

# unireach

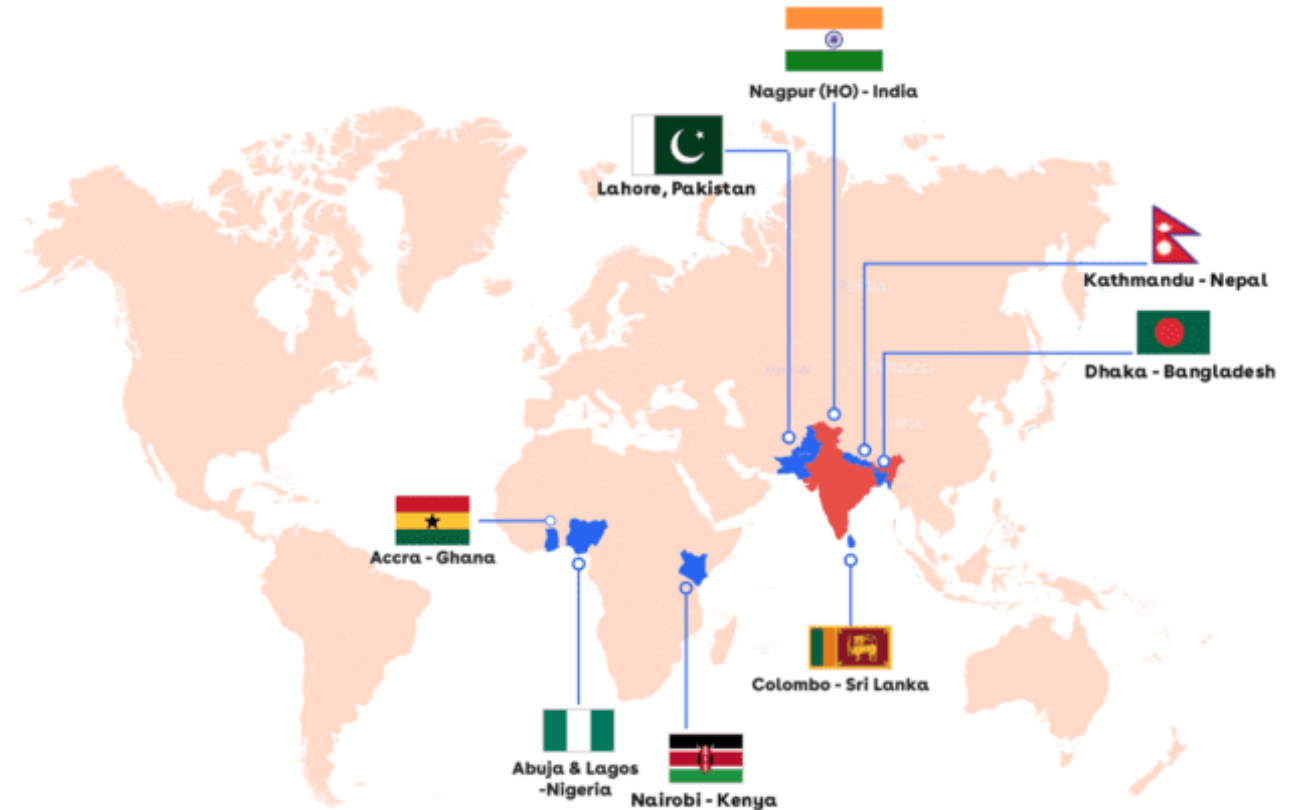
Your Partner for Efficient  
In-Country Representation and  
Operations Management



## What is Unireach?

Unireach is a strategic advisory firm that supports higher education institutions through every stage of international growth, from initial market entry to sustained business development.

We deliver this through core services including strategic market research, dedicated in-country representation, and direct support in establishing and managing your regional offices.



# Unireach Services



## Strategic Market Research

UniReach will conduct data-driven market research using Coursefinder.ai analytics and inputs from over 70 regional team members. The findings inform a *Market Strategy Document* and *Annual Activity Plan* aligned with your institution's recruitment goals.

---



## Comprehensive Event Management

The In-Country representative (ICR) will attend Education Fairs (physical & virtual), and organize exclusive Admission Days, Offer Holder Conversion Events, and Pre-Departure Sessions throughout the Country to increase university visibility among students.

