

SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING

---

SOUTH ASIA





---

**BANGLADESH**

- 1 Chittagong
- 2 Dhaka
- 3 Sylhet

---

**INDIA**

- 4 Delhi
- 5 Mumbai
- 6 Chennai
- 7 Kolkata
- 8 Ahmedabad
- 9 Bengaluru
- 10 Chandigarh
- 11 Hyderabad
- 12 Pune

---

**NEPAL**

- 13 Kathmandu

---

**PAKISTAN**

- 14 Islamabad
- 15 Karachi
- 16 Lahore
- 17 Multan
- 18 Faisalabad

---

**SRI LANKA**

- 19 Colombo
- 20 Kandy
- 21 Jaffna

# CONTENTS

---

SOUTH ASIA – AN OPPORTUNITIES GIANT	5
WORK WITH US IN SOUTH ASIA	7
OUR SERVICES	8

---

WHY WORK IN: BANGLADESH	11
WHY WORK IN: INDIA	13
WHY WORK IN: NEPAL	15
WHY WORK IN: PAKISTAN	17
WHY WORK IN: SRI LANKA	19

---

QUICK REFERENCE – SOUTH ASIA SERVICE DIRECTORY	20
--	----

---

OUR STAFF ACROSS SOUTH ASIA	22
-----------------------------	----

---

OUR OFFICES	25
-------------	----

---

WHAT OUR CUSTOMERS SAY	28
------------------------	----

**SOUTH ASIA IS HOME TO OVER ONE FIFTH OF THE WORLD'S POPULATION, MAKING IT THE MOST DENSELY POPULATED GEOGRAPHICAL REGION IN THE WORLD. FOR UK INSTITUTIONS LOOKING TO INTERNATIONALISE, THIS REGION CLEARLY CANNOT BE IGNORED.**

South Asia is a region which has already become critically important to the world's development. South Asia has seen huge urbanisation, growth in consumer markets and benefits from its demographic strength. If present economic trends continue, it is predicted to make the largest contribution to global GDP by 2040 shifting the centre of the world's economic power increasingly eastwards. By 2040 it will also contain nearly 40 per cent of the world's population (UN Population Prospects, 2010).

South Asian countries with more youthful demographics such as India, Pakistan and Bangladesh should expect to benefit economically from young and productive workforces. However, it will be critically important for the region's stability and prosperity that governments put in place the right social and educational policies to meet the economic and material aspirations of this growing youth.

It is likely that the UK will continue to rely on the strength of its economy and other forms of soft power to gain influence on the global stage. The role of the British Council in supporting the UK's influence in South Asia will be increasingly important, and our work supporting the UK education sector meet its strategic priorities will be a critical part of this.

Our Services for International Education Marketing are expanding throughout the region to meet growing opportunities for the UK to engage and play an increasingly important role. Our teams are in place to support the UK education sector to develop successful educational partnerships, provide innovative educational solutions at policy and grass roots levels as well as providing world class options to aspiring South Asians looking to study overseas.

This booklet provides a brief market overview of each of the South Asian countries where we currently operate and provides further details of our growing range of services available in these markets. Further details, including detailed country information pages, the latest news, updates and events as well as opportunities to engage with us are available on our website <https://siem.britishcouncil.org/>

I look forward to working with you in South Asia.



**Ottolie Wekezer**

Regional Director, Education  
Marketing and Consultancy,  
South Asia

# OUR REACH



CITIES IN THE REGION

105



NUMBER OF AGENTS

1,718

NUMBER OF KEY MEDIA ORGANISATIONS

294

DEDICATED INTERNATIONAL EDUCATION MARKETING SPECIALISTS

26



NUMBER OF PEOPLE ONLINE

216,197,061

---

## OVER THE LAST YEAR



NUMBER OF UK INSTITUTIONS WE WORKED WITH LAST YEAR

337



NUMBER OF STUDENTS WE REACHED LAST YEAR

82,088



MARKETING EVENTS AND SERVICES DELIVERED

208

# SOUTH ASIA – AN OPPORTUNITIES GIANT

## WHY INVEST IN SOUTH ASIA?

- Huge numbers of young people, with over one-third under the age of 18.
- Powerful links to Britain, with **two million people** of South Asian heritage living in the UK.
- A growing middle class creating rising demand for higher and further education.

