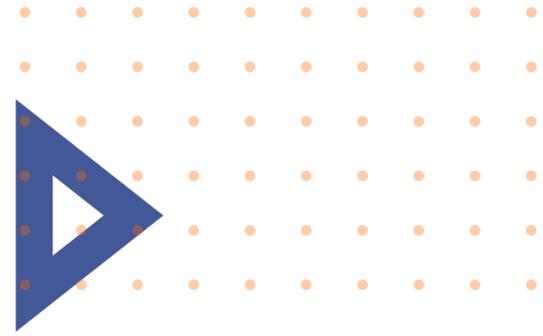




collegedunia.com

# BRANDING KIT

2023-24



collegedunia.com

Collegedunia is a leading search portal for higher education in India and Abroad. We curate extensive information on colleges, courses, exam and make it easily accessible. Our proficient counselling team supports students throughout the admission process.

Collegedunia is among the **top 100 websites in India**.



**600M+**

Total Visitors



**450M+**

Unique Visitors



**5,00,000+**

App downloads



**2000+**

Clients PAN India



**18 to 24 years**

Average age group

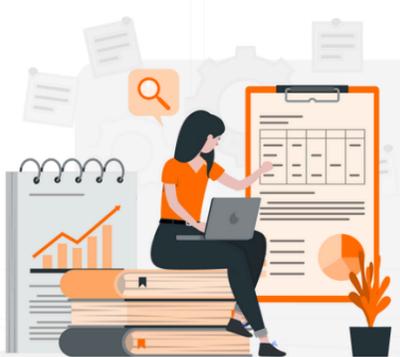


**5,00,000+**

Authentic Reviews



# STUDENT JOURNEY

- 
- EXAMS
  - COURSES

1

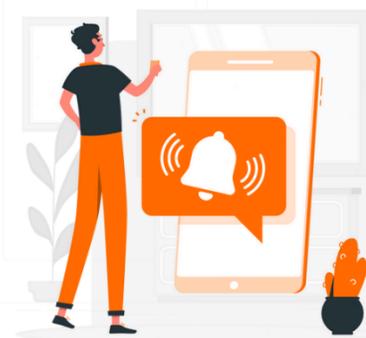
- 
- REVIEW
  - HOSTEL
  - FEE
  - FACULTY
  - ELIGIBILITY

2

- 
- EDUCATION LOAN
  - COUNSELLING

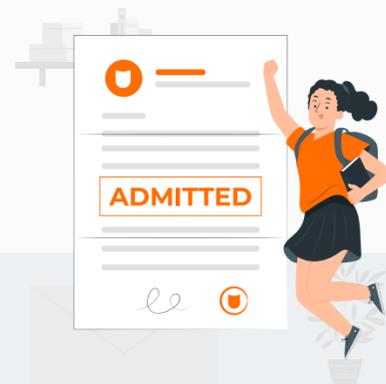
5

- 
- RANK PREDICTOR
  - CUTOFF
  - EXAMINATION TIPS

- 
- NOTIFICATION
  - ONLINE PAYMENT

4

# INSTITUTION OFFERINGS



## Leads & Admissions

High Intent traffic from age group of 18-24



## Networking Events

Stay up-to-date with the industry, share best practices



## Counselling

With a dedicated calling team, we help you pitch your institution in multiple languages



## Branding

Enhanced Digital visibility to closely 600M+ yearly visitors.



