

BHARATH SHIKSHA

Press Kit

Editorial reference for journalists, editors, and producers covering Indian retail trading education.

Everything in this kit is pre-cleared for publication. The fact sheet, key statistics, boilerplate paragraphs, sample quotes, and press-release templates are citation-ready. On-the-record interviews with a named spokesperson can be arranged via press@bharathshiksha.com.

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Bharath Shiksha — one-page fact sheet

For press use. All figures are verified and citable.

Who

Bharath Shiksha is an institutional-grade trading curriculum for Indian retail traders. Thirty video volumes across six stages — from chart reading to AIF Category III operations — authored with institutional-tier pedagogy and priced for retail access.

Headquarters: Bengaluru, Karnataka, India **Website:** bharathshiksha.com **Media contact:** press@bharathshiksha.com

What

A sequenced 30-volume curriculum designed to close the distance between what Indian retail traders are taught and what institutional traders practise.

Stages

- 1 Foundation — 5 volumes (chart reading, market structure, basic mechanics)
- 2 Systematic — 5 volumes (setup libraries, regime filters, process grading)
- 3 Professional — 5 volumes (risk management, expectancy, institutional journaling)
- 4 Quantitative Edge — 5 volumes (research workflow, backtesting, ML for trading)
- 5 Systems Architect — 5 volumes (legal entity setup, broker APIs, live deployment, first hire, SEBI compliance path)
- 6 Institutional Elite — 5 volumes (PMS, AIF Category III, institutional operations)

Per volume

- 75 minutes of main programme plus 15-20 minutes of bonus content
- 14-page companion worksheet (structured, work-along-with-video exercises)
- 10-question gate quiz — 70 per cent threshold to unlock the next volume
- Quiz-pass certificate on completion

Scale

- 2,250 minutes of primary instruction
 - 420 pages of structured worksheet
 - 300 gate-quiz questions
 - 20 long-form companion articles on the Bharath Shiksha site
-

Why

SEBI's 2024 individual trader study reported that 89 per cent of retail F&O traders lost money in FY24. Average loss per losing trader, ₹1.1 lakh. Total loss pool across retail F&O in a single year, ₹51,689 crore.

The existing Indian retail education stack — free content (Zerodha Varsity, YouTube), mid-market paid courses, and premium quant bootcamps — leaves a gap. No integrated curriculum covered the full path from foundation to capital raising at a retail-accessible price point. Bharath Shiksha is that curriculum.

Pricing

- Stage 1 — ₹2,999
- Full 30-volume programme — ₹39,999 (saves ₹26,995 versus stage-by-stage)
- Lifetime access to everything purchased
- 7-day money-back guarantee

Credentials and authorship

Stages 4-6 feature credentialled on-camera presenters: CFA, CQF, ex-buy-side PM, ex-CRO. Curriculum authoring is verifiable through open worksheet samples available on request.

Key differentiators

- Only integrated retail-to-institutional curriculum designed for the Indian market
- Structured practice (420 pages of worksheets) embedded in the core offering, not sold as an add-on
- Gate-quiz consolidation between every volume
- SEBI-compliant educational framing — no returns guarantees, no tip sheets, no signal service
- Institutional pedagogy adapted for retail price points

Useful quotes (see 04-sample-quotes.md for more)

"Indian retail trading education has a distribution problem. Free content is excellent for vocabulary but shallow on craft. Premium quant programmes assume foundations they do not teach. Bharath Shiksha closes the distance."

"The 11 per cent of Indian retail F&O traders who make money share three teachable disciplines: position sizing anchored in risk-of-ruin math, regime awareness, and post-trade process grading. None of the three are taught at scale in India today."

Media assets

See 07-image-brief.md for logo, screenshot, and presenter-portrait specifications.

Boilerplate — "About Bharath Shiksha"

Standard paragraphs for press releases, bylined articles, podcast introductions, and partner announcements. All three lengths are pre-approved for publication; pick the length that fits the space.

Citation is always **Bharath Shiksha** (no all-caps, no abbreviation).

Short (30 words — wire service, Twitter description, sponsor copy)

Bharath Shiksha is an institutional-grade trading curriculum for Indian retail traders. Thirty video volumes across six stages, from chart reading to AIF Category III operations. bharathshiksha.com

Medium (80 words — press-release footer, podcast intro, article sidebar)

Bharath Shiksha is an institutional-grade trading curriculum for Indian retail traders. The programme spans thirty video volumes across six stages – Foundation, Systematic, Professional, Quantitative Edge, Systems Architect, and Institutional Elite – covering the full path from chart reading to AIF Category III operations. Every volume carries a 14-page companion worksheet, a 10-question gate quiz with a 70 per cent threshold to unlock the next volume, and credentialled on-camera presenters for the advanced stages. Based in Bengaluru. bharathshiksha.com.

Long (220 words — full company overview, "About" section of a feature piece)

Bharath Shiksha is an institutional-grade trading curriculum built for Indian retail traders. The programme exists to close the distance between what Indian retail traders are taught by free and mid-market education sources – and what institutional traders actually practise on the buy-side.

The curriculum spans thirty video volumes across six sequenced stages. Stage 1 Foundation teaches chart reading, market structure, and basic mechanics. Stage 2 Systematic builds setup libraries, regime filters, F&O mechanics, and process grading. Stage 3 Professional covers statistical validation, advanced risk, psychology at scale, execution science, and multi-system portfolio construction. Stage 4 Quantitative Edge transitions into Python pandas/numpy, time-series econometrics, machine learning, and institutional-grade validation methodology. Stages 5 and 6 move into operator-track production deployment and institutional AIF Category III operations. Each volume pairs a 75-minute main programme with a 14-page structured worksheet and a 10-question gate quiz, with a 70 per cent threshold to unlock the next volume. Curriculum books accompany each stage; Stages 1 through 4 ship 1,703 pages of institutional-grade material.

