



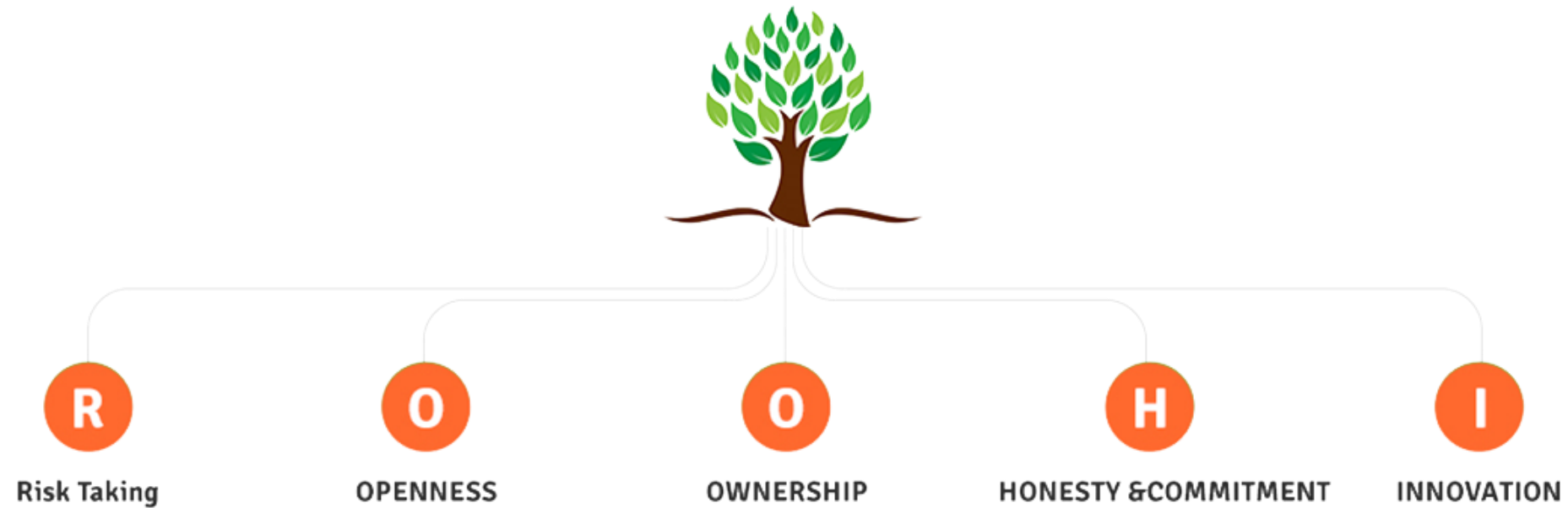
Excellence Since 1995

Corporate Presentation

NSE: CLEDUCATE; BSE: 540403



Core Values



Safe Harbour

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Content



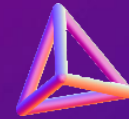
Macro View



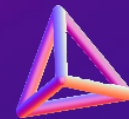
Brief Overview



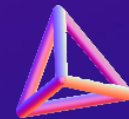
EdTech



MarTech



Corporate Action



Financial Snapshot



Macro View

India

5

5th Largest Economy (GDP) – USD 3.5 Tn

6.5%

Projected GDP Growth Rate – FY23

580 Mn

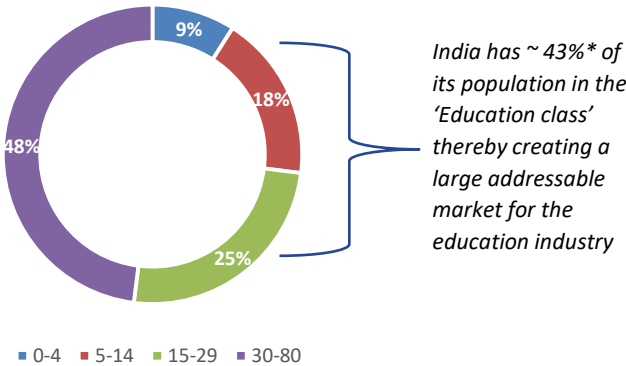
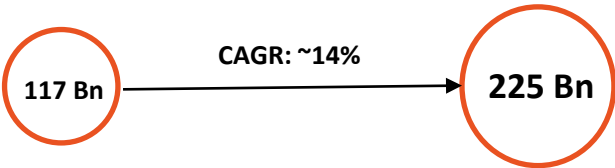
Largest Youth Population: 5-24 Years

