

Merging insight and impact: U.S. News & World Report invests in The Red Pen to empower students

This momentous alliance will not only strengthen the reach and impact of both companies, but also give students access to data-driven admissions counselling

In a milestone development for the global education landscape, U.S. News & World Report, the world's most respected authority on university rankings and education insights, has made a strategic investment in The Red Pen, a premier education consultancy known for its student-first approach and deep expertise in admissions counselling.

DELIVERING HIGH-QUALITY COUNSELLING

At the heart of this collaboration is a shared belief that students deserve access to high-quality, unbiased advice backed by data and mentorship, helping them gain admission to leading universities.

"The Red Pen's expertise in providing tailored support to students and families aligns with U.S. News' mission," says Eric Gertler, Executive Chairman and CEO of U.S. News. "This partnership will deepen our global engagement, particularly with educators, students, and families interested in international education."

For Indian families, the emotional and financial investment in higher education is a significant one. The endorsement of U.S. News, a name synonymous with academic excellence and institutional credibility, signals confidence in both the potential of Indian students and the quality of The Red Pen's advisory model.

"This partnership brings together the rigour of global rankings and the nuance of personalised counselling, which is a milestone step for The Red Pen and the students we serve," says Dr Kim Dixit, Co-Founder and CEO of The Red Pen. "U.S. News' investment validates our commitment to providing high-quality, personalised counselling and enhances our ability to support students with deeper insights."

PARTNERING FOR GROWTH

The Red Pen will continue to operate under Dr Kim Dixit and Namita Mehta who hold majority ownership. The terms of this investment were not discussed. Its approach—rooted in a two-coun-



Namita Mehta and Dr Kim Dixit

sellor model and tailored application strategy—will remain unchanged, now strengthened by access to expanded resources and digital capabilities.

Namita Mehta, President of The Red Pen, notes, "This partnership will elevate The Red Pen's profile in the global market, expand our digital footprint, and reinforce our credibility as a trusted education consultancy."

This investment mirrors U.S. News' earlier acquisition of CollegeAdvisor.com and reflects a larger trend: international education services are becoming more integrated, data-informed, and student-centric. As Indian applicants increasingly seek admissions to leading global universities, collaborations like this will ensure that they receive strategic and empathetic guidance.

"Each year, nearly 40 million students and families visit USNews.com to access data on tuition, financial aid, academic programmes and admissions trends," adds Neil Maheshwari, CFO and COO of U.S. News, who will join The Red Pen's Board of Directors. "This strategic investment will further consolidate our position as a global authority in education far beyond the American borders."

As the higher education landscape evolves, partnerships that blend global insight with local expertise will define the future of student support. With U.S. News and The Red Pen coming together, that future looks sharper, brighter, and more student-first than ever.

Want The Red Pen's expert guidance backed by data from U.S. News for your application to leading global institutions? Scan the QR code to get started.

