



For Immediate release

Pearson India announces strategic partnership with Khan Study Group (KSG)

- *To set-up 100 IAS coaching centres across the country, offering innovative technology-based learning solutions to IAS aspirants.*
- *Khan Study Group mentored the national toppers of the Civil services examination, 2015, All India rank (AIR) 1, Ms. Tina Dabi and All India Rank (AIR) 2, Mr. Aamir UI Shari and more than hundred selection this year.*

New Delhi, 17 May 2016: ETEN, Pearson India's network of satellite technology based coaching network, today entered into a strategic alliance with Khan Study Group (KSG), the well-known IAS coaching institute that also mentored the national toppers of the Civil services examination, 2015, AIR 1, Ms. Tina Dabi and AIR 2, Mr. Aamir UI Shari.

ETEN introduced the V-SAT enabled learning model in 2008, breaking all geographical barriers to impart CA and IAS training across the country. Over years, the network has provided advanced and personalized coaching to CA and IAS aspirants in their hometowns, not only at a lower fee as compared to in-person classes, but also saving them the opportunity cost and trouble of migrating to another city for quality training. The success of this blended learning model is reflected in the number of rank-holders that the Institute has produced since inception.

Under the alliance, ETEN and Khan Study Group, will set-up 100 learning centres to impart best-in-class training for UPSC – Civil services examination and various state public service commission exams. By using V-SAT technology, ETEN will make quality coaching, the expertise of India's foremost panel of faculties including Dr. Khan and a team of about fifteen other faculty members. Each of the faculty members is a domain expert & has a vast experience of teaching General Studies; the core of the most of the competitive examination today. The most-relevant study material will be accessible to IAS aspirants, even in the remote corners of the country.

Announcing the tie-up, **Mr. Vikas Singh, Vice President, Higher Education & test preparation and Vocational verticals, Pearson India**, said, "*With its highly personalised and comprehensive product design, ETEN features in the top consideration set of CA aspirants across India. We now aim to expand our offering to the Civil Services space by leveraging our formidable presence across India. Our state of the art technology-enabled coaching will enable students to get the best of inputs, in the most cost efficient manner, from top notch faculty in the comfort of their homes. This tie-up is no less than a breakthrough in the IAS coaching space as the Pearson's expertise in the global education*

space and Khan Study Group's excellence in IAS coaching would give students the best of both the worlds."

Dr. Khan, (Director KSG) said, *"The civil services examination is perceived to be one of the toughest and competitive entrance examinations in the country. In addition to that, an aspirant is constantly struggling to find a systematic teaching module that offers right guidance to clear the exams. Our partnership with Pearson is an effort to give our students an access to the best learning environment, acclaimed faculty panel and the best-in-class content. Pearson's in-depth understanding and reach in the test preparation market will go a long way in making this a successful initiative."*

ETEN provides quality education to the far corners of the country. From state-of-the art central studios in metro cities, the faculty lectures are beamed live to the authorized ETEN centers located across India. In addition to giving access to best faculty panel, ETEN offers structured assessment, e-Learning support and video archives. ETEN centres are a true testament to the path of efficacy that Pearson has undertaken.

About Pearson:

Pearson is the world's leading learning company, with 40,000 employees in more than 70 countries. From schooling, test preparation and higher education to professional qualifications, Pearson's books & publications, curriculum materials, multimedia learning tools, testing & assessment programs and integrated services help people of all ages make measurable progress in their lives through learning.

Pearson's work spans through three core verticals – a) K-12 or schooling, b) Higher education and test preparation and c) Vocational (and professional) education. Established in India since 1998, Pearson has introduced its wide range of products and services in top notch educational institutes as well as directly to the learners.

To know more about us visit www.pearson.co.in and follow us on www.facebook.com/PearsonIn and <https://twitter.com/PearsonIn>.

About Khan Study Group (KSG):

Khan Study Group was started by Dr. Khan in the year 2008 and is presently operating in 6 cities with 7 centers. Dr. Khan began his teaching career in 1988 as lecturer in a college of University of Delhi. He later taught at Delhi School of Economics, University of Delhi. He has several research papers and books to his credit. Dr. Khan has been teaching General Studies since February 1992 to IAS aspirants and is very proud of the fact that almost every State and Union Territory in India has some civil servants who personally associate with him. For further detail visit www.ksgindia.com