



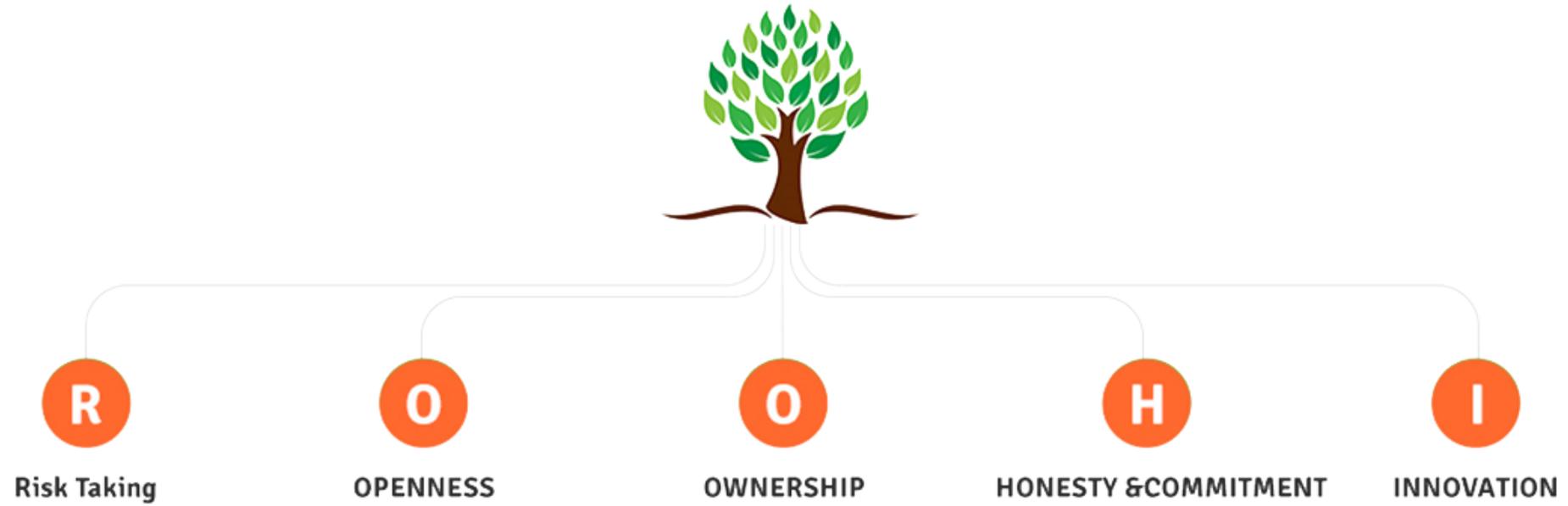
Excellence Since 1995

Corporate Presentation

NSE: CLEDUCATE; BSE: 540403



# Core Values



## Safe Harbour

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# Content



Macro View



Brief Overview



EdTech



MarTech



Corporate Action



Financial Snapshot



# Macro View

## India

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5<sup>th</sup> Largest Economy (GDP) – USD 3.5 Tn

6.5%

Projected GDP Growth Rate – FY23

580 Mn

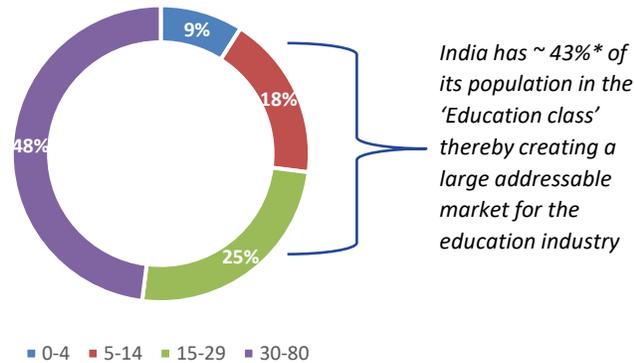
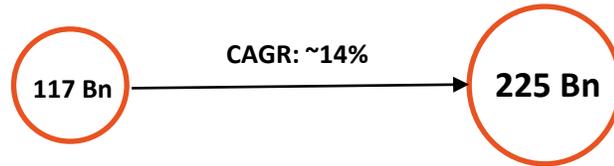
Largest Youth Population: 5-24 Years

