

Aakash Educational Services Limited (AESL) Onboards ace cricketer, Rishabh Pant as its Brand Ambassador

- *Pant's partnership with AESL is a notable benchmark, strengthening the company's commitment to inspiring students to achieve their best and pursue their academic goals with the same vigor and passion that the cricketer exhibits on the cricket field.*
- *Rishabh Pant's association with Aakash will inspire countless students to strive for excellence and never give up on their dreams.*

New Delhi, July XX, 2024 - Aakash Educational Services Limited (AESL), the national leader in test preparatory services, proudly announces the appointment of star Indian wicketkeeper-batter, Rishabh Pant, as its brand ambassador. Known for his resilience and determination, Pant's journey reflects AESL's ethos of perseverance and excellence. Pant has been appointed the Brand Ambassador for a period of one year.

Rishabh Pant, celebrated for his street-smart cricketing skills and outstanding scoring abilities, embodies the spirit of perseverance. His resilience and determination brought him back to the sport after a close shave with a near-fatal road accident, creating an inspiring turnaround story. His partnership with AESL is a notable benchmark, strengthening the company's commitment to inspiring students to achieve their best and pursue their academic goals with the same vigor and passion that Pant exhibits on the cricket field. Pant's dynamic and inspiring persona resonates with the values of AESL, motivating students to push their limits and strive for academic excellence.

Commenting on this partnership, Mr. Deepak Mehrotra, CEO and MD of Aakash Educational Services Limited (AESL) said, *"We are thrilled to welcome Rishabh Pant to the Aakash family. His journey of hard work, dedication, and continuous learning aligns perfectly with our values at AESL. We believe that his association with us will inspire countless students to strive for excellence and never give up on their dreams. Just as Rishabh Pant has shown that determination and perseverance leads to success in cricket, we at AESL are committed to instilling these values in our students to help them achieve their academic aspirations."*

Rishabh Pant, Indian international cricketer, remarked, *"I am honored to be associated with Aakash Educational Services Limited, a name synonymous with academic excellence. Just as in cricket, where preparation and perseverance are key to success, AESL empowers students with the right tools and guidance to achieve their goals. I look forward to this exciting partnership and I'm sure the young minds of our country will taste great success. Education is the foundation of a successful future, and I am proud to be a part of this journey with AESL"*

With this partnership, AESL continues its commitment to empowering students and shaping the future of education in India.

Ritesh Nath, Head of Sports Division at Collective Artists Network on the partnership:

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This collaboration is set to inspire countless students, reinforcing the values of perseverance, hard work, and dedication. We believe Rishabh's remarkable journey and his association with AESL will motivate young minds to strive for excellence and achieve their academic dreams with the same passion and vigor he demonstrates on the cricket field. This partnership is a testament to the power of commitment and resilience, and we are excited to see the positive impact it will have on students across the nation.

SportCell COO Jitendra Singh on the partnership : Rishabh Pant's inspiring journey reflects the spirit of absolute resilience and grit that Aakash Educational Services Limited fosters in its students. SportCell strategically orchestrated this partnership to motivate students, showcasing the transformative power of perseverance and unwavering commitment and hard work to achieving one's dreams.

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 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.

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