

## Revolutionizing Bengali Medium Education with Target89 and EdzLMS



Incubated by  
IIT-Kharagpur

### Client Overview

Target89 is a pioneering e-learning platform designed for students of the West Bengal Board from classes VI to X. Focused on democratizing education, particularly for Bengali medium students, Target89 provides online tuition, examinations, and comprehensive resources to bridge the gap between urban and rural learners. Target89 has become a beacon for modernizing regional education by delivering culturally relevant and accessible content.

The platform's mission is twofold: to empower Bengali medium students with quality education and to build a thriving business in the rapidly growing digital education market. In doing so, Target89 leverages cutting-edge technology and innovative strategies to address the challenges unique to regional education.

## Challenges Faced by Target89

### 1 **Reaching a Regional Audience:**

The platform required complete localization to make content intuitive and relatable for Bengali medium students and their families.

### 2 **Encouraging Registrations and Engagement:**

Attracting students to register on the platform was a challenge, as many users were unfamiliar with digital learning solutions.

### 3 **Showcasing and Organizing Offerings:**

Target89 needed a user-friendly design to highlight current offers and segregate its offerings effectively, especially on its “Buy Course” page.

### 4 **Accessible and Seamless Purchases:**

The platform had to simplify course purchases and ensure students could gain immediate access to content via desktop or mobile applications.

### 5 **Scalability and Localization for Growth:**

As demand surged, the platform needed scalable infrastructure and features tailored to the linguistic and cultural context of Bengali medium education.

## Goals of Target89

**Drive Registrations:** Simplify the sign-up process and attract more users to the platform.

**Deliver Localization:** Provide a fully localized experience in the Bengali language for learners and parents.

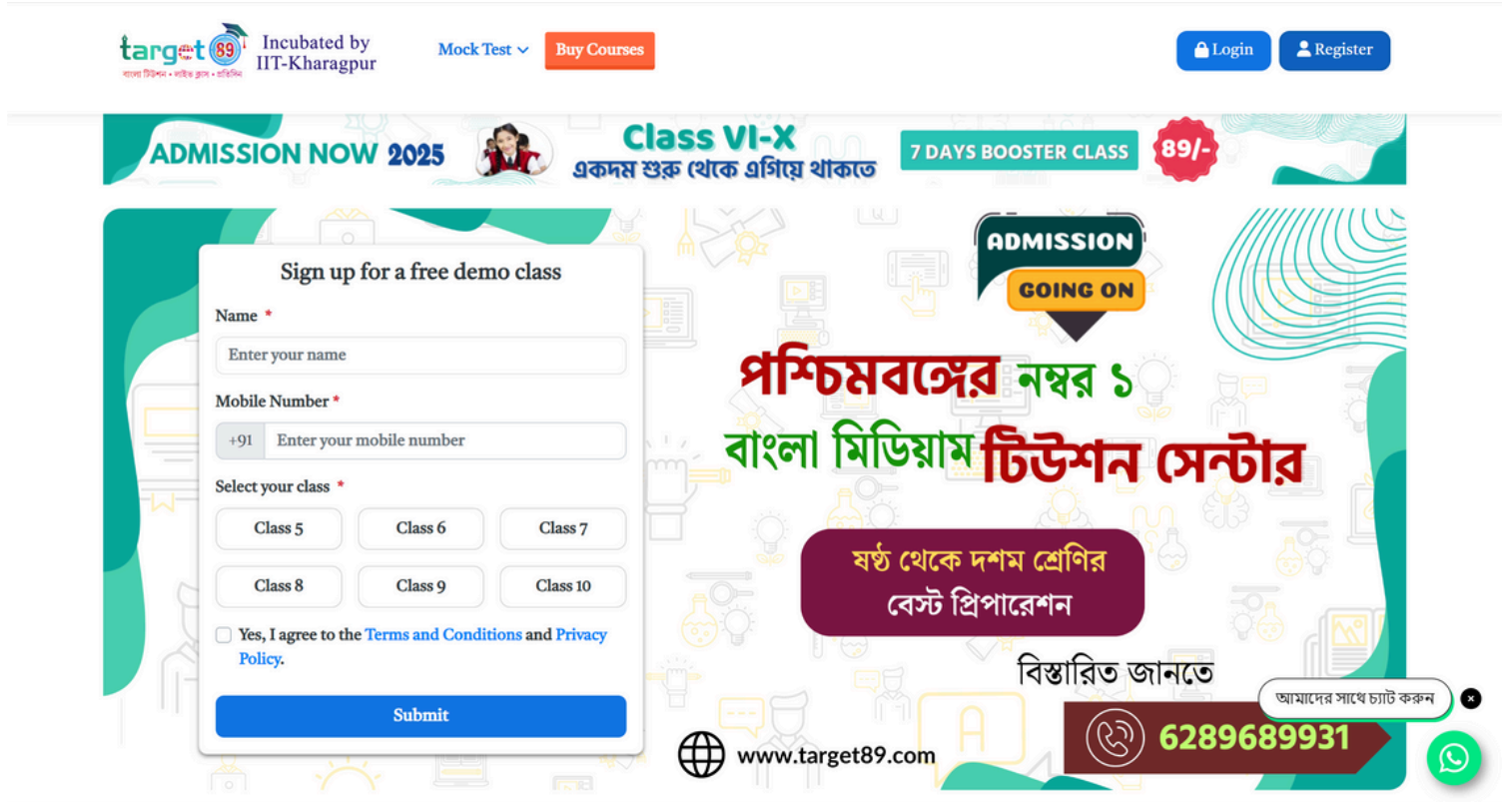
**Promote Offerings Effectively:** Highlight key courses, offers, and benefits prominently on the platform.

