



To,
Department of Corporate Services,
BSE Limited
Phiroze Jeejeebhoy Towers, Dalal
Street, Mumbai – 400 001.

To,
Listing Department,
National Stock Exchange of India Limited
C-1, G-Block, Bandra-Kurla Complex
Bandra, (E), Mumbai – 400 051.

**Scrip Code: 540403, Scrip Symbol: CLEUCATE
ISIN: INE201M01029**

Sub: Disclosure pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Ma'am/Sir(s),

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find below the schedule of Analysts / Investors Meet held on October 07, 2021 and October 08, 2021.

Details of Analysts / Investors Meet:

Date	Name of Analysts /Investors	Mode
Thursday, October 07, 2021	Mr. Murarirajan (Independent Investor)	Video Conference
	Mr. Danesh Mistry (Investor First Advisor)	
	Mr. Kishor Shah (SMIFS Limited)	
	Mr. Paras Bothra (SMIFS Limited)	
	Mr. S Krishna Kumar (Independent Advisor)	
Friday, October 08, 2021	Mr. Sanjiv Shah (Independent Investor)	
	Mr. Mukul (Param Capital)	



The presentation made at the above Analysts / Investors Meet is enclosed herewith.

The aforesaid information will also be hosted on the Company's website at www.cleducate.com.

Kindly take the above information on record.

Thanking You

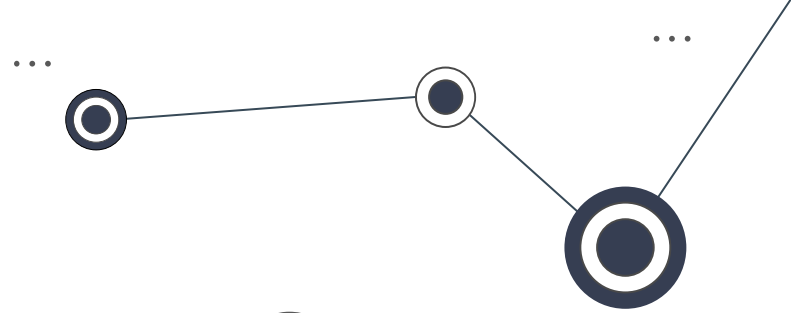
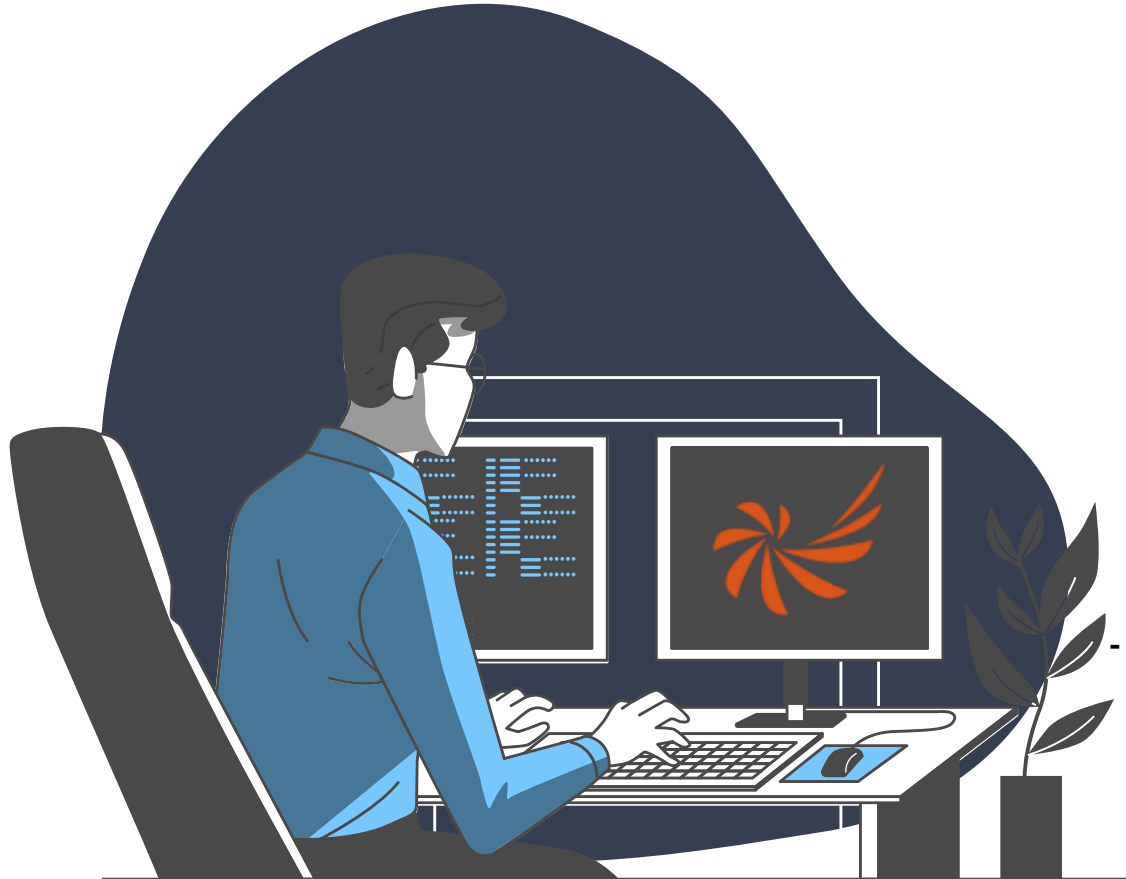
For CL Educate Limited

