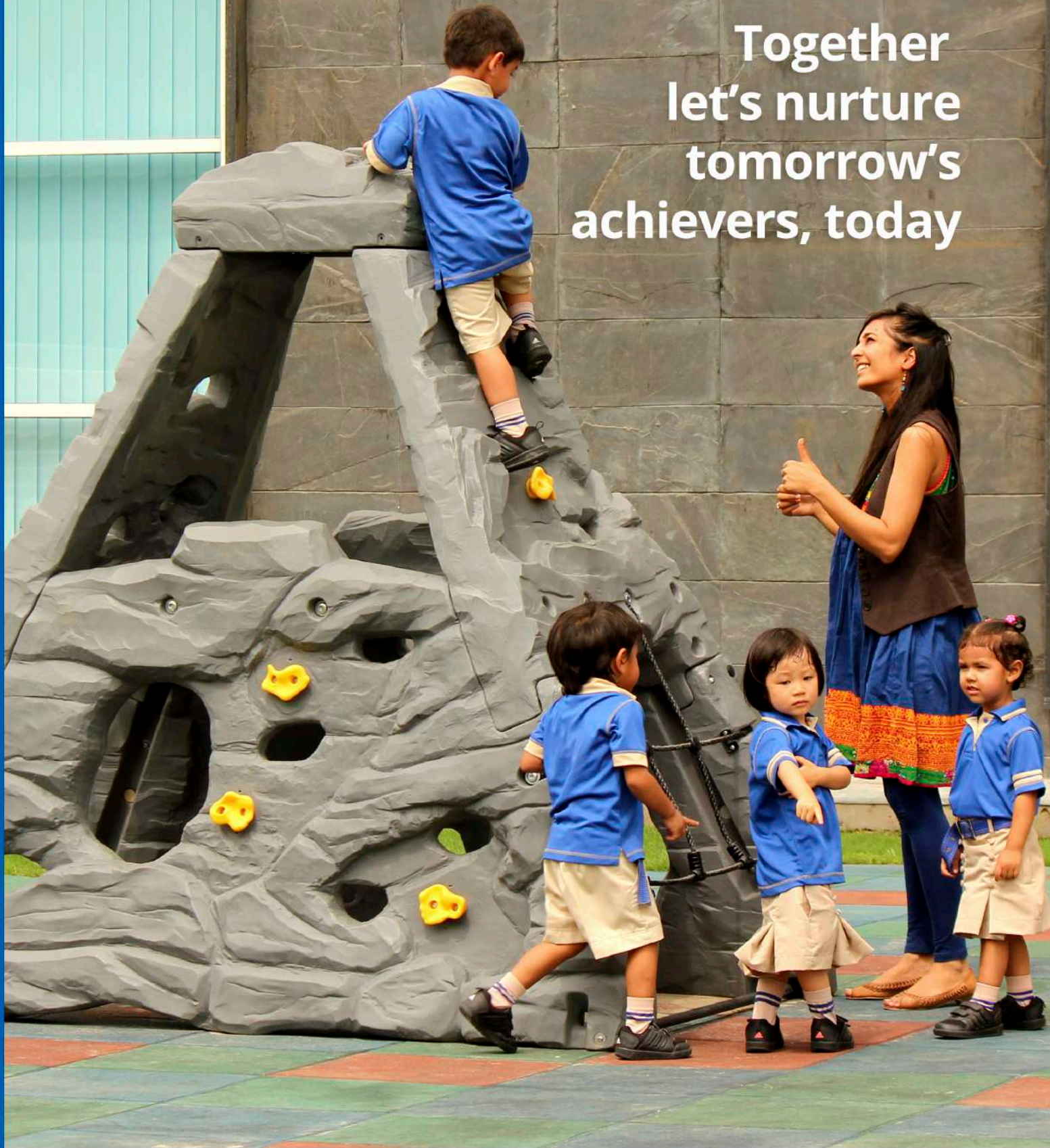


Together
let's nurture
tomorrow's
achievers, today





Kedman Global

A Strategic Joint Venture: Manav Rachna × Kunskapsskolan

Kedman Global is a visionary collaboration between Manav Rachna Educational Institutions (India) and Kunskapsskolan Education (Sweden) - combining India's trusted educational legacy with Sweden's globally proven personalized learning model.

