

Aakash Educational Services Limited (AESL) Launches Exclusive Hindi YouTube Channel for NEET and JEE Aspirants

- *The Hindi YouTube Channel (<https://www.youtube.com/@aakashinstitutehindi>) will provide an enhanced learning experience for NEET and JEE Aspirants.*
- *It will include Comprehensive Video Lessons in Hindi for Grades 8-12.*
- *The channel recently reached 100,000 subscribers just one month after its soft launch, thanks to the enthusiastic support from young viewers.*

Bhopal, Nov 27th, 2024: Aakash Educational Services Limited (AESL), the national leader in test preparatory services, is expanding its reach in the Hindi speaking states with the launch of a dedicated YouTube channel in Hindi for students of Grades 8 to 12. This initiative aims to provide valuable support, particularly for those preparing for high stakes NEET and JEE examinations.

Remarkably, the channel has achieved 100,000 subscribers within just one month of its soft launch, showcasing the incredible support and engagement from young viewers. This milestone reflects our commitment to providing high-quality educational resources that resonate with our audience.

The new platform offers students access to high-quality educational content in their regional language, making it easier for them to understand complex concepts. By providing video lessons in Hindi, the channel enables students to revise critical topics in subjects such as Physics, Chemistry, Mathematics, Zoology and Botany at their own pace. The platform is specifically designed to help NEET and JEE aspirants strengthen their preparation, regardless of their location or medium of instruction.

Speaking on the initiative, **Mr. Deepak Mehrotra, MD & CEO of Aakash Educational Services Limited (AESL)**, said, *"We recognize that language should never be a barrier to learning. With the launch of our Hindi YouTube channel, we are proud to offer students an accessible and effective platform to enhance their understanding of core subjects. This new resource is aimed at helping students build confidence as they prepare for some of the toughest national exams, by providing them the flexibility to learn and revise in their own language."*

Added **Dr. HR Rao, Regional Director, AESL**, *"Our Hindi YouTube channel delivers top-notch, subject-specific lessons for NEET and JEE, helping students from Grades 8-12 students master complex subjects like Physics, Chemistry and Mathematics with no difficulty. Study at your own pace and boost your exam readiness from anywhere."*

The platform offers a wide range of educational videos, from foundational lessons to exam-specific strategies, making it a valuable tool for students. With easily navigable content

available for free, the channel also ensures that students who may not have access to traditional coaching methods can still benefit from AESL's expertise.

For more details and to subscribe, visit <https://www.youtube.com/@aakashinstitutehindi>

About Aakash Educational Services Limited (AESL)

Aakash Educational Services Limited (AESL) is India's leading test preparatory company that specializes in providing comprehensive and effective preparation services for students preparing for high stakes Medical (NEET) and Engineering entrance examinations (JEE) and competitive exams such as NTSE and Olympiads.

AESL has a pan India network of over 315 centres with over 400,000+ currently enrolled students and has established an unassailable market position and brand value over the last 36 years. It is committed to providing the highest quality test preparation services to unlock students' true potential and achieve success in their academic endeavours.

AESL takes a student-centric approach to test preparation, recognizing that every student is unique and has individual needs. It has a team of highly qualified and experienced instructors who are passionate about helping students achieve their dreams. The company's programmes are designed to be flexible and its teaching methodologies are backed by the latest technologies to ensure that students are well-prepared for their exams.

www.aakash.ac.in