



Excellence In Education. Since 1995
Q3 FY21-22 Investor Presentation

Core Values



Safe Harbor

This presentation has been prepared by CL Educate Limited (the “Company”) solely for information purposes without any regard to any specific objectives, financial situations or information needs of any particular person. This presentation and its contents are confidential and should not be copied, distributed, disseminated, published or reproduced, in whole or part, or disclosed by recipients directly or indirectly to any other person. Data and comments contained in the presentation are basis what the Company believes are a reasonable representation of its businesses.

Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements.

CL Educate Ltd. will not be in any way responsible for any action taken based on such data or comments or statements and undertakes no obligation to publicly update these data or comments or forward-looking statements to reflect subsequent events or circumstances.

FY 20-21 or FY 21 means the year ending March 31, 2021

FY 21-22 or FY 22 means the year ending March 31, 2022

Contents



Zoomed Out View
A Summary



Financial
Updates



Business Updates



Corporate Update

Zoomed Out View – A Summary



CL Educate · 1D · NSE O114.85 H117.25 L109.75 C115.85 +0.35 (+0.30%)

Volume 20 39.491K 43.433K

Exit Full Screen (ESC)

Market Closed

Contributing Factors

- Q-o-Q business performance improved
- On Track to becoming Debt free by Dec 22
- Core business focus: Sustainable Revenue growth & Enhanced Margins
 - ✓ Distribution expansion through partners
 - ✓ Product Expansion (Done)
 - ✓ CU-CET



