

## HappyMongo strengthens its position in the edutech market with a robust distributorship plan across India

First distributor appointed for UP ( Central ) Plan to cover 1000 schools in the next year



**Uttar Pradesh, Lucknow, Sep 22, 2021 ([IssueWire.com](https://www.issuewire.com))** - HappyMongo, a leading player in the Indian Edutech sector, has announced an aggressive growth plan to reach more than 1000 schools by July 2022. The first official distributor has been identified and appointed in UP ( Central ), home to more than 4000 schools and some of the best educational institutes in the country.

The company aims to cover the length and breadth of the nation with the help of local distributors, who will in turn sell [HappyMongo](https://www.happymongo.com) products via small and mid-sized school booksellers. This plan is part of the company's strategy to revive education, schools, and associated businesses through an innovative technically advanced product line and fresh business opportunities.

HappyMongo has currently secured a client base of 150 schools in the Southern and Western regions and is poised to reach its mark of 1000 schools, with the help of a wide and deep, on-ground distributor network. There will be educational online and offline events for all supporting HappyMongo distributors and vendors, along with incentivized sales programs.

Brand spokesperson, Ms. Megha Naveen, HappyMongo, stated, "Our products are modern, stimulating and designed to improve academic, social and physical development of students of all ages. We believe that the new generations of students are more inclined towards technology, computing, and digital learning tools that are based on AR/VR/AI and Coding tools. We not only cater to these students but

also assist teachers by creating products that help students to master the current curriculum and develop into well-rounded individuals”.

She added, “With the government recommending increased academic training in AI and Coding, we have devised special AI & Coding lessons and other products in line with this futuristic policy”.

## **Media Contact**

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Source : HappyMongo

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