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# Career Launcher

An interview with Satyanarayanan R, the chairman of Career Launcher—one of South Asia's leading edu-corporates.

**Q: How has Career Launcher evolved as an educational corporate since its inception in 1995?**

In the past twelve years, we have been focusing on a few key issues. These involved building a team (with members who have a background in the corporate world but are passionate about education/teaching), introducing and imbibing the best corporate practices such as technology, scalability, attractiveness for investors, etc, into the test-prep domain, among others.

**Q: With educational institutes mushrooming all over the country, what makes Career Launcher different?**

CL's core purpose is to enable its service

seekers (students/career aspirants) to realize their dreams. We look at our motto, 'Inspiring Leadership' in two ways. One, our faculty members, whom we refer to as 'mentors', exhibit leadership traits that are truly inspiring. Another view is to inspire the leadership potential in each of our students—which is a direct result of their interaction with and at CL.

**Q: What are Career Launcher's diversification plans to leverage this fast-growing education sector?**

CL would like to occupy a premier position as a start-to-finish educational corporate. The diversification into 'mainstream education' started two years ago with the establishment of a playschool chain, called Ananda, and a K-



12 school chain under the brand name Indus World School. Over the next few years, we intend to set up around 650 playschools and 250 K-12 schools in India and abroad. At the same time, we will enter the higher education segment in 2008, through management related courses.

We are also on our way to entering markets like Singapore, Hong Kong, South Korea, etc, through a joint venture with Veritas—the third largest GMAT-prep company in the world. We plan to provide an entire bouquet of educational services to these regions. ■