

PRESS RELEASE

Elements Akademia Private Limited
1st November, 2007



ELEMENTS AKADEMIA
Imparting The Finer Elements of Career

***Elements Akademia* - conceptualized, funded and operated by a Group of 10 IIM Alumni - launches first state-of-the-art centre in U.P. at Aliganj, Lucknow.**

- **Inaugurated by IIM Lucknow Director and Industrial Development Commissioner (U.P.), in the presence of Head, CII (U.P.) and AIMA (Lucknow) President.**
- **Lucknow plans include new branches opening in Alambag and Gomti Nagar.**
- **Groundwork started to open in 4 new cities within this year.**
- **Announced a merit-cum-means scholarship for the needy students, funded by IIM Alumni, as part of their Corporate Social Responsibility.**

Lucknow – Nov 1st, 2007: The first centre of *Elements Akademia* was formally launched in Aliganj, Lucknow in a star studded gathering that included Director and Professors from IIM Lucknow, Senior Bureaucrats from UP government, senior representatives from Confederation of Indian Industry (CII) and All India Management Association (AIMA), Hiring Leaders from Top MNCs, and Principals from key Degree colleges in Lucknow.

The initiative - with a Bold “Vision 10x10”... Making 10,000+ Indians Employable by 2010 - was kicked off a month ago by Cabinet Minister SC Mishra. Since then, *Elements* has seen a tremendous response (2 batches already started) prompting plans to open branches in Alambag and Gomti Nagar. *Elements* has also brought forward its national expansion plans, and will now launch in 4 new cities by the year end.

Mr. **Nishant Saxena**, CEO of Elements Akademia, announcing a merit-cum-means scholarship, said, “It is humbling to see that the students who most need and deserve our course, sometimes cannot afford to pay even the nominal monthly installments. This scholarship, based on funding from our IIM Alumni, will help families with less than Rs. 75000 annual income. We are also looking for more scholarships to help upto 20% of our students”.

Mr. **Atul Kumar Gupta**, Industrial Development Commissioner, and one of the Top Bureaucrats in UP, spoke on the need for such initiatives in U.P. and how Elements can help in the government's efforts to reduce unemployment.

Mr. **Jayant Krishna**, President, AIMA (Lucknow) and Mr. **Sanjeev Chaturvedi** (Head, CII UP) explained the skill sets that companies really look for, and how much of it is not covered under the current university system. They called for a Public-Private partnership to make people employable.

Prof. **Devi Singh**, Director of IIM Lucknow, hailed the efforts of IIM Alumni in exercising their Corporate Social Responsibility. He also noted how 50% of the Promoter Group was from IIM Lucknow and had chosen Lucknow to start their national operations.

About Elements Akademia:

Recently launched by a group of 10 IIM Alumni, *Elements Akademia* (www.elementsakademia.com) is a first-of-its-kind academic institute aimed at bridging the gap between academic theory and industry requirements. *Elements Akademia* will leverage the vast professional knowledge and expertise of the promoter group.

The Flagship programme, aimed at Graduates or Final Year Graduating students in 15 Tier II cities, is a six-month comprehensive part-time course that helps students get a job in sectors like Insurance, Retail, KPO/BPO, Banking, Finance etc. The modules include Business communication (English Speaking), Managerial effectiveness, Personality Development, Basic IT and relevant technical areas. The final certificate is endorsed by K J Somaiya Business School (India's Top 20 MBA programme). 90%+ placement is assured in Top MNCs with starting salary of Rs. 10,000+ per month.

Elements Akademia regularly conducts a free 15 minute assessment test and counselling (call 4000050) – that helps graduates find out exactly where they lack and how they can improve.

The CEO, Nishant Saxena, an IIM alumnus, has extensive Pan-Asian (Japan, Philippine, India, Singapore) experience with one of World's Top 3 Most Admired companies. He has been profiled by Business World as a "Leader-in-Making" and is a visiting faculty in IIMs, NUS, SP Jain etc.

The Dean, Prof. Tapan Bagchi, is a B.Tech from IIT Kanpur and PhD from Canada. He spent 16 years in Exxon Mobil US, and then founded IIT Kanpur's B-school in 1983. He also headed NITIE as Director and finally helped setup SP Jain Dubai as Dean. He has authored 6 test books and 75 papers.

Other Investors include: Rusi Brij, Global CEO and Vice Chairman, Hexaware; Arun Khanna, IIMA 1987, President (Indonesia) of a Fortune 1000 company; Alok Sharma, IIMA 1990, Head -Forex in a leading American bank; Amit Banati, IIML 1990, Asia CFO of a Fortune 500 company; Vinay Sharma, IIMC 1996, Head of Marketing in one of India's top

Telecom company; Ashwini Sharma, IIML 2000, a 6σ Master Black belt, VP in a Top European Bank; R Balachandar, IIML 2000, VP with a Top US investment bank; Gangadhar Sulkunte, IIML 2000, Project Manager in a top IT company in US; Ankur Agrawal, IIML 2003, Head of Operations, now focussing full time on *Elements*.

The Academic Advisory Board includes Padmashri Prof. Pritam Singh (former Director, IIML), Prof. Rajeev Srivastav (Former Dean, IIM Lucknow), Prof. Neerja Pandey (IIML, founder chairperson of communication group), and Prof. Archana Shukla (IIML, National HR expert).

Genpact (ranked by Nasscom as India's #1 3rd party BPO for 2 consecutive years) is the Corporate Partner, and helps in course design/delivery and screening criteria - to drastically increase the hiring chances of the students. Upon successful placement, it also returns the tuition fee to the student.

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