



MT Educare announces tie-up with Chetana Publications

Mumbai, September 12, 2013: MT Educare Limited (MTEL), a leading education support and coaching services provider in India, signed a distribution and marketing agreement with Chetana Publications Private Limited (Chetana), a leading name in publishing and distribution of educational content.

The arrangement involves distribution and marketing by Chetana of all co-branded study materials under the name “**Master Key**” jointly developed by both parties. In addition, Chetana, through its strong marketing distribution network across Maharashtra, shall introduce and sell pioneering products developed by MT Educare, viz “**Robomate**”- an innovative solution that makes revision study material easily available to school students through recorded lectures based on apps that can run on home computers / laptops and also be downloaded on smartphones and tablets.

About Chetana:

Chetana Publications is a leading name in publishing and distribution since last 30 years and is in the business of publishing study materials, notes, books, preparing and selling educational content in CDs for students from KG to XII standard.

About MT Educare:

Established in 1988, MT Educare is one of the leading education support and coaching services provider in School, Science and Commerce streams across Maharashtra and has operations in other states like Tamil Nadu, Karnataka, Punjab, Haryana and Gujarat. MT Educare also offers specialized coaching for national level examinations like the JEE Advanced and Mains for engineering, NEET for medical, CPT/IPCC/CA Final for commerce, and CAT/CMAT for MBA aspirants. MT Educare has over 200 coaching centres spread across 125+ locations in these states, with a faculty strength of over 1,000 well trained teachers. At MT Educare, technology enabled learning models and advanced teaching methodologies have replaced the conventional chalk and talk model of teaching students.

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