



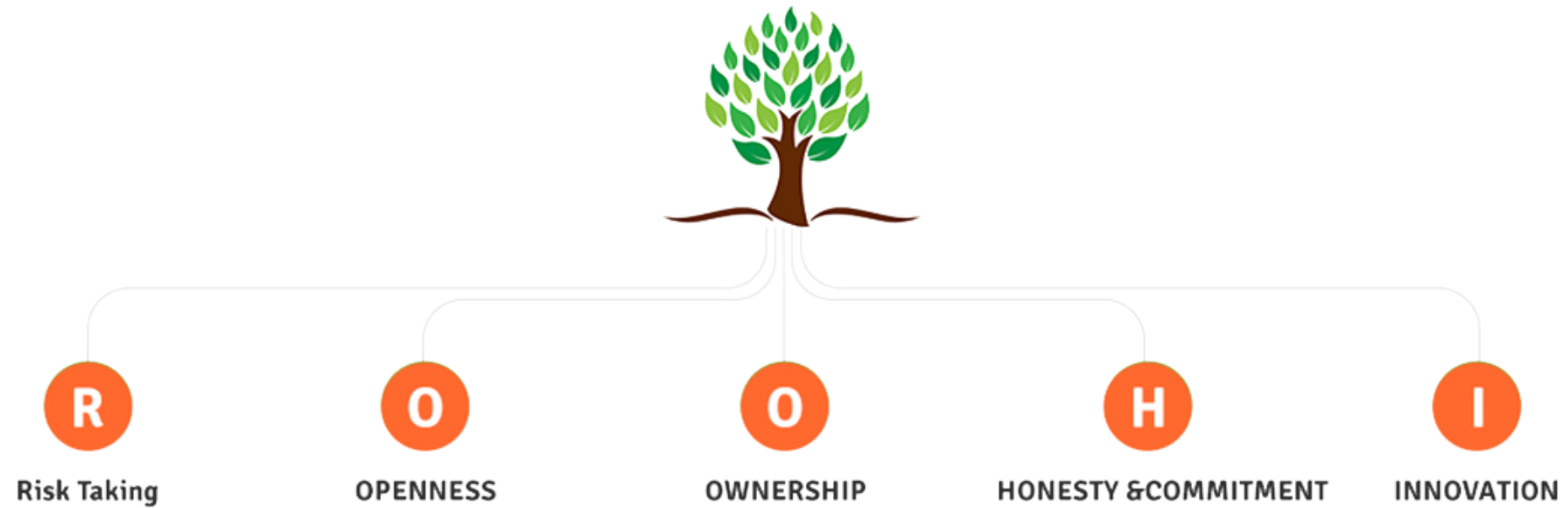
Excellence Since 1995

Corporate Presentation

NSE: CLEDUCATE; BSE: 540403



# Core Values



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# Content



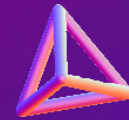
Macro View



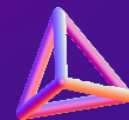
Brief Overview



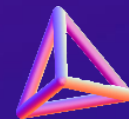
EdTech



MarTech



Corporate Action



Financial Snapshot



# Macro View



## India

5

5<sup>th</sup> Largest Economy (GDP) – USD 3.5 Tn

6.5%

Projected GDP Growth Rate – FY23

580 Mn

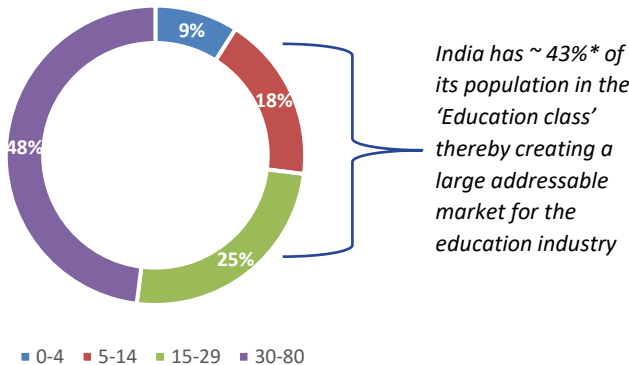
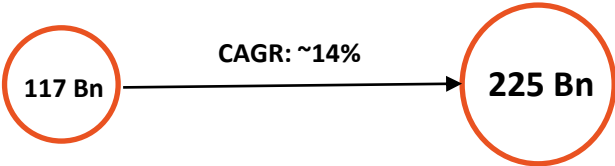
Largest Youth Population: 5-24 Years

