

Career Launcher launches Amazon Alexa-powered Vocab, GK, MBA & Law prep Skills

New Delhi, October 9, 2018: Career Launcher, India's leading coaching company & a division of CL Educate Ltd, launches India's first set of four voice-enabled educational Skills built on Amazon's Alexa platform. This would help students to sharpen their capabilities on Vocabulary & GK, which will come in handy in tough exams like GRE, GMAT, SAT, ACT, CAT, XAT and more. The launch also includes Skills to be ready to crack MBA and Law entrance exams.

The company is piloting Alexa-integrated MBA & Law coaching programs for the 2019 academic year. It focuses on enhancing the learning of its students by using Alexa Skills and bundling Echo devices with its classroom and online programs.

Talking about the launch, **Mr. Sujit Bhattacharyya, Co-founder and Chief Innovation Officer, CL Educate Ltd** said *"We believe that EdTech disruptors of the next generation will come from Asia. We hope to be one of those successful disruptors through collaborative engineering with innovative companies like Amazon."*

CL's engineering team has worked closely with Amazon to implement the exacting standards of voice interface design and certification of its Alexa Skills. The Skills have been built using methods of adaptive testing, which give personalized questions to each student based on their ability. Their engagement and interest are maintained by using techniques like gamification and leaderboard.

Commenting on the development, **Mr. Dilip R.S., Country Manager for Alexa Skills, Amazon India** said, *"We are focused on enabling developers to simplify Skill development and providing the best Skills for Alexa users in India. It is exciting to see Career Launcher offer educational Skills that will help students prepare for entrance exams in an engaging way."*

Amazon Echo devices will be enabled with features like holding personalized conversations with each learner, using natural language-based voice interaction, this would give the students real-life experience on how teachers engage with students. These Skills would also be accessible through the free Alexa app available for download from Google Play Store and Apple's App Store.

The company further aims at releasing more Skills counseling including mental math and career info to cover exams such as UPSC, Bank, RBI in India, and SAT, GMAT, GRE, etc.

About CL Educate Ltd.;

Listed on the BSE and NSE of India in 2017, CL Educate Ltd is a well-diversified and technology-enabled provider of education products, services, content, and infrastructure with presence across the education value-chain. It commenced its operations in 1996; and is present in test-

preparation & training services, publishing & content development, integrated business, marketing & sales services for corporates, vocational training programs, and integrated solutions to educational institutions. CL operates a gamut of test-prep services under the 'Career Launcher' brand that offers coaching for MBA, Overseas (GRE, GMAT, SAT), Bank, SSC, Civils, Law/BBA, Gate/Engineering/Medical across India and in the Middle East. Led by a team of highly qualified professionals, including IIT-IIM alumni, with a passion for excellence, the 22-year old company has successfully diversified from a single MBA Test-prep center to a pan-India conglomerate in an asset-light, technology-enabled manner leveraging strong synergies among its businesses.

For more details, please visit <http://www.cleducate.com/>

Corporate Communication Contact:

Dhruvi Mahajan

8586006073

dhruvi.mahajan@careerlauncher.com