



Aptech Limited  
Regd. office: Aptech House  
A-65, MIDC, Moroi, Andheri (E),  
Mumbai - 400 093.  
T: 91 22 2827 2300  
F: 91 22 2827 2399  
www aptech-worldwide com

**Unleash your potential**

September 16, 2021

<b>To,</b> <b>BSE Limited</b> 25 <sup>th</sup> Floor, P J Towers, Dalal Street, Mumbai - 400 001	<b>To,</b> <b>National Stock Exchange of India Limited</b> Exchange Plaza, Plot no. C/1, G Block, Bandra-Kurla Complex Bandra (E), Mumbai - 400 051.
<b>Scrip Code: 532475</b>	<b>Symbol: APTECHT</b>

Dear Madam/Sir,

**Sub: Press release dated September 16, 2021 for the launch of Online Education.**

Please find enclosed herewith the Press release dated September 16, 2021 done for the launch of Online Education.

This is to inform that the Board of Directors of the Company at its meeting held on August 31, 2021 had approved the launch of Online Education of the Company. The details of the launch are provided in Annexure I as disclosure required under SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015 read with SEBI circular no. CIR/CFD/CMD/4/2015, dated September 9, 2015.

This is for your kind information and record.

**For Aptech Limited**

**A K Biyani**  
**Company Secretary**  
**Membership no.: F 8378**  
**Place: Mumbai**



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ANNEXURE-I

**DETAILS OF LAUNCH PLAN OF ONLINE EDUCATION OF APTECH LIMITED**

<b>Sr. No.</b>	<b>Particulars</b>	<b>Details</b>
a.	Existing Business	The Company's existing education and training under business partnership and franchise model with classroom learning.
b.	Proposed Addition	The Company intends online education and training by investing and putting up digital pivot model with virtual learning.
c.	Name of Product, Category and Date of the launch plan	"Proalley" is name of the product and the Launch of online education starts from today i.e. September 16, 2021.
e.	Market	Intended for Domestic markets presently and in future to International markets as per business feasibility.
f.	Mode of financing	The Company intends to finance the online education through internal accrual presently and in future through external funding if required.



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g.	Rationale	<p>EdTech has become one of the fastest growing industries, taking rapid strides to facilitate better and more productive learning systems. While pandemic has been blessing in disguise for this business, internet is being called upon to enable work-from-home, study-from-home, in fact even socialize for that matter. India's Edtech sector to become a \$30 billion industry in the next 10 years on the backing of growing demand and strengthening business models, according to RBSA Advisor, a transaction advisory firm. The report estimates the current industry size between USD 700 - 800 mn. The growth will be driven by K12, higher education, test preparation and up-skilling categories.</p> <p>The Company has put in place "Digital Pivot model" to bring online learning to the doorsteps of aspiring students and enter in the Edtech segment of Media and Entertainment.</p> <p>Aptech Limited already has two very successful brands in the AVGC segment namely, Arena Animation and Maya Academy of Advanced Cinematics (MAAC). ProAlley.com is an independent brand from the house of Aptech backed with strong credibility score to their online curriculum.</p>
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**For Aptech Limited**

**A K Biyani**  
**Company Secretary**  
**Membership no.: F 8378**  
**Place: Mumbai**



## **Aptech Limited announced the launch of its EdTech initiative – christened it ProAlley.com**

**~Brand ProAlley.com, will focus purely on online training and education for self-paced learners starting with courses in the growing Media and Entertainment Industry~**

**National, September 16<sup>th</sup> 2021:** [Aptech Limited](#), a pioneer in the non-formal vocational training business in the country for over 3 decades now has entered the EdTech segment with its latest brand addition - [ProAlley.com](#). The brand intends to reach out to a new segment of audience who are self-paced learners wanting to learn and make a career in the growing media & entertainment industry from the comfort of their homes. While the initial offerings of the brand will focus on the growing media & entertainment, AVGC segment given the mass employment opportunities; however it will not be restricted to this segment alone. With the launch of ProAlley.com, Aptech Ltd now **has all forms of delivery models in its business arsenal - Offline, Remote, Live and Self-Paced.**

Aptech Limited houses some of the **most iconic education brands in the country** including **Arena Animation, MAAC, Lakme Academy Powered by Aptech (LAPA), Aptech International Pre-school, Aptech Aviation Academy, Aptech Learning amongst others.** ProAlley.com is the company's newest brand addition to **deliver authentic & professional creative courses purely online.** ProAlley.com will extend Aptech's philosophy/ **mission on employment driven education and job enablement by focussing on skilling & up-skilling** the new age tech user.

