

# Aakash Educational Services Limited ties-up with Samsung to enable Digital Learning among students

- **The collaboration will provide academic devices to students so as to enable online testing in a disciplined environment**

**DELHI / NOVEMBER 13, 2019:** Aakash Educational Services Ltd. (AESL), the national leader in test preparation services, has entered into a strategic tie-up with Samsung, India's biggest and most trusted consumer electronics & smartphones brand, to offer value added services to students to enable and enhance digital learning among them.

The partnership will help students in getting experience of the online test environment through academic devices that will be made available by Samsung in the form of Tablets and Mobiles exclusively for AESL students at a special offer price bundled with benefits such as free one-year device insurance, device exchange program, zero cost EMI schemes among other benefits.

The academic devices will help students study in a disciplined environment without the worry of them getting distracted. In a highly competitive environment where online testing is now fast becoming a reality, students will be able to learn time management, test their exam testing strategy and analyse the time spent on each question through these devices.

Competitive exams such as JEE Main and JEE Advanced are already conducted in the Computer Based Test (CBT) format. To give students easy access to online testing, AESL is providing its students an opportunity to experience it at an affordable cost.

Commenting on the tie-up, **Mr. Aakash Chaudhry, Co-Promoter & CEO of Aakash Educational Services Ltd. (AESL)** and **Founder & Trustee of Plaksha University:** "In this fast-changing world, we are putting our best foot forward by investing heavily in technology, so that we constantly improve our offerings to students and increase efficiencies. In this regard, we have tied-up with Samsung to make available its products easily to students so to enable them to have easy access to online testing."

Added Mr. **Sukesh Jain, Senior Vice President, IT & Mobile Enterprise Business, Samsung India,** "Samsung has been focusing on the education market via tailor-made solutions that not only create a very engaging learning environment for students but also help educational institutes to better manage and control their content deployment across thousands of

students. Samsung Knox, our defense grade security platform, enables automatic over the air configuration of application and security policies, which converts the tablet into a customized academic tool."

Keeping in mind the needs of trendy millennials and the evolving user trends in mobility driven by quick access productivity and content binging, Samsung Tablets and Mobiles aim to offer unparalleled user experience with superior performance.

Aakash Computer Based Test (CBT) combines relevant academic content with an artificial intelligence driven performance improvement system to help students score their potential. In addition, it provides access to real exam level mock tests prepared by Aakash Institute's faculty and personalized score improvement reports.

### **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 187+ Aakash Centres (including franchisee), and a student count of more than 200,000.