



Excellence Since **1995**

Q3 FY24 Investor Presentation



Core Values



Safe Harbour

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Career Launcher – Trusted Pan India Omnichannel Test Prep Brand



175

Centers



35%+

Market Share:
MBA & Law



600K+

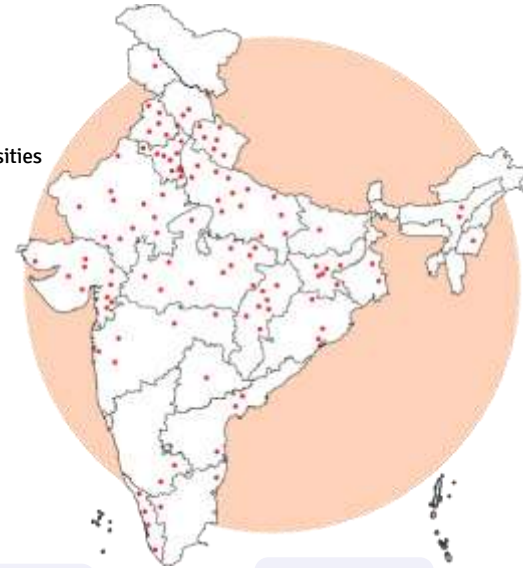
Books Sold



400+

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+

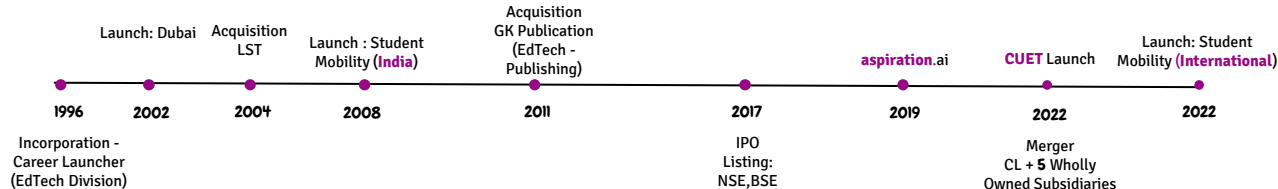
Locations in
UAE












5

Locations in
Asia + Africa

Key Milestones



Test Preparation: Key Offerings & way forward

Course & Delivery	Launch Year	Way forward
MBA (TAM: 3.3 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
LAW (TAM: 60 K)   	2004 35-40% Market Share	<ul style="list-style-type: none">Expansion: Market size expansionFY24 CLAT+AILET Registrations:60K;Law as career is gaining acceptance and momentum.Expected to reach 100K registrations with change in exam cyclePre-COVID: 63 Cr Billing
New Growth Drivers		
CUET (UG) (TAM: 14 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



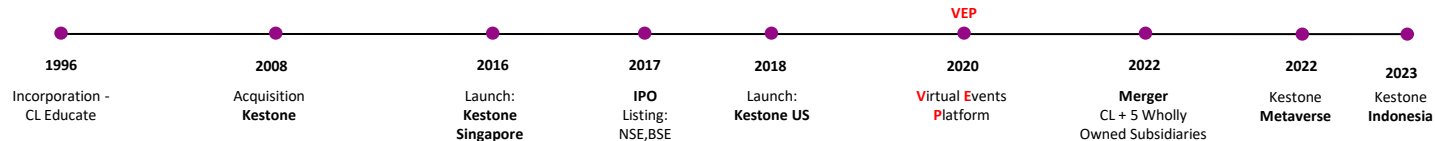
Kestone – Solving Experiential Business & Marketing Problems Globally



