



January 2012

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## About Business in Education

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Business in Education is a monthly report, which is focused on the supply side of education sector in India. The report is aimed at helping education services providers with the latest activities in the sector.

The report covers the trends, as well as the opportunities in the Indian education sector, which were highlighted in media. It is designed for the individuals and organizations, which are in the education business, or are planning to enter it. It is also helpful for various products and services providers to the sector.

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## Activities of Major Players

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### Education institutions are expanding their school network

As the K–12 education sector is showing robust growth amid increasing demand for quality education, established schools are expanding their network by opening up new institutions.

**Aura Academic Institutions group** is expanding in the state of Kerala by setting up a chain of global schools across the state. The group will be opening the first school in Perinthalmanna, Malappuram, which it will be operating with the help of **MDN Edify Education** and **iEduTeam**.

The school will be setup and operated as per the international standards, having amenities such as temperature-controlled classrooms, interactive e-boards in classrooms, and language laboratories. It will also be one of the few schools in the state to teach robotics, and will facilitate national and international educational tours for the students.

**BVM Global**, which manages three schools in Chennai and one each in Coimbatore and Bengaluru, will now be managing the Tiruchi based coeducational school, **Alpha Wisdom Vidyashram**. The school currently has approximately 3,000 students studying as per the CBSE curriculum. The school is expected to take on the BVM Global's name.

**Vijayawada** based **Sri Abhaya Gold Group** is also planning to open 50 schools in next five years. The group, which has launched its education arm — **Abhaya Educational Society** — will be opening schools in Vijayawada, Eluru, Amalapuram,

Rajahmundry, and Kurnool in 2012, followed by 15 other next year. The schools will provide education as per international standards, and will focus on wholesome education and entrepreneurship. The group has also signed MoU with **Digital Campus**, a cloud computing and digital service provider in education space

### New programs are coming up through collaboration

**Educational** institutions are collaborating with each other to synergize their core competencies, and introduce new programs.

**Bengaluru** based **Presidency College** has signed a Memorandum of Understanding (MoU) with **La Trobe University** of Australia for introducing joint courses in both the institutions. According to the MoU, there will be a joint course having final degree by La Trobe University, Australia. The course will enable students of Presidency College to study a part of the curriculum at the Presidency College, and the remaining part at La Trobe University.

**The Cochin Chamber of Commerce and Industry** has signed a MoU with the **Open University, Malaysia (OUM)** and **Straits Academy, Malaysia** to commence a Certified Professional Diploma Course in Freight Logistics. The course will help students to pursue a diploma course in the field of logistics in Kochi. The examination and certification of the diploma will be done by OUM.

**The Department of Renewable Energy**, in collaboration with the **Indira Gandhi National Open University (IGNOU)**, has setup **Arka-IGNOU Community College** in Kolkata. The college, jointly approved by the IGNOU and Technical and Further Education Department, Queensland Government, Australia, will impart courses on renewable energy. Approximately 30% of course is expected to be taught by the Australian teachers, and the remaining by Indian faculty having Australian qualifications.

### Corporates are introducing niche courses in the sector

**Many** corporates are introducing new courses with the help of educational institutions. These courses are helping the corporates to train the students as per their requirements and working styles. The courses further help corporates to get job-ready students through placement, and hence save their training costs.

**IBM** is collaborating with the Indian universities to promote teaching of analytics. The company, through its IBM's Academic Initiative, is working with faculty members and students to develop predictive analytics skills. The company is currently conducting training programs in business and predictive analytics with business school faculty across 15 major cities across India.

Upon completion of programs, the faculty members will get certification in analytics, and will be able to access the predictive analysis technology. IBM, through its Academic Initiative, prepares and markets software and curricula to approximately 6,000 universities and more than 30,000 faculties across the world.

**Sri Venkateswara College of Engineering (SVCE)**, Sriperumbudur, has signed a MoU with **Ericsson India Private Limited** to commence Ericsson's 'Excel Empower' program at the college. The program will help in providing education in wireless technologies such as GSM (Global System for Mobile communication), W-CDMA (Wideband Code Division Multiple Access) and LTE (Long Term Evolution) to the students of SVCE. Along with the classroom training, students will also be taught about the telecom industry through e-learning modules and onsite visits.

**The** Munjals of **Hero Group** are collaborating with the **MIT Sloan School of Management**, the business school of **Massachusetts Institute of Technology, US**, to develop Munjal Global Manufacturing Institute (MGMI) in Mohali. MGMI, in which the Munjal have invested INR50 crore, will be setup at the Mohali campus of Indian School of Business (ISB).