53.9%

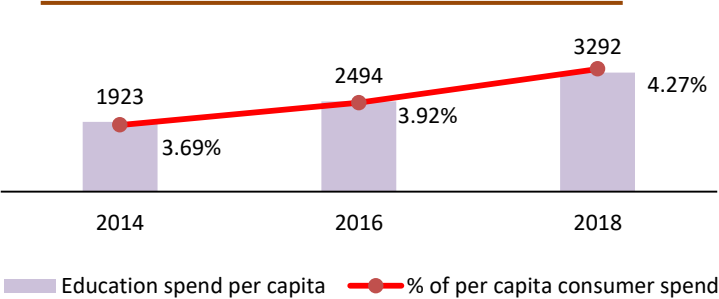
Service Sector Contribution – GVA

EdTech

Robust growth in the Indian Education industry



Consumer Spend - Education



MarTech



Global Events Industry – USD 1553 Bn (2028)



Virtual Events Industry – USD 443 Bn (2028)
CAGR: 21.4%



Digital Marketing Spend: 75% of Ad Spend



Metaverse Size: USD 1528 Bn (2029)



 CL
educate =  Career
Launcher +  K E S T O N E



EdTech

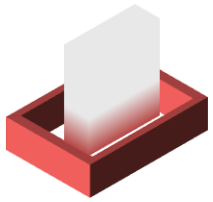
Enable individuals to realize their potential
and make their career dreams come true



MarTech

Solving experiential business &
marketing problems globally





Brief Overview



Brief Overview



200+
Centers

35%+
Market Share:
MBA & Law

66,205
No. of videos

112,497
Hours of video content

Business Overview

- Incorporated in 1996, CL Educate is a leading player in the Indian EdTech & MarTech segment
- **Verticals:**
 - EdTech – Test Preparation, Platform & Content Monetization
 - MarTech – Virtual / Physical Events, MarCom, CEP & Transitioning Biz to Metaverse
- **EdTech:**
 - Presence across **100+** cities in India; International Presence: **UAE**
 - Strong phygital business across PG and UG segments
 - Publisher of physical & digital test-prep books for various competitive & job exams in India
 - Proprietary content, complemented by experienced faculty members & trainers
 - Provides Student Mobility Services to Students / Educational Institutions in India & Abroad
- **MarTech**
 - Global offices – **India, USA, Singapore & UAE**
 - Clients – Across the globe; Marquee list includes – Amazon, Dell, Google, Microsoft, CISCO, etc.
 - Services offered:
 - Event Management (Physical) & Virtual Events Platform
 - Digital & MarCom Services
 - Customized Engagement Programs (CEP)
 - Transitioning Biz to Metaverse



1,000+
Days of Events



900+
Days of Events



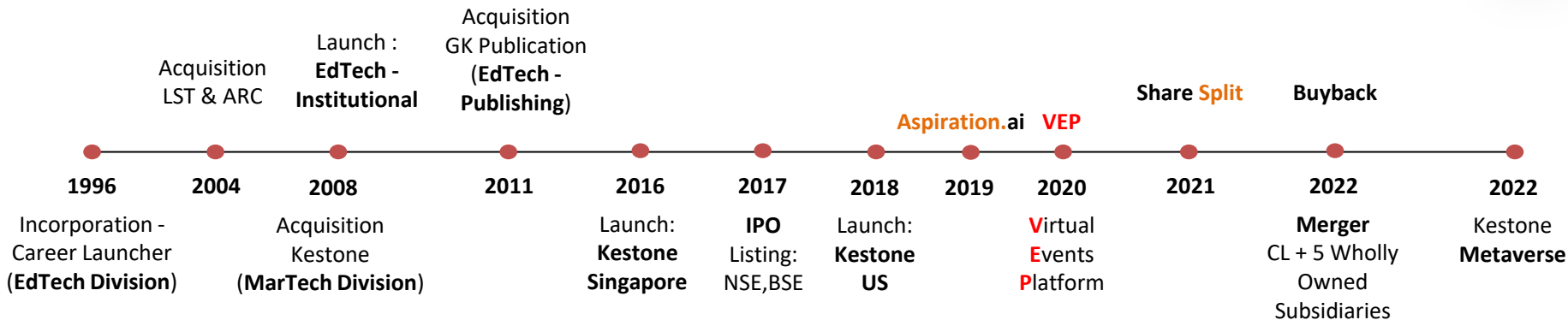
50+
Days of Events

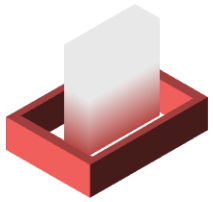


50+
Days of Events

Keystone VEP – Last 18 Months !

