

Mexus Education announces edutainment retail foray with Iken Store

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Mumbai, July 14, 2010: Mexus Education, an education innovations enterprise, announces their strategic foray in education retail with the launch of Iken Store, India's first edutainment store, in Mumbai today. This will be the first store launch in Mumbai, in a chain of branded stores across India, which will feature innovative educational products under the brand name 'Iken'.
The concept of Iken Store is poised to introduce the realm of 'edutainment' to Indian audience. It aims to redefine the way India studies. Mexus Education is committed in creating a state-of-the-art learning experience for all learners. Starting with 7 flagship Iken stores in the next 5 months, the company plans to step up to 500 Iken Stores pan India in next 3 years through mix of company owned and company operated (COCO) stores and Franchise Owned Stores. In total, the company will open its own in Delhi, Vapi, Bangalore, Kolkata, Chennai, Indore apart from Mumbai during this financial year.
Speaking on the occasion, Mr. Saurabh Saxena, Director, Mexus Education, said, "Iken Store will establish our presence in education retail which has tremendous potential in an emerging marketing like India. There are approximately 10 CR students in 90,000 private schools in India currently and they spend close to Rs. 50,000 CR annually on educational products and services other than school fee. With this foray, we wish to gain the first movers advantage and re-define education retail in India by being pioneers through innovation backed with cutting-edge technology and content."
Globally, the educational retail market is well defined and developed with several brands investing heavily into Product Development for learners across all age groups. These products have targeted the curricular segment as well as hobbies and extra-curricular segment.
The 'Iken store' embodies the practical & hands-on learning philosophy of Mexus Education. The store format is unique in its design and has been formulated to optimize space across all locations keeping children in mind. Iken store will be the access point where parents and students can have a first-hand experience of the Iken range of products. In the first leg of operations, Iken store will operate as an exclusive store for Iken products. However, it will showcase other stationeries but under the brand Iken.
The innovative learning tools of Iken that would be available in the Iken store are:
• Iken Books: Curricular comic book mapped with NCERT curriculum which enables learning through fun reading.
• Iken Joy: A wide range of educational toys designed to help children learn the fundamentals of Science by way of play.
• Iken Library: A digitalized collection of subject and standard specific learning resources in the form of entertaining live action films and animations.
• Iken Pro: An exclusive collection of short informative films on global best practices ranging across a multitude of careers and subjects.
An Iken Store outlet is in the process of completion at the Empress Mall, Vapi situated on the Vapi-Surat highway which will also commence operations in the next one month. Also, Iken Shop-in-Shop (SIS) Stores are currently present across various branded retail outlets such as Crossword, Landmark, Reliance Time-Out & More in different cities across the country.
About Mexus Education
Mexus Education is an educational innovations enterprise started in 2008. It is a global venture by the Bilakhia Group. The company believes that 21st century education goes beyond school text books. It engages a student in a fascinating process of exploration, experience and extrapolation. This experience is enhanced with specially designed products which facilitate active participation. The various content forms used are films, graphic novels, games and hands-on kits that bring out a fusion of entertainment with education.
'www.iken.in and 'Iken ScientificA', the two landmark endeavours of the company encourage the process of ideation and innovation among the students, teachers, schools and parents alike.
Mexus is now serving more than 4 lakh students in 1200 schools in 20 cities at present and aims to pioneer many more education changing innovations by 2012. The company has a dedicated team of over 300 professionals, from India's top institutes like IIT's, BITS, NID, top Business Schools, experienced Teachers and child psychologists, involved in research & development.
For more details you can visit www.mexuseducation.com
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