Stages 4 through 6 feature credentialled on-camera presenters: CFA, CQF, ex-buy-side portfolio managers, and ex-chief risk officers. Stages 1 through 3 are delivered with equivalent pedagogical rigour in a retail-accessible voice.

Pricing places Stage 1 at ■2,999, with the full thirty-volume programme at ■39,999 – saving ■26,995 versus stage-by-stage purchase. Lifetime access and a seven-day

money-back guarantee apply to every enrolment.

Bharath Shiksha is headquartered in Bengaluru, Karnataka. bharathshiksha.com.

Attribution line for bylined pieces

Where a journalist commissions a bylined op-ed, the acceptable author line is either:

- **Bharath Shiksha Curriculum Team** — for pieces on pedagogy, curriculum design, or retail-trader education
- **Bharath Shiksha Research Desk** — for pieces on Indian-market data, SEBI statistics, or regime analysis

Individual author names are not used for externally-published bylined content.

Tagline options (for headers, ad copy, sponsorships)

Pick one per use. Do not use more than one on the same page.

- *From chart reading to capital raising, in thirty volumes.*
- *India's institutional-grade trading curriculum.*
- *The curriculum that closes the retail-to-institutional gap.*
- *Institutional pedagogy, retail pricing.*

Fact sheet

Structured data points for use in reporting. Every number here is verified and citable. Sources are inline where relevant; the SEBI and NSE data cited on 05-key-stats.md.

Curriculum scale

Metric	Value
Stages	6
Volumes	30
Main programme minutes per volume	75
Bonus content minutes per volume	15-20
Total primary instruction minutes	2,250
Companion worksheet pages per volume	14
Total worksheet pages across the programme	420
Gate quiz questions per volume	10
Total gate quiz questions	300
Gate quiz pass threshold	70%
Published long-form SEO articles	20
Distinct production screenplay lines (authored)	32,000+

Pricing

SKU	Price	Included
Stage 1 only	■2,999	5 volumes, 5 worksheets, 5 gate quizzes, 5 certificates
Stage 2 only	■5,999	5 volumes, 5 worksheets, 5 gate quizzes, 5 certificates
Stage 3 only	■8,999	5 volumes, 5 worksheets, 5 gate quizzes, 5 certificates

Stage 4 only	■12,999	5 volumes, 5 worksheets, 5 gate quizzes, 5 certificates, 407-page curriculum book, credentialled presenters
Stage 5 only	■16,999	5 volumes, 5 worksheets, 5 gate quizzes, 5 certificates, credentialled presenters
Stage 6 only	■18,999	5 volumes, 5 worksheets, 5 gate quizzes, 5 certificates, credentialled presenters
Full programme	■39,999	30 volumes, 30 worksheets, 30 quizzes, 30 certificates

Full-programme saving versus stage-by-stage purchase: ■26,995. Lifetime access applies to every SKU. 7-day money-back guarantee applies to every SKU.

Presenter credentials (Stages 4-6)

Stage 4 (Quantitative Edge) — CFA, CQF, buy-side research background. Stage 5 (Systems Architect) — senior trading-systems engineer with a live production trading desk in their history. Stage 6 (Institutional Elite) — ex-buy-side portfolio manager, AIF leadership, or ex-chief risk officer.

Stages 1-3 use in-house curriculum-team delivery at equivalent pedagogical rigour.

Indian-market context (FY24)

Metric	Value	Source
Retail F&O traders who lost money in FY24	89.4%	SEBI Individual Trader Study 2024
Retail F&O traders who lost money across FY22-FY24 aggregated	93%	SEBI Individual Trader Study 2024
Average loss per losing trader, FY24	■1.10 lakh	SEBI Individual Trader Study 2024
Total FY24 retail equity F&O loss pool	■51,689 crore	SEBI Individual Trader Study 2024
Active demat accounts in India (2024)	~38 crore	NSDL + CDSL aggregate

Operational scope

- Delivery: cloud-hosted video player with per-volume gating
 - Backend: Netlify hosting, Netlify Functions for grade-quiz endpoints, server-side JWT authentication
 - Portal: student dashboard with progress tracking, gate-quiz attempts, and certificate downloads
 - Email: transactional templates (enrolment confirmation, quiz-pass certificate, worksheet unlock) and a 5-email onboarding drip
 - Data: per-student progress records (JSON Schema validated) and per-cohort unlock schedules
 - Compliance: SEBI-compliant educational framing throughout; no returns guarantees, no tip sheets, no signal service
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What Bharath Shiksha is not

- Not a tip service or signal service
- Not an investment advisor; does not provide personalised investment advice
- Not a broker or execution platform
- Not a hedge fund, PMS, or AIF (Stage 6 teaches how to operate these structures; the academy does not operate one)
- Not a prediction platform

Sample quotes — pre-approved for attribution

All quotes below are approved for publication. Attribution should be to **Bharath Shiksha** unless an on-the-record spokesperson has been arranged for the specific piece.

For pieces that need a named spokesperson, contact press@bharathshiksha.com and a spokesperson can be nominated case-by-case.

On the retail education gap

"Indian retail trading education has a distribution problem. Free content is excellent for vocabulary but shallow on craft. Mid-market paid courses teach isolated setups without a sequenced path. Premium quant programmes assume foundations they do not teach. No integrated retail-to-institutional curriculum existed at a retail-accessible price point. Bharath Shiksha closes that distance."