53.9%

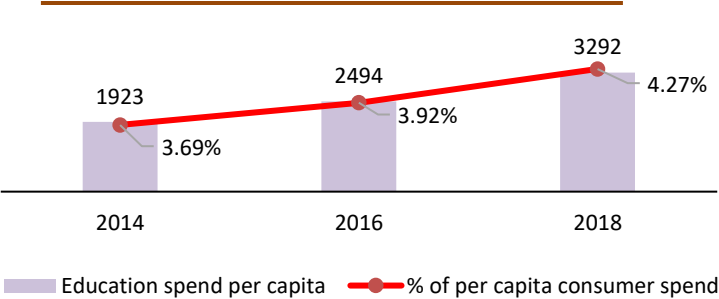
Service Sector Contribution – GVA

## 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**

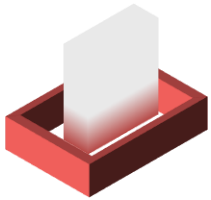
Enable individuals to realize their potential  
and make their career dreams come true



**MarTech**

Solving experiential business &  
marketing problems globally





## Brief Overview

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# Brief Overview



170+

Centers



35%+

Market Share:  
MBA & Law



600K+

Competitive Exams  
Books Sold



140+

Institutional Clients

## 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 **90+** 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, Mauritius, Indonesia & 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



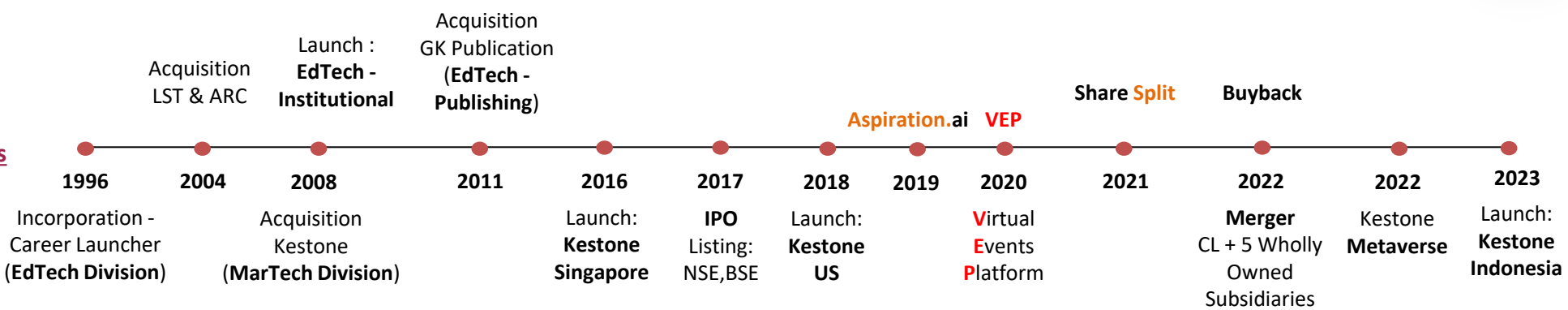
50+  
Days of Events

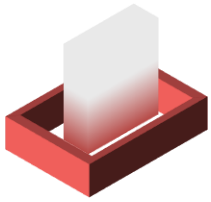


50+  
Days of Events

Kestone VEP – Last 18 Months !

