

Enabling new-age learning.  
Nurturing India's potential.



Veranda

Annual Report 2021-22

# FY 2021-22 Highlights

## 200 Mn+

YouTube views



## 163

Countries served



## 70%

Course completion



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#### At Veranda,

we believe that we are in pole position to provide a hybrid learning model—a combination of offline and online blended learning with affordability, to deliver quality outcomes.

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# Enabling new-age learning. Nurturing India's potential.

India is a significant player in the global education industry. India has one of the world's most extensive networks of higher education institutions. However, there is still a lot of room for growth and improvement in the education system.

India is the world's second most populous country, with a literacy rate of around 74%. Veranda Learning Solutions Limited (Veranda) believes that world-class education and learning should be affordable and available to everyone, irrespective of location or socio-economic status.



We employ our expertise in the education industry, the power of technology, and a unique 360° coaching method to help students prosper in their chosen career paths and achieve their aspirations.

Our result-oriented teaching approach helps students succeed in the relevant courses. We have an in-house as well as outsourced team of mentors who supervise progress, identify areas that need attention, and provide the necessary assistance to help our students. With the support of our mentors and student advisors, we continuously monitor progress and conduct reviews that encourage self-improvement.

The successful integration of online and offline modes to deliver high-quality educational content across all channels has benefited from a digital framework that prioritises outcomes while being cost effective for the 'real India.'



## Who We Are

Veranda is a diversified and integrated learning solutions company engaged in online, offline hybrid and offline blended formats to students, aspirants, and graduates professionals, as well as employees.

Veranda provides comprehensive long-term and short-term preparatory courses in a simple and articulate manner for students preparing for their UPSC exams, State Public Service Commission, Staff Selection Commission, Banking, Insurance, Railways and Chartered Accountancy exams. We also provide customised short-term and long-term skilling courses, and various corporate courses that focus on the B2B sector.

Veranda's learning platform combines technology, procedures, and methodologies to offer students in-depth, individualised learning that is of the highest calibre. We follow a multi-modal delivery approach supported by structured learning framework with the goal of producing excellent academic results.

### Key facts

**1 Mn+**

Number of learners



**4 Mn+**

Monthly website traffic



**3 Mn+**

YouTube subscribers



**168**

B2B partnerships



**60,000+**

Webinar audience



**9.3/10**

Average instructor rating





## Core values

**1** Affordable to the real India

**2** High-quality education

**3** Outcome-oriented approach



## Group structure



## Presence



**80+ centres**

Diversified footprint across India

## Expansion plan

Constant evaluation to enter into new territories

## Strong hold in South India

Established strong presence in Tamil Nadu and Kerala

## Courses Offered



Veranda follows an integrated 360° training approach for competitive exams, by providing students with comprehensive courses prepared by our experienced content team.

### Career-defining competitive exams

#### Professional courses



#### Hybrid courses

TNPSC Group 2  
TNPSC Group 4  
TN TET  
Banking  
SSC  
Railways  
Kerala PSC  
CA Foundation

### Exam-oriented courses

#### Upskilling and reskilling courses



#### Online courses

**TNPSC Exam Coaching**  
Group 2 & 2A  
Group 4

**TNPSC Exam Coaching**  
TNPSC  
Banking Test Batch  
CA (All levels)

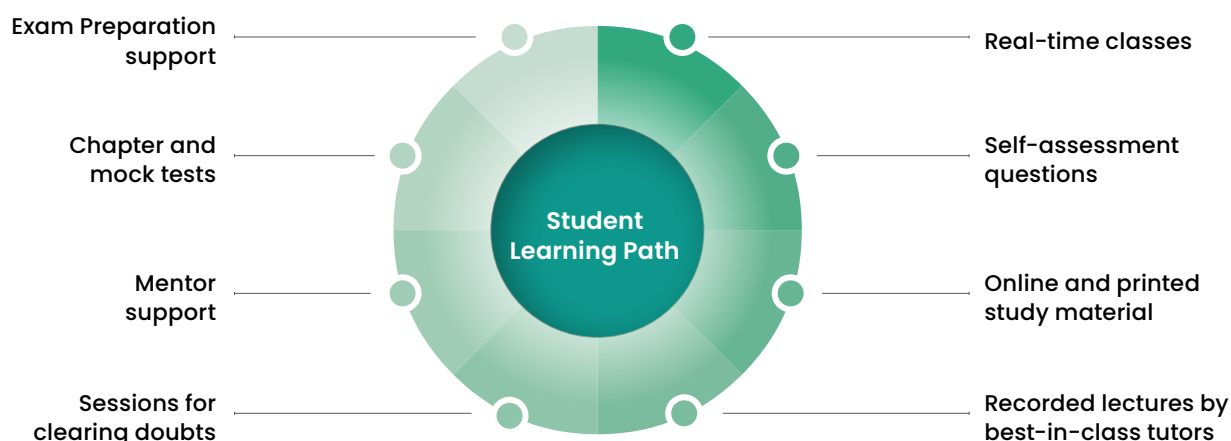
**Banking & SSC Exams**  
Tamil  
English  
Malayalam  
Telugu  
Kannada

