



U.S. News & World Report invests in The Red Pen to empower students

In a milestone development for the global education landscape, *U.S. News & World Report*, the world's most respected authority in 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.

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," said 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 significant. 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 for The Red Pen and the students we serve," said Kim Dixit, co-founder and CEO, The Red Pen. "*U.S. News'* investment validates our commitment to providing high-quality, personalised counselling and



Left to right: Namita Mehta, president, The Red Pen, with Kim Dixit, co-founder & CEO, The Red Pen.

enhances our ability to support students with deeper insights."

The Red Pen will continue to operate under Kim Dixit and Namita Mehta who hold majority ownership. The terms of this investment were not discussed. Its approach—rooted in a two-counsellor 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, noted, "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 ensure they receive strategic and empathetic guidance.

"Each year, nearly 40 million students and families visit *U.S. News.com* to access data on tuition, financial aid, academic programmes and admissions trends," added 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.

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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.



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