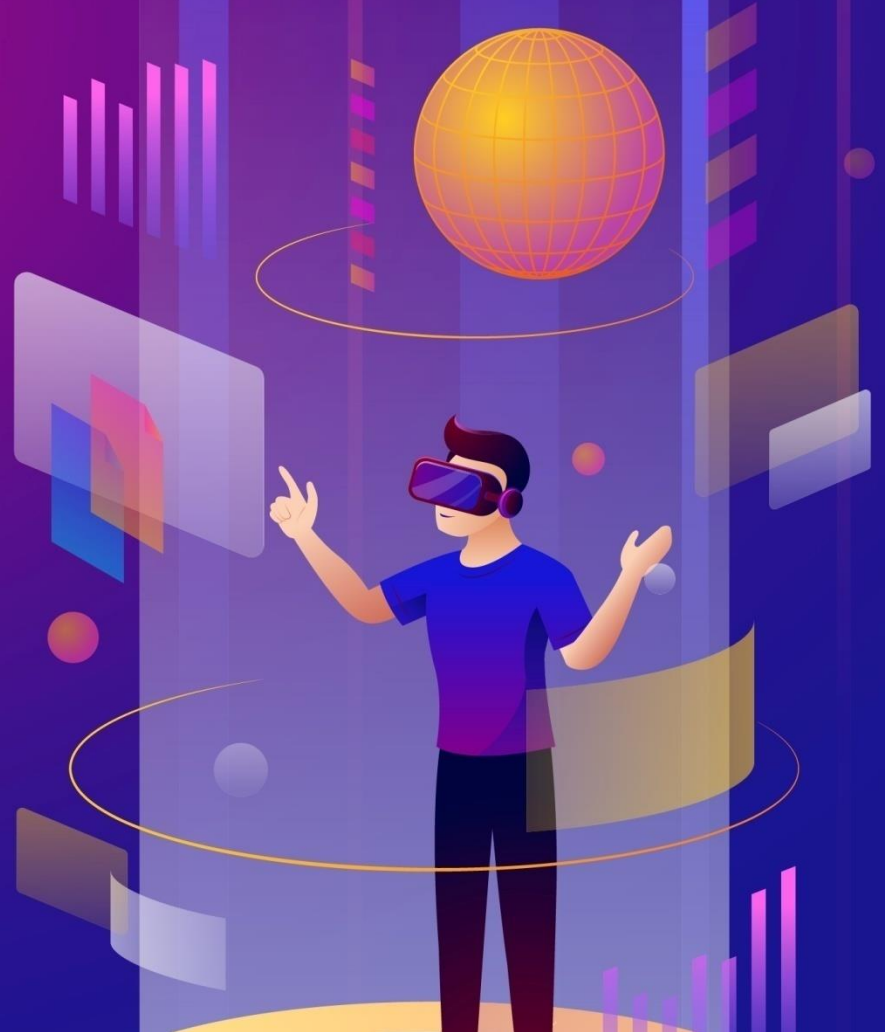


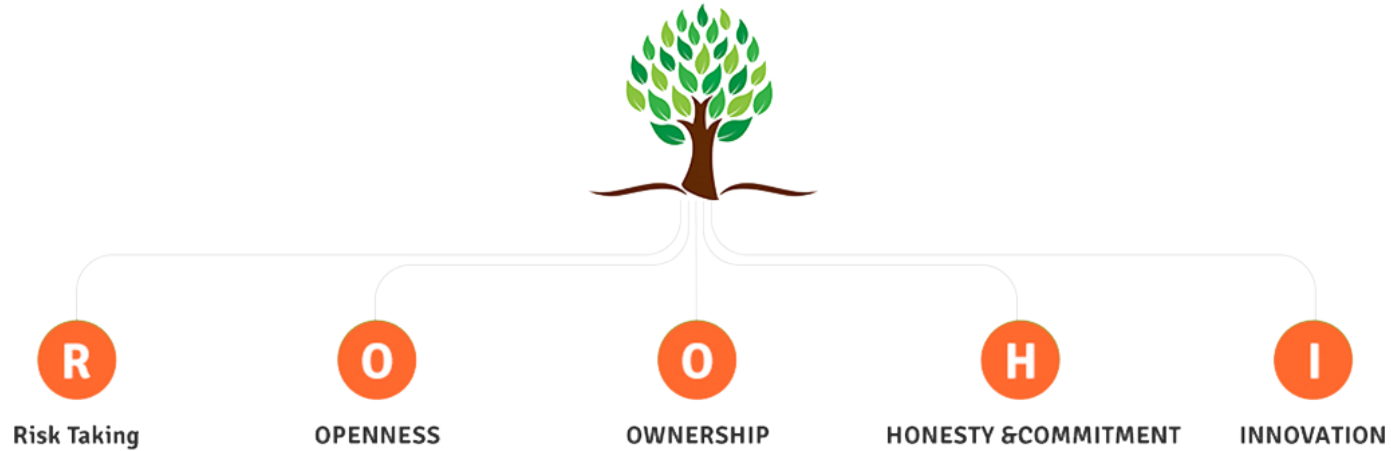


Excellence Since **1995**

Q1 FY24 Investor Presentation



Core Values



Safe Harbour

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Career Launcher – Trusted Pan India Omnichannel Test Prep Brand



170+

Centers



35%+

Market Share:
MBA & Law



600K+

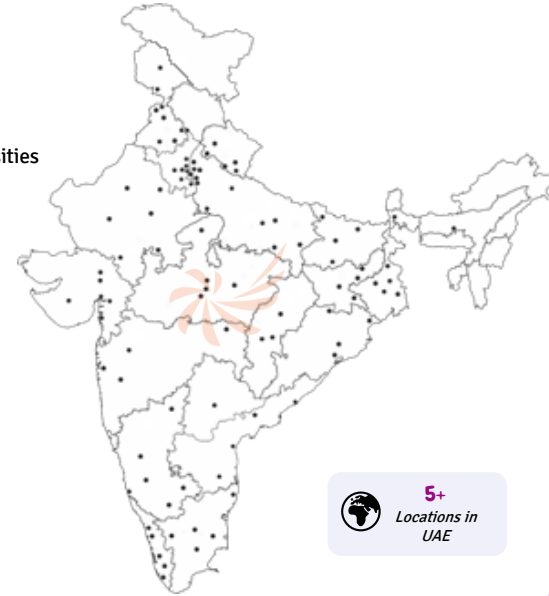
Books Sold



140+

Institutional
Clients

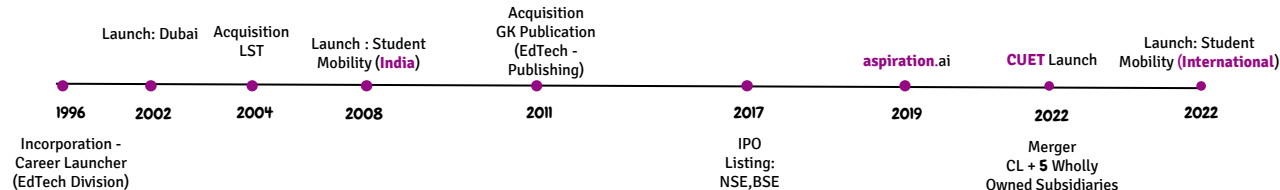
- Present in the verticals of:
 - Test preparation and admission consulting
 - Content Monetization: Publishing of competitive books
 - Platform Monetization: Integrated Solutions to Educational Institutions & Universities
- Established dominance in Aptitude segments of MBA, Law & IPM
- CUET & Study abroad added as key verticals in FY23.
- Launched a digital platform 'Aspi.ai' to tap into the online content delivery opportunity
- Proprietary content, complemented by experienced faculty members & trainers
- International presence predominantly in the Middle East at present












5+

Locations in
UAE

Key Milestones



Test Preparation: Key Offerings & way forward