### Key Company Milestones














EdTech

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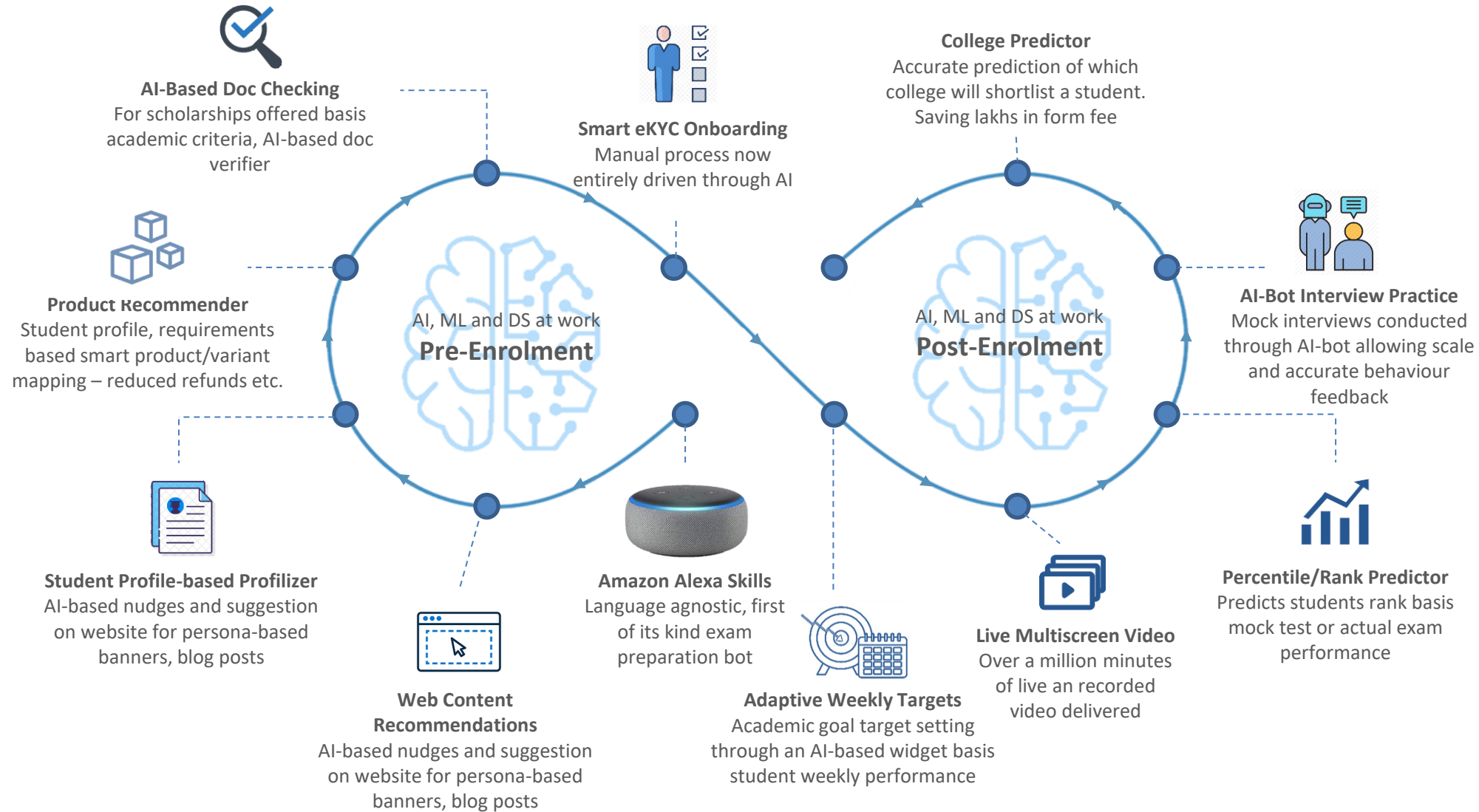


