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Sundaram gets overwhelming response for its "e-class" in Maharashtra, plans to spread its wing to other states

Sundaram Multi Pap Ltd. is a BSE & NSE listed Company, market leader in the field of paper stationary products has its fully owned subsidiary Sundaram Edusys Pvt. Ltd. has successfully launched a new business vertical – an innovative educational content under the brand name "e-class"; for the students of Maharashtra State Board. 'e-class' was launched in July 2010 for 8th, 9th and 10th standards for all subjects (except languages) in English medium & Marathi medium. The company plans to launch shortly "e-class" for 5th, 6th, and 7th standards in Maharashtra. By the end of the current calendar year, the company will cover syllabus of all classes from 1st standard to 10th standard in Maharashtra. After grand success in Maharashtra, the company plans to launch "e-class" education system for other states also.

"e-class" is a unique offline Audio-Visual user friendly learning concept available for students of Maharashtra State Board. The "e-class" is chapter-wise audio-visual, animated content in a PEN DRIVE that runs on TV through a small multi media player called e-box. It contains each subject with a real teacher in a virtual classroom, teaching chapter by chapter making studies as exciting as watching movies along with unique features like question answer and mind map for revision purpose. There is no need of internet or computer. However, "e class can also be easily loaded on PCs, Laptops, and School Servers etc.

Amrut P. Shah, Chairman & Managing Director of Sundaram Multi Pap Ltd. informed that e-class provides immense benefits to students as they can educate & empower themselves by studying the syllabus by understanding the concepts rather than mugging up, it is also helpful to solve the growing problem of more demand & less supply of teachers. Secondly, it helps teachers to ex-

plain difficult topics easily by providing stimulating concept of visualization and it has been scientifically proved that the memory power by seeing & listening in motion form is far greater than reading. Though



Amrut P. Shah, Chairman & Managing Director, Sundaram Multi Pap Ltd.

education CDs for computers are available in market, they are nowhere near "e-class" as "e-class" software has been prepared based on scientific and deep research & in-depth psycho counseling, covering the whole syllabus, lesson by lesson. Thus, "e-class" not only makes education simple and easy to remember but by virtue of this kind of education, success ratio of student substan-

tially increases and drop out ratio from school can be reduced by making studies interesting with e-class.

"e-class" is a unique product which is meant for all, weather you are a student, parent, teacher, school, coaching institute, corporate, NGO or even an unemployed literate youth in villages, at the most affordable prices. The cost for the system is charged by license fee per year, which is Rs. 6000 for Std. 8, Rs.8000 for Std. 9 & Rs.10,000 for Std. 10. The company provides free demos to those, who are interested in the product.

According to Mr. Amrut P. Shah, India is short by approximately 2 million teachers at elementary level, which is staggering. Moreover, teachers are staying far away from school locations. Also, many teachers are neither computer nor technology savvy, this gap can be bridged by "e-class" system.

Maharashtra has roughly 22 million students in 1st to 10th

standards. There are 78824 primary, upper primary and secondary schools in the state. If only 1% of the total student force buys "e-class", it will generate a sale of more than a lakh pieces. There are approximately 220 million school children in India and thus a big opportunity exists for Sundaram to become a nationwide leader in providing innovative education content in future.

Omnesys Nest Mobile suite for mobile trading

Bangalore based Omnesys Technologies Pvt. Ltd. (Omnesys), has announced the release of "Omnesys NEST Mobile" suite of products for mobile trading.

Omnesys is a leading provider of technology solutions to the domestic Securities Market segment in the BFSI space. The company's trading system and flagship product

Voice, SMS, Touch, as appropriate based on the users' preference while on the move.

Speaking on the benefits that mobile trading will bring to investors and customers of the brokers, Shrikant Pandit, Managing Director, Omnesys said, "This complete suite of mobile trading products including the multi modal offering increases the scope of Omnesys NEST"

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