ProAlley.com officially launched on September 16th, 2021, is for the new-age user with hi-tech features and a quick, user-friendly tech-fuss free interface. The [ProAlley Advantage](#) includes self-paced learning with easy to follow courses offering hands-on learning with a complete skill driven approach. The curriculum offered by the brand is developed by the industry experts having over 30 years of experience in the field of media, entertainment & AVGC (Animation, VFX, Gaming, and Computer Graphics) segment. The brand offers two plans to opt from, 'Pro' and 'Pro-Plus'. Both the plans offer certification courses. 'Pro-plus' has additional benefits including creating & enhancing portfolio with guidance from experts, placement assistance\*, personalised one-on-one mentor connect programs and real time graded & evaluated assignments.

EdTech has become one of the fastest growing industries, taking rapid strides to facilitate better and more productive learning systems. While pandemic has been blessing in disguise for this business, internet is being called upon to enable work-from-home, study-from-home, in fact even socialize for that matter. **India's Edtech sector to become a \$30 billion industry in the next 10 years** on the backing of growing demand and strengthening business models, according to RBSA Advisor, a transaction advisory firm. The report estimates the current industry size between USD 700 - 800 mn. The growth will be driven by K12, higher education, test preparation and up-skilling categories.

**Dr Anil Pant, Managing Director and CEO, Aptech Limited** said, *"We are ecstatic to be announcing our entry in the EdTech segment. This has been a dream project for Aptech Limited to be a bricks & clicks model. Our Ed-tech initiative is for self-paced learners, freelancers, influencers, content creators – literally anyone looking to equip themselves with new skills, looking to make a career in the media, entertainment or AVGC segment. I have said this before that AVGC industry is in a steady stage of its flight, where IT sector stood*



*about 20 years ago. This is a great time for students who are making major career decisions at this point in time to actually work on skills that not only helps them get their first job but makes them highly employable. While the initial offerings of the brand will focus on the growing media & entertainment & AVGC segment; it will however not be restricted to this segment alone. We will plan to include courses from other segments where mass employment opportunities are available such as beauty & wellness, retail & hospitality amongst others. We are also planning to make this available to markets outside India. ”*

**He further added,** *“[ProAlley.com](https://www.proalley.com) is competitively priced and aims to benefit the users offering them skillsets that can help them earn an income through a job/ freelancing or gig work. The job opportunities in the media & entertainment industry are massive, almost to the tune of 3X of what we are able to realize currently. We are very excited to be able to contribute to the industry through such brand expansion.”*

Aptech Limited already has two very successful brands in the AVGC segment namely, Arena Animation and Maya Academy of Advanced Cinematics. (MAAC). ProAlley.com is an independent brand from the house of Aptech backed with a strong credibility score to their online curriculum. For more information, please visit <https://www.proalley.com/> or reach out to +91-8951891050, [help@proalley.com](mailto:help@proalley.com)

\*The placement assistance is offered to students over 18 years of age

#### **About Aptech Limited.**

With over three decades of strong experience in the vocational skill training and non- formal academic curriculum based training programs, Aptech Limited is a pioneer in the non –formal vocational training business in the country with a significant global presence. Ever since its commencement in 1986 and with a current presence of over 800 centres globally, Aptech Limited has effectively ventured into diverse sectors ranging from IT training, media & entertainment, retail & aviation, beauty & wellness, banking & finance, pre-school segment amongst others. Aptech Limited has successfully trained students, professionals, universities & corporates through its two main streams of business- Individual training and Enterprise Business Group.

Under Individual Training, Aptech offers career and professional training through its multi brands- Aptech Computer Education, Arena Animation & Maya Academy of Advanced Cinematics (both in Animation & Multimedia), Lakmé Academy powered by Aptech (beauty & grooming) ,Aptech Hardware & Networking Academy, Aptech Aviation & Hospitality Academy, Aptech English Learning Academy, Aptech International Pre-school amongst others.

Enterprise business includes Training and Assessment Solutions for Corporates & Institutions (Aptech Training Solutions, Aptech Assessment & Testing Solutions). Aptech Limited has been recognized as a Great Place to Work (2017 & 2019) won the Golden Peacock National Training Award (2019) and appraised at Maturity Level 5 of People Capability Maturity Model (PCMM) in the year 2020. For further information please visit- <https://www.aptech-worldwide.com/>

#### **For further details or media queries contact:**

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