

# THE HAPPY 'ADD-ON FEES'

*For SCHOOLS*



# You Pay So Many Types of 'Add-On Fees' Everyday

a.



**Convenience  
Fee**

b.



**Visitation  
Fee**

c.



**Platform  
Fee**

Checkout Fee

Delivery Fees

Shipping Fees

& Many more...



## a. Convenience Fee

9:41

IndiGo

BREAKUP FARE RULES BAGGAGE

1 x Adult	₹ 5000
Fee & Surcharges	₹ 1417
RCF	₹ 50
ASF	₹ 236
User DEV. fee	₹ 826
36GST	₹ 255
PHF	₹ 50
Seat (27E)	₹ 0
<b>Convenience Fee</b>	<b>₹ 300</b>
<b>Grand Total</b>	<b>₹ 8089</b>

Fee of **2% - 4%** of total Fare of Airline Tickets

## b. Visitation Fee

9:41

uc Urban Company

Coupons and offers

Payment summary

Item total	₹ 3000
<b>Visitation Fee</b>	<b>₹ 99</b>
<b>Total</b>	<b>₹ 3099</b>

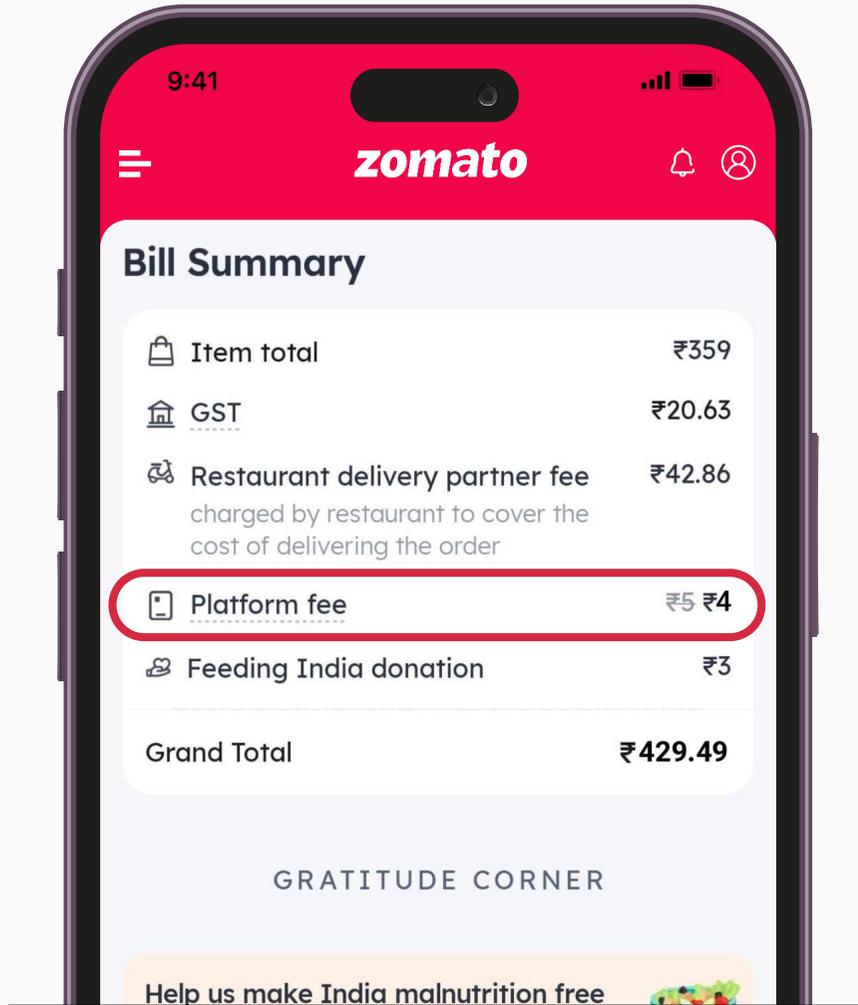
Home - 201, 2nd floor, GMR Residency, Baba ...

Select slot

Fee of **3% - 5%** for a Service Persons Visit



## c. Platform Fee



- Additional fee added to the already existing delivery fee
- Platform fee increased by 33% in 4 months
- Zomato reported profit for the 1<sup>st</sup> time ever

Newly Added **1% - 3%**  
Fee for the Platform Usage



# What's The Common Factor of All Add-On Fees?



## Small Percentages

Each add-on fee is a small percentage of the total amount (<5%). People overlook it.



## Difficult to Remove

Customers cannot remove the fee by themselves.



## Convenient to Pay

By adding it in the total fee, it becomes 'convenient' to pay.