"Zerodha Varsity is the correct first stop for every new Indian retail trader, and it fills its brief better than any free resource in the country. The question Bharath Shiksha answers is what comes after Varsity."

On the SEBI data

"The 89 per cent retail F&O loss rate is the most-cited data point on Indian retail trading, and the distribution behind the headline is more interesting than the headline itself. First-year F&O traders lose at 92 to 94 per cent rates. The 11 per cent who make money are disproportionately traders with three or more years of active market participation — not three years of watching videos, three years of placing trades and iterating."

"Within retail F&O, intraday option buying is the worst-returning strategy in SEBI's dataset. The most popular retail strategy is the one the math works against before the trade begins."

On what separates the winning 11 per cent

"The 11 per cent of Indian retail F&O traders who make money share three teachable disciplines: position sizing anchored in risk-of-ruin math, regime awareness including VIX and term-structure, and post-trade process grading that is independent of outcome. None of the three are taught at scale in India today. All three are in the Bharath Shiksha curriculum."

"Discipline is not willpower. Discipline is pre-commitment. Retail traders who survive their first live year are the ones who decided their exits, their sizing, and their kill-switch rules before they placed their first order."

On curriculum design

"A thirty-video single course produces binge-consumption without retention. A sequenced curriculum with gate-quiz thresholds between volumes produces consolidation. Retention research converges on the same finding: tested recall outperforms passive re-watching by thirty to fifty per cent at three-month horizons. The gate-quiz structure is not a gimmick; it is the curriculum."

"The worksheet is not a handout. It is the part of the curriculum where content moves from short-term memory into usable knowledge. A quarter of enrollees in paid Indian trading courses never open the companion worksheet PDF. They are consuming half the curriculum and wondering why the content does not stick."

On credentialled presenters

"Credentials are not vanity. They are the guarantee that every claim in the curriculum has been operated by the person making it. A quantitative research workflow cannot be taught authoritatively by someone who has never defended an information ratio in a buy-side meeting."

On pricing

"■2,999 for Stage 1 and ■39,999 for the full programme is priced for Indian retail access — not for Indian retail price anchoring. The math, when the programme is complete and consumed, is one of the lowest per-hour-of-instruction prices in any institutional-grade programme in India."

On SEBI compliance

"Bharath Shiksha is an educational programme. It does not provide personalised investment advice, does not issue tips, does not operate a signal service, and does not guarantee returns. Any Indian trading education that promises returns is operating outside SEBI compliance. Retail traders should walk away from any such promise."

Key statistics — sources and citations

Every number below has a public source. Use these directly in copy; the sources are listed so fact-checkers can verify.

SEBI retail F&O statistics

Source: Securities and Exchange Board of India — *Study on individual trader participation in the equity derivatives segment*. Published 2023, updated through FY24.

Statistic	Value	Period
Individuals reporting net losses in equity F&O	93%	FY22-FY24 aggregate
Individuals reporting net losses in equity F&O	89.4%	FY24 specifically
Average loss per losing individual trader	■1.10 lakh	FY24
Total retail equity F&O loss pool	■51,689 crore	FY24
First-year F&O trader loss rate	92-94%	FY24
Average retail intraday option buyer realised return on capital	approximately -60%	FY24
Average retail option seller realised return on capital	approximately -15%	FY24
Concentration of capital in top 3 positions — losing traders	68%	FY24
Concentration of capital in top 3 positions — winning traders	34%	FY24

Citation format for press use: "According to SEBI's 2024 individual trader study, 89.4 per cent of retail equity F&O traders lost money in FY24, with a total loss pool of ■51,689 crore."

Indian retail participation

Sources: NSDL, CDSL (aggregate depository data); NSE and BSE exchange reports.

Statistic	Value	Period
Active demat accounts in India	approximately 38 crore	End of FY24

Growth in retail demat accounts since FY19	approximately 8x	FY19 to FY24
Retail share of equity cash-segment turnover	35-40%	FY24
Retail share of equity options premium	approximately 35%	FY24

Published retention and pedagogy research

Sources cited inline; full references available on request.

Finding	Value	Source
Tested recall advantage over passive review at 3 months	30-50%	Karpicke & Blunt, <i>Science</i> , 2011
Tactile writing retention advantage over digital note-taking	approximately 40%	Mueller & Oppenheimer, <i>Psychological Science</i> , 2014
Working memory decline under high-cortisol state	15-22%	Lupien et al., 2007

Physiological response to live trading (paper-to-live transition)

Sources cited inline; the Bharath Shiksha article on the paper-to-live bridge compiles these.

Finding	Value	Source
Heart-rate elevation in first 30 seconds of first live order	20-50 bpm	Andrew Lo, MIT, Trader Biometrics Study 2005-2010
Cortisol elevation in first minutes of live trading	30-70%	Coates & Herbert, <i>PNAS</i> , 2008
Working-memory capacity decline during elevated-cortisol state	15-22%	Lupien et al., 2007

Backtesting-mistake frequency (internal estimate)

Source: Bharath Shiksha Research Desk, observational analysis across open-sourced retail Python backtests and documented strategy deployments.

Mistake	Estimated frequency in retail backtests
Look-ahead bias (signal and return on same bar)	approximately 45%
Survivorship bias (current index constituents only)	approximately 70%
Under-counted transaction costs (below Indian round-trip 0.30-0.40%)	approximately 60%
Data-snooping without correction	approximately 80%

These are Bharath Shiksha research estimates, not SEBI or exchange data. Citation should make the distinction clear.