This joint venture is designed to deliver the KED Program in India with academic precision, operational scalability, and measurable impact, building a high-performance, future-ready school partnership model for visionary educators and investors.

Kedman Global brings Kunskapsskolan's expertise in personalized, goal-driven learning with expertise in institutional excellence and operational depth, creating a framework that unites global pedagogy with Indian execution to redefine quality education delivery at scale.

The Power of Partnership = Academic Innovation + Operational Strength + Brand Credibility

Kunskapsskolan Education

Redefining Personalized Learning Worldwide

Founded in Sweden in 1999, Kunskapsskolan Education is a global education organization that has transformed the way students learn and teachers teach through its distinctive KED (Kunskapsskolan Education) Program, a research-backed framework built on personalization, goal-setting, and continuous feedback.

With a presence in over 100+ schools across 6 countries, including Sweden, the UK, the Netherlands, India, the USA, and the Middle East, Kunskapsskolan has become a benchmark for personalized education worldwide.

THE GLOBAL KED NETWORK



Kunskapsskolan in India

Since 2012, Kunskapsskolan has co-established four schools in India, located in Gurgaon, Lucknow, and Bengaluru. These schools blend the KED philosophy with Indian educational approach, offering CBSE, IB, and Cambridge curricula and fostering independence, resilience, and curiosity in learners.

Kunskapsskolan's vision empowers every student to master the challenges of today and shape the world of tomorrow. All aspects of our schools are designed to provide a personalized education that meets the needs of each student and is built around our core values, a philosophy now expanding across India through the Kedman Global joint venture.