Students from South Asia make up almost **ten per cent of overseas students in higher education in the UK**

COUNTRY OF DOMICILE	2012–13
India	23,780
Pakistan	7,830
Bangladesh	4,365
Iran	3,115
Sri Lanka	3,065
Nepal	1,755
Afghanistan	235
<b>Total</b>	<b>44,145</b>

Source: HESA





Knowledge and Society

# WORK WITH US IN SOUTH ASIA

- **Our presence** – nearly 30 highly experienced staff across 21 offices in the region provide strategic advice to the education sector through localised research and consultancy, and deliver a wide range of targeted marketing solutions, missions and events.
- **Local expertise** – we understand the local education environment and can find the right audiences and partners for your institution. Whether its brand building, profile raising, student recruitment, event management, course launches, transnational education (TNE)/partnership development or entry into the region for the first time, we have the expertise to help you succeed.
- **Tied to the UK** – from daily meetings with UK education sector representatives working in the region, to our UK staff with extensive sector experience and ongoing engagement with clients at all levels and across the Education sector in the UK, we work for you and completely understand your needs. We provide services exclusively to the UK sector and are committed to the growth and success of UK education providers.
- **Great connections** – the British Council in-country teams are connected at all levels with national and local governments, ministries, agencies and other relevant bodies, and will help you cut through red tape and make contact with the right people to get your business moving. Our vast network of agents, principals, directors, vice-chancellors and other heads of institutions at schools, colleges and universities provides a valuable bank of contacts for the UK sector to ensure success in this region.
- **A trusted brand** – the British Council, Education UK and the highly successful 2013–14 GREAT campaign, provide a powerful message to our growing local audiences by representing the UK's excellent education offer, which encompasses the quality of the UK's teaching and research and strong national and international links to industry to ensure graduates are well placed to enter the global workforce. You can capitalise on this strong brand to successfully engage with local partners and prospective students.

---

## FIND OUT MORE

Email our regional team:  
[siemsouthasia@britishcouncil.org](mailto:siemsouthasia@britishcouncil.org)

# OUR SERVICES

We provide a comprehensive range of services to help UK institutions take advantage of growing international education opportunities in South Asia. All our creative solutions are flexible to changing market demands and can be tailored to the specific needs of your institution.

## Partnering and consultancy

Our bespoke partnering and consultancy applies our local expertise and influential networks to support your to support your internationalisation strategy. Our global reach will increase opportunities for your institution and help you navigate increasingly sophisticated markets. You can:

- **commission customised research and benefit from strategic consulting** in the form of reports and face-to-face briefings to understand new business opportunities, competition, market trends and your overseas stakeholders
- **access the right partners** and meet with key influencers for international recruitment and collaboration
- **receive guidance** on accepted local practice and regulatory processes relevant to your next strategic move.

We will discuss your needs and direct you to dedicated in-country research and education teams who will work with you on an agreed plan, including cost, timescales and delivery.

## Exhibitions and missions

Exhibitions provide a diverse platform to engage with prospective students and build links with local education providers, agents and key influencers. Our programme of large-scale exhibitions is built on the British Council's long-term expertise, enhancing the profile and reputation of study in the UK and attracting high numbers of visitors. In many markets we deliver smaller, more targeted, market-specific events, such as Schools Tours, Emerging Markets Campaigns and Subject Missions.

## Find out more

See our full global exhibitions schedule and find further information at:  
<https://siem.britishcouncil.org/exhibitions>

Email our UK-based exhibitions team:  
[educationuk.events@britishcouncil.org](mailto:educationuk.events@britishcouncil.org)

For our growing range of market-specific events and missions: <https://siem.britishcouncil.org/news/opportunities>

## Market research and marketing products

Ensure your strategy is based on solid evidence by commissioning customised market research from our local team of experts and partners. Once you are on the right track, our range of tailored marketing solutions will provide you with the right tools to deliver your strategy.