Contents



Zoomed Out View
A Summary



Financial
Updates



Business Updates

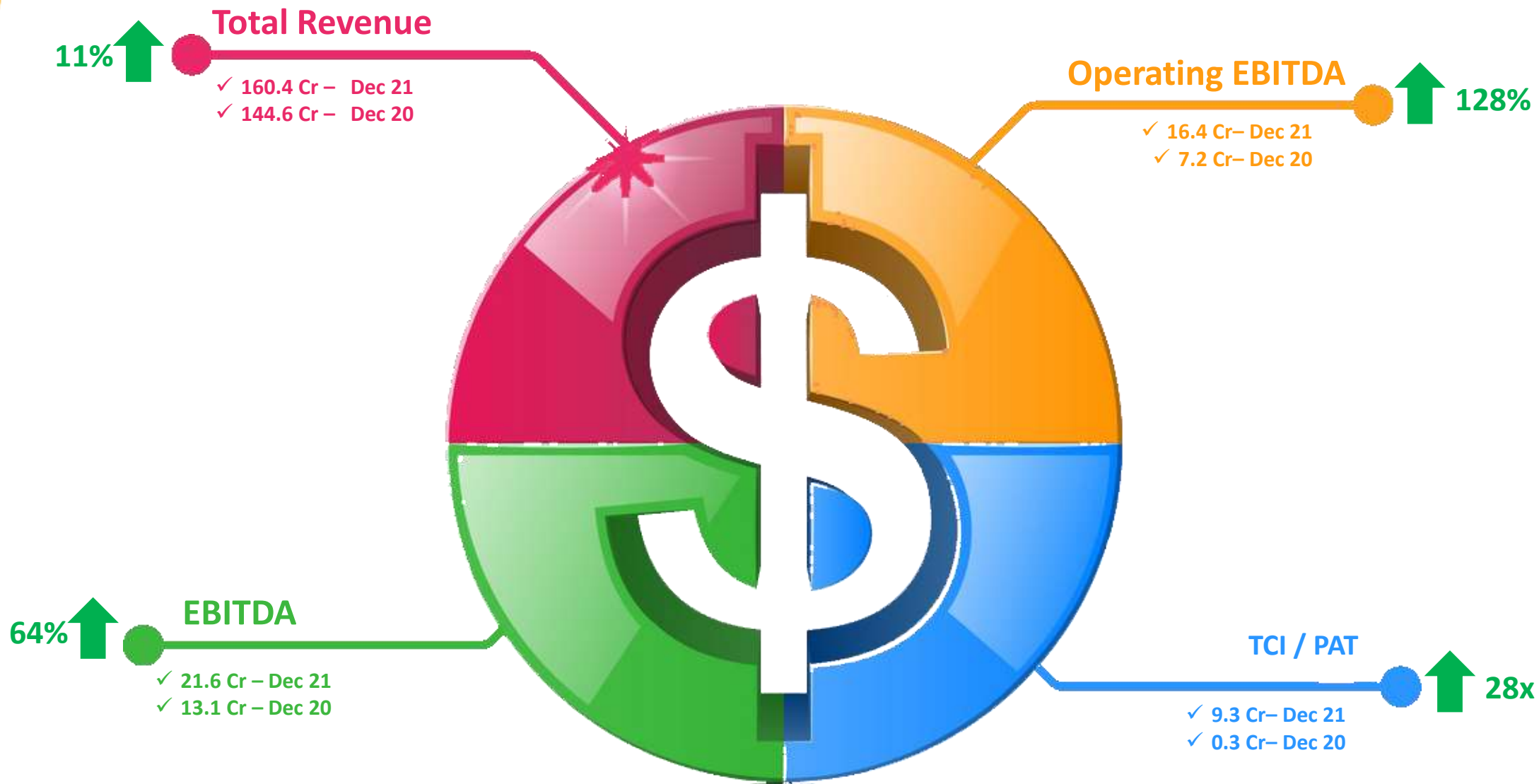


Corporate Update

Key Financial Indicators

	Dec 21	Dec 20	FY21
Total Revenue (Cr)	160	145	194
EBITDA (Cr)	22	13	(1)
TCI / PAT (In Cr)	9.3	0.3	(11.8)
EPS	3.2	(0.0)	(8.5)
ROE (Annualized)	4.4%	-0.01%	- 4.3%
ROCE (Annualized)	6.8%	2.8%	- 3.2%
Days Sales Outstanding (Days)	83	164	104
Gross Cash (In Cr)	58	70	69
Total Borrowings (In Cr)	17	44	43

Financial Snapshot



Cash Position

(Rs. In Cr)

	Mar 20	Mar 21	Dec 21
MF Investments	37.2	38.5	39.5
Fixed Deposits	12.4	13.0	6.2
Cash & Cash Equivalents	11.6	17.3	12.1
Gross Cash	61.1	68.8	57.8
Total Borrowings*	47.8	42.9	17.3
Long Term Borrowings	3.6	5.7	3.4
Net Cash	13.4	25.9	40.6

* Current Maturities are included in Total Borrowings

Contents



Zoomed Out View
A Summary



Financial
Updates



Business Updates



Corporate Update

Biz Segment : Updates

(Rs. In Lakhs)

	Q3 FY22	Q2 FY22	Q-o-Q	Q3 FY21	Y-o-Y	Dec 21	Dec 20	Y-o-Y
EdTech	2,755	3,235	-15%	2,435	13%	9,364	8,211	14%
Segment Results (EBIT)	311	650	-52%	557	-44%	1,626	1,035	57%
MarTech	2,261	2,086	8%	2,154	5%	6,160	5,659	9%
Segment Results (EBIT)	203	182	11%	144	41%	487	201	142%

- 9-month Revenues and EBITDA show positive trends, suggesting that the worst of the pandemic is now behind us. Can continue focus on sustainable profitable growth.
- Decrease in Q-o-Q EdTech Revenue due to seasonality. Q3 is usually the lowest quarter for student services.
- EdTech Q3 results (Y-o-Y) lower due to impact of salary and overhead reductions in FY21
- MarTech results shows significant growth on yearly basis. Clients responding well to the new VEP platform.