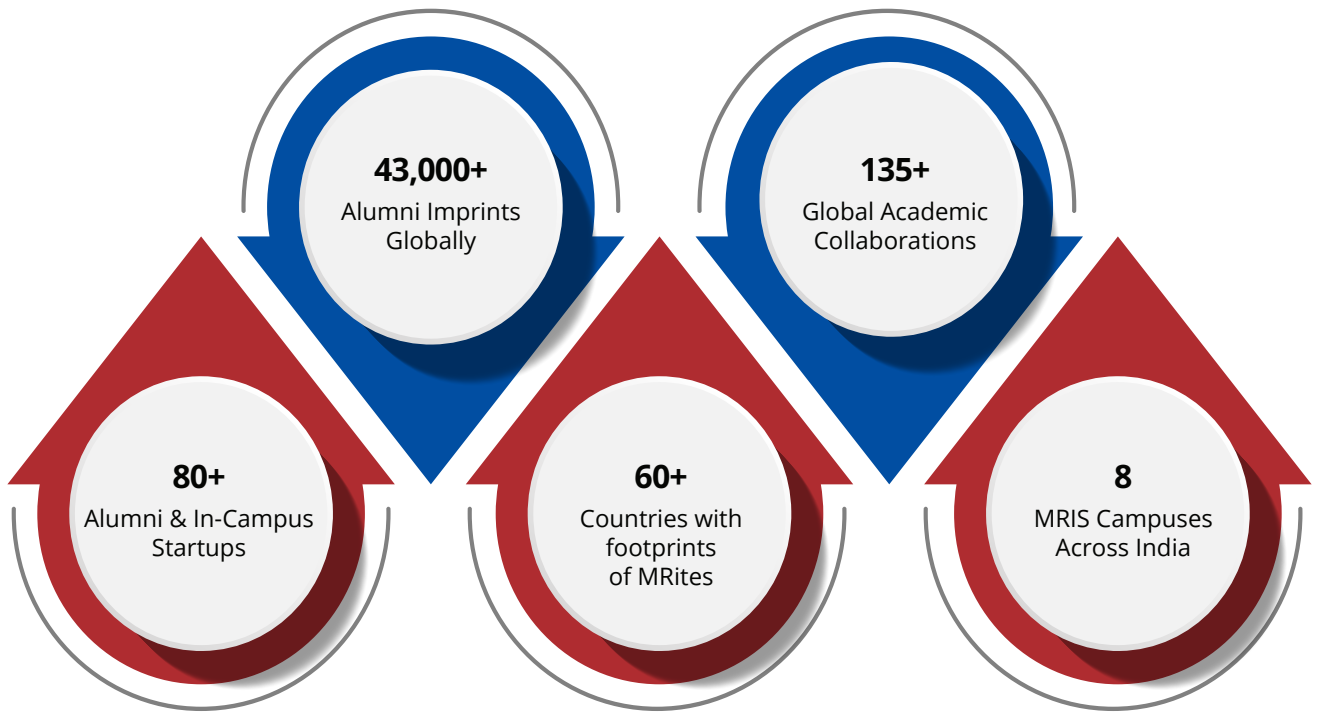
Manav Rachna

Three Decades of Leadership in Indian Education

Started as a modest establishment in 1997, Manav Rachna Educational Institutions (MREI) soon evolved into one of the country's most respected educational ecosystems, spanning K-12 schools, universities, and specialized institutions. Over the last three decades, Manav Rachna has nurtured thousands of students, creating a vibrant community of over 43,000+ alumni who are contributing to industries and societies across the globe.

Today, Manav Rachna stands as a symbol of educational innovation, global inclusivity, and academic excellence. Its universities and institutions hold prestigious recognitions, including NAAC A++ accreditation, QS I-GAUGE Diamond rating, and a coveted position in the Times Higher Education Impact Rankings. With strong industry collaborations with organizations like Intel, Google, IBM and Mercedes-Benz a robust culture of innovation and research, and international outreach programs that foster cultural diversity, continues to deliver education that is both future- driven and globally relevant.





Meet Our Leadership



Christian Wetell
Global CEO
Kedman Global



Sunitha Nambiar
CEO,
India Kedman Global



Christopher Adermark
Chief Digital Officer
Kedman Global



Rashima V Varma
Education Director
Kedman Global





Why is this a winning formula?

Academic Innovation × Operational Strength × Brand Credibility

Kedman Global brings together Kunskapsskolan's **personalized pedagogy** and Manav Rachna's **management expertise**, creating a **high-performance school ecosystem** built on trust, proven systems, and measurable outcomes.

Licensee benefit from:

- Backing of two globally respected education brands
- Faster setup and scalability
- Reduced operational risk

30+ years of experience in education

Why partner with Kedman Global ?

Partnering with a Kedman Global School means joining a global community of forward-thinking educators and entrepreneurs who believe that education must evolve with the learner. With proven frameworks, continuous innovation, and unmatched support systems, Kedman Global enables its partners to set new benchmarks for quality schooling in India and beyond.

Unique Value Proposition

A world-class school model that combines Swedish personalized learning with Indian ethos and operational efficiency, enabling students to learn at their own pace with coaching-led goal-setting.

Proven, Future-Ready School Model

Implemented in 100+ schools globally, the KEDMAN Program emphasizes mastery-based progression, personal coaching, and flexible learning paths, preparing students for real-world challenges.

Differentiated Positioning in Expanding Education Market

In an increasingly saturated K-12 Education sector, this venture stands out because Kedman Global represents a premium educational brand that promises global innovation with Indian ethos and focus on future skills and sustainability to offer parents a distinctive value proposition.

