



Company Profile



History

BAFEL, the British Academy For English Language was founded by Ms. Alka Gupta, a renowned name in the Learning & Training industry. Her continuous hard work, dedication and passion ensured an elevated trajectory through all corners, driving growth from a one- room office in 2001 to a complete Training Academy by 2003.

Her exceptional skills and laser- sharp focus has helped BAFEL to outshine in every aspect, making it the most preferred English Training Academy in India. Today, BAFEL has national as well as international presence in different countries including Bangladesh, South Africa and Australia.



Company Overview

BAFEL was established with a vision to impart training with a difference. The organization has in reality revolutionized the concept of Language and Corporate Training in India. BAFEL exclusively designs Customized Solutions based on TNA (Training Need Analysis) to cater to individual needs. Highly experienced and dedicated team of professionals here, are committed to cutting- edge methodologies and modules to deliver quality learning experiences, keeping in view every aspect related to training. Besides this, BAFEL is also a resource-partner under the Partnership Programme by Cambridge University Press, publishing business of the University of Cambridge- London.



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With a vast range of world-class programs, BAFEL offer solutions for; lower, middle management and supervisory levels in the areas of Leadership and Management, Personal Effectiveness, Sales Maximization and Customer Retention.

It is noteworthy to mention that BAFEL has developed various tailored modules for the international market. The courses include various levels of English, Grooming, Soft Skills and other job oriented courses.



OUR CLIENTS

- Konecranes
- Asian Paints
- Vodafone
- Bharti – fieldfresh food
- Johnson & Johnson
- Market Xcel
- ContiTech
- Adani Gas
- Escorts
- Maruti Suzuki India Ltd.

KONECRANES®

asianpaints



Johnson & Johnson

market **xcel**





OUR CLIENTS

- Moonshot
- 3DSteel Engineering Services
- Pasondia
- Fieldking
- Club Mahindra Holidays
- South African High Commission
- Jindals, Chhattisgarh
- Creative Travels Pvt. Ltd.





Government Clients

- Delhi Police
- DMRC(Delhi Metro Rail Corporation) – Spoken English and Voice ‘n’ Accent
- DMRC(Delhi Metro Rail Corporation) – Clear Concise Communication
- DMRC(Delhi Metro Rail Corporation) – Customer Care Training
- BSES – BYPL
- Indian Army
- NTPC – Chhattisgarh, Korba - Managers
- NTPC – Dadri - Managers
- NTPC – Chhattisgarh, Korba - Trained Students for Spoken English & Life Skills under CSR



दिल्ली मेट्रो रेल कॉर्पोरेशन लिमिटेड
DELHI METRO RAIL CORPORATION LTD.

Corporate Training Programs

- Time management
- Stress management
- Soft Skills for managers
- Team management
- Customer care management
- Life Skills Management
- Interpersonal Skills
- Effective communication skills
- Presentation Skills
- Coaching and mentoring
- Positive Thinking and attitude
- Leadership skills
- Personal effectiveness
- Selling skills
- Personality Development
- Grooming
- Voice and Accent
- Training need analysis
- Train the Trainer
- Content Development





Institutional Training Program

- Spoken English Foundation
- Spoken English Basic
- Spoken English Advance
- Spoken English Comprehensive
- Customized Courses
- Personality Development
- Communication Skills
- Voice & Accent
- GDPI (Group Discussion and Personal Interview) Techniques
- IELTS / TOEFL/PTE/OET Training
- Business Writing
- Creative Writing
- Nurses Training & Placement Program
- Hindi For Foreigners
- English For Foreigners

BAFEL has conducted training programme for GMR on:

- **Soft Skills Training**



BAFEL has conducted training programme for Konecranes on:

- Spoken English Skills



BAFEL has conducted training programme for Market Xcel on:

- English Enhancement



BAFEL has conducted training programme for Bhaifi on:

- Spoken English Skills



Workshops conducted on the following:

- Personality Development & grooming
- Communication Skills
- Spoken English
- Customer Service



BAFEL has conducted training programme for BIRA 91 on:

- English Enhancement



Workshops conducted on the following:

- Spoken English Training
- Communication Skills
- Customer Care





BAFEL conducted Business Communication training to a group of DICT, JMB staff on:

- Business Communication
- Business Etiquette



Workshops conducted on the following:

- Spoken English Training
- Telephone etiquette
- Personality Development and Grooming
- Soft Skills Training
- Customer Care
- Time & Stress Management



FIELDKING

BAFEL has conducted training programme for Fieldking on:

