



## Amazon India Launches 'Amazon Academy' to help students prepare for Competitive Entrance Examinations

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*The online test-prep offering will enable engineering college aspirants to achieve their desired goals through curated content, live lectures and assessment material developed by expert faculty*

**Bengaluru, January 13, 2021** – Amazon India today announced the launch of Amazon Academy to help students preparing for the JEE (Joint Entrance Examination) for entrance to engineering colleges. The online preparation offering will equip students with in-depth knowledge and practice routines required for the JEE, through curated learning material, live lectures and comprehensive assessments in Math, Physics and Chemistry. The beta version of Amazon Academy will be available free of cost on the [web](#) and the [Google Play store](#).

Amazon Academy will offer students a range of JEE preparatory resources at launch, including specially crafted mock tests by industry experts, over 15,000 handpicked questions with hints and detailed step by step solutions for practice. The mock tests include chapter tests, part tests, and full tests that simulate the JEE pattern, helping students manage exam preparedness at their own pace. Amazon Academy will also hold live All India Mock Tests (AIMT) at scheduled intervals. These tests are designed to mirror the JEE experience helping students understand the nuances of the examination. Students will also benefit from shortcuts, mnemonics, tips, and tricks, equipping them with the necessary tools to retain concepts and solve questions effectively.

Amazon Academy enables active learning through live lessons, helping students to strengthen their JEE preparation efforts – they can engage with expert faculty, learn concepts, and clarify doubts in real-time. Bringing further discipline and rigour to their study methodology, it will offer scheduled lessons, daily practice problems and regular tests, starting with a crash course for the upcoming JEE Main.

Amazon Academy will help aspirants know where they stand with an All-India Rank for the respective mock test and assess their test performance through personalised reports highlighting chapter-wise time and strength analysis. Aspirants will be able to gauge their progress and compare their performance with other JEE aspirants who have attempted the test in the same time slot on Amazon Academy. Students can track their progress over time, identify their strong and weak areas, and get detailed insights on the overall test-taking strategy.

**Amol Gurwara, Director, Education at Amazon India, said,** “Amazon Academy aims to bring high quality, affordable education to all, starting with those preparing for engineering entrance examinations. Our mission is to help students achieve their outcomes while also empowering educators and content partners reach millions of students. Our primary focus has been on content quality, deep learning analytics and student experience. This launch will help engineering aspirants prepare better and achieve the winning edge in JEE.”

All learning material and exam content has been developed by expert faculty from across the country. In addition to the JEE, those preparing for BITSAT, VITEEE, SRMJEEE, and MET exams will also benefit from the quality content resources available. The content is currently available for free and will continue to be for the next few months.