EdTech Business Update

- Student Revenue up 9% Y-o-Y. Recovery continues despite COVID threat.
- Non-Student revenue up 30% Y-o-Y basis.
 - Colleges and Universities also increasingly responsive to student acquisition business
- ARPUs continue to trend closer to Pre-COVID levels
 - MBA – Billing up 21%;
 - Law – Billing up 17%
 - BBA / IPM – Billing up 43%
 - International Education (GMAT/GRE) – Billing up 71%
- Partner Biz Billing up 30%
- Partnership with Vidya Mandir Classes to open new avenues of business
- Publishing bouncing back. Revenue up 5.5x (3.6 Cr vs 0.6 Cr)

MarTech Business Update

- Q-o-Q & Y-o-Y revenue grows ~9%
- Results: up 142% on Y-o-Y
- Virtual Events Business grows from \$1mn in FY'21 to \$2.1mn in 9-months of FY'22
- VOSMOS launch scheduled. New lines of business expansion includes – Keystone “Metaverse”



Kestone – VOSMOS, Virtual Reality



Contents



Zoomed Out View
A Summary



Financial
Updates



Business Updates



Corporate Update

Corporate Updates

- Three Land parcels liquidated during the period Apr-Dec 21.
 - Cash Infusion ~12 Cr
 - The third of these happened in Q3 for Rs. 3.24cr
- Merger Order has been reserved by NCLT



Thank You

For Investor Relations Queries Contact



Arjun Wadhwa
Chief Financial Officer

CL Educate Ltd.
Call: +91-98116 17289
E-mail: investors@careerlauncher.com
arjun.wadhwa@careerlauncher.com

Amit Kanabar
Investor Relations

CL Educate Ltd.
Call: +91-88009 76683
E-mail: investors@careerlauncher.com
amit.kanabar@careerlauncher.com