MIT Sloan School will provide the faculty support and curriculum, and will offer joint executive-education programs to the management students, specializing in manufacturing excellence.

### Companies are expanding their operations

**The** sector is also witnessing expansion by service providers to the education sector, who are banking on the increasing number of schools, as well as adaptation of technology by existing schools.

**Educomp Solutions Limited** is planning to expand its network through the updated version of its 'Smartclass' solution — 'Smartclass CTS' (class transformation system). The new solution is aimed at improving student–learning experience through advance education tools. Educomp has launched the new solution in the state of Gujarat. The company currently has approximately 150 schools in Gujarat in its network, and plans to add 100 more by the end of March 2012.

**Tata Interactive Systems (TIS)**, which is operating the school education segment through the launch of Classedge, its educational solution for schools, is planning for expansion. The company is currently focusing on content development for schools. With the sales team of 200, the company is targeting schools in over 150 cities. It is planning to expand its headcount to over 600 to gain market share in the supplemental education sector. TIS is further expected to enter higher education through the vocational training segment.

**Information** securities service provider, **MIEL e-Security**, is taking its information security management program — Prism — online. Prism, which is operated by the company's education services arm, MIEL e-Security academy, provides a one–year, full time program in Information Security Management at company's centers in Mumbai and Pune.

The online version of the program will be known as Eklayva, and will be targeted at working professionals in other cities. The program will be accredited to the Computer Society of India. It will be delivered in 100 hours over a period of 17 months, and will cost 20% the price of Prism program.

## Foreign companies are entering Indian education sector

**Indian Institute of Science**, Bangalore (IISc) and **Amrita University**, Coimbatore will be collaborating with the US based IT company, **EMC Corporation** in bringing its global corporate research program, the EMC Innovation Network, to India.

As part of the program, EMC will be funding the research in the universities to discover and explore technologies, which are impacting the global information infrastructure. EMC has identified the institutes on the basis of their quality of faculty and students, as well as research initiatives. Besides India, EMC currently has ongoing research initiatives in universities in Brazil, China, Egypt, Ireland, Israel, Russia, and the US.

**Italian** business school, **Universita Bocconi**, is setting up a business school in Hiranandani, Mumbai, and has tied up with India based Ultimate Knowledge System for the same. The business school — **Mumbai International School of Business Bocconi** — will start its first batch from July 2012, imparting education to approximately 100 students. The business school is expected to have an international curriculum, involving regular weekly corporate training. Further, the school will target placement of students in Indian as well as global multinationals.

**Netherlands** based online education company, **Laureate Online Education**, is planning to sign MoU with approximately six Indian companies to provide its online education and testing services in India. The Dutch company is planning to bring online education and testing solutions such as out of home online-test, which the students will be able to take at Laureate's locations across the country.

Laureate Online Education is a part of **Laureate International University**, which has network of more than 50 accredited campus-based and online universities, which offer undergraduate and graduate degree programs across 24 countries. In India, the company is planning to register approximately 2,000 students by 2013, charging them a fee of approximately US\$18,000 (INR9.5 lacs) per week for online higher education program.

## Education sector is witnessing investment activity

**Indian** education sector is witnessing investment activities, where companies are both investing as well as selling stakes. Vocational skills and training provider, **GRAS Academy**, has received an equity investment of approximately US\$1.72 million (INR9.1 crore) from **Michael & Susan Dell Foundation** to provide vocational training to school dropouts and unemployed youth.

Post the investment from the Dell family foundation, GRAS Academy, will work toward training and job-placement assistance to over 1.3 million underprivileged youth in India, many of whom are school dropouts over a 10-year period.

**Media** production company, **Balaji Telefilms Limited**, has signed a pact with an unnamed buyer to sell its media education and mobile content businesses for INR8.37 crore. The company's media education arm runs ICE Institute of Creative Excellence, which provides professional training in the field of media and entertainment.

The institute provides training in areas such as acting, cinematography, direction, editing, production, scriptwriting and sound engineering. Balaji was making losses in its media education and mobile content businesses, and was planning to shut it, for a year.

**CL Educate** (formerly **Career Launcher**), has acquired test preparation materials publisher, **GK Publications**. GK Publications specializes in books, study guides and test papers for career & academic test preparation and skill building. The company has a network of over 750 dealers and 1150 distributors, and currently sells approximately 600,000 titles every year. The deal is expected to help CL expand further into test preparation and skill education verticals.

