

## Aakash Educational Services Limited (AESL) Joins Hands With Kaun Banega Crorepati #KBC As Knowledge Partner

**New Delhi, August XX, 2024:** Aakash Educational Services Limited (AESL), the national leader in test preparatory services with over 35 years of excellence, has announced its partnership with Kaun Banega Crorepati (KBC) as the official Knowledge Partner for the show's 16<sup>th</sup> season. This collaboration brings together two leading entities that share a deep commitment to enrich knowledge, education, and intellectual growth across the country.

AESL has long been at the forefront of educational innovation, providing top-tier coaching and guidance to millions of students aspiring for success in competitive exams such as NEET, JEE, and various other entrance tests. With a legacy spanning over three decades, AESL has consistently focused on nurturing academic excellence and creating opportunities for young talent to excel.

The association with KBC, a show that has become synonymous with the celebration of knowledge and intellectual pursuit, is a natural extension of AESL's commitment to education. Through this partnership, AESL aims to inspire millions of viewers across the nation, highlighting the transformative power of knowledge and education in shaping a brighter future.

**Mr. Deepak Mehrotra, CEO and MD of Aakash Educational Services Limited (AESL)**, expressed his enthusiasm for the partnership, stating, *"Each year, thousands of students aim to lead their careers in academics, and at Aakash, our mission is to identify the achievers and groom them. Our association with Kaun Banega Crorepati, a show that epitomizes the power of knowledge, is our shared vision of building a more informed and empowered society. Together, we hope to inspire the next generation to pursue their academic and career aspirations with determination and confidence."*

**A spokesperson from Sony Entertainment Television** added, *"The core thought of KBC is 'Knowledge is a great leveler' in our society, and through this show, we witness how knowledge can transform people's lives. We are delighted to have Aakash Institute as our knowledge partner for KBC this year. This collaboration promises to inspire millions of students and viewers alike, highlighting the transformative power of education in shaping bright futures."*

### **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

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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 35 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](http://www.aakash.ac.in)