

Tech Mahindra to Enable Digital Transformation for Aakash Educational Services

Tech Mahindra to modernize the company's IT infrastructure and implement a comprehensive automation model

New Delhi - August 13th, 2019: Tech Mahindra, a leading provider of digital transformation, consulting and business re-engineering services and solutions has announced today a strategic tie-up with, Aakash Educational Services Ltd. (AESL), a national leader in test preparation services, to manage digitization of its IT operations including infrastructure, data centre and applications. As part of the three-year contract, Tech Mahindra will provide support to AESL's digital transformation journey by implementing a comprehensive automation model for digital support and maintenance.

Sujit Baksi, President, Corporate Affairs & Business Head APAC, Tech Mahindra, said, "Education plays a definitive role in nurturing skills that will define the workforce of the future. With quality coaching and techniques, Aakash Educational Services has been a pioneer in the country's education sector. We are delighted to be partnering with them to accelerate their digital transformation. Tech Mahindra's proven expertise and wide array of digital solutions and offerings will help Aakash deliver superior connected experiences to its students."

The digital transformation journey at AESL involves redesigning of traditional processes to support business functions and website revamp. This will be accompanied by automation of the entire customer interaction journey including purchase and course specific registration that will be enabled by a robust e-Commerce platform at the backend. Further, a mobile application for students will be offered to provide all the information pertaining to their attendance, fees, course etc.

Aakash Chaudhry, Co-Promoter & CEO of Aakash Educational Services Ltd. (AESL) and Founder & Trustee of Plaksha University, said, "In this fast-changing world, we are putting our best foot forward by investing heavily in technology, so that we constantly improve our offerings to students and increase efficiencies. AESL's digital transformation will be triggered with the implementation of digital-enabled solutions, right from automation of student journey touch-points. This will take user experience to the next level. The option of online payment gateways will be another significant convenience for our users. AESL's website will also be undergoing complete overhaul with latest digital solutions offered by Tech Mahindra."

As part of its TechMNxt Charter, Tech Mahindra is focused on leveraging next gen technologies to cater to the customer's evolving and dynamic needs. As a leading digital transformation company, Tech Mahindra continues to deliver tangible business value and experiences to solve real business problems.

About Aakash Educational Services Limited (AESL)

Aakash Educational Services Limited (AESL) provides comprehensive test preparatory services for students preparing for medical and engineering entrance examinations, school/board exams and competitive exams such as NTSE, KVPY, and Olympiads. AESL believes that the "Aakash" brand is associated with quality coaching and a proven student selection track record in various medical and engineering entrance examinations. With 30 years of operational experience in the test

preparatory industry, the company has a few selections in Medical & Engineering entrance exams, a pan India network of 186+ Aakash Centres (including franchisee), and a student count of more than 200,000.

For more information on Akash Educational Services Limited (AESL), please contact:

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