## Opportunities in the sector

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### Content providers to get opportunity with new curriculum

**Financial** markets regulator, **Securities and Exchange board of India** (SEBI) is in talks with the Ministry of Human Resource Development, as well as **Central Board of Secondary Education** (CBSE) to build a curriculum investor education/financial market literacy to be taught in schools. The curriculum, whose discussions are in earlier stages, will primarily be used to teach senior secondary students about the basics of stock markets.

SEBI is also working with stock exchanges, and the **Association of Mutual Funds in India** (AMFI), to identify teachers, and train them in investor education and working of financial markets. In a similar program the **National Stock Exchange** has also tied up with some of the state governments, such as Tamil Nadu, to build curricula for teaching money management and financial literacy to school and college students.

### Tamil Nadu to witness increased demand for teachers

**In** an attempt to bring down the teacher student ratio from the current 1:40, the government of Tamil Nadu is creating 8,462 posts of graduate and postgraduate teachers. Out of the total posts, 6,872 posts would be allocated to graduate teachers, while 1,590 posts would be for postgraduate teachers. The government has also earmarked an expenditure of INR181.36 crore for creating the graduate teacher posts, and INR 45.25 crore for the postgraduate teachers.

## Other Prominent Trends in the Sector

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### Higher education institutions to come under a single regulating authority

**The** Government of India has tabled the Higher Education and Research Bill, 2011 in the Rajya Sabha. The bill is aimed to establish the National Commission on Higher Education and Research (NCHER), a universal regulatory body, which will supervise all of university education including vocational, technical, professional and medical education.

The bill will make NCHER an autonomous body, which will work toward an integrated growth of all the higher education institutions, and raising the quality of higher education as per the global standards. The commission will also be able to frame regulations, create autonomous institutional accountability, and promote joint and cross-disciplinary programs such as research amongst the higher education institutes.

### School education to become less exam-centric

**The** government is also planning to bring a paradigm shift in the school pedagogy, by making the education more child-centric than exam-centric.

It is planning to do away with examinations by end of 2012, and replacing them with a Comprehensive and Continuous Evaluation (CCE) system, which will help in de-stressing the children. The government believes that the country's education system, at present has become socially stratified, with only the graduates from top universities taking up the managerial positions. It further believes this step will help in increasing the Gross Enrolment Ratio from the current 15% to 30% by 2020.

### Goa to have full day schools

**With** the Right to Education (RTE) deadline approaching, the state of Goa is expected to implement full-day schooling from the academic year starting June 2012. As per the RTE act, 2009, the state will now have to change the school timings. From the present half-day school with a 30-minute break, the schools will now be working for an additional 2.5 hour, having a break of 1 hour. The deadline for implementing RTE act, which makes 7.5 hours of schooling mandatory, is expiring at the end of academic year 2012–2013.

## Higher education institutions coming up in Haryana

**The** state of Haryana will soon be witnessing branches of well-known education brands. The central government has acquired 200 acres of land for opening up **Indian Institute of Management** in Rohtak. The land is situated in village Sunaria in the National Capital Region.

Similarly, **Indian Institute of Information Technology** (IIIT) and **Indian Institute of Food Technology Entrepreneurship and Management** (IIFTEM) are coming up with their institutes in Sonapat. IIIT is expected to be setup in village Kilrod IIFTEM will have its branch in Kundli. The government is also planning to open another established institute, **National Institute of Fashion Technology** in Haryana.

## Companies' Score Card

		Operating Margin Q2-2012 (%)	Net Margin Q2-2012 (%)	Debt- Equity Ratio Q2-2012 (%)	EPS Q2-2012 (INR)	Price- Equity Ratio December 31, 2011	Market Price change December 2011 (%)
Computer Software Training	Aptech Ltd.	14.4%	17.1%	0.0%	0.97	68.04	-29.0%
Computer Software Training	BITS Ltd.	38.4%	38.4%	0.5%	0.00	N.A.	12.2%
Computer Software Training	NIIT Ltd.	11.6%	3.5%	60.0%	0.44	82.84	-17.2%
ERP for Educational Institutions	Software Technology Group International Ltd.	N.A.	N.A.	112.7%	N.A.	N.A.	-3.4%
ICT Solutions	Birla Shloka Edutech Ltd.	7.8%	3.4%	15.8%	2.07	3.40	-25.1%
ICT Solutions	Compucom Software Ltd.	62.6%	16.9%	33.3%	0.38	34.21	-4.3%
ICT Solutions	CORE Education and Technologies Ltd.	39.35%	19.9%	82.9%	3.56	72.46	-9.9%
ICT Solutions	Edserv Softsyst Ltd.	13.3%	4.1%	3.4%	0.51	78.53	-38.0%
ICT Solutions	Educomp Solutions Ltd.	44.5%	11.8%	55.7%	2.70	71.2	-8.9%

