



THE RED PEN

In partnership with



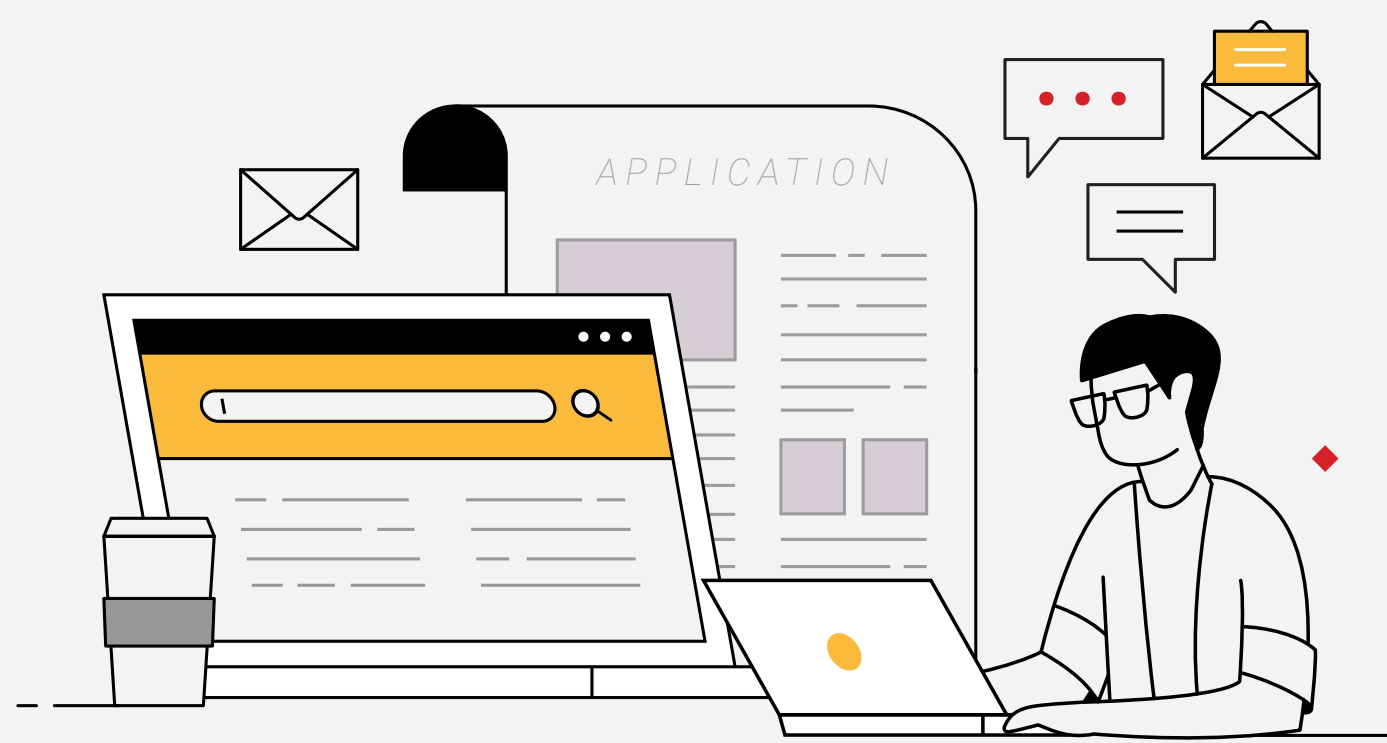
# 20 COMPELLING REASONS

Why Students Around the  
World Trust The Red Pen



# 01 Our Applicants Have Secured Admissions To Every Selective University In The World.

We have a global track record of success, guiding over 10,000 students to gain admission to prestigious educational institutions, including Ivy League colleges, Oxbridge, and top business schools such as Columbia Business School, Wharton, and Chicago Booth



# 02 Experienced Leaders Guide The Red Pen Team



Co-Founder & CEO

## Dr. Kimberly Wright Dixit

Kim has over a decade of experience as an independent education consultant. She holds a PhD from Duke University and a BA from the University of California. She has formerly taught anthropology and writing courses at Duke University, St. Xavier's College, Mumbai and Stanford University. Her area of expertise is advisory services for boarding school, undergraduate and MBA applicants aspiring to study in the US, UK and Canada.



President

## Namita Mehta

Namita drives business growth and strategic sales partnerships at The Red Pen. She holds an M.Biochem degree from the University of Oxford. Her responsibilities encompass global educational conference participation, collaboration with school counsellors, panel discussions, and building relationships with admissions officers at prestigious institutions worldwide. Before joining The Red Pen, she established and led the University Guidance Counseling Department at B.D. Somani International School, Mumbai.



# 03 Our Strategic Partnership With U.S. News Brings Global Insight to Every Application

U.S. News & World Report, a global authority on education rankings and research, has invested in The Red Pen. This partnership enhances our ability to guide students through personalised mentorship and data-driven decision-making, ensuring they make informed choices about their future.