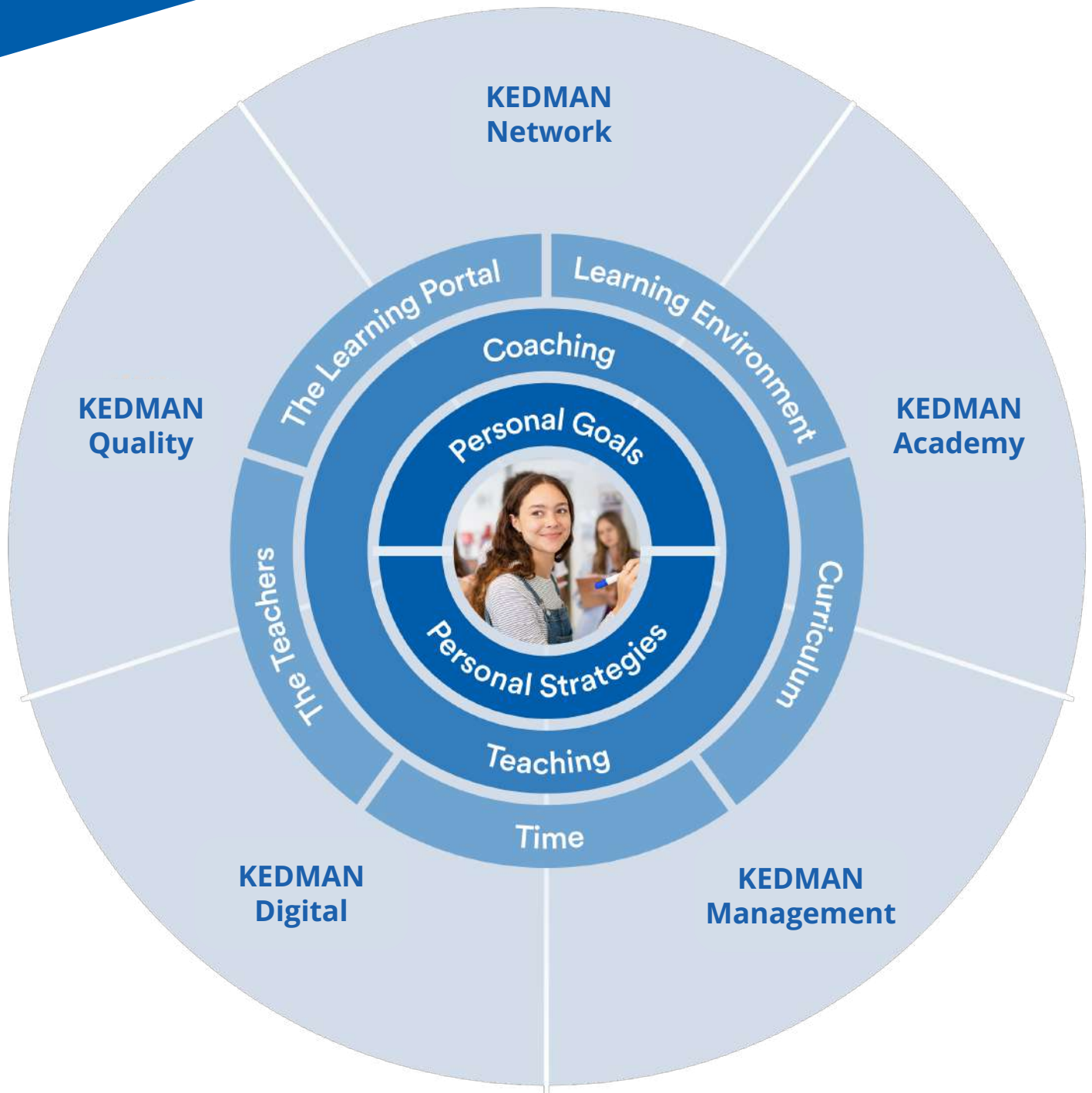
High Retention Through Student Engagement & Parent Satisfaction

One of KEDMAN Program's dimensions is parent and student satisfaction alongside academic achievement. Schools that use the KEDMAN Program track student, teacher and parent satisfaction as a core metric. Engagement is heightened through weekly coaching, reflection and goal-setting, which leads to stronger emotional connection and higher retention.



