

## **Aakash Educational Services Limited (AESL) Unveils its new TV Commercial on “Aakash National Talent Hunt Exam (ANTHE) 2020”**

- *TVC Positions ANTHE as the First Step towards achieving a student’s Dream of becoming a Doctor or an Engineer.*
- *With ANTHE also including an online schedule, it addresses Covid-19 related challenges*

**December 01, 2020:** Aakash Educational Services Ltd. (AESL), the national leader in test preparatory services, has launched its new TV commercial on its flagship national scholarship exam, **“Aakash National Talent Hunt Exam (ANTHE 2020)”** on all major channels across languages in the country.

With the launch of this campaign, AESL aims at inviting students to enroll themselves in one of the largest private sector pan-India exam, ANTHE, which gives deserving students an opportunity to earn up-to 100% scholarship and helps them take the first step in their endeavor to become doctors and engineers. Students studying in Class VII to XII can enroll for the exam.

The objective of the TVC is to build brand awareness, besides supporting retail marketing to drive consumer traffic. The commercial is prepared to make the students and parents aware about the philosophy of conducting a national level examination like ANTHE. The TVC will be supported with a PAN-India print campaign as well.

The TVC, made in 40 and 20 second edits, highlights that ANTHE this year will be conducted online as well, addressing the challenges and issues posed due to the ongoing pandemic. By taking the examination online, it will help stellar students from smaller towns and cities be a part of it.

The TVC shows a young boy encouraging others to understand the significance of appearing for the nationwide scholarship exam. The campaign focuses on how despite the ongoing uncertainties one should not deter from one’s strive for success and AESL is taking every possible step to make the examination smooth and hassle free for the aspirants.

Commenting on the launch of the TV Commercial, Mr. **Aakash Chaudhry, Managing Director of Aakash Educational Services Limited (AESL)**, said, “The campaign will be aired on TV as well on Digital channels, which will not only give it a mass outreach but will also help in engaging with students on the online platform. To add to the impact, the advertisement also focuses on how ANTHE going digital will help students overcome the Covid-19 related challenges and how AESL is ensuring that no hindrances should come between the aspirants and their dreams.”

**Link of the TVC:** <https://www.youtube.com/watch?v=t1luiE47pnM>

### **HIGHLIGHTS OF THE TVC**

- Positioning ANTHE as the First Step towards your dream
- TVC on TV we will have a 20 sec edit, while digital media will also carry a 40 sec edit.
- Objective of the TVC is to build brand awareness regarding ANTHE among students about ANTHE going digital
- Highlights Covid-19 related challenges and how students from any corner of the country can appear for Anthe

### **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.

Website: [www.aakash.ac.in](http://www.aakash.ac.in)