Public Libraries
Kiosks at railway stations

Other Stores

Music world
Supermarkets
Food Worlds all across South India.

There are 28 main distributors displaying our promotional material including banners and posters at news-stands across the country. The bookstores inside both, the domestic and international terminals, of airports across all major cities in India .

Ready to go? Reaches out to over 1500 universities across the world through our network in India and overseas which is developed with the help of :

Foreign education wings like:

EduFrance
British Council
IDP Education Australia
New Zealand Trade and Enterprise
Australia Education International
The World MBA/ Grad Tour
Education Singapore

The Ready to go? Network:

The **Ready to go?** Network through our office in the UK
The **Ready to go?** Network -Universities in Malaysia
The **Ready to go?** Network liaisons office in Montreal to 155 Canadian Universities

www.IIE.org - Institute of International Education
www.Edmissions.com
The MBA Jungle Magazine

Plus educational organization and touring companies that bring universities to India

BUSINESS PROFILE

MACHINO PLASTICS LIMITED (MPL)- INJECTION MOULDING :

A public limited company, listed with the stock exchange situated at Gurgaon near Delhi, in Joint Venture with world renowned Suzuki Motor Company, has the most modern and sophisticated injection molding unit in India. The company has commitment to quality, delivery & cost through its quality management system in line with international standards QS 9000 which the company has received from Belgium.

MACHINO BASSELL INDIA LIMITED - ADVANCED MATERIAL PLANT:

This unit has the technical know - how and joint venture with Basell, and are the world leaders in polypropylene. The plant has a capacity to produce 15000 tpa. Equipped with most modern technical development centre of its own, with highly experienced and skilled manpower, this unit can meet the customers' specific requirements.

CAPARO MARUTI LTD- SHEET METAL AUTOMOTIVE COMPONENTS:

This unit is a joint venture with Caparo Ltd, U.K. and Maruti Udyog Limited. It has a 2000 ton press line for the manufacture of car parts.

MACHINO TECHNO SALES LIMITED:

Dealership of Maruti cars {a joint venture between Suzuki Motor Company and the Govt. of India} this company with it's state of the art showroom is situated in it's family owned 14 storey building at - Jindal House, 8A, Alipore Road, Kolkata, India. It became the largest Maruti car dealer in eastern India from its very inception. The company is pioneering new

standards in after sale support.

MACHINO MOTORS PVT. LTD:

Is a service center and assemble imported vehicles from Europe & USA at Darga Road in Kolkata, it is for servicing of all Maruti vehicles.

MACHINO REAL ESTATE:

The group owns 200,000sq.feet land in and around the city. Another 70,000sq. feet of land in prime locations of Kolkata. Apart from the prestigious Jindal House, Jindal Towers - a new construction near the city centre for commercial purposes has been completed.

MACHINO MEDIA PRIVATE LIMITED:

With its flagship brand, Ready to Go? Magazine launched in April 2003, focuses on students who aspire to study abroad. India's first interactive magazine was conceived in the US in 2001. The nature of the business is to provide quality information, programs and courses from credible sources to study abroad aspirants. It has started Educational counseling which is at par with Indian and International standards.

WEBSITE

We at Ready to go? Magazine are absolutely committed in our mission statement to empower students with all information which would help them make the best decision towards study abroad.

Not only do we pack every issue of this 120-page magazine with a tremendous amount of information and perspectives, but, over a period of time, this didn't seem to be enough. There is so much more information we wanted to provide to the aspiring students and their parents. There's so much more we needed to share with them. There's so many more ways we wanted to help them - right from the time they are considering a study abroad destination, while they are working on their applications, while they are shopping, when they are looking to buy their tickets, student insurance and foreign exchange and even when they are on a campus abroad.

It is this corporate sentiment and dedication of Ready To Go? Magazine that gave rise to www.iamreadytogo.com which exists today. This website continues to evolve becoming a powerful and comprehensive resource for Indian students heading abroad for their education. Not only does it host a range of articles pertaining to study abroad, but also many valuable resources which include directories listing education consultants, banks which offer education loans, scholarship opportunities in India, institutions which offer foreign exchange and even ticketing agents among others.