The KEDMAN Program

Operational and Pedagogical Tools



A personalized education means

The individual students goals and learning strategies at the centre

The resources for learning organised to meet each individual students way of learning

Tools and methods to support each individual student's way of learning



Future Skills & Sustainability

The Kedman Global's Future Skills and Sustainability programme is a uniquely designed for students, providing them with an opportunity to engage in purposeful hands-on learning while focusing on 21st Century skills, life skills, self-awareness and values, and sustainability. It is broadly divided into three verticals:

Media Shala

A creative hub for digital literacy and communication, helping learners understand media influence, practice ethical storytelling, and express ideas through emerging technologies.



Maker Shala

A hub of innovation that nurtures scientific temper and innovation. From design thinking to rapid prototyping, Maker Shala encourages inquiry, experimentation and a scientific approach to problem-solving.

Fashion Shala

A fashion hub with a focus on art, craft, design, technology and sustainability skills to prepare students to become creative problem-solvers, critical thinkers and sustainability enthusiasts.



Sports Excellence from Classrooms to Championships

Sports and wellbeing are integral to us.

World-class training facilities, certified coaches, and sports scholarships enable every student to pursue excellence on and off the field. This holistic focus on physical health, discipline, and leadership ensures learners grow into confident, resilient individuals.





A Structured Pathway from Self-Discovery to Career Direction

Career Caffè is a plug-and-play, 5D career guidance ecosystem, under the Kedman Global model, designed to be seamlessly embedded within schools. Created by Manav Rachna International School, it supports students in making informed, confident career decisions through a structured and age-appropriate approach.

In an effort to prepare students for tomorrow's academic competitiveness, industry demands and global opportunities, Career Caffè focuses on five essential pillars of career development:



Psychometric Testing & Career Counselling



Test Preparation Guidance



Profile Building & Portfolio Development



University & Admissions Advisory



Curated Career Fairs & Exposure Opportunities

Human-Led. AI-Enabled. Future-Focused

Career Caffè is the **world's first human-led, AI-enabled career guidance ecosystem**. Technology brings scale, data accuracy, and consistency, while experienced counsellors provide interpretation, mentoring, and personalised support. The result is **equitable, high-quality guidance for every student**, without losing the human touch.

KEDMAN Academy

KEDMAN Academy is a hybrid learning and development program for teachers and leaders, combining online courses with tools and in-place training activities. It offers structured programs for teacher induction, early-career support, and continuous professional development. The Academy also provides advanced courses that deepen expertise in teaching, coaching, and leadership within the KEDMAN framework.

KEDMAN Teacher Induction Training

Complementing KEDMAN Academy, specialist trainers and directors customise in-place training for new schools or institutions requiring additional support during the start of the academic year.



KEDMAN Teacher Induction Training

Leadership induction is designed to build capacity in school leaders to effectively implement and sustain a personalised learning model. The program focuses on developing leadership competencies that enable the design and management of systems, structures, and processes that support personalised learning environments across the school.

KEDMAN Teacher Training Programs

Based on school evaluation and focus areas or from the outcome of the KEDMAN Audit, schools can, together with national or global KEDMAN specialists, plan and execute training programs focusing on the different areas in the KEDMAN Quality Model and the KEDMAN Program. The training can be set up as one-time activities, longer training programs or research projects. Elements of the training can include seminars, lectures, reading of research papers or literature, online sessions and peer-to-peer sessions.



KEDMAN Instructional Rounds

KEDMAN instructional rounds are built to support and guide schools in implementing the process of instructional rounds of various kinds. It takes its starting point in a strength-based approach and develops into full programs of instructional rounds that could be done by management, team leaders or as peer-to-peer observations.