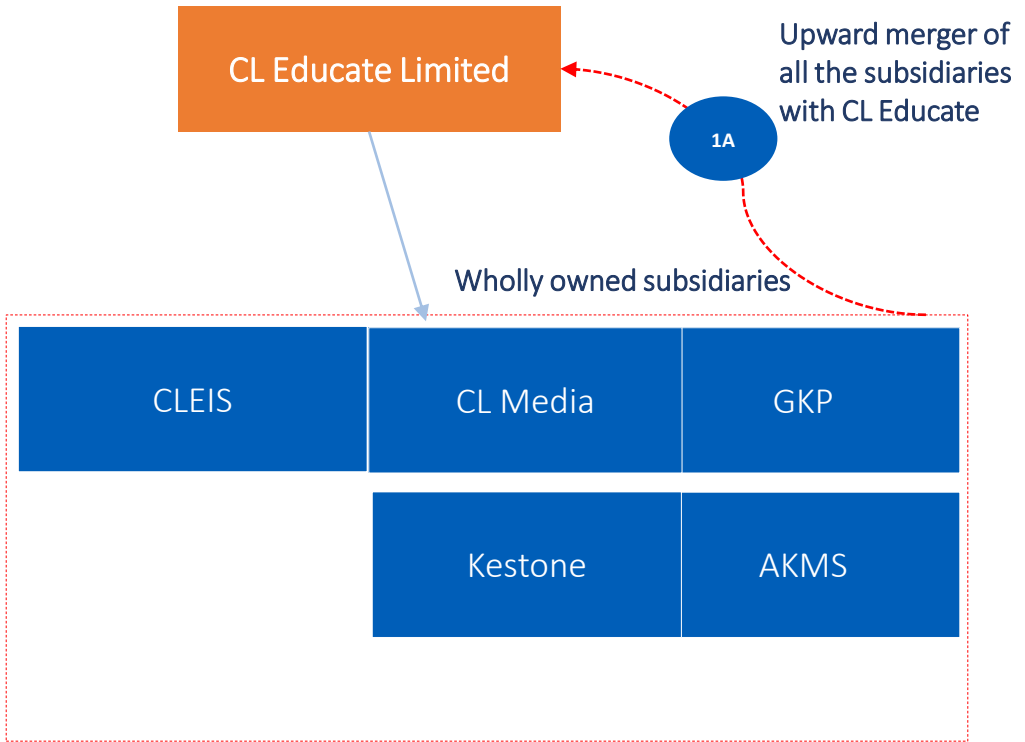
WISDOM IR

Ajay Jindal: ajay@wisdomsmith.com
Nirjhar Gupta: nirjhar@wisdomsmith.com

Annexures

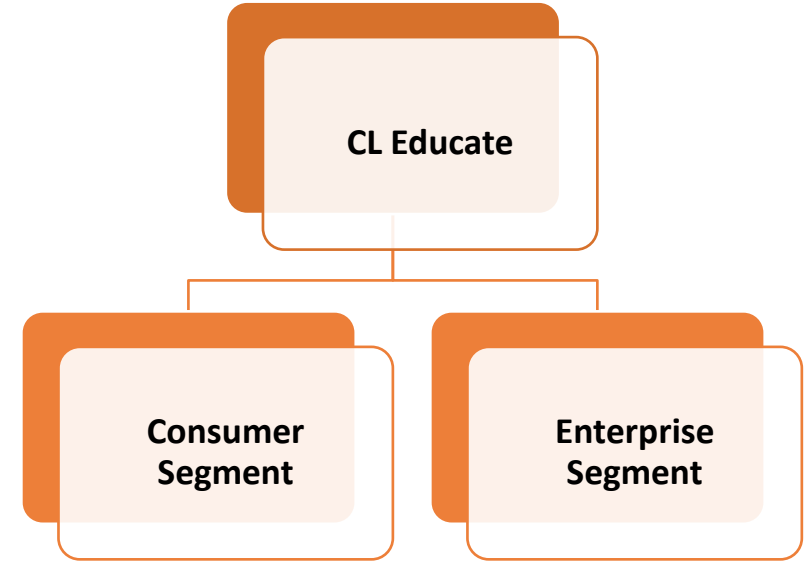
Merger Scheme

Pre-Merger Organization Structure



Composite Scheme: Merger of CLEIS, CL Media, GKP, AKMS and Kestone with CL Educate

Post-Merger Organization Structure

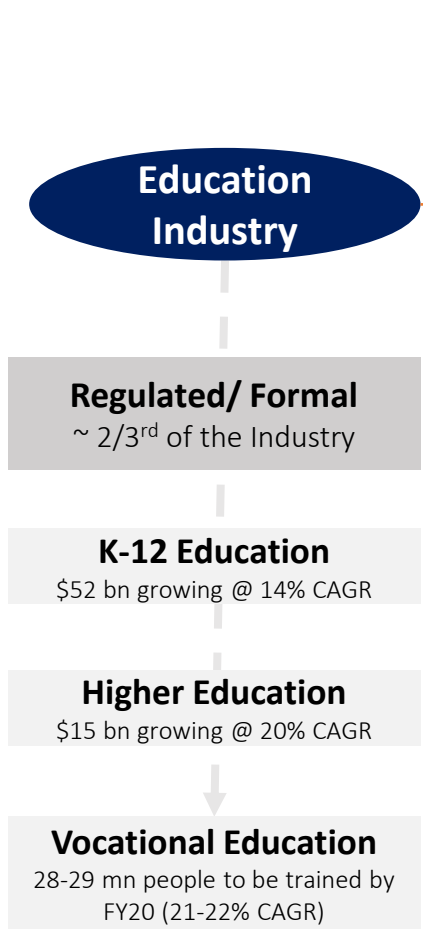


Operating in sizable @\$100 bn+, fast-growing industry

A \$100 bn+ market growing @16% CAGR

7.2% GDP Growth expected in the \$2.2 trillion Indian economy in FY18 (IMF)

Budget'19 allocation to education is Rs 8,187 bn, Up 10% YoY



CL's focus areas

Unregulated/ Informal/ Entrepreneurial

Test-prep/ Coaching

Publishing

Assessments

Research Services

Skill Training

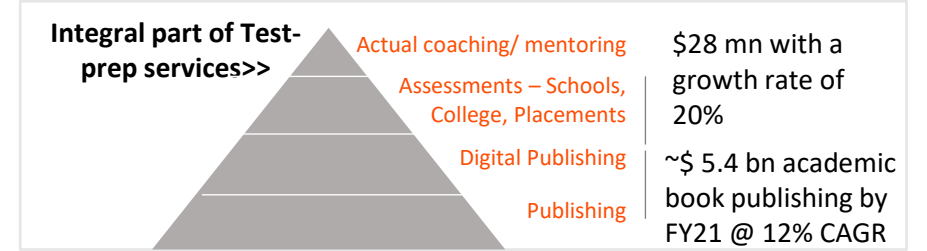
EdTech

Figures in Rs Cr

JEE 14,600	GATE 1,680	Medical 6,400	MBA 390	Law 83	CA 2,520	UPSC, SSC, Bank PO 11,500
---------------	---------------	------------------	------------	-----------	-------------	---------------------------------