1. **Bespoke market research and marketing consultancy:** local market opportunity assessment reports, local consumer and stakeholder insight reports, development of 360 degree marketing strategies and discounted delivery support post consultancy.
2. **Direct marketing (mass and targeted):** integrated marketing campaigns and advice on advertising through the most relevant local channels (Education UK, GREAT, British Council website, Facebook, local media) to our up-to-date databases, including digital, print media, social media, SEO and SMS campaigns.
3. **Event management:** planning and delivery of presentations, workshops, seminars, lectures, interviews, receptions, graduation ceremonies, alumni activities and press/media campaigns to promote your institution to relevant local and regional markets.

We will discuss your needs and direct you to dedicated in-country research and education teams who will work with you on an agreed plan, including cost, timescales and delivery.

## Professional training and development

Using the British Council's experience and network of contacts, we deliver practical training and development for education marketing professionals:

- **Webinars:** Engage with in-country education specialists through our regular webinars covering the latest important issues.
- **Workshops:** Face-to-face workshops and classes conducted in the UK to help you develop your skills in international education marketing.
- **Annual conference:** The Services for International Education Marketing annual conference, normally held in the UK each year in December, is a unique networking opportunity for UK institutions to hear from industry experts and share best practice.
- **Agents/counsellor training:** Overseas education agents and counsellors, partnered with eligible UK institutions, can access training and development relevant to UK recruitment through our updated online course.

Details of our annual services for International Education Marketing Conference can be found on our website: <https://siem.britishcouncil.org/>

---

### FIND OUT MORE

Email our regional team:  
[siemsouthasia@britishcouncil.org](mailto:siemsouthasia@britishcouncil.org)





# WHY WORK IN: BANGLADESH

## Fast facts

- Increasing demand at undergraduate level.
- Increasing number of good quality A-level students with growing interest in the UK sector.
- Youth literacy rate at 78.75 per cent makes this a prime market for the UK education sector.
- 744,891 students completed the Higher Secondary Certificate (HSC) and equivalent examinations in 2014.
- More than 6,000 students visited the British Council's most recent Education UK Exhibition in Dhaka, Chittagong and Sylhet – highlighting the growing interest in the UK as a study abroad destination.
- Distance learning, supported by local tuition providers, is the main form of TNE activity, driven primarily by local entrepreneurs. Private universities actively develop collaborative arrangements with foreign institutions, via articulation agreements and joint degrees.
- Seven new private universities have recently received approval from the University Grants Commission of Bangladesh (UGC) – resulting in a total of 79 private universities in Bangladesh.
- There are 34 public universities in Bangladesh.
- An education content portal ([www.teachers.gov.bd](http://www.teachers.gov.bd)) has been created under Access to Information (A2I), along with the British Council, for sharing digital content among teachers (Source: Ministry of Education).

## Education in Bangladesh

- Universities in Bangladesh are autonomous, administered by statutory bodies such as Syndicate, Senate and Academic Council.
- At the tertiary level, universities are regulated by the University Grants Commission. Colleges providing tertiary education are administered under the National University. Medical colleges are affiliated with a public university.
- The government is focused on expanding budget allocation for higher education; several recommendations have been made to parliament and a number of programmes are underway.
- The medium of instruction is English at both public and private universities.
- There is a growing tertiary sector, with expansion of provision in both public and private sectors.



### EMERGING OPPORTUNITY

Bangladesh, with its large population and impressive economic development, presents many opportunities for TNE providers, though the lack of a legislative environment has been challenging. This will now be overcome as the regulation by the Ministry of Education to accommodate Cross Border Higher Education (CBHE) providers within a legal framework has finally been passed by the government.



# WHY WORK IN: INDIA

## Fast facts

- Three million Indian students will seek private and foreign education by 2022 – studying at the best private institutions and foreign universities with Indian campuses, creating a sector worth at least US\$15 billion per year.
- Indian students make up the second-largest contingent of foreign students in the US and UK, with 200,261 Indian students going overseas in 2012 to study.
- The total internet audience in India is 120 million people, while the total social media audience (primarily Facebook) is 80 million people.
- India's internet economy is expected to hit 1 0.8 trillion rupees (US\$216 billion) by 2016.
- According to University Grants Commission (UGC), the number of higher education students in India has risen from 8.6 million to 26.6 million in the last decade.



