



POWERFUL

AAKASH INSTITUTE

THE DAWN OF AAKASH

After earning a master's in science (Botany) from Birla Institute of Technology & Science, Pilani, Mr. J. C. Chaudhry visualized making quality education accessible to the masses. Being a teacher and principal himself, he aspires to empower 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 that it has become synonymous with success. The year 1988, saw the

group making its foray into coaching with its flagship brand "Aakash Institute".

THE GROWTH STORY

Soon his belief became the core philosophy that Aakash Institute kindled with. His determined and persistent efforts changed the lives of thousands of aspiring students over the decades, thereby churning out successful doctors and engineers. Gradually, Aakash reached unprecedented heights and became the brand standalone. This exceptional brand moulded the 'knowledge thirsty' brains to such an extent that people testify them as 'best brains' of the country. The passion with which every member of the Aakash family nurtures each student as their own and helps them explore his/her potential scripts 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 decisions. They also lend extra help to students who are not able to keep up with the pace of the class. It focuses on strengthening the fundamental concepts of students, thereby instilling immense confidence in them.

The Group has built India's most trusted education brands- The Aakash Institute, Aakash IIT-JEE, and Aakash Foundations with its strong determination and consistent hard work over the years which impart expert coaching for Medical and Engineering entrance examinations. The brand has contributed immensely to the success and achievement of millions of students in various competitive examinations, thereby realizing many dreams. The Group has grown into one of the leading





coaching Institutes in India, providing high-quality education to over 150,000 students across its 162+ centres in India.

TEACHING PEDAGOGY

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, cogitation machine of enormous power. The entire concepts at Aakash are designed

to augment the students with holistic preparation, wherein they are exposed to modern methods of teaching and a competitive environment that aims to help them perform under pressure. These programs not only help prepare students extensively and exhaustively for the various entrance examinations such as NEET, AIIMS, JIPMER, JEE (Main and Advanced) but also promote school education by preparing them for board and other examinations. Students, at Aakash, are persuaded to learn in-depth so that they are not merely mugging up the subject but are able to explore optimum advantages from the knowledge they have acquired. Further, the teaching methodology adopted by Aakash focuses on conceptual and application based learning that distinguishes it as a brand. The astonishing results every year have made it more than a coaching institute like 'the phenomenon of sorts'.

QUANTUM LEAPS

- AESPL has been felicitated with the 'Best in test preparation services' award
- The Award was given at the ASSOCHAM National Education Summit & Excellence Awards 2014