



**Career Launcher signs up an education industry professional with MBA and PGDBM (Marketing) as CAT, CLAT, IPM and Bank/ SSC test prep partner in Muzaffarpur, Bihar**

**October 2022, New Delhi:** CL announced the signing up and appointment of a Business Partner for CAT, CLAT, IPM and Bank/ SSC in Muzaffarpur, Bihar. Mr. Nitesh is PGDBM in Marketing and Finance from NIBM-Patna and an MBA in Marketing and HR from MG University, Meghalaya.

He possesses 21years of overall experience in Sales, Marketing and Business Development in education industry out of which 16 years have been in the leadership roles. He served as General Manager in Asia Pacific Institute of Management- New Delhi as his last assignment just before signing up with Career Launcher.

Muzaffarpur is a city located in Muzaffarpur district in the Tirhut region of the Indian state of Bihar and it is the fourth most populous city in Bihar with population of 5.16 Lac. Muzaffarpur has 60 + CBSE schools and has 18+ engineering colleges including Muzaffarpur Institute of Technology. The presence of premier institutions clearly indicates the market potential for CL courses in the city and importance of having a partner with good academic profile and social status.

CL envisages scaling up its business presence in India through franchisee partners for hyper-local penetration. CL partner network is the biggest in the test-prep industry in terms of locations and product basket breadth. CL aims to be a 1000 location network over the next 4 years from the current 150+ centres spread across programs covering CUET, Board tuitions, IIT-JEE, NEET, CLAT, BBA, IPM, SAT, GRE, GMAT and CAT.

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