- **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

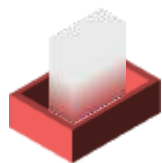


Business Update



Corporate Action





Financial Update



YTD Dec 23 Financial Update

11%

Total Revenue

- ✓ Dec 23: **254.9 Cr**
- ✓ Dec 22: **229.2 Cr**



EBITDA

11%

- ✓ Dec 23: **29.7 Cr**
- ✓ Dec 22: **26.7 Cr**



Business PAT*

- ✓ Dec 23: **12.8 Cr**
- ✓ Dec 22: **12.8 Cr**



TCI

-31%

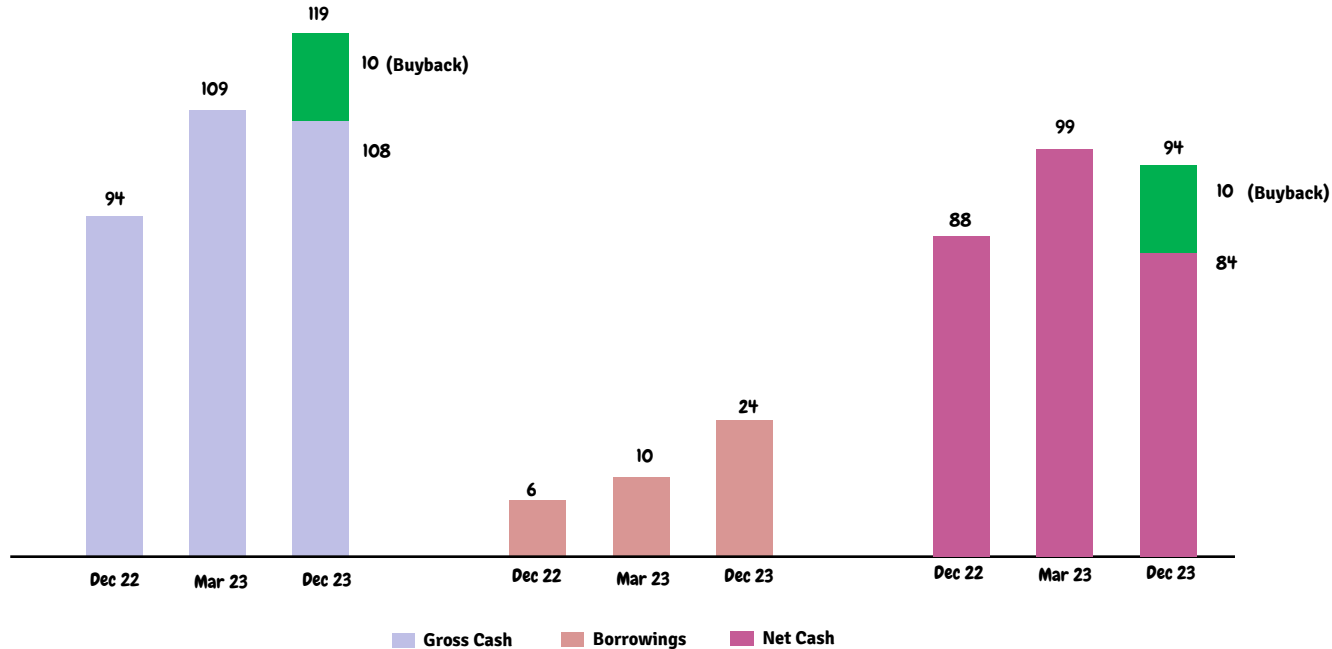
- ✓ Dec 23: **15.5 Cr**
- ✓ Dec 22: **22.5 Cr**



* Adjusted for Net Exceptional Gains

Net Cash Position

(All Figures in Rs. Crores)



- Company continues to be Net Debt Free.
- Growth in borrowings in line with revenue growth and consequent working capital requirements.



