



CHETANA EDUCATION LIMITED – REVOLUTIONISING THE FUTURE OF EDUCATION

Wednesday, 29th January 2025: Chetana Education Limited (NSE Code: INE0U1T01012) has recently launched its Educational OTT platform set to transform the way schools and students engage with learning. Designed to align with the evolving needs of today's digital generation, this innovative platform offers tailored educational experiences, seamlessly integrating new-age tools for learning.

What is Chetana's Personalised Educational OTT Platform and why is it all set to transform India's learning experience?

Chetana's innovative OTT platform is redefining the educational experience by integrating academic excellence with digital convenience, offering a fully customized, school-centric learning ecosystem, tailored to bridge the gap between schools, students, and parents.

What sets Chetana's platform apart is its dual approach a vast library of engaging educational content alongside a personalized school hub. The comprehensive A-Z repository of academic video content is tailored to the K-12 syllabus,. The content is organized chapter-wise, offering students easy access to episodes for each subject and grade, simulating an OTT-like experience. This structure enables students to explore beyond the traditional classroom, providing them with the flexibility to learn anytime, anywhere, and at their own pace.

The platform further allows schools to upload, manage, and personalize their own content, including celebrations, projects, functions, sports events, and faculty recordings, ensuring a customized learning experience for every student.

Already present across 18 states and fostering strong relationships with numerous schools across State and CBSE boards, Chetana's OTT platform unlocks vast untapped potential, offering a scalable solution to meet the growing demands of modern education.

About the launch

Acclaimed actor and education advocate **Padma Shri. Paresh Rawal** unveiled Chetana Education's pioneering personalised OTT platform on 18th January 2025. Adding to the event's highlights was the launch of the book **Creative Connect: Art Across the Curriculum** by renowned educator **Dr. Swaroop Sampat Rawal**.

Speaking at the launch, Paresh Rawal shared, *"Education is the foundation of progress, and technology can amplify its reach and impact. Chetana Education's OTT platform is a visionary step forward, ensuring that every child has access to quality learning experiences, no matter where they are. This initiative has the power to inspire and transform young minds."*

About Chetana Education Limited

Chetana is a leading player in the K-12 content driven publishing and distribution industry, catering primarily to the Maharashtra State Board and CBSE curriculum. Starting as a small book shop called Chetana Book Depot in Charni Road, Mumbai, the company has evolved from just publishing college content to pioneering school segment publications over a span of 47 years. It is known for its tech-enabled QR learning solutions, Chetana is committed to providing affordable and innovative educational content to over 30,000 schools across India.

The dual launch of the 'OTT Channel' and 'Creative Connect' represents a pivotal moment in the Indian education landscape. Driven by innovation, by leveraging technology and creative tools, Chetana continues to redefine the educational experience, fostering an environment where learning is dynamic, accessible, and inspiring.

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