Key Company Milestones














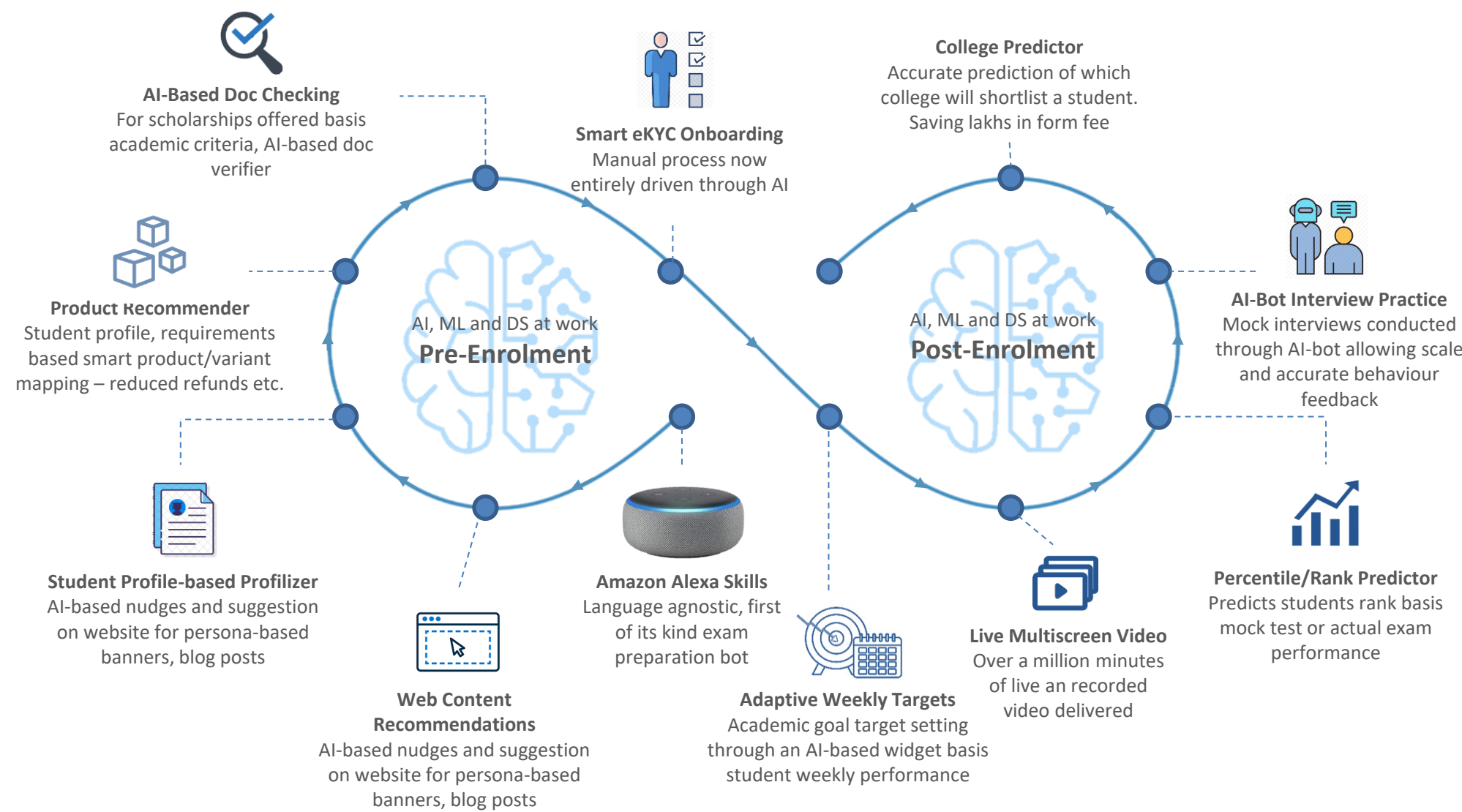
EdTech



Test Preparation : Key Offerings & way forward

Course & Delivery	Launch Year	Way forward
MBA   	1996 30-35% Market Share	<ul style="list-style-type: none">Expansion:<ul style="list-style-type: none">Market Share expansionState level exams: MHCET, SNAP, XATPre-COVID: 70 Cr Billing; Expansion plans to 100 Cr by FY24
LAW   	2004 35-40% Market Share	<ul style="list-style-type: none">Expansion: Market size expansionFY21 CLAT Registrations: 70K;Law as career is gaining acceptance and momentum.Expected to reach 100K registrations with change in exam cyclePre-COVID: 63 Cr Billing; Expansion plans to 100 Cr by FY24