**CA Exam Coaching**  
CA Foundation  
CA Intermediate  
CA Final

**UPSC Exam**  
Integrated Learning Programme  
Prelims Learning Programme

**Kerala PSC Exam Coaching**  
**TNUSRB SI**

## Our Methodology



### Unique 360° approach

- Weekly lecture by subject matter expert with Q&A
- Mentors assigned to every student to track and ensure progress
- The right blend of online and offline materials to support the learning outcomes
- Textbooks for all courses for in-depth structure and methodical learning
- Chapter and paper level mock test for practice
- Multi-level practice programmes

### Mentor support

- Provide guidance and support to each batch
- Schedule live sessions and quizzes
- Track students daily performance
- Guide them with tips and tricks to progress
- Conduct sessions for resolving queries and doubts

### Comprehensive e-learning

- Step-by-step approach for conceptual understanding
- Result-oriented approach
- Calendar-driven schedule to clear the exams
- Videos to explain all the topics including live lectures
- Easy-to-difficult level of assessments to help crack the exams
- Interface of the real exam environment

## Learning Models

At Veranda, learning is imparted via online, offline, and blended modes supported by the comprehensive use of technology that ensures teaching and learning happen in the most effective and efficient manner.



### Online model

Our tech-infused online learning model allows students to engage in a self-paced, inclusive and individualised learning experience, without the need to be present in a classroom.



### Online live instructor-led service model

Online courses are conducted through proprietary learning platforms developed by an integrated in-house technology team.



### Offline hybrid model

For specific courses, we follow the traditional way of classroom learning with online assessments to aid recall.



### Offline blended model

A mix of online content and offline delivery, wherein the centre delivers LMS study materials with a traditional classroom experience. A dedicated mentor is assigned to each classroom for assistance to students.



### Campus-in-campus model

We collaborate with educational institutions to provide coaching services to teachers in the classroom of the institution. There is also a training module for teachers to prepare them for in-class support.



## Key Strengths

In our organisation, we identify our strengths and leverage them to deliver quality education as well as long-term sustainable value to our customers and stakeholders.



### Proven track record of promoters

We benefit from the vision, strategic guidance and experience of our promoters. The company's promoters began their entrepreneurial journey in 1991 with SSI Limited (presently PVP Ventures Limited). SSI was engaged in providing software education and IT training in emerging software technologies and went on to become a leading player in India.

Under the leadership of the company's promoters, SSI achieved various milestones such as becoming a public listed company, entering into a joint-venture with NASDAQ, acquiring Albion Orion Company LLC, and also acquiring a controlling stake in Aptech Limited, a publicly listed entity. The promoters have a collective experience of over 40 years in the education sector and also possess vast experience in other industries such as finance, IT, and entertainment.



### Result-oriented method of teaching

We emphasise on a comprehensive approach to teaching that helps our students thrive in the courses relevant to them.

In addition to our team of mentors who guide and review the work of students, we also have an in-house content development team comprising members with domain and subject expertise, and have engaged as independent content providers on a non-exclusive or part-time basis under contracts of varying terms.







### Diversified course offerings and delivery channels

We offer a wide range of learning solutions to students and professionals including competitive exam courses, professional courses, and short-term upskilling and reskilling courses.

To promote flexibility, we roll out the courses in the form of online, offline hybrid, offline blended, campus in campus, and online live instructor-led learning models in various languages. As a result, we have a competitive advantage over other players who are more course specific.



### Strong brand presence

Through our competitive, exam-oriented courses, particularly in Banking, SPSC, Insurance, RRB and SSC, we have established a strong presence. With the acquisition of Edureka, we made our foray into the market to provide instructor-led learning in niche IT-related courses.

Edureka's YouTube channel has over 3 million subscribers— the highest subscriber base in the world in the IT education sector. Edureka's customers are spread all over the world, with many from United States and United Kingdom. The acquisition of Edureka has given Veranda access to these international markets, allowing it to expand its global customer base.



### Technology-driven, asset-light and scalable business model

Our business model relies heavily on the latest technology to deliver digital courses that encourages students to engage in self-paced learning. We have a large repository of digital content, study materials and test series—all of which we intend to scale up rapidly across India.

We are not bound by geographical constraints as our digital content is uploaded on cloud-based labs in entirety. In addition to this, our online and offline blended models allow us to expand our target market beyond our centres.

The courses, accessible at all times, can also be used for independent learning, delivering greater flexibility and convenience to students.

## Key Milestones

Veranda's list of achievements and milestones only prove our Company's commitment to improvement and growth. The main aim is of making world-class education and career-defining courses accessible and affordable to students across the length and breadth of India.

Our result-oriented approach and high-quality education also aims to bridge the employability gap in India making young aspirants' job-ready.

### 2021

#### March

Engaged SAI IAS academy to provide content for our subsidiary Veranda IAS Learning Solutions Private Limited

### 2020

#### September

Company name changed from 'Andromeda Edutech Private Limited' to 'Veranda Learning Solutions Private Limited'

#### November

- Acquired content, brand and education materials from Chennai Race Coaching Institute Private Limited through WOS Veranda Race Learning Solutions Private Limited
- Launched a mobile app 'Veranda Learning' comprising integrated courses for students

### 2018

#### November

Incorporated as Andromeda Edutech Private Limited