**For Immediate Release**

# 361 Degree Minds gets $ 1.2 mn infusion from CL Educate

***New Delhi/Chennai, 09 August, 2017***: CL Educate have invested Rs.8 Crore ($1.2 million) in Chennai-based 361 Degree Minds, a research-led edu-tech company. The infusion will help the two companies discover new synergies and leverage each other's strengths to expand geographical spread and consumer base, and launch new programmes for new audiences.

Commenting on the Board's decision, CL Educate's Chairman, Satya Narayanan R said, "The brand built by CL assiduously in the last 20 years across different facets of educational services, will get a big boost because of the research and technology power of 361DM. CL Educate can look at cross-selling and developing new products that can be delivered online to a new set of audiences globally."

Nikhil Mahajan, Group CEO Enterprise Business of CL Educate, pointed to the big demand for corporate L&D services and CL Kestone's corporate offering, and noted that the strategic investment in 361DM will help CL Educate explore new synergies in this direction. He said, "There is a strategic opportunity in accessing 361DM's pedagogical and research machinery to enhance our product offering to Corporate and Universities, and explore other global markets."

CL Educate, which already holds 4.43% stake in the online education services provider, said, "The investment was made to enhance reach, exploit synergies and add to delivery channels." Founded in 2006 by C P Gopinathan, Ritu Vinayak, and P Rammohan, BITS Pilani alumni, 361DM designs and delivers learning and education solutions for corporations, colleges & universities, academic service providers, and government bodies in India and internationally.

Commenting on the development, C. P. Gopinathan, Co-founder & Chief Integrator at 361DM said, "The world is looking online & digital learning as viable alternatives for ensuring better learning outcomes for varied set of learners. We understand this space in an extremely nuanced manner, and we use our content and alliances strategy to meet specific market demands. The 8 crore investment from CL Educate will accelerate our capability growth and market expansion plans." 361DM's Head of Strategy, K. Ramachandran said, "At a time when large technology disruptions are changing business and social interaction, huge groups of professionals across different industries require re-skilling. 361DM's technology based learning programmes and CL Educate's brand and market access can combine to offer powerful learning alternatives to professionals."

## About 361 Degree Minds

Threesixtyone Degree Minds (361DM), is a research and technology-led learning and education company founded in 2006 by three classmates from BITS, Pilani. The company delivers scalable, engaging and effective learning solutions to individuals, educational institutions and corporates. 361DM offers its own programmes and also works with educational institutions, certifying bodies and corporates to co-create and offer online and blended learning solutions. Thousands of learners across APAC and many other countries across the world have done various programs using 361DM's proprietary learning platform, IMeta. For details, visit http://www.361dm.com/

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**About CL Educate Ltd.**
Listed on the BSE and NSE of India in 2017, CL Educate Ltd. is a well-diversified and technology enabled provider of education products, services, contents and infrastructure with presence across the education value-chain. It commenced its operations in 1996 and is present in test-preparation & training services, publishing & content development, integrated business, marketing & sales services for corporate, vocational training programs, and integrated solutions to educational institutions. CL operates its gamut of test-prep services under 'Career Launcher' brand that offers coaching for MBA, Overseas (GRE, GMAT, SAT), Bank, SSC, Civils, Law/BBA, Gate/Engineering/Medical in 192 centers (incl. ETEN) across India with over 93,000 enrolled students.

Led by a team of highly qualified professionals including IIT-IIM alumni, with a passion for excellence, the twenty-year-old company has successfully diversified from a single MBA Test- prep center to a pan-India conglomerate in an asset-light, technology enabled manner leveraging strong synergies between its businesses. For details, visit **www.cleducate.com**

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