

## Aakash Educational Services Limited (AESL) Expands Reach in Kerala with Launch of an Exclusive Malayalam YouTube Channel for NEET and JEE Aspirants

- *The Malayalam YouTube Channel ([www.youtube.com/AakashInstituteMalyalam](http://www.youtube.com/AakashInstituteMalyalam)) will provide an enhanced learning experience for NEET and JEE Aspirants.*
- *It will include Comprehensive Video Lessons in Malayalam for Grades 8-12.*

**New Delhi, September 26, 2024:** Aakash Educational Services Limited (AESL), the national leader in test preparatory services, expands its reach in Kerala with the launch of a dedicated YouTube channel in Malayalam for students from Grades 8 to 12 to provide value-added support, especially to those preparing for NEET and JEE examinations.

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 Malayalam, 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 Malayalam YouTube channel, we are proud to offer students from Kerala 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 **Mr. Anoop Agrawal, Chief Strategy Officer, AESL**, *"Our Malayalam YouTube channel delivers top-notch, subject-specific lessons for NEET and JEE, helping Grades from 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 [www.youtube.com/AakashInstituteMalyalam](http://www.youtube.com/AakashInstituteMalyalam)

### **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](http://www.aakash.ac.in)