New Growth Drivers		
CUET (UG)   	2022 New Exam	<ul style="list-style-type: none">Expansion: New Market; Expected to be GaoKao (China) of India14 Lakh+ Students registeredExpected registrations: 70 Lakh in next 3-5 yearsAdd 100+ physical centers dedicated towards CUET + board exam coaching
Student Mobility	2022 New Product	<ul style="list-style-type: none">Expansion: New Market6 Million Students studying in non-native countriesFocus: India to India & India to Abroad

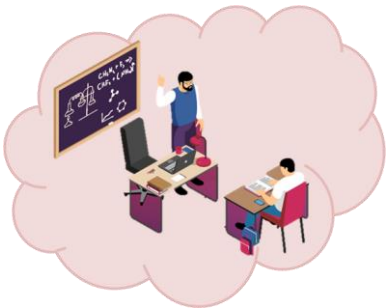




Leveraging AI-Tech to make a difference at every customer touchpoint



EdTech – Today is Omni



Physical



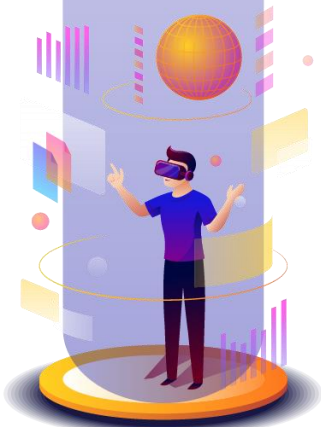
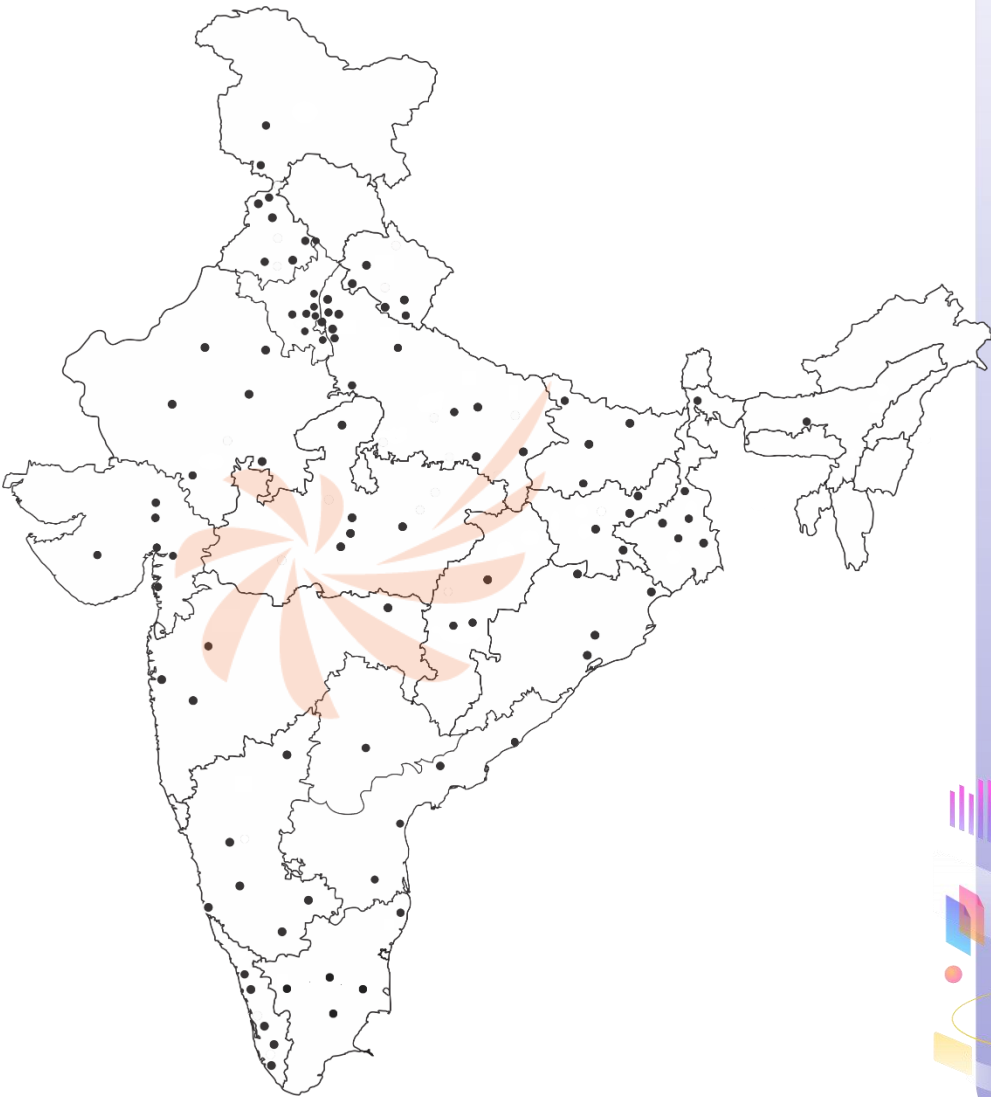
Digital