**Arjun Wadhwa
Chief Financial Officer**

Place: New Delhi

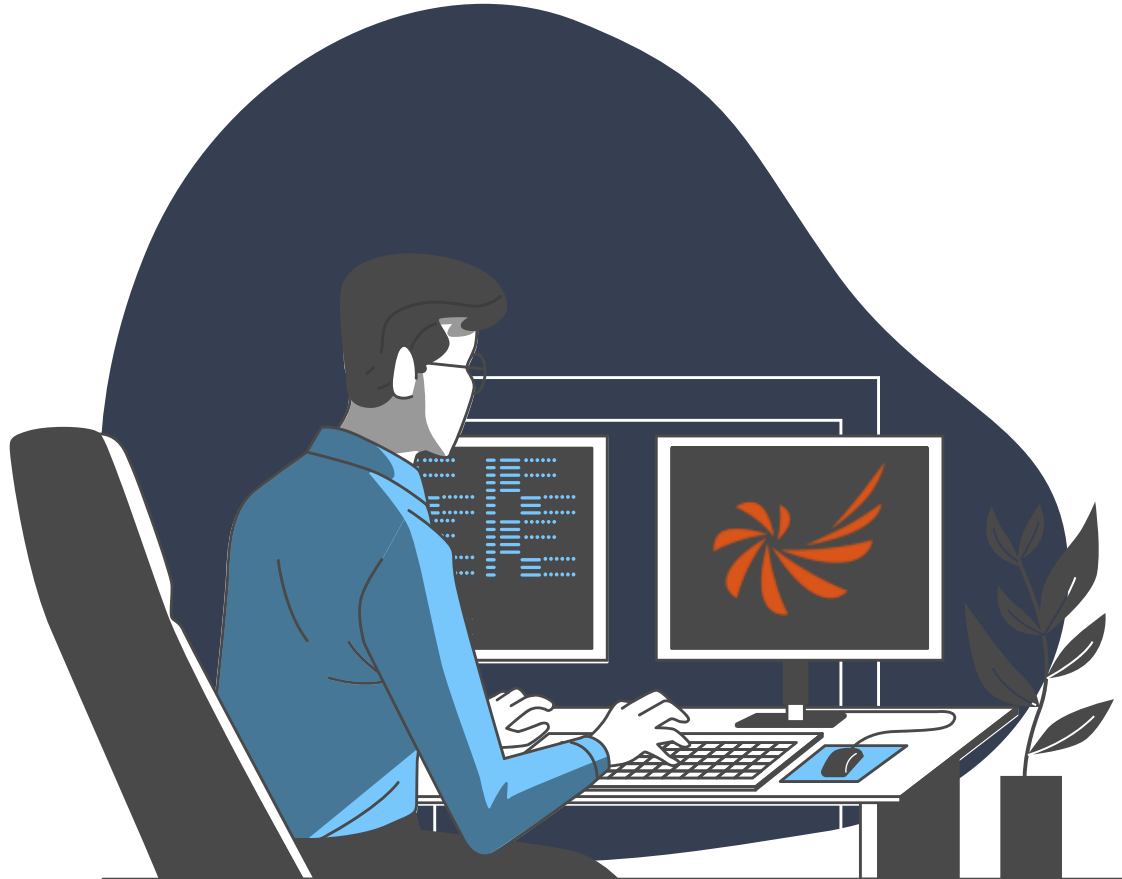
Date: October 08, 2021



Career Launcher

Investor Conversation

- Macro & EdTech
- Corporate Roadmap & Actions
- The execution Summary



Career Launcher

- Macro & EdTech

India – World’s Most Attractive Education Market



1.61 billion
Indian Population till 2050



#1 or 2
In GDP by 2050



40,000 → 400,000
Foreign Students in India



25 by 2025
Foreign Universities in India



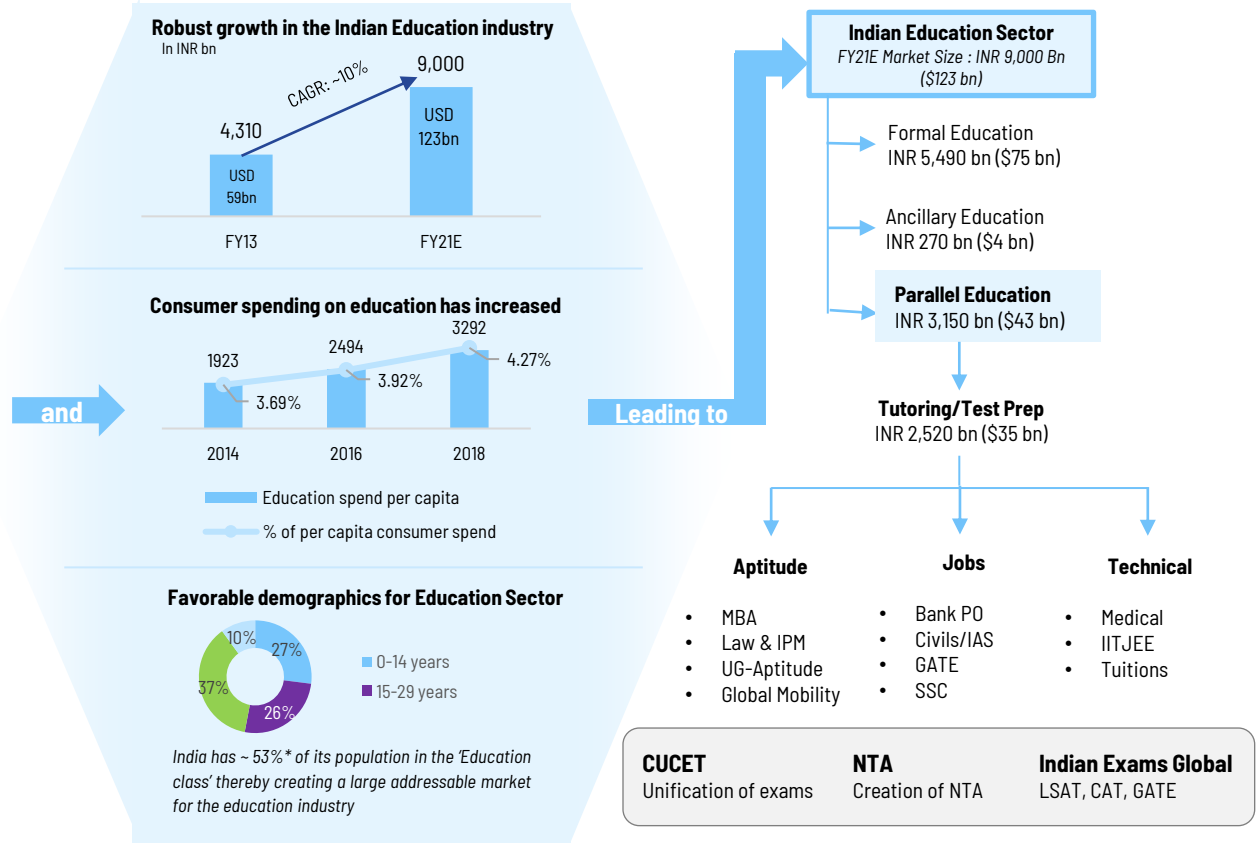
20% → 50%
Gross Enrollment Ratio



100 mega campus
NEP mega campuses @ 100,000 each



Ultra-rich in India (top 1%)
14% professionals and 56% businesses



Total Addressable Market

MBA

National Exams

CAT	: 0.25 mn
XAT, IIFT, NMAT etc.	: 0.15 mn
Total (60% unique)	: 0.24 mn

State-level

MHCET, MH	: 0.15 mn
KMAT, KN	: 0.05 mn
ICET, AP	: 0.05 mn
TANCET, TN	: 0.04 mn
Others (Combined)	: 0.7 mn
Total	: 1 mn

Total TAM for an year : 1.24 mn

Law

National Exams

CLAT	: 0.06 mn
AILET	: 0.04 mn
LSAT	: 0.02 mn
Total (60% unique)	: 0.07 mn

State-level

DU-LLB	: 0.03 mn
MCHET Law	: 0.05 mn
BLAT	: 0.02 mn
SLAT	: 0.02 mn
Total	: 0.12 mn

Total TAM for an year : 0.19 mn

IPM

National Exams

IPM IIM Indore	: 0.03 mn
IPM IIM Rohtak	: 0.03 mn
Total (50% unique)	: 0.03 mn

State-level

DUJAT	: 0.02 mn
NPAT BBA	: 0.02 mn
Others (Combined)	: 0.05 mn
Total	: 0.12 mn

Total TAM for an year : 0.12 mn

Intl.

National Exams

SAT, GMAT, GRE:	: 1 mn