Course & Delivery	Launch Year	Way forward
MBA (TAM: 2.5 L)   	1996 30-35% Market Share	<ul style="list-style-type: none">Expansion:<ul style="list-style-type: none">Market Share expansionState level exams: MHCET, SNAP, XATPre-COVID: 70 Cr Billing; Expansion plans to 100 Cr by FY24
LAW (TAM: 70 K)   	2004 35-40% Market Share	<ul style="list-style-type: none">Expansion: Market size expansionFY23 CLAT+AILET Registrations: 71K;Law as career is gaining acceptance and momentum.Expected to reach 100K registrations with change in exam cyclePre-COVID: 63 Cr Billing; Expansion plans to 100 Cr by FY24
New Growth Drivers		
CUET (UG) (TAM: 1+ L)   	2022 New Exam	<ul style="list-style-type: none">Expansion: Brand New Market; Expected to be GaoKao (China) of India17 Lakh+ Students registeredExpected registrations: 70 Lakh in next 3-5 yearsAdd 100+ physical centers dedicated towards CUET + board exam coaching
Student Mobility	2022 New Product	<ul style="list-style-type: none">Expansion: New Market6 Million Students studying in non-native countriesMarkets: India to Anywhere & Anywhere to AnywhereFocus: Network Expansion, Consulting growth