## Digital Agency

Top your SEO searches for organic traffic



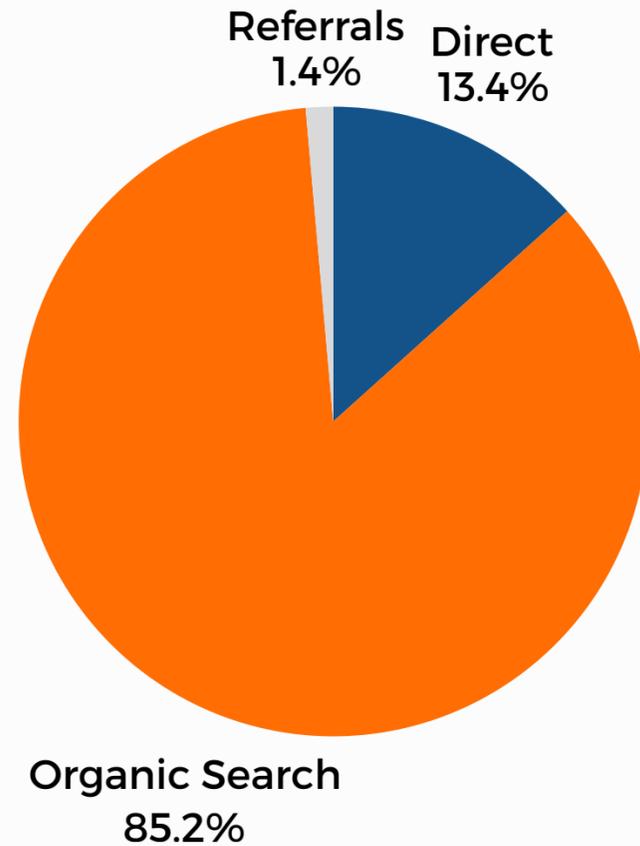
## Counselling

Help you increase your conversions

# COLLEGEDUNIA TRAFFIC- I

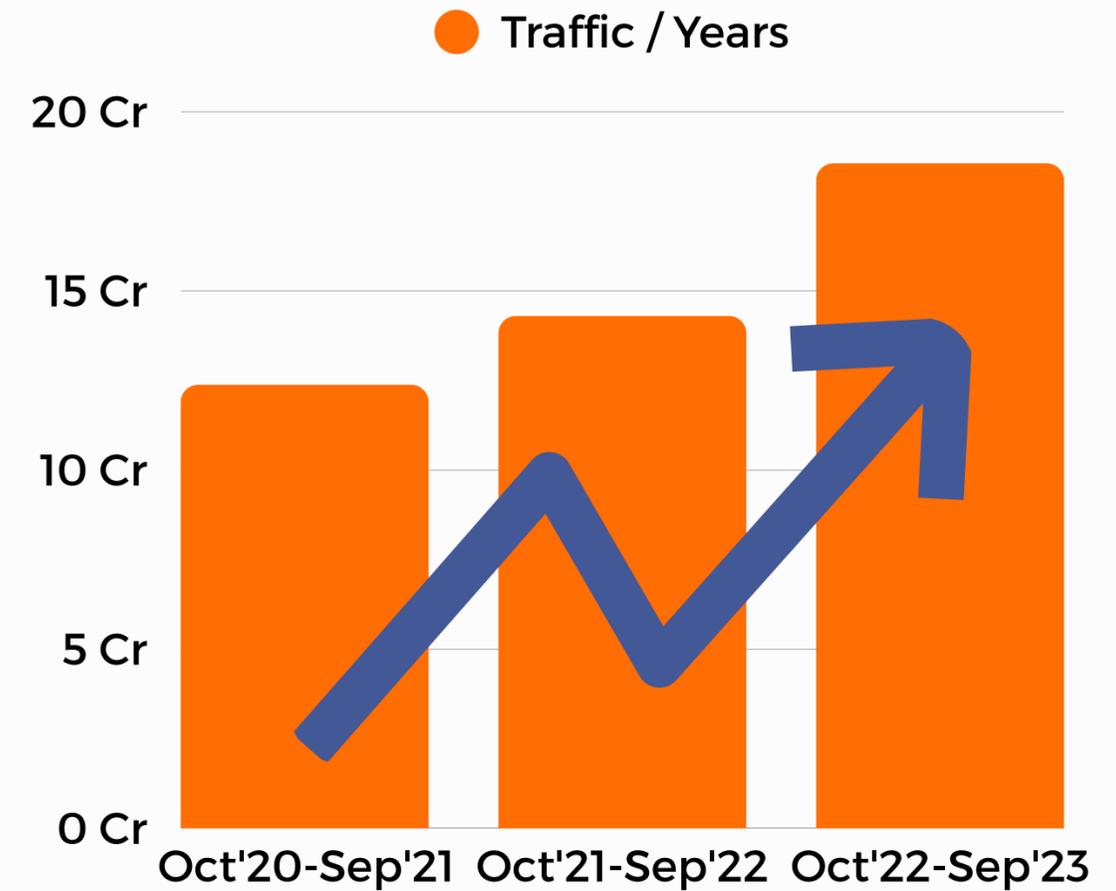


## TRAFFIC TYPE



Collegedunia's **leading Search-Engine-Optimisation (SEO)** and **credibility** with Students is reflected in the **85% of Traffic** coming from Organic Searches.

## YEARLY TRAFFIC GROWTH



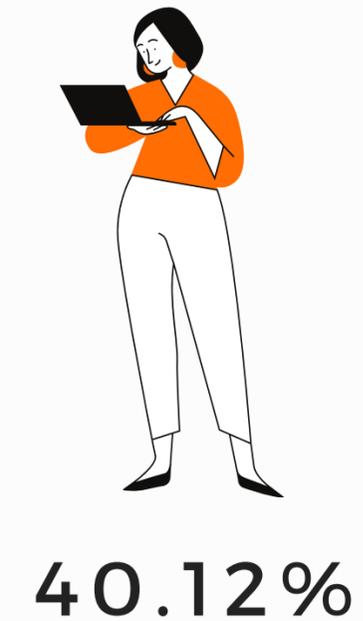
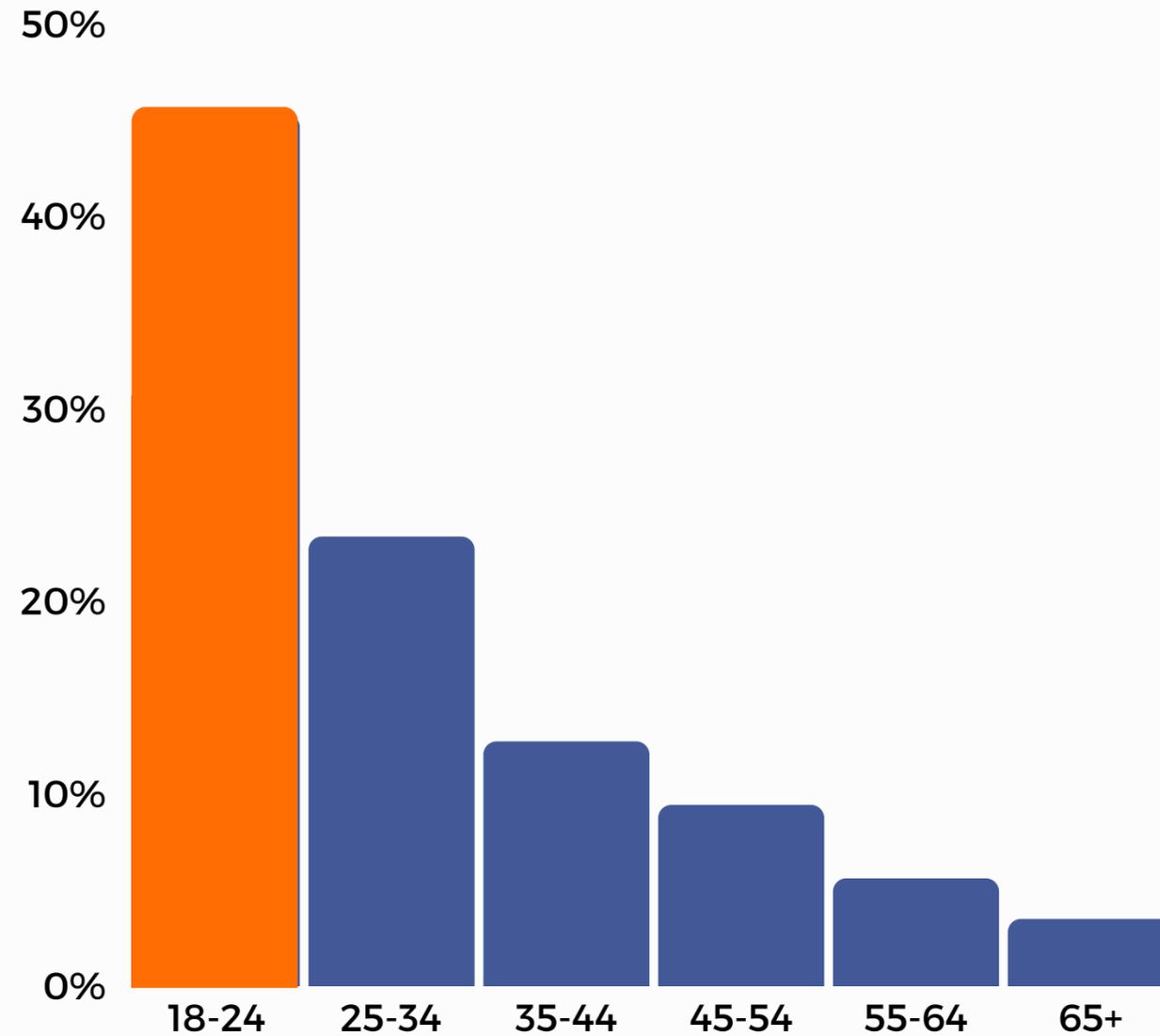
We have seen an average **traffic growth** of over **20%** Year on Year. This leads to a greater number of Leads being generated.