-----------------	--------

Total TAM for an year : 0.1 mn

GATE

National Exams

GATE	: 1.2 mn
------	----------

Total TAM for an year : 1.2 mn

UPSC

National Exams

UPSC	: 1 mn
------	--------

State-level

State PCS	: 1 mn
Total (75% unique)	: 1.5 mn

Total TAM for an year : 1.5 mn

NRA

National Exams

All Exams (Combined)	: 20 x 2 = 40 mn
(exam twice an year)	
Total (unique)	: 35 mn

Total TAM for an year : 35 mn x 1.5 y = **55 mn**
(diff target years)

Medical

National Exams

NEET	: 1.58 mn
------	-----------

Total TAM for an year : **1.58 mn**

JEE

National Exams

JEE	: 0.6 mn
-----	----------

State-level

Other CETs	: 0.32 mn
------------	-----------

Total TAM for an year : **0.93 mn**

Tuitions

No. of youth between
ages 14-17 in schools : 30 mn

TOTAL TAM

~ 90 mn

Key Asset Highlights



Large opportunity supported by macro, policy, industry tailwinds



Expertise developed over 25+ years of content manufacturing & large repository of content



Leadership Team & High Governance Standards – Board & Listed



Strong presence of Online & Partner Network Centers



Best in industry CAC & difficult to copy pricing power (Brand)



Youth and Experience for a “go big” as India goes big



Broad basket of products



Successful pouch and sachet – market share and margins



EdTech : Core of CL Educate. Provide freedom, fuel focus



Leadership & Team

Dynamic & Young Leadership team that resonates with the Target Segment of Digital Education