THE RED PEN

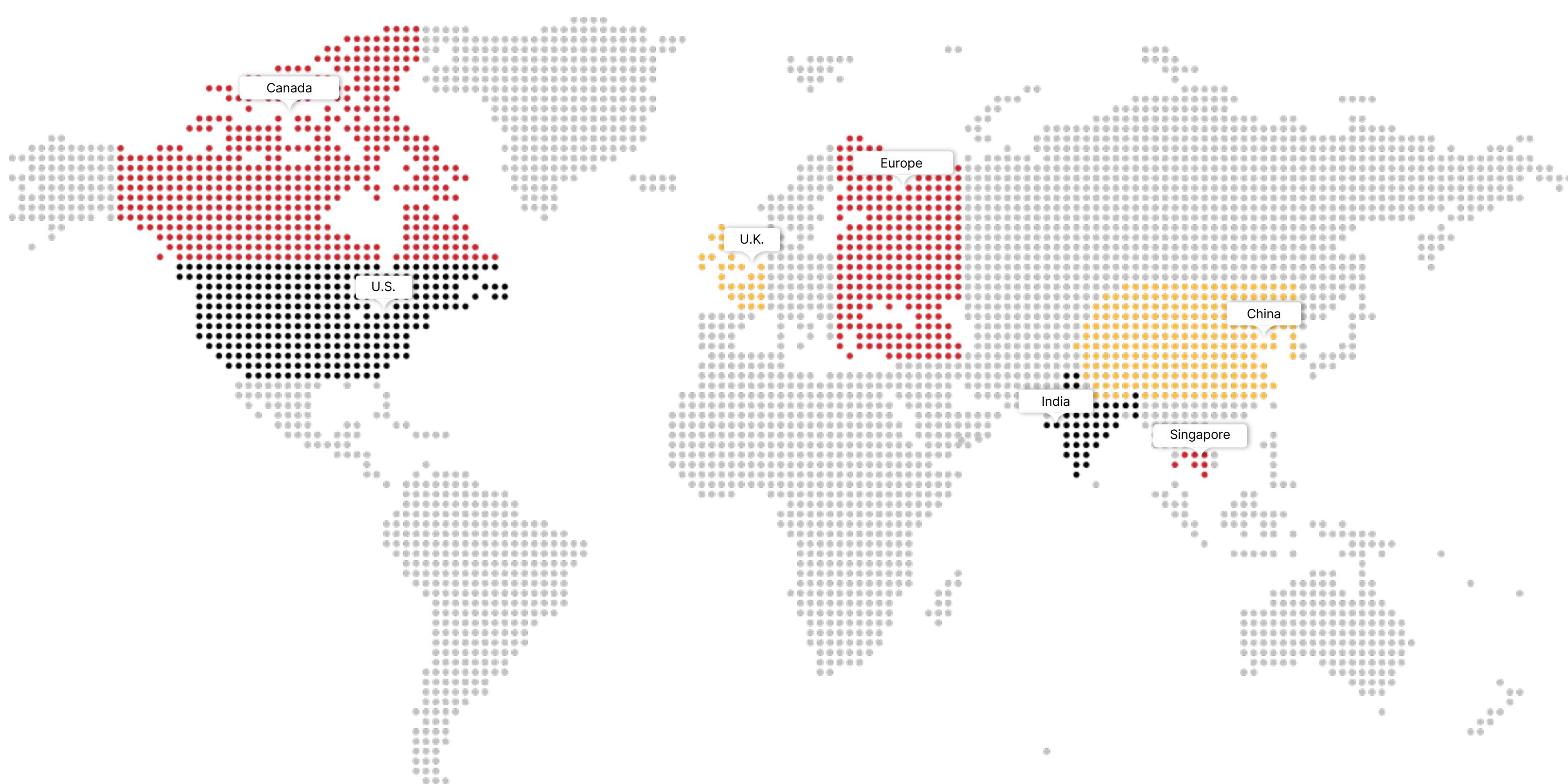
In partnership with





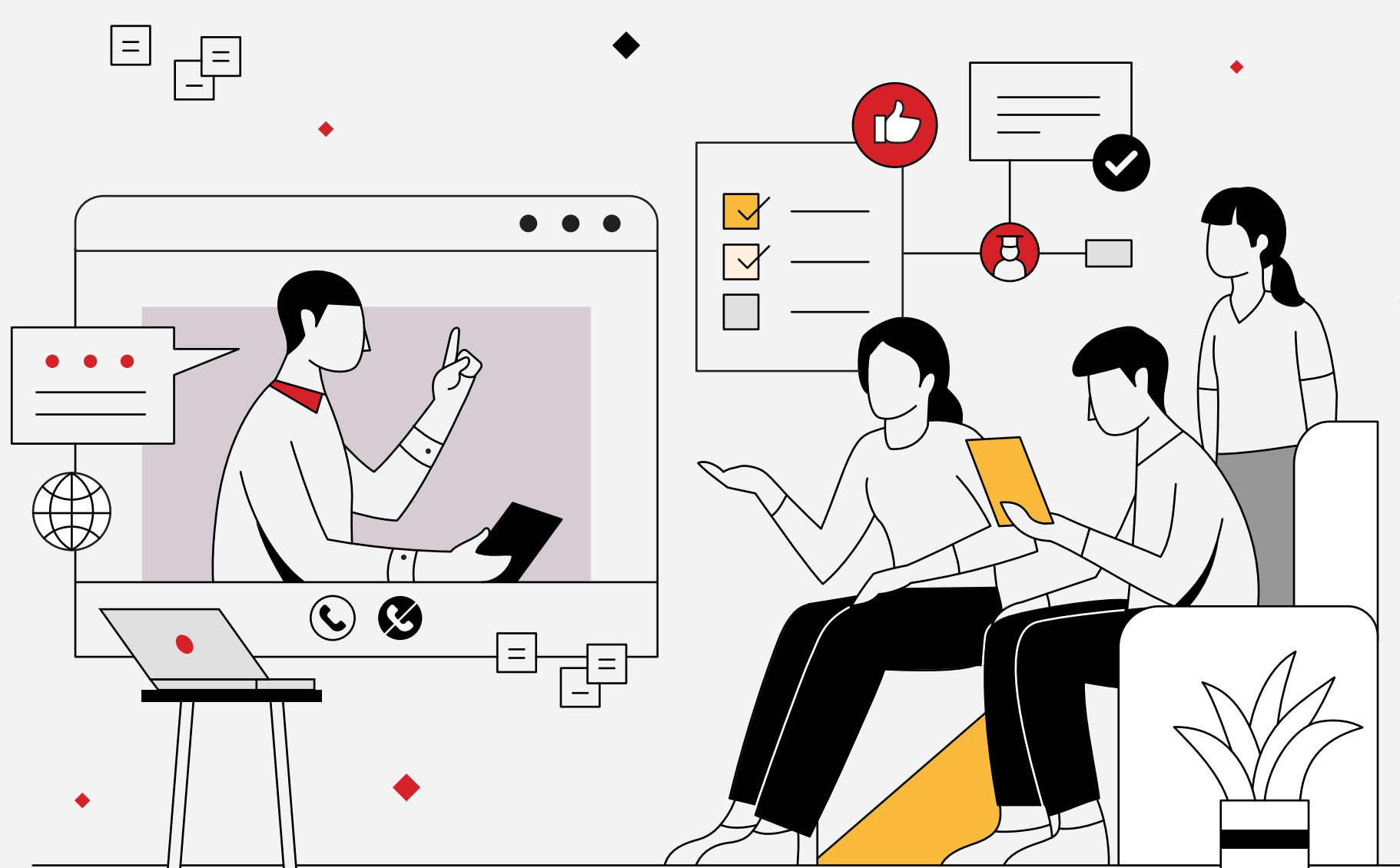
## 04 We Have a Global Presence With Team Members In Several Countries.

Our presence in countries like the US, the UK, Canada, Europe, China, Singapore, and India enables us to work with applicants in different locations without worrying about time differences.



## 05 Our Admissions Experts Are Education Professionals

At The Red Pen, we are committed to identifying and recruiting team members who are the best at what they do. Our consultants, counsellors and mentors are graduates from leading institutions like Oxbridge, Stanford, UPenn, Columbia, Wharton, Columbia Business School, HEC Paris, NYU Stern, UCLA Anderson, Cornell Johnson, IESE Business School and more.