**Streamline Purchases:** Enable seamless transactions and instant access to course material via web and mobile.

**Build Scalability:** Expand platform capacity to cater to the growing student base without sacrificing performance.



## How EdzLMS Helped Target89



The screenshot displays the Target89 website landing page. At the top left, the Target89 logo is accompanied by the text 'Incubated by IIT-Kharagpur'. Navigation links for 'Mock Test' and 'Buy Courses' are visible. On the right, there are 'Login' and 'Register' buttons. The main banner features the text 'ADMISSION NOW 2025' and 'Class VI-X একদম শুরু থেকে এগিয়ে থাকতে 7 DAYS BOOSTER CLASS 89/-'. A prominent registration form is overlaid on the left side, titled 'Sign up for a free demo class'. The form includes fields for 'Name', 'Mobile Number', and 'Select your class' (with options for Class 5, 6, 7, 8, 9, and 10). A 'Submit' button is at the bottom of the form. To the right of the form, there is a large red and white banner with Bengali text: 'পশ্চিমবঙ্গের নম্বর ১ বাংলা মিডিয়াম টিউশন সেন্টার'. Below this, a purple box contains the text 'ষষ্ঠ থেকে দশম শ্রেণির বেস্ট প্রিপারেশন'. At the bottom right, there is a contact number '6289689931' and a WhatsApp icon. The website URL 'www.target89.com' is also visible.

## Optimized Registration Process

EdzLMS revamped Target89's registration flow by placing the registration form at the top of the landing page. This strategic placement simplified the sign-up process, increasing registration rates by 40%. The form was made mobile-friendly to accommodate the platform's growing mobile-first audience.

## Fully Localized for Bengali Learners

To resonate with its audience, EdzLMS ensured complete localization of the platform, including navigation, course content, instructions, and notifications, all available in Bengali. This step made the platform intuitive for students and their families, breaking language barriers and fostering trust.

← Order Summary

Payment Summary  
₹3,150.00 [Buy now](#)

**দশম শ্রেণির**  
**অনলাইন প্রস্তুতি**

লাইভ ক্লাস  
ভিডিও রেকর্ডিং  
ক্লাস নোটস  
সেরা শিক্ষক

**2nd Summative**

CLASS -X -2nd SUMMATIVE

- ✓ ৭ টি বিষয়
- ✓ ইন্টার্যাক্টিভ লাইভ ক্লাস
- ✓ প্রতি ক্লাসে ডাউট সলভ
- ✓ অধ্যয় শেষে পরীক্ষা
- ✓ পরীক্ষার পূর্বে সাজেশান
- ✓ অধ্যয় ভিত্তিক রেকর্ডেড ক্লাস
- ✓ সেরা ও বাছাই করা ক্লাস নোটস

আমাদের সাথে চ্যাট করুন

## Effective Highlighting of Offers

A dynamic top banner was introduced to showcase Target89's current offers and discounts prominently. This feature not only drew attention to promotions but also enhanced user engagement, as students could easily identify and act on deals.

