



CAT results out

One out of two 99 percentilers in CAT 2022 trusted CL for its services

CAT 2022 results were released by IIM Bangalore on 21st December. This year, CAT witnessed 2,22,000 aspirants taking the exam, of which 2200 scored 99 percentile or above. Of these 2200 students, 1153 trusted CL for one service or the other including percentile predictor, test series, online program or the classroom programs; with Srajal Gupta, a student of CL's VARC program and test series, scoring the perfect 100 percentile.

Out of a total of 2.55 lakh registered candidates, 2.22 lakh appeared for the exam on 27th November. There were 35% females and 65% male students who took the exam this year, a number similar to last year. Engineers continued to perform better in the exam: with 10 out of a total 11 students who scored a perfect 100%ile being engineers.

CAT continues to be the flagship for top management schools of India, including the IIMs. According to experts, it will continue to grow at about 12-13 percent. CAT also is going international with examination centers coming up in five locations, including Bangladesh, Dubai, Singapore, and Kathmandu. Many European business schools already accept CAT scores; and more than 25 new international universities are likely to get added in the coming year or two.

Congratulations!

100%-iler in CAT 2022



Srajal Gupta
CL ID: 11804471

SATYASPEAKS



Editor-in-Chief

Hello CLite,

The results of CAT and CLAT have been in already this year. Most CL centers have witnessed excellent student successes; and have kept the flag of CL legacy flying high. Our task of strong and proactive engagement with the next crop of aspirants is underway already.

The cycle of ABC and ABR of 2022 was very exciting and rejuvenating this year. The idyllic locales of Sri Lanka made it even more enchanting. The heady potion of the CUET possibilities added to the intoxication. I sincerely hope that our 2023 outcomes across products, including CUET or international education, match up to the promise.

Year-end celebrations, social activities like blood donation camps, etc., rounded off the year 2022 on a very happy note.

Wishing you and your family members a wonderful and rewarding 2023. Do take care of your health as a special effort in the new year as much as you take care of your business.

Cheers!
Satya



CLAT 2023 Results

7 out of top 10 students in CLAT 2023 are from LST

*LST's 2-year classroom student **Abhinav Somani** from Nagpur bags **All India Rank 1 in CLAT and AILET 2023***

Once again, in 2023, LST students bagged the top ranks in CLAT and AILET, ensuring LST's legacy continues. Abhinav Somani from Nagpur center topped in CLAT 2023 scoring 116.75 marks. Abhinav who joined LST's 2-year classroom program at Nagpur, also topped AILET, scoring 92 marks. Among the toppers, Shubham Thakare (CLAT 2023 Rank 3, AILET 2023 AIR 2), Arnab Maheshwari (Rank 4), Hemaang Gupta (Rank 5), Navya Nair (Rank 6), Piyush Gupta (Rank 8), and Upmanyu Chatterjee (Rank 10) also studied at LST. For AILET 2023, 6 out of top 10 students had joined LST for their exam preparation. This ensured LST-ians bagging the top ranks in CLAT and AILET for 16 consecutive years now.

CLAT which was conducted in the months of May/ June pre covid was conducted on 18th December this year for 2023 admissions. The CLAT consortium which conducts CLAT decided to shift the exam dates to December to ensure the exam is not dependent on the Board exams and students are free before the same.

CLAT continues to be the flagship exam for admissions in top National Law Schools. According to experts, it will grow at about 10-15 percent every year. Apart from CLAT, the other exams which the students target for admission in Law schools are AILET, SLAT, Christ University Entrance, LSAT-India™ and MH-CET.

7/10

Top Ranks in CLAT 2023 ...and counting!

**AIR 1****Abhinav Somani**
CL ID: 30378350**AIR 3****Shubham Thakare**
CL ID: 30578370**AIR 4****Arnab Maheshwari**
CL ID: 30408018**AIR 5****Hemaang Gupta**
CL ID: 11754936**AIR 6****Navya Nair**
CL ID: 11729589**AIR 8****Piyush Gupta**
CL ID: 30597971**AIR 10****Upmanyu Chatterjee**
CL ID: 11840317

Top Ranks in CLAT for 16 Consecutive Years!



CL hosts its 23rd Annual Business Conference

An exclusive conference for its partners

It was once again that lovely time of the year when we look back, review, celebrate & glorify our hard work, which we put in throughout the year, and find opportunities to do better in the coming year.