LEADERSHIP



Arks Srinivas
Chief Business Officer
IIM Calcutta



Sujatha Kshirsagar
Chief Sales Officer
IIM Bangalore



Arjun Wadhwa
Chief Finance Officer
International Biz
MDI Gurgaon



Himanshu Jain
Chief Operating Officer
Delhi University



Ashish Bahri
Head - Marketing
Delhi University

Marketing

Product & Tech

Premium



Suhas AR
PPC Head
IIM Raipur



Suhasini
Category Manager
CNLU & NLU



Raviteja
Category Manager
IIM Kashipur



Amrendra Kumar
Technology
Team Lead



Rohan Garg
Business Head - GATE
IIM Calcutta



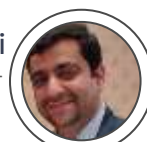
Karthik V.
SEO Head
IIM Udaipur



Shreeram Jain
Category Manager
CNLU



Himanshu Tyagi
Category Manager -
Civils



Navneet Anand
Category Manager
- MBA

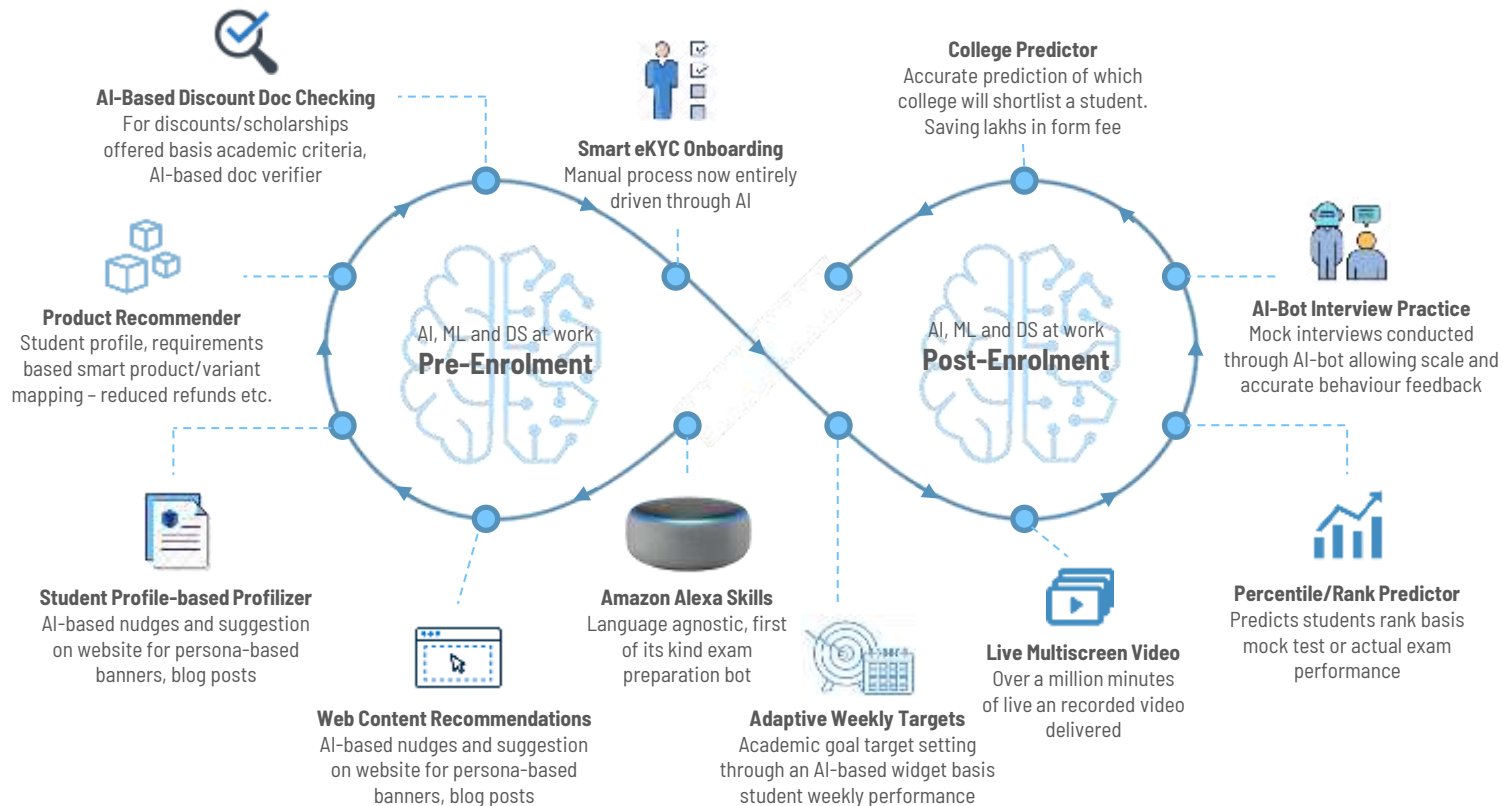


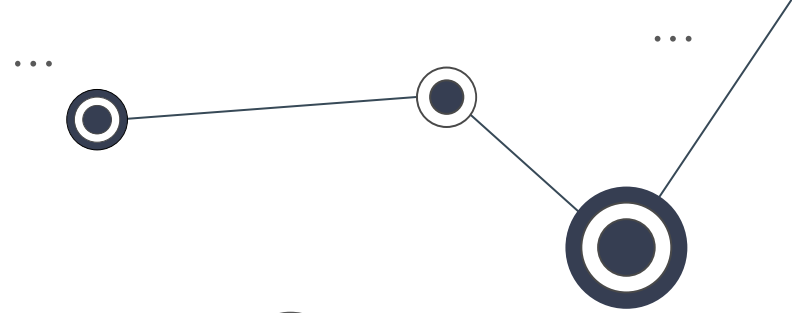
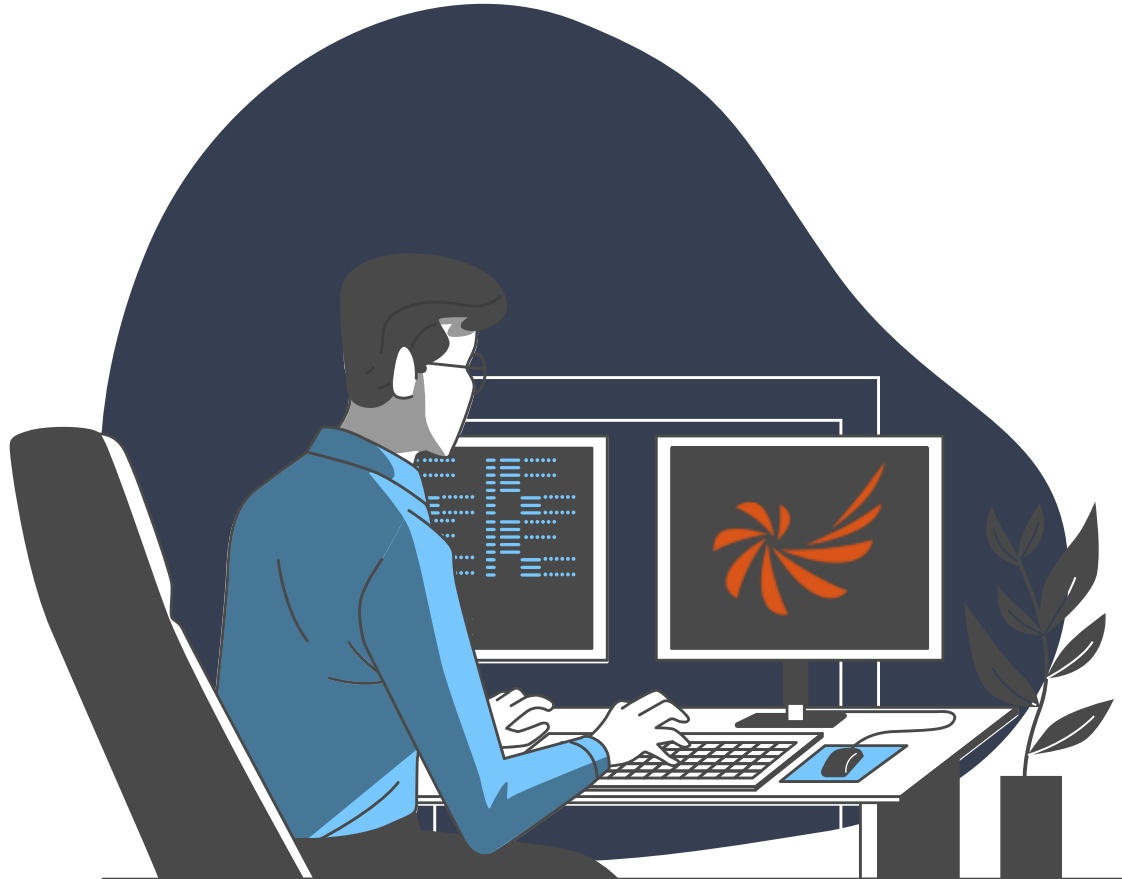
Vivek Sinha
Business Head - UG
VB University