YTD Dec 23 Segment Update

(All Figures in Rs. Crores)

	YTD Dec 23	YTD Dec 22	Y-o-Y	Mar 23
Total Revenue	245.5	223.8	10%	291.3
EBITDA	39.5	33.6	18%	44.1
EdTech				
Revenue	153.7	134.8	14%	176.0
EBITDA	30.9	27.8	11%	34.9
MarTech				
Revenue	91.8	89.0	3%	115.4
EBITDA	8.6	5.8	49%	9.2

- EdTech EBITDA growth slower than Revenue growth due to investments in brand and people.
 - Platform & Publishing business has shown steep growth.
 - Test Prep business expectedly facing seasonality impact due to change in Law exam cycles.
- MarTech revenue growth flat so far but EBITDA growth strong due to margin expansion and revenue mix pivoting



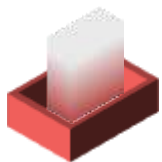
Q3 Segment Update

(All Figures in Rs. Crores)

	Q3 FY24	Q3 FY23	Y-o-Y	Mar 23
Total Revenue	66.4	64.6	3%	291.3
EBITDA	9.7	9.3	5%	44.1
EdTech	Revenue	37.2	1%	176.0
	EBITDA	6.6	-4%	34.9
MarTech	Revenue	27.5	4%	115.4
	EBITDA	3.1	33%	9.2

- Q3 in line with expectations, is typically a slow quarter
- MarTech delivered **33%** EBITDA growth
 - International business growing at **50%**





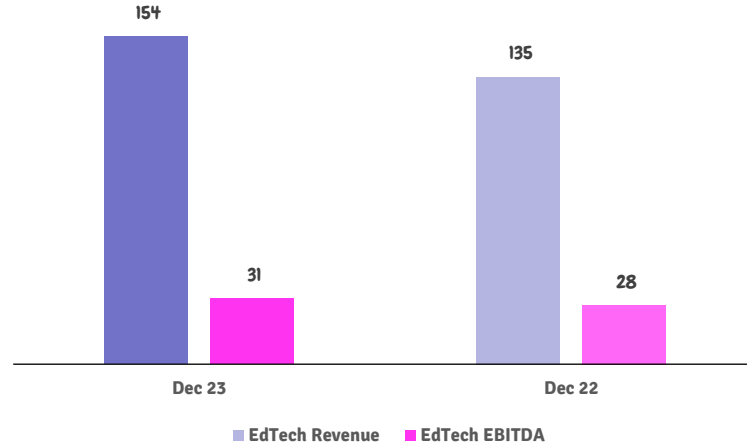
Business Update: EdTech



(All Figures in Rs. Crores)

Test Prep

- YTD Dec **23** Vol up **12%** Y-o-Y; Billing up **10%**
- MBA billing up by **12%**
- UG Segment (CUET + Law + IPM/BBA + Engg/Med/Tuitions) :
 - Billing up by **7%**
 - Enrolments up by **28%** overall
- Student Mobility Biz growth continues.
 - **11** new locations including **7** international locations added – Bangladesh, Nepal, Ghana, Mauritius, Nigeria & Kenya



99%ilers
CAT **2023**



Top Ranks
CLAT **2024**



Top Ranks
AILET **2024**



100%ilers
CUET **2023**



Platform Monetization

- ✓ Platform Biz revenue grew by **40%**
 - ✓ New Clients added: **52**
- ✓ **400+** Client in FY24
- ✓ Common application form launched, university applications business gaining momentum



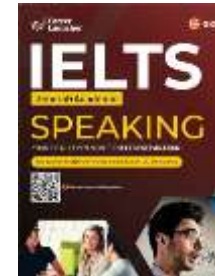
Save BIG on Application Fees
Take your 1st step towards your Dream College with Career Launcher - Discounted Form Zone
Empowering students to gain an edge through discounts on application fees for leading universities

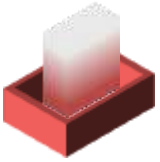
Save upto 25% on your Top-B School Application Fees!