Career Launcher hosted its 23rd Annual Business Conference (ABC 2022) from December 6th to 9th, 2022 – the amazing annual event consisting of intense academic & business sessions, no-holds barred discussions, stimulating strategy sessions, and much more! With nearly all centers participating through their virtual presence, we had powerful content-packed sessions which elevated our skills, will and agility levels to newer & unheard-of heights. ABC 2022 offered its participants a wide range of opportunities and served its intended purpose of opening our minds to the new age we are transiting through.

This year the first two days of ABC were devoted to Aptitude products and the next two days were dedicated to Knowledge products.

The theme chosen for this year's ABC and ABR was "King Kaun"!

We wish to interpret it in many ways including "Test Prep ka King Kaun".

This is not a statement of arrogance. This is an autosuggestion to ourselves about being the numero uno or the king among the student-servicing education brands of India. Unlike the conventional king who earns it by birth, CL has earned its position by dint of her karma, efforts, creativity, discipline and above all, her commitment to core ideology including her core values.

We want to be the invincible king of academics, king of customer service, king of innovation, etc. When CL speaks, it speaks with absolute authority of a king who has earned it all by his or her hard work and efforts. Hence, he or she or we, collectively, emerge stronger after any crisis.

Day 1: December 6, 2022

The ABC kicked off with the welcome and opening notes by Himanshu Jain, as he set the context and agenda for the next four days. Followed by the same was the **keynote address by Gautam Puri** who started his session by flashback of 20-21 when people said Covid has given push to EdTech and offline classes will have no future, but in the current scenario Covid has gone and so is EdTech. As per him, this



was mostly due to the poor delivery of academics. GP also referred to few EdTech platforms which had laid off people and are on the verge of shutting down. He mentioned how CL not only survived Covid but also grew by 25%, and signed-up new centers, and the credit for that goes to entire CL team.

The next session was MBA the Numero Uno by Satya and Shivku. Satya started the session by mentioning that MBA was, and will remain, the Numero Uno as a career option. He mentioned that currently a humongous dip is seen in the placement offers in top colleges. This indicates that there is great opportunity for us to make the MBA market grow. He mentioned that more premium B-Schools will start offering 5-year integrated programs. Satya suggested that a center should know the students well at pixel level and not at the canvas level which will help spread good word of mouth in market to grow our business. Shivku stressed on the importance of academic servicing; and suggested centers to work on batch separation based on academic background like Eng and Non-Eng, Math and Non-Math. He spoke about academic initiatives taken by CL, including Percentile Predictor, our CDC's were close to CAT, Daily dose with video solutions. He ended his session by announcing an exclusive offline session "ACE CAT 2023" to increase our CAT'23 numbers and suggested all centers to plan the event.

The next session was 5 Golden Rules to become an MBA Leader-My Learnings by Prasan Kamat of CL Mumbai. Prasan shared the 5 golden rules which he is implementing in his region which has helped him grow the MBA volumes – 1) Decide that CAT is damn important! He mentioned CL-Mumbai was very happy with CLAT but Covid made them