HELPLINE : +91-6289689931 / 03228-459299

target89 Incubated by IIT-Kharagpur Mock Test Buy Courses Login Register

একদম শুরু থেকে এগিয়ে থাকতে **ADVANCE ENROLL 10%** Extra Scholarship [Click Here](#)

স্বপ্ন থেকে দশম শ্রেণি রেজিস্ট্রেশন করো আজই

Sign up for a free demo class

Name \*  
Enter your name

Mobile Number \*  
+91 Enter your mobile number

Select your class \*  
Class 5 Class 6 Class 7  
Class 8 Class 9 Class 10

Yes, I agree to the [Terms and Conditions](#) and [Privacy Policy](#).

Submit

**ADMISSION GOING ON**

পশ্চিমবঙ্গের নম্বর ১  
বাংলা মিডিয়াম টিউশন সেন্টার

ষষ্ঠ থেকে দশম শ্রেণির  
বেস্ট প্রিপারেশন

বিস্তারিত জানতে  
6289689931

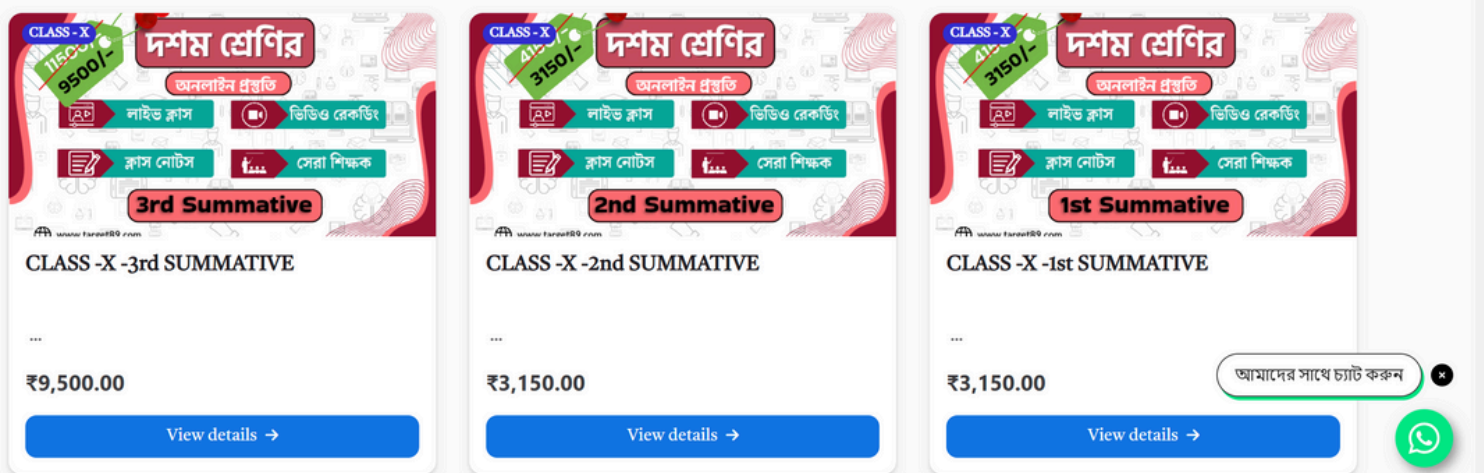
## Select a package

All Online Learning Online Mock Test

All Class VI Class VII Class VIII Class IX Class X Demo Class Marathon (5 Sets)

Long Distance (4 Sets) Final Race (3 Sets) Ulti Pro (2 Sets) Marathon (English) CLASS - VI CLASS - VII CLASS - VIII

CLASS - IX CLASS - X



The screenshot displays a 'Buy Course' page with three course cards for Class X Summative exams. Each card features a red and white design with Bengali text. The cards are for the 3rd, 2nd, and 1st Summative exams, each priced at ₹9,500.00, ₹3,150.00, and ₹3,150.00 respectively. Each card includes a 'View details' button and a WhatsApp chat icon. A floating chat bubble is visible on the right side of the page.