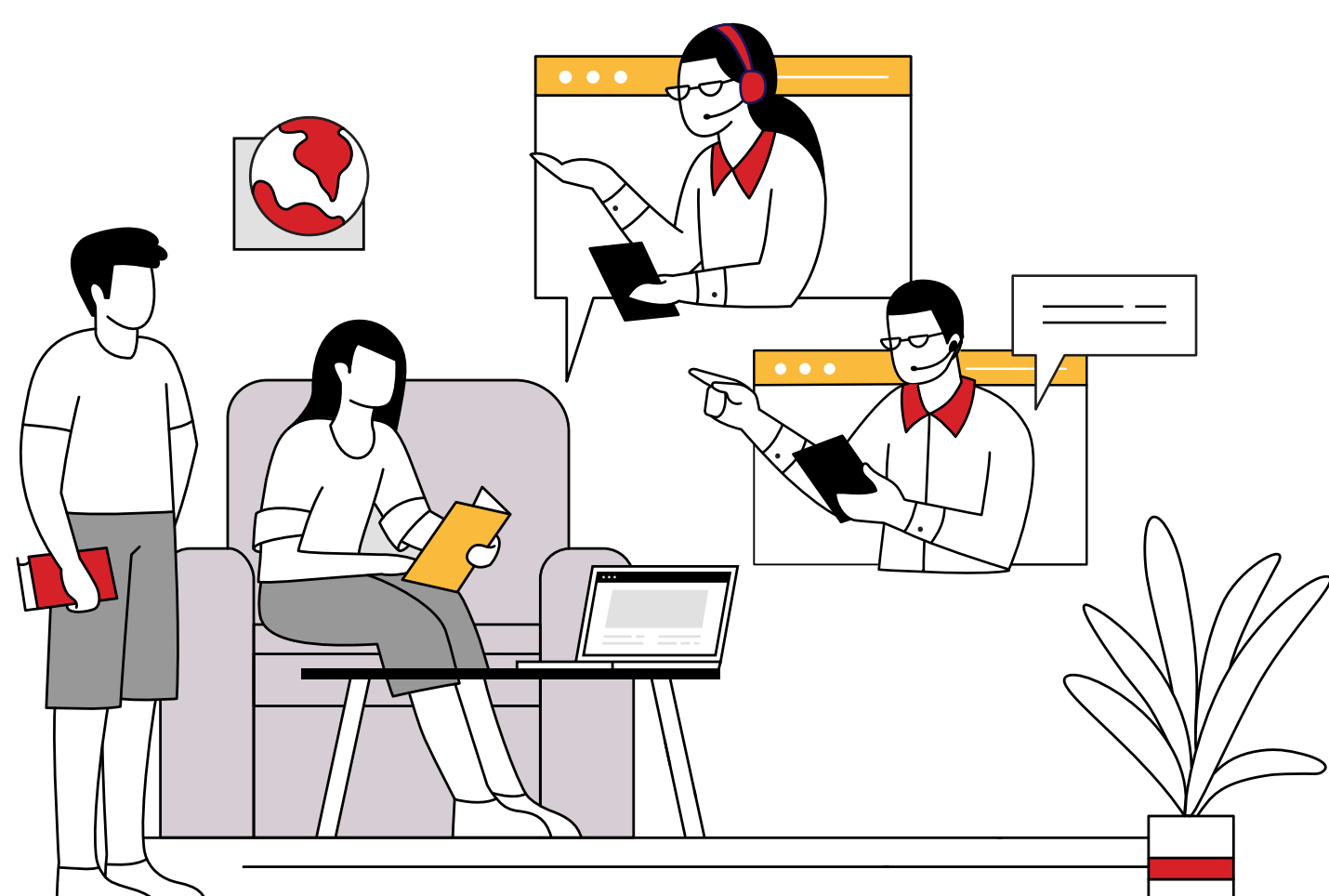


## 06 We Support Applicants At Every Step Of Their Application Journey.

Our counsellors provide continuous support, from university and program selection to crafting application materials, deadlines, and scholarships. We also go beyond application submission to help you navigate multiple offers, deferments and waitlists.



## 07 We Use a Unique Team-Based Approach To Guide Our Applicants

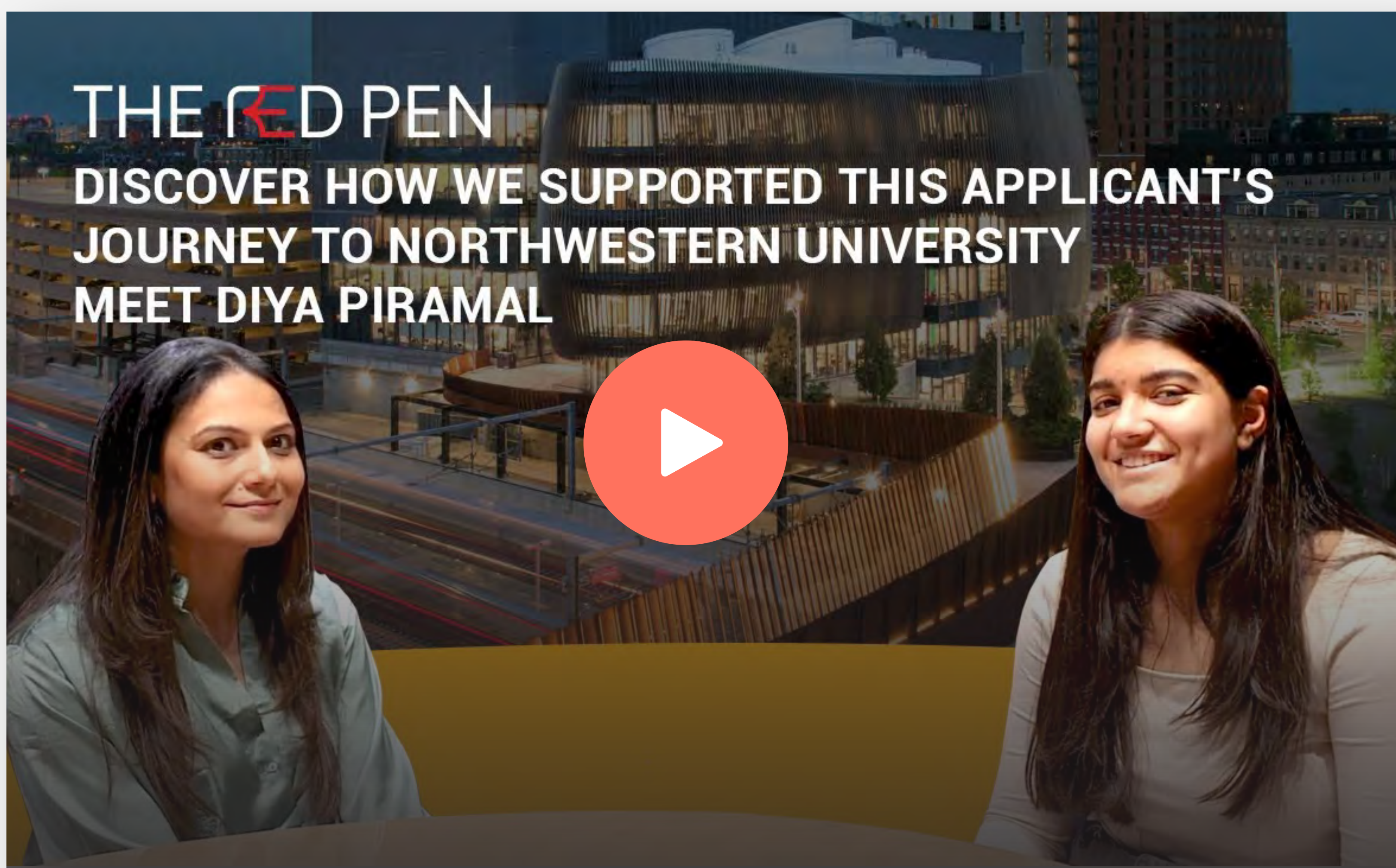


At The Red Pen, you are paired with two experts. While one oversees the application process, including deadlines, interview prep, scholarships, and university selection, a content specialist brainstorms and edits essays and, for MBA applicants, helps with resume building and LinkedIn profile optimisation. Before submission, our leadership team will review your application.