Students can access the bulletin board and leave information that would help other students, post queries or even get the latest information from peers who are experiencing the same difficulties and anxieties.

The website hosts a calendar of the various education fairs which will be held in India. Students can also participate in contests and win some very cool prizes.

STUDENT REPRESENTATIVE NETWORK

In order to increase our reach and infuse interactivity to Ready To Go? Magazine, we have initiated a Student Representative program. Ready To Go? has appointed student representatives across campuses in India to liaison with the local academicians and students.

The idea is to have a face of the magazine across this community so that we are able to reach out to an audience that would directly benefit with this product. This is a career development program, providing college students with hands-on part-time work experience in our organization. With this system we reach out to students and help them address issues and queries that they might have about their career. By communicating with students through this membership program, Going by the participation in the program, the overwhelming success of our endeavor has far surpassed our initial expectations. Today, over 600 student representatives across India are not only spreading the word about our mission, but are also collecting valuable information and feedback from a diverse range of campuses. These students continue to be our brand ambassadors in their local communities.

Ready to Go? offers our partners a single point of contact to access and influence their purchasing behaviors. This leads to direct access in schools and colleges and certainly adds value to our partners in the magazine as their message directly reaches their target audience. This is why we are also very selective with the people that we invite to our platform. These students transmit targeted information to the students on campuses across the country for our alliance partners. In this increasingly competitive business environment, the personalized word-of-mouth campaign continues to create wonders for various Indian brands.

EVENTS

Ready to go ?Magazine has taken an innovative approach by adding a dimension of interactivity to our operations. We continue to partner with various International and National education fairs which are held in India and Nepal. As their Media partner we supported a large number of education fairs this year.

- ✚ The 2nd Annual International Fair that was held in Hyderabad, Kolkata and Bangalore in January 2004
- ✚ IICEF India International Career & Education Fair that was held in Chennai, Hyderabad, Coimbatore & Cochin in May 2004
- ✚ 8th Nepal Education & Book Fair 2004 held in May in Kathmandu, Nepal
- ✚ International Education Fair that was held in Delhi in May 2004
- ✚ Singapore Tourism Board Education Fair across Chennai, Bangalore, Mumbai and Delhi

Our presence at the fair adds tremendous value to the event by mobilizing a much larger traffic of students . It also helps us get directly in touch with students aspiring to study abroad. This enables us to keep our finger on the pulse of the study abroad market in India. It also allows us to get first-hand information about trends and the students' aspirations and concerns pertaining to their higher education. We reach out not only to the students but also their parents who play a vital role in helping their child make the best decision towards their education.

We also continue to organize and support events that are geared towards study abroad at college campuses across the country. Every month we support several student events which range from seminars catering to MBA aspirants, personality development and study abroad to literary events and college festivals. By doing so, we reach out to over 100,000 students across India. In Mumbai, in the past year, we have organized seminars and workshops pertaining to study abroad in the Indian Merchants' Chamber, Oxford Bookstore, K.C.

College, Thadomal Shahani Engineering College and Sydenham Management Institute among other prestigious institutions.

EDITORIAL MISSION

THE LAYOUT

COVER STORY: A detailed feature studying a subject or factor which is an intrinsic part of overseas education, having a tremendous impact on it. Efforts here are made to give an objective approach to the subject, weighing both the pros and the cons, with the ultimate aim being to apprise the students of all its aspects so as to enable them to make an informed decision.

COUNTRY SPECIFIC SECTIONS: This includes:

- + Singapore
- + Australia
- + UK
- + France

In this section, we normally have the representative organization for education from various countries sending in finished write-ups on their education system and other information relevant to international students. For instance, we have AEI Australia writing about studying in Australia, Edufrance about French education and so on. We also have in-house correspondents writing up-dated articles on the variety of course and university options open before students in those countries.

GLOBAL EDUCATION: Here we inform and educate students about good institutions providing world class education right here in India. We have featured many prestigious institutions here like Apeejay Schools and colleges, Amity, Wellingkar, Pathways and others.

