

"A man is  
great by  
deeds, not by  
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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**Thiru- Kochi Holidays – Venturing into  
Overseas Education Markets**

Omkumar Krishnan <sup>1</sup>

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<sup>1</sup>Professor, Marketing Management Area, , Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnammangalam, Kozhikode, Kerala 673 570, India; Email - [omkumar@iimk.ac.in](mailto:omkumar@iimk.ac.in), Phone Number - 0495-2809438

## **Thiru- Kochi Holidays – Venturing into Overseas Education Markets**

### **Abstract:**

A successful entrepreneur in the tourism industry based in Kochi, India, was considering an investment proposal to launch a new portal aimed at students pursuing overseas higher education. Non-Resident Indian (NRI) investors provided approximately 20 crores as an initial investment for the establishment of the portal. It was a preliminary meeting, and Mr. Rajesh, the entrepreneur, had to evaluate the offering and determine the scope of this venture before presenting a plan and subsequently assuming responsibility for this project. His current experience as a service provider utilising all the robust digital modes of infrastructure and generating approximately 20 crores in annual revenue makes this an ideal business diversification. In addition, future synergies are possible because the travel industry is a common one. Rajesh had to develop a robust service delivery model and craft an adequate market entry plan mitigating all factors involved in services marketing.

Research Office  
Indian Institute of Management Kozhikode  
IIMK Campus P. O.,  
Kozhikode, Kerala, India,  
PIN - 673 570  
Phone: +91-495-2809238  
Email: [research@iimk.ac.in](mailto:research@iimk.ac.in)  
Web: <https://iimk.ac.in/publications>

