

Aakash Digital Breaks Barriers in Test Prep: AI-Powered Learning Delivers Top Results Across India

Aakash launches “Aakash Digital” - The best available Digital Platform for Medical and JEE / Engg. Test Prep in India.

- *Aakash’s 36 years of legacy of success built on great academic content, pedagogy and teaching modified to serve digitally.*
- *Best in class AI - powered robust tech platform offering interactive, synchronous and asynchronous capability and capacity to serve over 10K students simultaneously.*
- *AI powered and tech enabled 24/7 Doubt clearing Guru - available on call.*
- *Aakash Care - student centric approach, smaller classes, tech enabled proactive mentoring and professional counselling support for stress management and overall well being of the child.*
- *A beta version launched an year ago has brought forth stupendous results in NEET and JEE 2024 especially from remote corners of the country.*

National, March 19, 2025 – Aakash Educational Services Limited (AESL), the national leader in test preparatory services, is Breaking Barriers in the Test Preparation sector by making high-quality coaching more accessible, affordable, flexible and result-oriented than ever. As part of the Aakash 2.0 strategic plan, AESL is scaling up its digital intervention by bringing out a new and unique digital offering.

All Aakash products have been merged in the digital space under one roof - Aakash Digital 2.0 - a transforming online learning, AI-powered, interactive platform that delivers high-quality, affordable, and results-driven coaching for NEET, JEE, and Olympiads. Leveraging AI-powered insights, interactive learning tools and expert mentorship to ensure students across India receive top-tier coaching from the comfort of their homes.

A beta version of Aakash Digital 2.0 was launched a year ago and has delivered impressive results. Students in remote corners of the country have taken advantage of Aakash Digital’s new offerings and performed well in the high stakes exams of NEET and JEE. An opportunity they would not have otherwise got the benefit of.

Some notable examples are Gandhi Varda Jaimin from the tribal district of Banaskantha in Gujarat secured AIR 350 in NEET 2024; Rashmi Prakash Palai from Sundergarh in Odisha got AIR 649 in NEET 2024; Ishant Patel and Siddha Nema from Satna in Madhya Pradesh secured AIR 1482 and 2558 respectively in JEE Advanced 2024; Harish Kumar Uma Senthilkumar from Karur in Tamil Nadu obtained AIR 4357 in JEE Advanced 2024 among many more such success stories from remote corners of the country.

Key features of Aakash Digital:

- **Learn from Home, Save Time & Effort** – No more commuting to coaching centers. Study in a comfortable home environment, maximizing time for revision and practice.
- **Affordable, High-Quality Education** – Access top-tier coaching at a fraction of traditional costs, ensuring financial constraints never hinder success.

- **Flexible Learning Anytime, Anywhere** – Attend live or recorded classes at your convenience—ideal for students balancing school and test prep.
- **Focused & Distraction-Free Learning** – Create a personalized, stress-free study space at home for better concentration and retention.
- **More Time for Practice & Mastery** – With less travel time, students can allocate more hours to solving problems and mastering concepts.
- **AI-Driven Performance Insights** – Advanced SWOT analysis highlights strengths, weaknesses and opportunities, helping students refine their preparation.
- **Real-Time Parent Engagement** – Parents receive regular progress updates, fostering transparency and accountability.
- **Personalized Learning & Progress Tracking** – Digital tools provide in-depth performance analysis, allowing students to track their growth.
- **Unmatched Interactive Learning** – Two-way interactive classes ensure real-time doubt resolution with India’s top educators.
- **Expert-Led Nurturing Programs** – Designed by leading academicians, these programs provide instant academic support and mentorship
- **Live Doubt Resolution** - Students can access up to 10 hours of Live Doubt-Solving sessions daily with expert faculty.

Sharing his thoughts, **Mr. Deepak Mehrotra, Managing Director & CEO, Aakash Educational Services Limited, said,** *“At AESL, we believe in empowering students with the right guidance, knowledge, and resources to achieve academic excellence. Aakash Digital is paving the way for a new era in test prep by making high-quality education accessible, engaging, and outcome-driven. Students across the country can now experience India’s most trusted coaching from anywhere in the world with best-in-class faculty, advanced learning tools, and personalized mentorship.”*

Top Achievers from Aakash Digital in 2024

- **NEET 2024 Top Ranks:** 72, 350, 515, 649, 875, 904
- **JEE Mains 2024 Top Ranks:** 102, 1018, 1105, 1468, 2112
- **JEE Advanced 2024 Top Ranks:** 226, 614, 771, 1089, 1422

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), School/Board exams and competitive exams and Olympiads.

AESL has a pan India network of over 400 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.

Press Release



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