# Test Preparation: Key Offerings & way forward

| Course & Delivery   | Launch Year                               | Way forward  |
|---|---|--|
| <b>MBA</b><br>(TAM: 2.5 L)<br>           | <b>1996</b><br><b>30-35% Market Share</b> | <ul style="list-style-type: none"> <li><b>Expansion:</b> <ul style="list-style-type: none"> <li>Market Share expansion</li> <li>State level exams: MHCET, SNAP, XAT</li> </ul> </li> <li>Pre-COVID: 70 Cr Billing; Expansion plans to 100 Cr by FY24</li> </ul>  |
| <b>LAW</b><br>(TAM: 70 K)<br>            | <b>2004</b><br><b>35-40% Market Share</b> | <ul style="list-style-type: none"> <li><b>Expansion:</b> Market size expansion</li> <li>FY23 CLAT+AILET Registrations: 71K;</li> <li>Law as career is gaining acceptance and momentum.</li> <li>Expected to reach 100K registrations with change in exam cycle</li> <li>Pre-COVID: 63 Cr Billing; Expansion plans to 100 Cr by FY24</li> </ul> |
| New Growth Drivers  |   |  |
| <b>CUET (UG)</b><br>(TAM: 14 L)<br>   | <b>2022</b><br><b>New Exam</b>            | <ul style="list-style-type: none"> <li><b>Expansion:</b> Brand New Market; Expected to be GaoKao (China) of India</li> <li>17 Lakh+ Students registered</li> <li>Expected registrations: 70 Lakh in next 3-5 years</li> <li>Add 100+ physical centers dedicated towards CUET + board exam coaching</li> </ul>                                  |
| <b>Student Mobility</b>   | <b>2022</b><br><b>New Product</b>         | <ul style="list-style-type: none"> <li><b>Expansion:</b> New Market</li> <li>6 Million Students studying in non-native countries</li> <li>Markets: India to Anywhere &amp; Anywhere to Anywhere</li> <li>Focus: Network Expansion, Consulting growth</li> </ul>  |



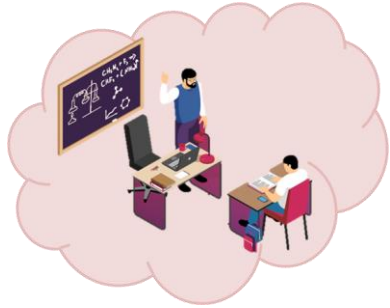
# Aspiration.ai – Pure Play EdTech Platform



