

Aakash Educational Services Appoints Soumya Kanti Purkayastha as Chief Business Officer (CBO)

- *As CBO, Soumya will be responsible for enabling an end-to-end transformation of the Classroom based and Distance Learning businesses at Aakash*

NEW DELHI, Sept 06, 2019: In line with the Company's continued efforts to strengthen and professionalize its management for achieving accelerated growth and business excellence, Aakash Educational Services Limited (AESL), the national leader in test preparatory services, has appointed Mr. Soumya Kanti Purkayastha as Chief Business Officer (CBO).

A Business leader with 30 years of experience spread over India, Middle East and Africa, Soumya has worked across many industries and sectors. He has been focused in the field of Education and Training for the last 20 years especially in the area of Technology aided Learning. An alumnus of the prestigious IIM-Ahmedabad, Soumya has also done his Executive Education from the Harvard Business School.

At Aakash he will be responsible for enabling an end-to-end transformation of the Classroom based and Distance Learning business at Aakash. Soumya will also be working towards fulfilling the organization's vision of transforming the learning process across the test preparation spectrum, through the use of innovative methodologies as well as identifying new markets and opportunities.

Commenting on the appointment of Soumya Kanti Purkayastha, **Mr Aakash Chaudhry, Co-Promoter & CEO at Aakash Educational Services Ltd. and Founder & Trustee at Plaksha University**, said, "We are happy to have Soumya on board. As Aakash Educational Services grows, we will greatly benefit from his experience and expertise in the education sector. We are certain that his rich experience will go a long way in contributing to the growth of the company."

Soumya has a strong and established expertise in developing new product market scenarios. He brings with him leadership experience managing multimillion-dollar businesses across domains and regions. He also has considerable experience in designing and launching of new product market scenarios and start-up operations.

Elated with his appointment, **Mr Soumya Kanti Purkayastha, CBO, AESL** said: "Having been associated with the Education sector since the last 20 years, I continue to be very excited by the prospects in the sector and now having joined Aakash Educational Services, I now can

assist parents in fulfilling their dreams about their children and help the children in reaching their full potential.”

Prior to joining Aakash, Soumya has previously worked with Berkeley HealthEDU, Educomp Solutions, Educomp Global, Edulearn, Wizlearn, Eicher among other companies.

About Aakash Educational Services Limited (AESL)

Aakash Educational Services Limited (AESL) provides comprehensive test preparatory services for students preparing for medical and engineering entrance examinations, school/board exams and competitive exams such as NTSE, KVPY, and Olympiads. AESL believes that the “Aakash” brand is associated with quality coaching and a proven student selection track record in various medical and engineering entrance examinations.

With 30 years of operational experience in the test preparatory industry, the company has a large number of selections in Medical & Engineering entrance exams, a pan India network of 186+ Aakash Centres (including franchisee), and a student count of more than 200,000.