53.9%

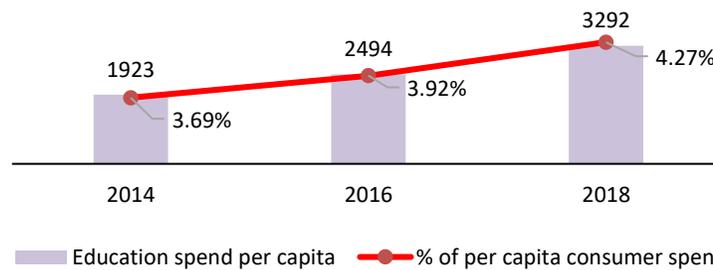
Service Sector Contribution – GVA

## EdTech

### Robust growth in the Indian Education industry



### Consumer Spend - Education



## MarTech



Global Events Industry – USD 1553 Bn (2028)



Virtual Events Industry – USD 443 Bn (2028)  
CAGR: 21.4%



Digital Marketing Spend: 75% of Ad Spend



Metaverse Size: USD 1528 Bn (2029)





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**EdTech**

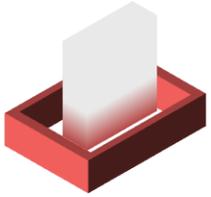
Enable individuals to realize their potential  
and make their career dreams come true



**MarTech**

Solving experiential business &  
marketing problems globally





## Brief Overview

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# Brief Overview



**170+**  
Centers



**35%+**  
Market Share:  
MBA & Law



**600K+**  
Competitive Exams  
Books Sold



**140+**  
Institutional Clients

## Business Overview

- Incorporated in 1996, CL Educate is a leading player in the Indian EdTech & MarTech segment
- **Verticals:**
  - EdTech – Test Preparation, Platform & Content Monetization
  - MarTech – Virtual / Physical Events, MarCom, CEP & Transitioning Biz to Metaverse
- **EdTech:**
  - Presence across **90+** cities in India; International Presence: **UAE**
  - Strong phygital business across PG and UG segments
  - Publisher of physical & digital test-prep books for various competitive & job exams in India
  - Proprietary content, complemented by experienced faculty members & trainers
  - Provides Student Mobility Services to Students / Educational Institutions in India & Abroad
- **MarTech**
  - Global offices – **India, USA, Singapore, Mauritius, Indonesia & UAE**
  - Clients – Across the globe; Marquee list includes – Amazon, Dell, Google, Microsoft, CISCO, etc.
  - Services offered:
    - Event Management (Physical) & Virtual Events Platform
    - Digital & MarCom Services
    - Customized Engagement Programs (CEP)
    - Transitioning Biz to Metaverse