KEY TEAM LEADS

ASPI.AI

a pure play ed-tech platform incorporating Artificial Intelligence in Pedagogy



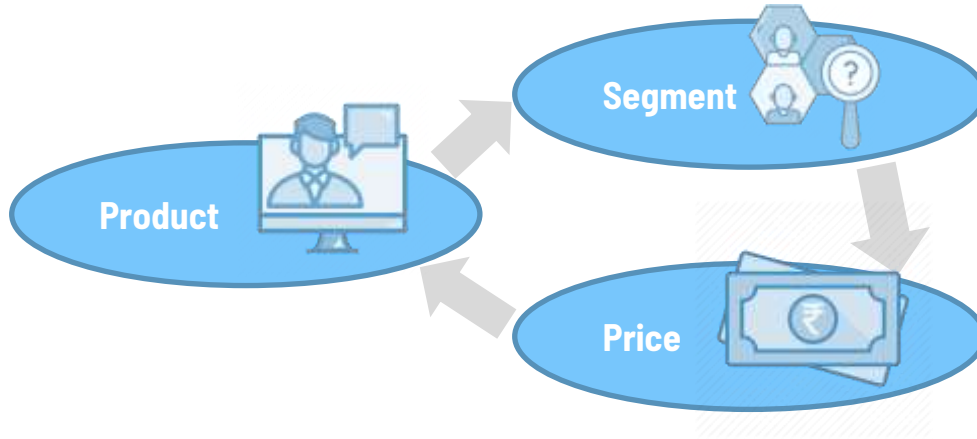


Career Launcher

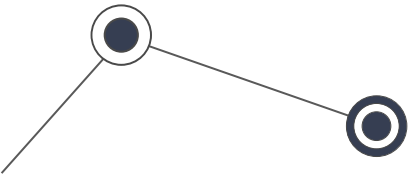
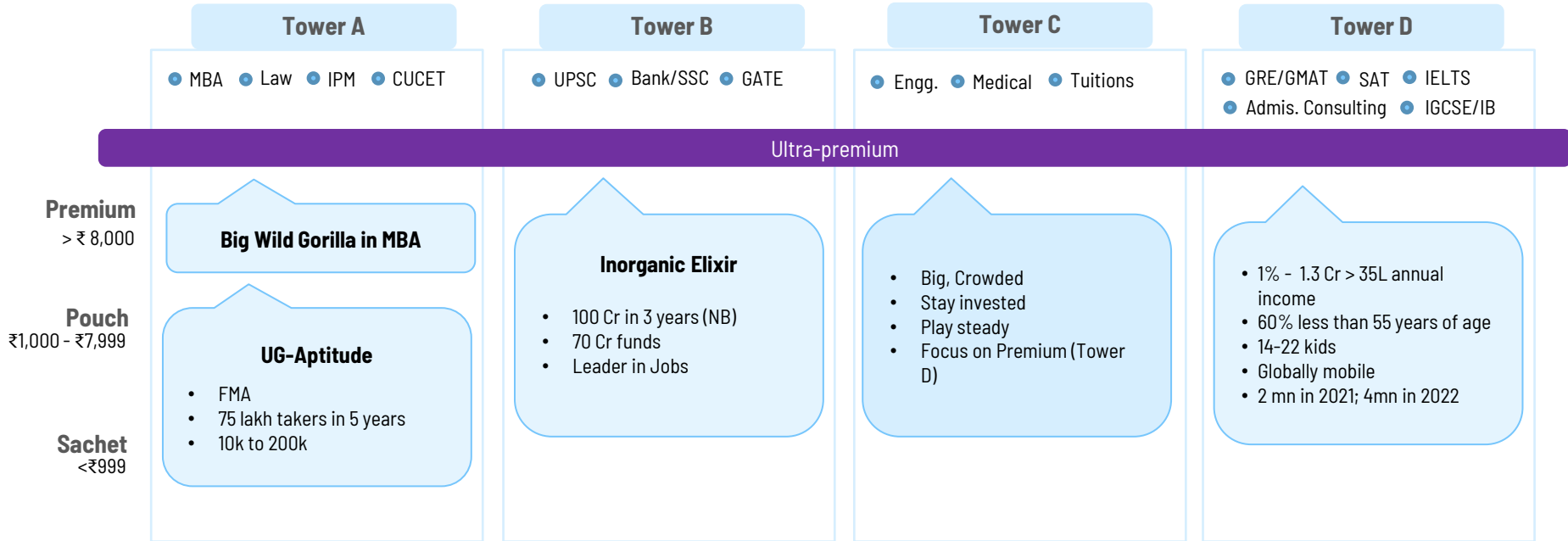
- [The execution Summary](#)