Kestone – Solving Experiential Business & Marketing Problems Globally

- Kestone**
 - Global offices – **India, USA, Singapore, Mauritius, Indonesia & UAE**
 - Services offered:
 - Event Management (Physical) & Virtual Events Platform
 - Digital & MarComm Services
 - Customized Engagement Programs (CEP)
 - Transitioning Biz to Metaverse
 - Managed Manpower Services



Key Milestones



Content



Financial Update

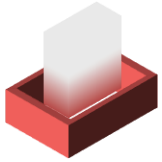


Business Update

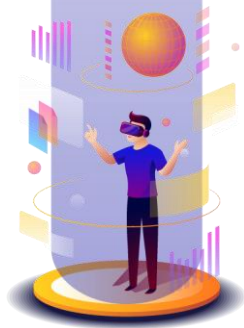


Corporate Action





Financial Update



Financial Update

30%

Total Revenue

- ✓ Jun 23: 92.2 Cr
- ✓ Jun 22: 71.2 Cr



EBITDA

23%

- ✓ Jun 23: 11.1 Cr
- ✓ Jun 22: 9.0 Cr

23%

EPS*

- ✓ Jun 23: 0.99
- ✓ Jun 22: 0.81



PAT*

20%

- ✓ Jun 23: 5.5 Cr
- ✓ Jun 22: 4.6 Cr

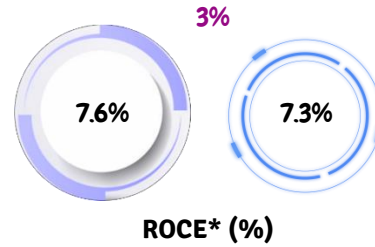
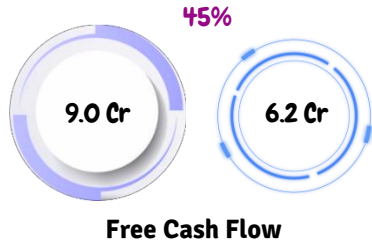


• Adjusted for Net Exceptional Gain of ~7Cr arising from Asset Sale in Prv. Year

Financial Summary

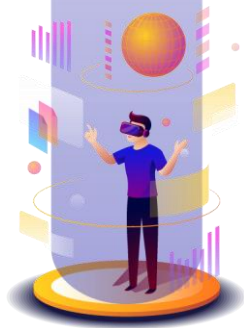
■ Jun 23

■ Mar 23



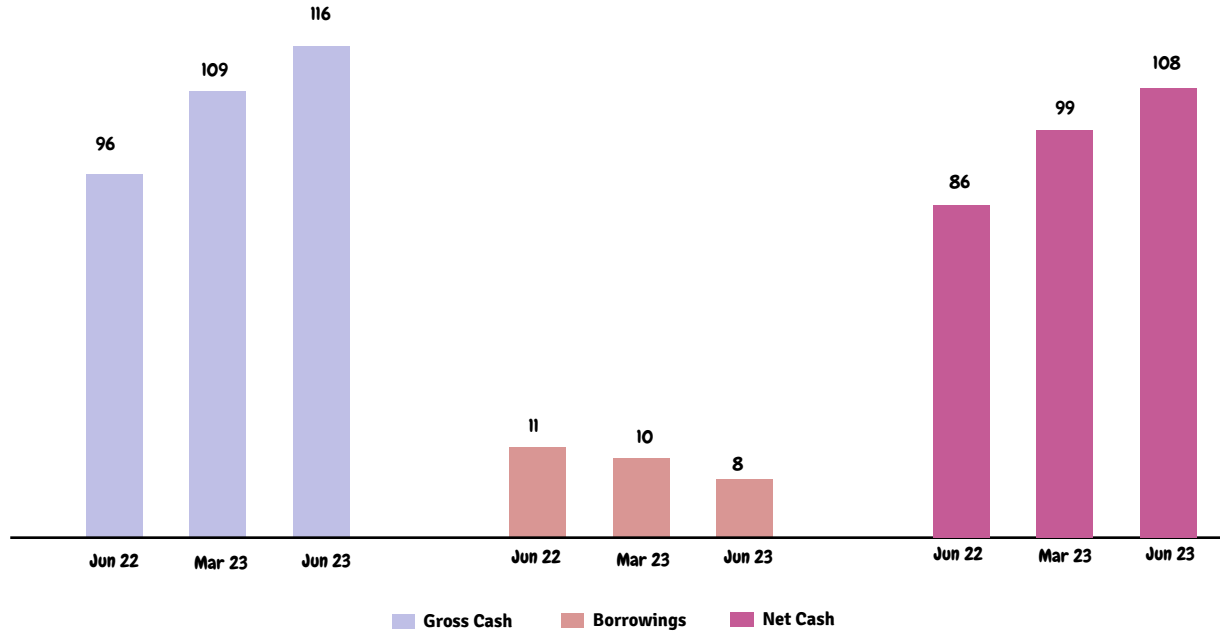
* Jun 23 Figures are based on TTM figures