KEDMAN Leadership Program

A leadership program is customised and covers different levels of leadership. The program is a hybrid program with in-person sessions and activities, as well as online sessions and peer-to-peer coaching.



Centre for Advanced Learning (CAL)

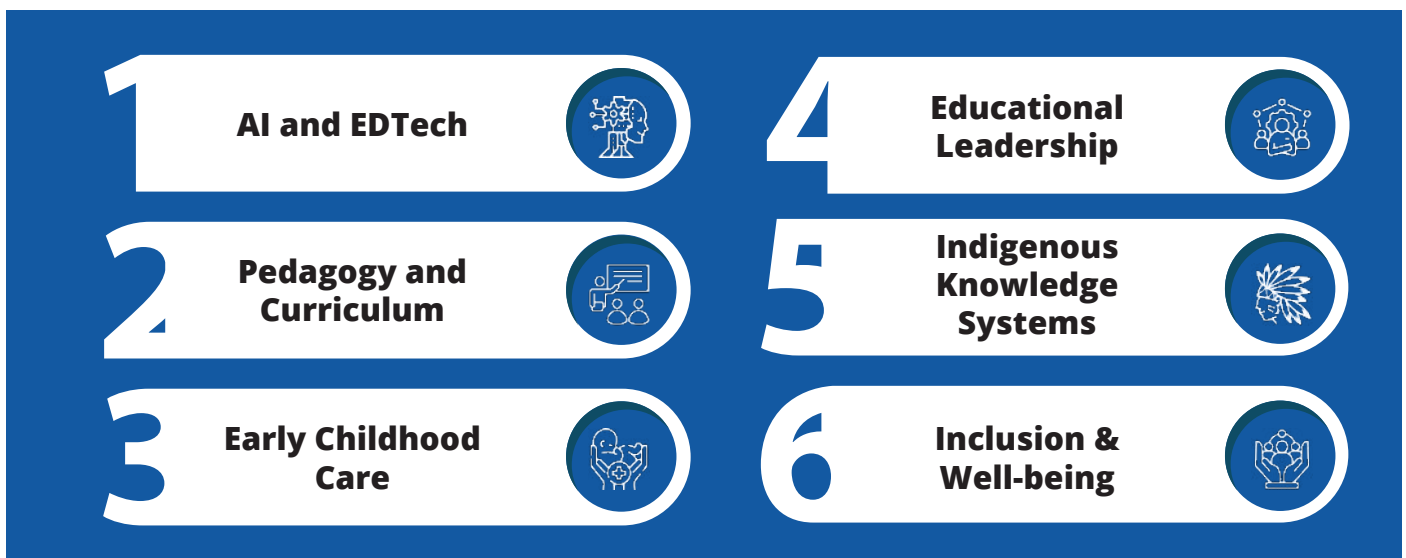
Manav Rachna University is a recognised state private university in Faridabad, Haryana, India. It is an IB-recognised university offering programmes aligned with the International Baccalaureate (IB) framework through the IB Educator Certificates (IBEC).

The Centre for Advanced Learning (CAL) is a Centre of Excellence established under MRU. CAL is anchored in SDG 4: Quality Education, focusing on inclusive, equitable, and lifelong learning. Its work spans research-driven teacher education and leadership development through its services, such as:

- Bespoke workshops
- Teacher Upskilling Courses

Six Domains of Professional Development

CAL delivers expert-led professional development workshops across six clearly defined domains



IB-Recognised Teacher Development Pathways (SoEH, MRU)

The School of Education and Humanities (SoEH) at MRU, provides structured pathways for teacher and leadership development through IB recognised programmes (IBEC – International Baccalaureate Educator Certificates). These programmes are offered in blended formats, enabling flexible and globally aligned professional growth.

