

# BEGIN STUDENT RECRUITMENT EVENTS IN INDIA

## Autumn 2025

**Begin**  
roup  
BE IN GROUP

Begin Group invites you to join our in-person student recruitment events in **India**, as well as targeted online fairs for students in the Indian Subcontinent, covering **Bangladesh, India, Nepal, and Sri Lanka**.

These events are the best way to attract prospective students in this rapidly growing market for study-abroad recruitment. By combining the power of offline and online fairs, you gain access to a wider audience and generate high-quality leads.

## Why Begin Group?

- Over 25 years of industry experience
- 100+ student recruitment events in 40+ countries
- 1000+ exhibitors annually
- Individual approach to every client



## Events Overview

- **Begin Edu Fair:** A 4-hour in-person student recruitment event connecting international educational institutions with prospective students and their parents.
- **B2B Meetings with School Counsellors:** Exclusive one-on-one sessions with school counsellors to build valuable connections and promote your institution directly to student advisors.
- **High School Visits:** Tailored visits to selected international high schools, offering direct access to students in their learning environment.
- **Begin Online Fair:** A 4-hour virtual event enabling global reach to prospective students and parents through interactive online presentations, QA sessions and personalised chats.

## Autumn 2025 Schedule

**7 November.** New Delhi, High School Visits

**8 November.** New Delhi, Begin Edu Fair & B2B Meetings

**9 November.** Mumbai, Begin Edu Fair & B2B Meetings

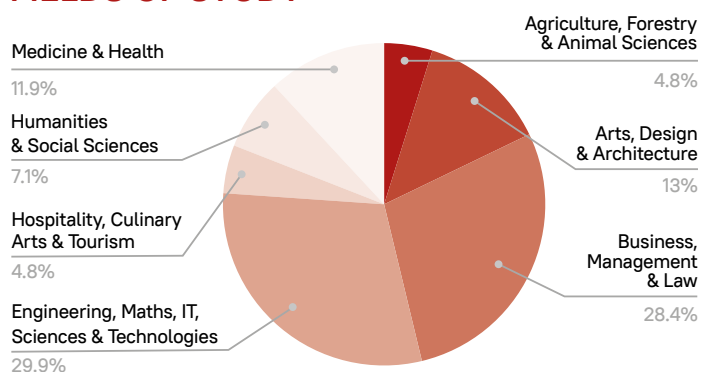
**10 November.** Mumbai, High School Visits

**11 November.** Bangalore, Begin Edu Fair & B2B Meetings

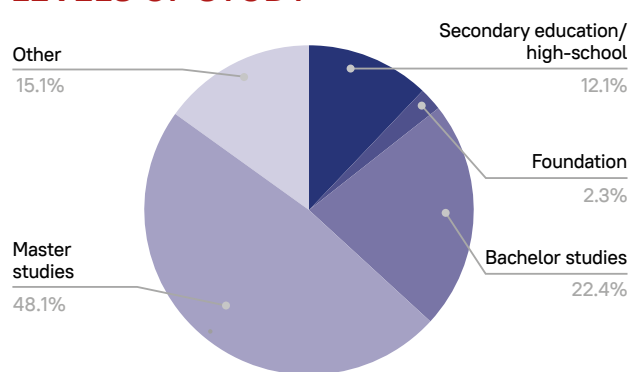
**27 November.** Begin Online Fair, Indian Subcontinent

## Study preferences by level and field at Begin Edu Fair in India

### FIELDS OF STUDY



### LEVELS OF STUDY



**Begin Group**

Breite Str. 9, 14199 Berlin, Germany

+49 (30) 3080-7313

[www.begingroup.com](http://www.begingroup.com)

[info@begingroup.com](mailto:info@begingroup.com)

# BEGIN STUDENT RECRUITMENT EVENTS IN INDIA



## Autumn 2025

### WHY INDIA

India, with over **1,4 billion people** and more than **40% under the age of 25**, offers vast opportunities for international education. It is the second-largest source of international students, with **1,3 million studying abroad**.

A strong academic tradition, widespread English proficiency, and a growing middle class make India a key market for global institutions. Rising demand for quality programmes and international exposure continues to drive outbound student mobility.



Number of exhibitors per fair – **40+**

Average number of pre-registered attendees per fair – **4,500+**

### Exhibitor's Package In-person fair

- ✓ **Pre-event**
    - Personalised online promotional campaign
    - Logistic support, travel tips, and freight advice
  - ✓ **Event**
    - Exhibitor's table setup at a 5-star venue
    - QR codes for attendee registration
    - Personal assistant\*
    - Local printing service\*
    - 25-minute presentation and Q&A session\*
  - ✓ **Post-event**
    - Detailed contact list of registered attendees
    - Email/WhatsApp shot to selected groups of attendees\*
- \* Subject to additional charge

### Exhibitor's Package Online fair

- ✓ **Pre-event**
  - Personalised online promotional campaign
  - Virtual booth set-up
  - Tutorials and test events for exhibitors
- ✓ **Event**
  - Virtual booth
  - Constant technical support
  - 4-hour Q&A and personal live chat with attendees
  - Individual Zoom presentation (15 min)
- ✓ **Post-event**
  - Detailed contact list of registered attendees

### Participation fee

**Begin Edu Fair** – EUR 2,490

**B2B Meetings** – EUR 700

**High School Visits** – EUR 1,200

**Begin Online Fair** – EUR 1,200

### Package-deal discounts:

**10%** for 2 events

**20%** for 3 and more events