



## **Vice Consul General of United States of America to open first Brainplex edutainment center in Hyderabad**

HYDERABAD, India – Sean P. Lindstone, United States Vice Consul General, will open the first Brainplex edutainment center in Kondapur, Hyderabad at 11:00 AM on Sunday, 4<sup>th</sup> October, 2009. Vikram Arumilli, founder of The Brainplex, stated, “We are honored to have Mr. Lindstone at the inauguration of our first center, and look forward to demonstrating the ways in which American technology can be used to help revolutionize the way children are educated in India.”

### **About The Brainplex**

First of its kind in India, The Brainplex is an after-school, computer-based edutainment center for children between the ages of 5 and 13. Using state-of-the-art software originally developed at Stanford University in the United States – software which today is widely used in American schools – children at The Brainplex are provided education and entertainment in a flexible, fun, and stress-free environment where they can develop a life-long love of learning. At The Brainplex, children can improve their math, reading, spelling, science, and writing skills. With sophisticated technology, an internationally proven methodology, and a robust rewards program, The Brainplex hopes to transform the way children are educated in India.

Started by a Stanford University alumnus, The Brainplex is open seven days a week- after school on weekdays and all day on weekends. Children can come and go at their convenience which provides flexibility for children to explore other extra-curricular activities and become well-rounded individuals.

### **About Brainplex Edutainment Ventures Private Limited**

Brainplex Edutainment Ventures Private Limited is the promoter of The Brainplex, and plans to open a chain of edutainment centers throughout India, with the first center opening in Kondapur, Hyderabad on 4<sup>th</sup> October 2009.

For more information: <http://www.brainplex.in>

Contact: [info@brainplex.in](mailto:info@brainplex.in)

Phone: +91 90000 80570

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