

# PUBLIC VIEWS

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**पब्लिक व्यूज पब्लिक विडियु**  
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## MBD Group celebrates Establishment Day with remarkable business journey

The company celebrates this milestone as Establishment Day with various CSR activities.

Established 24<sup>th</sup> Sept 2021, MBD Group, one of the leading education company in India is celebrating 47<sup>th</sup> Establishment Day. The journey of the group started in the year 1974, under the visionary leadership and entrepreneurial spirit of its Founder, late Ashok Kumar Mathuria, in order to commence the journey which is full of achievements and milestones, various CSR activities were initiated at Raichowk His Trust MBD Ludhiana, MBD Scoopz and International / MBD House Adarshah, Raichowk His MBD Mohali and at Narniaha the Humanity - Children Education Centre, New Seema Pal New Delhi by MBD Group.



As part of the CSR activities, late from various NGOs were invited for music screening and dining at the hotel's Banquet 'The Christmas Bar' with an aim of letting the kids experience the hospitality and spend quality time with them.

Mr. Manish Mathuria Kaushal, Managing Director, MBD Group said, "I am extremely delighted to announce the group's successful completion of 47 glorious years. Over these years, we have given bigger, better, stronger in different areas, following our founder late Ashok Kumar Mathuria's very values of integrity, commitment and courage and inclusive culture. We have expanded our reach, achieved many milestones, be it in Education, Publishing or Hospitality. We have witnessed how a small book shop in Raichowk to become one of the leading education and hospitality brand in

land of change and corporate world. Also, being an entrepreneur par excellence, he envisioned the Group's diversification into other sectors and it was under his wings that the company, initially forming roots in education sector diversified into various other verticals such as printing press, e-learning to hospitality, retail and design and construction in India and abroad. We are thankful to the family members, stakeholders everyone who has stood with us over these years and supported us in our journey to make it success."

Some of the key highlights of the Group's successful journey are as under:

- MBD (Mathuria Book Depot) started in Raichowk in 1974
- Launch of MBD Reference Guides and all India Grammar

- *Virtual Narnia* in 2011
- *74* between MBD and Raichowk in 2016
- Launch of MBD Express, the company's magazine in 2019
- Launched "SANSUKA" - the Parenting, Adaptive and Personalized Learning app in 2021. Today MBD Group has implemented in 5 continents, 30 countries and 1000 cities, and publishing 10 million books a year and served 10 million students. The Group has more than 1000 number of employees and a wide network of distributors and bookstores across the country. It is the only publisher which publishes books for all classes, all subjects, and all educational boards in India and in most of the languages spoken in the country along with a few international languages.

Responding to the need of the time and the emerging problems, MBD Group launched "SANSUKA" - the Parenting, Adaptive and Personalized Learning app - in the year 2021. SANSUKA enables students and teachers to create a seamless teaching-learning process in spite of the virtual classes. The app is driven by the latest research in pedagogy and innovation in teaching methodology. AI/ML-Artificial Learning and Teaching (Intelligence) which was developed for schools is a cloud-based platform catering to all academic, administrative, learning and teaching needs of schools with curriculum of CBSE, ICSE/ISC and various State Boards.

MBD has also a unique offering by the group. The question bank across the Grade X to XII (Special Edition) as per latest CBSE curriculum is available for Science, Mathematics, English, Hindi,

of the program would be offered to MBD group.

As far as the company's hospitality business is concerned, the Group's residential hospitality services, "Mathura His MBD House" is a great success. Since opening its doors in 2003, the hotel has paved the way for a new standard of hospitality in India and has not only delivered the transformation efforts but also witnessed Group's commitment to contribute to the growth of the hospitality segment in India. In 2019 alone, Raichowk His MBD Hotel, Noida, won two awards - "Pride of Ownership Recognition" and the "Pride of Ownership" awards. The awards were conferred by the Raichowk His Group for exceptional performance and responsible hospitality to HR services.

This success in the hospitality sector is being replicated in Raichowk His Trust MBD Ludhiana, the first ever-entire hotel in Ludhiana, and also most successful multi of Punjab- MBD Scoopz Ludhiana and Raichowk. The Group's other hospitality