CL's market-leading offerings

Rs 37,800 Cr in FY16 growing @ 14% CAGR**



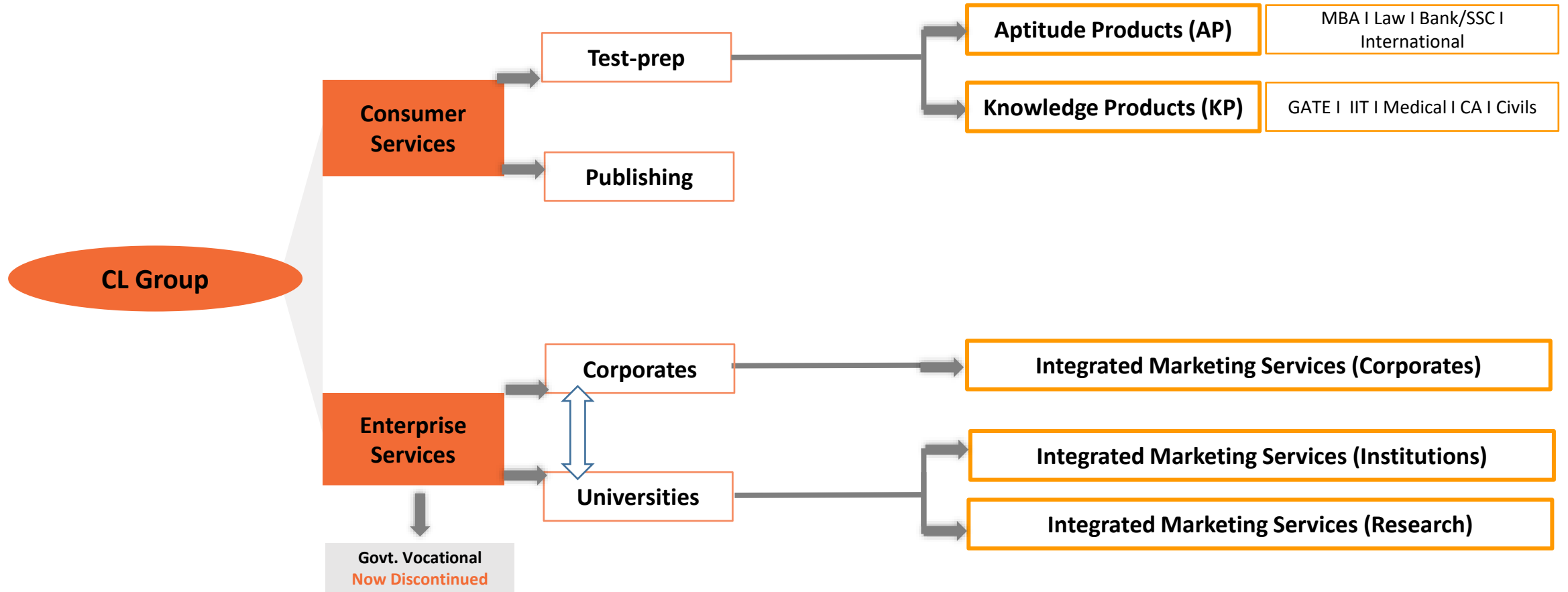
Sunrise segment - Boosted by recently introduced universities ranking (NIRF) by MHRD, increased corporate demand for innovation & research solutions

Huge Employability Skills demand – ~1mn youth enter the job market every month, Government encouraging Public Private Partnerships for Skill Training