# Ideal Add-On Fee for Schools to Introduce



## Lifetime Alumni Membership Fee

- ✓ ₹ 1,000 - ₹ 10,000
- ✓ Only for graduating grade 10/12 Students
- ✓ Between 2% - 4% of the annual fee

## Benefits for Life



### 6 Months Immediate Benefits

**SCHOOL  
GRADUATION**  
(Grade 10/12)

- ✓ Alumni Support in
  - College Selection
  - Interview Prep
  - Scholarships

### 1 - 5 Years Medium Term Benefits

- ✓ Alumni Directory
- ✓ Trainings & Certifications
- ✓ Internships & Jobs
- ✓ Sessions by Experts

### 5+ Years Long Term Benefits

- ✓ Networking Opportunities
- ✓ Recognition
- ✓ Alumni Awards
- ✓ Alumni Directory



# Add-On Fees for School's Implementation

A

**Addition in the last term fee of grade 12 students**

B

**Deduction from the caution money of students**

**Most schools choose option**

A

FEE TYPE	BALANCE
Tuition Fees	90,000
Term Fees	3500
Computer Lab	2500
Lifetime Alumni	1500

PAY 97,500 **PROCEED**

**Add on Fee 1.5%**

## Must-do activities for a positive result

- ✓ Engage with students & parents of grade 12 in advance to explain the benefits & price
- ✓ Allow for a No Questions Asked 'Opt-Out' option in case they want to
- ✓ 'Opt-Out' to happen after submitting applications and not directly by parents



# Implemented In Many Schools



Ryan International Schools



Podar International Schools



SSRVM Schools

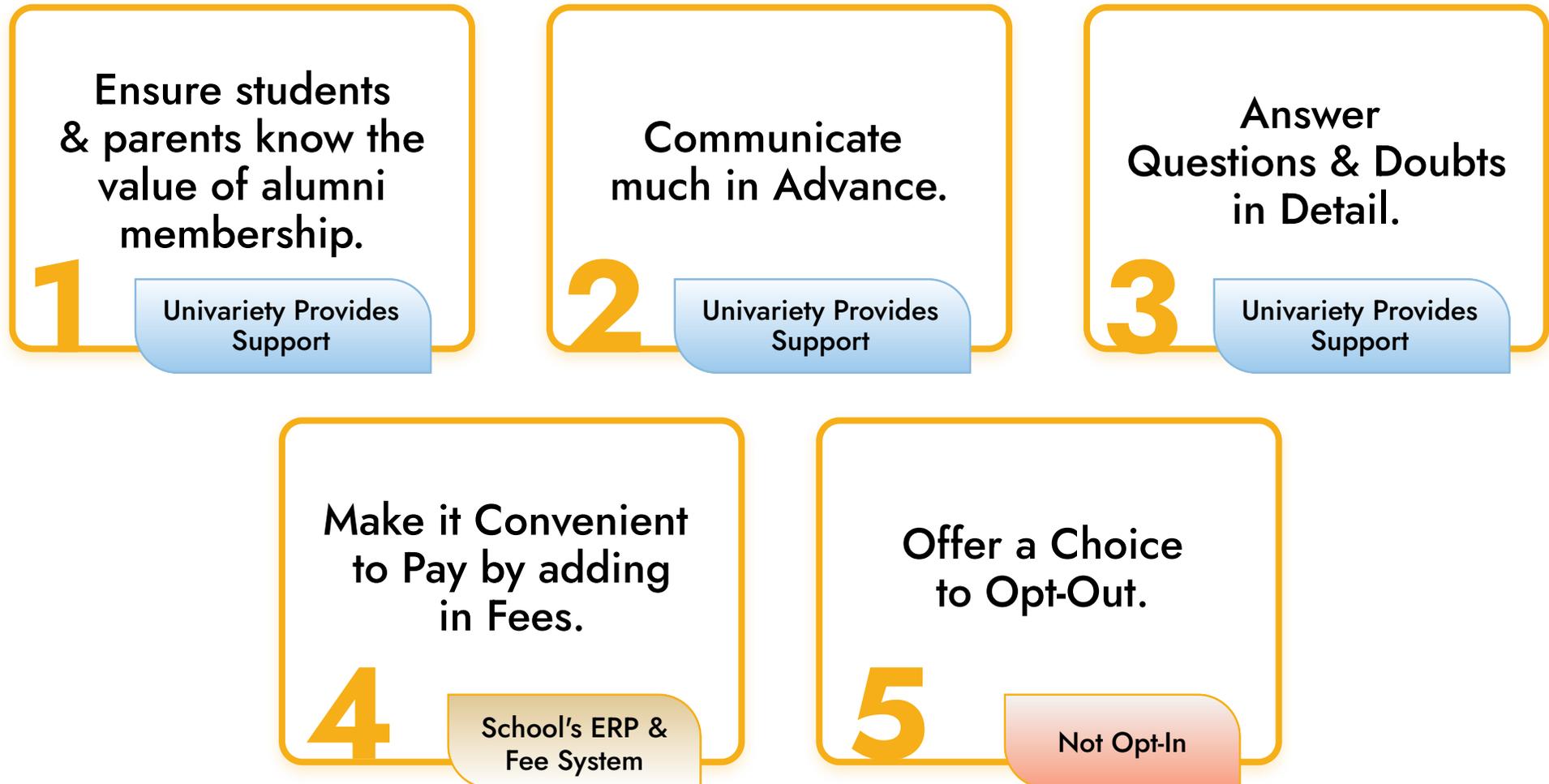


Delhi Public Schools

*& Many More...*



# Steps to Ensure Successful Implementation of Add-On Fees





Mayo College  
Girls' School,  
Ajmer



Oakridge  
International  
School,  
Hyderabad



Ahlcon  
International  
School,  
Delhi



Podar  
International  
School,  
Mumbai



Delhi Public  
School,  
Jalandhar



Ryan  
International  
School,  
Delhi



The Heritage  
School,  
Gurgaon



Centerpoint  
School,  
Nagpur



Sunbeam  
School,  
Varanasi



Scindia Kanya  
Vidyalaya,  
Hisar



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