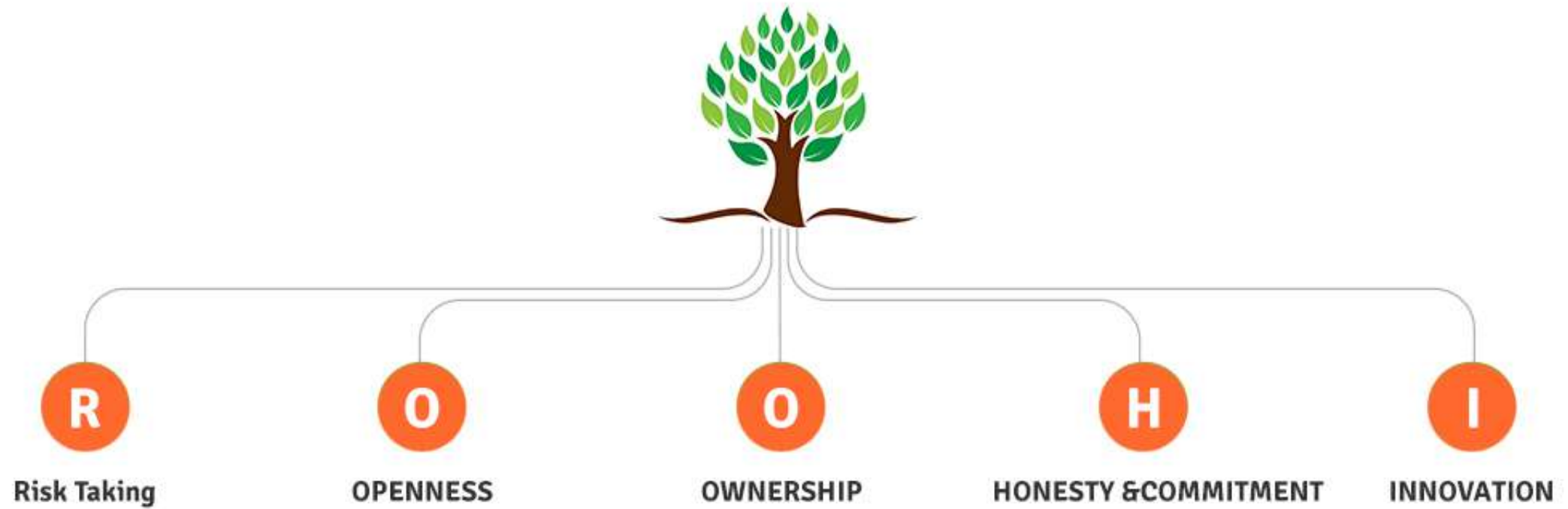




Excellence In Education. Since 1995
Q2 FY21-22 Investor Presentation

Core Values



Safe Harbor

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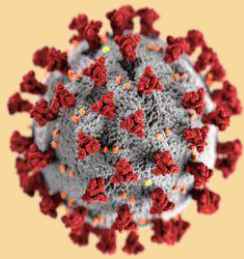
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FY 20-21 or FY 21 means the year ending March 31, 2021

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

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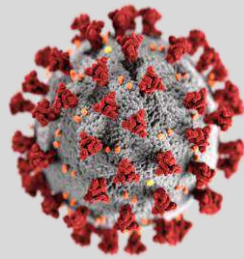
A Short Tute : Understanding & How to Model

Business	Rev. Lines	India	International	Modeling
Ed-Tech	Coaching	92%	8%	Partner model
	Content / Pub			6-8% of Coaching
	Platform Monetization			10% of Coaching
Mar-Tech (100%)	Digital	85%	15%	Clients # & ARPU
	Omni			

Ed-Tech : How to Model

	Own (2021)	Partner (2021)	Own (2024)	Partner (2024)
Cities (Centers)	3 (13) + 2(5)	100 (155)	3 (20) + 2(5)	5X (4:1::Demand:Supply)
Revenues	100	25		
OPM	16-20	16-20	18-20	18-20
Capex	Positive/Own (10 L)	Negative (10 L)	Positive/Own (10 L)	Negative (10 L)
Product Groups	15	15	25	25

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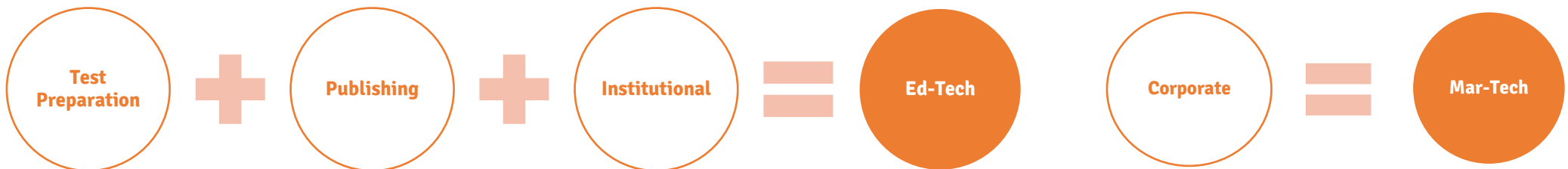
H1 FY22

- Coaching Biz: Net Billing up 18%
- Mar-Tech revenue up 11%
- Platform Monetization revenue reinvigorates as Q2 biz grows 78%
- Content/Publishing biz also showing signs of revival. Focus remains on sale of existing stock, POD, White-label.

