



The Brainplex Announces Expansion of Executive Team

Hyderabad, Andhra Pradesh, August 2, 2010 – The Brainplex, a provider of innovative after school education services in India, today announced that Sita Pallacholla has been appointed Chief Operating Officer and that Kevin “Kayvon” Salimian has been appointed Chief Financial Officer.

Vikram Arumilli, The Brainplex’s Founder and CEO, said “We are delighted to have Sita and Kayvon join our team. Sita is a talented professional with an impressive track record in the Indian education market, while Kayvon adds invaluable corporate finance and investment experience to our organization. Their collective contributions will be critical as we look to grow The Brainplex into the premier after-school education company in India.”

An alumna of Hyderabad Public School and Osmania University, Pallacholla was previously the youngest ever employee and Program Lead at Satyam's award-winning School of Leadership. Pallacholla is also co-founder and Director of Worldview Education Services, a company focused on helping students and young professionals develop their leadership, communication, and organizational skills.

Salimian joins The Brainplex from Harvard Business School. Prior to The Brainplex, Salimian was an investment professional in the San Francisco office of TPG Capital L.P., the global venture capital and private equity firm. Prior to TPG, Salimian worked in the investment banking division of Morgan Stanley. Salimian received his B.A. from Northwestern University, where he majored in Mathematics and Economics.

About The Brainplex

First of its kind in India, The Brainplex provides innovative after-school education services for students of all ages. Our proven educational methods transform academically rigorous concepts into a format that makes learning fun, thereby creating brighter, happier students. At The Brainplex, we hope to revolutionize the way children are educated in India

For more information, please visit www.brainplex.in.

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Press Contacts

info@brainplex.in

Phone: +91 90000 80570