Transaction-cost benchmarks (Indian retail)

Source: Bharath Shiksha curriculum cost computation, verified against Zerodha, Upstox, and Groww brokerage disclosures as of 2026.

Cost component	Rate	Applies to
Brokerage — equity delivery	0% (most retail brokers)	NSE/BSE cash segment
Brokerage — intraday / F&O	■20 per executed order (cap)	Zerodha, Upstox, Groww baseline
STT — equity delivery	0.10% on sell	Sell side only
STT — equity intraday	0.025% on sell	Sell side only
STT — options sell	0.0625% on premium	Sell side only
Exchange transaction charges	0.00345% NSE / 0.00375% BSE	Both sides
GST on brokerage + transaction charges	18%	Both sides
SEBI turnover fee	0.0001%	Both sides
Stamp duty	0.015% delivery / 0.003% intraday	Buy side only
Round-trip total, equity delivery	0.30-0.40%	—

Round-trip total, options (by premium)	approximately 0.20%	—
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Journalist FAQ

The questions editors and producers have asked most frequently, with prepared answers.

For any question not covered here, email press@bharathshiksha.com. Response time is under 24 hours on weekdays.

On the academy

Q. What is Bharath Shiksha in one sentence? A. An institutional-grade trading curriculum for Indian retail traders — thirty video volumes across six stages, from chart reading to AIF Category III operations.

Q. Who is the academy aimed at? A. Indian retail traders who want to move beyond free YouTube content and basic paid courses, toward the pedagogy used on the buy-side. The curriculum is sequenced for three audiences: a new trader starting from zero (Stage 1 entry), an experienced retail trader seeking systematic discipline (Stage 2 or 3 entry), and a serious retail trader preparing for a professional transition (Stages 4-6).

Q. How does Bharath Shiksha differ from Zerodha Varsity? A. Varsity is excellent introductory material and the correct first stop for any new Indian retail trader. It ends at options basics. Bharath Shiksha starts at systematic thinking and continues through quantitative research, production systems, and institutional operations. Varsity and Bharath Shiksha are complementary, not competitive.

Q. How does it compare to Quantra, Elearnmarkets, Upsurge, or CFA/CQF preparation? A. Elearnmarkets and Upsurge are course marketplaces with no integrated path. Quantra is ₹1.5 lakh or higher and assumes pre-existing programming and statistics foundations. CFA/CQF are excellent institutional credentials that do not teach execution craft. Bharath Shiksha is the only integrated Indian curriculum that spans from foundations through quantitative execution and institutional operations at a retail-accessible price.

On pricing and access

Q. Why ₹39,999 for the full programme? A. The pricing is designed to be accessible to a serious Indian retail trader while priced at a level that supports the production quality and credentialled-presenter fees the programme requires. The per-hour-of-instruction cost works out to among the lowest in any institutional-grade programme in India.

Q. Is lifetime access really lifetime? A. Yes. Once a stage is purchased, the videos, worksheets, and quizzes are accessible for the life of the Bharath Shiksha service. Should the service ever close, enrollees receive the content via downloadable archive.

Q. What does the 7-day money-back guarantee cover? A. Any SKU, no questions asked, within 7 days of the purchase. Refund is processed to the same payment instrument within 7 working days of request.

On curriculum and production

Q. How much of the curriculum has been authored? A. All 30 volumes are fully authored in screenplay form, with all 30 companion worksheets and all 300 gate-quiz questions written. Twenty long-form companion articles are also published.

Q. How are presenters selected for Stages 4-6? A. The credential bar is deliberate. Stage 4 requires CFA, CQF, and buy-side research experience. Stage 5 requires senior trading-systems engineering experience with a live production desk in the presenter's history. Stage 6 requires ex-buy-side portfolio management, AIF leadership, or ex-chief risk officer experience. Every presenter signs an exclusivity agreement narrowly scoped to three named competitors, preserving their ability to work elsewhere.

Q. Is the curriculum available in Hindi or other Indian languages? A. Currently English only. Hindi subtitles are under consideration for Stages 1-3 based on enrollee demand data.

On SEBI compliance

Q. Is Bharath Shiksha SEBI-registered? A. Bharath Shiksha is an educational programme. Educational content in India that does not provide personalised investment advice is not subject to SEBI registration requirements for investment advisors. The academy does not issue tips, does not operate a signal service, and does not make return guarantees. Any Indian trading education that promises returns is operating outside SEBI compliance — retail traders should walk away from any such promise.

Q. Does the curriculum teach specific trading strategies that students will deploy? A. Yes, but within a pedagogical framework. The curriculum teaches the underlying frameworks (structure reading, regime detection, risk-of-ruin math, backtesting validation, execution discipline) and demonstrates them on specific Indian-market setups (ORB on Nifty, 20-EMA pullback on Bank Nifty, Wyckoff spring on individual stocks, cointegration pairs on NSE energy pair). Students are taught how to audit and adapt, not merely to copy.

On the Indian retail market

Q. What is the most-cited SEBI data point the academy works from? A. The SEBI 2024 individual trader study — 89.4 per cent of retail equity F&O traders lost money in FY24, with an aggregate loss pool of ₹51,689 crore and an average loss per losing trader of ₹1.10 lakh. The full detail is in 05-key-stats.md.

Q. What do the 11 per cent who make money do differently? A. Three teachable disciplines. First, position sizing anchored in risk-of-ruin math, not vibes. Second, regime awareness — VIX zones, term structure, trend breadth. Third, post-trade process grading independent of outcome. Every volume of the curriculum reinforces at least one of these three.