* Mar23 Figures adjusted for Exceptional items



Net Cash Position

(All Figures in Rs. Crores)



- Cash accretion : Rs. 22 Cr (After buyback of Rs. 12 Cr)
- Company continues to be Net Debt Free.



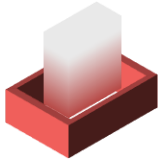
Segment Update

(All Figures in Rs. Crores)

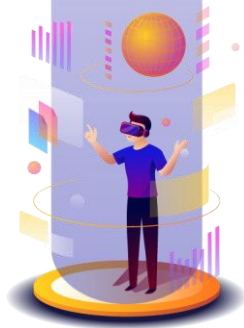
	Q1 FY24	Q1 FY23	Y-o-Y (Quarter)	Mar 23
Total Revenue	90.0	69.6	29%	291.3
EBITDA	14.2	11.8	20%	44.1
EdTech	Revenue	45.5	33%	176.0
	EBITDA	10.4	15%	34.9
MarTech	Revenue	24.1	23%	115.4
	EBITDA	1.5	54%	9.2

- Investment in People and Business promotion continues in order to increase the market share.
- New avenues of business being explored in both the segments; EBITDA benefits expected in upcoming quarters.





Business Update: EdTech

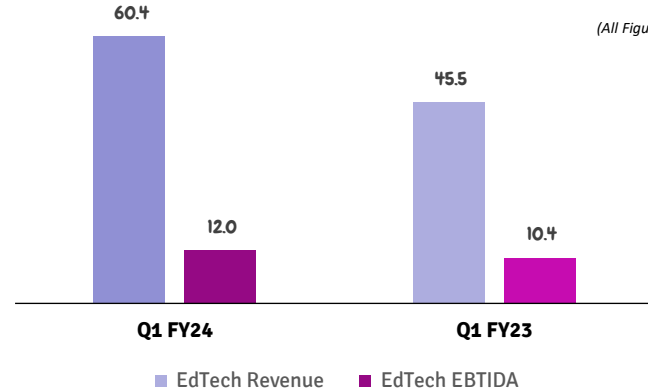


Test Prep

- Test Prep Shows strong growth.
 - Vol up **51%** Y-o-Y; Billing up **42%**
 - Both Physical & Digital business shows healthy billing growth
- UG Segment (CUET + Law + IPM/BBA + Engg/Med/Tuitions):
 - Billing up by **49%**; Enrolments up by **77%**
- Student Mobility Biz shows promising growth

Platform Monetization & Publishing

- ✓ Billing grew by 22%. 30+ new clients added.
 - ✓ New Avenues of business being explored
- ✓ Publishing revenue grew by 18%



Number 1 Rank
AILET & CLAT **2023**



100%ilers
CUET **2023**



Top Ranks
CLAT **2023**

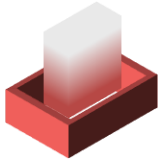


Top Ranks
AILET **2023**

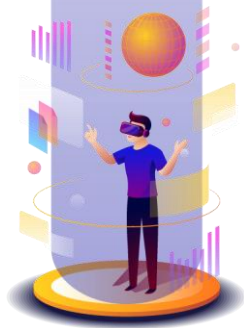


Total IIM Calls
CAT **2022**





Business Update: MarTech



(All Figures in Rs. Crores)