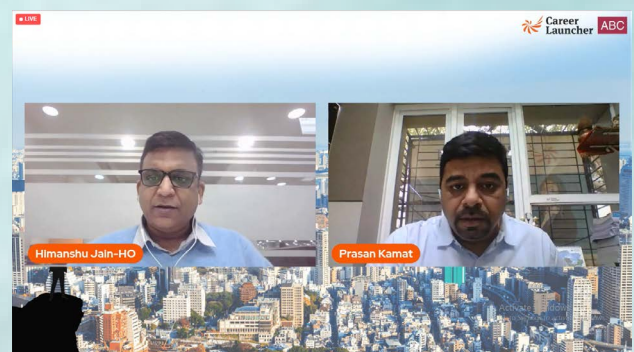
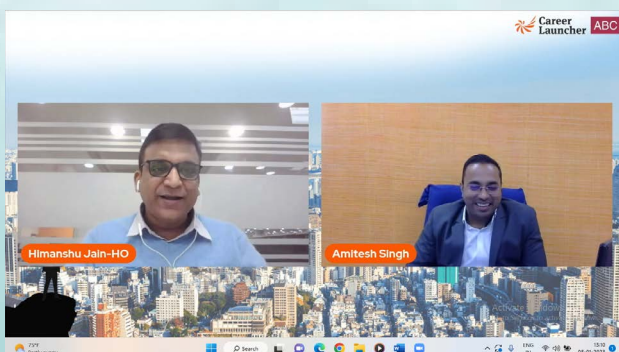
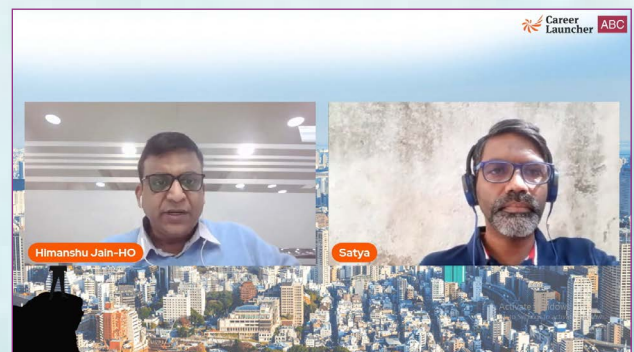
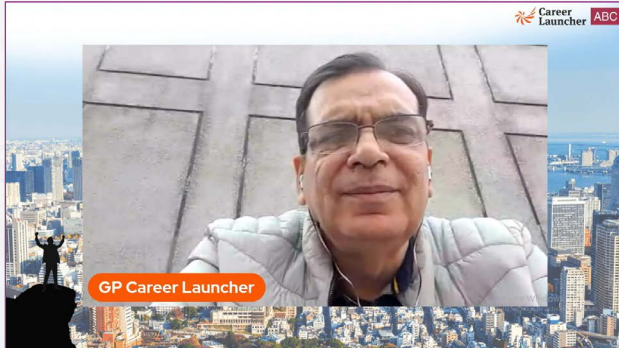
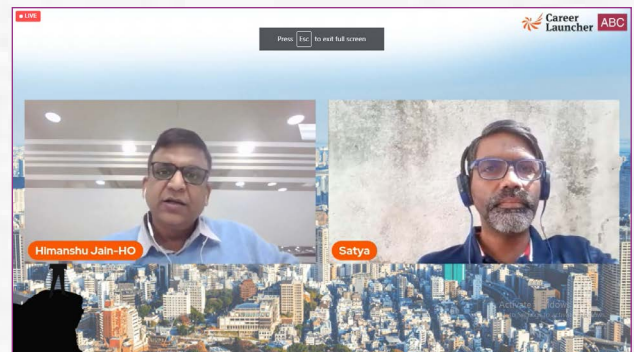


look at CAT seriously 2) Have a strong ON-THE-GROUND team 3) Hands-on push for enrolments – He added that increase in number of seminars and following a strict process of enrolment closure helped them increase the CAT volumes 4) Marketing will get numbers this year, delivery will sustain that number – he mentioned good academic servicing will create a good WoM in the region and increase the referral business 5) Have strong process – PTMs, faculty trainings and regular meetings and review with team.

Another session on 5 Golden Rules to become an MBA Leader-My Learnings was delivered by Amitesh Singh Yadav of CL-Kanpur

Amitesh mentioned that the following are the 5 commandments which helped him to do better in CAT business – 1) The Connection – he said a simple “Yes I am always available for you” to a student will help us go a long way 2) The Roots – Focus on quality in classroom delivery 3) The Reach 4) The feel – Make the students feel important 5) The Hope – Give hope to students that they can, but no false hopes though.

Day 1: Pics





Day 2: December 7, 2022

Institutional and International Business by Nikhil Mahajan

Nikhil gave an update on CL Media business. He mentioned that a center currently makes anywhere around INR 35 to 75 lakh from the CL Media business and this revenue can be used for marketing Test-Prep programs. He mentioned that currently we have around 250+ clients and aspire to take it to 1000+ in the next 3 years. He also gave a brief update on non-India test-prep business and Study Abroad business. Nikhil mentioned that Study Abroad is currently offered at 12 locations; and is planning to take it to 100+ locations in the next 24 months. He also suggested current partners to take up IE products and plan for a separate center and team for the same.

International Education: GMAT, GRE, SAT, Admission Consulting by Arjun Wadhwa.

Arjun mentioned that in International Education (IE) space, CL is now also focusing on the student global mobility business by suggesting the best university abroad apart from training students for GRE, GMAT, SAT. He mentioned that CL now has relationships with 1500+ universities abroad.

Undergraduate Apti: Law, IPM, BBA by Amitendra Kumar & Gautam Puri.

Amitendra started the session by mentioning that CL holds the leadership position and showcased the

results that we have in Law space. He gave an update on Law business for the last one year and said that the increase in classroom enrollments and increase in ARPU have resulted in increase in the revenues. He talked about the academic initiatives taken by CL in last one year, like, LST modules were revamped, new application sheets for LST Bullet, Race to NLU event etc. He said IPM segment will get more interesting as more IIMs are planning to start IPM; and even IITs and NLUs will start IPM. Category students have a upper hand in cut-offs in IPMAT and he asked all partners to focus on using this to enroll more category students.

