

EdServ bags Lol from Mother Teresa University to implement EdCademy

Targets 300% growth in business for year 2009-10

Chennai, Tamil Nadu, July 3, 2009 /[India PRwire](#)/ -- EdServ Softsystems Limited, India's first 4th Generation education company has bagged the Letter of Intent (Lol) from Mother Teresa University, Kodaikanal, Tamil Nadu to implement the In-campus Academic and Placement Support Programme (EdCademy) from this academic year onwards.

EdServ launched EdCademy, the academic support programme for Arts / Science, Engineering, and Management students recently. Under this programme, EdServ conducts Promptive Metrics based Learning (PML) methods to enhance the performance of students in their semester exams so that their placement prospects become better as they move to final year campus programmes. Further, EdServ's EdCampus, the Jobs Database that houses tens of thousands of job positions are also accessible for pre-final and final year students to land up an apt job while they complete their degree programme.

Mother Teresa University for women has over 1,000 students in both regular and distance education streams in various disciplines. EdServ shall implement EdCademy in various stages, the first stage being for the MBA and MCA students of regular stream. EdServ shall install the EdCademy system that includes Learning, Assessment, and Placement engines through its secured LAMPS web portal. All the relevant subjects for a particular semester of a degree programme shall be webcasted online to the student through individual logins. The e-contents are 100% University compliant in curriculum, semester exam pattern, and the model questions adhering to the subject exam paper to assess and improve every student's performance. Further, the student shall also undergo Softskills, personality development skills, basic IT skills through multimedia based audio-video supported e-learning system with appropriate metrics to enhance students' employability.

Speaking about the association, **Mr. S Giridharan, CEO, EdServ Softsystems Limited**, stated that "We are delighted to partner with Mother Teresa University through the in-campus programme that helps their students score better marks in their semester exams and look forward to a suitable job. EdCademy has been specifically designed to help student face their exams with more confidence. EdServ addresses the need of every student undergoing the UG and PG degree programmes in a college to pass the semester exam easy and get an appropriate career placement."

EdServ charges Rs. 3,000/- for each student login for unlimited access to various engines of EdCademy system per academic year. EdServ plans to sign-up 200 colleges with an average of 1,000 logins per college to implement EdCademy in-campus online system by March 2010.

EdServ net up by 46% for the year 2008-09, targets 300% growth for 2009-10

EdServ posted Rs. 369.12 lakhs PAT with an EPS of Rs. 4.54/- for the year ended March 31st 2009, higher by 46% compared to the previous year PAT of Rs. 253.51 lakhs. The top line grew by 114% to Rs. 844.76 lakhs compared to the previous year figures of Rs. 394.53 lakhs.

EdServ targets 300% growth for year 2009-10 with an estimated 200 new in-campus EdCademy implementations in colleges / universities and an estimated 1,000 partner-based off-campus EdCenters through POWER PARTNER model to provide education & placement. EdServ's jobs database, EdCampus, is expected to grow to 1 live million job positions across all industries / domains during the targeted period.

Notes to Editor

About EdServ (BSE Code: 533055, NSE Code: EDSERV):

Incepted in 2001, EdServ is India's first 4th generation education company that uses technology to efficiently synchronize manpower demand and supply in number and skills right from development to deployment. EdServ's business is web enabled and is run through a secured partner-driven center network in Integrated Learning Model through its EdCenter brand. EdServ also provides academic support programmes in-campus through its

EdCademy brand. EdCampus, the jobs database engine, is accessible to all EdCenters and EdCademys as well.

EdServ provides technology-led niche solutions in e-learning and placement seamlessly integrating all benefiting communities viz., student, industry, institution, and partner.

EdServ recently launched the POWER PARTNER business model to expand its partner network of learning and placement Pan India. EdServ already signed up over 150 EdCenters (Learning and Placement centers) in Tamil Nadu and Andra Pradesh through its Power Partner model. EdServ's EdCampus, grows in job positions on an hourly basis by clients punching in requirements all over in a private secured network controlled by LAMPS.

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