**1,000+**  
Days of Events



**900+**  
Days of Events



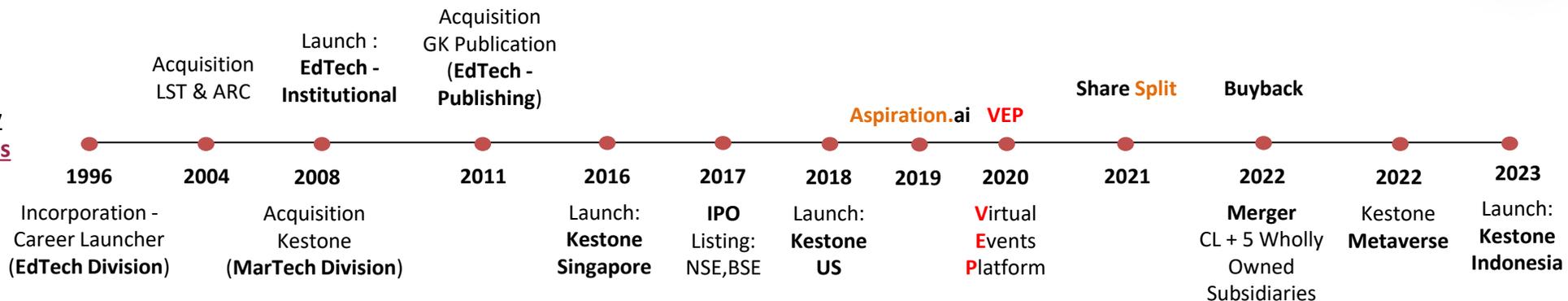
**50+**  
Days of Events

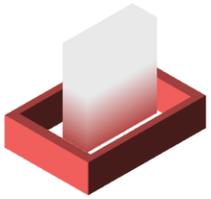


**50+**  
Days of Events

**Kestone VEP – Last 18 Months!**

### Key Company Milestones





## EdTech

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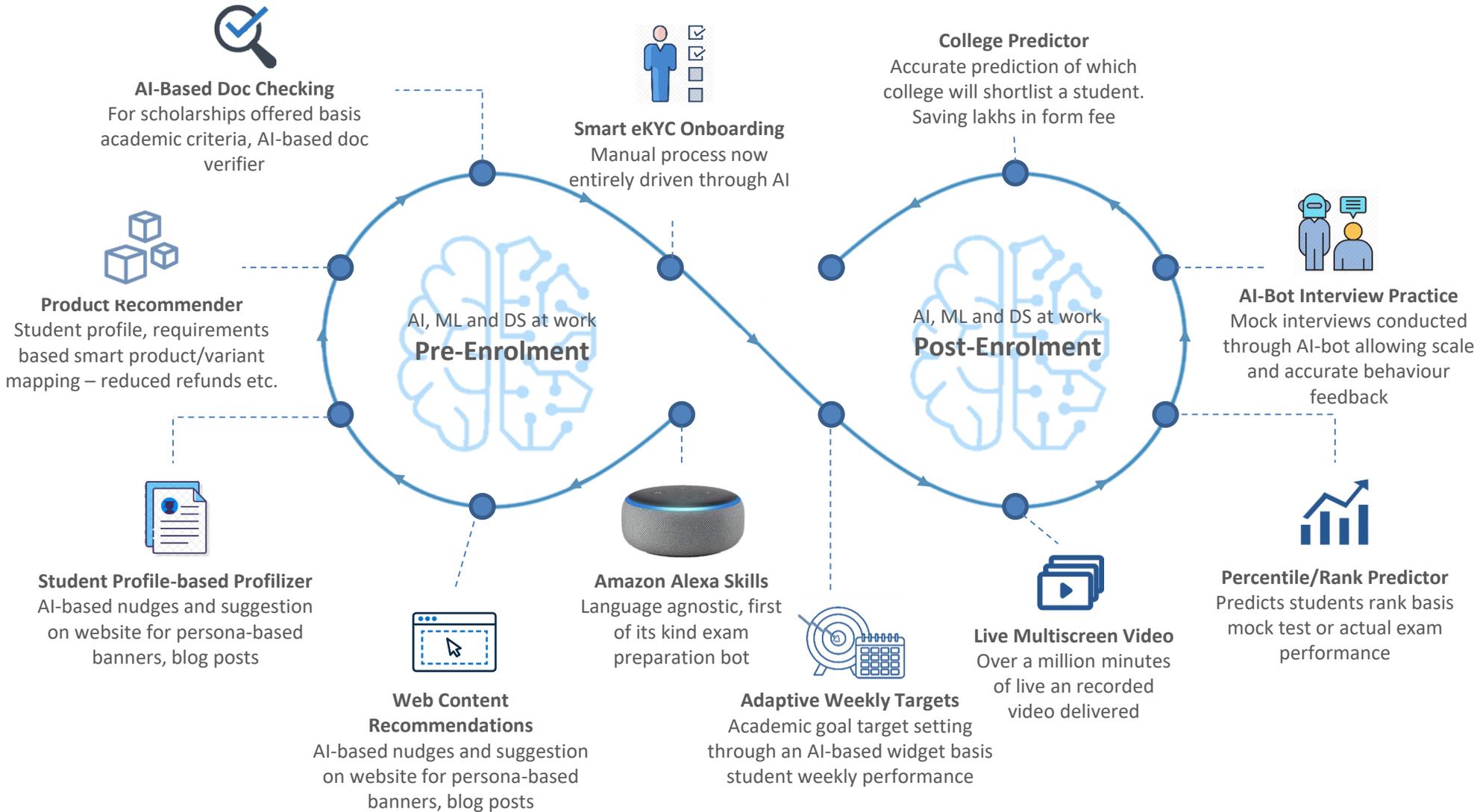