GENERIC PLATFORM: This is a platform for articles based on sound opinions and subjects which are hard hitting and issue based. For instance, Brain Drain: Why is it so high in India and A scarcity of H1b visas: The problem and how best to tackle it.

MONEY MATTERS: This section is totally dedicated to the financial implications of studying abroad. After all, it is a well known fact that studying abroad is an expensive affair and, to off-set these expenses, there are numerous opportunities for obtaining financial aid, only waiting to be grabbed by students; we apprise students of this and other finance related aspects.

GRADUATE SECTION: This is a newly introduced feature which will deal with everything related to graduate studies abroad in every field - MBA or other graduate courses being conducted across the world.

SCHOOL: Talks about a particular profession and how to go about acquiring the best possible education in that field. If a specific school or college is discussed, then every aspect from admission requirement to campus life, accommodation, tuition and living expenses, Faculty, students, both past and present, are talked about to give a thorough insight to the students about that school.

EVENTS: Here we talk about all the hectic education/students related activities taking place any where across the world; be it an education fair, a college fest, the launch of a new programme or institution or anything else - we like to keep our fingers on the pulse of the education industry.

TRAVEL: Students don't only keep their noses buried in books; they also like to explore new places, perhaps during their term breaks or other holidays. We inform and help students plan several exciting and cost-effective holidays.

TETE A TETE: Here we interview any one eminent personality related to the world of education and obtain their views on different facets of studying abroad.

SO NOW I'M BACK: This section contains an interview of an Indian student who has studied abroad, is doing reasonably well back in India, and therefore in a position to give a more personalized view-point of the whole experience; someone students can relate to.

LETTING GO: Not forgetting parents, who go through a major upheaval in their lives when they send their children abroad, we dedicate a few pages of the magazine talking about their feelings and emotions; the trauma and grief of separation mixed with feelings of jubilation and celebration in their children making it big in life.

CAMPUS BUZZ: Visiting dignitaries, art exhibitions, cultural shows and so on...every campus across all institutions is buzzing with activities, be it inside the classroom or outside. Extra-curricular activities too are a very interesting and fun way of learning - essential for all-round personality development. Hence, we talk about any one such school campus abroad and its hectic on-campus activities.

INTERACTIVE: Students have plentiful queries related to studying abroad. Our panel of experts answers them regularly and some of the good ones are printed in this section.

LITERARY: In association with Oxford Bookstores, we give a book review, an author interview and information on several other best selling titles.

VISA : The American visa is one of the most difficult to obtain. Hence all such visa related questions are answered directly by Mr. John Larrea from the American Visa Consulate in Mumbai.

ESSENTIALS: This section educates students about many essential things like health tips, Traveling and packing tips, how best to communicate back home etc.

INSURANCE: Another important feature of studying abroad.

TECHNO MANIA: Education too has become very hi-tech. Things like PCs and Notepads are very essential in the day-to-day learning process. Here we tell our readers about all the latest gadgets available in the market ranging from Cell phones to PCs and Music systems.

REALITY CHECK: Studying abroad is very different from studying in India. There are certain things a student wouldn't know sitting here which we apprise them of in this section. For instance, Going to a night club? Carrying your student ID is essential.

LINGO!: The style of talking abroad is quite different from the way Indian students communicate, though English may be the medium in both the places. We familiarize students with the lingo used on campuses across US, UK, Australia etc.

ESTUDIO

Ready to go? magazine is pleased to announce it's professional and friendly consultancy services Ready to Go? eStudio - a 'One stop Service Center' for students who wish to study abroad at both, the undergraduate and postgraduate levels.

eStudio helps students select a university and a field of study best suited to their abilities. In addition, it guides students through all aspects of the application process, test preparation, editing Statement of Purpose (SOP), visa counseling, bank loan, study techniques, adapting to life abroad, exchange programmes, scholarships & much more.

Once a student enters the world of Ready to Go, they need not go anywhere else. Their queries and careers are catered to professionally and efficiently. Moreover eStudio helps in processing applications for universities worldwide!

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