

Aakash Educational Services Limited (AESL) launches National Level Print Campaign for its flagship iACST Scholarship Program

- *The campaign highlights the importance of early and timely preparations and intends to reach more and more students so they can get the benefit of studying at Aakash and get an opportunity to avail scholarships of up to 90%.*
- ~~*The Print Campaign has commenced today with a Jacket in all leading national and regional dailies followed by 2 Full Page advertisements.*~~
- ~~*The campaign is getting released in top publications in each market so that most of students become aware of the iACST scholarship program*~~

New Delhi, May 20, 2021: Aakash Educational Services Limited, the national leader in test preparatory services for aspiring doctors and engineer's, has launched one of its biggest national level print campaigns for its flagship instant admission cum scholarship test, also known as the iACST. The campaign will run over a period of fifteen days across national and regional dailies.

~~*The Print Campaign will commence with a Jacket in all leading national and regional newspapers followed by two Full Page advertisements. Top publications are being targeted in each market which will ensure that most of the target group of Aakash will be exposed to the campaign.*~~

The campaign highlights the opportunity that iACST gives to students so that they can start their journey early post a 60-minute test, enabling them to take the first step towards achieving their goals of becoming doctors and engineers. The scholarship enables students from different social and financial backgrounds take advantage of quality teaching at Aakash.

The specially crafted test enables talented and deserving students from Class 7-11 gain upto 90% scholarship from the safety of their home, online as per their convenience. It allows students to take the exam online and provide them with details of the scholarship earned immediately. For more information log on to <https://iacst.aakash.ac.in/iacstexam>

Commenting on the campaign, **Mr Abhishek Maheshwari, CEO, Aakash Educational Services Limited (AESL)** said, *'We are committed to providing the best to the students who are preparing for JEE and NEET examinations. We empathise with the parents and students predicament in these tough times and want to highlight the importance of early and timely preparation. Our Hybrid offering allows students to start their preparation online and seamlessly migrate to offline when the centers open and our scholarship exam enables them to avail upto 90% scholarship.'*

Aakash Institute aims to help students in their quest to achieve academic success. It has a centralized in-house process for curriculum and content development and faculty training and monitoring, led by its National Academic Team. Over the years, students from AESL have shown proven selection track record in various Medical & Engineering entrance exams and competitive exams such as NTSE, KVPY, and Olympiads.

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, Scholarship exams & Olympiads.

With over 33 years of operational experience in the test preparatory industry, the company has a large number of selections in Medical & Engineering Entrance Exams and several Class 9th and 10th level Scholarship exams/Olympiads, a pan India network of 215+ Aakash Centees (including franchisee), and a student count of more than 250,000.

The Aakash group also owns famous K-12 EdTech brand, Meritnation.com as well.

www.aakash.ac.in