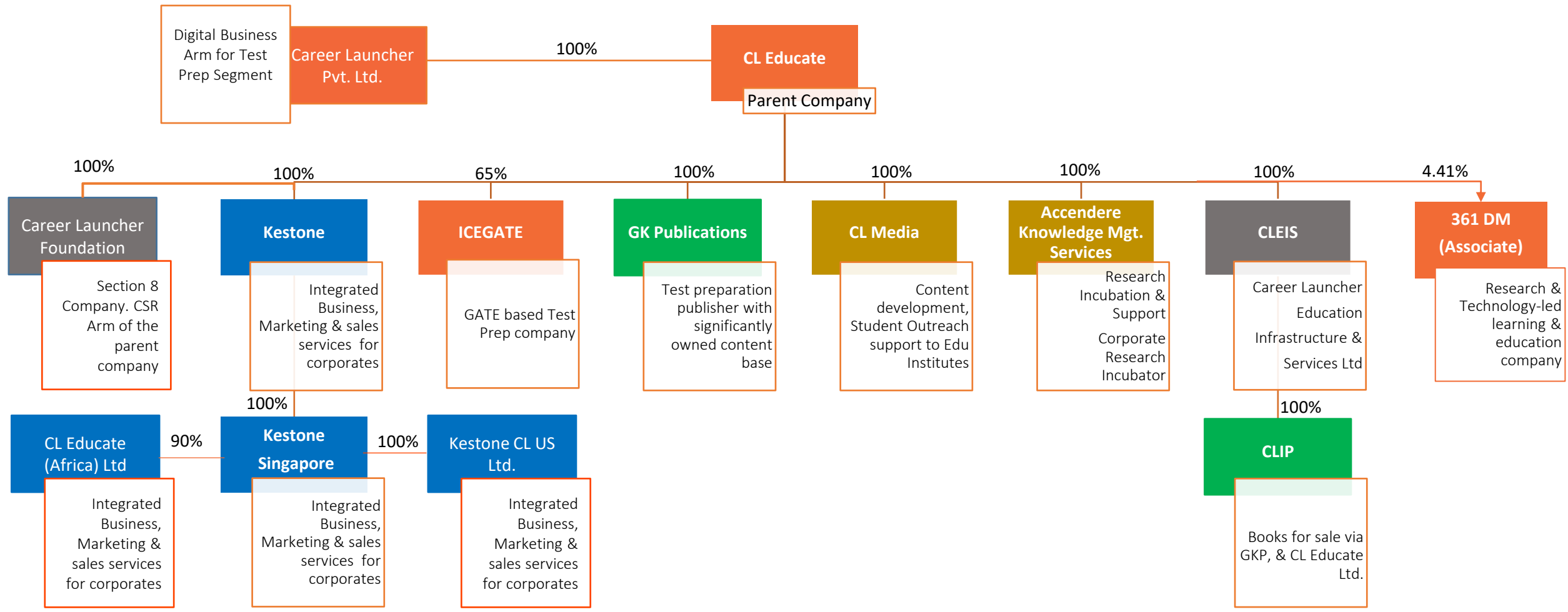
India's digital learning market is ~\$2bn in 2016, and is expected to reach \$ 5.7bn by 2020, , online market to 8-fold by 2021 to reach \$2bn

Source: Technopak, CAGR – 2016 to 2020
** Source: CRISIL, Google & KPMG

Comprehensive product portfolio in Knowledge & Career Services



Corporate Structure



Leader in Test-Prep Segment

Consumer



Bouquet of Products (MBA, Law, Civils, GATE, Engg, etc.)

National **Test-Prep** leader

Well known **Publications** for test-prep

Delivering **Successful Outcomes**

1

Rank 1 in AILET & CLAT 2020

7 out of 10

Top Ranks in AILET & CLAT 2020

87

CL Students who received interview Calls from IPM-IIM Indore

2,636

Students receiving at least one IIM Call in CAT 2020

Growing Brand Equity from Sustainable Strengths

- 1 **Most comprehensive product-reach portfolio:** 15 product groups + Network of 200+ centers pan India & ~4 Lakh consumers in FY21
- 2 **Household Test-Prep Brand** - Market leader in Aptitude Products (AP) MBA & Law offerings
- 3 **Scalable & asset-light business** – 200+ test prep centres in FY21
- 4 **Strong Content** – Comprehensive, fully owned content, complemented by experienced faculty & trainers.
- 5 **Technology driven** – Multiple modes to reach students via digital strategies. 79% digital enrolments in FY21
- 6 **New brand acquisitions** - Addition of Knowledge Products (KP) via ETEN CA & IAS business acquisition; planned majority in ICE GATE Academy