## EMERGING OPPORTUNITY

In all, 631 foreign institutions were operating in India in 2010 of which 440 did so from their home campuses, while 186 had twinning or some other arrangements with local institutions

## Education in India

- India has the second-largest education system in the world, with more than 81 million children enrolled in secondary school and more than 11 million students enrolled in tertiary education.
- There is further scope for collaboration in the vocational education and training sectors. In response to a desperate need for more skilled workers, the previous Indian Prime Minister's National Council on Skills Development endorsed a vision to create 500 million skilled people by 2022.
- As per a UGC report (March 2012) there are 574 Universities in India (44 central, 286 state, 111 state private and 129 deemed to be universities along with four institutions established under state legislation) and 35,539 colleges in the higher education sector.
- The number of undergraduate management students grew 287 per cent in 2010–11, while the number of students studying at postgraduate level increased 47 per cent between 2009–10 and 2010–11.
- With a total of 161 active collaborations in 2011, India is quickly internationalising, and is even opening branch campuses of its own elite institutions overseas. India is also expected to be among the top ten host countries for international students by 2020.
- In 2012–13 there was a decline in the number of Indian students going to the USA by four per cent while Canada, Germany and France showed an increase.
- UK HESA data states there has been almost a 42 per cent decline in the number of Indian students at UK institutions since 2010–11. The British Council and UK government are responding to this with additional funding for the Great campaign in India. Initial results show a positive change in the numbers considering an overseas education in the UK.



# WHY WORK IN: NEPAL

## Fast facts

- Every year more than 20,000 Nepali students go abroad for higher education.
- The UK is the third-preferred destination for higher studies abroad for students in Nepal (after Australia and the USA).
- More than 30,000 students take IELTS exams each year.
- The TNE market in Nepal has seen strong growth in recent years, with more than 80 affiliated education institutions operating programmes at further education and postgraduate levels.
- Nepal has 42 A-level schools and one IB school generating 3,000 qualified students each year for higher education.
- Our team is expanding to meet growing demand from this market for UK education.
- Nepal is easily accessible, being just over a one-hour flight from Delhi, India.

## Education in Nepal

- The Ministry of education (MOE) and the University Grants Commission (UGC) monitor all higher education activities in Nepal.
- Academic session for higher education in Nepal is:
  - A-level – June to July.
  - 10+2 – April to March.
  - Undergraduate and postgraduate – August to September.
- CTEVT (Council of Technical Education and Vocational Training) is a vital body for vocational qualifications in Nepal.
- The higher education structure for students in Nepal is 10+2 (Higher Secondary School), undergraduate (three to four years), postgraduate (two years), MPhil (18 months) and PhD (three years).
- Nepal currently has nine universities.



---

## EMERGING OPPORTUNITY

The TNE market in Nepal has seen strong growth in recent years with more than 80 affiliated education institutions operating programmes at the school, further education and postgraduate levels



# WHY WORK IN: PAKISTAN

## Fast facts

- Pakistan is among the top ten countries for sending students to the UK.
- 9,000 students from Pakistan were enrolled in UK institutions in 2011–12.
- 40,000 students took UK school qualification exams in Pakistan in 2010–11.
- 44 per cent growth in students taking British GCSE and GCE A-level qualifications in the last three years, with growing interest in the IB – indicative of rising demand for international undergraduate degrees.
- The UK has a 65 per cent share of the TNE market in Pakistan.

## Education in Pakistan

- There are 135 universities providing their services in both public and private sectors: 76 (56 per cent) are public sector and 59 (44 per cent) are private sector.
- The Pakistan government has ambitious plans to build 'knowledge cities' in Tier 1 cities to serve as 'interactive areas for universities, research institutions and the IT industry'. This project is aimed at the growing market for TNE in Pakistan, with 30 to 40 overseas universities poised to be part of it.
- So far 125 partnerships have been established between UK and Pakistani institutions for research and education.
- The British Council's Internationalising Higher Education (IHE) project, in partnership with Higher Education Commission (HEC), began a programme of Knowledge Exchange (KE) in 2011. Twenty-six exploratory grants have been given to universities in Pakistan to identify university and non-university partners in the UK.
- Under the International Strategic Partnerships in Research and Education programme (INSPIRE), 98 per cent of university vice-chancellors in Pakistan have attended leadership training programmes in the UK organised by the British Council.
- Demand for overseas study is high, with more than 25,000 Pakistani students expected to pursue higher education at colleges and universities abroad in 2013–14. Pakistan is a net exporter of students, with the US and UK being traditional destinations.



