

Bharatstudent.com kicks Off Campus Awards 2007

Awards to be presented across 14 categories; Unveils the logo of campus awards amidst much fanfare; Campus Awards road-show to cover 40 cities and towns in India; Mumbai's Fashion icons walk the ramp for the launch

Mumbai, Maharashtra, September 7, 2007 /[India PRwire](#)/ -- Bharatstudent.com, a part of the \$ 400 million Axill Europe Ltd., with Hyderabad as its Indian headquarters, announced the launch of **Campus Awards 2007**, a first of its kind initiative focused on the student community, today. The brand ambassadress of Campus Awards 2007, ravishing & talented upcoming star, Jiah Khan unveiled the logo graced the occasion at Taj Lands End, Mumbai amidst much fanfare. The objective of Campus Awards 2007 conceptualized by [Bharatstudent.com](#) is to help young Indians understand the global standards of education and management procedure. The aim is also to encourage educational institutions to have greater clarity and focus on providing comprehensive solutions for any of their professional issues.

The launch party of Campus Awards 2007 also witnessed the fashion icons of Mumbai walking the ramp in a stylish and contemporary campus setting, in 2 sequences. Some of the gorgeous female models included popular names like, Aanchal Kumar, Sayali Bhagat, Pratichee of Viva fame, Priyanka Shah of Ms. Pantaloon beautiful smile fame, among others. The popular male models at glittering evening included names like Haneef Hilal, Sidharth, Ajay Balhara and Vijay Balhara.

Talking on the occasion, **Mr. Vishnu Vardhan Induri, CEO, Bharatstudent.com**, said, “ **Campus Awards 2007** is a unique platform to grade the best campuses (Schools and Colleges) based on perceptual and factual parameters. This will give an in depth analysis on Schools and Colleges in India and also encourage the management of the best schools and colleges for their efforts put in”.

“ The three parameters to determine the centers of academic excellence are Factual data collected from Schools / Colleges, Testimonial Voting by Students / Staff & Alumni and an Objective Analysis by the Panel of Experts appointed by Bharatstudent.com”, added Vishnu.

Talking to the media here on the occasion, **Mr. Sujit Kumar, Marketing Head – Bharatstudent.com**, added, “ Over a lakh educational institutions across India have been considered for these awards. Short-listed educational institutions can nominate their Campuses by logging on to www.bharatstudent.com/campusawards.php and filling in the requisite information. Based on Academic, Co-curricular, Sporting, Alumni Activity, Success stories of Alumni and Testimonials of Students, Staff and Alumni on Bharatstudent.com, Top-5 schools / colleges will be finalized in each region and Category. Bharatstudent.com will provide the top campuses in each category with Wi-fi connectivity or a fully furnished Computer Lab”.

The Campus Awards will be presented across 14 categories i.e., Best Primary School, Best Secondary School, Best Junior College, Best Arts College, Best Science College, Best Commerce College, Best Engineering College, Best Medical College, Best Law College, Campus of Achievers, Best Infrastructure, Best in Sports, Best in Academics, Best Alumni.

Notes to Editor

About Bharatstudent.com:

Bharatstudent.com is a social utility that brings together all the young Indians living across the globe and helps young Indians better understand the world around them. Bharatstudent.com is focused on providing comprehensive solutions for any personal and professional issues of young Indians. Bharatstudent.com was launched on 10th March '07 and has got into the top 100 ranking sites in India within 50 days of the launch. The landmark was achieved on April 27th '07. Bharatstudent.com crossed 1,000,000 registrations on June 25th and currently has over 1.7 million registered users. The site is ranked 37th among the most accessed site in India.

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