5 Golden Rules to become a Law Leader: My Learnings by Lloyd Mohan Palikandy of CL Pune.

Lloyd mentioned the practices that CL-Pune team is following to gain the leadership position in Law business. He said academics is the important piece to focus on to create a good WoM in the student segment. He mentioned that the students are taken through following academic plan – Foundation followed by basic, advanced, booster; and finally by conducting mock analysis. He said that counselings are taken by the key resources at centers and generally involve students solving questions during the counseling. As per him, if parents get involved in solving the questions it is a confirmed enrollment for them.

Day 2: Pics





Day 3: December 8, 2022

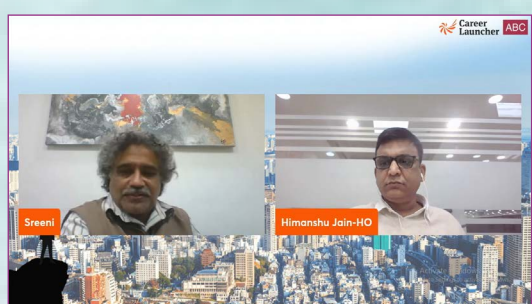
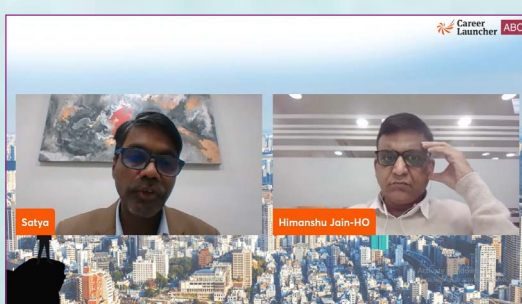
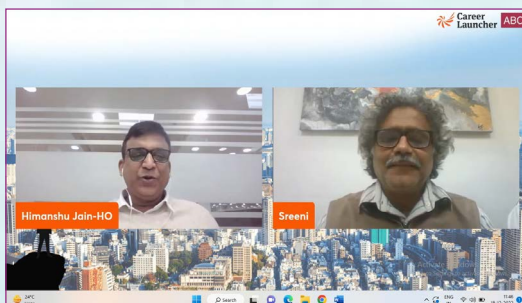
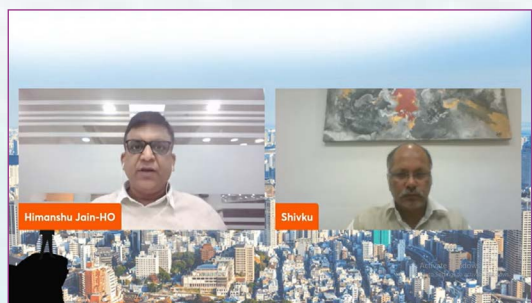
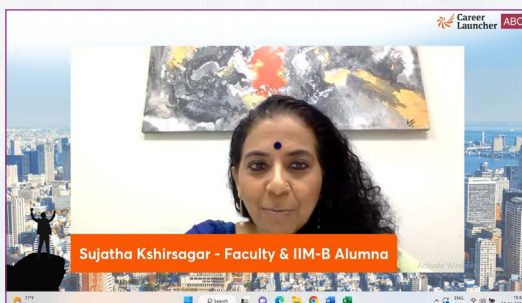
Business Keynote: Biz of Acads and Acads of Business by Sujatha Kshirsagar. Sujatha started her session by mentioning how big is the class 12th student market in India. She mentioned it's a market of 1.4 cr which comprises 38% commerce students, 32% humanities and 30% science students. Sujatha mentioned there is no organized player in commerce and humanities segments; and CUET comes as a great opportunity to address this segment. CUET brings an opportunity to open 1000 centers in the next 3 years and the current CL partners must look at launching more centers.

Academics Keynote: Building Academic Team and Leadership in Knowledge Programs by R Shiva Kumar. Shivku started the session by mentioning how the knowledge products will play an important role in centers' business growth and compared the Knowledge programs Vs aptitude programs on different parameters and drew a conclusion that most of the current centers can easily teach the knowledge programs. He also mentioned that MCQs vs Subjectivity shift is a great business opportunity for all partners.

