



EdServ Strikes Partnership with CAClubIndia

*** To offer online CA Coaching Services through India's biggest Online CA Platform**

Chennai, 19th July 2011: As part of its expansion into the Rs.2000 cr CA training market in India, Chennai based Education Support Services Company EdServ has announced that the company has struck a partnership with CAClubIndia.com, the country's biggest Online Platform for Finance Professionals with more than 6 lakh members. Around 70,000 professionals and students visit the site every day.

As per the partnership, CAClubIndia.com will deliver EdServ's CA coaching content to the 6lakh Student base. EdServ will provide training in web-based mode at affordable prices as compared to contact classes and ILT (Instructor Led Training) based classroom coaching. EdServ will also provide online access to expert classroom Videos and Assessments to CA aspirants. All subjects / papers will be covered through web based lectures as recorded in live classrooms including doubts classifications and video replays.

EdServ had earlier this year forayed into the online CA coaching services through a JV with Chennai based Sreeram Coaching Point (SCP), the first by a National branded player into the online CA training space. EdServ is also focusing on launching its CA coaching services in overseas markets like the Middle East. The company expects to generate revenues of Rs.200cr from its overall CA Coaching services business that includes the current partnership with CAClub India.

S. Giridharan, Chairman and CEO, EdServ said, "The response from the Online CA Coaching services business through our Content JV with Sreeram Coaching Point has been very good over the last 6months, a testimony to the fact that the students are increasingly adopting the online route to examination preparation as this provides the students with the best of test prep material from across the country. The partnership with CAClubIndia provides us immediate access to their strong 6Lakh student base. This partnership will significantly expand and strengthen our national presence in the Online CA Coaching Segment."

Vivek Jain, founder of CAClubIndia said, "Our idea is to be the one stop destination for CA aspirants and Finance Professionals at large. Delivering CA coaching online through a national player like EdServ is a step towards our goal."

EdServ ended FY11 with revenues of Rs.122cr and Net Profit of Rs.41cr.

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