## 08 We Offer Unique Services That Boost Our Applicants' Chances Of Admission.

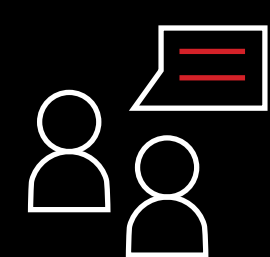
In addition to packages and standalone services, we provide several unique offerings:



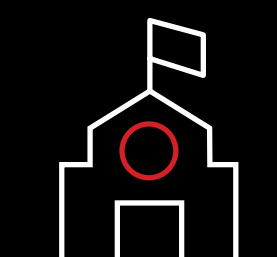
- Medical interview preps with a UK- based doctor who is an examiner
- India's first Wharton TBD simulation for MBA applicants
- Entrance test invigilation support for UK boarding schools

## 09 All Our Services Are Tailored To Meet Our Applicants' Needs.

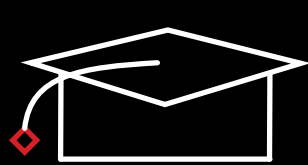
We do not adhere to one-size-fits-all solutions. Whether you choose a comprehensive package or a standalone option, our counsellors assess your profile and tailor the service to your needs. This commitment ensures you receive the guidance that best suits your academic journey.