Financial Update

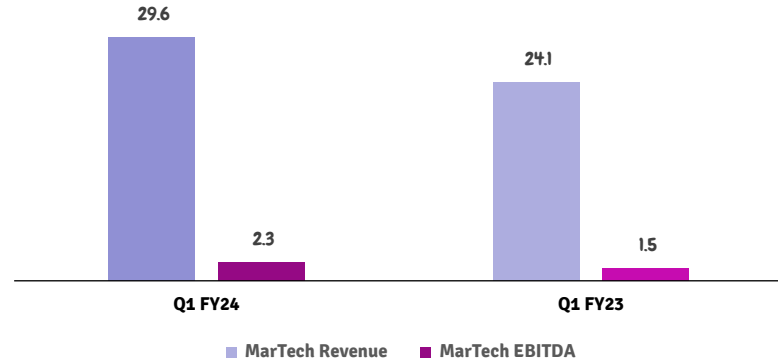
- ✓ Top-line grew by 23% Y-o-Y basis. EBITDA grew by 54%

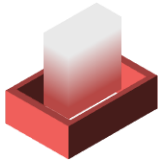
Growth Areas

- ✓ Events business main growth driver
 - ✓ New business showing results with clients like ITC, Hindware etc.
 - ✓ Steady business from repeat clients
- ✓ H2 Focus:
 - ✓ Increase B2B Marketing Sales – CEP & Digital
 - ✓ Improve business margins & Optimize costs

International Update:

- ✓ Overseas Business: Revenue up by 50%
- ✓ Indonesia operations commences. Investments in Technology & Manpower underway .





Corporate Action





Buyback 2024
Buyback 2023

**21
August**

Buyback Start Date

Max 15 Cr

Estimated Shareholder Payout

Rs 94

Max/**Average Actual**
Buyback Price

**27
May**

10 Cr

Rs 62.5*

**25-30
bps**

Estimated ROCE Improvement

6.1%

Estimated Non-Promoter Shares
Buyback

**30
bps**

5.7%

* Adjusted for bonus issue





Financial Annexures



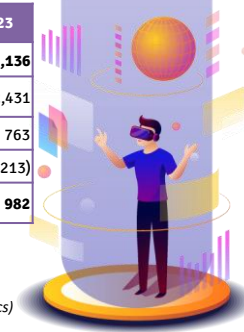
Financial Annexures: 3 Year Abridged Snapshot

	Mar 21	Mar 22	Mar 23
Non-Current Assets			
Fixed Assets	6,860	5,100	6,538
Other Non-Current Assets	6,321	5,638	9,971
Total Non-Current Assets	13,181	10,739	16,509
Current Assets			
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
Total Current Assets	18,516	18,780	19,451
Assets Held for Sale	3,469	5,260	1,323
Total Assets	35,167	34,778	37,283
Equity			
Equity Share Capital	1,417	1,417	2,753
Other Equity	23,282	24,748	24,724
Total Equity	24,698	26,164	27,477
Non-Controlling Interest	13	(1)	1
Non-Current Liabilities			
Borrowings	567	292	70
Other Non-Current Liabilities	853	1,047	1,087
Total Non-Current Liabilities	1,420	1,339	1,157
Current Liabilities			
Borrowings	3,723	1,405	975
Trade Payables	2,480	2,845	4,040
Other Current Liabilities	2,833	3,026	3,633
Total Current Liabilities	9,036	7,276	8,648
Total Equity & Liabilities	35,167	34,778	37,283

	Mar 21	Mar 22	Mar 23	Jun 23
Income				
Revenue from Operations	18,231	20,917	29,131	9,002
Total Operating Expenses	19,267	18,868	26,564	8,117
Operating EBITDA	(1,036)	2,049	2,568	885
Other Income	960	870	640	223
Operating EBITDA + O.I.	(77)	2,920	3,208	1,108
Finance Cost & Depreciation & Amortization	1,398	1,159	1,277	387
Profit Before Tax (After Equity Accounted Investee)	(1,480)	1,723	1,891	721
Exceptional Items	-	-	(16)	-
Tax	(203)	343	(379)	174
Profit After Tax	(1,276)	1,380	2,254	547
Total Comprehensive Income	(1,216)	1,458	2,456	545

	Mar 21	Mar 22	Mar 23
Cash Flow generated from Operations	2,191	2,679	3,136
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)
Net Increase/(decrease) in Cash & Cash Equivalents	566	(206)	982

(All Figures in Rs. Lacs)





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