

## **Aakash Educational Services Limited partners with Airtel DTH to bring Crash Course on TV for JEE Main (April) applicants at just Rs 8.23 / day**

- Aakash EduTV channels #467 and #478 are India's only TV channels dedicated to JEE and NEET Preparation
- High quality content delivered by renowned faculty members of Aakash
- The channels are available at just Rs 8.23/day making quality test prep resources accessible to everyone
- Aakash EduTV regularly puts out engaging content such as 'Aakash Paathshala' - A Counselling Series which was watched in over 6 million households

**New Delhi, March 30, 2021:** Aakash Educational Services Limited (AESL), the national leader in test preparatory services in partnership with Airtel DTH has launched a power-packed crash course for JEE Main (April) applicants. The course provides nearly 60 hours of rich content delivered by the experts of Aakash Institute on your television screens. Aakash EduTV channels #467 and #478 are India's only TV channels dedicated to JEE and NEET preparation. The channels are available at just Rs 8.23/day making quality test prep resources accessible to everyone.

The JEE Crash Course has been designed with the objective of making quality Test Prep accessible to all the students across geographies. The nominal charges of the channel have made the content highly affordable.

The crash course show will be aired everyday between 2nd April and 24th April (Monday - Saturday) from 1pm to 4pm. The show will also include live interactive classes and weekly quizzes.

To benefit students, the crash course is designed such that it also gives access to live in class doubt clearing sessions to give students a

### **Highlights of JEE Crash Course on Aakash EduTV**

- Over 60 hours of rich content everyday from 1pm - 4pm
- Crash Course duration: 2nd April - 24th April (Monday - Saturday)
- Live Interactive Classes
- Weekly Quizzes
- Access to live in-class doubt clearing
- Motivational and mentoring sessions on Aakash EduTV by the experts every Sunday

better learning experience. Also, experts at Aakash shall give motivational and mentoring sessions every Sunday.

This crash course will be beneficial for students, who will be appearing for the JEE Main in April 2021. The students can utilize this opportunity to boost their preparation while sitting in the comfort and safety of their homes.

Commenting on the launch of JEE Crash Course on **Aakash EduTV**, **Mr Narasimha Jayakumar, CEO, Aakash Edutech Pvt Ltd., a subsidiary of AESL**, says, “The EduTV platform has helped us expand our reach by successfully using television as an affordable medium for test prep coaching. This is in line with Aakash Educational Services’s vision of making available quality and affordable test prep coaching to all, as the largest Omni-channel test prep player in the country. The launch of the JEE Crash Course is a step in that direction.”

**Subscribers of Airtel DTH** can watch Aakash Pathshaala on Aakash EduTV - channel **#467** for JEE and **#478** for NEET.

The first three episodes of Aakash Paathshala - A Counselling series that were released in February 2021 were watched by over 6 million households. A few of the JEE Crash Course episodes will also be streamed live on the official YouTube channel of Aakash Digital - <https://www.youtube.com/aakashdigital>.

### **About Aakash EduTv**

Aakash EduTV is India’s first dedicated TV channel for Medical and Engineering entrance exams preparation. Launched by Airtel Digital in collaboration with Aakash Educational Services Limited, Aakash EduTV is available exclusively on Airtel Digital TV and provides high quality coaching sessions to students across India who are preparing for entrance exams such as JEE/Advanced and NEET. Best-in-class faculty of Aakash will teach the students through LIVE interactive classes and help students learn key concepts and solve problems.

Starting at just Rs 8.23/ day, Aakash EduTv - JEE and Foundation is available on Airtel DTH Channel No. 467 and Aakash EduTv - NEET is available on Airtel DTH Channel No. 478. To subscribe, customers can give a missed call on **8800990055**.

### **About Aakash Edutech Pvt. Ltd.**

**Aakash EduTech Private Limited(AEPL)** is a leading online learning platform that caters to the K12 segment and also offers comprehensive online test preparation services for students preparing for Medical and Engineering Entrance Examinations. A subsidiary of the prestigious

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AESL group (Aakash Educational Services Limited), AEPL comprises two distinct divisions namely, Aakash Digital and Meritnation.

**Aakash Digital** powerfully leverages the over 30 years of Aakash academic legacy and discipline to bring to the students an edu-tech platform that helps them prepare for JEE, NEET and other competitive exams online by bringing quality coaching, similar to that being offered in Aakash classroom, to their laptops, desktops, tablets and mobiles. **Aakashdigital.com** offers powerful online courses for JEE, NEET and Foundation (Class 8-10) to help students prepare for these competitive exams from the comfort of their homes.