

Aakash Educational Services Limited (AESL) TVC with Brand Ambassador, ace cricketer Yuvraj Singh, breaks records -- crosses whopping 30 million views across YouTube; Admissions increase 3 fold

- *'The Success is Waiting' campaign focuses on the segment of Repeaters, students who wish to appear again for entrance exams by dropping an year.*
- *The TVC garnered 20x growth in terms of direct and organic sessions for Aakash Digital in comparison to the same season last year.*
- *The campaign has been appreciated by renowned cricketers including Harbhajan Singh, Irfan Pathan on various social media platforms.*

November 05, 2020: Setting a record in the field of advertising, the omni-channel campaign titled **'Success is Waiting' featuring ace cricketer Yuvraj Singh launched recently by Aakash Educational Services Limited (AESL),** the national leader in test preparatory services, has garnered a whopping **30 million plus views** across YouTube since its launch in September 2020, increasing admissions 3 fold for Aakash Digital's online repeater courses. The campaign (in 60 second, 30 second and 6 second edits) is for students re-appearing for medical and engineering entrance examinations intending to inspire them to give it another shot.

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It is currently being aired on leading TV and online channels pan-India including YouTube and OTT platforms. The campaign weaves around the comeback story of Yuvraj Singh capturing the successes and failures of his life to inspire students to take another chance on the road leading towards their goals.

'The Success is Waiting' film has received applause on various social media platforms. Coupled with the overwhelming performances by Aakash students in NEET and JEE examinations this year, the campaign had a very positive impact on the students who are motivated to resume their journey with renewed vigour. The message on making a strong come-back has also been appreciated by many renowned cricketers including Harbhajan Singh, Irfan Pathan amplifying the reach of the campaign.

The year 2020 has been exceptional for Aakash Institute with Aakashian Chirag Falor securing AIR 1 rank in IIT JEE and Soyeb Aftab, Akanksha Singh and Snikhita T securing the Top 3 ranks in NEET.

Commenting on the success of the TVC, **Mr. Aakash Chaudhry, Director and CEO of Aakash Educational Services Limited (AESL) said,** *"It is heartening to note that our ad campaign has clocked over 30 million views across YouTube since its launch and has led to such a stupendous increase in our admissions. It shows that the campaign has been well received by the audience. Through this campaign, we want to assure the students that we are with them in their struggles and are always ready to assist the aspirants*

in the best way possible. We would like to re-iterate the fact that everyone cannot taste success every time but one shouldn't feel disheartened. We would like to encourage students to continue with their efforts with more focus and strength without losing hope."

Link to master TVC: <https://www.youtube.com/watch?v=SNBBY3k5Qow>

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. The "Aakash" brand is associated with quality coaching and a proven student selection track record in various prestigious Medical and Engineering Entrance Examinations, Scholarship exams & Olympiads.

With over 33 years of operational experience in the test preparatory industry with a PAN India network of 205+ Aakash Centers (including franchisee), and a student count of more than 2,50,000, Aakash is the biggest education organisation in India. A subsidiary of the AESL group, Aakash Edutech Pvt Ltd (AEPL) was launched in the year 2020. It comprises two distinct divisions namely, Aakash Digital and Meritnation.

www.aakash.ac.in