Knowledge services for Corporates, Educational Institutions

Differentiated offerings + One of the best execution capabilities

Enterprise



Corporates
35% Share



Universities
3% Share

Unique Learning cum productivity DNA in **Corporate services**

Pioneer & Leader in **Research & Ranking** improvement services

Knowledge Services for Corporates

1 Kestone

2,500+

Creative, approachable, multidiscipline Kestonians

100+

Strong reach and infrastructure to Indian cities & 10 + global destinations

Sales

- Managed Manpower Services
- Training & Development

Marketing

- Marketing Communication
- Customized Engagement Programs
- Digital Marketing
- Experiential Marketing

Research Services & Innovation

2 CL Media



3 Accendere

For Corporate & Universities –facilitates wrt reaching out to the right student set and improving their quality of intake. Provides marketing services to corporates

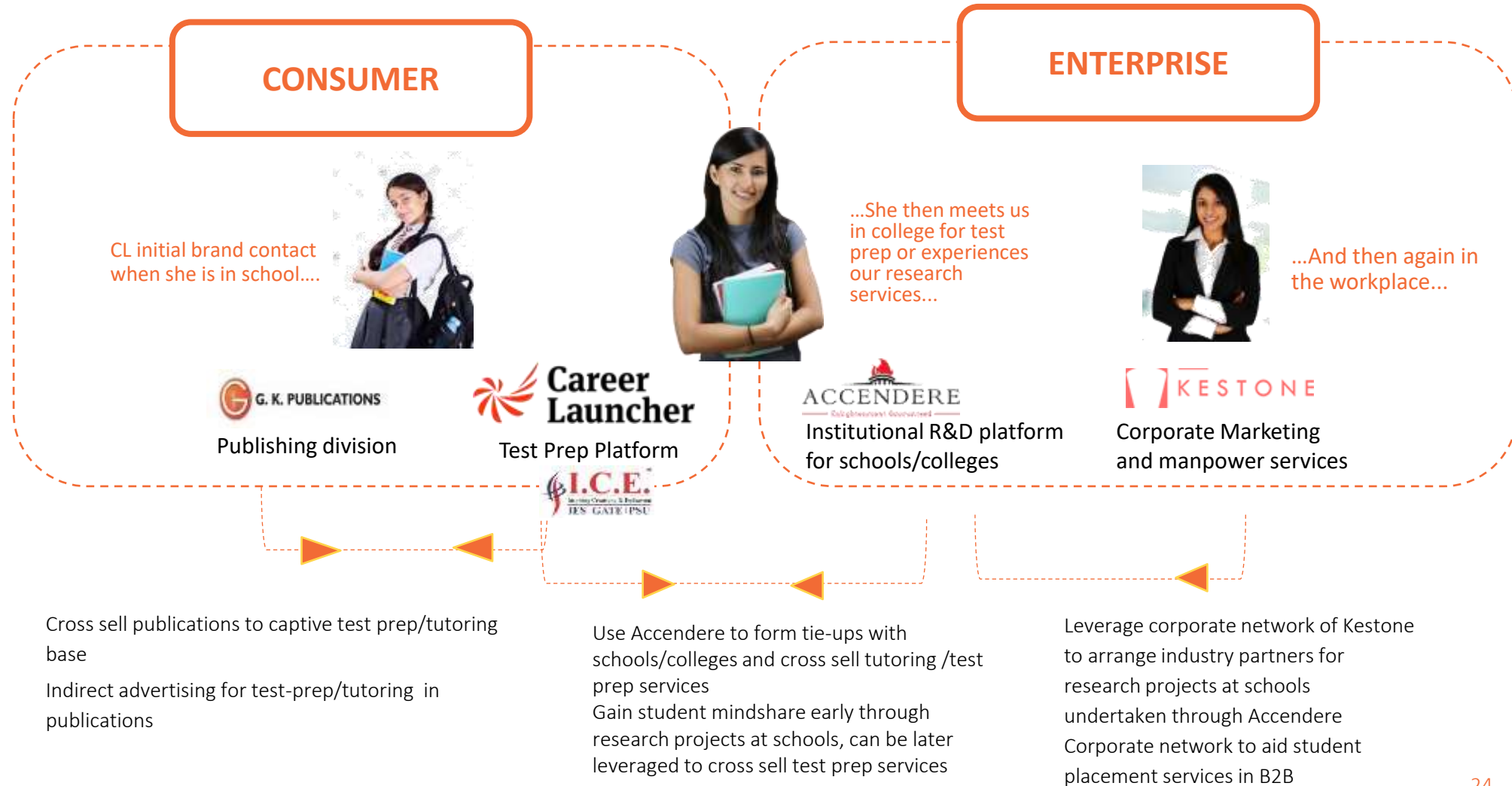
For Universities – facilitates universities wrt improving their rankings through research and start-up incubation