- Voice & Accent



BAFEL has conducted training programme for Pasondia on:

- Voice & Accent



BAFEL has conducted training programme for Moonshot on:

- Soft Skills
- Business English



Workshops conducted on the following:

- Spoken English Training
- Communication Skills
- Team building



Workshops conducted on the following:

- Telephone Etiquette
- Communication Skills
- Handling Irate Customers.
- Making Announcement
- Pronunciation
- Soft Skills



Workshops conducted on the following:

- Coaching and Mentoring
- Public Speaking & presentation skills
- How to improve productivity
- Team building
- Time Management
- Stress Management



Workshops conducted on the following:

- Interpersonal Behavioral Skills
- Sense of pride and belonging for the company of varied age group
- Personality development
- Employees involvement
- Team work
- Discipline at the workplace



Workshops conducted on the following:

- Spoken English Training
- Public Speaking
- Personality Development & Grooming
- Presentation Skills
- Business Communication



Workshops conducted on the following:

- Spoken English Training
- Personality Development & Grooming
- Soft skills Training
- Telephone etiquettes



Workshops conducted on the following:

- Spoken English Trainings
- Soft Skills Training
- Customer Care Management
- Personality Development
& Grooming



Delhi Police

Workshops conducted on the following:

- How to improve the image of Delhi Police for better policing
- Public dealing (tele, face to face)
- Stress Management
- Tele etiquette



Indian Army

BAFEL has Conducted various training for the JCOs and Jawans of Indian Army. BAFEL helped them to overcome their hesitation and speak English fluently. Following are the training given below:

- Spoken English
- Communication Skills
- Personality Development



BAFEL conducted CBSE training in several schools all over India (both for teachers & students) under CBSE Capacity Building Training Program. BAFEL got empanelment by the CBSE Board in the below mentioned courses:

- Life Skills
- Communication Strategies
- Creative Writing
- Story Telling





BAFEL Awarded for Best Spoken English Institute in Delhi 2011 by Big Brand Presented by Kapil Dev



BAFEL Awarded for Best Spoken English Institute in Delhi 2010 by Times Research Presented by Dr. Kiran Bedi



BAFEL Awarded, Best English Language Training Brand in India 2015-16, Presented for former ace Cricketer Ajay Jadeja – ABP News

BAFEL MD felicitated by Swarnim Bharat Nirman, for Services in Education field





BAFEL Media Coverage



Top 10 Outstanding Leaders of 2023

March 23, 2023 12:47 IST

Ayush Gupta, CEO of BAFEL

Ayush was born in Udhampur, Jammu and Kashmir, in 1993. He faced a tough childhood as the son of an Air Force officer. Even though he had qualified for the Indian Navy SSB, destiny had different plans. Amidst his engineering studies, in 2011, he started working as a manager for a coaching institute. He finally graduated from IIFT with a Master's in

International Business, and today is the CEO of BAFEL, the leading soft skills training provider for corporates and individuals. In covid, when firms were shutting down, he made BAFEL emerge as a leader in helping Indian Nurses become eligible to fulfil the healthcare manpower shortage in the United Kingdom's NHS Hospitals.



Ayush Gupta, CEO Bafel, Recognised as a Transformational Leader of 2023

Ayush Gupta, CEO of Bafel Academy Pvt Ltd

Ayush Gupta, the astute CEO of BAFEL, is renowned for his bold, intelligent, and reliable leadership. With unwavering commitment, he drives BAFEL to deliver tailored language and soft skills training for all. Right from kids to corporates, he is empowering individuals and championing healthcare professionals in securing jobs abroad.



AhmedabadMirror
Outlook



bafel.co.in

BAFEL Honored as: Most Trusted Company of the Year 2023

BAFEL, a premier education institute in India, offers comprehensive IELTS, Spoken English, OET and UK Placement Training Program for Nurses. Their courses are known for their effectiveness and adherence to global standards. BAFEL's outstanding management, diverse course offerings, and robust franchise support make it the best option for entrepreneurs looking to invest in the thriving education sector.



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Delhi Times

Games effect

The Delhi Metro officials could soon acquire a British accent, because they're being trained in the accent department so that they can communicate during the construction phase.

It's worth to invest in English education

By Anand Kumar

English is the most important skill for the job market. It is the key to success in the global market. It is the key to success in the global market. It is the key to success in the global market.

hindustantimes

city

An English makeover

Better job prospects drive cabbies and house helps to Language institutes

Chitra Singh Saxena

With the Delhi Metro Rail Corporation (DMRC) hiring thousands of staff for the upcoming Eastern extension project, English speaking cabbies and house helps are making an extra effort to learn English. They are enrolling in English coaching classes to improve their communication skills.

