

About Us

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The Direction Group of Institutions is a premier coaching institute in Kerala. We have set up coaching institutions for different competitive examinations facilitating creative competition and sustainable competence among the candidates without compromising the quality of the learning process. Established in the year 2006, with a vision to support and develop students to pursue and realise their dreams, the institution has gained a momentum with the success in bank examination coaching. We expanded our horizon with various other schools for competitive examinations.



Our Vision

“Transforming young minds to aspire and achieve career success by imparting excellent education”.

Our Mission

“To establish educational and coaching institutions of high standards across the globe through cutting edge technology, advanced curriculum, quality infrastructure and creative resources”.

Our Values

Discipline- We believe that discipline is essential in moulding better citizens and eminent leaders of the future.

Integrity- We conduct our coaching in accordance with the highest standards of professional integrity.

Reliability- We are a reliable team committed to helping our students achieve their dreams.

Esprit de corps - We as a team take pride in achieving results through teamwork and employee empowerment.

Commitment to quality – Results through quality education is our utmost priority.

Teaching excellence- We believe in having the best from each field in our team to provide excellent education.









Innovation- Our team is committed to implementing innovative teaching techniques and employee development programs to achieve excellence in education.

Original - We take pride in providing quality materials prepared by our in-house faculty.

Navigate – Our excellent team helps the students in planning and directing the course of their professional lives.



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Cherooty

3rd Floor, Ummer Palace Kuriyal Lane
Cherooty Road Calicut-673032
PH:0495-4040795

Gandhi Road

3/1130,Gandhi road Opp BSNL Office
vellayil calicut -673011
PH:0495-4040794

Centres

Sky tower

4th Floor Sky Tower Bank Road,
Mavoor road Junction Calicut-673001
PH:0495-4040796

Fathima

2nd Floor, Savithri building Opp
Fathima Hospital Bank Road Calicut-
673001
PH:0495-4040792/93



Direction Group of Institutions Pvt Ltd

Four square building, 2nd and 3rd Floor
NH66, Near Star Care Hospital,
Thodayad Calicut, Kerala, India, 673017

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