# Test Preparation: Key Offerings & way forward

Course & Delivery	Launch Year	Way forward
<b>MBA</b> (TAM: 2.5 L)   	1996 <div style="border: 1px dashed purple; padding: 5px; display: inline-block;"> <b>30-35%</b>  <b>Market Share</b> </div>	<ul style="list-style-type: none"> <li><b>Expansion:</b> <ul style="list-style-type: none"> <li>Market Share expansion</li> <li>State level exams: MHCET, SNAP, XAT</li> </ul> </li> <li>Pre-COVID: 70 Cr Billing; Expansion plans to 100 Cr by FY24</li> </ul>
<b>LAW</b> (TAM: 70 K)   	2004 <div style="border: 1px dashed purple; padding: 5px; display: inline-block;"> <b>35-40%</b>  <b>Market Share</b> </div>	<ul style="list-style-type: none"> <li><b>Expansion:</b> Market size expansion</li> <li>FY23 CLAT+AILET Registrations: 71K;</li> <li>Law as career is gaining acceptance and momentum.</li> <li>Expected to reach 100K registrations with change in exam cycle</li> <li>Pre-COVID: 63 Cr Billing; Expansion plans to 100 Cr by FY24</li> </ul>
New Growth Drivers		
<b>CUET (UG)</b> (TAM: 1+ L)   	2022 <div style="border: 1px dashed purple; padding: 5px; display: inline-block;"> <b>New Exam</b> </div>	<ul style="list-style-type: none"> <li><b>Expansion:</b> Brand New Market; Expected to be GaoKao (China) of India</li> <li>17 Lakh+ Students registered</li> <li>Expected registrations: 70 Lakh in next 3-5 years</li> <li>Add 100+ physical centers dedicated towards CUET + board exam coaching</li> </ul>
<b>Student Mobility</b>	2022 <div style="border: 1px dashed purple; padding: 5px; display: inline-block;"> <b>New Product</b> </div>	<ul style="list-style-type: none"> <li><b>Expansion:</b> New Market</li> <li>6 Million Students studying in non-native countries</li> <li>Markets: India to Anywhere &amp; Anywhere to Anywhere</li> <li>Focus: Network Expansion, Consulting growth</li> </ul>



