



February 20, 2017

To,
The Secretary,
Bombay Stock Exchange Ltd.
Corporate Relationship Department
Phirozee Jeejeebhay Tower
Dalal Street, Fort,
Mumbai-400 001
BSE Scrip Code:533260

To,
The Manager,
National Stock Exchange of India Ltd.
Exchange Plaza, C/1, Block G
BandraKurla Complex
Bandra (East)
Mumbai-400 051
NSE Symbol: careerp

Sub: Press Release pursuant to Regulation 30 of the Listing Regulations

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a copy of the Press Release issued by Career Point with regard to the following:

Career Point launches e-Learning VOD solution in partnership with MisoStudy

This is for your kind information and records.

Thanking you,

For Career Point Limited

(Tarun Jain)
Company Secretary

Encl: As above



CAREER POINT

Career Point Limited
CP Tower, Road No. 1
IPIA, Kota – 324005 (India)

Career Point launches e-Learning VOD solution in partnership with MisoStudy

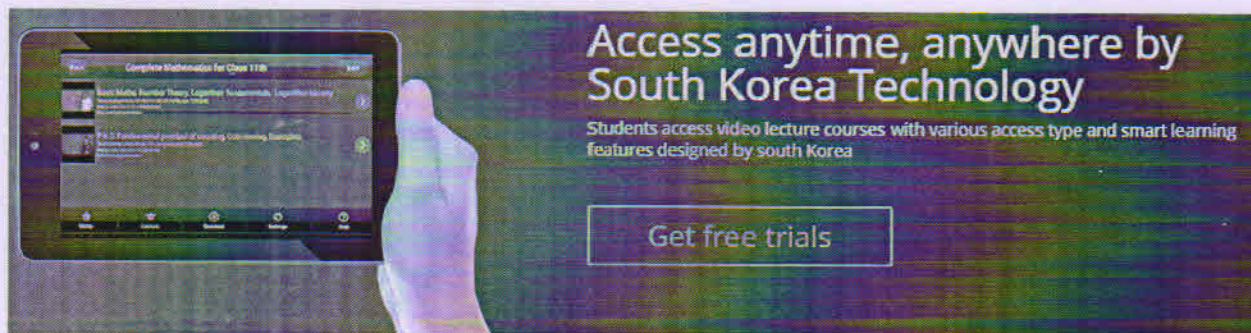
20 February 2016, Kota: Career Point Ltd (NSE: CAREERP; BSE: 533260), nation's leading education and training player, announced the launch of advanced VOD e-Learning (Video-On-Demand) solution – in partnership with MisoStudy India.

VOD e-learning is securely distribution of lectures of top faculty members of Career Point & other educational content like ebooks etc to students across the globe. Student can access online or offline using desktop, laptop, tablet or mobile devices through smart Learning Management System (LMS) provided by MISO Study. MISO Study technology also enables secures access of Video Lecture in offline mode through USB Pen Drive and SD Cards.

The partnership has brought synergies between Career Point's best educational content and Misostudy's superior LMS (Learning Management System) technologies. Both companies are engaged in their respective domains for more than 20 years at India and South Korea, respectively.

"The educational content is developed by regular faculties of Career Point for JEE, Pre-Medical, Olympiads, NTSE, KVPY examination etc."

"Career Point's partnership model is in line with strategy to use technology to its optimum to provide learning flexibility to students and to address key challenges faced by students fraternity, which otherwise economical not feasible in off-line classroom model" Said Mr. Pramod Maheshari, CMD, Career Point Ltd. He added further that company is focusing on asset light, no cash-burn approach to grow e-Learning presence.



Access anytime, anywhere by
South Korea Technology

Students access video lecture courses with various access type and smart learning features designed by south Korea

Get free trials



JEE
Complete courses



NEET
Complete courses



9/10th
Complete courses



Please visit us at: www.cpil.in | www.careerpoint.ac.in | Ph: +91-744-3040000





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Mr. JM Hong, Managing Director, MisoStudy, shared his views, "Technology is redefining the learning dynamics in India. The new platform – MisoStudy.com - is differentiated by its unique combination of two key elements – (a) Course Content which is deeply developed by experienced top faculties having more than two decades; (b) Advanced Technology with global best practices and proven capability to adapt in real-time requirements of the end-user. We have a lot of interest in Indian education and culture. We want to contribute in Indian education sector through our expertise. With our philosophy, we continuously try to become a global elearning LMS service provider and excited to be partnered with renowned Career Point Limited for the fast growing Indian education segment."



"Large numbers of students are not able to join expert coaching for competitive examination due to various reasons like non-availability of expert faculties in their city, commuting time, financial reason etc. Also many students look forward to support for few units only. VOD eLearning solution addresses all such requirements and helps students to prepare at their own pace as per their requirement" shared Mr. Shailendra Maheshwari, Director Academics, Career Point Limited.

Mr. Mahesh Bhangriya, Vice President, Corporate Strategy commented, "e-Learning offers ease to meet the changing market demands and helps in maintain the quality in education service delivery. Our new VOD solution offers students a greater flexibility, freedom and quality education at lower costs. The product is adaptable to multiple devices including mobile, laptops, tablets. Online as well as offline video streaming provides anytime, any topic and anyplace learning by faculty of student's choice. We are pleased to have Mr. Hong and the team as our technology partner on this project that would bring the global best practices followed in e-Learning space."

About Career Point

Career Point caters to the needs of a student throughout the life cycle of a student (K.G. to PhD.) while operating in both the Formal and Informal education streams. In the Informal Education system, Career Point has established a strong niche in test preparation and school curriculum tutoring through a nationwide extensive network of Company operated branches; Franchisee centers; Technology enabled learning platforms; School integrated programs; and Distance learning solutions. In the Formal Education stream, the company has a strong presence by managing and offering various services to K-12 Schools, Colleges and Universities in multiple geographies.

For more details: www.cpil.in, www.careerpoint.ac.in

About MisoStudy India

Misostudy is a venture company from South Korea that engaged in e-Learning LMS (Learning Management System) Technologies for 20 years. MisoStudy India is engaged in the business of development and implementation of online and offline e-learning products and services utilizing proprietary e-learning LMS and security software. MISO technology includes Video Encryption Solutions, Player Solution for Streaming on Desktop, Streaming/Download on Mobile, Security Software, Local Player Solution for SD Card, USB external storage on Android and Windows applications. For more details, please visit: www.misostudy.com

Please visit us at: www.cpil.in | www.careerpoint.ac.in | Ph: +91-744-3040000