# COLLEGEDUNIA TRAFFIC - II



## AGE & GENDER DEMOGRAPHICS

Our website has **High Intent Traffic**, the majority coming from Student Age Groups of 18-24.



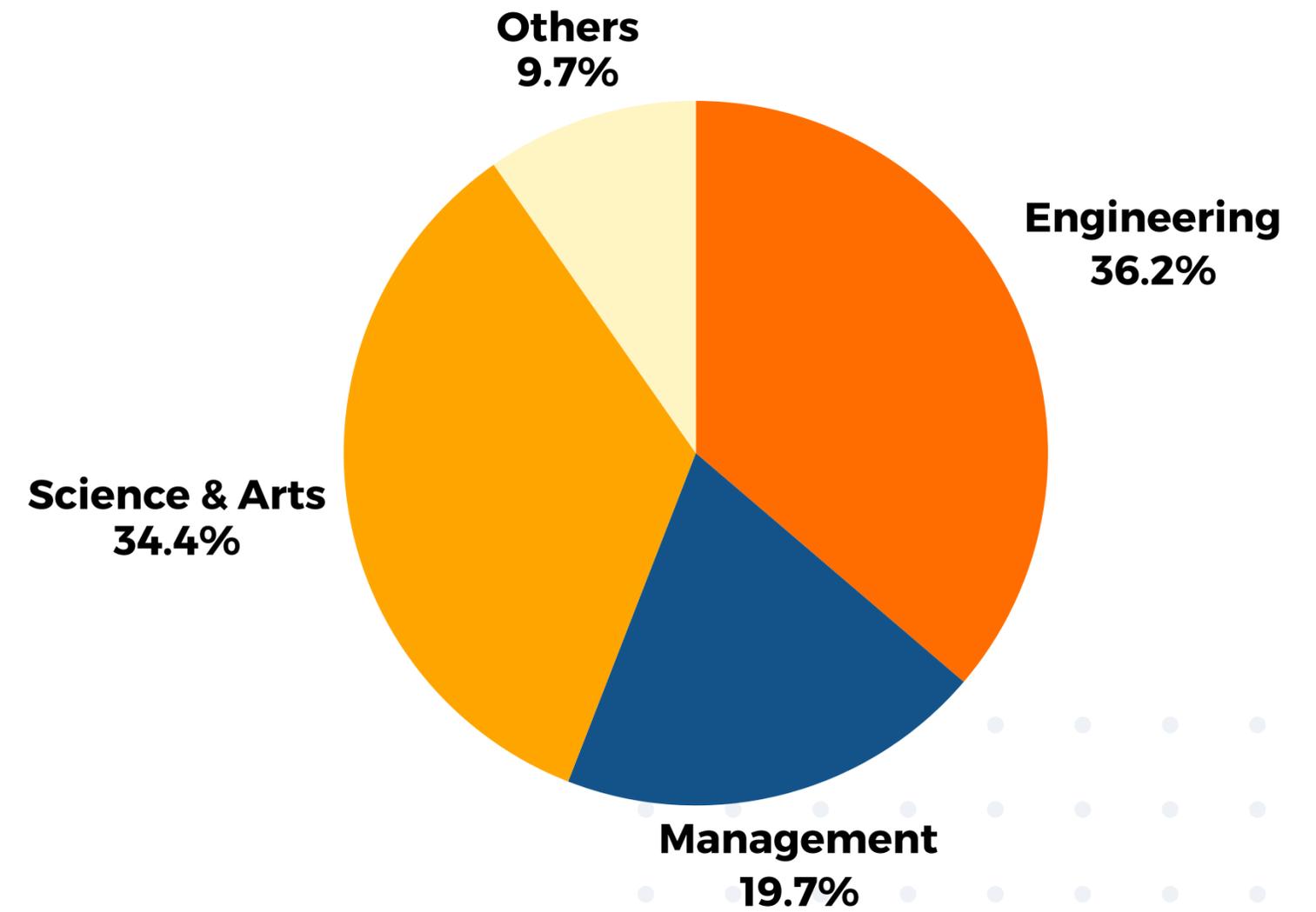
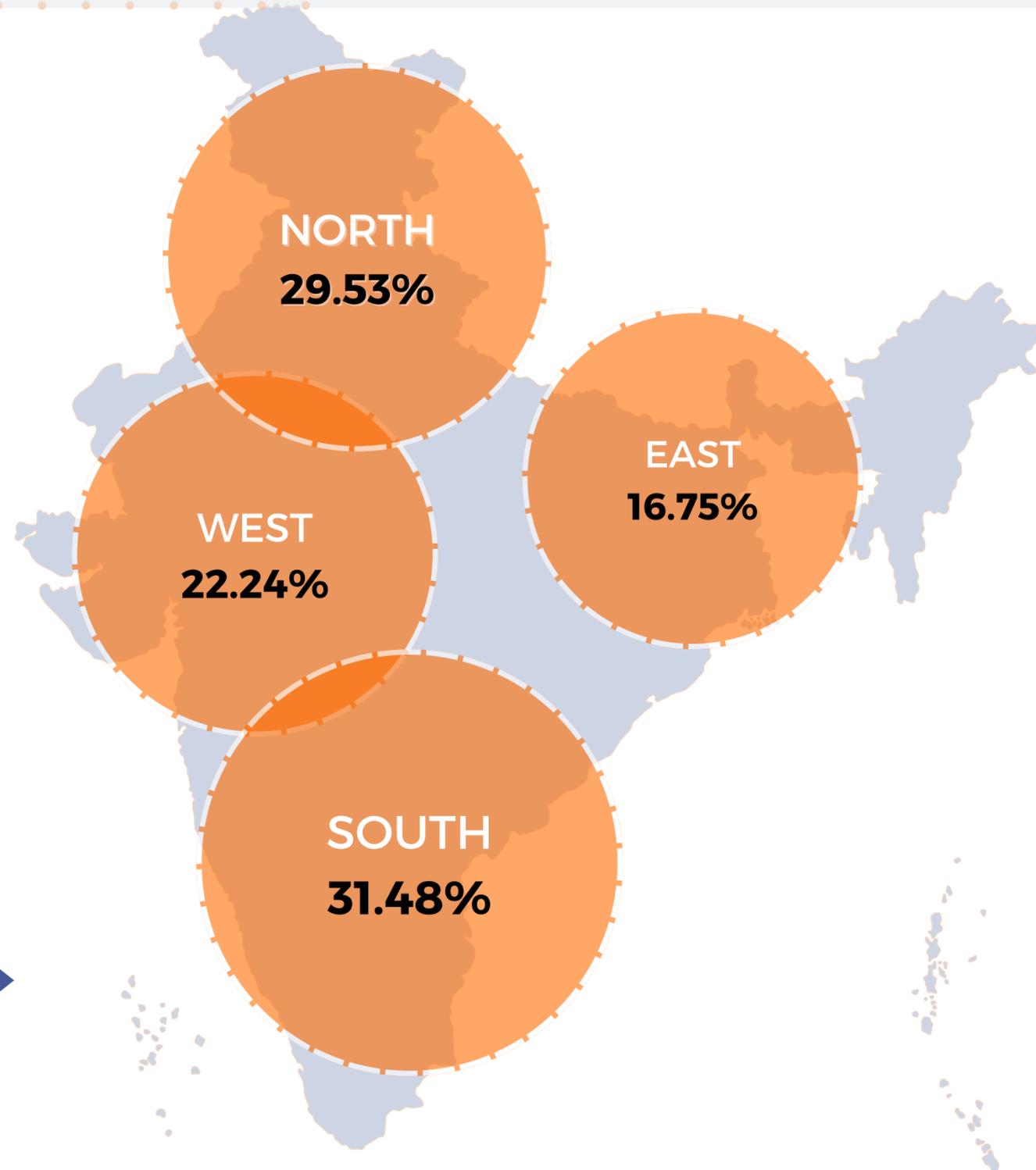
### DID YOU KNOW?