College Name	Program	Application Fee/Institute Fee	Application Fee
Amity University, Gurgaon	BBA	127,000 INR	95,250 INR
Yashwantrao Chavan	BBA	100,000 INR	75,000 INR
Welingkar Institute of Management & Technology, Mumbai	BBA	127,000 INR	95,250 INR
Welingkar Institute of Technology	BBA	127,000 INR	95,250 INR

Publishing

- ✓ Publishing revenue grew by **19%**
- ✓ Online sales through own channels increased substantially
- ✓ Institutional business continues to grow
- ✓ Focus on growing institutional business, adding more big-name authors, launch **15** new titles





Business Update: MarTech



Financial Update

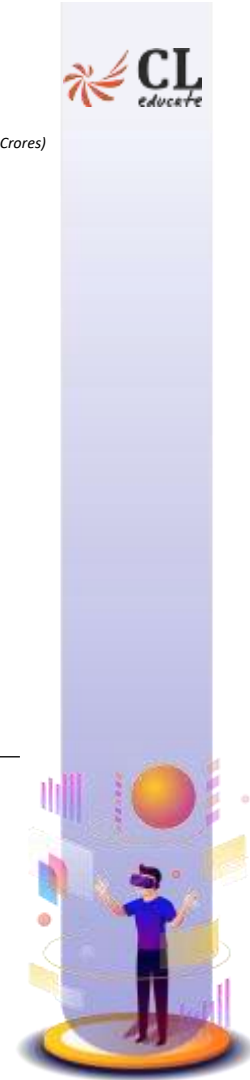
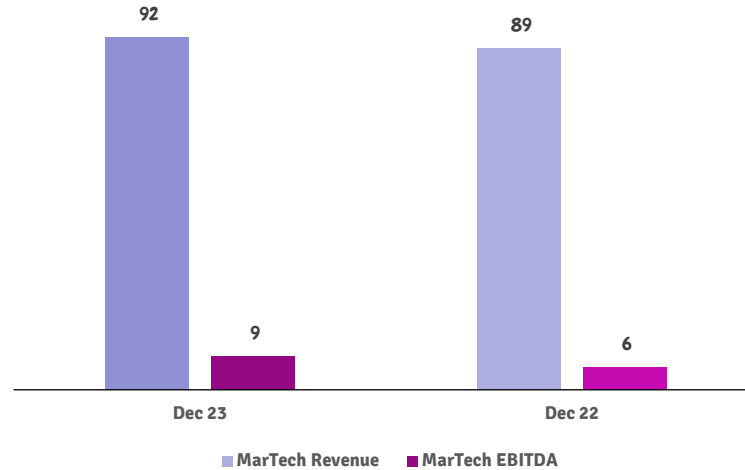
- ✓ Top-line growth flat. EBITDA grew by **49%**. EBITDA Margins at **~10%**

Growth Areas

- ✓ Business from new accounts has scaled up well
- ✓ International biz growing at **50%** Y-o-Y
 - ✓ Singapore continues to grow steadily
 - ✓ Indonesia & US showing very positive signs
- ✓ Physical events are back in full swing

Concern Areas

- ✓ IT industry slowdown impacting marketing spend of Dell, VMware, Microsoft, Cisco etc.



**BIG LOGOs
ADDED THIS
YEAR**



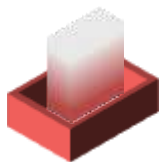


SBI ASPIRATIONAL WORKSHOP



- ✓ BI Aspirational Workshop: Viksit Bharat
- ✓ Held in Dehradun along the banks of the Ganges
- ✓ More than a conference, an inspiring journey of upliftment
- ✓ Highlights:
 - ❖ Soul-touching Ganga Aarti
 - ❖ Wisdom sessions with @Gaur Gopal Das
 - ❖ Dynamic sessions and awards ceremony
 - ❖ Enchanting performance by @Tochi Raina





Corporate Action



Corporate Action



Buyback Completed



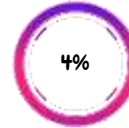
Shares Bought back



Buyback Average Price



Shareholder Payout
(Inc Taxes)



Non-Promoter buyback



Increase in Promoter Holding
(Mar 17 - Dec 23)





Get in Touch !



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