

**Select list of clients**

Commonwealth of Learning (COL)  
 IGate Global  
 Accenture  
 ANZ-IT  
 Educo International  
 Raffles Group  
 I-Seifu  
 Dr Reddy's Foundation  
 Oracle  
 Fidelity  
 Airtel  
 HP  
 Dell  
 Bangalore University  
 CEE



**Metalearn Services Private Limited**

**Vision**

To enhance ease in learning and knowledge experience for all users

**Mission**

To continuously increase *access, availability* and *affordability* of knowledge and learning technologies for all customers across the globe.

**Company Highlights**

**Business :**

Metalearn was incorporated in 2003 and is specialised in the e-learning space offering end to end solutions. The status is unique since we are a dedicated e-learning company out of India and a forerunner in developing patented products, processes and technologies in the world market.

We provide complete end-to-end solutions in e-learning to our customers and compete equally with the leading companies of the world in the field of e-learning technologies and products. Our products are benchmarked against the top ten brands in the world. We have won the **Manthan Award 2005** for the best e-learning practices in India.

**Right now we have spotlight on us as emerging company by NASSCOM at [www.nasscom.in](http://www.nasscom.in).**

**We have also just been recognised by Microsoft as one of the most innovative software companies of India.**

**Clients :**

We have a global market and we work with our customers from all over the world including India, the Americas, Japan and other members of Asia Pac, the Middle East and Africa.

We have developed a substantially large client base in India both in the education as well as the corporate sector. We have additional focus on the non profit sector and work closely with various high profile customers and N.G.Os.

**Financials:**

A revenue mix of 40% from technology products and 60% from content services, we have entered a stable revenue cycle. Whilst the profit volume ratio from the technology products is much higher at 65%, the contribution from content services is at a healthy 38%.

**Strategic partnerships**

- We have partnered with Microsoft, Intel and Oracle.
- We are active partners in the industry forum at various levels through our presence and participation at NASSCOM, CII, IACC, TiE, ITSMA, FICCI, BCIC, ESC, HRD Forum and National HRD Network



Focused on end to end solutions in e-learning



## Business Profile

Focussed on providing end to end services in e-learning and aiming to be **the most reputed e-learning technology company** from India, we provide

- Technology
  - E-learning Products – Adventus LMS, Metatest Assessment Engine, Content Management Framework
  - Knowledge Management System
  - Training Tracker
  - Customised Development of e-learning applications
- Content Services
  - Course ware production from simple animation, learning interactions to advanced simulations, 2D and 3D animations and learning games
  - Pre course ware production activities like Instructional Design, Scripting and Story boarding
  - Post production services like voice over recording, editing and integration
  - Courseware conversion from Word Documents, Power Point presentation, PDF etc to engaging e-learning courses
  - Complying e-learning courses to e-learning standards like SCORM and AICC
- E-learning Services
  - Hosting services through ISP partners for customer’s e-learning applications and courses
  - Consulting on implementing e-learning within an organization or an institution

## Change

**Knowledge and learning brings change.** We are continuously working with ideas and platforms that facilitate change and create a dynamic environment of reason and dreams for all our customers. New products being designed are school and campus management system and virtual classroom.

## Openness

We are open to alliances that will build client organizations into demonstrably dynamic powerhouses of information, knowledge and competence.

**Style**

We work with one single desire... [to make e-learning work for our users](#). Along with all else, we also make it simple, easy and very price competitive. Some of our prices matched with features are one of the lowest in the world. The idea is to break the myth and open up possibilities for all businesses that we work with. Our special products and service packages to development and the NGO sector is one such example of our conviction.

**Believing**

We believe that the world is breaking newer grounds everyday. The way people live and conduct their day to day lives is being challenged daily by new possibilities. This calls for new knowledge and scaled up skills for all. That is why we are always exploring new products and possibilities. At Metalearn we will always stay tuned to this facet of learning and people. Where there is learning we will begin.

**People**

[Experienced management team, with both front-end and delivery capabilities](#)

At Metalearn people take precedence. Learning is about people and what knowledge does to their lives. We are continuously working to improve our products and systems to be more humane and intelligent. As a team, we work with respect and determination throughout. We are dealing with associates, clients and users who are very dynamic and alive through ups and downs of economy and society and demand that we be so.