COLLEGEDUNIA RANKS **NUMBER 1** IN THE EDUCATIONAL DOMAIN IN INDIA AND NO# IN THE WORLD!

# COURSE & REGION WISE TRAFFIC

## ZONE DEMOGRAPHICS

## COURSE DEMOGRAPHICS



# TOP PARTNER UNIVERSITIES



**L**OVELY  
**P**ROFESSIONAL  
**U**NIVERSITY

**Lovely Professional University**

**6357 Apps**  
**2429 Adms**



GAIN MORE KNOWLEDGE  
REACH GREATER HEIGHTS

**Presidency University**

**3887 Apps**  
**1193 Adms**



**KR Mangalam University**

**2143 Apps**  
**1005 Adms**



**Parul University**

**1636 Apps**  
**872 Adms**



**BENNETT**  
UNIVERSITY

**Bennett University**

**1727 Apps**  
**544 Adms**



**ARKA JAIN**  
University  
Jharkhand (Jamshedpur)

**Arka Jain University**

**605 Apps**  
**426 Adms**



**Panipat Institute of  
Engineering and Technology**

**754 Apps**  
**403 Adms**



**CMR University**

**1401 Apps**  
**399 Adms**

Find Over 1 Lakh Reviews in India

Search for colleges, exams, courses and more. Search



Your Recent Visits PIET, Panipat NEET IIT Madras, Chennai FMGE Need Counselling

collegedunia

# Advertising at Collegedunia

Select Your

- Eng 6148
- BE/B.Tech
- Diploma in Engineering
- ME/M.Tech
- BBA/BBM
- Executive MBA
- M.Com
- MA
- BFA
- BSW
- MF
- PG

## Top Collections

- Best MBA colleges in India + 4997 More
- Best BTech colleges in India + 4188 More
- Best BTech colleges in Pune + 111 More
- Best BTech colleges in Bangalore + 122 More
- Best MBA colleges in Bangalore + 273 More