Postgraduate Credentials:

- Post Graduate Diploma in International Education
- Post Graduate Diploma in Educational Leadership and Development

Extended Academic Pathways at MRU:

- ITEP B.A./B.Ed and B.Sc./B.Ed (Integrated Programmes)
- B.Ed with IB Certification
- MA in Education in Teaching and Learning, which is IB-certified with a postgraduate diploma exit option in eleven months;
- MA in Education in Educational Leadership and Development, also IB-certified with an eleven-month PG Diploma exit
- PhD in Education and Allied Areas

KEDMAN Quality Model

The focus of continuous development and quality is structured through the KEDMAN Quality model. Through feedback from stakeholders in these 9 quality areas, the model ensures a transparent, continuous and rigorous quality focused approach.



Personal Coaching

Individualized guidance to foster student growth



Student's Agency and Health

Empowering students to take charge of their well-being



Communication and Marketing

Effective Strategies to engage stakeholders



Leadership and Management

Guiding and organising educational efforts



Teaching

Delivering engaging and effective instruction



Scheduling and Organisation

Efficient planning to optimise learning



Grade Management

Fair and accurate assessment of student performance



ICT

Integrating technology to enhance education



Working Environment

Creating a conducive atmosphere for learning



KEDMAN Partnership Models

| Parameters | Academic Model | Academic + Brand Model | Academic + Brand + Operations Model |
|-------------|-------------------------------|-------------------------------|-------------------------------------|
| School Type | Existing School (Brown Field) | Existing School (Brown Field) | Existing School (Brown Field) |
| | New School (Green Field) | New School (Green Field) | New School (Green Field) |

| | | KEDMAN Transition School | KEDMAN Partner School (Brown Field) | KEDMAN Partner School (Green Field) |
|-------------------|--|--------------------------|-------------------------------------|-------------------------------------|
| KEDMAN Program | KEDMAN Program License | No | Yes | Yes |
| | KEDMAN Seminar | Yes | Yes | Yes |
| | KEDMAN Specialist Network | No | Yes | Yes |
| | Sports Program | On Sale | Yes | Yes |
| | Future skills and sustainability program | On Sale | Yes | Yes |
| KEDMAN Management | Principal Mentor | Yes | Yes | Yes |
| | Management Structure and protocols | No | Yes | Yes |
| | Reporting Structures and follow ups | No | Yes | Yes |
| | KEDMAN Team leader Program | No | Yes | Yes |
| KEDMAN Quality | Annual KEDMAN Quality Seminar | Yes | Yes | Yes |
| | KEDMAN formative and Summative audit | No | Yes | Yes |
| | KEDMAN Survey, Analysis, QP support | No | Yes | Yes |
| | Quality Days | No | Yes | Yes |
| KEDMAN Digital | KEDMAN Digital Champions Network | On Sale | Yes | Yes |
| | Learning portal | | Yes | Yes |
| | Digital logbook | | Yes | Yes |
| | Scheduler | | Yes | Yes |
| | Digital Training | | Yes | Yes |
| KEDMAN Network | Annual KEDMAN Conference | Yes | Yes | Yes |
| | KEDMAN Teacher Exchange program | Yes | Yes | Yes |
| | KEDMAN Student Exchange program | No | Yes | Yes |
| | KEDMAN Buddy Program | Yes | Yes | Yes |
| | KEDMAN Newsletter | Yes | Yes | Yes |
| KEDMAN Academy | Induction Training | On Sale | Yes | Yes |
| | Access to KEDMAN academy modules | | Yes | Yes |
| | Leadership training | | Yes | Yes |
| | Teacher Workshops | | Yes | Yes |

Support and Partnership Framework

HR & Finance

- HR & recruitment support
- Compensation benchmarking
- Payroll management guidance
- MIS support & accounts advisory

Branding & Marketing Mentorship

- Marketing strategy and brand building
- Brand identity support
- Lead conversion support
- PR guidance
- Event planning



Project Management

- Guidance for regulatory permissions
- Infrastructure design advisory
- Vendor & contractor coordination
- IT Infrastructure