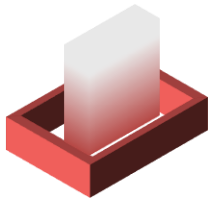


Distribution is the magic sauce
CL in every district, every town (~5km)



500 distribution points in 36 months
41 new added in H1 FY23





MarTech



What We Do

The business problems we aim to solve

Business Objective

We're here to help you sell more
and sell it better.



Business Verticals

Under Integrated Sales & Marketing

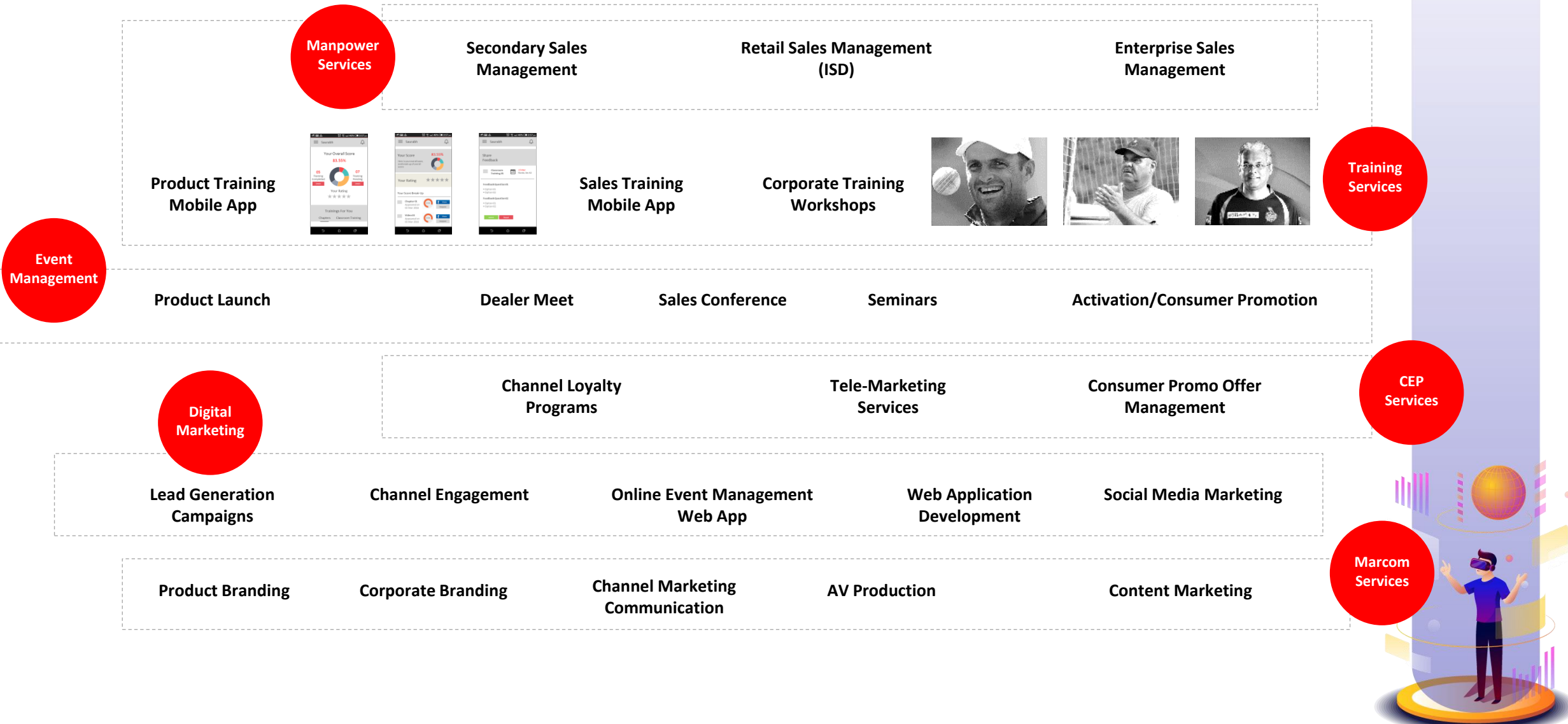
Digital Service

- Virtual E-Platform
- Digital Marketing
- Tele-Marketing
- Marketing Communication