**Total Employees: 82**

Area	Number
Technology	15
Content Services	46
Quality	04
Customer Support	02
HR, Admin & Accounts	11
Network Admin	03
Sales	01
<b>Total</b>	<b>82</b>

**MR. SONJIB MUKHARJEE**  
Chief Executive Officer

Mr. Sonjib Mukharjee comes with 24 years experience in journalism, marketing and advertising, management and development sector and a very strong ICT background. He has a rich and successful experience behind him of multinational organizations and was a key player in the post liberalization era in India for various client organizations. He has a degree in Economics and a background in management research.

He has put together one of the finest teams in learning technologies and deliveries in India to build India's first organized product company in e learning and has been able to retain the core team over last four years since inception. He is the architect of metalearn's paradigm of *access, availability and affordability* and the multi brand service pack approach in the field of e learning to see the company through in the next five years to emerge a leader in the learning technology practice. He leads from the front to complete the product packages, forming international alliances, planning and implementation of the organization's futuristic windows into 'learning through hand held' and R&D into cutting edge technologies of tomorrow while ensuring compliances at various fronts.

He is active at NASSCOM, IACC, ESC, HRD Forum, CII, FICCI, BCIC, ITSMA and is a member at TiE. He forged metalearn's relationships with Microsoft and Intel. With him, metalearn has been the partner with Microsoft in the first ever national e learning solutions showcase, has won the manthan award for best e learning products and content practices and enjoys the support of leading e learning bodies like the Commonwealth of Learning in Vancouver, a CHOGM initiative. He has effectively expanded the market network to Asia Pac, US, ME and Europe. He was very active in the area of civil society networking, is a member on the training restructuring panel of NIOS, has published papers and authored books and is also pursuing a work of fiction based on research. In his spare time he is an avid trekker and photographer.

He is engaged in creating a network of policy makers, senior academicians, scholars, technical experts, researchers, consultants, and dedicated professionals in the field of learning through Learning Initiatives.

**MR. MAHENDRA JAIN**  
Founder Director and  
Principal Investor

Mr. Mahendra Jain is a well-known name in the traditional business community of Bangalore with over 25 years of experience in the textile manufacturing and export sector. He understands customers and investments like no other. He brings with him the financial acumen and expertise of an investor in the new economy and the business perspective of the old economy. He is the financial pillar of metalearn with principal investments into the technology sector.

He is well traveled and handles global business worth millions in his textile enterprise and is respected for his diligence in matters financial. A modest man, his favorite pastime is exploring and analyzing new risks in business world.

**MR. DIWAKAR RAO**  
Senior Manager – Product  
Development & Services

Mr. Diwakar is a Bachelor of Science and holds advanced qualifications in computer applications and is a core team member at metalearn Services Pvt. Ltd.

Diwakar has over 10 years of diverse experience in the learning technology software field with specialization in the areas of Product Development Analysis, Architecture, Design, Development and Implementation Process. He has a wealth of technical knowledge and is a wizard in designing robust and superior world-class solutions and products on multiple platforms for the global market. He is a workaholic with a domain knowledge that is an asset. He loves traveling and nature and is active member of various groups that undertake adventure trips.

**MR. VINAY M R**  
Manager – Learning Solutions

Mr. Vinay is a Bachelor of Science and a leading techie at metalearn and a member of the core team.

Vinay has over 8 years of QA, Testing and Software Development experience in diverse areas of business with Internet, client-Server and GUI based applications. Extensive hands on experience in every stage of SDLC.

His environment is Visual Interdev 6.0, Farpoint Spread 3.0 and Seagate Crystal Reports. Oracle 8.0 on Linux, IBM Web Sphere, Java Web Server, IBM HTTP, Server, IBM Edge Server, IBM Site Analyzer, Java 1.2, ASP.NET, VB Com, SQL Server.

He has an unmatched understanding of e learning technologies and is abreast of latest developments globally. He has brain bench certification for Software Quality Assurance, Software Testing and Winrunner 6.0 and has been on panel of judges for Brandon Hall and takes active part in global technology forums for ICT based learning and training. He is a member of National Center for Quality Management (ASQ India charter). He currently initiates and heads all technical compliance activities of metalearn. He has a never say die attitude, a big eye for detail and a stickler for quality. His favorite pastime is networking and information exchange with other professionals of his ilk.

**MR. R. BALAJI**  
Project Manager

Mr. Balaji has done his Bachelor degree in Technology and Advanced Honours Diploma in Software Engineering. An alumnus of Aptech he is also pursuing his university MBA and awaiting his induction in the core team at metalearn.

Balaji has over 10 years of hands-on experience in software engineering and Product and Project Management in content and e-learning technologies. He is a great Team Manager and has effective understanding of tools and techniques for optimum delivery results for global customers.