		Operating Margin Q2-2012 (%)	Net Margin Q2-2012 (%)	Debt- Equity Ratio Q2-2012 (%)	EPS Q2-2012 (INR)	Price- Equity Ratio December 31, 2011	Market Price change December 2011 (%)
ICT Solutions	Everonn Education Ltd.	49.0%	6.7%	47.0%	2.39	138.43	-8.1%
IT Education	Comp-U- Learn Tech India Ltd.	24.9%	18.5%	2.8%	0.37	38.11	-9.9%
IT Education	Jetking Infotrain Ltd.	13.9%	5.6%	12.9%	0.98	46.53	-12.3%
School Education	Tree House Education & Accessories Ltd.	60.9%	29.0%	26.3%	1.75	93.71	-10.4%
School Education	Zee Learn Ltd.	-50.8%	-51.4%	44.5%	-0.24	N.A.	-24.8%
Tuitions	Career Point Infosystems Ltd.	35.4%	25.5%	0.0%	3.33	62.69	-21.2%

## List of Institutions and Organizations

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Amrita University	Indian School of Business
Arka–IGNOU Community College	Indira Gandhi National Open University
Aura Academic Institutions group	La Trobe University
Balaji Telefilms Limited	Laureate International University
BVM Global	Laureate Online Education
CL Educate	Massachusetts Institute of Technology, US
Digital Campus	MDN Edify Education Private Limited
Educomp Solutions Limited	Michael & Susan Dell Foundation
EMC Corporation	MIEL e-Security
Ericsson India Private Limited	MIT Sloan School of Management
GK Publications	Mumbai International School of Business Bocconi
GRAS Academy	Munjal Global Manufacturing Institute
Hero Group	National Institute of Fashion Technology
IBM	Open University, Malaysia
ICE Institute of Creative Excellence	Presidency College
iEduteam	Queensland Government, Australia
Indian Institute of Food Technology Entrepreneurship and Management	Sri Abhaya Gold Group
Indian Institute of Information Technology	Sri Venkateswara College of Engineering
Indian Institute of Management, Rohtak	Straits Academy, Malaysia
Indian Institute of Science, Bangalore	Tata Interactive Systems
	Ultimate Knowledge System
	Universita Bocconi, Italy

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Alethia Education	Billabong High International Schools
Amity University Rajasthan	Birla Edutech Ltd.
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Career Cubicle Pvt. LTD.	Educomp Solutions Ltd
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Castle Rock Research Corp.	edupaedia.in
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CL Educate (Career Launcher)	Eduwaves
Classteacher Solutions	Edvance Learning
Connect2Gurukul	Edvance Learning Pvt Ltd
Credila (HDFC LTD)	E-KIDS Solution Private Ltd.
DALIA Institute of Management	Elsevier India
DARE, a monthly magazine on Entrepreneurship.	Elyon Education
Delhi Public School	Emerge Learning Services Ltd.
Department of Education	Ernst & Young
Deutsche Bank Group	EuroKids International Ltd
Donbosco Tech, India	Everonn Education Ltd.
E learning	Evolve XL Pvt Ltd
E Z Vidya	Examville.com, LLC
Easy Learning India	Exioms
Ecole Solutions Pvt Ltd	Explorers School
EdSaas Hyderabad	EZVidya Pvt. Ltd.
Edsine	Feydhoo School, Maldives
Education World Magazine	FIITJEE Ltd.
Educational Initiatives	FinPac Financial
EducationWorld	Focus Educare Pvt. Ltd.
Educomp Raffles Higher Education Ltd	Future Focus Infotech