## EMERGING OPPORTUNITY

Forty-four per cent growth in students taking British GCSE and GCE A-level qualifications in the last three years, with growing interest in the IB – indicative of rising demand for international undergraduate degrees



# WHY WORK IN: SRI LANKA

## Fast facts

- Sri Lanka has a population of 20.33 million (61 per cent below 35 years old) with a literacy rate above 91.2 per cent (the highest in the region).
- Rapidly growing demand for UK qualifications through local TNE providers and partners, with over 11,000 students studying for UK qualifications.
- The UK is a preferred destination for Sri Lankan students.
- Sri Lanka has only 22,016 seats for 142,516 students qualified to enter government universities, providing an opportunity for UK universities to fill the demand gap.
- Economic growth averaged around 7.8 per cent in 2013 and Sri Lanka spends 33.5 per cent of GDP on education.



## EMERGING OPPORTUNITY

A rapid growth in the TNE sector and, huge scope for in-country delivery by utilising local benefits, new delivery models and marketing to the emerging middle class. Remarkable interest in collaborations with the state and private sector higher education institutes in Sri Lanka

## Education in Sri Lanka

- There is increasing interest in more affordable options to study for an internationally recognised degree.
- Government school students are aspiring to go to the UK or obtain a UK qualification in Sri Lanka.
- The government is offering support and attractive incentives to education-related businesses (including foreign) through the Board of Investment and other local authorities (e.g. Ministry of Higher Education, University Grants Commission, etc.).
- With a large number of local students with UK qualifications there is significant opportunity for top-up providers (e.g. CIMA, CIM, ACCA, BCS).
- Most of Sri Lanka is undergoing a facelift and the country is positioning itself as a regional commercial and educational hub in line with 2007's Ten Year Development Plan.
- There is huge scope for in-country delivery – utilising local benefits, new delivery models and marketing to the emerging middle class (over 55 partnerships across more than 30 UK HEIs).
- Scope for further international campus developments from more foreign education partners.
- The Ministry of Higher Education Sri Lanka is focusing on graduate employability and enterprise education for the higher education sector in partnership with British Council Sri Lanka.

# QUICK REFERENCE – SOUTH ASIA SERVICE DIRECTORY

SERVICE	BANGLADESH	INDIA	NEPAL	PAKISTAN	SRI LANKA
Email shots	✓	✓	✓	✓	✓
SMS shots	✓	✓	✓	✓	✓
Banner display	✓		✓	✓	
Promotion and marketing through British Council monthly e-newsletter	✓		✓	✓	✓
Displaying poster/flyer/event information on noticeboard	✓		✓	✓	✓
Email shot to local schools and colleges	✓	✓	✓	✓	✓
Sending poster/flyer/event information to local institutions	✓	✓	✓	✓	✓
Pre-departure briefing	✓	✓	✓	✓	✓
Presentation and seminars including guest lectures	✓	✓	✓	✓	✓
Venue facilities	✓	✓	✓		✓
Equipment (laptop, multimedia projector, etc.)	✓	✓	✓	✓	✓
Marketing and recruitment events organised and managed by Services for International Education Marketing	✓	✓	✓	✓	✓
Distributing the event notice/flyer/handouts at customer service counters	✓	✓	✓	✓	✓
Newspaper adverts	✓	✓	✓	✓	✓
Accommodation booking	✓		✓	✓	
Visa letter issuing	✓	✓		✓	
Appointment making with local institutions	✓	✓	✓	✓	✓
Advertising on Facebook	✓	✓	✓	✓	✓

SERVICE	BANGLADESH	INDIA	NEPAL	PAKISTAN	SRI LANKA
Advertising on British Council website	✓	✓	✓		✓
Alumni events	✓	✓	✓	✓	✓
Masterclasses	✓	✓	✓	✓	✓
Education UK exhibition	✓	✓	✓	✓	✓
Webinar for market update and briefing	✓	✓	✓	✓	✓
Emerging Market campaign	✓	✓		✓	
Agents' Fair	✓	✓		✓	✓
Brokering TNE partnerships, research pieces, briefings	✓	✓	✓	✓	✓
School counsellor training for schools and TNE providers in Sri Lanka					✓

