

## **Tata Elxsi collaborates with Tata Sky and Tata ClassEdge for interactive education**

**Bangalore, 16 November 2016:** Tata Elxsi is collaborating with Tata Sky and Tata ClassEdge to produce interactive educational content for science students from classes V to VIII. As part of this collaboration, Tata Elxsi is supporting the development of content that is specially developed to suit modularized learning programs and made available via Tata Sky's active plus portfolio of value added services.

Tata Sky Classroom is an educational service launched by Tata Sky, a pioneer in innovative services in the DTH industry, along with Tata ClassEdge, a leading provider of technology based solutions to schools. An interactive service, Tata Sky Classroom aims to take education to a whole new paradigm by making concept learning in Maths and Science interesting and easy for students.

This interactive service has been launched and is now available to all subscribers and is intended to benefit children from Classes V to VIII, with lessons mapped to their syllabus. It will assist in tutoring young viewers in an engaging manner with animated video content providing a fundamental understanding of core concepts in Science and Maths subjects.

"Tata Sky Classroom will help children in understanding core concepts which are really the key building blocks for future learning as we see this as a clear need gap. The service is aligned with children's school syllabus and covers over 500 topics, delivered in an interesting and interactive format. With the objective to provide the best-in-class educational experience for kids, Tata ClassEdge with their expertise in the field was the perfect fit. Some of the best schools in India are currently using multimedia solutions from Tata ClassEdge to augment classroom learning. We plan to now make these accessible to our subscribers at an affordable price" says Ms. Pallavi Puri, Chief Commercial Officer, Tata Sky.

"We are excited to partner with Tata Sky and make available our innovative learning content to children in the comfort and convenience of their homes. Tata Sky Classroom will enable learning of the core concepts of Science & Maths in an engaging manner so that a child understands the fundamental principles and is able to access this anytime of the day. This partnership will further support our vision of educating 10 million students annually by 2025," says Mr. Rajesh Khandagale, Chief Commercial Officer, Tata ClassEdge.

“Interactive content is increasingly being leveraged to help create effective learning experiences for school children, enabling easier understanding, improved comprehension and knowledge retention. Tata Elxsi’s award-winning digital and interactive content creation capabilities, coupled with its deep expertise in broadcast technologies, enables operators and broadcasters expand their portfolio of value added services, develop new revenue streams and discover new audiences, through compelling and differentiated content” says Mr. Nitin Pai, Sr. VP – Marketing & Strategy, Tata Elxsi.

### **About Tata Elxsi**

Tata Elxsi is a global design and technology services company and a part of the \$100+ billion Tata Group. Tata Elxsi works with leading MSOs, content providers and studios to develop innovative services and applications that create subscriber stickiness and drive revenues. This is backed by over 25 years of engineering experience, a global delivery presence and offshore development centers in India.

### **About Tata Sky**

Launched in 2006, Tata Sky is a JV between the Tata Group and 21st Century Fox. Tata Sky endeavors to offer Indian viewers a world-class television viewing experience through its satellite television service. The company currently has a presence in over 50,000 towns with over 15 million connections.

### **About Tata ClassEdge**

Tata ClassEdge provides an innovative and comprehensive instructional solution that empowers teachers teach better, with an effective blend of curriculum-mapped classroom activities and interactive technology. More than 70,000 teachers across India have already adopted the Tata ClassEdge way of teaching.

### **Media contact:**

#### **Tata Elxsi**

Hari Balan

Corporate Communications

Telephone: +91 80 2297 9123

Email: [media@tataelxsi.com](mailto:media@tataelxsi.com)