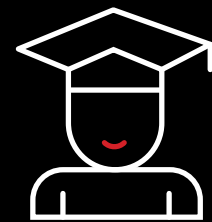
Advising



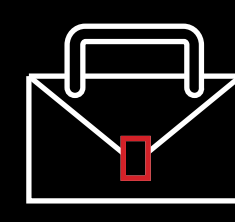
Boarding school



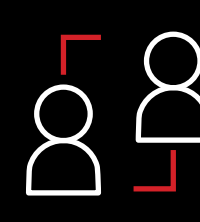
Undergraduate Admissions



Postgraduate Admissions



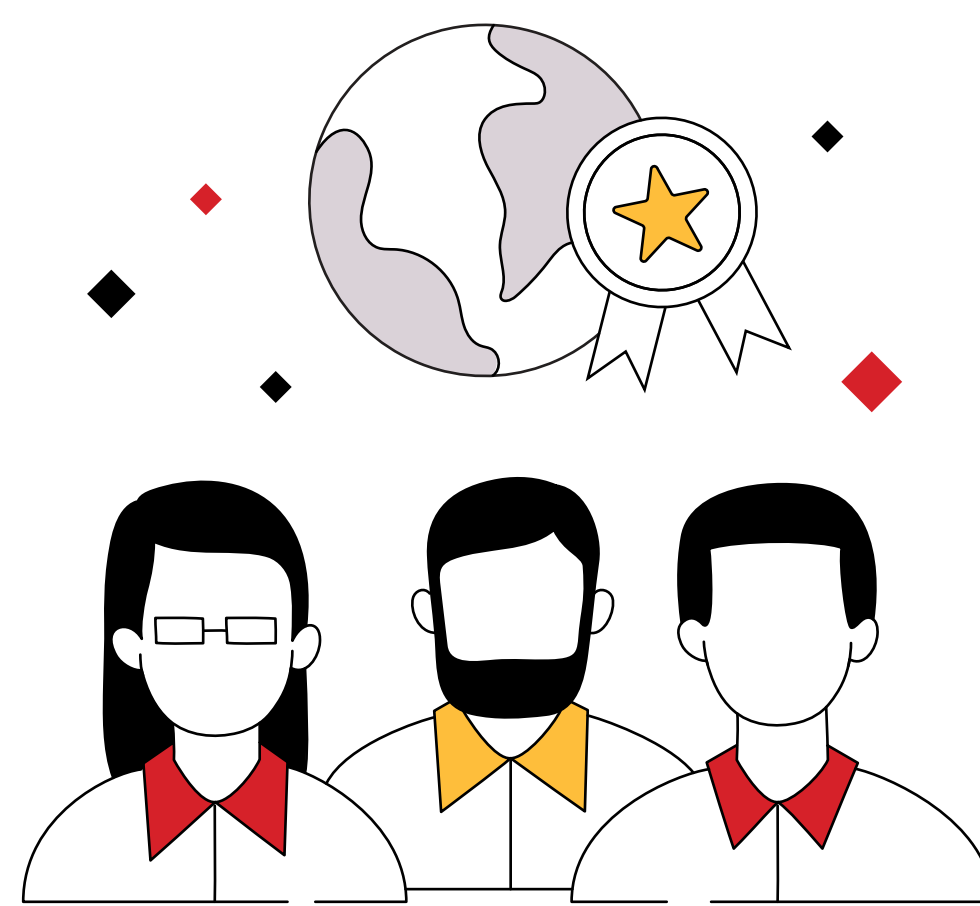
MBA Admissions



Education Counselling

## 10 We Offer Expert Evaluations By Former US Admissions Officers.

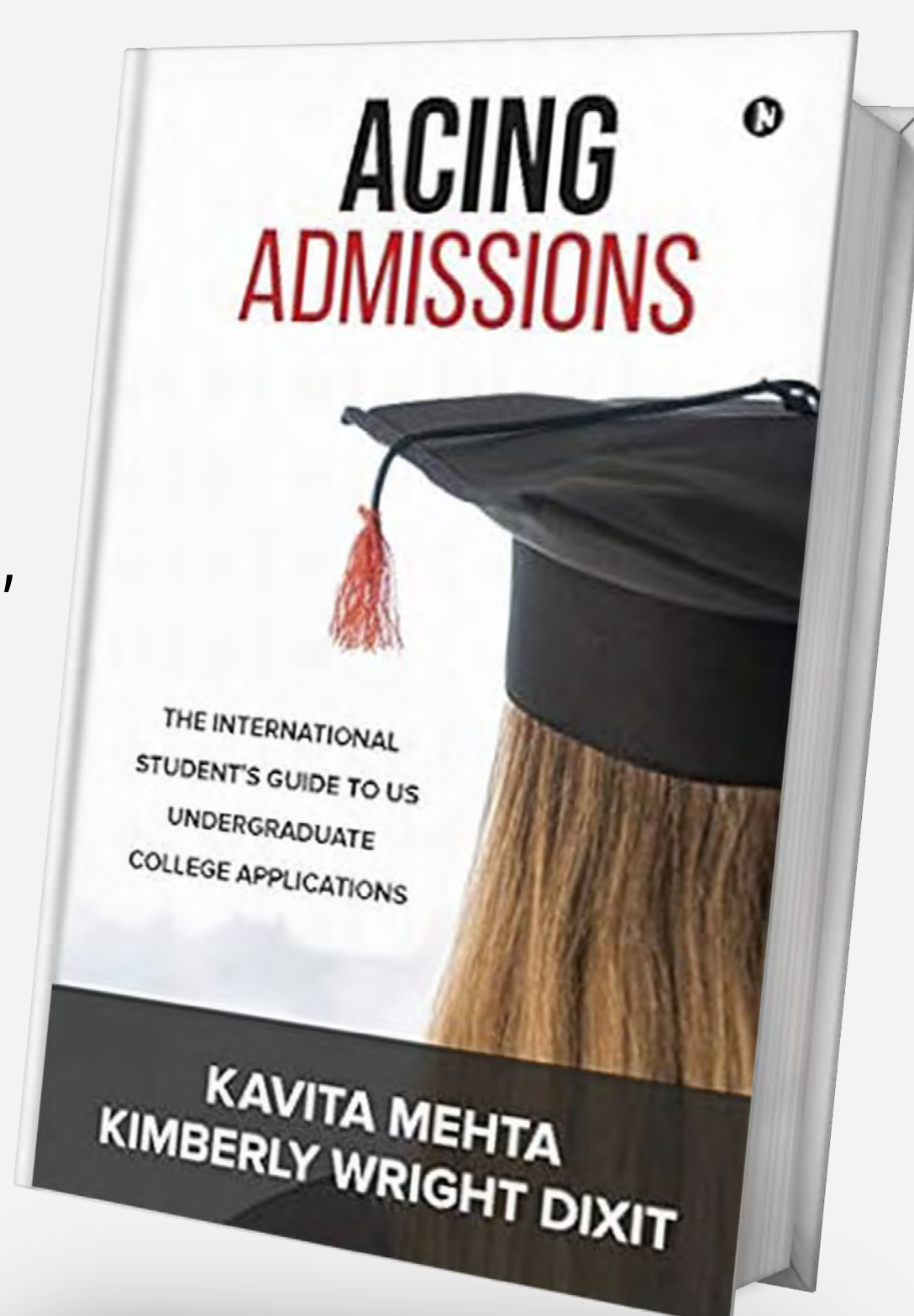
For an additional fee, we arrange evaluations of your application by former admissions officers from top US universities. Their firsthand insights refine your application, providing valuable guidance to enhance your admission prospects in today's competitive landscape.



## 11 We've Written a Book On 'Acing Admissions' For Undergraduates.

Our founders authored "ACING ADMISSIONS," a book demystifying the US university application process for international students. It received praise from luminaries like Padma Shri awarded surgeon Dr Arvinder Soin, Amy E. Markham of Mount Holyoke College, and Sabrina Moss, former lead international admissions counsellor at the University of Washington.

[Buy the book here](#)





# 12

## We Use State-Of-The-Art Technology To Track Our Applicants' Progress.

While technology can never replace counselling, we have implemented advanced technology to monitor and track your progress effectively. We're always exploring the latest technologies to improve your experience

# 13

## Our Pre-College Extracurricular Support Empowers Futures

Our Pre-College Advising Team guides high school students to explore opportunities beyond the classroom. We host skill-building workshops and help students plan their summers strategically. We have affiliations with over 150 organisations offering diverse enrichment programmes, and our students gain admission to prestigious summer programmes like the Yale Young Global Scholars Program, RSI, and Sumac.