# OUR STAFF ACROSS SOUTH ASIA

## SOUTH ASIA



### **OTTOLIE WEKEZER, Regional Director, Education Marketing and Consultancy, South Asia**

Ottolie currently leads the regional SIEM team working across five countries in South Asia. Ottolie has more than 15 years' experience working with and in the UK Education Sector in the area of International Marketing, International Partnerships and Student Recruitment. Ottolie has delivered education projects across much of South, Central and East Asia before taking up her current role based in Delhi, India.

[ottolie.wekezer@britishcouncil.org](mailto:ottolie.wekezer@britishcouncil.org)

## INDIA



### **SUCHITA GOKARN, Head Services for International Education Marketing**

Suchita leads the education marketing and promotion portfolio for the British Council in India and has advised a number of UK institutions on their international strategy in this market. Suchita was instrumental in launching the Education UK brand in 2000 and has been its custodian in India since.

[suchita.gokarn@britishcouncil.org](mailto:suchita.gokarn@britishcouncil.org)

## BANGLADESH



### **JAHIR UDDIN, Head Services for International Education Marketing**

Jahir heads the SIEM team in Bangladesh and currently leads on remote marketing campaigns, market research and intelligence, consultancy, exhibitions and other event management projects for the country. He comes with expertise in the field of educational marketing and promotional campaigns.

[jahir.uddin@bd.britishcouncil.org](mailto:jahir.uddin@bd.britishcouncil.org)

**NEPAL****ABHINAV SHAKYA,  
Project Manager**

Abhinav leads on the operational aspects, delivery and financial management of Services for International Education Marketing in Nepal. He is also responsible for positioning the UK as a leader in international education, contributing to the growth of UK education both in the UK and in Nepal, as well as building strategic partnerships between the UK and Nepal

[abhinav.shakya@britishcouncil.org.np](mailto:abhinav.shakya@britishcouncil.org.np)

**PAKISTAN****SAMAN IMITAZ, Head  
Services for International  
Education Marketing**

Saman is currently leading on Education UK strategy, promotional and marketing activities for Services for International Education Marketing, developing partnerships and strategies. She has previous experience in developing international student internship programmes and student focused activities and programmes in the education sector in Pakistan.

[saman.imtiaz@britishcouncil.org.pk](mailto:saman.imtiaz@britishcouncil.org.pk)

**SRI LANKA****NIROSHI SIRIWANSA, Manager  
Higher Education Sri Lanka**

Nirosi is responsible for Services for International Education Marketing and higher education partnerships and activities. Her areas of expertise include business development, marketing, event management, market intelligence, consultancy and partnerships.

[nirosi.siriwanasa@britishcouncil.org](mailto:nirosi.siriwanasa@britishcouncil.org)



# OUR OFFICES

## BANGLADESH

### Dhaka

British Council  
5 Fuller Road  
PO Box 161  
Dhaka 1000

**T** + 88 09666 773377

**F** + 880 (0) 2 861 3255

### Chittagong

Rafique Tower, 8th Floor  
92 Agrabad C/A Chittagong

**T** + 88 031 2530015-21

### Sylhet

Surma Hall, Level-4 Rose View Hotel  
Commercial Plot No-2, Block-D, Shahjalal Uposhahar

**T** +88 01730 334023 / +88 01755 639020 /  
+88 01755 639021

## INDIA

### Delhi

British Council Division  
British High Commission  
17 Kasturba Gandhi Marg  
New Delhi 110 001

**T** 1-800-102-4353

### Mumbai

British Council Division  
British Deputy High Commission  
901, 9th Floor, Tower 1 One Indiabulls Centre  
841, Senapati Bapat Marg Elphinstone Road  
Mumbai 400 013

**T** 1-800-102-4353

### Chennai

British Council Division  
British Deputy High Commission  
737 Anna Salai  
Chennai 600 002