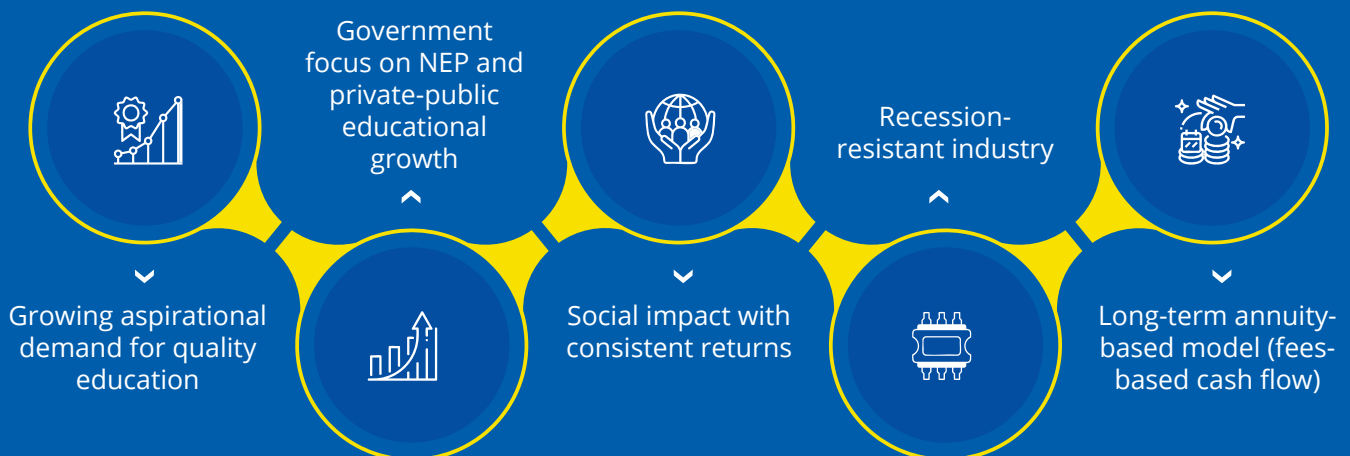
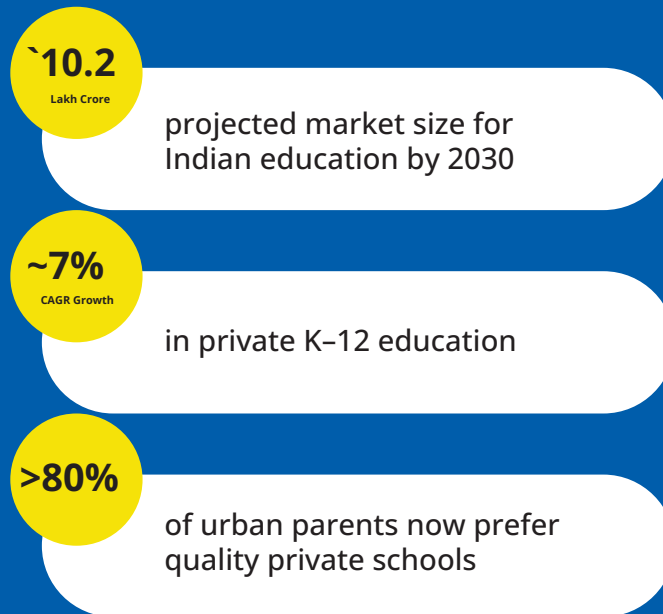
Administration & Operations

- Administration support
- Annual quality audits
- Operational process & policies
- Affiliation process support
- Purchase guidance and support



Why Invest in Education ?

India's education sector is witnessing unprecedented growth, driven by rising incomes, increasing aspirations, and a young population. With over **250 million school-going children**, India holds the **world's largest K-12 demographic**, creating immense demand for quality institutions.





Kedman Global

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