Humanities The Dark Horse by Satya Narayanan R. Satya started the session by mentioning humanities is least crowded space and extremely aspirational. He mentioned that most of the Humanities subjects can be taught easily by many of our partners and few topics are common between commerce and humanities streams. He urged all partners to offer CUET and mentioned we all offer CAT and CLAT even at those locations where we don't have an IIM or an NLU as we have aspirants spread across the country. Similarly we have aspirants who want to apply to good universities like DU, BU, JNU, AMU and many others.

Personality The Winning Edge for CL by Sreenivasan R. Sreeni's session was extremely interactive and engaged audience with questions related to the test-prep programs. He defined the term personality and how a parent / family plays an important part in shaping it. He illustrated the 8 intelligences which play a pivotal role in shaping one's personality. Sreeni also mentioned that each partner plays a very important role in shaping the personality of each student who enrolls with us. He emphasized that we should all focus on adding few sessions on Life and Career Skills, Learning and Innovation Skills. He also elaborated on 7 spaces which will add value to our student servicing.

Day 3: Pics





Day 4: December 9, 2022

Mathematics and Applied Mathematics An Imperative and A Winner by Shiva Kumar. Shivku mentioned most of the students fear Maths and nearly 100% take some form of tuitions in Maths. He also mentioned Applied Maths is a virgin market where one will not find any tutor specifically focusing on Applied Math. Shivku emphasised that any partner who is teaching Quant in MBA and IPM program can teach at least 75% of Applied Math.

Science – More than JEE-NEET by Jitin Arora. Jitin stressed on the point that Science is not JEE and NEET. Only 40% of science students apply for JEE/NEET; and the rest apply for UG courses in science stream. He also mentioned many colleges in DU offer programs in sciences, so there is a bigger market we can address in Sciences stream also. He remarked that Boards are majorly subjective whereas CUET is objective, hence a tuition teacher cannot teach CUET as s/he is used to the subjective way of teaching. Therefore CL can play a bigger role as we have been teaching the MCQ-based exams for more than two decades now.

Commerce – The Kingpin by Sujatha. Sujatha mentioned 38% of the 12th students are from commerce stream and there is no organized player in this market. She highlighted that CUET has played a role in creating the level playing field and more people from different geographies can now aspire to get into top universities/colleges.

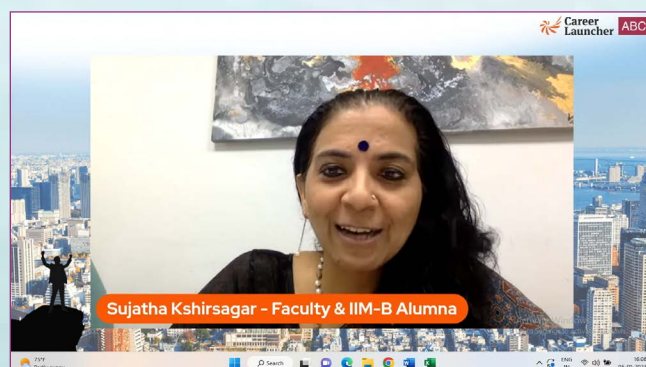
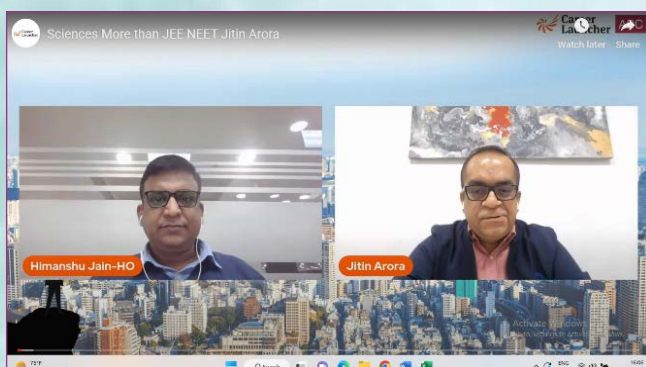
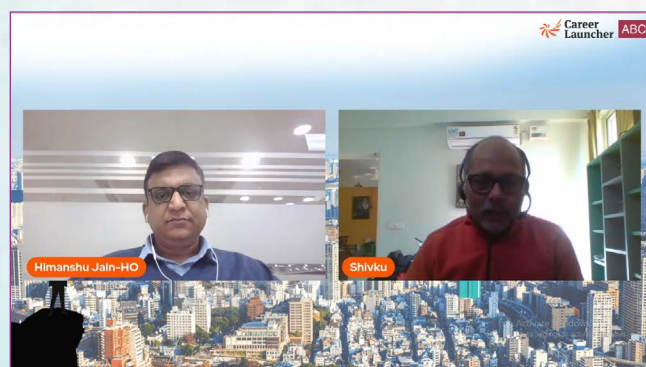
Course, College and Placements by Amitendra Kumar – Amitendra spoke in brief about Higher Education in India by