**T** 1-800-102-4353

### Kolkata

British Council Division  
British Deputy High Commission  
L and T Chambers, First Floor, 16 Camac Street  
Kolkata 700 017  
West Bengal

**T** 1-800-102-4353

### Ahmedabad

Bhaikaka Bhavan Law Garden Road  
Ellisbridge, Ahmedabad 380 006

**T** +91 79 2646 4693/2398

### Bengaluru

Prestige Takt 23  
Kasturba Road Cross  
Bengaluru 560 001

**T** 1-800-102-4353

### Chandigarh

C515, 5th Floor, Elante Office Block  
178A, Industrial and Business Park, Phase 1  
Chandigarh – 160002

**T** 1-800-102-4353

### Hyderabad

5 – 9 – 22 Sarovar Centre Secretariat Road  
Hyderabad 500 063

**T** 1-800-102-4353

### Pune

917/1 Fergusson College Road  
Shivaji Nagar  
Pune 411 004

**T** 1-800-102-4353

## NEPAL

### Kathmandu

British Council  
Lainchaur, PO Box 640  
Kathmandu, Nepal

**T** +977 1 4410798

**F** + 977 1 4410 545

## PAKISTAN

### Islamabad

British Council  
PO Box 1135  
Islamabad

**T** +92 (51) 111 424 424

### Karachi

British Council  
PO Box 13811  
Karachi

**T** +92 (21) 111 424 424

### Lahore

British Council  
PO Box 88  
Lahore

**T** +92 (42) 111 424 424

### Multan

British Council  
PO Box 910  
Multan

**T** +92 (61) 111 424 424

### Faisalabad

British Council  
Examination Services  
PO Box 69  
Faisalabad

**T** + 92 (41) 111 424 424

## SRI LANKA

### Colombo

British Council  
49 Alfred House Gardens  
PO Box 753  
Colombo 3

**T** +94 (0)11 4521521 and +94 (0)11 7521521

### Kandy

British Council  
88/3, Kotugodella Veediya  
Kandy

**T** +94 (0)81 2222410 and +94 (0)81 7222410

### Jaffna

British Council  
70, Rakka Road, Chundikuli  
Jaffna, Sri Lanka

**T** +94 21 7521521



---

**FIND OUT MORE**

Email our regional team:  
[siemsouthasia@britishcouncil.org](mailto:siemsouthasia@britishcouncil.org)

# WHAT OUR CUSTOMERS SAY

'The visit was extremely well organised, and allowed us opportunities to visit with institutes in the area, and to have (and give) presentations and discussions with staff at each visit. It would be difficult to organise this as an individual and, in my opinion, is a good starting point for making initial links.'

**Edinburgh Napier University on the Biotechnology and Pharmaceutical mission, September 2012 in India**

'It was an excellent opportunity with some recruiters who really embraced the opportunities to work with us and collaborate. This was really appreciated.'

**University of Manchester on the Corporate Initiative Employers' Fair 2014 in Pakistan**

'I was personally very impressed with their level of English and academic grades. We were definitely busier than last year, and the turnout at the exhibition in Kathmandu and Pokhara was amazing.'

**University of Plymouth on the Education UK Exhibition 2014 in Nepal**

'We conducted our UK education seminars at the British Council Dhaka on 06 July. The British Council team helped us enormously and I could really feel their willingness to offer their help and support to us. Having such a supportive team is always encouraging to heavily promote UK education overseas and I really look forward to do more in Bangladesh in near future.'

**LCA Business School on Bangladesh**

'I'd like to say again how well organised this tour has been and thank you for your kind professional and detailed support to all of us. You and your team have done truly excellent job to date, especially coping with the changing demands of the International Officers.'

**University of Sussex on the Schools Mission in Sri Lanka**

<https://siem.britishcouncil.org>  
[www.britishcouncil.org.bd](http://www.britishcouncil.org.bd)  
[www.britishcouncil.in](http://www.britishcouncil.in)  
[www.britishcouncil.org.np](http://www.britishcouncil.org.np)  
[www.britishcouncil.pk](http://www.britishcouncil.pk)  
[www.britishcouncil.lk](http://www.britishcouncil.lk)

Images © Mat Wright

© **British Council 2014/E277**

The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities.