# VIDHVAA

BEHIND YOUR SUCCESS

COMPANY PROFILE 2026

# The smarter way to learn, test and grow.

Daily practice, live exams and performance analytics for school students and government-exam aspirants — through the Vidhvaa Classmate and Careermate apps.



**A product of NB Media Tech Private Limited**
ELCOT IT SEZ, Ilandaikulam, Madurai

01 — ABOUT VIDHVAA

# A self-development platform for students and career aspirants.

Vidhvaa is a self-development SaaS platform that helps students and career aspirants unlock their potential in education, career and life. It cultivates clarity, focus and continuous self-improvement through structured routines and personalised progress tracking.

Built by NB Media Tech Private Limited at ELCOT IT SEZ, Madurai, Vidhvaa brings school-level assessment and government-exam preparation into one ecosystem, guided by the philosophy “Know Thyself”.

> Education is the most powerful weapon which can transform society into a beautiful nation.
>
> — Dr. A.P.J. Abdul Kalam

## Our core philosophy

Everyone has potential, but most people struggle with the three pillars of lasting success. Vidhvaa was built to bridge that gap.

### Clarity

Know where you stand and where you are going.

### Consistency

Daily routines that turn effort into progress.

### Discipline

Timed, scheduled exams that build real-exam habits.

**50,000+**
Students empowered

**100+**
State-level events & challenges

**Since 2020**
Conducting exams and quiz events

**6–12 + Govt**
School grades and competitive exams

02 — VISION & MISSION

# Beyond exams, we shape lifelong learners.

VISION

To build a generation that learns with depth, grows with wisdom, and succeeds with self-belief.

MISSION

To be an educational guide that helps learners discover their academic purpose and stay aligned with their goals — learning with purpose, clarity and joy.



WHAT WE OBSERVED

## Every student studies, but only a few truly understand.

So Vidhvaa teaches the **how** of learning, the **why** of success, and the **clarity** behind confidence.

- **Think beyond patterns**
- **Learn beyond textbooks**
- **Act with conviction**

### Our commitment

Every learner can succeed when they understand where they stand and are equipped with the right mindset and refined techniques. We nurture thinkers who ask the right questions and create meaningful solutions.

03 — OUR ECOSYSTEM

# One ecosystem. Two powerful learning companions.

Together they become a learner's trusted support system — from school classrooms to career goals.

FOR SCHOOL STUDENTS

## Vidhvaa Classmate

Your daily learning companion — personalised tests that make self-assessment and progress tracking simple, effective and meaningful.

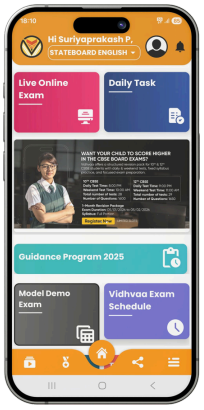
Class 6–12 | State Board | Matric | CBSE | NEET | JEE

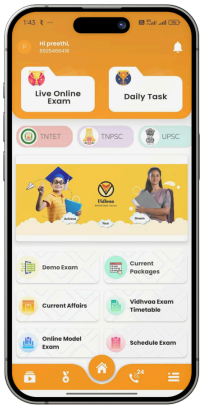
FOR CAREER ASPIRANTS

## Vidhvaa Careermate

A preparation platform with ready-to-practice syllabus questions and easy self-evaluation, so aspirants strengthen skills and track progress with confidence.

TNPSC | UPSC | SSC | RRB | TET | Banking




## Products' core objectives

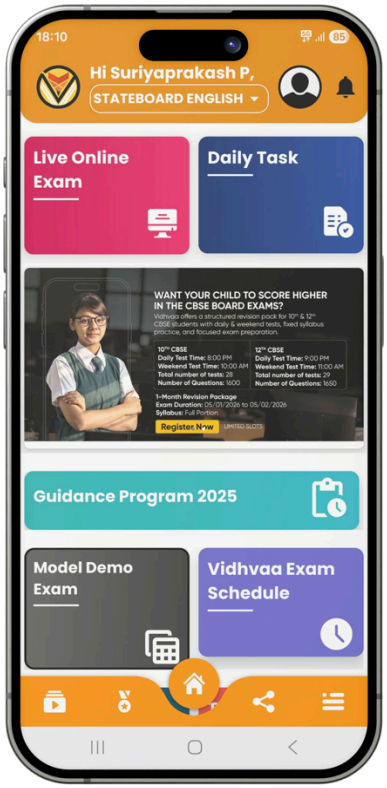
1. Know where you stand
2. Learn deeply & think clearly
3. Discover your purpose
4. Stay focused & aligned
5. Progress with confidence

04 — VIDHVAA CLASSMATE

# The daily learning companion for Class 6–12.

A comprehensive assessment app built around the Socratic principle of self-knowledge — daily, weekly and live tests with real-time analytics and leaderboard motivation.