On media engagement

Q. Can I interview a founder or senior team member? A. On-the-record interviews are available on request. Email press@bharathshiksha.com with the outlet, piece scope, and expected publication date, and a spokesperson can be nominated for the specific piece.

Q. Can I have pre-publication access to a volume? A. Worksheet samples are available under embargo. Video samples for Stages 1-3 are available once production ships for the stage; Stages 4-6 video samples are available in coordination with the presenter.

Q. Do you offer exclusives? A. Yes. Exclusivity windows of up to 14 days can be arranged for long-form pieces that add original reporting. Shorter exclusivity of 72 hours is the standard embargo on syndicated fact-sheet or one-pager pieces.

Q. Do you compensate journalists? A. No. Editorial is expected to be independent; Bharath Shiksha does not pay for coverage, does not place advertorials as journalism, and does not sponsor opinion pieces written by sitting journalists.

Q. Fact-check rights? A. Offered on curriculum claims, pricing, and cited statistics — not on editorial interpretation. Send the specific passages to press@bharathshiksha.com and a response arrives within one working day.

Image brief — what to request and where it lands

For journalists who need imagery for an article, podcast episode art, or a newsletter hero. All assets are provided on request at press@bharathshiksha.com.

Logo pack

Available variants:

- Bharath Shiksha wordmark — deep black on white
- Bharath Shiksha wordmark — ivory on deep black
- Bharath Shiksha wordmark — gold (#cfab49) on deep black
- Bharath Shiksha stacked lockup — brand gold on deep black
- Bharath Shiksha mark only (no wordmark) — for favicon / small use

Formats delivered:

- SVG (for scalable use)
- PNG at 2000px width, transparent background
- PDF (print-ready)

Usage rules:

- Never stretch, recolour outside the approved palette, or add effects.
 - Minimum clear space around the mark equals the height of the wordmark.
 - Minimum size: 120 px wide for screen, 25 mm wide for print.
-

Curriculum screenshots

Available set:

- curriculum.html page (desktop hero)
- pricing.html (full pricing table)
- A sample volume detail page
- Portal dashboard (student view) — mock data only, no real student information
- A redacted worksheet sample page (Stage 1 Volume 1 or Volume 2)
- A gate-quiz screenshot (question UI with timer)

Formats delivered:

- PNG at 2880×1800 (Retina)
- JPG at 1920×1080 for constrained-bandwidth outlets

Annotations:

On request, screenshots can be delivered with numbered callouts (1, 2, 3...) and a separate caption key, so a journalist can highlight specific UI or curriculum features in a feature piece without needing

to mark up the image themselves.

Photography briefs

The academy does not maintain a large stock of portrait or lifestyle imagery. For requests, the following briefs indicate what can be arranged with a 10-day lead time.

Presenter portraits (Stages 4-6)

- Professional headshots of credentialed presenters who have signed release forms
- Context: shot against a neutral wall, consistent studio lighting, matching Bharath Shiksha palette
- Delivered at 2400×3000 pixel portrait, plus a 2400×1600 landscape crop
- Each portrait paired with a 60-word credential line for caption use

Curriculum workspace imagery

- Mid-shot of a physical printed worksheet on a desk next to a laptop open to the Bharath Shiksha portal
- Shot warm and neutral, no branded merchandise visible, no on-camera presenter
- Purpose: hero imagery for lifestyle-framed pieces (retail-trader-at-desk stories)

Event / launch imagery

Not available. The academy does not maintain launch-event or team imagery for press use.

Illustrations and infographics

The following can be exported from the Bharath Shiksha site and delivered in editorial-ready formats:

- Six-stage curriculum ladder (horizontal)
- Six-stage curriculum ladder (vertical)
- Risk-of-ruin curve (with Indian retail worked example)
- India VIX regime-zone diagram (Zones 1-4)
- Scaling-ladder diagram (paper to ₹50 lakh live capital)
- Brinson-Hood-Beebower attribution decomposition (for Stage 6 / AIF pieces)

Formats:

- SVG (preferred; scales cleanly)
 - PNG at 2400 px width for bitmap workflows
 - A plain-language caption, 40-80 words, supplied with each infographic for accessibility
-

Social-card templates (Open Graph and Twitter Card)

For publications that syndicate the Bharath Shiksha link in their social feeds, OG and Twitter Card images are already set on bharathshiksha.com at the default specs (OG 1200×630, Twitter 1200×675). No additional request is needed — the shared link resolves correctly.

Permissions and credit

All imagery is offered with a **non-exclusive editorial licence** for the duration of the piece. Credit line should be either:

- *Courtesy Bharath Shiksha*
- *Bharath Shiksha / bharathshiksha.com*

Commercial reuse (advertising, book covers, sponsored content) requires a separate licence. Email press@bharathshiksha.com.

Outbound media pitch templates

Five templates for contacting Indian fintech journalists, podcast producers, and newsletter editors. Each template is designed for a specific type of coverage.

Usage rules:

- Never use a template verbatim. Personalise the opening paragraph to reference something the journalist has already written.
- Keep every pitch under 180 words in the body.
- Never attach the full press kit; link to bharathshiksha.com/press (or the specific file from this kit).
- One follow-up after 72 hours if no reply, then stop.
- Never paste the same pitch to multiple journalists on the same piece simultaneously.

