

Zee Learn Wins Bloomberg UTV's prestigious CXO Award 2011

December 16, 2011, Mumbai: Bloomberg UTV presented the **CXO Awards 2011 – The Technology Chapter** at Hotel Taj Lands End, Bandra, Mumbai on December 16, 2011. There was an overwhelming response from the crowd when **Zee Learn** Limited, one of India's premier education companies walked up to receive the honours for **“Best Implementation of Student and Faculty Engagement Solutions”**.

Zee Learn received the award for its web-based information systems that have been developed in-house by its Information technology department. The information systems such as eKidzee, eMountLitera, BraincafeMIS caters to its business and education needs. The system provides a platform to engage with more than 50,000 students, teachers, academic experts and sales force thus forming a strong tool enhancing the quality of education within the Zee Learn network.

Commenting on the award, Mr.Sumeet Mehta, CEO, Zee Learn Ltd said, “Zee Learn sees technology as a great enabler to improve the teaching learning process and create a learner network between its schools, preschools and youth institutes. We are glad Bloomberg UTV has recognised this vital aspect of our services”.

The Bloomberg UTV CXO Awards 2011, recognizes the efforts of corporate leaders who leveraged technology to shape the future that they had envisioned, and in the process, left a significant impact on business & the society. The best in league winners have been selected by their eminent jury members on the basis of a detailed methodology and research conducted by their Knowledge Partner – PricewaterhouseCoopers.

About Zee Learn Ltd:

Zee Learn Ltd is an Education company that is part of the Essel Group. Essel Group is a diversified conglomerate with interests in Media, Packaging, Amusement Parks, Entertainment and Education among others. It owns some of the most famous brands in India such as Essel Propack, Zee TV, Zee News, Dish TV, Siticable, Fun Republic, Esselworld, and Kidzee.

Zee Learn's purpose is to Improve Human Capital via quality education and development. They help individuals (children & youth) realize their unique potential through our chain of Preschools, Schools, Youth Institutes and Online ventures, namely, Kidzee, Mount Litera Zee School, Zee Institute of Media & Arts (ZIMA), Zee Institute of Creative Arts (ZICA) respectively.