How Are We Organised

The New Growth Levers



How Are We Organised



Action For Growth – 24 months

Core business Growth

- Revenues and PAT Focus
- KPI : ROE/ROCE > 15-20

One New segment

- Elixir (Two discussions underway)
- Can add 50/100 percent of revenues and double PAT in 3 years (over organic)

Funds for Growth

- Assets Release 14/0
- Internal accruals/Reserves
- PE discussions (Yes or No)
- Potential QIP in FY2023

Corporate Actions

- Merger Underway
- Fund Raise in both businesses
- Potential Demerger into two listed entities

AI-Tech Backbone

120+ TECH TOOLS TO HELP STUDENTS IN THEIR JOURNEY

Student

Pre-engagement



PROGRAM RECOMMENDER

- Fuels High Course Completion Rate
- Results in Higher Upsell

Engagement



COLLEGE PREDICTOR

- AI-based mapping of performance with eligibility criteria
- Saved ₹25 mn for students in form fee



DRILL-DOWN ANALYSIS

- Detailed analysis of student performance
- Ensures consistency of success rate



STRENGTH FINDER

- Irons out issues in performance - score and accuracy
- Results in 15%ile + growth in results

Outcome Prediction



RANK/%ile PREDICTOR

- Keeps students 2-steps ahead in career planning
- Builds Aspi.ai's Knowledge Repository

Outcome

AI Engine

Knowledge Repository

Student Meta Data

Performance Capture

Predictor Engine

AI-Tech Backbone

120+ TECH TOOLS TO HELP STUDENTS IN THEIR JOURNEY

Student

Pre-engagement



PROGRAM RECOMMENDER

- Fuels High Course Completion Rate
- Results in Higher Upsell

Outcome

AI Engine

Knowledge Repository

Student Meta Data

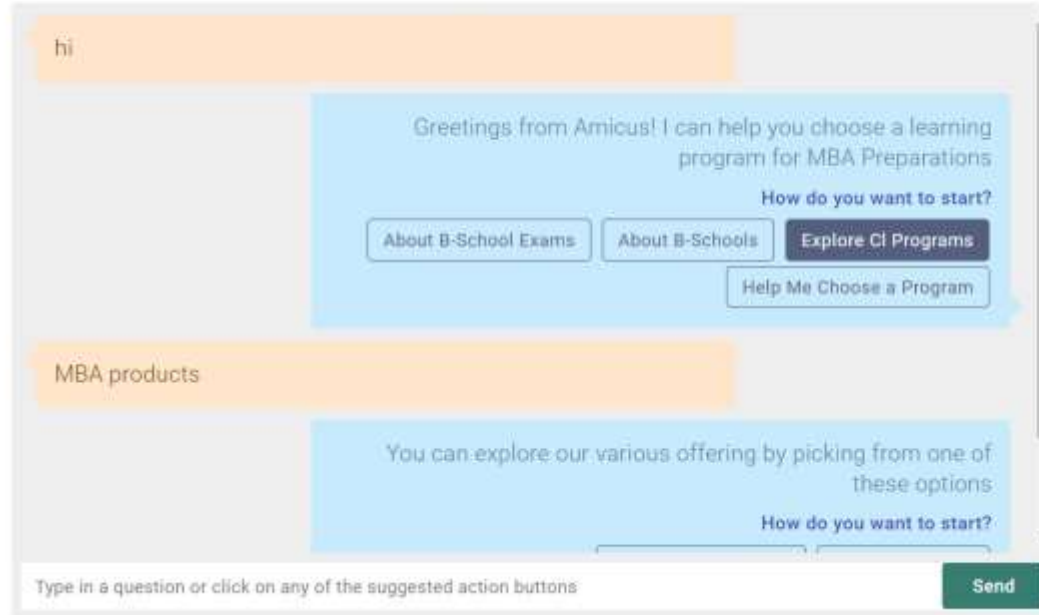
Performance Capture

Predictor Engine

AI-Tech Backbone

Amicus - The AI Advisor for MBA Aspirants

I am Amicus. You can take my help to select the best product to help you crack your MBA prep



hi

Greetings from Amicus! I can help you choose a learning program for MBA Preparations

How do you want to start?

About B-School Exams About B-Schools Explore CI Programs

Help Me Choose a Program

MBA products

You can explore our various offering by picking from one of these options

How do you want to start?

Type in a question or click on any of the suggested action buttons Send



Amicus

An AI-driven program recommender, Amicus, has helped millions of students search for and enroll in the right programs as per their academic requirements

AI-Tech Backbone

120+ TECH TOOLS TO HELP STUDENTS IN THEIR JOURNEY

Pre-engagement

Engagement



PROGRAM RECOMMENDER

- Fuels High Course Completion Rate
- Results in Higher Upsell



COLLEGE PREDICTOR

- AI-based mapping of performance with eligibility criteria
- Saved ₹25 mn for students in form fee