# 14

## We Have Received 700+ Google Reviews With Stellar Ratings ★ ★ ★ ★ ★

Our exceptional testimonials from current and former applicants and an average rating of 4.9 reflect our unwavering commitment to excellence and our trusted position in the industry.

APPLYING FOR A MASTERS WITH  
THE RED PEN

## STUDENTS SPEAK ABOUT THE RED PEN.

“ The Red Pen is definitely one of the best counselling services out there. Their professionalism, eye for detail and understanding my individual needs made the application process much less stressful for me. My counsellor in particular, was instrumental in getting me into my dream university. I am very grateful to the entire team at The Red Pen and would strongly recommend them to any prospective applicants ”

- Amana Sharma

# 15

## Through Our International Affiliations, We Maintain Global Standards.

Our counsellors are members of prestigious international organisations like Int' ACAC, AIGAC, IECA, IC3, and The Outreach Collective. These memberships keep us aligned with industry standards and provide updated insights into university trends, ensuring the quality of our guidance is in line with global best practices.





16

## We Are Regularly Featured In The Media As Thought Leaders.

Prominent media outlets recognise The Red Pen as a leading authority in admissions, frequently seeking our insights on the latest trends. Our reputation as experts is based on our detailed, student-centric approach, making us a trusted source for in-depth understanding of this ever-evolving space.

[Know More](#)

businessline.

DAILY NEWS

H C EDUCATION

THE ECONOMIC TIMES  
ET Panache

edexo

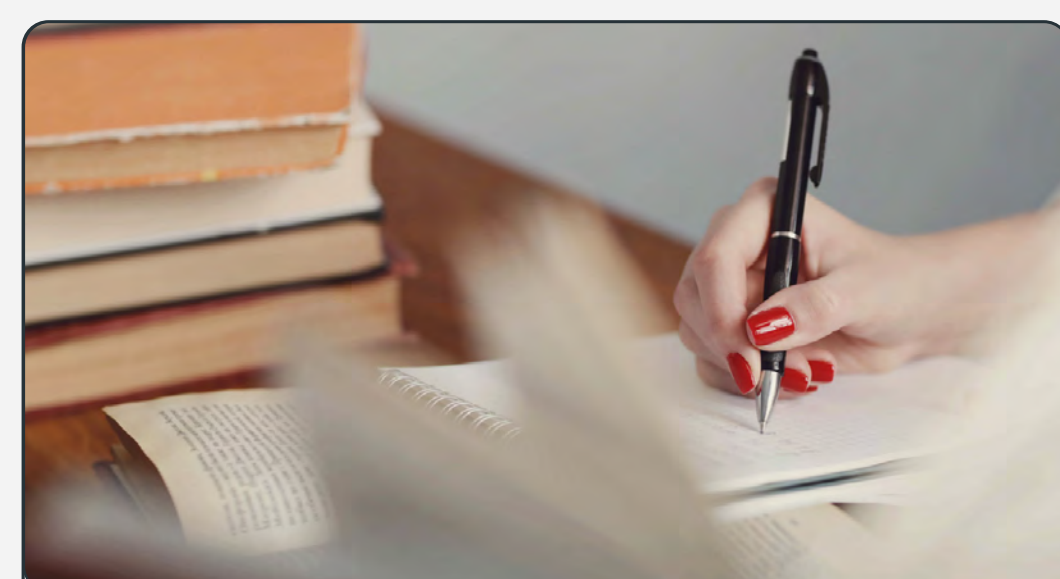
INDIA  
TODAYलखनऊ  
NEWS 24

17

## We Offer Credible Information At No Cost

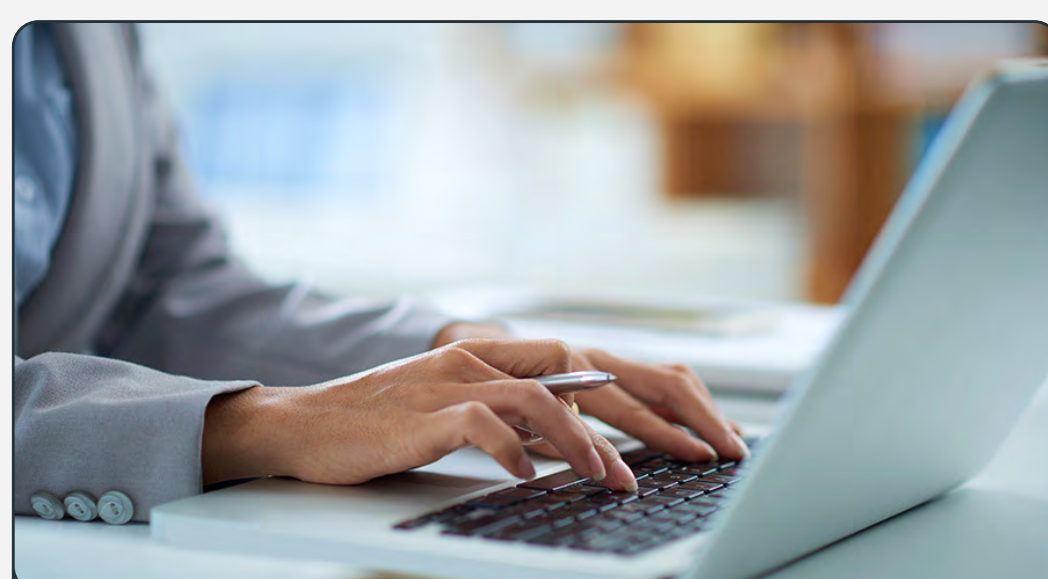
The Red Pen is aware of the information gaps and misconceptions in the global admissions space. We address this gap through free resources like blogs and webinars. Our guest writers, including admissions officers and education experts, provide credible and accurate information to empower informed decisions about international education.

