



Pearson India Education Services Pvt. Ltd.  
15th Floor, World Trade Tower, Plot No: C - 01  
Sector 16, Noida 201301, Uttar Pradesh - India  
T: +91 (120) 4306 500, 4306 550  
W: [in.pearson.com](http://in.pearson.com)

To

Date: 13<sup>th</sup> August 2021

The Chairman  
Aditya Group of Institutions,  
Kakinada.

**Subject: Revised Pearson MePro Proposal**

Respected Sir,

We, at Pearson, consider it a privilege to be associated with a prestigious Group like Aditya Group of Institutions. Continued patronage from an Institute of International repute speaks volumes about the trust & confidence in the quality of our products. We thank you for this continued patronage and look forward to partnering with you for all your content needs.

Thank you for your interest shown in "Pearson MePro". Pearson is an established content provider in the English Language Learning space. Pearson MePro has been created by a team of content developers who have extensive training and experience teaching English as a foreign language, developing curricula, and writing coursework. The pedagogy and design are directly mapped to Pearson's Global scale of English – an accredited standard that is developed granulating the CEFR scale of English.

***Skills Covered***

All 4 core language skills listed below are covered by Pearson MePro

- **Listening**
- **Speaking**
- **Reading**
- **Writing**

In addition to the above **Grammar** and **Vocabulary** are given additional focus by covering them in separate tasks. Content of Pearson MePro helps students prepare for competitive exams like PTE, TOEFL & IELTS.

***Product Architecture***

- The Product has a total of **10 Levels** and covers learning outcomes from **CEFR Level A1 to C2**.
- Each level has **10 Modules** that are based on a particular theme.
- Each Module has a total of **8 tasks** that cover the **6 skills** detailed above – **LSRWGV**
- Each level has 2 Quizzes, 1 Review Test and 1 Level Completion Test



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### ***Pedagogy***

Pearson MePro uses a theme-based approach, which allows the learner to absorb the language skills in the context of a professional as well as social set-up, relevant to the needs of adult learners.

Pedagogical approach to Language Teaching – Pearson MePro follows a Task-based language teaching (TBLT). It focuses on the use of authentic language and on asking students to do meaningful tasks using the target language.

MePro extensively uses role-play, an excellent way of getting students to practice their English. They simulate real life situations and allow the learners to understand what they would do in a real situation.

### ***Why Pearson MePro?***

The key product features of Pearson MePro are as follows

- 1. Content Mapped to a Global Standard***
- 2. Personalized Learning***
- 3. Engaging Content***
- 4. Ample Assessment & Remediation***
- 5. Insightful Reports***
- 6. Certificates & Badges***
- 7. Visibility for Faculty Members on Student-Level Performance***

Attached is the commercials for the product variant that has been shortlisted after our discussions. Please reach out to me in case of any further queries.

Looking forward to taking the association forward,

Yours sincerely

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Pearson India Education Services Pvt. Ltd.  
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*Enclosures*

Annexure I – Commercials

## Annexure I – Commercials

Product Name	Tenure	MRP	Special Rate for Aditya
Pearson MePro – 1 <sup>st</sup> Year batch of 2000 Students	12 Months*	Rs 2999	Rs.500 + Taxes
Pearson MePro – 2 <sup>nd</sup> Year batch of 2000 Students	12 Months#	Rs 2999	Rs.300 + Taxes

### License Validity Period:

- For 1<sup>st</sup> Year batch students \*, the validity will be extended with additional **12 months/ 4 Semesters** as a special case
- For 2<sup>nd</sup> Year batch students #, the validity will be extended with additional **6 months/ 2 Semesters** as a special case

### Other Terms:

- Pricing Logic:** The above price is applicable for per student's license and non-transferrable
- Onboarding:** Students on boarding will be provided along with necessary usage training
- Agreements:** Will sign the mutual agreement for activations and services
- Payment:** 10% payment along with the PO. 40% payment by 1<sup>st</sup> week of September and balance 50% within 180 Days
- GST Taxes:** As applicable at 18% GST
- Special Conditions:** The above rate and extension period is applicable for the order of 4000 quantities for 1st Year and 2 Year batches simultaneously as a pilot activation with access availability for 4 semesters and 2 Semesters respectively.
- Agreed Terms:** Placing further orders for rest of 20,000 students based on the satisfactory usage on this pilot activation with the same terms and conditions.

Quotation Validity- Valid till 13<sup>th</sup> August 2021

Account details – Pearson India Education Services Pvt. Ltd.

Bank name – HSBC

Bank address – 25, Barakhamba Road, Delhi 110 001 Account no. – 052-262847-001

MIRC code – 110039002 IFSC code – HSBC0110002