- Personalised tests for students from Class 6 to Class 12
- Complete learning system for State Board, Matric and CBSE
- Supports competitive exams like NEET and JEE




DOWNLOAD VIDHVAA CLASSMATE

GET IT ON Google Play

DOWNLOAD ON THE App Store

## Daily Task

**We give:** Subject-wise tests with 30/50 questions, Monday to Saturday.

**You get:** A structured daily routine aligned with the school curriculum.

**Builds study discipline and speed**

## Weekly Tests

**We give:** State-level live online tests with 100 questions for all students.

**You get:** A real exam-like experience with wider performance comparison.

**Benchmarks progress, boosts confidence**

## Monthly Tests

**We give:** Comprehensive monthly tests covering all lessons.

**You get:** Complete revision and self-assessment of the month's learning.

**Better retention, continuous improvement**

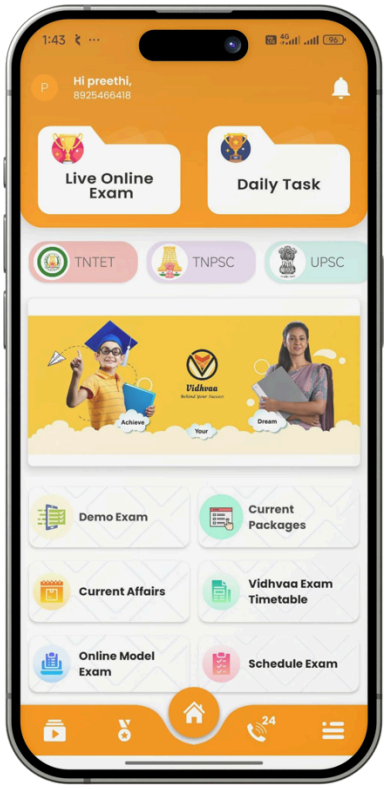
## Revision Tests

**We give:** A strong revision system with look-back to revisit lessons.

**You get:** Revisit concepts anytime and strengthen weak areas.

**Prepares for cumulative exams**

- Strong competitive mindset
- Anywhere, anytime access
- Clear performance insights
- Discipline through schedules
- Continuous self-improvement
- Guided exam preparation




05 — VIDHVAA CAREERMATE

# Smarter preparation for government exams.

Designed for aspirants preparing for TNPSC, UPSC, SSC, RRB, TET and Banking exams — with adaptive learning paths, gamified practice and analytics that show exactly where to improve.

TNPSC | UPSC | SSC | RRB | TET | Banking

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## Live Online Exams

**We give:** A real exam-like environment from anywhere.

**You get:** Live tests that improve time management and sharpen competitive skills.

**Enhances speed and accuracy**

## Daily Task

**We give:** Focused daily practice aligned with government exam patterns.

**You get:** Daily tests on high-weightage topics for continuous self-assessment.

**Encourages consistency and habit**

## Scheduled Exams

**We give:** Planned test series for targeted exam preparation.

**You get:** Regular readiness checks and 100% syllabus coverage.

**Self-evaluation and exam readiness**

**98+**

A MOMENT TO CHERISH

questions in the 2022 TNPSC Group 2/2A Preliminary Exam were directly covered in Vidhvaa's practice tests.

06 — HOW VIDHVAA WORKS

# Real exam conditions, every single day.

### Punctuality
Students enter the exam panel 30 minutes before the scheduled time — real-exam discipline.

### Unique Registration Number
Every student gets a URN, reinforcing hall-ticket habits and exam authenticity.

### Time-bound questions
Each question is answered within 18, 24 or 30 seconds based on difficulty — mastering speed and accuracy.

### Anytime revision
Completed exams can be re-attempted anytime as revision tests.

### Detailed insights
Answer keys with explanations, a personalised performance report and leaderboard rankings.

### Rewards & recognition
Leaderboards, rewards and merit certificates that keep motivation high.

## For students

- **Smart learning** — daily practice tailored to individual needs
- **Measurable progress** — detailed analytics and feedback
- **Personalised growth** — journeys adapted to strengths and gaps

## For schools & institutes

- **Simplified exam management** — create, distribute and evaluate with minimal effort
- **Real-time dashboards** — instant class and individual insights
- **End-to-end integration** — curriculum, assessment and tracking in one flow

07 — OUR JOURNEY

# Five years of exams, events and achievers.

From November 2020 to October 2025, Vidhvaa has partnered with schools and colleges and run state-level quiz competitions across Tamil Nadu.

| Institution | Programme | Value added |
|---|---|---|
| **Mangayarkarasi Women's College, Madurai** | Illam Thedi Kalvi Thittam | App-based exam events |
| **Dharani Matric HSS, Mannargudi** | Inter-school exams | Rewards & recognition for Class 10 & 12 |
| **TVS Higher Secondary School, Madurai** | Value Camp | App-based exam events |
| **Yadava Women's College, Madurai** | Reward-based test events | Free model tests — UPSC, TNPSC, TNUSRB, SSC |

## Signature events

**2022** **TNPSC State Level Quiz Competition**
Chief Guest: Mr. U. Sagayam, IAS

**2024** **State Level Current Affairs Quiz**
Chief Guest: Mr. C. Sylendra Babu, IPS

**2024** **78th Independence Day & Constitution Day Competition**
Chief Guest: Mr. Karu Palaniappan, Director

**2024** **Women's Day Celebration**
Chief Guest: Mr. Gopinath, Anchor

**2025** **Women's Day & Current Affairs Competition**
Chief Guest: Mrs. Elakkiya, ACP

**2025** **NEET Guidance Program for Parents & Students**
Chief Guest: Dr. I.S. Parveen Sultana
















**VIDHVAA**
BEHIND YOUR SUCCESS

*"Where preparation meets purpose."*

# Let's build the future of learning together.

### Strategic collaborations

We are forming alliances with industry leaders, EdTech innovators and research institutions — and partnering with schools and institutes to bring Vidhvaa to every student.


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