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



# EdTech – Today is Omni



Physical



Digital

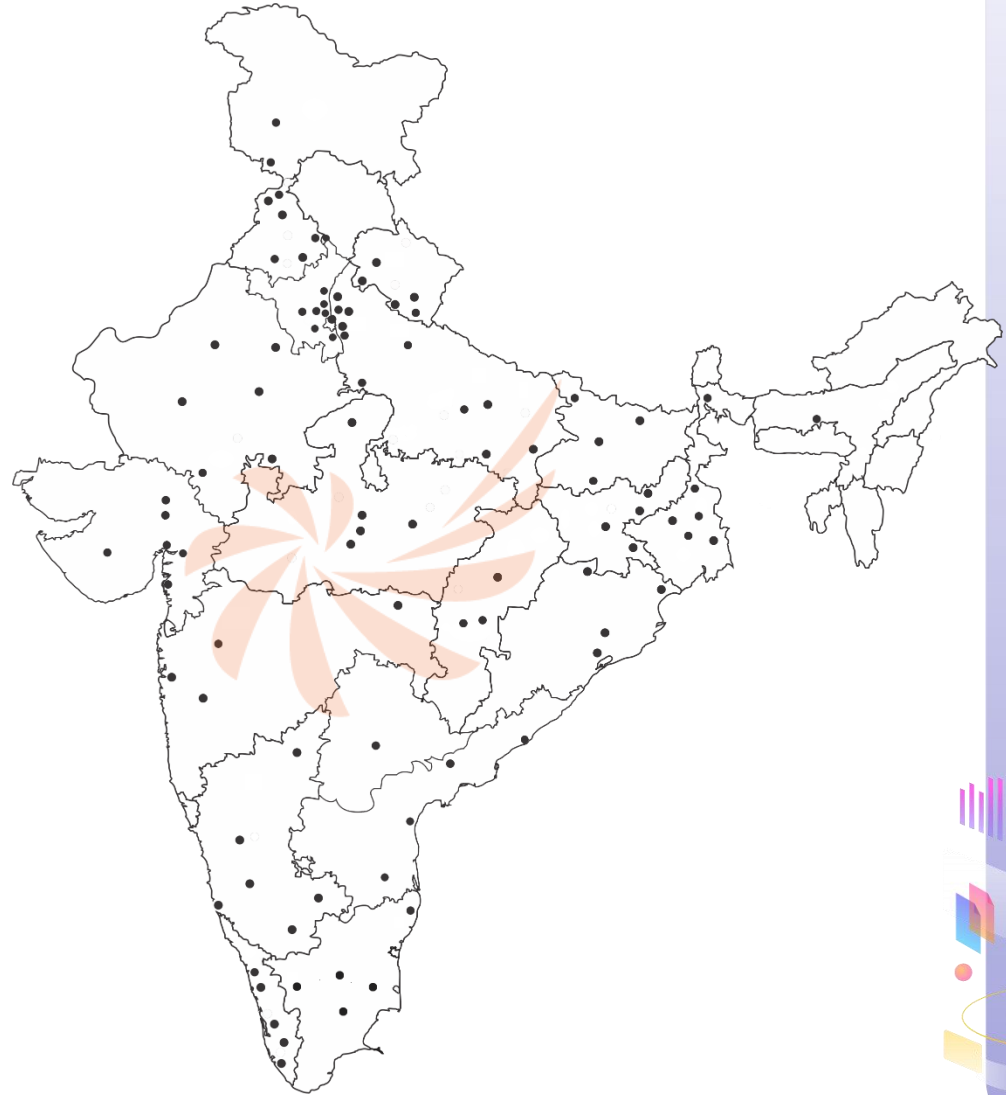


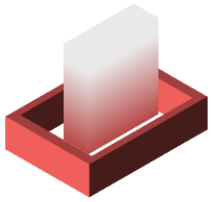
**Distribution is the magic sauce**

CL in every district, every town (~5km)



**500** distribution points in **36** months





MarTech

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# 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