Student

Outcome

AI Engine

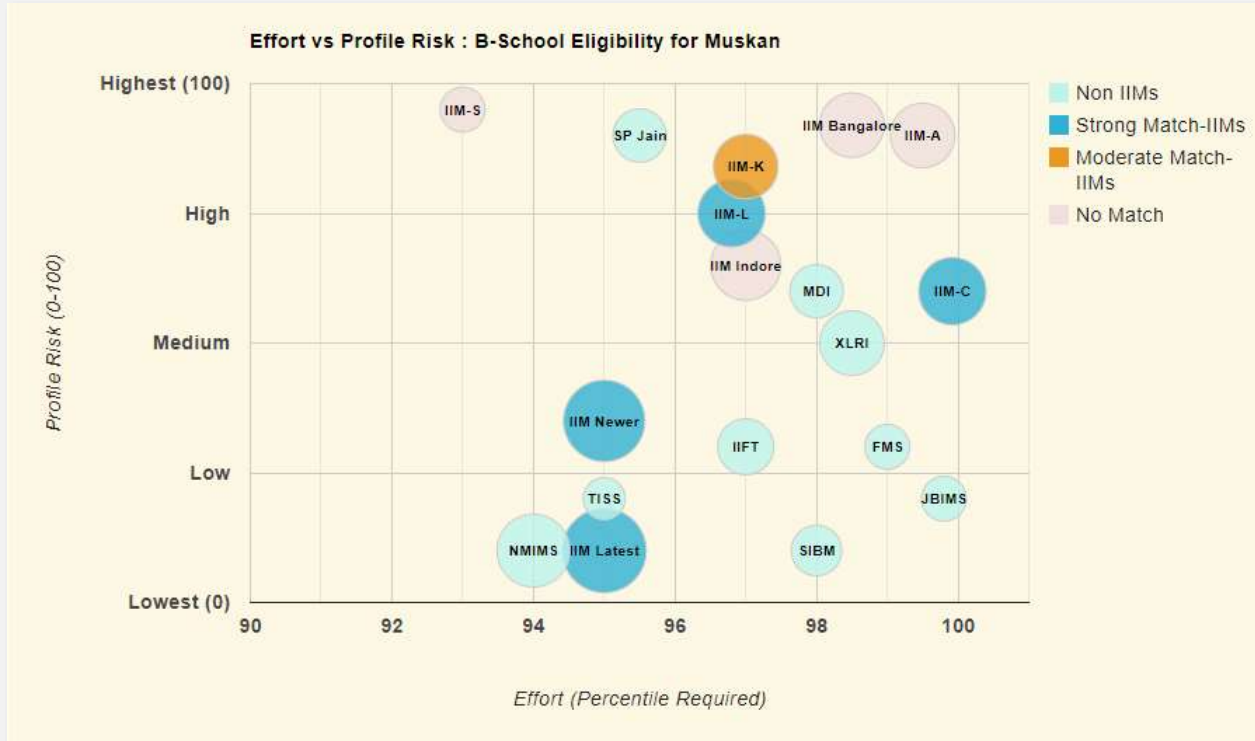
Knowledge Repository

Student Meta Data

Performance Capture

Predictor Engine

AI-Tech Backbone



IIM Profiler

CL's Patented tech tool that gives a clear picture of which B-schools does the student have a clear chance of getting shortlisted

AI-Tech Backbone

120+ TECH TOOLS TO HELP STUDENTS IN THEIR JOURNEY

Pre-engagement

Engagement



PROGRAM RECOMMENDER

- Fuels High Course Completion Rate
- Results in Higher Upsell



COLLEGE PREDICTOR

- AI-based mapping of performance with eligibility criteria
- Saved ₹25 mn for students in form fee



DRILL-DOWN ANALYSIS

- Detailed analysis of student performance
- Ensures consistency of success rate



STRENGTH FINDER

- Irons out issues in performance - score and accuracy
- Results in 15%ile + growth in results

Student

Outcome

AI Engine

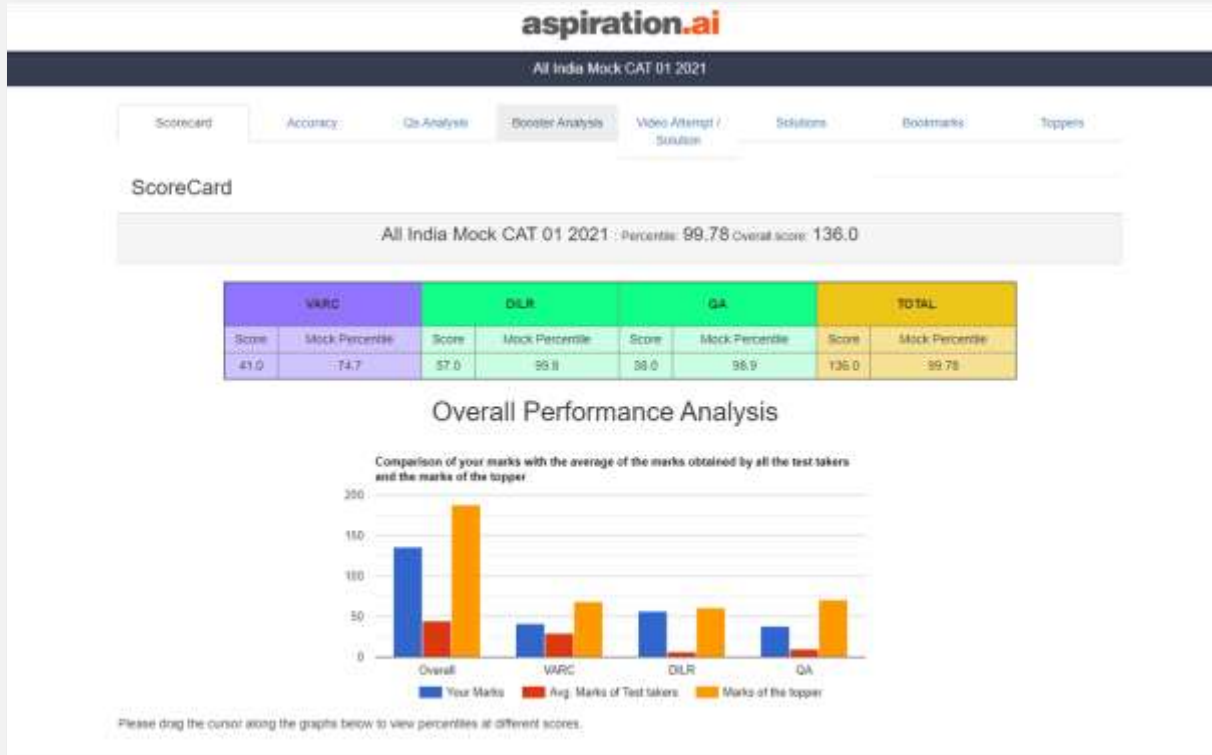
Knowledge Repository

Student Meta Data

Performance Capture

Predictor Engine

AI-Tech Backbone



Drill-down Analysis

Drilled-down analysis to know which questions should have been attempted and which ones should have been left basis of question attempts, accuracy, time spent.