# Aspiration.ai – Pure Play EdTech Platform



**Leveraging AI-Tech to make a difference at every customer touchpoint**



# EdTech – Today is Omni



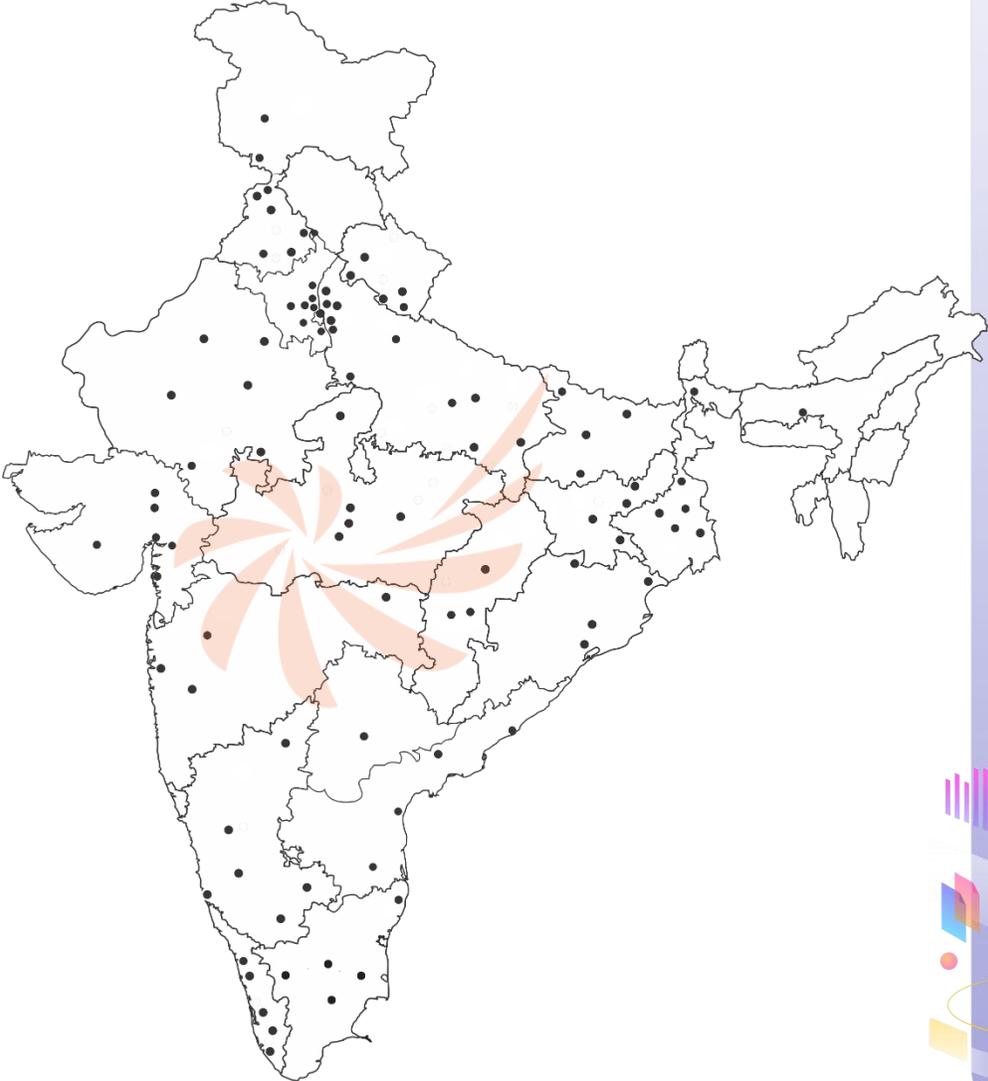
Physical

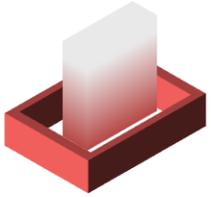


Digital

 **Distribution is the magic sauce**  
CL in every district, every town (~5km)

 **500 distribution points in 36 months**





## MarTech

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# What We Do

The business problems we aim to solve

## Business Objective

We're here to help you sell more and sell it better.



## Business Verticals

Under Integrated Sales & Marketing

### Digital Service

- Virtual E-Platform
- Digital Marketing
- Tele-Marketing
- Marketing Communication

