

# Psychological armour for India's students.

Students already know the syllabus. We train what decides the result on the day: **focus that holds**, **confidence that survives a bad mock**, and the calm to think clearly when it counts.



*Anuj Kumar, founder*

“ Academic brilliance fails without psychological armour. We build that armour, one student, one classroom, one batch at a time.

The belief Mind Your Life was founded on

## Inside

### 01

Why we exist

### 02

What we do

### 03

Real sessions and the team

### 04

Find your way in

**2,000+**  
students reached

**IIM + IIT**  
alumni-led team

**100%**  
modules clinically vetted

**NEP 2020**  
aligned, Startup India  
recognised

# Marks slip **long before** the exam does.

Teachers see it in the staffroom. Coaching directors see it in the mock rankings. Parents see it at the dinner table. These three moments show up in almost every student's year.

*"I'll start properly from Monday."*

## Motivation fades

Studying on fear alone works for a few weeks. When pressure eases, so does effort.

*"Just checking one thing."*

## Attention breaks

Constant notifications make forty focused minutes feel like a marathon.

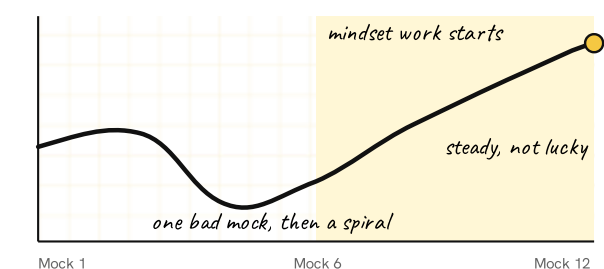
*"Maybe I'm just not good enough."*

## Confidence cracks

One low score knocks a student off track for weeks. Nobody taught them how to recover.

A typical prep year

Mock test scores



## So we train the part **nobody** teaches.

Mind Your Life was built by people who sat India's toughest exams themselves. We don't teach motivation or textbook theory. We teach tested mental models that work under pressure, reviewed for psychological safety and designed to become habits.

**"Students are bigger than their doubts, failures and society's expectations."**

## What students usually get

- ✗ Motivational talks: one day of energy, then nothing
- ✗ Reactive counselling: help arrives after the struggle
- ✗ Generic programmes: no structure, no measurable outcomes

## The **Mind Your Life** way

- ✓ Led by IIM and IIT alumni who've lived the pressure
- ✓ Every module reviewed by a licensed clinical psychologist
- ✓ Scripted curriculum, worksheets and reports you can track

*Our mission*

To give students **clarity, confidence and direction**, so they build careers and lives they're genuinely proud of.

# One mission, four ways in.

Long-term partnerships for institutions and focused coaching for individuals, each built around outcomes you can measure.

For schools

01

## School mindset and SEL programme

The Human Blueprint

*"Who am I beyond my marks?"*

- ✓ 6-hour deep-shift workshop in five sessions
- ✓ Monthly sessions and an online portal
- ✓ NEP 2020 documentation for audits

[mindyourlife.in/schools](https://mindyourlife.in/schools) →

For coaching institutes

02

## Mindset modules for exam batches

CAT, JEE, NEET and CUET

*"A bad mock isn't the end."*

- ✓ Recovering from a bad mock without spiralling
- ✓ Focus routines and exam-day composure
- ✓ Built into your existing batch timetable

[mindyourlife.in/institutes](https://mindyourlife.in/institutes) →

For colleges

03

## Entrepreneurship and confidence

The Founder Blueprint

*"I just pitched my own idea."*

- ✓ Live pitching and a real P&L in one day
- ✓ 90-day pathway to a real investor
- ✓ College-sponsored or student-enrolled

[mindyourlife.in/colleges](https://mindyourlife.in/colleges) →

For individuals

04

## 1:1 personal and career coaching

With Anuj, online across India

*"Finally, a plan I believe in."*

- ✓ Life and career guidance
- ✓ CAT and IPMAT mentorship and mock interviews
- ✓ Parents can book for their child

[mindyourlife.in/personal](https://mindyourlife.in/personal) →

Preparing students for JEE ♦ NEET ♦ CAT ♦ CUET ♦ IPMAT ♦ Placements ♦ Interviews

### Open workshops

The Founder Blueprint cohort for college students across India.

### Corporate workshops

Performance psychology, stress and communication for teams.

### Residential schools

Support where peer life and academic pressure meet every day.

## How an institutional partnership runs

1

### Discovery call

We learn about your students and goals.

2

### Custom framework

Workshops, sessions and tracking, designed for you.

3

### Deep-shift workshop

Students build regulation, confidence and focus.

4

### Ongoing partnership

Monthly reinforcement and reporting.

## Real sessions, real conversations.

A full call of students, still talking at 12:08 am about pressure, focus and what comes next. This is what happens when students feel heard instead of lectured.

in Read the story on Anuj's LinkedIn



still going at 12:08 am



### Anuj Kumar

Founder, Mind Your Life | MBA, IIM Kozhikode | 99+ percentile in CAT

Anuj faced the same exam pressure and career confusion as the students he mentors. He brings consulting, strategy and career-development experience, and has worked with aspirants for CAT, IPMAT, NEET, JEE and CUET.

**His approach: not just what to do, but why to do it.**

Ex-Suzuki Motors Japan

Winner, Accenture B-School Challenge

Consulting and strategy

AK

#### Aditya Kumar

IIM Nagpur

Ex-TeamViewer Germany.  
Co-founder of profitable startups.

SJ

#### Shubham Jaju

IIT Kanpur

Product Manager, American Express. Built EdTech startups.

**+11**

percentile points higher academic scores for students in structured SEL programmes, across 213 studies (Durlak et al., 2011).

## Find your way in.

|                      |                                                                             |
|----------------------|-----------------------------------------------------------------------------|
| Schools              | <a href="https://mindyourlife.in/schools">mindyourlife.in/schools</a>       |
| Colleges and E-Cells | <a href="https://mindyourlife.in/colleges">mindyourlife.in/colleges</a>     |
| Coaching institutes  | <a href="https://mindyourlife.in/institutes">mindyourlife.in/institutes</a> |
| Students and parents | <a href="https://mindyourlife.in/personal">mindyourlife.in/personal</a>     |



Scan to visit

Email  
[business@mindyourlife.in](mailto:business@mindyourlife.in)

Website  
[mindyourlife.in](https://mindyourlife.in)

LinkedIn  
[linkedin.com/in/anujiimk](https://linkedin.com/in/anujiimk)

Instagram  
[@\\_anuj\\_kr](https://www.instagram.com/_anuj_kr)