

## **Career Point inked the deal with e-Learning company Planceess Edusolutions**

26 Dec 2018, Kota: Career Point Ltd (NSE: CAREERP; BSE: 533260), nation's leading education and training player announced the signing of the deal with Mumbai based Ed-tech company Planceess Edusolutions Private Limited. The management of Career Point and Planceess have agreed and entered into the confidential, exclusive and irrevocable agreements to execute the transaction. Now both the companies together will obtain all applicable regulatory approvals. In the due course, Career Point will have an exclusive license agreement to sell the Planceess eLearning products.

Planceess Edusolutions, founded in year 2012 by IITians, provides advanced technology based e-Learning courses and products for various competitive examinations including JEE, NEET & Pre-Foundation. The company developed its proprietary content, video solutions, assessment platform and study material for class IX to XII students and entrance examinations such as JEE, NEET, NTSE, CAT, Bank PO etc. Apart from selling their products to students directly, Planceess also has many institutional clients under its B2B division.

Commenting on the development Mr. Pramod Maheshwari, Chairman and Managing Director at Career Point Limited, said, "Similar to other sectors, technology is a great enabler in the field of education and expanding the entire education market. However, the success of any ed-tech offering depends on 3 key components – i) Content, ii) Technology, & iii) Brand. Planceess' comprehensive content with advanced technology is now blended with Career Point's legacy of last 25 years in delivering exemplary education. This compelling proposition will certainly help us in our mission to reinvent delivering of quality education to wide spectrum of student base. We would further look forward for similar opportunities to strengthen the entire educational offering."

"Planceess elearning and other courses, which are designed by experts and top-rankers in the respective entrance examinations, help students to learn concepts and theories with greater flexibility and result oriented approach. We are extremely happy that the leading education company in India sees value in our products and the businesses. It's an honor and a kind of endorsement to our efforts and hard-work that we invested in Planceess."said Mr. Vivek Gupta at Planceess Edusolutions

Mr. Mahesh Bhangriya, VP – Corporate Strategy commented, "In our strategy to spread deep with fast and cost-effective solutions, e-Learning is definitely one of the most proficient delivery channel. The transaction with Planceess will strengthen our existing e-Learning division with more content, advanced technology, additional clients and bigger market. Their online as well as offline digital content make learning more contextual and enhance engagement time."