

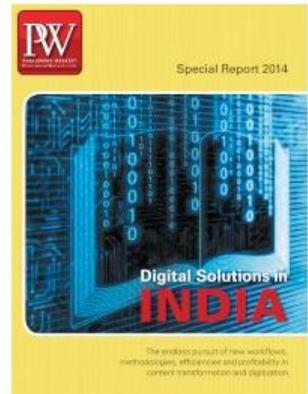


OKS Group Featured in Publishers Weekly Digital Solutions 2014

OKS Group is featured in the May 2014 issue of Publishers Weekly, highlighting digital solutions providers with operations in India. Cited in the article are founder and CEO of OKS Group, Vinit Khanna, and president of OKS Publishing, Nigel Wyman, elaborating on the company's continued expansion into interactive eLearning products and services, as well as cloud-based technology platforms for publishing workflows.

Teri Tan describes the extensive impacts of digital technology and ongoing demand for content transformation in "[Redefining and Repurposing Content as We Go Along:](#)"

"As we speak, content is being scanned, converted, reformatted, enhanced, spliced, diced, structured, dechunked, animated, fattened (or trimmed) and slicked up for distribution through all types of devices and platforms. The need for content consistency, portability, efficiency, accuracy and speed is overwhelming."



Nigel Wyman, president of OKS Publishing, explains his view:

"Many publishers are migrating to a nonprint portfolio, and there seems little reason why they should be constrained by page layouts that are created to meet printing requirements. We are about to launch a cloud-based publishing platform that delivers content in various digital formats simultaneously and with minimum reliance on conventional processes..."

Also described in the article is the newest OKS Group initiative in the eLearning space. OKS Education Pvt, Ltd, also known as OKS Education, is headed by Aditya Tripathi, who discusses the importance of its brand new eLearning product, [MarkSharks](#).

MarkSharks is a cloud-based, interactive learning platform that follows a “flip teaching” methodology that includes peer-to-peer learning, instruction from qualified teachers and subject matter experts, and students able to undertake self-study that goes far beyond the typical talking head.

Mr. Tripathi says:

“...Technology affects the way we receive and process information, and directly impacts the way we learn. Students now live in a digital world, and we are creating a learning product, MarkSharks, that is consistent with that.”

While OKS Group has expanded many times over in its three decade history, with divisions that offer a range of BPO, LPO and technology solutions, the company’s founder, Vinit Khanna, retains a single-minded approach to client service.

Ms. Tan cites Mr. Khanna:

“We pride ourselves on being small enough to treat a client like they are our only customer, yet large enough to provide everything that is needed.”



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For Additional Information:

- Learn more about [OKS Group](#) and our comprehensive, end-to-end [publishing solutions](#).
- Learn more about [MarkSharks](#).
- Read more of [Publishers Weekly’s coverage on Digital Solutions](#).



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