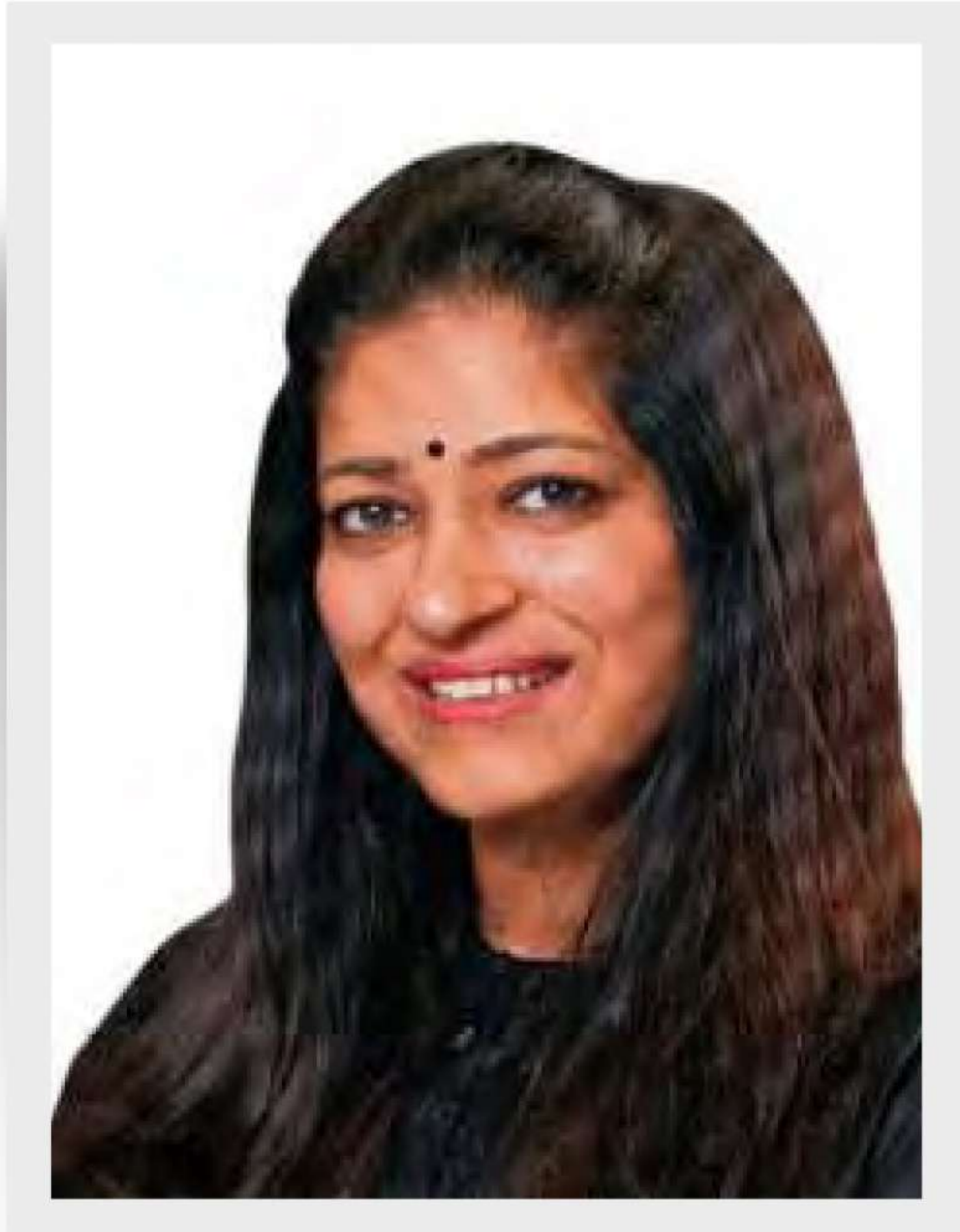


JAYA ARYA

Director & CEO
Edutest Solutions Pvt Ltd



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India's foremost Paper-Pencil-Based Testing Solutions company that best understands and satisfies the product, service and integrity needs of tests—globally

Edutest Solutions Pvt Ltd is one of the leading Education Testing Company in India. Established in 1982, it is one of the premier companies for conducting Offline exams and Confidential Printing and providing services to leading Universities, Secondary and Higher Secondary Education Boards, Technical Education Boards, Public Service Commissions and various Boards engaged in conduction Recruitment and Entrance Exams both at National and State Levels. Till date, it has served more than 1590 customers and conducted 1130 million exams.

Jaya Arya joined Edutest Solutions full time in 2010. Within just three years of her heading the operations, her efforts were recognized and in 2013, she was awarded the Best Emerging Woman Entrepreneur of Gujarat by the SME chambers of India. Using this recognition and respect as a stepping stone, she entered the marketing and sales side of the business and within the next 4 years, increased the turnover fivefold. She is also the Director of JBR Nirmaan Pvt. Ltd, a family run real estate corporation that has developed residential schemes, weekend homes and commercial offices around the country.

Last five years Jaya has been handling the affairs of the Company single handedly. Company is doing a great service to the Nation by ensuring that only candidates with merit clear the Recruitment and Entrance Exams so that efficient candidates get into Nation's Administration and other services.

ACHIEVEMENTS:

With the unique facilities of printing Question-Papers in all Indian languages, the company has also formed a team of experts of all subjects and languages. Exams in 20 Indian and 8 Foreign languages are conducted successfully. Till date, the company has successfully conducted more than 1130



Million Exams for 1590 Clients, with a delivery rate of 50 Million Exams every year. Jaya has a sharp understanding of the ever-changing demands and challenges of the Industry and she is taking adoptive measures to remain ahead in competition in view of changing times. One specific innovation needs mention is the new SEAL Technology (Secure Efficient Agile Leak Proof). This Technology addresses both the problems of paper leak and copying.

Under her able Directorship, the turnover of the Company increased from Rs.35.00 crores to Rs.90.00 crores in first five years after her joining. The Company also ventured into Computer Based Testing under her initiative. Some of the innovations she has introduced in the Testing Services have become benchmarks for performance for the Industry.

CHALLENGES:

The biggest Challenge in this Industry is the rampant malpractices of leaking of questions and copying. There is an inhouse R & D Team which works continuously to overcome these challenges. Technology is making fast progress and obsolescence is a big challenge.

FUTURE PLAN:

Jaya's vision is to be the agency that best understands and satisfies the product, service and integrity needs of Online and Offline Tests globally. Edutest Solutions Pvt Ltd is already the leading player for offline tests and are planning to become the leading in the Online Exam Sector too in the next five years.

BUSINESS DETAILS

- Business segment: Services and Manufacturing- Conduct of Offline and Online Tests and Confidential Printing.
- Registered with MSME: Yes-
- Are you the founder: Second Generation for Offline Exams and Founder for Online Exams.
- No of Directors: Overall 4, but 2 from the Promoter Group.
- Percentage of shareholding: 33.25
- Years in business: 10 years
- Number of people employed:180
- Important clients: Pubic Service Commissions of eleven States, Secondary and Higher Secondary Education Boards of over 12 States, Technical Educations Boards, Subordinate Staff Selection Commissions and Boards, Various Universities, Various Boards and Agencies engaged in conducting Recruitment and entrance Exams, both at National and State Levels.
- Are you exporting: No

AWARDS & RECOGNITIONS:

- Received Outstanding Women Entrepreneur Award instituted by the SME Chamber of India for the year 2013