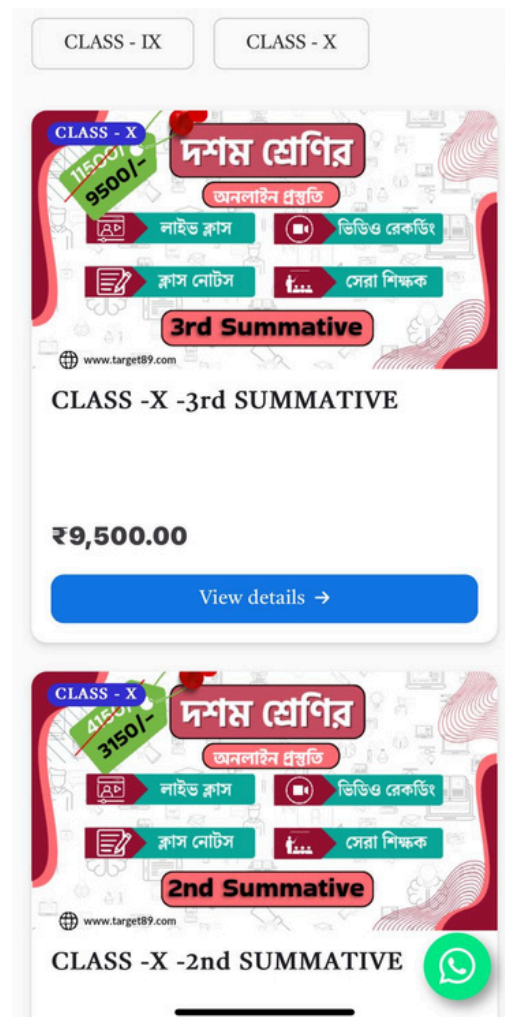
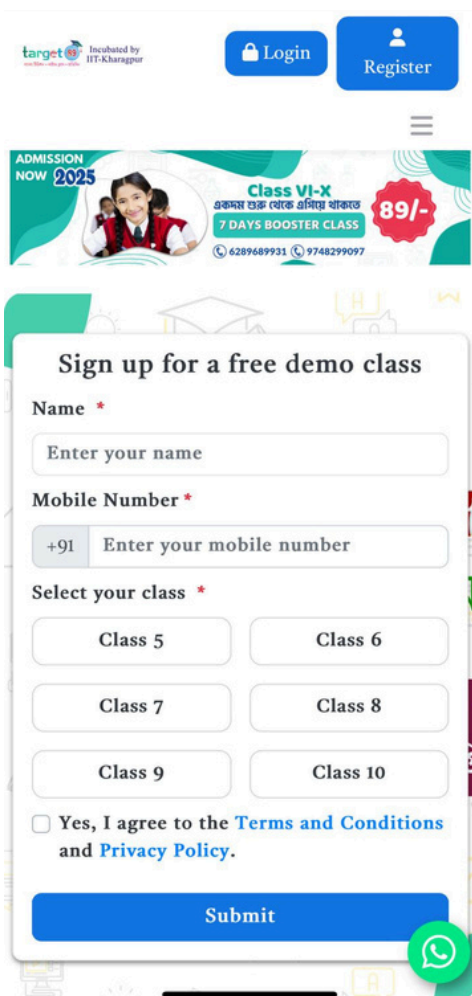
Course Name	Price
CLASS - X -3rd SUMMATIVE	₹9,500.00
CLASS - X -2nd SUMMATIVE	₹3,150.00
CLASS - X -1st SUMMATIVE	₹3,150.00

## Structured “Buy Course” Page

EdzLMS restructured the “Buy Course” page, categorizing offerings by subject, class, and pricing tiers. This organization allowed students and parents to quickly find and purchase courses relevant to their needs, simplifying decision-making.

## Seamless Mobile Purchases

EdzLMS integrated a robust mobile application for Target89, enabling users to browse, purchase courses, and gain immediate access to learning material. This feature was especially impactful for rural students, who relied heavily on mobile devices for education.







## Results and Outcomes

### **Boosted Registrations:**

The optimized registration process and localized interface resulted in a 50% increase in new sign-ups within six months.

### **Improved Accessibility:**

Localization and mobile-first design empowered Bengali medium students, even in rural areas, to access quality education easily.

### **Enhanced User Engagement:**

The dynamic top banner and gamified learning features led to a 30% increase in user activity and retention rates.

### **Streamlined Purchases:**

Simplified purchase processes and instant access to courses drove a 25% increase in course enrollment rates.

### **Efficient Exam Management:**

Advanced exam tools allowed Target89 to conduct assessments for over 15,000 students seamlessly, maintaining the integrity of the process.

### **Scalability for Growth:**

The cloud-based infrastructure supported a 60% growth in user base without any downtime or performance issues.

## Conclusion

Target89's partnership with EdzLMS marked a significant milestone in the modernization of Bengali medium education. By addressing the platform's unique challenges and delivering tailored solutions, EdzLMS empowered Target89 to bridge the gap between urban and rural education.

The success of Target89 highlights the transformative potential of combining technology with localized, culturally relevant education. Together, Target89 and EdzLMS are setting a benchmark for digital and blended learning in regional education, making quality learning accessible to all.



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