# BRANDING ON COLLEGEDUNIA



## Benefit 1

**25,000+** Institutions  
Listed



## Benefit 2

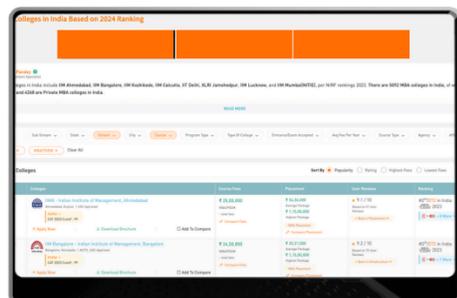
**High Traffic Pages**



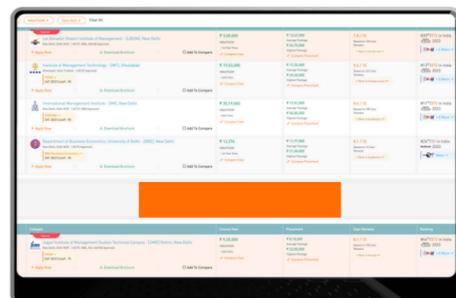
## Benefit 3

**Highlight your  
presence**

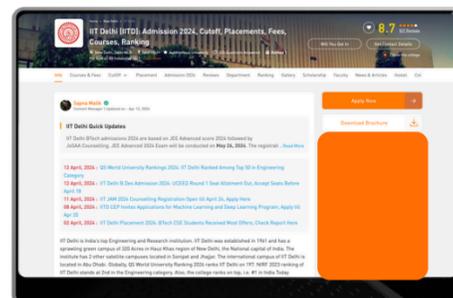
# INVENTORIES



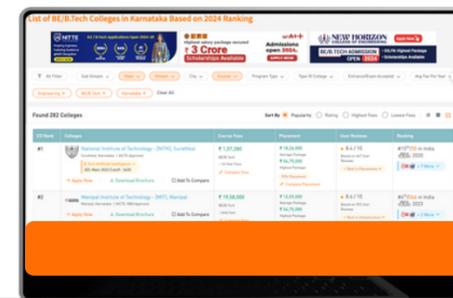
**Top Drawer  
Banner**



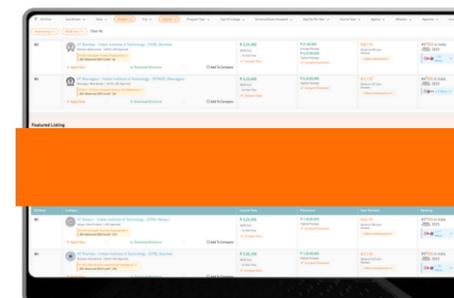
**Deep Seated  
Banner**



**Microsite  
Banner**



**Featured  
Listing**



**Live  
Form**

# BANNERS ON LISTING PAGE

List of BE/B.Tech Colleges in Karnataka Based on 2024 Ranking





[All Filter](#) | [Sub Stream](#) | [State](#) | [Stream](#) | [City](#) | [Course](#) | [Program Type](#) | [Type Of College](#) | [Entrance/Exam Accepted](#) | [Avg Fee Per Year](#)

[Engineering](#) × [BE/B.Tech](#) × [Karnataka](#) × [Clear All](#)

Found 282 Colleges Sort By  Popularity  Rating  Highest Fees  Lowest Fees

CD Rank	Colleges	Course Fees	Placement	User Reviews	Ranking
#1	 <b>National Institute of Technology - [NITK], Surathkal</b> Surathkal, Karnataka   AICTE Approved B.Tech Artificial Intelligence JEE-Main 2023 Cutoff : 3430 <a href="#">Apply Now</a>   <a href="#">Download Brochure</a>   <input type="checkbox"/> Add To Compare	<b>₹ 1,57,280</b> BE/B.Tech - 1st Year Fees <a href="#">Compare Fees</a>	<b>₹ 18,26,000</b> Average Package <b>₹ 54,75,000</b> Highest Package 93% Placement <a href="#">Compare Placement</a>	<b>8.4 / 10</b> Based on 447 User Reviews ✓ Best in Placements	<b>#15<sup>th</sup>/30</b> in India INDIA TODAY 2020 + 7 More
#2	 <b>Manipal Institute of Technology - [MIT], Manipal</b> Manipal, Karnataka   AICTE, NBA Approved BE/B.Tech - total fees <a href="#">Compare Fees</a>	<b>₹ 19,58,000</b> BE/B.Tech - total fees <a href="#">Compare Fees</a>	<b>₹ 12,59,000</b> Average Package <b>₹ 54,75,000</b> Highest Package <a href="#">Compare Placement</a>	<b>8.6 / 10</b> Based on 392 User Reviews ✓ Best in Infrastructure	<b>#4<sup>th</sup>/246</b> in India INDIA TODAY 2023 + 2 More
	 <b>Nitte Meenakshi Institute of Technology - [NMIT], Bangalore</b> Bangalore, Karnataka   AICTE, UGC, NBA Approved BE Artificial Intelligence & Machine Learning COMEDK-UGET 2023 Cutoff : 10128	<b>₹ 7,00,000</b> BE/B.Tech - 1st Year Fees	<b>₹ 6,00,000</b> Average Package <b>₹ 44,00,000</b> Highest Package	<b>7.8 / 10</b> Based on 252 User Reviews ✓ Best in Academics	<b>#34<sup>th</sup>/246</b> in India INDIA TODAY 2023 + 6 More