Many of the cabbies and house helps are from rural areas and do not have a good command over English. They are enrolling in English coaching classes to improve their communication skills.

Chronicle

English coaching session in girls' school

Students of St. Ann's Convent School, Delhi, participated in an English coaching session. The session was conducted by a professional English teacher to help the girls improve their English skills.

The session was very interactive and the girls showed great interest in learning English. They were taught various English phrases and idioms.

After learning to communicate in English, rickshaws puller Anil's income increased manifold

Anil, a rickshaw puller, has seen a significant increase in his income after learning to communicate in English. He has started taking tourists to various places in Delhi, which has helped him earn more money.

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04 | hindustantimes

kaleidoscope

myfirsttime

It's all about speaking English the right way

Speaking English correctly is essential for success in the global market. It is the key to success in the global market. It is the key to success in the global market.

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अंग्रेजी में बतियाएंगी आश्रम की बालिकाएं

Girls in an ashram are learning English to improve their communication skills. They are enrolling in English coaching classes to improve their communication skills.

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'English is a uniting element'

BAFEL MD A.K.A. GUPTA talks with SHALINI GANGENA about the importance of English education and how the language is spreading to tier II & III cities.

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BAFEL Coverage in News Channels

BAFEL is covered by many national and international news channels like

- **BBC World News**
- **DW News**
- **News X**
- **France 24**



BAFEL Certifications

INTERNATIONAL BENCHMARKING & CERTIFICATIONS

Certificate of Registration
Issued to
BAFEL ACADEMY PVT. LTD.

having been assessed by International Benchmarking and Certifications for compliance to be registered in the List of Registered Organisations with regard to the standard and scope of supply as detailed below from their site: A-118, 2ND FLOOR, PALAM EXT., SEC-7, DWARKA, NEW DELHI-110075 (INDIA)

ISO 9001:2015
(Quality Management System)

For the following scope: **THE PROVISION OF PROVIDING TRAINING RELATED TO WRITTEN & SPOKEN ENGLISH, PERSONALITY DEVELOPMENT, SOFT SKILLS AND CUSTOMISED SOLUTIONS.**

Certificate Number: QM20099102854
Date of Certificate: 02.09.2020
Date of Expiry: 02.09.2023

1st Surveillance Due on: 02.09.2021
2nd Surveillance Due on: 02.09.2022

Director: Date: 03.09.2020

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Certificate

This is to certify that
BAFEL ACADEMY PVT LTD

is a Referral Partner of IDP - IELTS Australia - Test Centre, IDP Education India Pvt. Ltd.

This authorisation empowers this Centre to collect IELTS application forms and register candidates for the IELTS test on behalf of IDP - IELTS Australia - Test Centre, IDP Education India Pvt. Ltd.

This authorisation is valid unless withdrawn by IDP - IELTS Australia - Test Centre, IDP Education India Pvt. Ltd. as per the terms and conditions.

Vishal Gupta
Authorized Signatory

IELTS

This is to certify that
BAFEL Academy Pvt Ltd
is an IELTS registration centre for British Council and
a **Bronze** member of the
British Council IELTS Partnership Programme*

BRITISH COUNCIL

BRONZE

Sarah Deverall
Director Examinations India

*This certificate has been issued on the basis of evidence submitted by IELTS partners to BCI. IELTS is not managed by British Council, IDP or Pearson and Cambridge is not a language provider.

www.britishcouncil.in

Pearson PTE Academic VALUED PARTNER 2018

Certificate of Appreciation

British Academy For English Language (BAFEL)

Thank you for your efforts and support

Vikas Singh
MD, Pearson India

CAMBRIDGE UNIVERSITY PRESS Resource Partner 2017-2018

CERTIFICATE OF ASSOCIATION

This Certificate is proudly presented to
BAFEL Academy Pvt. Ltd.
for registering as a **RESOURCE PARTNER** under the Partnership Programme by Cambridge University Press

RESOURCE PARTNER

Ramesh Kumar Jha
Managing Director

Amit Baveja
National Sales Head



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THE COMPANY IS REGISTERED WITH

- Ministry of Corporate Affairs.
- Department of EPF.
- Department of ESIC.
- Department of GST.
- Department of Income Tax.

Corporate Office

A-56, Palam Extension, Sector-7, Dwarka, New Delhi-110075, India.

Thank you

