

News Updates

MBD Group Plans to Invest Rs 50 cr in AR & VR education technology products

MBD, which has been serving India's education sector for six decades now, is foraying into virtual reality, targeting K-12 as well as vocational education. It will produce 3D educational AR (augmented reality) and VR (virtual reality) videos and simulations. This high quality interactive content will be compatible with the best VR devices like Samsung Gear, Oculus Rift etc. Packaged AR & VR based educational curriculum and content will help in keeping the students deeply engaged in the classroom, it will offer an immersive sense of place and time, whether historic or evolving. This will be a great way of learning, where the students can practically experience and bring their subjects to life, which traditional education couldn't offer. For this, the group plans to invest around 500 million in augmented reality and virtual reality space in the next three to five years. AR & VR market is expected to reach \$35 billion by 2025. Also, the Group is planning to enter international markets of US, UK and China.

Monica Malhotra Kandhari, Managing Director, MBD Group said, "As we complete 60 successful years in education business by the grace of God and blessings of our founder (Sh Ashok Kumar Malhotra) and our chairperson (Ms Satish Bala Malhotra), we are inspired to set new milestones for the Group. "We plan to invest 50 crores towards our expansion and launch AR and VR educational content for students, which will be an extremely interesting way of learning things."

MBD Group has transformed from a modest bookshop in Jalandhar into an Education company and provides 360 degree education solutions; be it a notebook or a pencil, be it an educational tablet or a latest educational app on app store. Today the Group works with nearly 70,000 schools worldwide and caters to 50 million learners with 34 branch offices across India.