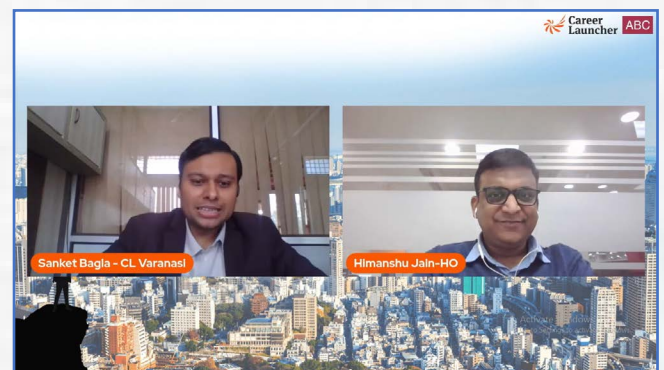
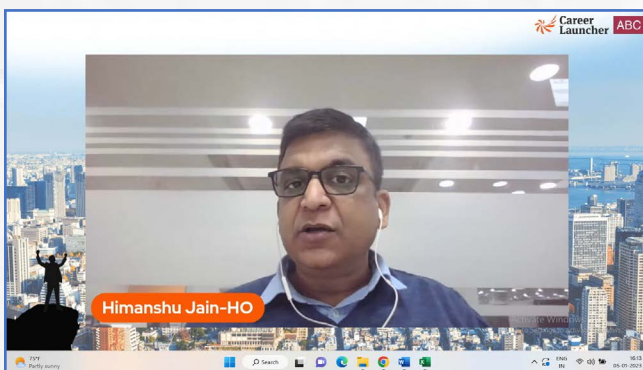
mentioning the number of universities, colleges, stand-alone institutions and number of aspirants. He also spoke about what challenges students face when they need to make choices of career, courses, and colleges. He mentioned that there is no standard process for ranking the colleges and there are multiple ranking media. He elaborated that CL is working on creating a platform for college ranking which will be based on multiple criteria, including placements record, faculty, alumni interaction, ROI and many more.

Synchronizing between CUET and LAW/IPM - My learning by Sanket Bagla (CL-Varanasi). Sanket shared his experiences in offering the CUET program successfully at his center and suggested all partners to start offering CUET with a start-up mindset. He suggested to have separate resources for each program. IPM/BBA is a huge potential market and he urged centers to look at it as stand-alone product. He suggested to identify and target math group in school/tuition centers to create awareness about IPM/BBA. Sanket said in all his counseling he makes students solve a question to involve him/her deeply in counseling process, which helps him in increasing the conversion ratio.

Closing Notes by Himanshu Jain. Himanshu thanked all participants for being patient listeners. He thanked Satya for his guidance and Sreeni, GP, Nikhil, Shivku and Sujatha for very insightful sessions. He thanked Keystone, CL-Tech, CL-Network, CL-Operations team for all the back end support to make ABC 2022 successful and worthwhile for participants.

Day 4: Pics





Glimpses of CL Centers Attending ABC 2022



CL Surat



CL Meerut



CL Coimbatore



CL Dehradun



CL Bilaspur



CL Madurai



CL Gorakhpur



CL Trivandrum



CL Noida Sector 62



CL Srinagar



CL Varanasi



Career Launcher hosts Annual Business Retreat 2022 (ABR2022) – An exclusive event for CL Partners

To lay the foundation and shaping up dreams for the next phase of CL's journey – which, altogether, will be more exciting with newer opportunities and unconquered heights – CL hosted ABR 2022. As always, ABR 2022 was a residential event held at Taj Samudra, Colombo for 3 nights and 4 days from December 12, 2022 to December 15, 2022. ABR 2022 was attended by 100+ CLites from across the country. ABR is a wonderful opportunity for the new Business Partners to meet and interact with older Business Partners from across the length and breadth of the country; and learn from their experiences, besides meeting the CL leadership team.

Day 1: December 12, 2022

The delegates arrived at Colombo airport and were escorted to Taj Samudra, Colombo. Two formal sessions were planned for the day, post lunch. The conference started with Ashish welcoming the delegates and setting the agenda for the next 4 days. He welcomed and introduced all the new Business Partners who were attending ABR for the first time. Post the formal session, the delegates gathered in the evening for a poolside dinner. The famous cricketer Sanath Jayasuriya graced the occasion wherein he shared his life journey and how he emerged as a winner from the tough situations that he faced in his life.



