Aptech Limited
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Unleash your potential

**November 24, 2015**

The Listing Department
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400 001.
Fax No. 022-22723121/3719/2037/2039/2041/2061

The Manager,
Listing Department
The National Stock Exchange of India Limited
Exchange Plaza, Plot no. C/1, G Block,
Bandra-Kurla Complex
Bandra (E), Mumbai - 400 051.
Fax No.022-26598237/38

Dear Sirs,

**Scrip Code: 532475** **ISIN No.: INE266F01018**

**Sub.: Press Release "First Centre of Lakmé Academy Powered by Aptech Opens in Ahmedabad"**

Please find enclosed herewith the said Press Release which has been released today.

Thanking you,
Yours faithfully,

**For Aptech Limited**

APTECH LIMITED Mumbai 93.

**Ketan H.Shah**
**Company Secretary**

Encls: As above

LAKMÉ ACADEMY

Powered by Aptech

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## First Centre of Lakmé Academy Powered by Aptech Opens in Ahmedabad

***Centre is one of the 100 academies planned; aims to train 50,000 stylists across India***

**Ahmedabad, 24 November**: Aptech Ltd, a global education and training company, and Lakmé Lever Pvt. Ltd., a subsidiary of Hindustan Unilever Limited, recently formalized a strategic partnership to establish beauty training academies across India. The first centre of the Lakmé Academy powered by Aptech, was launched in Ahmedabad today by the guest of honour, **Ms. Soha Ali Khan**, along with Mr. **Anuj Kacker**, Aptech Executive Director, and **Pushkaraj Shenai,** Chief Executive Officer, Lakmé Lever.

The Lakmé Academy powered by Aptech will witness two huge giants from different sectors come together to provide state-of-the-art advanced level training in skin, hair and make-up. This alliance between Lakmé, the most admired Indian beauty brand and Aptech, synonymous with high quality vocational training will significantly improve the quality of talent in the exponentially growing beauty services industry. The courses provided at the academy will integrate soft skills development into the technical curriculum to ensure that students deliver great results. The top performers will get assured placement support through the Lakmé Salon network while aspiring entrepreneurs in the beauty and wellness sector are provided the vocational skills needed to own and operate a Lakmé Academy Franchisee.

The beauty and wellness industry will be worth Rs. 80,370 Crores in 2017-2018 (KPMG Wellness Report). The career options in this field befit both men and women. In sync with the growing beauty services industry, the Lakmé Academy offers foundation and advanced courses in Beauty Therapy, Hair Dressing, Hair Design, Makeup Artistry and Hand & Feet Care etc. The duration of these courses range from 1 month to 6 months and the course fees start at Rs. 15,000 and go up to Rs.1,80,000; allowing flexibility to students to opt for a course basis the beauty profession they'd like to pursue. The courses provide students with the knowledge, skills and attitude needed to work as an aesthetician in the beauty industry, a beauty therapist, a successful hairstylist, a makeup artist or a hands & feet consultant. Applicants need to have completed Std. X education to enrol for any of the courses. Young professionals, who are just starting out their careers in this industry, can expect a starting salary of INR 8-12,000 per month and performance commission over and above.

Commenting on the inauguration, **Mr. Anuj Kacker, Executive Director of Aptech** said, *"Aptech has always been at the forefront for providing industry based training and the need for more professionals has risen exponentially. According to a recent report by NSDC, the beauty and wellness industry will require 1.42 crore additional skilled professionals by 2022. This new centre marks the beginning of our alliance with Lakmé Lever that aims to bridge the skill gap in this booming sector, while ensuring that the youth are empowered to be successfully employed in this field."*

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**Mr. Pushkaraj Shenai, CEO of Lakmé Lever**, added *"The beauty and wellness services industry is at an inflection point; it offers a plethora of opportunities, not just as beauticians and managers, but even for aspiring entrepreneurs. The Lakmé Academy in Ahmedabad is one of the 100 academies planned, that will enable us to scale up and raise the standards of the beauty industry by inducting high quality talent. Beauty and grooming is amongst the most lucrative career alternatives for talented girls and boys. Apart from lucrative remuneration, a talented beauty professional has exposure to the backstage glamour of shows, films and events that Lakmé Salon brings along. With 35 years of experience and a footprint of 250 salons across 60 cities, Lakmé has a deep understanding of the beauty industry, its professionals and the skills needed to make a mark."*

Lakmé Salons are currently present in the cities of Ahmedabad, Surat, Baroda and Anand in Gujarat, and there is a strong expansion plan in place for the coming year. With rapid growth, Lakmé Salons will be an assured avenue for placement and a lucrative career for students who excel in the courses.

Gujarat is known to be one of India's most economically free states and contributes to 7.31% of India's GDP. It also tops the list of states in ease of doing business. In the Ernst & Young's Attractiveness Survey India 2015 report, Ahmedabad tops the list of "second tier cities for investment. 35% of businesses established in India rate Ahmedabad as India's leading emerging city, followed by Vadodara (15%). This is one of the reasons why Ahmedabad was chosen as the launch destination for the first Lakmé Academy powered by Aptech.

**End**

***Note to the Editors:***

**About Aptech Ltd.**

Aptech Ltd. has been the pioneer in the education and training business for the past thirty years. Ever since it's commencement in 1986 and with a current presence in more than 1300 centers, Aptech has effectively ventured into ten diverse sectors ranging from IT training to personal development. With a presence in 40 emerging countries, it has successfully trained over 7 million students through its two main streams of business- Individual training and Enterprise business.

Under Individual Training, Aptech offers career and professional training through its Aptech Computer Education, Arena Animation & Maya Academy of Advanced Cinematics (both in Animation & Multimedia), Aptech Hardware & Networking Academy, Aptech Aviation & Hospitality Academy and Aptech English Learning Academy brands. Enterprise business includes Content Development (Aptech Learning Services), Training and Assessment Solutions for Corporates & Institutions (Aptech Training Solutions, Aptech Assessment & Testing Solutions).

**About Lakmé Lever**

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Lakmé Lever Pvt. Ltd (Lakmé Lever) is a 100% subsidiary of HUL. It operates India's first and leading chain of Lakmé Salons that offer expert services in Hairstyling, Skin and Beauty care, with a presence of over 250 Lakmé Salons across 60 plus cities.

Lakmé Salons bring the backstage expertise and experience of Lakmé Fashion Week to modern Indian women through a team of over 2200 highly trained professional stylists. Lakmé Salons offer customers a distinct portfolio of services and backstage rituals presented in a unique Runway Secrets menu. A continuous innovation in the portfolio is at the center of Lakmé Salons' growth philosophy and innovation services contribute more than 30% to its revenues.

More than 100 entrepreneurs have partnered with Lakmé Lever as franchisees to own Lakmé Salons across the country. Backed by a comprehensive franchisee support model, expansion is one of the key focus areas for the company where a master franchisee and multi-store franchisee are provided special support and benefits.

**For further details contact:**

| Lakmé Lever Pvt. Ltd. | Aptech Ltd | Adfactors PR Pvt. Ltd |
|---|---|---|
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