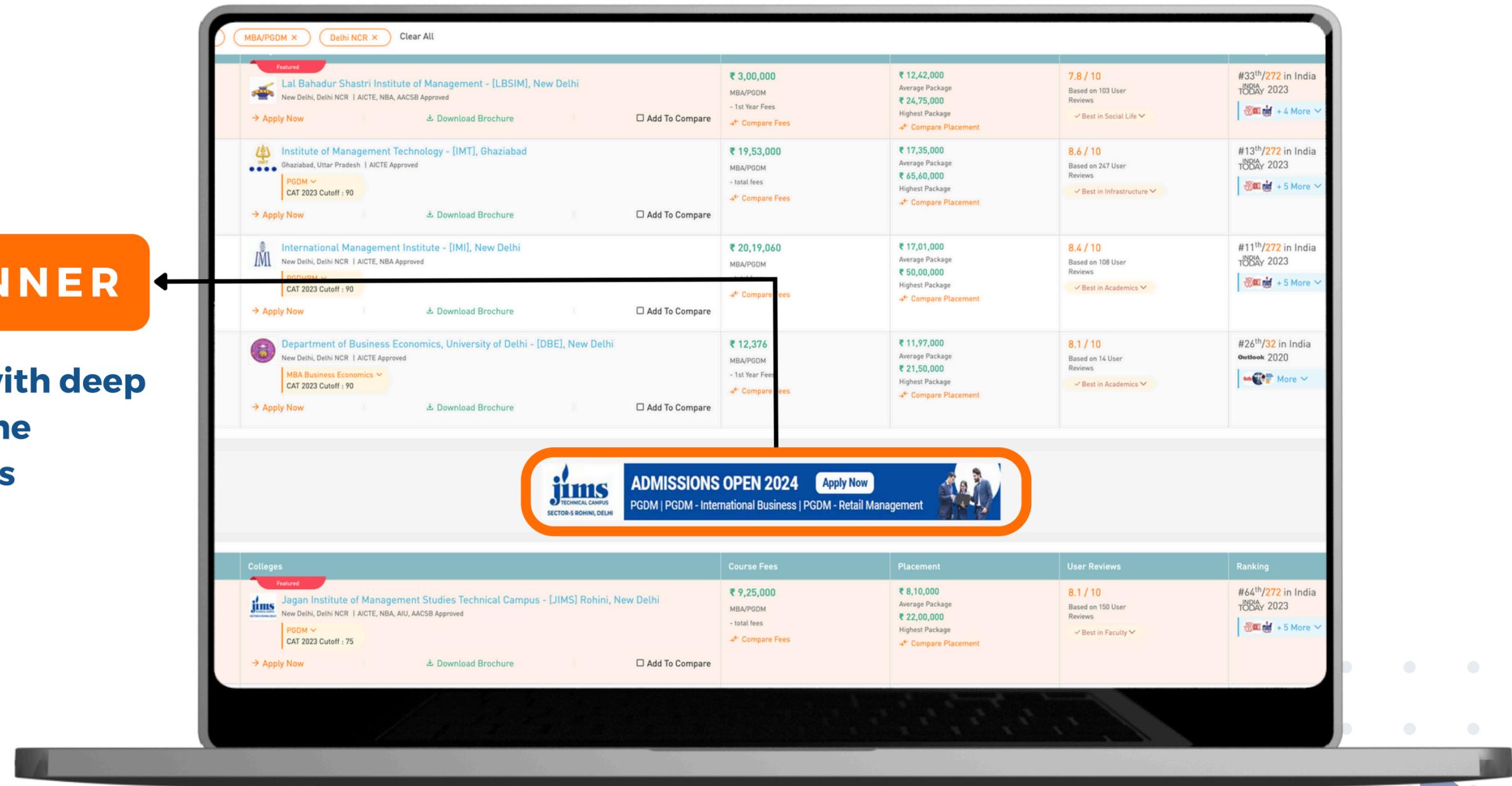
**TOP DRAWER BANNER**

The first visible banner on a course/location page offers **maximum visibility**

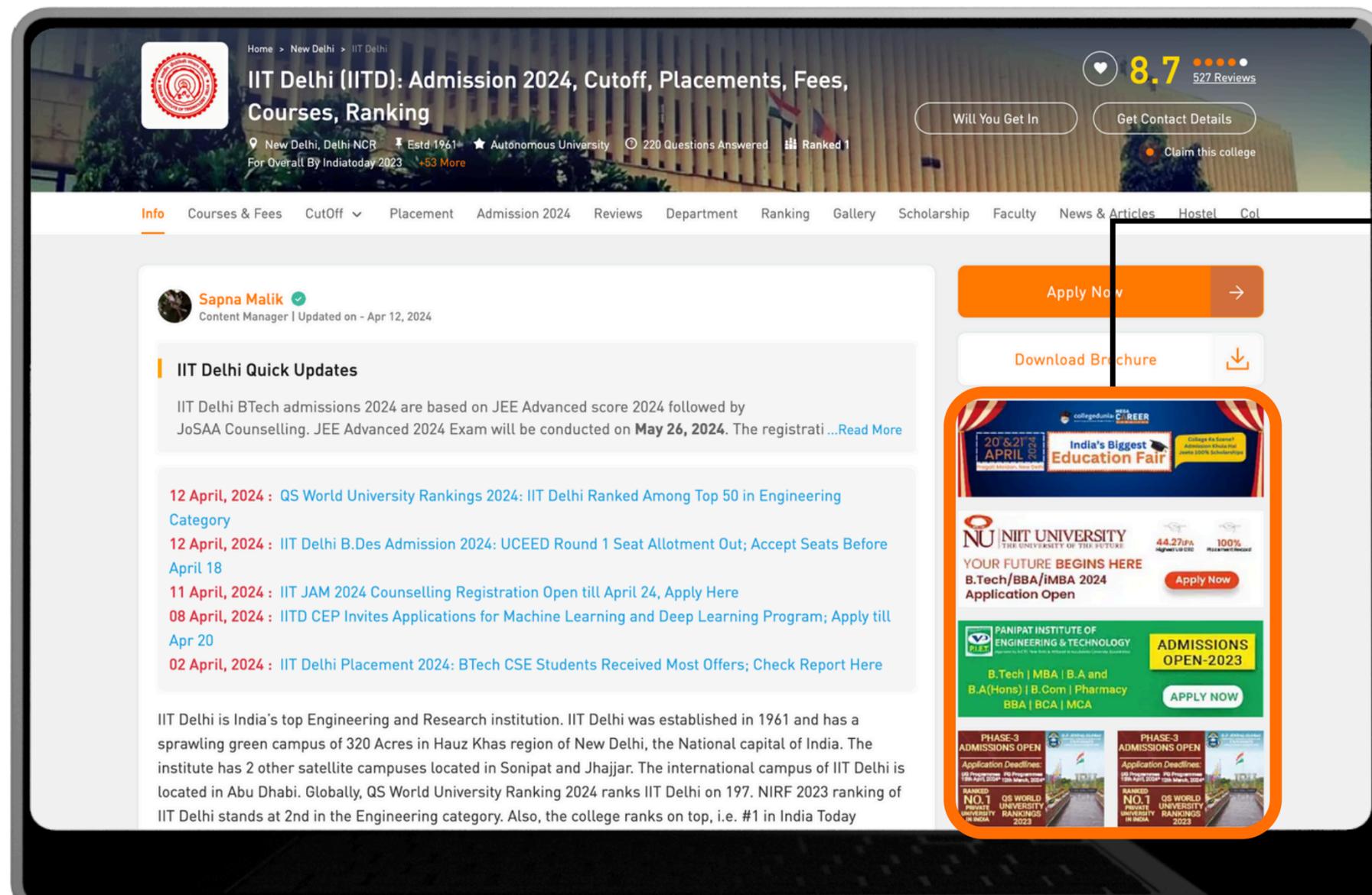
# BANNERS ON LISTING PAGE

**DEEP SEATED BANNER**

Attracts **High Intent traffic** with deep situated banners on the course/location pages



# BANNERS ON MICROSITE PAGE



**SIDE BANNER**

The side banners give access to the **niche traffic** of a particular course/location

# LIVE FORM ON LISTING PAGE

LIVE FORM

Quick Action Form Links to redirect students to the specific college online admission process

List of BE/B.Tech Colleges in Karnataka Based on 2024 Ranking

AMC INSTITUTIONS  
B.Tech | MBA  
ADMISSION OPEN 2024

• NAAC A+ & NBA Accredited  
• AICTE Approved, Ranked by NIRF  
• Affiliated to VTU  
• Highest Package 27.00 LPA  
• Scholarships Available

Highest salary package secured  
₹ 3 Crore  
Scholarships Available

Admissions open 2024.  
APPLY NOW

NEW HORIZON COLLEGE OF ENGINEERING  
BE/B.TECH ADMISSION OPEN 2024  
• 35LPA Highest Package  
• Scholarships Available

All Filter Sub Stream State Stream City Course Program Type Type Of College Entrance/Exam Accepted Avg Fee Per Year Course Type Agency Affiliation Approval Course Duration College Category STUDY ENGIN

Engineering X BE/B.Tech X Karnataka X Clear All

Found 282 Colleges Sort By Popularity Rating Highest Fees Lowest Fees

CD Rank	Colleges	Course Fees	Placement	User Reviews	Ranking
#1	National Institute of Technology - [NITK], Surathkal Surathkal, Karnataka   AICTE Approved B.Tech Artificial Intelligence JEE-Main 2023 Cutoff : 3430	₹ 1,57,280 BE/B.Tech - 1st Year Fees Compare Fees	₹ 18,26,000 Average Package ₹ 54,75,000 Highest Package 93% Placement Compare Placement	8.4 / 10 Based on 447 User Reviews Best in Placements	#15 <sup>th</sup> /30 in India 2020 + 7 More
#2	Manipal Institute of Technology - [MIT], Manipal Manipal, Karnataka   AICTE, NBA Approved Nitte Meenakshi Institute of Technology - [NMIT], Bangalore Bangalore, Karnataka   AICTE, UGC, NBA Approved BE Artificial Intelligence & Machine Learning COMEDK-UGET 2023 Cutoff : 10128	₹ 19,58,400 BE/B.Tech - total fees Compare Fees	₹ 12,59,000 Average Package ₹ 54,75,000 Highest Package Compare Placement	8.6 / 10 Based on 392 User Reviews Best in Infrastructure	#4 <sup>th</sup> /246 in India 2023 + 2 More