Session 1: Opening Note by Sujatha – Sujatha started her session by highlighting the fact that India has become the world's 5th-largest economy and the big opportunity it brings for all of us. She mentioned that around 1% of India's population



is in grade 12th which is around 1.4 cr and highlighted the fact that 1% are millionaires. She also mentioned that exams like CAT, CLAT and CUET will go global very soon. She highlighted the 3 big rocks that all of us should focus on to grow to next trajectory – 1) MBA/LAW – Win decisively 2) CUET – Play Big 3) Increase in Student Mobility.



Session 2: Key Note Address by GP – GP in his keynote address mentioned the 4 key growth drivers for CL: 1) Test- Prep Aptitude – he mentioned that EdTech is in a mess and offline is back with a bang. The future of test-prep will be hybrid and CL has gone the hybrid way since 2009 w.r.t to MBA. He mentioned that the number of CAT takers has increased and will stay at 2.5L – 2.6L. He urged all the partners to push non-engineering students to take CAT, focus on category students and use the reservation opportunity. He mentioned there is a change in the law market dynamics with board exams now happening post CLAT and AILET. Though this has impacted our express market but at the same time, LST Bullet enrollments should increase. While talking about IPM, he mentioned that it's a failure of CL system to increase the number of IPM test-takers. He emphasized to all partners to focus sincerely on

the BBA/IPM segment. 2) CUET – GP mentioned that more students will now apply for CUET as even a student with 80% -85% can aspire to get in to top Universities/Colleges. He suggested that all LAW and IPM students should be enrolled for CUET and all centers must offer Math and Applied Math course as all partners can teach the same which is our core strength. 3) International Education – GP mentioned that IELTS is taken by 4.5 lac students which is 2X times of CAT. He mentioned that CL has tie-up with 1500+ universities globally and a partner can earn from students (test prep) and via partner Universities 4) Partner Driven – GP mentioned that since 1996 CL growth story is partner driven and in future too it will be the same. He suggested all partners to expand the products offering and look at CUET as a great opportunity as this will be a money spinner for all of us.



Day 2: December 13, 2022

Session 1: Business Planning Workshop for CUET by Shivku and Sujatha – Sujatha explained the business planning worksheet for CUET to all participants and helped them understand the TAM (Total Addressable Market), SAM (Service-able Addressable Market) and SOM (Service-able Obtainable Market). Sujatha made all the partners work on the CUET Business Planning sheet for their respective region and understand what numbers they can/should chase for the next 3 years. Shivku did a session on capacity building and mentioned that our current pool of faculties can take academic topics in CUET and most of the partners themselves can take Math and Applied Math. Sanket and Vaibhav shared their experience on how they have built the CUET market in

their respective region.



Session 2: Apti Workshop – Revisit the opportunity and Market size by GP – GP helped all the partners revisit the UG and PG Apti market share by making them understand the TAM, SAM and SOM. He urged all partners to increase the market share. He suggested following points to increase the IPM/BBA business – 1) Focus on Science segment 2) Keep separate resource for IPM/BBA 3) Focus on 9th and 10th grade 4) Increase awareness on IPM course 5) Involve parents





in counseling 6) Focus on category students because of lower cut off and we can get good results.

Session 3: Leadership with Empathy by Sujit, Sujit in his session explained what are the different kinds of responses any individual would exhibit with respect to different situations and how being empathetic would help every individual in their personal and professional lives. He suggested all participants to train themselves to be more empathetic to all and in any kind of situation that they would face in day-to-day life. He said being empathetic would help a center in student counseling and student servicing. He listed down the Empathetic Practices in sales to be undertaken at the time of counseling. These included: 1) No Phone calls 2) Shut the Laptop 3) Make notes.



Session 4: Corporate updates and the way forward by Nikhil – Nikhil referred to the two periods of recession that we have seen after starting CL and how CL has overcome the same. He mentioned that CL is in a recession-proof business. Nikhil showcased the revenue figures y-o-y from FY 2020 till

H1 FY23 and mentioned that CL is targeting to cross FY 2020 revenues in FY 23. He compared the current conventional business model with the new opportunity that we have in hand. He mentioned CUET has a TAM of 5 Mn+ and even if we can have a 5% market share it will be 5X of MBA and Law business put together. He also mentioned about the student mobility business wherein the Study Abroad as a business opportunity has a TAM of 1Mn +. He invited partners to take up the license for Study Abroad products. Nikhil spoke about corporate governance and instructed all centers to adhere to the corporate governance policies.