Cross-leveraging between consumer & enterprise platforms

Brand recognition across learning life cycle

Multi-monetising of same customer at various stages of life

Using same infrastructure at different times of day and year for high ROI



Strong ethos

Strong team, complete focus on governance & processes

Professionally qualified, experienced and active board



Satya Narayanan R.,
Chairman & Executive Director

- 25+ years of experience in the education sector
- Bachelor's degree in Computer Sciences from St Stephen's
- Post Graduate Diploma from IIM Bangalore

Gautam Puri,
Vice Chairman & Managing Director

- 25+ years of experience in the education sector
- Bachelor's degree in Chemical Engineering from Punjab Engineering College
- Post Graduate diploma from IIM Bangalore

Nikhil Mahajan,
Executive Director & CEO Enterprise business

- 24+ years of experience in finance and education
- Bachelor's degree in Electrical Engineering from Benaras Hindu University
- Post Graduate diploma from IIM Bangalore

Girish Shivani,
Independent Director, Chairman Audit Committee

- 23+ Yrs of exp in IT, Telecom, Media, Finance, Corporate Strategy & Operations
- Co-Founder & Managing Partner – Yournest Venture Capital

Imran Jafar,
Non-Executive & Non-Independent Director

- Co-Founder & Managing Partner Gaja Capital. 18+ Yrs exp. In PE, Pharma & Technology
- MBA from IIM-B, & Masters degree in software engineering from BITS Pilani

Piyush Sharma,
Independent Director

- PhD in Marketing from Nanyang Technological University, Singapore (2006)
- Post Graduate diploma from IIM Bangalore
- Associated with Dabur, Becton, ITC, BHEL

Madhumita Ganguli,
Independent Director

- Over 25 years of experience and heads a large part of HDFC

Sanjay Tapriya,
Independent Director,

- CEO Uniworld Sugar Pvt Ltd
- CA & CS

High Corporate Governance

- ✓ Independent/ Nominee Directors are a majority on Board
- ✓ Internal Audit by a reputed external firm
- ✓ Audit Committee, Nomination & Remuneration Committees have only independent/ nominee directors
- ✓ Whistle-blower mechanism
- ✓ Statutory Auditors – Walker Chandiook & Co LLP

Key Senior Management



Arjun Wadhwa,
Chief Financial Officer (CFO)

- 15+ Yrs of Experience in education space
- Profitable entrepreneurship ventures – Thesportscampus.com & Goals for Souls.
- Post Graduate diploma from MDI, Gurgaon

R Shiva Kumar,
Chief Academic Officer

- 24+ years of experience in the private education sector,
- Bachelor's degree in Technology from IIT Madras,
- Post Graduate diploma from IIM Kolkata

Sreenivasan .R,
Chief Customer Officer

- Over 20 years of experience in the education sector,
- Master's degree in Technology from Jawahar Lal Nehru University;
- Master's degree in Business Administration from IIM Bangalore

Sujit Bhattacharyya,
Chief Digital Officer

- Over 20 years of experience in the education sector,
- Bachelor of Technology degree in Electrical Engineering from IIT Kharagpur;
- Post Graduate diploma from IIM Bangalore