AI-Tech Backbone

aspiration.ai

All India Mock CAT 01 2021

Scorecard Accuracy Qs Analysis Booster Analysis Video Attempt / Solution Solutions Bookmarks Toppers

Tough Medium/Difficult Easy-Medium Easy

View this mock's Drilldown Analysis Drilldown Analysis

VARC			DILR		DA	
VARC						
Q.No.	Topic	Your Score	Attempt	Accuracy	Your Time (in mins:sec)	Avg Time of 90%iles (in mins:sec)
1	Inference Based	3	92%	89%	3:40	3:37
2	Fact Based	3	90%	89%	0:49	0:55
3	Fact Based and Inference Based	3	83%	71%	0:34	2:14
4	Fact Based	3	92%	91%	0:37	0:53
5	Main Idea	3	83%	77%	4:25	3:22
6	Fact Based	1	45%	55%	1:18	1:47
7	Fact Based	3	88%	73%	0:26	0:39
8	Fact Based and Inference Based	3	81%	89%	1:08	0:59
9	Fact Based and Inference Based	3	72%	84%	4:16	3:23

Drill-down Analysis

Drilled-down analysis to know which questions should have been attempted and which ones should have been left basis of question attempts, accuracy, time spent.

AI-Tech Backbone

120+ TECH TOOLS TO HELP STUDENTS IN THEIR JOURNEY

Student

Pre-engagement



PROGRAM RECOMMENDER

- Fuels High Course Completion Rate
- Results in Higher Upsell

Engagement



COLLEGE PREDICTOR

- AI-based mapping of performance with eligibility criteria
- Saved ₹25 mn for students in form fee



DRILL-DOWN ANALYSIS

- Detailed analysis of student performance
- Ensures consistency of success rate



STRENGTH FINDER

- Irons out issues in performance - score and accuracy
- Results in 15%ile + growth in results

Outcome Prediction



RANK/%ile PREDICTOR

- Keeps students 2-steps ahead in career planning
- Builds Aspi.ai's Knowledge Repository

Outcome

AI Engine

Knowledge Repository

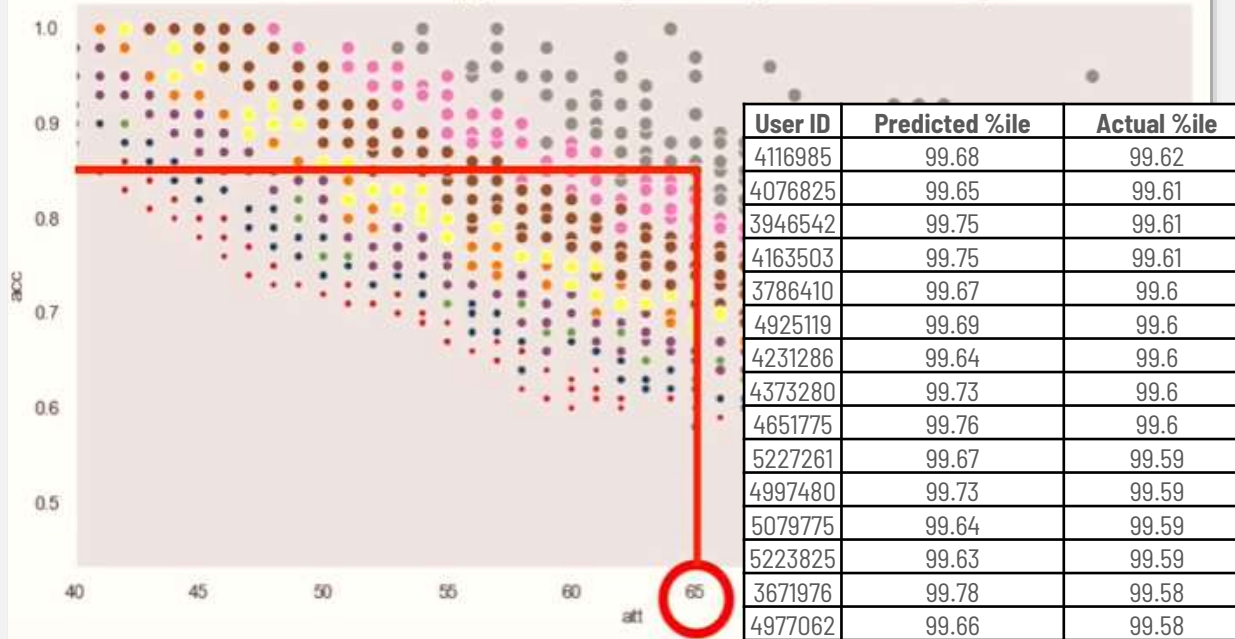
Student Meta Data

Performance Capture

Predictor Engine

AI-Tech Backbone

Slot: 1 How Toppers Managed Attempts and Accuracy



Rank and %ile Predictor

Highly accurate, AI-drive rank and percentile predictors for the actual exam attempts

Investment Focus For Growth

Go-to-Market Investments

1) Marketing & Sales :

- Brand Building campaigns (Youth, Aspiration, Awareness)
- Virality and new media focused
- User Community and Engagement
- Short videos, Special Events (Colleges, For ex), Cricket etc.,

2) Sales:

- Avatar Project (2.5X) Team expansion
- SalesTech and Automations (Unassisted Focus)

Inorganic

- Elixir (UPSC Leadership Initiative)
- One or two start-ups always in engagement

Product-Tech

- Data Science and AI prowess
- Voice-Tech investments
- Automation Projects



Thanks!

Do you have any questions?

Sujatha Kshirsagar

sujatha.k@careerlauncher.com

Arjun Wadhwa

arjun.wadhwa@careerlauncher.com

Arks Srinivas

arkss@careerlauncher.com