Future VISTA View Edu Tech Pvt. Ltd.	iEdvantage
Gabss EduSkill Ltd.	iGATE Patni
GD Goenka World Institute (Lancaster University)	Ignite Young Minds
GEMS Education	IIT Kharagpur
Gladioli Education	IL&FS Education and Technology Services Ltd.
Global Education Management Corp.	iLearn-International
Global indian school	India Entry 360.Com
Global Learning	India Venture Partners
Global Workforce Development & Consulting Organisation	IndiaCan Education Pvt. Ltd ( A Pearson Educomp Company)
Globalshiksha.com	IndiaCo Ventures Ltd.
Gokuldham high school and junior college	Indian School of Business & Finance
Grassroot Infosolutions Pvt Ltd.	Indic Institute of Design and Research
Harbinger Knowledge Products	Indigram Skill and Knowledge Initiatives Pvt. Ltd
HCL Technologies Ltd.	Indus Learning Solutions Pvt Ltd
higherstudy.com	Informatica
HOC Educational Services Pvt Ltd	Innovative School of Business & Management Pvt. Ltd.
HTC School	Intarvo Technologies Ltd.
i Big Wonder	Integrated EduTeam
IAMR Group of Institution	iProf India
IANS Education Services	Jagran Social Welfare Society
IBMR Business School	Jain Group of Institutions
ICFAI	Jain Heritage, a Cambridge School
ICS GROUP	Jetking Infotrain Ltd
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IDP Education Pty Ltd.	Kaligi Ranganathan Montford Group of Schools
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Kangaroo Kids Preschools	MRV International school
Kennedy School	MyTrustedTutor.com
KPMG	N & Z Edu Solutions Pvt Ltd
KQM Consultants	narayana educational institutions
Laetus Education Private Ltd.	Nascent Edutech Pvt. Ltd.
Latitude Edutech Consulting Pvt. Ltd.	National Geographic Explorer
Leading Education Management Enterprise	Navitas
LeapEd Knowledge Solutions Pvt. Ltd.	Next Education India Pvt. Ltd.
Liberty Anything Skool	NHELITE Education Services Ltd.
LIGHT EASY MIND Training & Coaching	NIILM School of Business
Literati Training Private Ltd.	NIIT Ltd.
Lord Krishna Group of Institutions	NIMS
Lotus Learning Pvt Ltd	Norwest Venture Partners
Macmillan Publishers India Ltd.	Okapi Consultancy Ltd
Mahadev Educational Initiative	Panacea People Group
Mahatma Gandhi International Schools	Panjab University, Educational Institution, Chandigarh
Mail Today	Peapod Preschool
Manya Education (P) Ltd.	Pearson Education India
Mastermind Classes	Pearson Education Services Pvt. Ltd. (Edurite Technologies)
MBAGuru - Roots Education Pvt. Ltd.	Pearson Learning Solutions & Edexcel Ltd.U.K.
Mehan Edusolutions Pvt. Ltd	Pedagogues Education India Pvt. Ltd.
Mexus Education Pvt Ltd	Power Coaching
Mind Shaper Technologies Pvt Ltd.	Pratham Edusys Pvt Ltd
MM ACADEMY	PricewaterhouseCoopers Pvt Ltd
Modern Public School	Prism Infosolution
Modi Public School	

Promethean	shiksha.com(Education Portal) at Info Edge India Ltd
PT Education	Shivaani Educational Services Private Ltd.
PT universe	Shri Shankaracharya Group of Institutions
Q Point	Shrishti Institutional Support for Economic Development
Quest Tutorials	Smart Careers(Career Launcher)
R.D. Computers & Technologies	Space Technology & Education Pvt. Ltd
Radcliffe School	Sraw Educational Initiatives
Radiant Educational Investment LLC	St. Francis ICSE School
Rai Foundation	St. Soldier Management and Technical Institute
Reliable Institute of Law	Strategum Eduserve Pvt. Ltd.
Reliable Institute of Management & Technology	T.I.M.E. Pvt. Ltd.
RESONANCE Eduventures Pvt Ltd	Tata Teleservices Ltd.
Right Track Admizzionz Campuz	Teachwell P S Institute Pvt. Ltd.
RIS Tech Pvt. Ltd.	Techno Alliance
Roots Education	Technopak Advisors
Rumi Education Private Ltd.	TECNIA GROUP OF INSTITUTIONS
Sai Educations	Tekbos Business Solutions India Private Ltd.
Saint-Gobain Gyproc India Ltd.	The Achievers Programme
Samskar Academy of Kids Education Pvt. Ltd	The Economic Times
SANAKO Corporation	The Parthenon Group
Sancta Maria International School, Hyderabad	The Princeton Review
Sattava Edusys Pvt. Ltd.	The Shri Ram Competitive Classes
School Serv	The Times of India
Schooladmissions.in	The Wall Street Journal
se.eds - Swedish Education Services	Theschoolworld.com
Shanti Business School	Third Academy School

TQMS Global

Universal Education Consultants

University of Mumbai

University of Warwick

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Publication Volume: 12-001

Publication Date – January 2012

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