

Aakash Educational Services Limited Appoints Pradeep Kumar Singh as CTO; Aims to accelerate Its Digital Transformation

- In his role as CTO, Mr Pradeep Kumar Singh, former Executive Vice President of Naukri, and an alumnus of IIT Lucknow and IIT Roorkee, will lead Aakash Institute's digital transformation towards more personalized coaching experience*

NEW DELHI/ September XX, 2021: To enhance its technological capabilities and move towards digital transformation, Aakash Educational Services Limited (AESL), India's leader in test preparation services, has appointed Mr Pradeep Kumar Singh, former Executive Vice President of Naukri, as its Chief Technology Officer. In his role, Mr Singh will focus on tech strategies and execution to ensure that Aakash's expanding network of centres are virtually connected and are able to rapidly adopt edutech for continuity and quality of next-gen personalised coaching for students.

Mr Pradeep Kumar Singh holds M. Tech in Computer Science & Technology from IIT Roorkee, and B Tech in Computer Science and Engineering from IIT Lucknow. He has more than 20 years of experience in the IT and software development space. Prior to Naukri, Mr Singh served as the Executive Vice President of Info Edge India, and has also held senior positions at Amazon, and Adobe Systems.

Aakash is set to effect a paradigm shift in India's coaching scenario with its ongoing adoption of cutting-edge digital technologies, leveraging its partnership with Byju's. Among its notable tech projects include connecting its pan-India network with high-throughput satellite connectivity, launch of 'Aakash App', and a tie-up with a global e-learning platform to conduct online classes using whiteboards, video sharing and screen sharing, and to deliver impactful and interactive lectures. The firm is also looking forward to hire a significant number of talent to be a part of its digital journey.

Commenting about the appointment of Mr Pradeep Kumar Singh, **Mr Abhishek Maheshwari, CEO, AESL**, said, "Information and communication technology has become inevitable to ensure continuity of education. Besides, there is an influx of digital technologies - such as AI and Machine learning that are revolutionizing personalized tutoring and training. And on the course delivery front, augmented and virtual reality are promising to enhance the learning experience of the students. To understand these varied technologies and adopt them to create true value for

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students, companies need deep technology expertise. In this context, we are thrilled to have Pradeep, who brings a wealth of experience not only in technology but also in strategy and execution. We are confident that Pradeep is ideally suited to evolve and drive Aakash's digital transformation competitively."

In his comments, **Mr Pradeep Kumar Singh**, said, "Aakash is championing tech adoption in the education sector in the country - whether it is VSAT connectivity, Cloud classrooms, mobile learning or AI/ML powered test platforms. Its belief in technology and commitment for its adoption inspires me. I am also honoured to join an educational institution that has strong business ethics and nurtures a culture conducive for service excellence. I look forward to contributing to Aakash's success in tech adoption and tech-enabled personalised coaching for medical and engineering aspirants."

AESL currently has 215+ branches. It employs around 2,000 teachers, who provide personalised NEET, JEE coaching to over 2.5 lakh students from across the country via direct and digital classrooms.

About Aakash Educational Services Limited (AESL)

Aakash Educational Services Limited (AESL) provides comprehensive test preparatory services for students preparing for Medical (NEET) and Engineering Entrance Examinations (JEE), 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 Medical (NEET) and JEE/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 Foundation Level Scholarship exams/Olympiads, a pan India network of 200+ Aakash Centers (including franchisee), and an annual student count of more than 250,000.

The Aakash group has investment from Think & Learn Pvt Ltd (BYJU'S) as well as by world's largest Private Equity firm Blackstone.

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