



**Name of the Managing Director:**  
**Prof. Jadish Walawalkar**

**Established: 1987**

**Introduction:** Introduction: Ideal Classes is a premiere coaching institutes in Mumbai, as of date we were holding coaching classes in Mumbai only, now, with the help of satellite technology, we have 30 centres outside Mumbai also.

**History:** Our MD, Prof. Walawalkar, a Chartered Accountant and Company Secretary, started teaching in 1978. Initially he was associated with Hinduja and then as head of the department Shri Ganesh Shyam Das Saraf College. Along with that, from 1978-1987, he was associated with two leading coaching classes. In 1987 he established Ideal Classes.

**Achievements:** We are the 1st to get ISO 2000 certification. Now we are trying for ISO 2008 certification. Our students are regular toppers in the Board & University Examinations. Two students in the past have attained the 1st rank in the university.



**Marketing & Promotional Activities:** Our website is [www.idealclasses.com](http://www.idealclasses.com). Locally we have outdoor/ indoor advertisings. Outside Mumbai we had conducted scholarship programs with Lokmat, conducted TV programs with Zee 24 (Chouvistas).





**Recent Developments:** Almost 1½ years ago we introduced Coaching classes via satellite. Higher education like C.A., C.S., UPSC, MPSC or Banking recruitment, and all other types of competitive exams are not available in smaller scale. With the help of satellite technology we are now able to reach the student in different parts of the country by telecasting a lecture held in Mumbai.

**Expansion plans:** We have 30 centres outside Mumbai teaching E live, through satellite. We are targeting 100 centres by 2012 (25,000 students). In April we are starting “web based lectures” including online tutoring. We have also signed contracts for government project.



**Success Mantras:** Sincerity and success goes on the same path.

**Brand Value:** Ideal stands for sincerity and commitment towards the students. We are known throughout for our experienced and qualified faculties, excellent study material, planned teaching techniques and learning environment.

**Corporate Social Responsibility:** Every year we contribute a certain amount to a social charitable institution, which is not connected with any political party or religion. This we have been doing for the last 10 years. Recently we offered the Vasai, Virar, Thane and Meera-Bhayender Municipal Corporations to coach their students free of charge. Ideal charitable foundation trust carries out various competitions to promote extracurricular activities on school and college levels.

**Salient features:** Team Work, Sincerity and Hard Work.



**Facilities for staff:** We regularly hold updating and training sessions for the staff. We hold staff picnics twice a year along with that we celebrating various festivals and other functions.