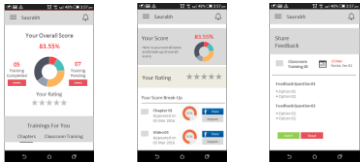
# Our Integrated Services



Event Management

Manpower Services

Product Training Mobile App



Sales Training Mobile App

Corporate Training Workshops



Training Services

Product Launch

Dealer Meet

Sales Conference

Seminars

Activation/Consumer Promotion

Digital Marketing

Lead Generation Campaigns

Channel Engagement

Online Event Management Web App

Web Application Development

Social Media Marketing

Product Branding

Corporate Branding

Channel Marketing Communication

AV Production

Content Marketing

Channel Loyalty Programs

Tele-Marketing Services

Consumer Promo Offer Management

CEP Services

Marcom Services



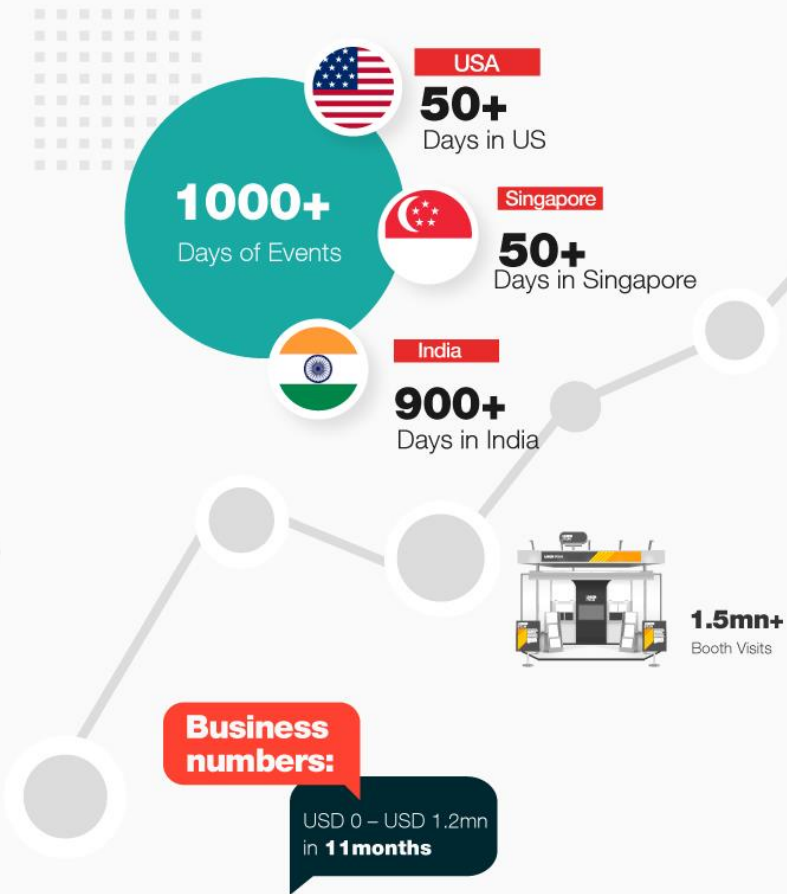


Kestone  
Virtual Event Platform

## 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



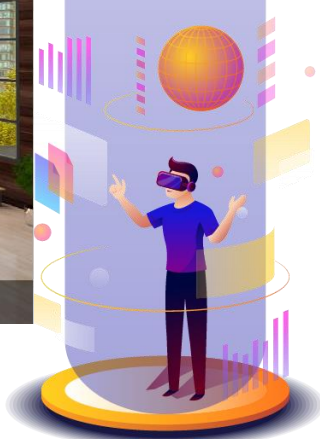
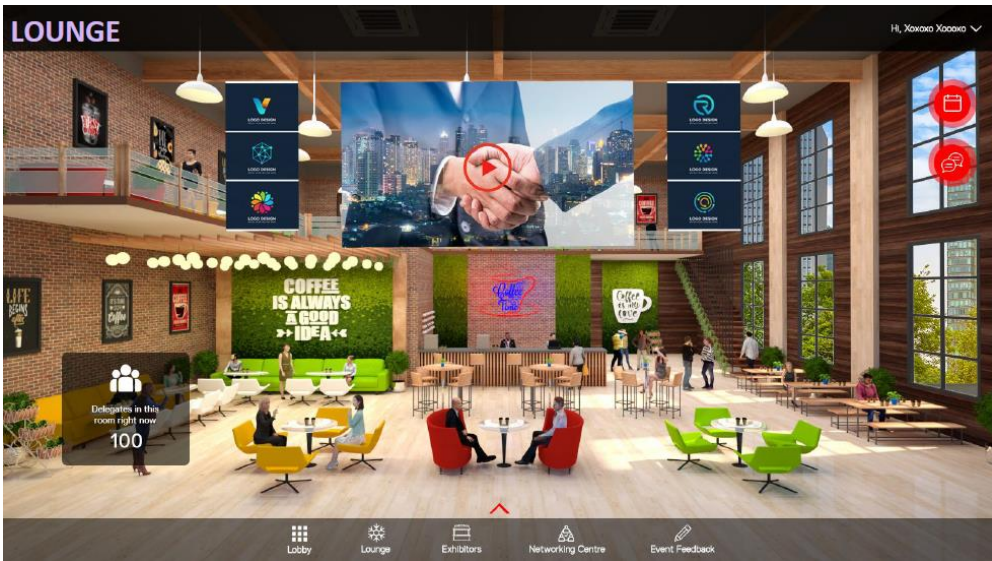
Consumer Surveys