Session 4: Satya Speaks – Satya mentioned that India's growth story has just begun and each partner needs to "Stay Hungry and Stay Foolish". He referred to 7 traits of foolishness and mentioned these foolishness will drive the growth story of CL. 1) Satya said CL has just warmed up for growth and asked all partners to be more hungry 2) He said we are an eco system of entrepreneurs, and asked each partner to build legacy and gave example of CL Varanasi and CL Dehradun 3) He said CL is Earliest Birds – he referred to how CL started as PDP prep company and was one among the first to start LAW prep, VSAT based delivery and Franchising 4) Satya said we all should focus on customer, profits, growth and free cash on one hand and on investor, market cap and wealth on the other 5) Foolish visions – each partner should add 3-5 centers in 3 years and target a 1000 center in 3-5 years and mentioned that with CUET opportunity this is very much possible 6) Ethics and smartness don't go hand in hand – No one should ever have a reason to say that CL is unethical 7) "Bhakti and Seva bhaav" – uncool and old fashioned – Satya spoke about how important is student servicing. He said the only business multiplier is our "seva" to the students.



Vote of Thanks by S.C Bagla – Bagalji in his own usual witty style thanked his fellow partners (who he profoundly calls his "बसिंदरी"), CL Management team and all CLites for making ABR 2022 a very memorable one.



Annual Award Nights 2022





Day 3: December 14, 2022

Session 1: New Beginning – for New Partners – Sujatha conducted a session exclusively for new partners. She mentioned that the first 100 days will define our orbit and in which direction are we heading. She mentioned the following important points that a partner should follow to succeed in business – 1) Focus on increasing the number of seminars 2) Don't sell the program, sell the career 3) For UG products Customer is Parent and Consumer is Student 4) Invest in building brand. GP in the session mentioned about importance of academic servicing and how important it is to involve parents in student servicing through regular PTMs. Deepak shared his experience on how a center can be



successful.

Session 2: CL Varsity Workshop by Sreeni – Sreeni spoke about creating a single platform for all kinds of business and academic needs. CL Varsity will have videos related to marketing, operations, academics, and sales training. It will be a resource for all the partners to learn and grow. He also mentioned that academics will drive the business and knowledge will be the key to success. He mentioned 3 things to excel in life 1) Lifelong learning 2) Courage to fail 3) Humility. He urged partners to share video to be added in CL Varsity platform and make it more engaging.





Christmas Day Celebrations

CL organized the Christmas Day celebrations at Head Office on 23rd Dec, 22. Christmas Tree was decorated and put up at the office and the premises were beautifully decorated with balloons. Competition was organized for best decorated bay and best dressed male and female employee. All the departments put in their heart and soul in decorating their bays. The best decorated bay was won by CL Media and runner up was Digital Marketing Team. The best dressed male was Mr Hitesh Batra and there was a tie for best dressed female which went to Ms Priyanka Kapoor and Ms Ankita Panwar. The festivities were followed by cake cutting by Satya.

Below are Some Glimpses of the Celebrations

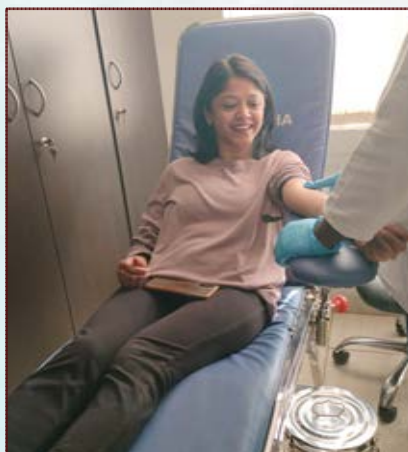




BLOOD DONATION Camp

As part of our service to the society at large, CL Educate Ltd organized a Blood Donation Camp at Head Office on 9th December, 2022 in collaboration with Rotaract Club. The response from the employees was heartwarming. In total 30 units of blood were donated. The donors received Certificate and Blood Donation card by the Rotaract Club.

GLIMPSES



CL AAJKAL is your letter to the world. We encourage each CLite to share articles, news, etc., alongwith photographs for the coming issues of this monthly newsletter.

Also, feel free to share any creative work, special achievement, or important news about your children and family. We will be glad to carry them, post review.

Please send your submissions to

claaajkal@careerlauncher.com

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