#3	R V College of Engineering - [RVCE], Bangalore Bangalore, Karnataka   AICTE, NBA Approved BE Artificial Intelligence & Machine Learning COMEDK-UGET 2023 Cutoff : 818	₹ 7,00,000 BE/B.Tech - 1st Year Fees Compare Fees	₹ 4,00,000 Average Package ₹ 44,00,000 Highest Package Compare Placement	7.8 / 10 Based on 252 User Reviews Best in Academics	#34 <sup>th</sup> /246 in India 2023 + 6 More
		₹ 1,16,570 BE/B.Tech - 1st Year Fees Compare Fees	₹ 2,00,000 Highest Package Compare Placement	8 / 10 Based on 349 User Reviews Best in Placements	#7 <sup>th</sup> /246 in India 2023 + 6 More

Colleges Application Forms 2024

Lovely Professional University - [LPU]  
Jalandhar, Punjab  
Highest Package 3crore  
Scholarships Available  
Apply Now

NIIT University - [NU]  
Neemrana, Rajasthan  
100% Placement Record  
Highest CTC 44.27 LPA  
Apply Now

Manipal Institute of Technology - [MIT]  
Manipal, Karnataka  
₹19.58 L Total Fees  
BE/B.Tech  
Apply Now

Write a Review and Earn Upto ₹500/-  
Start Writing

Faculty of Engineering and...  
Bangalore, Karnataka  
₹2.25 L 1st Year Fees  
BE/B.Tech  
Apply Now

Know Your Chances of Admission  
Predict Now

Presidency University  
Bangalore, Karnataka  
₹2.75 L 1st Year Fees  
BE/B.Tech  
Apply Now

Find Courses with Help of AI Based Course Finder  
Start Now

Jain University - [JU]  
Bangalore, Karnataka  
₹2.95 L 1st Year Fees  
BE/B.Tech  
Apply Now

MVJ College of Engineering -...  
Bangalore, Karnataka  
₹1.04 L 1st Year Fees  
BE/B.Tech  
Apply Now

Nitte University - [NITTE]  
Bangalore, Karnataka  
₹1 L 1st Year Fees  
BE/B.Tech  
Apply Now

President School of Bangalore, Ka  
₹2.10 L 1st  
BE/B.Tech  
Apply Now

# FEATURED ON LISTING PAGE

List of BE/B.Tech Colleges in Karnataka Based on 2024 Ranking









All Filter
Sub Stream
State
Stream
City
Course
Program Type
Type Of College
Entrance/Exam Accepted
Avg Fee Per Year

