

OVERVIEW OF BUSINESS

We are an education technology (Ed-Tech) company focused on delivering a wide range of technology-driven educational products and services for Business to Business (B2B) segment i.e., colleges and schools, and, for Business to Consumer (B2C) segment i.e., students and aspirants aspiring to crack various competitive exams for graduation and post-graduation colleges. Our operations are diversified across the following key business verticals/segments:

1. B2B SaaS (Software as a Service) for Colleges and Schools
2. B2C Test Preparation for Competitive Exams (both online and offline)
3. B2B Services for College Branding and Admissions

Our Promoters;

Our Promoters, Mr. Hirdesh Madan, Mr. Sanjay Kumar, and Mr. Deepak Kumar bring 25+ years each of extensive experience in education technology. Mr. Hirdesh Madan specializes in technology and academics and he is instrumental in defining the strategic direction of the organization. Sanjay Kumar and Deepak Kumar are Non-Executive Directors and are not involved in day-to-day functioning of the Company.