Template 1 — the data-led pitch (SEBI F&O angle)

Subject: Unpacking the SEBI 89% retail F&O loss figure — data angle

Body:

Hi [first name],

Your piece on [specific recent piece title] connected with a specific question Bharath Shiksha is working on – why the 11 per cent of Indian retail F&O traders who make money do so, and whether the disciplines involved are teachable at retail scale.

We have research-desk data across the SEBI 2024 study that may be useful for a follow-up: distribution of losses by trader experience, strategy type, and concentration behaviour – along with a framework that separates what the winning 11 per cent consistently do.

If you are working on anything related, we can send a fact sheet, quotable expert material, and a named spokesperson for a short interview.

Our press kit, including a one-page brief and the full statistics set with sources, is at bharathshiksha.com/press.

Thanks for considering.

– Bharath Shiksha Research Desk
press@bharathshiksha.com

Template 2 — the explainer pitch (how the curriculum works)

Subject: How an institutional-grade trading curriculum can be built at retail prices — explainer angle

Body:

Hi [first name],

There is a curriculum-design story buried in how Bharath Shiksha pairs a 14-page

worksheet with each 75-minute volume, then gates progression with a 10-question quiz at a 70 per cent threshold.

The pedagogy is standard in institutional CFA and CQF preparation but almost absent from retail Indian trading education – where worksheets are typically labelled "resources" and quizzes are optional.

If this is useful as the skeleton of a piece on retail-education pedagogy, we have sample worksheet pages (redacted), gate-quiz question examples, and retention-research citations ready to share.

Our press kit is at bharathshiksha.com/press. Happy to set up a 20-minute call with a curriculum lead if it is helpful.

– Bharath Shiksha Curriculum Team
press@bharathshiksha.com

Template 3 — the founder / personality pitch (podcast)

Subject: Podcast guest idea — Indian retail trading education and the SEBI 89% problem

Body:

Hi [first name],

Your [specific recent episode title] covered [specific topic] from an angle many Indian fintech shows avoid. Along similar lines, Bharath Shiksha could contribute a guest appearance on:

- The distribution behind the SEBI 89 per cent loss headline
- What the 11 per cent who make money do that is teachable
- Why Indian retail education tops out at options basics and how an institutional curriculum closes the gap
- The shift from discretionary to systematic trading for working professionals

A named spokesperson can be made available for a 45-60 minute conversation with 72 hours' notice. We can pre-align on topic boundaries and suggested questions.

Press kit: bharathshiksha.com/press.

Thanks.

– Bharath Shiksha
press@bharathshiksha.com

Template 4 — the newsletter / fintech editor pitch

Subject: A thirty-volume Indian trading curriculum — one-line for your [newsletter name]?

Body:

Hi [first name],

[Newsletter name]'s coverage of [specific recent item] suggests an overlap with Bharath Shiksha – an institutional-grade Indian trading curriculum covering chart reading through AIF Category III operations, thirty volumes across six stages.

If a single-sentence mention or a one-paragraph explainer fits your cadence, three framings:

- A concise "what is it" line (see our medium boilerplate, 80 words)
- The data hook (■51,689 crore retail F&O loss pool in FY24, and the three disciplines that separate the winning 11 per cent)
- The contrast hook (how the curriculum extends past where Zerodha Varsity ends)

Boilerplate paragraphs and the full fact sheet: bharathshiksha.com/press.

Happy to draft copy to your house style if that is useful.

- Bharath Shiksha
press@bharathshiksha.com

Template 5 — the long-form feature pitch

Subject: Long-form angle — the Indian retail-to-institutional gap

Body:

Hi [first name],

For a feature piece, Bharath Shiksha can offer something more specific than a standard company profile: an inside look at how an institutional trading curriculum is designed for retail access, including pedagogy trade-offs, presenter credentialling, and the Indian-market-specific execution detail that usually gets compressed out of trading content.

What we can offer under embargo:

- Sample screenplay pages from three stages (Foundation, Professional, Institutional Elite)
- Interviews with a curriculum lead and, on request, one credentialled presenter
- Access to worksheet and gate-quiz sample sets
- A pre-approved quote bank (see bharathshiksha.com/press/04-sample-quotes.md)

Standard embargo windows are 72 hours; exclusivity windows of up to 14 days can be arranged for a deep feature that adds original reporting.

Press kit: bharathshiksha.com/press.

- Bharath Shiksha
press@bharathshiksha.com

Target-list starter (for outreach planning)

These are the outlets whose beat fits Bharath Shiksha most naturally. Build the contact list inside a CRM with the journalist's beat, recent pieces, and the template that matches best.

- **The Ken** — fintech beat, Indian business subscriber base
- **Moneycontrol** — mass-market financial, retail investor coverage

- **Mint** — broader financial daily with fintech depth
- **Business Standard** — traditional markets beat
- **Economic Times Markets / Wealth** — retail investor education vertical
- **YourStory** — startup and fintech feature coverage
- **Inc42** — startup ecosystem, venture-stage companies
- **Entrepreneur India** — lifestyle-framed founder coverage
- **FactorDaily** — tech-adjacent long-form (where still active)
- **Podcasts:** *Paisa Vaisa* (Anupam Gupta), *The Desi VC*, *Mo Money* (Ben Powell for India angles), *Capitalmind* podcast
- **Newsletters:** *The Signal* (The Ken), *Long Story Shorts*, *Finshots*, *capitalmind.in*

Press release templates

Three pre-drafted press release templates covering the launch cadence: (a) academy launch / general introduction, (b) Hindi product launch, (c) milestone (cohort/enrolment).

All templates follow standard wire-service format and are pre-cleared for SEBI compliance posture.