Premium Services

- Experiential Marketing
- Managed Manpower Services

Our Integrated Services



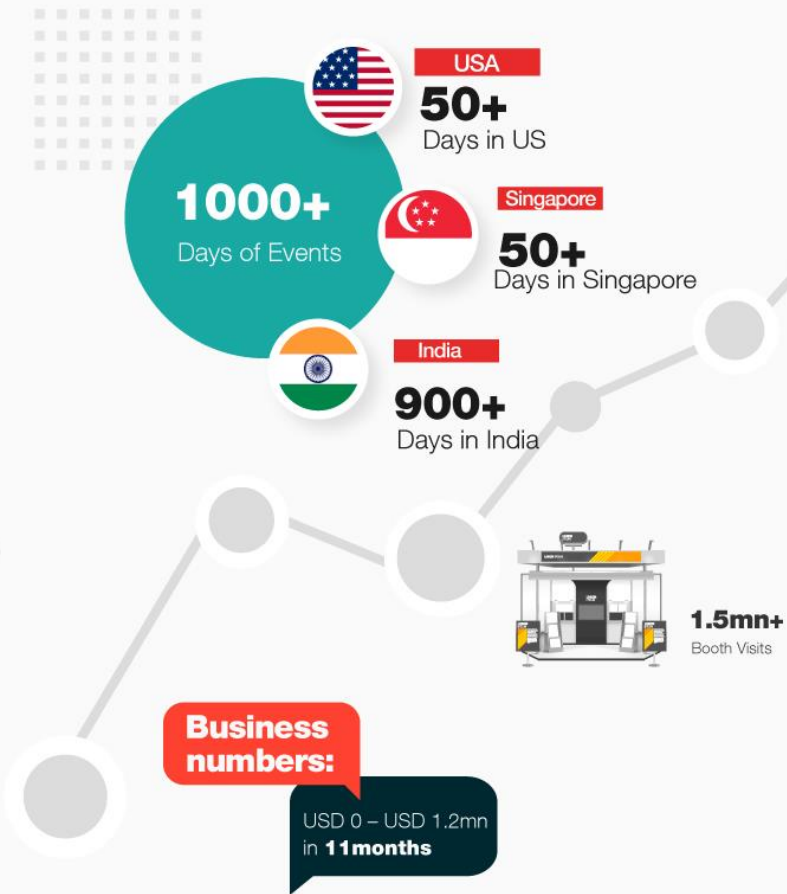


Kestone
Virtual Event Platform

EXCELLENCE AT A GLANCE

More Power to Your Events

Catered to Some of the
Leading Global Brands



20000+
Hours of Content

#be
realgo
virtual

3mn+
Social Media
Impressions

1.2mn+
Unique Visitors

Key Industries Served



