

**CL Educate acquires G.K. Publications**

www.educationinsight.in | December 14, 2011

CL Educate has acquired G.K. Publications, a key publishing house specializing in career & academic test preparation and skill building resources in a strategic deal.

CL Educate which was formerly known as Career Launcher is Asia's leading education service provider with activities across test prep, skills education, K12 schools and higher education. With this deal it aims to strengthen its presence in test prep and skill education verticals.

G.K. Publications is a leading publisher of books, study guides and test papers for professional examinations like GATE, IES, IAS, various public sector undertaking examinations etc. It is managed by Rakesh Mittal and Poonam Mittal. It has an active and highly qualified advisory board to oversee its content development and publication activities. G.K. Publications has more than 150 distributors and 750 dealers across the country.

Commenting on the acquisition, Mr. Gautam Puri, Vice Chairman and managing Director of CL Educate, said, "The strengths of G.K. Publications coincide with the newer opportunities of test prep for CL Educate including GATE, Civil services and PSU Banking Examinations. G.K. Publications has sold around 6, 00,000 titles this year. Most of the students who buy the books of G.K. Publications are potential students for the test prep services."

Rakesh Mittal, co-founder of GK Publications, said, "Value Added Services like a test series or coaching by CL Educate to the current customer base of G.K. Publications will be of immense value to students and even a 10% enrollment of the above students would dramatically add value to GK Publication's business."