

Brilliant ties up with CLEducate

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Brilliant Tutorials has signed up with CLEducate (Career Launcher) as a platform partner for the north and east India, including about 20 states of the country. Of the 40,000-plus students that Brilliant Tutorials currently services, over 8,000 belong to this geography and seek test prep for all kinds of competitive examinations, including IITJEE, pre-medical test, civil services, etc.

As per this agreement, CLEducate becomes the platform and go-to-market partner for Brilliant, beginning January 2012. While the academic research and practices come from Brilliant Tutorials, Career Launcher will be responsible for the delivery of services across this geography.

Brilliant Tutorials managing director Vasanti Neelakantan said, "One of the guiding principles that I have used is to look for a partner who would help us nurture the future generations of young aspirants just as Brilliant has done. We could not have asked for a better partner than CL in this current challenging environment"

CLEducate is a leading broad-spectrum education company founded by a group of IIT-IIM alumni with activities ranging from test prep, vocational training, K12-schools and higher education. CLEducate is headquartered in Delhi and services over 1 lakh students this year.

CLEducation founder and chairman Satya Narayanan said, "Our generation has grown up on Brilliant Tutorials as a brand. Over 30,000 IIT alumni over the past 40 years owe their success to Brilliant Tutorials. It is an extremely valuable brand for CL to partner with. We believe that the brand virtues that BT brings can help us do wonderful work with students across the country."