---



## Access to Verified Agent Network

The ICR will have access to Unireach's extensive network of study abroad consultants (agents) across South Asia, South-East Asia, and Africa. Our team has physically met and verified these agents for genuineness and service quality.

unireach





# Unireach Services



## Agent Management

The ICR will meet 60–80 agents and their students each month, ensuring they receive accurate information on your institution's courses, tuition fees, and application processes. The ICR will also conduct spot assessments for prospective students for each agent they visit.



## Personalized Student Engagement

The ICR will proactively engage with students at every stage of their application journey, ensuring consistent communication, guidance, and support from inquiry to final enrolment.



## Conversion Activities

The ICR will organize offer-holder and conversion-focused events to engage prospective students and families, address their questions, and improve application-to-enrolment conversion rates.



unireach

# Unireach Services

unireach



## Presentations and Webinars

The ICR will be delivering presentations and will organize students and agent webinars to increase the visibility of University Programs and eligibility requirements.



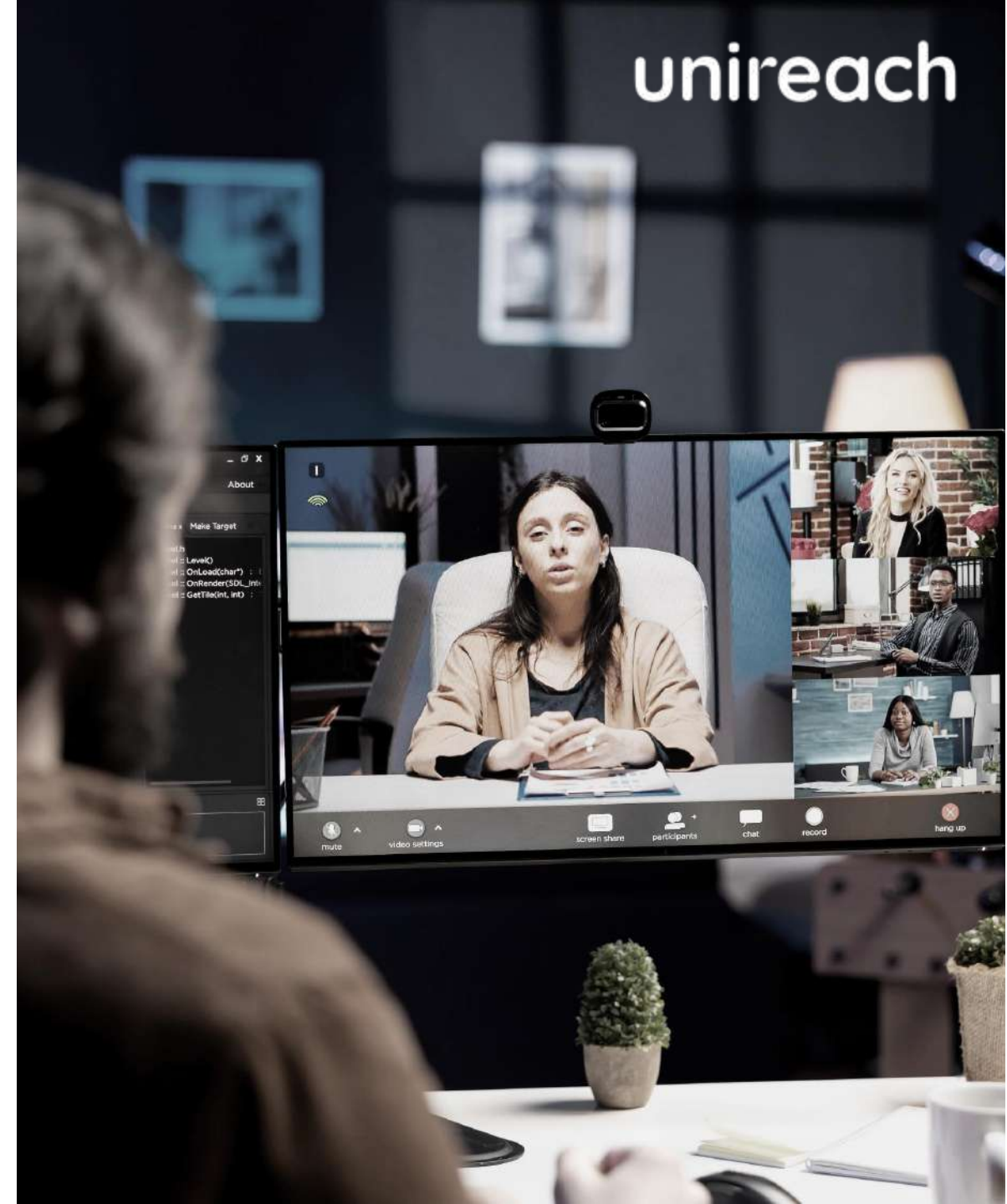
## Application Success and Monthly Reporting

