



POWERFUL

Aakash Institute

TEERING OFF

After earning a master's in science (Botany) at Birla Institute of Technology & Science, Pilani J. C. Chaudhry knew he had the entrepreneur's itch- he dreamt of upgrading the ever devastating education sector of the country.

Everyone wants to be in the education industry, or so, it seems when Mr. Chaudhry chairman of Aakash Educational Services Pvt. Ltd (AESPL), rattles off a long list of competitors who've fumbled. They all belonged to well-enhanced business models too: Think Resonance, Fiitjee, Vmc, and Vibrant Academy. You name the business house

and Mr. Chaudhry can tell why they are not even near to the brand called "Aakash". Being a teacher and principal himself, he makes a very serious point. Education is more and definitely beyond the parameters of business.

It is empowering the upcoming generation with the right amount of zeal to understand and live better. His belief in "I can & I will" has built up a brand so powerful in an unorganised sector like education. The year 1988, saw the group making its foray into coaching with its flagship brand "Aakash Institute" with a small group of 12 students.

THE GROWTH STORY

Soon his belief became the core philosophy Aakash Institute kindled with. It is the passion with which every member of the Aakash family nurtures students as their own and they develop the craving in each teenager to explore his potential. It rejuvenates the team to script new success stories every year. One of the hallmarks of success in the education business is having strong basics. Aakash is able to achieve that by granting autonomy to its teachers to make independent class assessments and even lend extra help for students who are not able to keep up with the pace of the class.

The Group has built one of India's most trusted education brands- Aakash

Institute, Aakash IIT-JEE, and Aakash Foundations with its determination and hard work from past many years. They impart expert coaching for Medical and Engineering entrance examinations, the brand has contributed immensely to the success and achievement of lakhs of top-performing students at these examinations, thereby making their dreams come true. The Group today has grown into one of the leading coaching Institute in India, providing high-quality education to over 125,000 students annually under the Aakash banner, across its 130 centres in India.

BUILDING RELATIONSHIPS

Even after Aakash is on strong footing, the brand relies on their belief to impart valuable education to each and every student. The theory strictly followed by both the entrepreneurs and teachers at Aakash suggests that at a young age the brain is in essence, transformed from an insatiable information-gathering machine into a sleek, thought machine of enormous power.

The entire concepts at Aakash are designed to augment the students with holistic preparation so that they can ensure their success. These programs help students in sharpening their basic skills to such an extent that they could be benefitted throughout their lives.

Students at Aakash are persuaded to learn in-depth so that they are not merely mugging up the subject but instead are able to explore optimum advantages from the knowledge they have acquired. The astonishing results every year has made it more than a coaching institute like 'the phenomenon of sorts'. Their teachers follow multiple ways of to make learning a fun-filled activity for bringing innovation eventually. The amazing success record of Aakash can be attributed to its unique education delivery systems.

QUANTUM LEAPS

- Impeccable Administration
- Highly Qualified & Trained Faculty
- Faculty Selection with Edge
- Integrated Teaching Approach

TOUR DE FORCE

- Aakash Educational Services Pvt. Ltd. (AESPL), felicitated with the 'Best in test preparation services' award
- The award was given at the ASSOCHAM National Education Summit & Excellence Awards 2014 held in New Delhi on February 19, 2014.