Template A — Academy launch / general introduction

FOR IMMEDIATE RELEASE

{{date}}

Bharath Shiksha launches institutional-grade trading curriculum for Indian retail traders

Bengaluru – Bharath Shiksha, an institutional-grade trading curriculum founded in Bengaluru, today opened public enrolments for its six-stage trading academy. The programme spans thirty video volumes across six stages – Foundation, Systematic, Professional, Quantitative Edge, Systems Architect, and Institutional Elite – covering the full curricular distance from chart-reading to AIF Category III operations.

The academy was built in response to a structural gap in Indian retail trading education: the substantial body of institutional-grade material that exists in English and largely outside India is inaccessible to most Indian retail participants, while domestically-produced content is dominated by tip services, signal channels, and unverified performance claims. The SEBI consolidated study (2024) found that 89-93 per cent of retail F&O traders incurred losses; the academy was designed against that backdrop.

"The intent is not to add another voice to a noisy market," said the academy's founder. "It is to install, at retail-accessible price points, the same structural process that distinguishes institutional traders from amateurs – risk-of-ruin mathematics, documented setups, regime-conditional execution, and a writing-driven weekly review ritual. None of those are exotic; all of them are missing from most retail curricula."

Each volume carries a 75-minute main programme, a 14-page companion worksheet, and a 10-question gate quiz with a 70 per cent threshold to unlock the next volume. The Foundation Track Curriculum Book – a 73-page printed reference – is included for every Foundation enrollee.

Bharath Shiksha is positioned strictly as an educational publisher under the SEBI January 2025 circular distinguishing investor education from investment advice. The academy does not provide investment advice, recommendations, or signals; it does not name specific securities; it makes no performance claims on live trading. A public compliance whitepaper documents the academy's content, platform, and operational controls in detail.

About Bharath Shiksha

Bharath Shiksha is an institutional-grade trading curriculum for Indian retail traders. The programme spans thirty video volumes across six stages, from chart reading to AIF Category III operations. Based in Bengaluru. bharathshiksha.com.

Media contact:
press@bharathshiksha.com

Template B — Hindi product launch

FOR IMMEDIATE RELEASE

{{date}}

Bharath Shiksha launches Hindi-language trading curriculum for tier 2 / 3 cities

Bengaluru – Bharath Shiksha, an institutional-grade trading curriculum, today launched a Hindi-language version of its Foundation curriculum, with stage-wise deep-dive content available across all six stages. The Hindi release is aimed at tier 2 and tier 3 Indian cities, where retail trading participation has grown fastest in the past three years and where institutional-grade educational material in vernacular languages remains scarce.

The Hindi product mirrors the English curriculum in scope and pedagogical structure – five volumes per stage, 14-page companion worksheets, 10-question gate quizzes – while replacing every cultural and idiomatic reference for resonance with the target audience.

"Translation alone does not produce a usable curriculum in another language," the academy noted. "The Hindi release was authored by a curriculum team writing in Hindi from scratch, not retrofitting from English. Charts, examples, and exercises were rebuilt to use the BSE and NSE listings most familiar to tier 2 / 3 retail participants."

The Hindi release is priced identically to the English curriculum to avoid two-tier pricing dynamics. Stage 1 (Foundation, ₹4,999) is the entry tier; the six-stage all-inclusive bundle is available at ₹39,999.

About Bharath Shiksha

Bharath Shiksha is an institutional-grade trading curriculum for Indian retail traders. The programme spans thirty video volumes across six stages, from chart reading to AIF Category III operations. Based in Bengaluru. bharathshiksha.com.

Media contact:

press@bharathshiksha.com

Template C — Cohort / enrolment milestone

FOR IMMEDIATE RELEASE

{{date}}

Bharath Shiksha completes {{cohort_number}} cohort with {{n}} graduates

Bengaluru – Bharath Shiksha, an institutional-grade trading curriculum based in Bengaluru, today announced the completion of its {{cohort_number}} cohort with {{n}} students graduating from the Foundation Track. The cohort represented {{n_cities}} Indian cities and {{n_states}} states, with median age {{median_age}} and gender ratio {{gender_ratio}}.

Foundation graduation requires passing every gate quiz across the five Foundation volumes (70 per cent threshold), submitting a completed companion worksheet for each volume, and completing the structured 30-day practice plan in Volume 5.

The next Foundation cohort opens enrolment on {{next_open}}.

About Bharath Shiksha

Bharath Shiksha is an institutional-grade trading curriculum for Indian retail traders. The programme spans thirty video volumes across six stages, from chart reading to AIF Category III operations. Based in Bengaluru. bharathshiksha.com.

Media contact:
press@bharathshiksha.com

Notes for press team

- All three templates are pre-cleared for SEBI compliance posture — they reference the academy as an educational publisher, do not promise returns, do not name specific securities for trading.
- Performance figures, where used, must be sourced from the SEBI consolidated study (2024) or comparable peer-reviewed datasets — never from internal academy data about student outcomes.
- Quotes from the founder require pre-clearance via press@bharathshiksha.com before publication. Templates above use a generic attribution; replace with specific attributions only after clearance.
- For launch templates, attach the at-a-glance PDF and link the compliance whitepaper.

Brand guidelines

A short, citation-ready brand reference for journalists, partners, and any external party using the Bharath Shiksha name, logo, or copy.

If a use is not covered explicitly below, default to the most conservative interpretation and check with press@bharathshiksha.com before publication.

Name

The name is **Bharath Shiksha** — two words, no all-caps, no abbreviation. In Devanagari, **भारत शिक्षा**.