### Blogs



#### How to Write Supplemental Essays That Stand Out

On August 1 of every year, most US colleges release prompts for supplemental essays. These additional essays are college-specific and are usually shorter than the Common Application essay. They help admissions officers....

[Read more](#)


#### Letters of Recommendation: Leave Nothing to Chance

As you diligently work on your applications for an overseas master's programme, your primary focus probably revolves around crafting a compelling Statement of Purpose (SOP), selecting the right....

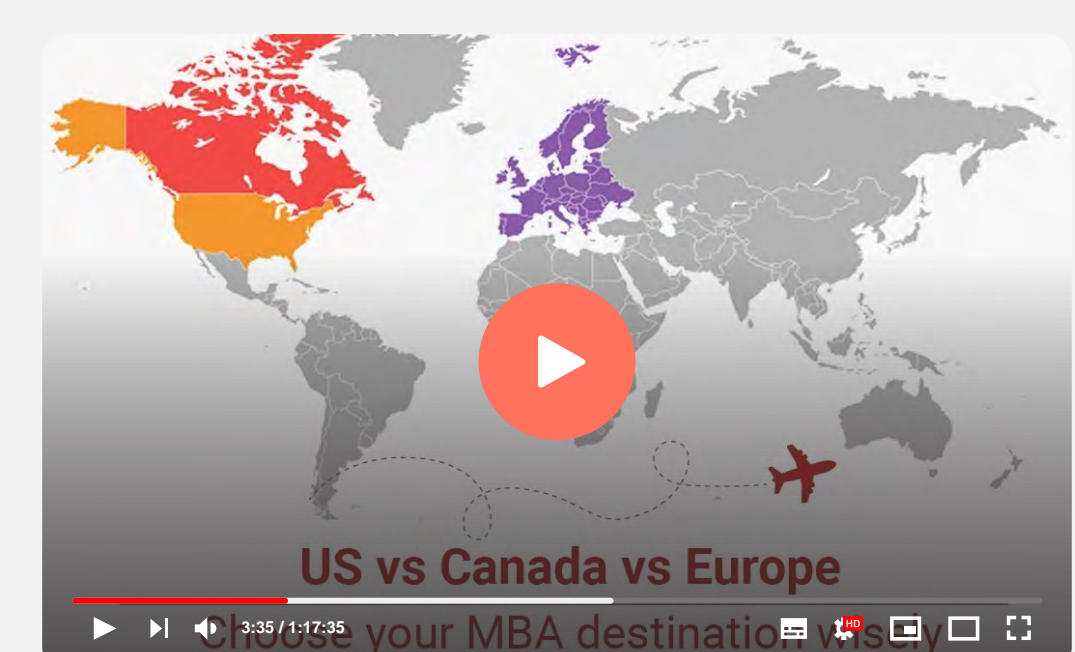
[Read more](#)


#### ChatGPT: The Truth About AI-Writing for College Application Essays

Essays are an integral part of the college application process. They give admissions officers a glimpse into your achievements and aspirations.....

[Read more](#)

### Webinars



18

## We Host Globally Recognised Events That Are Open To All.



We take immense pride in organizing globally acclaimed events. Our Summer Programmes Fair brings global summer schools and programmes to help students elevate their extracurricular interests. Our World Boarding School Fairs showcase leading institutions from the UK, Switzerland, India, Malaysia, Dubai, New Zealand, and various other countries. Our 'Journey to College' events, both online and in person, feature panel discussions with our successful applicants. Attendance at our events is free of cost, reflecting our commitment to equal information access.





# 19

## We Maintain The Highest Ethical Standards.

At The Red Pen, we prioritize integrity in the admissions process. Our organization and consultants adhere to the highest ethical standards, ensuring respectful interactions with all stakeholders. We provide advice within our expertise and accept payment only for contracted work, avoiding any exchange with university admissions offices.



# 20

## Our Track Record Speaks Volumes

### Pre-College Advising

**95%**

of our students admitted to competitive summer programmes, such as YYGS

**150+**

affiliated partners offering diverse enrichment programmes

**50+**

information sessions and skill-building workshops conducted

**4 years**

of hosting the flagship Summer Programmes Fair

### Undergraduate Admissions Service

**92%**

of our applicants received offers to their top choices

**12+**

countries accepting applications

**25+**

unique major

**\$20M**

in scholarships

### Postgraduate Admissions Service

**99%**

of our applicants received offers to their top choices

**200+**

colleges in 10+ countries

**1,200+**

applications sent in the last 3 years

**30+**

unique programmes

**\$400K+**

in scholarships

### MBA Admissions Service

**95%**

of our applicants received offers to their top choices

**100%**

of our applicants were invited for interviews

**58+**

unique MBA programmes

**\$1.5M+**

in scholarships

### Boarding School Services

**95%**

of our applicants received offers to their top choices

**100+**

international campuses visited

**80+**

schools in India