Top 10 Platforms Globally



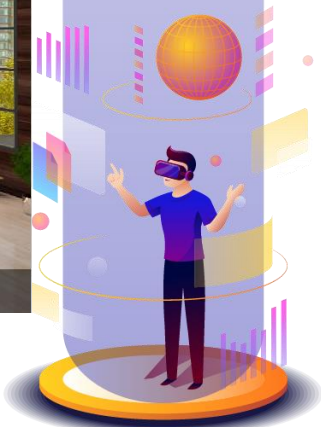
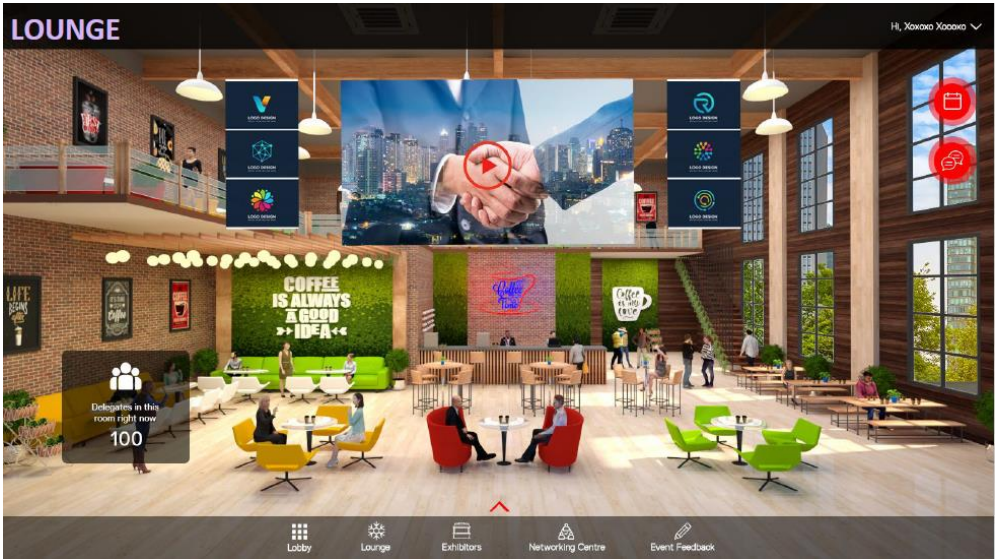
It is an honor to have Kestone Virtual Event Platform featured alongside top global brands including Microsoft, 6Connex, VFairs and Cisco in this latest report on Virtual Events Market by Grand View Research.

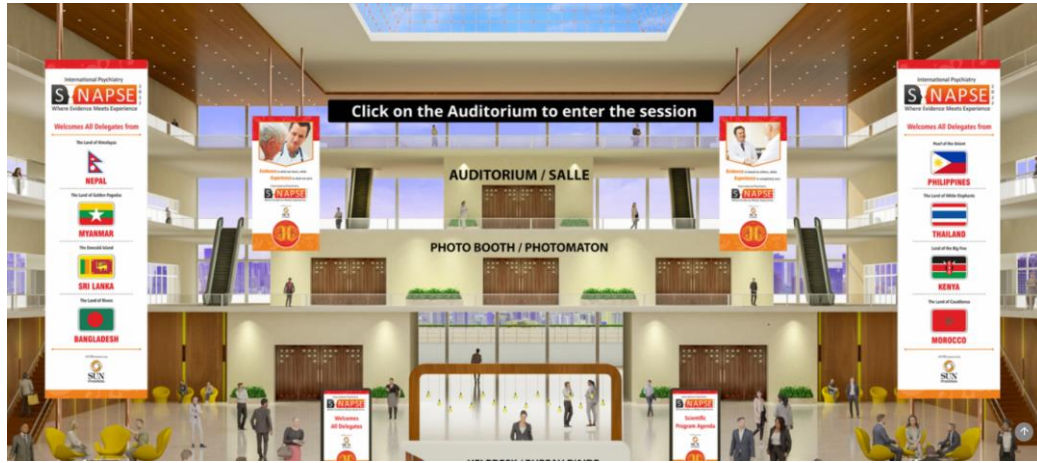
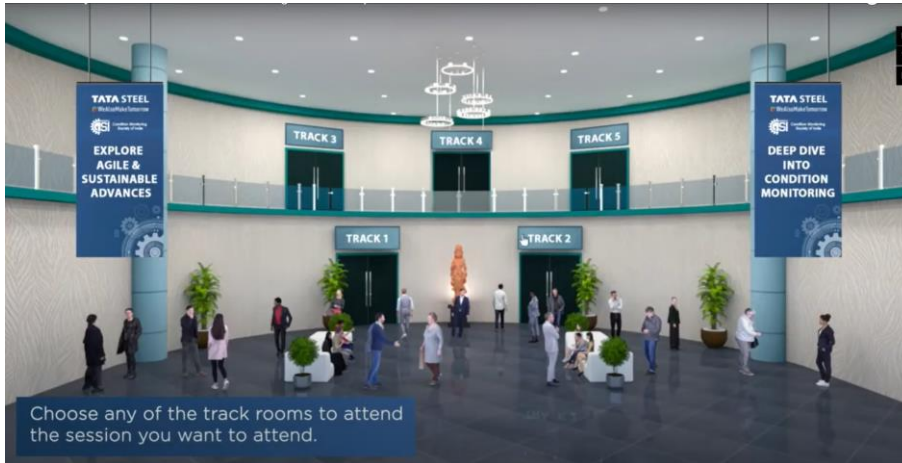


