

# COMPANY PROFILE



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THE WORLD IN YOUR HAND

# OUR VISION, MISSION & VALUE PROPOSITION



## Our Vision

To emerge as the undisputed leader in facilitating study abroad services and solutions for both the aspiring students and education providers.



## Our Mission

Study abroad aspirants & education providers realize their goals in the most economical & efficient manner.



## Our Purpose

Our close association with embassies, missions, Industry associations, universities & colleges positions us to serve our client better.





# ABOUT US



## Who We Are?

We are WEST HIGHLANDER, a study-abroad consultancy. We have got a team of expert counsellors and study-visa aficionados who work collaboratively to provide expert guidance to our clients who're students wishing to study abroad to acquire the overseas academic qualification.



## Aim behind Establishing West Highlander

In 2005, West Highlander was born with the collaborative efforts of our Director Ms. Parwinder Kang and our Managing Director Mr. Gurvinder Kang. There is a huge leap between the students of India wanting to study abroad and the education providers providing education overseas. They realized that the study-abroad aspirants are majorly misguided by the agents for the sake of money. Through West Highlander, they aimed for bridging the gap between Indian study-abroad aspirants and overseas education providers. The focus is to provide an eligible solution to the students from getting misguided.





## ABOUT US

We counsel students wishing to study abroad for the following countries:

- ✓ **CANADA**
- ✓ **AUSTRALIA**
- ✓ **NEW ZEALAND**
- ✓ **UNITED KINGDOM**

West Highlander works with an approach of counselling the students in the right direction by understanding their needs and caliber. We maintain transparency and work with utter honesty to provide explicitly best services to our clients. Till now, we have served thousands of clients seeking guidance for overseas education. Along with this, our team of study-visa experts work and prepare the student to get the study-abroad visa of their desired country. Consequently, with the hard work and extreme dedication of our team, West Highlander is renowned for extreme client-satisfaction. Because of our expertise and dedication we are able to maintain high visa success rate for our company.







# SERVICES

West Highlander Pvt. Ltd. is an ISO 9001:2008 certified company. Based in Chandigarh, we are acclaimed overseas education counsellors and study-abroad visa process service providers. To provide transparent and authentic services to our clients, we've various associations and accreditations of the countries for which we recruit students- Canada, Australia, New Zealand & UK

## Service Policy

The services provided by West Highlander are transparent. For us, the client is always first. We guide the client at every step so that we are able to give high success to our clients. The West Highlander team works with utter honesty and maintains the confidentiality of the client as well. We work with an aim to give our best to earn the great satisfaction result of our clients. Our work is efficient and we always keep the track of time to work in the constraints applicable to get the study-visa for the student wishing to study abroad.

### Career Counseling

The services provided by West Highlander are transparent. For us, the client is always first. We guide the client at every step so that we are able to give high success to our clients. The West Highlander team works with utter honesty and maintains the confidentiality of the client as well. We work with an aim to give our best to earn the great satisfaction result of our clients. Our work is efficient and we always keep the track of time to work in the constraints applicable to get the study-visa for the student wishing to study abroad.

### Admission Counseling

Next is the step to guide the student for the admission. Here, they're guided through the whole documentation process needed to get an offer letter of the selected education provider to study abroad. We guide them through the process of sending complete and correct application package.



# SERVICES

## Visa Counseling

In this round of counselling, we give details about the approximate funds that would be required to finance living and education to study-abroad. Also, we also inform about other documents and financial requirements to get a visa.

## Admission Process

In this, we arrange and submit the documents to the Education Provider. Further, the students are given proper guidance on Letter of Recommendation (LOR), Statement of Purpose (SOP) and in some cases like for Australia- we also prepare and motivate students for the interview.

## Visa Filing Services

We are fully dedicated to get approval for the visa. On our behalf, we guide the student with the whole documentation process again in order to have zero error while filing the visa. The documents are set as per the study visa requirements. The students are provided with the proper checklist before-hand.

## Pre-Departure Orientation

The moment student has the visa in hand, West Highlander makes sure to give the student and the family very beneficial orientation program. This concluding Orientation includes the visa policy that a student has to follow while studying abroad. We also make them aware not to get misguided as there is a huge tendency that they'll lose their visa once they repudiate the rules even for once.

## Post Landing Support

Our services are not limited to get study-visa for the student but we also stand in support of our students after they land in their desired study-abroad destination. We help them with accommodation recommendation and other information of their education provider.