### Premium Services

- Experiential Marketing
- Managed Manpower Services

# Our Integrated Services



**Manpower Services**

**Secondary Sales Management**

**Retail Sales Management (ISD)**

**Enterprise Sales Management**

**Product Training Mobile App**



**Sales Training Mobile App**

**Corporate Training Workshops**



**Training Services**

**Event Management**

**Product Launch**

**Dealer Meet**

**Sales Conference**

**Seminars**

**Activation/Consumer Promotion**

**Digital Marketing**

**Channel Loyalty Programs**

**Tele-Marketing Services**

**Consumer Promo Offer Management**

**CEP Services**

**Lead Generation Campaigns**

**Channel Engagement**

**Online Event Management Web App**

**Web Application Development**

**Social Media Marketing**

**Product Branding**

**Corporate Branding**

**Channel Marketing Communication**

**AV Production**

**Content Marketing**

**Marcom Services**

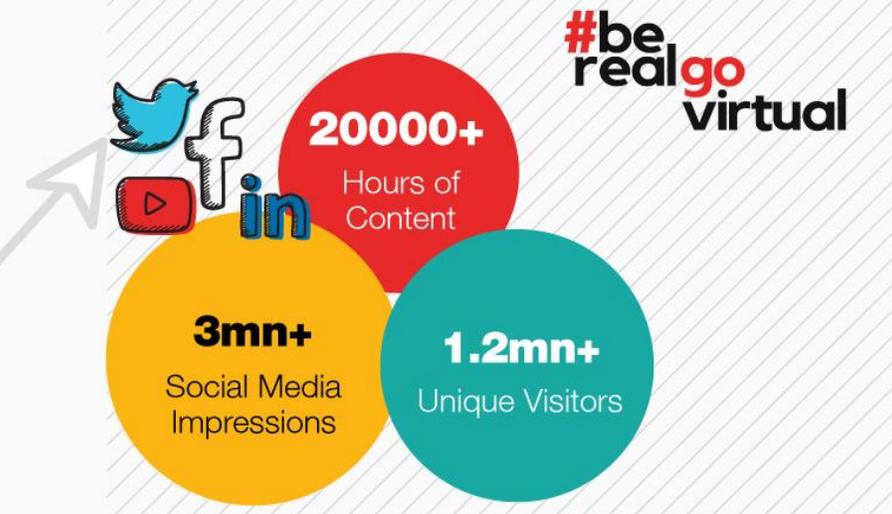
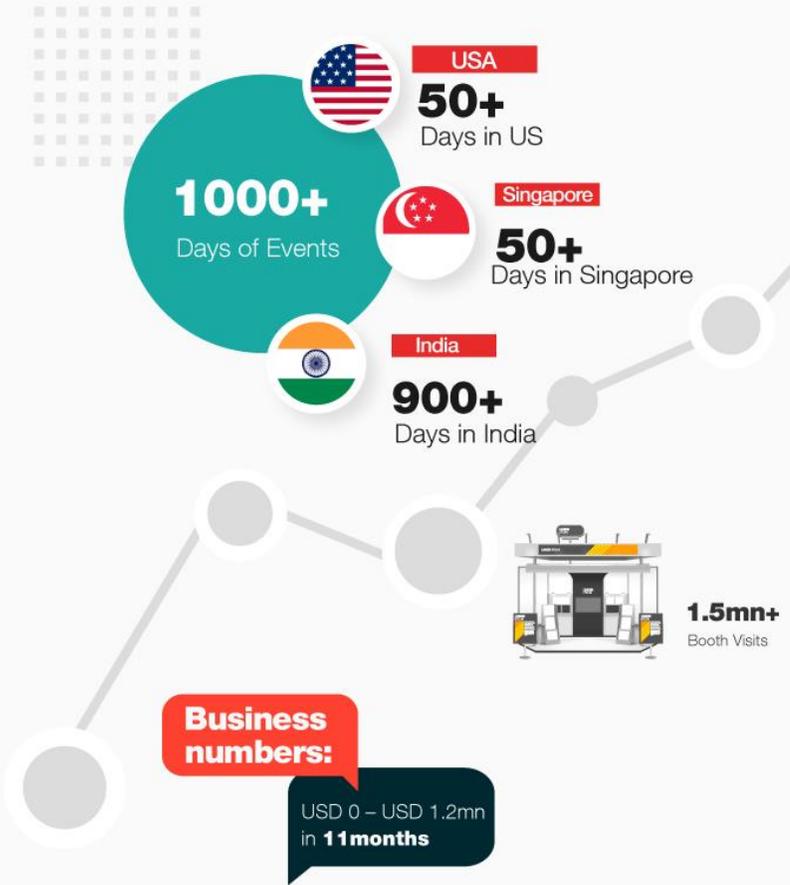


Kestone  
Virtual Event Platform

**EXCELLENCE  
AT A GLANCE**

More Power to Your Events

Catered to Some of the  
**Leading Global Brands**



**Key Industries Served**



# Top 10 Platforms Globally



It is an honor to have Kestone Virtual Event Platform featured alongside top global brands including Microsoft, 6Connex, VFairs and Cisco in this latest report on Virtual Events Market by Grand View Research.