The ICR will support end to end applications done from the to resolve any issues, ensure completion of documents, connecting with the students on offer conversion and increasing the yield ratio. He/she will be responsible to share monthly report to the University's International Office.



## Efficient HR Management

UniReach will oversee the recruitment, onboarding, and performance management of the ICR , ensuring seamless operations and saving your institution time and effort.





# Unireach Services



## Facilitating Direct Agent Partnerships

UniReach will leverage its regional market intelligence to identify top-performing study abroad consultants with a proven record of recruiting high-quality students for your institution and similar universities, and will facilitate introductions to help you establish direct contract.



## Digital Marketing

UniReach's in-house digital marketing team (50+) will deliver comprehensive solutions including SEO, social media management, content creation, and localized lead generation tailored to your institution's goals. (Available as an additional service.)



## Alumni Management & TNE

UniReach will support your institution in identifying, engaging, and leveraging alumni networks for events, testimonials, and outreach activities. UniReach will also conduct market assessments and assist in exploring Transnational Education (TNE) opportunities and partnerships.



# Support in Establishing In-Country Liaison Offices for Admissions Operations

## Office Setup & Staffing:

- Identify, lease, and operationalize office space under university branding
  - Recruit and train local admissions personnel, Admissions Officers, Coordinators, and Compliance Officers on university-specific processes
- 

## Application Management

- Evaluate student applications and issue conditional/unconditional offers in coordination with the home campus.
  - Ensure strict adherence to admission guidelines and compliance standards.
  - Conduct credibility interviews and maintain thorough documentation for all applicants.
- 

## Admission Communication and Counselling

- Manage student queries via calls, emails, and in-person meetings.
- Coordinate interviews, offer issuance, and document verification.
- Support students through post-offer processes including deposits, visas, and pre-departure readiness.

# Why should you consider Unireach ?

Expand international student recruitment across diverse regions through our wide range of channels and surpass your recruitment objectives.

**27936** Students Recruited

Student Recruited in FY 23-24

**27** Years of Experience

With over two decades of industry expertise, we know what's best for you and that makes us really good at what we do!

**65+** Global Offices

We're growing, we're expanding and we're doing that fast! Join the fastest-growing EdTech brand in South and South-East Asia.

**950+** Universities

Trusted by 950+ International Universities across 39 Study Destinations across the globe

**12000+** Agents

Diversify your student recruitment with access to over 12,000+ active study abroad agents from 11+ popular recruitment destinations of India, Bangladesh, Nepal, Pakistan, Sri-Lanka, Ghana, Kenya, Nigeria, Vietnam, Philippines, Indonesia





# How to get started?

unireach



❖ **Define Goals & Objectives:** Define your International Student Recruitment Goals to establish clear objectives



❖ **Agreement:** Enter into a contract outlining the terms of services, association tenets and annual fees



❖ **Strategize:** Mutually develop a marketing approach, establish budgets and priorities, and plan participation in events and student engagements



❖ **Hire:** Shortlist and interview Unireach suggested candidates



❖ **Train:** Extensive training on department-specific goals, targets and admission requirements of the available courses

# Contact Us

For more details on Unireach kindly reach out to:

## Videh Agrawal

Director

Email: [videh@unireach.ai](mailto:videh@unireach.ai)

Call: +91 - 8669630378

## Mayuri Katariya

Manager- Partnerships

Email: [mkatariya@unireach.ai](mailto:mkatariya@unireach.ai)

Call: +91-9146190231