Form	Status	Notes
Bharath Shiksha	■ Correct	Standard form. Use everywhere.
भारत शिक्षा	■ Correct	Hindi/Devanagari form. Use in Hindi-language contexts.
BHARATH SHIKSHA	■ Correct in headers only	All-caps acceptable in print headers and stationery.
Bharat Shiksha	■ Misspelling	The "h" is part of the name. Do not drop it.
BS	■ Reject	Do not abbreviate.
Bharath Shiksha Academy	■ Acceptable in long form	Optional descriptor; strictly "Bharath Shiksha" alone is sufficient.
@bharathshiksha	■ Social handle	All lowercase, no spaces.

The Hindi sister brand is **Chart Shala** (चार्ट शाला). The Kannada sister brand is **Namma Charts** (ನಮ್ಮ ಚಾರ್ಟ್ಸ್). All three sit under the same parent legal entity.

Logo

The logo system is monochrome by default — designed to be reproducible at any size on any background without colour separation cost.

Asset	Use
/favicon.svg	Browser tab, mobile pinned-tab icon, social-card overlay.

/og-cover.png	Open-graph card for social sharing. 1200x630px.
Wordmark in Inter Bold	The default text-based logo for headers and stationery.
Brand mark (square)	The condensed logo for square contexts (avatars, app icons).

Clear space. Maintain at least one logo-height of clear space on all sides.

Minimum size. 24 px high on screen; 8 mm high in print.

Do not.

- Stretch, skew, or recolour the logo.
- Add drop shadows, glows, or 3-D effects.
- Place the logo on busy photographic backgrounds without a contrast plate.
- Combine the logo with another logo into a single composite mark (lockups must be separated by clear space).

Colour palette

The palette is intentionally narrow. Stick to it.

Role	Hex	Notes
Primary dark	#071008	Default background; all-cap headers.
Primary green	#2c8f3e	Brand accent. CTAs, key links, success states.
Highlight gold	#a87f1f	Eyebrow text, premium accents, dividers in print.
Text on dark	#eef3ea	Body text on dark backgrounds.
Text on light	#1a1a1a	Body text on light backgrounds.
Muted	#555555	Secondary text, captions.
Soft background	#f6f3ec	Cards, tables, callouts.
Hairline	#cccccc	Borders, rules.

Do not use other greens. The brand green is calibrated for print and screen legibility; substitutes will look generic.

Typography

Use	Typeface	Weight
Body & UI	Inter	400 / 600
Display headlines	Georgia	400 (Regular)
Code / formulas	Courier	Regular
Hindi/Devanagari body	Noto Sans Devanagari	400 / 600
Kannada body	Noto Sans Kannada	400 / 600

Inter and Noto Sans variants are the only sans-serif faces sanctioned for Bharath Shiksha materials. Georgia is the only serif. Decorative or display faces are not used. The minimal type system is deliberate — it scales from a 30-page PDF to a 1-line social card without identity drift.

Voice

The voice is **established, not aspirational**.

- Bharath Shiksha speaks as a working academy with curriculum, students, and operating posture — not as a launch project.
- Avoid first-cohort, "we are new", "launching soon", and "founded in [year]" framings in marketing copy. Those are facts that belong in a fact sheet and an about page, not in voice.
- Avoid testimonial-style superlatives on behalf of the academy. The student speaks; the academy explains.
- Prefer specific numbers to vague qualifiers. "73-page curriculum book" beats "comprehensive curriculum book". "30-volume programme" beats "extensive programme".
- Prefer second-person to first-person plural where possible. "You will be able to read any chart in 60 seconds" beats "We teach our students to read charts".
- Decline rather than soften regulatory boundaries. The academy does not "stop short of" giving advice; it educates and explicitly does not advise.

Sample voice — short

Bharath Shiksha is an educational publisher. The thirty-volume curriculum spans chart reading to AIF Category III operations. It does not provide investment advice, recommendations, or signals — and is structurally designed not to.

Sample voice — longer

The academy was built around a single observation: the gap between what Indian retail traders are taught and what institutional traders practise is large, documented, and bridgeable. Most Indian retail education is content-marketing for tip services and signal channels. The institutional side has decades of rigorous material — risk-of-ruin mathematics, regime-conditioned execution, documented-setup architecture — that is technically accessible, structurally ignored, and strictly compatible with SEBI's January 2025 educational-vs-advisory boundary.

>

Bharath Shiksha installs that material at retail-accessible price points, with the same rigour and none of the regulatory drift.

Quoting & citation

When citing the academy in print or online:

- Always use the full name on first reference: **Bharath Shiksha**.
- On subsequent references, **Bharath Shiksha** (do not abbreviate to BS or "the academy" without context).
- Citations should link to bharathshiksha.com. The `press` page (bharathshiksha.com/press.html) is the canonical reference for journalists.
- Fact sheets and statistical citations should reference the on-site press kit (`/press-kit/03-fact-sheet.md`) rather than third-party paraphrases.

If the citation involves performance figures or industry statistics, source from SEBI's consolidated study (2024) or an equivalent peer-reviewed dataset — never from internal academy data.

Trademarks

Bharath Shiksha, **Chart Shala**, and **Namma Charts** are trademarks of the Bharath Shiksha entity. Trademark registrations are filed under the appropriate IP India class. Use of any of these names in commercial contexts (paid advertising, product names, course bundles) requires written permission.

Editorial use (news articles, opinion pieces, reviews, comparison content) is permitted without prior permission, provided the use is fair, accurate, and does not imply endorsement.

When in doubt

press@bharathshiksha.com — pre-clearance turnaround is one working day.