

CL Educate operates through a variety of verticals including test prep, vocational education, K12 schools, publishing among others. The firm is popularly known through its test prep centres under the name Career Launcher which provides coaching for CAT, CLAT, engineering, medical among others.

The draft red herring prospectus states that the Indian test prep market is estimated at Rs 37800 crore as of 2015-16, having grown at a CAGR of approximately 14 per cent from 2008-09, driven by factors including escalation in income levels, increased spend on education, high competition for limited seats in quality institutes and complexity of entrance exams.

Further, the company is also looking to expand their geographical footprint and increase test prep center utilization across India in the test prep business and diversify the business into the B2BC (business to business customer) spectrum of the education sector.

Link: http://www.business-standard.com/article/companies/cl-educate-looks-to-maintain-asset-light-model-116041900573_1.html