<https://www.grandviewresearch.com/industry-analysis/virtual-events-market/toc>



- 3D Environment
- 360 degree experience
- Interactive Product
- Multilingual
- Personalized Service
- Two-Way communication
- Ecommerce
- AI Bot & Analytics
- Social Media
- Custom Branding
- Consumer Surveys
- Subscription Model
- Immersive Experience even in low internet environment





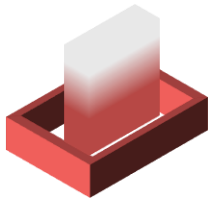
Corporate

- Microsoft
- Frost & Sullivan
- Dell EMC
- Sun Pharma
- Nutanix

Variety

- Science Expo
- Women Leadership Conference
- Multilingual Doctor's Conference





Corporate Action



Improving Financials & Value Creation



Improving Financials & Profitability



Accelerated Earnings growth



Improved Cash Position



Healthy Balance Sheet



Shareholder Value Creation



1:1 Share Bonus Issue (2022)



Buyback (2022)

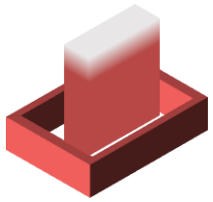


Merger (2022)



Stock Split (2021)





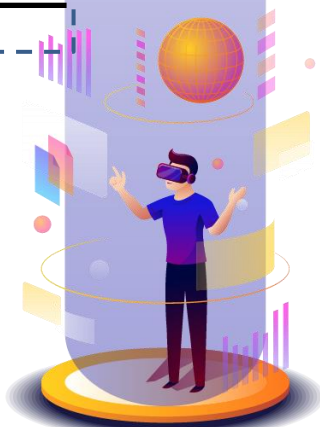
Financial Snapshot



Financial Snapshot

Balance Sheet	FY 2019	FY 2020	FY 2021	FY 2022
Non-Current Assets				
PPE & RoU Assets	4,632	5,225	3,905	1,221
Goodwill	3,345	1,009	1,009	1,009
Intangible Assets	2,264	2,606	2,955	3,879
Investment in Associates	5,431	790	785	748
Non-Current Financial Assets	1,827	1,713	749	1,068
Other Non-Current Assets	4,548	4,082	3,779	2,814
Current Assets				
Inventories	981	1,450	1,448	1,496
Investments	2,743	3,716	3,853	3,987
Trade Receivables	12,992	9,280	5,248	4,995
Cash & Bank Balance	2,021	1,419	2,965	2,103
Other Financial Assets	3,356	2,536	2,198	3,377
Other Current Assets	2,329	3,132	2,805	2,822
Assets Held for Sale	2,923	2,923	3,469	5,260
Total Assets	49,393	39,881	35,167	34,778
Equity				
Equity Share Capital	1,417	1,417	1,417	1,417
Other Equity	32,426	24,685	23,294	24,747
Total Equity	33,843	26,101	24,711	26,163
Liabilities				
Non-Current Liabilities				
Borrowings	805	358	567	292
Other Non-Current Liabilities	927	1,085	853	1,046
Current Liabilities				
Borrowings	4,450	3,918	3,723	1,405
Trade Payables	4,809	4,066	2,480	2,845
Other Current Liabilities	4,559	4,352	2,833	3,026
Total Liabilities	15,550	13,780	10,456	8,614
Total Equity & Liabilities	49,393	39,881	35,167	34,778

Profit & Loss	FY 2019	FY 2020	FY 2021	FY 2022	H1 FY23
Revenue from Operations	33,513	30,524	18,231	20,746	15,838
Other Income	1,324	1,530	960	870	323
Total Income	34,836	32,054	19,191	21,616	16,160
Total Operating Expenses	30,824	31,184	19,267	18,697	14,297
Finance Cost & Depreciation - Amortization	1,568	2,232	1,398	1,159	565
Profit Before Tax	2,444	(1,363)	(1,475)	1,760	1,298
Exceptional Items	-	(4,150)	-	-	1,182
Tax Expenses	678	(103)	(203)	343	847
Profit After Tax	1,766	(5,410)	(1,272)	1,417	1,627





Get in Touch



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