## MANAGEMENT TEAM



### GURVINDER SINGH KANG

West Highlander is a private limited registered company under the companies act in India. Gurvinder Kang, one of the directors is working in the capacity of a Managing Director at West Highlander. He is an experienced strategist and a marketing professional with over 17 years of experience. He is an expert in career counseling in study abroad. A strong motivator and an avid reader he constantly ensures that his team is ready to serve clients by staying updated and is a

constant source of zeal and enthusiasm. It has been because of his strong leadership and ardent efforts that West Highlander has been able to satisfy and please clients who have been ever grateful for reaching their goals for immigration services. Along with having strong entrepreneurship skills, he is also:

- ✓ **British Council Certified Education UK Counselor**
- ✓ **Member of International Education Association of Australia (IEAA)**

Backed by Masters in Business Administration and years of experience in immigration services, he keeps himself updated on the latest trends and therefore West Highlander has been able to serve its clientele effectively. He strongly believes in providing excellent services to the clients by directing his team's constant endeavors and is the source of motivation for his team. It is under his guidance and sheer talent that the team has been able to guide and counsel the candidates for their career goals. His motto is focused on client success and happiness.

As a person at the helm of the affairs at West Highlander he ensures that all the teams-marketing, partner services, counseling, operations are well coordinated and deliver results which is one of the reasons for excellent relationships with our partners abroad-Representatives of Universities and colleges we represent.

**Gurvinder Singh Kang – Managing Director**



## MANAGEMENT TEAM



### PARWINDER KAUR

Parwinder Kaur, another director of West Highlander is working in the capacity of the Operations Director at West Highlander. She is a law graduate and is accountable for running the business operations proficiently. Her strong portfolio in law makes her proficient in running the operational systems and procedures efficiently. She has been working in the field since 15 years and her expertise make the regular operations efficient and productive. As a holder of various immigration licenses

and certifications, she has in-depth knowledge about the processing of the Study Abroad Applications and migration programs.

- ✓ Law graduate – LLB
- ✓ Licensed Immigration Adviser Licensed by IAA New Zealand, license number 201002008
- ✓ Licensed from Migration Agents Registration Authority (MARA) - 1280308
- ✓ Member of Migration Institute of Australia membership number 5824
- ✓ QEAC G002, Australia
- ✓ IATC 0037
- ✓ Canada Course Graduate -CCG00099
- ✓ USATC- USCG00008

**Parwinder Kaur – Operations Director**

# CREDENTIALS

Timely information and industry updates are very critical in study abroad agency business. Particularly to process our visa applications properly we need to have proper training and knowledge about the process. Hence we have acquired following trainings, memberships and licenses for smooth process of our business.



**IAA Immigration  
Advisers Authority**

(New Zealand Govt.)  
License no. 201002008



**Migration Agents  
Registration Authority**

MARA (Australian Govt.)  
License no. 1280308



**Canada Course  
Graduate by ICEF**

No. CCG00099



**Migration Institute  
of Australia**

Membership No. 5824  
a member of



**AAERI i.e Association of  
Australian Education**

Representatives in India



**British  
Council Certified**

Education UK Counsellor



**A member of  
iCARE Canada**



**US Course Graduate**



**Qualified Education  
Agent Training Course**



**Certified Migration  
Agent Australia**



**ICEF Trained  
Agent Counsellor**

Qualification: #ITAC 0037



**Qualified Counselor  
for Australia**



Confederation of Indian Industry

**Confederation of  
India Industry**



**European Association  
for International Education**



**Association of  
International Educators**



**UNIAGENTS  
Certified Agent**



## OUR DIGITAL EXPERTISE

We have made a move to be digital only agency since 2017. Though we are physically present with our office in Chandigarh, India we have been successful in recruiting from all over India

### Our Website

We have a dedicated content and web development team. We have lot of useful content for the students on our website. Hence we are able to attract lot of organic traffic. We have dedicated fan following and students wait for our blog posts.

### Leads Through Google PPC

We have effective landing pages with optimized customer centric campaigns resulting in quality leads generation.

### Social Media Strategy

Social media strategy is at the core of our overall digital strategy. Social media is part and parcel of our marketing strategy. We think, brainstorm and implement social media and engage target audience.



# CLIENT TESTIMONIALS



**Manjinder Singh**

I was nervous regarding my student-visa for Australia. And now I have Australian Study-Visa. I am glad that I came to West Highlander for study-abroad counselling



**Manipal Singh**

I am very happy that I have received approval on my Canada Study Visa. I am thankful to West Highlander



**Ravi Kumar**

I just can't believe that I am finally going to New Zealand for my studies. I am grateful to Parwinder Kaur Ma'am. I am thankful to West Highlander



**Aakriti Bedi**

I suggest every one of you to go West Highlander for filing Visa Application. I am thankful to them for getting me Student Visa for UK without IELTS in 7 days."





## OUR OFFICE GALLERY

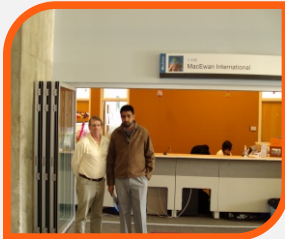


## REPRESENTATIVE VISITS

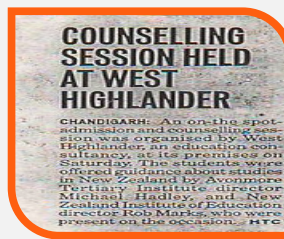




# CAMPUS VISITS



## MEDIA COVERAGE





## CONTACT US NOW

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