

## Aakash Educational Services Limited Launches Hindi Medium Courses in Madhya Pradesh for State Board Students, NEET and JEE Aspirants

- ***The launch of the new Hindi medium courses is a part of AESL's vision to offer teaching for NEET and JEE in regional languages to students of State Boards as well, apart from the English medium curriculum designed for CBSE affiliated school students.***

**Indore, February 11, 2022:** To facilitate the seamless continuation of studies and help more students realize their dream of becoming doctors and engineers, Aakash Educational Services Limited (AESL), India's leader in test preparatory services, has introduced Hindi medium batches for students of the Madhya Pradesh State Board of Education who aspire to crack JEE and NEET. This marks AESL's plan to offer training in regional languages for students of various state boards of examination.

The launch of the new Hindi medium courses is a part of AESL's vision to offer training for NEET and JEE in regional languages to students of State Boards as well, apart from the English medium curriculum designed for CBSE affiliated school students. The program aims to impart an integrated learning experience to students who are preparing for both their boards and competitive exams.

The Madhya Pradesh State Education Board has nearly 14 lakhs students studying in Class X and XII. In 2021, more than 47,000 students appeared for JEE and more than 52,000 students appeared for NEET from the State.

### Key Highlights

- Teaching will be as per the Madhya Pradesh State Education Board as well as the teaching medium will be Hindi.
- Study Material will also be provided in Hindi medium.
- Test papers will be Bilingual (English & Hindi).
- Separate Hindi Medium batches to be offered as per the student's requirement.

Some features of the new initiative are:

- The curriculum will be carefully created keeping in sync with the Madhya Pradesh State Education Board guidelines.

- Teaching will be imparted in Hindi language assisting aspirants to overcome the language barrier and equally compete with English medium students in NEET & JEE.
- High quality study material will cover the complete syllabus of Class 11 and Class 12 enabling students to become successful in MP State Education Board as well as National Competitive Exams like NEET & JEE. NEET aspirants will receive study materials of Subjects like Physics, Chemistry, Botany & Zoology, while JEE aspirants will receive study materials of Subjects like Physics, Chemistry & Mathematics. These study materials will be exactly the same as provided to English medium students, but translated in Hindi language.
- Separate Hindi Medium Batches for MP State Education Board students will be held to suit the requirements of the students.
- To help students ace the school board exams as well as competitive examinations, AESL has created a series of highly engaging bilingual test papers (English + Hindi).

Commenting on the launch of the Hindi Medium batches, **Mr. Aakash Chaudhry, Managing Director, Aakash Educational Services Limited**, said, *“While we have been catering to CBSE, we are glad to introduce Hindi medium coaching in Madhya Pradesh for the students of the State Board of Education as well as NEET and JEE aspirants. With our ‘students first’ approach, our Hindi medium batches will come as a boon for students who intend to perform to the best of their ability in competitive examinations. Our Hindi medium batches will allow us to reach a large percentage of aspirants with the best content under the guidance of highly skilled experts.”*

### **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 230+ Aakash Centers (including franchisee), and an annual student count of more than 2,75,000.

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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