<https://www.grandviewresearch.com/industry-analysis/virtual-events-market/toc>



# Kestone Metaverse



3D Environment



360 degree experience



Interactive Product



Multilingual



Personalized Service



Two-Way communication



Ecommerce



AI Bot & Analytics



Social Media



Custom Branding



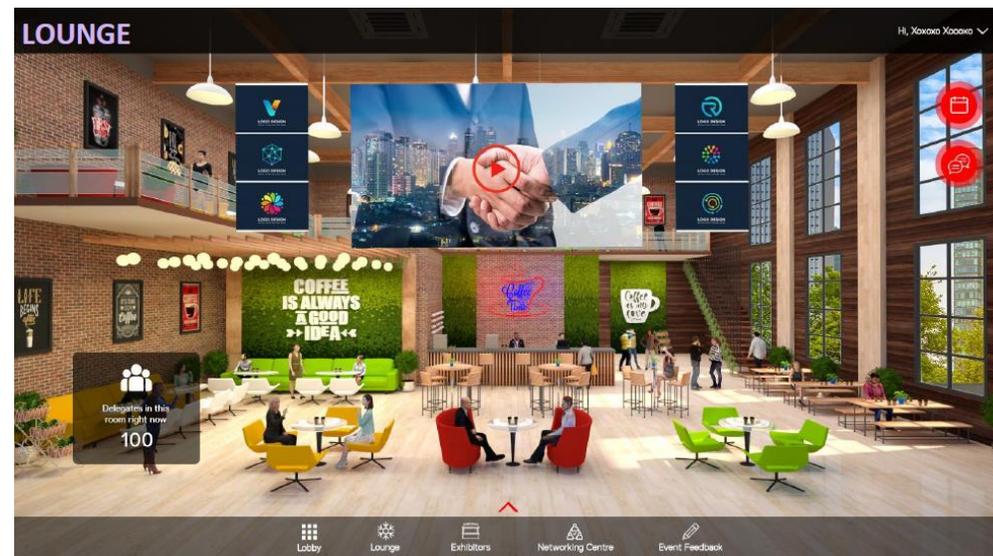
Consumer Surveys



Subscription Model



Immersive Experience even in low internet environment





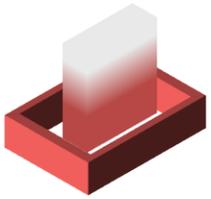
### Corporate

- Microsoft
- Sun Pharma
- Frost & Sullivan
- Nutanix
- Dell EMC

### Variety

- Science Expo
- Women Leadership Conference
- Multilingual Doctor's Conference





## Corporate Action

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# Improving Financials & Value Creation



## Improving Financials & Profitability



**Accelerated Earnings growth**



**Improved Cash Position**



**Net Debt Free Company**



## Shareholder Value Creation



**Bonus (2022)**



**10 Cr: Buyback (2022)**

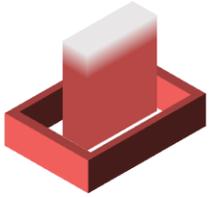


**Merger (2022)**



**Stock Split (2021)**





## Financial Snapshot

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# Financial Annexures: 3 Year Abridged Snapshot

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

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

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





## Get in Touch !



Join Our Telegram Channel

**Arjun Wadhwa**  
Chief Financial Officer

**CL Educate Ltd.**

Call: +91-98116 17289

E-mail: [investors@careerlauncher.com](mailto:investors@careerlauncher.com)  
[arjun.wadhwa@careerlauncher.com](mailto:arjun.wadhwa@careerlauncher.com)

**Amit Kanabar**  
Sr Manager – Finance & Strategy

**CL Educate Ltd.**

Call: +91-88009 76683

E-mail: [investors@careerlauncher.com](mailto:investors@careerlauncher.com)  
[amit.kanabar@careerlauncher.com](mailto:amit.kanabar@careerlauncher.com)

**WISDOM IR**

Ajay Jindal: [ajay@wisdomsmith.com](mailto:ajay@wisdomsmith.com)  
Muthu Kumar: [muthukumar@wisdomsmith.com](mailto:muthukumar@wisdomsmith.com)