Engineering
BE/B.Tech
Karnataka
Clear All

Found 282 Colleges

Sort By  Popularity  Rating  Highest Fees  Lowest Fees

CD Rank	Colleges	Course Fee	Placement	User Reviews	Ranking
#1	 <b>National Institute of Technology - [NITK], Surathkal</b> Surathkal, Karnataka   AICTE Approved B.Tech Artificial Intelligence JEE-Main 2023 Cutoff : 3430	₹ 1,57,280 BE/B.Tech - 1st Year Fees	₹ 18,26,000 Average Package ₹ 54,75,000 Highest Package 93% Placement	8.4 / 10 Based on 447 User Reviews Best in Placements	#15 <sup>th</sup> /30 in India INDIA TODAY 2020
#2	 <b>Manipal Institute of Technology - [MIT], Manipal</b> Manipal, Karnataka   AICTE, NBA Approved	₹ 19,58,000 BE/B.Tech - total fees	₹ 12,59,000 Average Package ₹ 54,75,000 Highest Package	8.6 / 10 Based on 392 User Reviews Best in Infrastructure	#4 <sup>th</sup> /246 in India INDIA TODAY 2023
	 <b>Nitte Meenakshi Institute of Technology - [NMIT], Bangalore</b> Bangalore, Karnataka   AICTE, UGC, NBA Approved BE Artificial Intelligence & Machine Learning COMEDK-UGET 2023 Cutoff : 10128	₹ 7,00,000 BE/B.Tech - 1st Year Fees	₹ 6,00,000 Average Package ₹ 44,00,000 Highest Package	7.8 / 10 Based on 252 User Reviews Best in Academics	#34 <sup>th</sup> /246 in India INDIA TODAY 2023

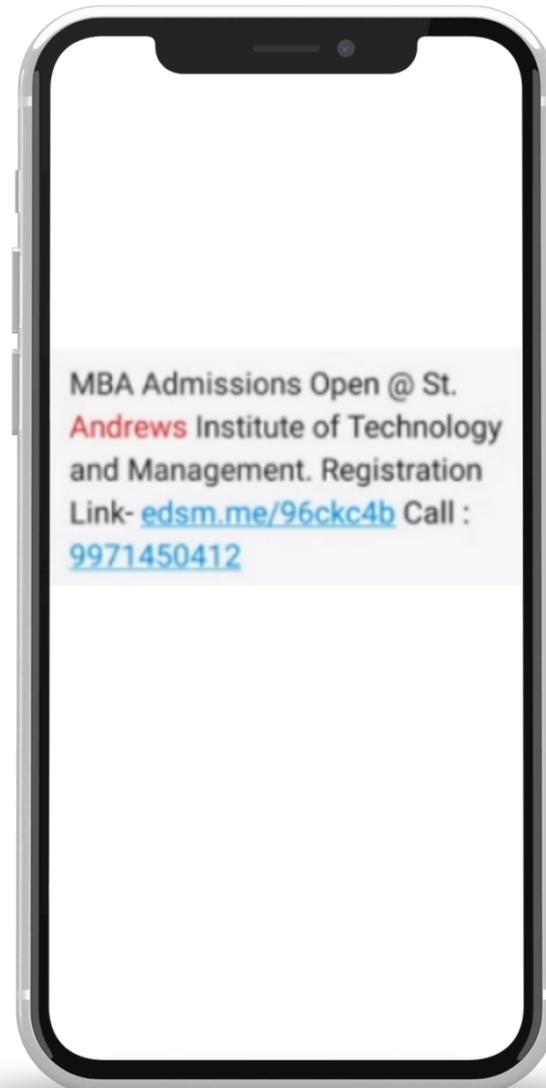
## FEATURED LISTING

Featured tag **improves the positioning** and **highlights key aspects of the college** to a larger audience

# ADVERTISEMENT THROUGH MOBILE MEDIA



## SMS



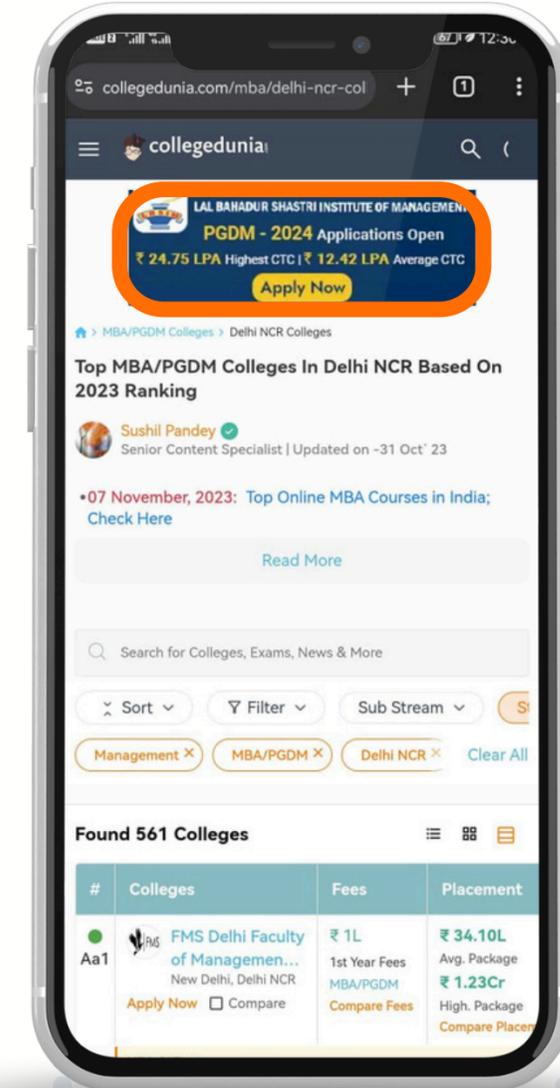
SMS with high CTR

## EMAIL



Creative and tested ways to reach your audience

## MOBILE BANNERS



Major Traffic uses handheld devices

**THANK  
YOU**