



## **Career Point launches Pre-school division ‘Global Kids’**

25 Jan 2016, Kota: Career Point Ltd (NSE: CAREERP; BSE: 533260), nation’s leading education player, announced the launch of Pre-school division - Global Kids. Leveraging its strong brand equity and having more than two decades of experience in delivering quality education, the company has ventured in to mentoring early childhood through Global Kids. The curriculum and pedagogy for academic and non-academic delivery have been designed exclusively to make Global Kids a distinguished brand with a core focus on all-round childhood development.

To attain a faster scale of operations and remain asset light, the company would be expanding through franchisee model. An active support system is already operational; however, the company would prefer to be evenly cautious in spreading network to maintain the superiority and achieve a leadership in the play-school space.

Commenting on the development Mr. Pramod Maheshwari, Chairman and Managing Director at Career Point Limited, said, “Changing socio-economic dynamics make early childhood education an emergent requirement in India. The existing market, size of approximately USD 1 billion, is addressing the need of less than 5% of potential population. Added to this, the industry is very fragmented and short of larger education player with a track record of excellence in education delivery. We believe, it’s an opportunity as well as responsibility for us to fill this gap through a premium pre-school brand – Global Kids. The unique and innovative techniques while developing the curriculum, designing the delivery system and shaping the brand would provide a long-term advantage to Global Kids.”

"Global Kids’ child centric philosophy provides a holistic development and all possible opportunities for child’s life-long learning. A complete technical know-how and structured support system for franchisee network would be the key to success of our potential partners and assurance of Career Point’s excellence in education delivery. The division has the potential to grow at a rapid pace for a long period, led by a favorable industry scenario and unique advantages attached with brand Global Kids." said Mr. D. C. Roy, Head – Preschool division at Career Point Ltd.

### **About Career Point**

Career Point caters to the needs of a student throughout the life cycle of a student (K.G. to PhD.) while operating in both the Formal and Informal education streams. In the Informal Education system, Career Point has established a strong niche in test preparation and school curriculum tutoring through a nationwide extensive network of Company operated branches; Franchisee centers; Technology enabled live classrooms; Online courses; School integrated programs; and Distance learning solutions. In the Formal Education stream, the company has a strong presence by managing and offering various services to K-12 Schools, Colleges and Universities in multiple geographies.

For more details, please visit: [www.cpil.in](http://www.cpil.in), [www.careerpoint.ac.in](http://www.careerpoint.ac.in), [www.cpuniverse.in](http://www.cpuniverse.in), [www.globalkidsworld.in](http://www.globalkidsworld.in)

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