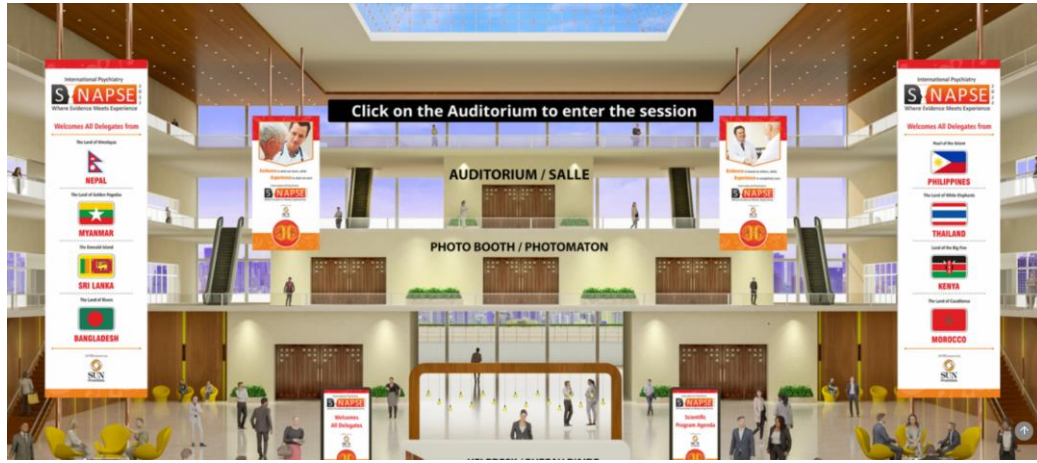
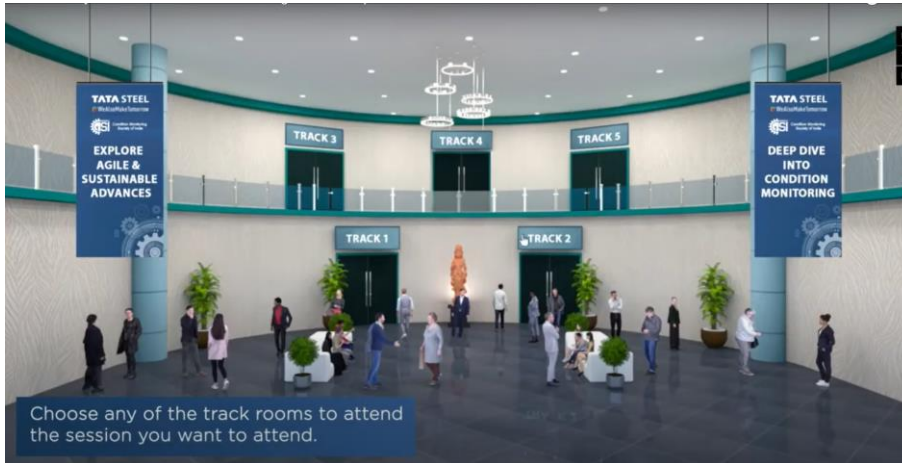


Subscription Model



Immersive Experience even in  
low internet environment





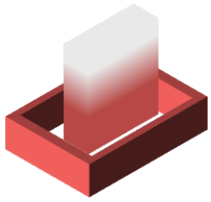
## Corporate

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

## Variety

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





## Corporate Action

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# Improving Financials & Value Creation



## Improving Financials & Profitability



**Accelerated Earnings growth**



**Improved Cash Position**



**Net Debt Free Company**



## Shareholder Value Creation



**Bonus (2022)**



**10 Cr: Buyback (2022)**

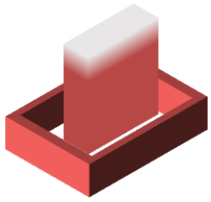


**Merger (2022)**



**Stock Split (2021)**





## Financial Snapshot

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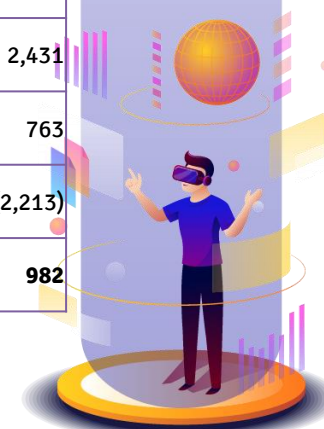