He is specialized in Content Management, e-Learning Management with an in-depth knowledge of PMI Framework, SDCL, Software Quality Assurance, Quality Standards, e-learning Courseware Development Life Cycle and LMS Standards – SCORM.

**MR. VIJEESH SHANKAR**  
Instructional Design Manager

Mr. Vijeesh Shankar holds a bachelors degree in Mathematics and Diploma in Systems Management from NIIT. His work experience dates back to his college days, when he experimented with various roles such as Editor, Service Engineer, Video Jockey, Event Manager and a Content Writer. Having analyzed the different fields and his abilities in creativity and writing he decided to venture into the eLearning domain. He started off with technical writing and has written articles for SkillSoft.

He has worked for some of the top MNCs like Accenture and GE Capital. At present, he has over 7 years experience in the field and manages projects with a team of 20-25 people which includes Instructional Designers, Graphic Designers, Visual Programmers, and Quality Analysts. During this period he has worked on Blended Learning, Instructor Led Training, and Computer/Web based training materials. He is also well versed with the content development process and LMS Standards. Having worked with multiple clients and different audience profiles, his strategies in ID and knowledge in Learning Theories makes him one of the best solution providers.

He enjoys networking, imparting knowledge, traveling, reading, listening to music and trying out his culinary skills.

**MR. SURESH KUMAR BIRDI**  
Manager – Network  
Administration

Mr. Suresh Kumar is our Network Administrator. He manages the most impossible task and he will say 'yes'. He does his constant R&D in his field. He has come a long way in life and manages the whole complex system architecture that we have of all the hardware, software and electricals. A fantastic guy to have around in crisis. He is one guy who has held the most outdated and the most advanced systems together and gives robust uptime.

Suresh has over 8 years of experience in the field of Network Administration and is a core team member.

**MS. CHRISTINA XAVIER**  
Manager – HR and Admin

Ms. Christina is qualified for Secretarial Practice and Administration and has a huge experience of HR and Administration and Compliance Practices. She is a member of the core team and is a very important part of metalearn. She has worked in the domain of advertising and marketing and in Information Technology companies in a brilliant and successful career.

She carries with her over 14 years of experience in office administration. She handles the HR and Administration related activities in the organization. Besides assisting the senior management in their day-to-day business dealings, she also interacts with customers and business associates globally.

NASSCOM

CII

TIE

ITSMA

ESC

NHRD NETWORK

BCIC

FICCI

IACC

HRD FORUM

## Clients

- We have clientele spread across India, US, Middle East, Europe, Singapore and Japan
- We have been selected by the [Commonwealth of Learning, Canada](#) for implementation of e-learning at Centre for Environmental Education, India
- We are implementing an INR 10 Million contract with an education major in the USA to migrate their e-learning platform and develop framework for multiple e-learning portals
- We have bagged an e-learning project worth INR 3 Million with world's second largest software maker
- We are in the advanced stage of negotiations with a US University and a Canadian University to implement e-learning initiatives
- We are in advanced stage of negotiation with major corporations in India
- Our existing customers include Commonwealth of Learning (COL), IGate Global, Accenture, ANZ-IT, Educo International, Raffles Group, I-Seifu, Dr Reddy's Foundation, Oracle, Fidelity, Airtel, HP, Dell, Bangalore University, CEE

With 5 brands and 2 highly successful IP products in our banner, we have been able to strike the right mix of products and services. This has witnessed an 80% conversion rate with our potentials.



Metalearn Services Pvt Ltd  
D-U-N-S ® Number 72-592-7243

## Key Highlights of Metalearn

We have a stable and visionary leadership in Sonjib Mukharjee, our CEO, who has considerable and successful experience in enterprise management.

With a strong and a diversified customer database, we have proven strengths in 'e-learning technology' domain expertise and are acclaimed frontrunners in the higher education scenario, which has just begun to look up in India. We are at an advanced stage of finalizing content reselling arrangements for the Indian market with leading brands from the EU

### Human Resource

- Core technology team retention span of over four years
- Total e-learning domain experience pool of over 150 man years

### Initiatives

- Have completed the ISO training and certification process.  
**CMM level-III certification** over the coming 9 months

### Technology

- Have total installation hours for technology and content products of over 150000 hours
- Applications that are strong, robust and scalable which regularly compete with the World's best
- We are creating higher salience and visibility for our company and brands in the market through structured brand communication, PR and marcom