

IMImobile and IL&FS Education partner to launch “English Seekho” on Mobiles

- Easy, Effective and Interactive English coaching in 7 languages at just Rs 30 monthly-

Hyderabad, April 21, 2010: IMImobile, the global technology partner for operators, media providers and enterprises and **IL&FS Education & Technology Services limited**, one of India’s leading education and training company, today announces the launch of “**English Seekho**” on mobiles. Introduced with an intent of teaching conversational English language to the non- native speaker, the “English Seekho” initiative will offer a complete ‘**On the go**’ learning solution.

IMImobile and IL&FS together have taken the initiative to cut down the communication barriers and make the learning experience sufficiently easy so that casual lessons enable a non-native English speaker to effectively pick up English. This most effective and interactive way to learn English language will address the problems faced by non-native English speakers like junior level clerks, traders, unskilled laborers, frontline staff, taxi drivers, restaurant waiters, farmers and others who face problems understanding the English language and conversing in English. The content is available for users’ proficient with 7 Indian languages – Hindi, Tamil, Kannada, Marathi, Bengali, Telugu and Malayalam and it also provides its users grammar lessons through SMS.

IMImobile provides an immersive, innovative and highly interactive IVR lesson that allows users to learn and practice lessons as well. It also has a testing session at the end of each lesson ensuring a positive learning outcome. English Seekho is a voice based learning solution focusing on learning spoken English for the non-native speaker. The course structure consists of 10 chapters and 44 lessons with one lesson per day of 5-8 minutes. The curriculum provides a special focus on interviews, getting jobs and on job training. The total length of the programme is of 350 minutes. The range of service offerings includes focusing on social English speaking on various occasion with various people, interactive IVR lessons as well as practice and recall sessions with multiple choice questions.

To use this application the user needs to call the IVR number and select the language of their comfort. After that they need to select the specific sub-sections of their choice. This application is available at a subscription cost of Rs. 30 per month and call browsing charge of 30 paise per minute.

Madhavan Iyer, Vice President Managed Services, IMImobile said, *“We have always been working towards innovation in telecom VAS space, and have realised that the huge potential the medium presents can only be unlocked by expanding the consumption boundaries. Our association with IL&FS Education is another step to expand definition and benefit boundaries of the end consumers. With this alliance we are confident of providing the mobile users an intelligent platform that will enable them to eventually get acquainted with M-learning and thus utilize its services to the fullest.”*

Ninad Vengurlekar, Head of New Media in Education at IL&FS Education says - *“Globally M-Learning is still at a nascent stage and therefore IL&FS Education is having deep engagements with its subscribers to develop the right instructional methodology and content that can impact learning. For example, English Seekho is built on IL&FS Educations’ long experience in teaching english skills to over 200,000 rural and urban youth and school children. We believe that M-Learning is more about quality of education delivery and less about mobile technology and hence our product development efforts in m-learning have been slow and cautious, rather than fast and frivolous. VAS, by default provides scale in India, and therefore we are focused on developing strong learning outcomes for our products.”*