# Financial Annexures: 3 Year Abridged Snapshot

| Balance Sheet                         | Mar 21        | Mar 22        | Mar 23        |
|---------------------------------------|---------------|---------------|---------------|
| <b>Non-Current Assets</b>             |               |               |               |
| Fixed Assets                          | 6,860         | 5,100         | 6,538         |
| Other Non-Current Assets              | 6,321         | 5,638         | 9,971         |
| <b>Total Non-Current Assets</b>       | <b>13,181</b> | <b>10,739</b> | <b>16,509</b> |
| <b>Current Assets</b>                 |               |               |               |
| Inventories                           | 1,448         | 1,417         | 1,216         |
| Trade Receivables                     | 5,248         | 4,995         | 6,963         |
| Cash & Bank + Investments             | 6,818         | 6,090         | 6,367         |
| Other Current Assets                  | 5,003         | 6,278         | 4,905         |
| <b>Total Current Assets</b>           | <b>18,516</b> | <b>18,780</b> | <b>19,451</b> |
| Assets Held for Sale                  | 3,469         | 5,260         | 1,323         |
| <b>Total Assets</b>                   | <b>35,167</b> | <b>34,778</b> | <b>37,283</b> |
| <b>Equity</b>                         |               |               |               |
| Equity Share Capital                  | 1,417         | 1,417         | 2,753         |
| Other Equity                          | 23,282        | 24,748        | 24,724        |
| <b>Total Equity</b>                   | <b>24,698</b> | <b>26,164</b> | <b>27,477</b> |
| Non-Controlling Interest              | 13            | (1)           | 1             |
| <b>Non-Current Liabilities</b>        |               |               |               |
| Borrowings                            | 567           | 292           | 70            |
| Other Non-Current Liabilities         | 853           | 1,047         | 1,087         |
| <b>Total Non-Current Liabilities</b>  | <b>1,420</b>  | <b>1,339</b>  | <b>1,157</b>  |
| <b>Current Liabilities</b>            |               |               |               |
| Borrowings                            | 3,723         | 1,405         | 975           |
| Trade Payables                        | 2,480         | 2,845         | 4,040         |
| Other Current Liabilities             | 2,833         | 3,026         | 3,633         |
| <b>Total Current Liabilities</b>      | <b>9,036</b>  | <b>7,276</b>  | <b>8,648</b>  |
| <b>Total Equity &amp; Liabilities</b> | <b>35,167</b> | <b>34,778</b> | <b>37,283</b> |

| Profit & Loss                                       | Mar 21         | Mar 22        | Mar 23        |
|---|----------------|---------------|---------------|
| <b>Income</b>                                       |                |               |               |
| <b>Revenue from Operations</b>                      | <b>18,231</b>  | <b>20,917</b> | <b>29,131</b> |
| Total Operating Expenses                            | 19,267         | 18,868        | 26,564        |
| Operating EBITDA                                    | (1,036)        | 2,049         | 2,568         |
| Other Income  | 960            | 870           | 640           |
| <b>Operating EBITDA + O.I.</b>                      | <b>(77)</b>    | <b>2,920</b>  | <b>3,208</b>  |
| Finance Cost & Depreciation & Amortization          | 1,398          | 1,159         | 1,277         |
| Profit Before Tax (After Equity Accounted Investee) | (1,480)        | 1,723         | 1,891         |
| Exceptional Items                                   | -              | -             | (16)          |
| Tax   | (203)          | 343           | (379)         |
| <b>Profit After Tax</b>                             | <b>(1,276)</b> | <b>1,380</b>  | <b>2,254</b>  |
| <b>Total Comprehensive Income</b>                   | <b>(1,216)</b> | <b>1,458</b>  | <b>2,456</b>  |

| Cash Flow   | Mar 21       | Mar 22       | Mar 23       |
|---|--------------|--------------|--------------|
| <b>Cash Flow generated from Operations</b>                    | <b>2,191</b> | <b>2,679</b> | <b>3,136</b> |
| Cash flow from Operating Activities (After Tax)               | 2,615        | 3,339        | 2,431        |
| Cash Flow from Investing Activities                           | (362)        | (65)         | 763          |
| Cash Flow from Financing Activities                           | (1,687)      | (3,480)      | (2,213)      |
| <b>Net Increase/(decrease) in Cash &amp; Cash Equivalents</b> | <b>566</b>   | <b>(206)</b> | <b>982</b>   |





## Get in Touch !



Join Our Telegram Channel

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