Business Segment Updates

(Rs. In Cr)

	Q2 FY22	Q1 FY22	Q-o-Q	Q2 FY21	Y-o-Y	H1 FY22	H1 FY21	Y-o-Y
Ed-Tech Revenue	32.3	33.7	-4%	26.1	24%	66.1	57.8	14%
Segment Profit (PBT)	6.5	6.6	-2%	0.5	1207%	13.1	4.8	175%
Mar-Tech Revenue	20.9	18.1	15%	19.6	6%	39.0	35.0	11%
Segment Profit (PBT)	1.8	1.0	79%	1.4	30%	2.8	0.6	397%



Ed-Tech & Mar-Tech Business Update

Ed-Tech

- Student Revenue up 15% (H1 FY22 vs H1 FY21)
- Product Mix & ARPU returning to Pre-COVID levels;
 - MBA – Billing up 19%;
 - Law – Billing up 34%
 - After 12 – Billing up 44%
- Partner Biz Billing up 36% (~40 Cr vis-à-vis ~29.5 Cr);
 - Number of new partner locations added up to 10 from 6 in corresponding period last year.
- Process of Normalization started with opening of Colleges/Universities
 - Avg Client Size up 62% (Q-o-Q)

Mar-Tech

- International Biz outperforms previous years biz by 41%
- Digital/Virtual Platform biz up 24% (31.6 Cr vs 25.4 Cr)
- # New Clients – 46 (H1 FY22) vs 36 (H1 FY21)
- # Repeat Clients - 49 (H1 FY22) vs 31 (H1 FY21)

New Product Update

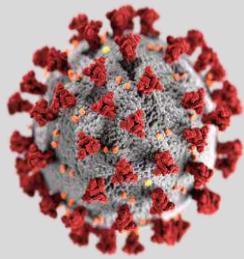


- Launch: Dec 21
- Focus market: USA
- Experience engagement & Data
- Competition: Hopins



- Launch : Beta Launch Oct 21
- Focus Market: India & USA
- Completely Customizable, Experiential
- Competition: Zoom, Microsoft Teams

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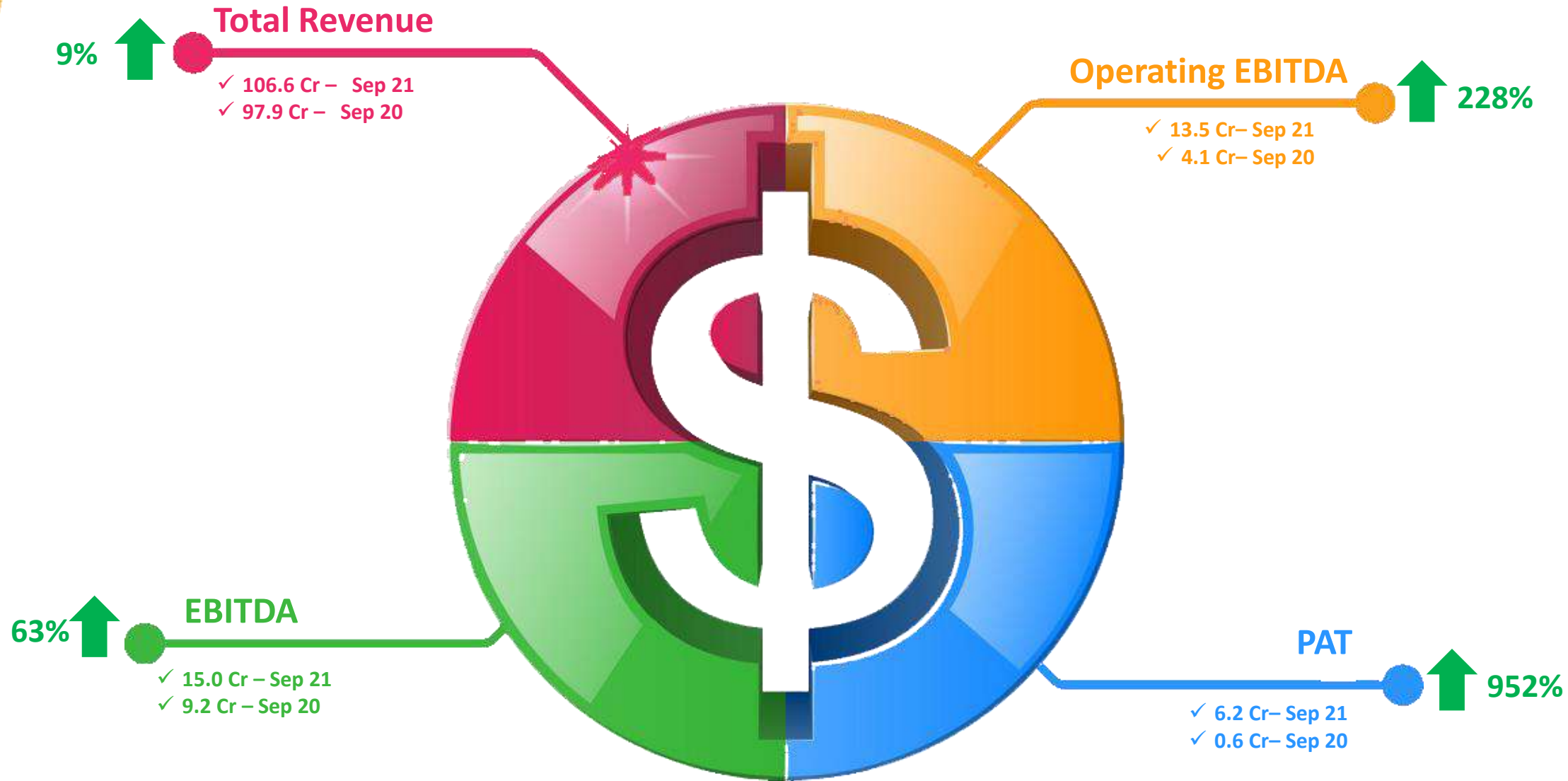


Corporate Update

Key Financial Indicators

	H1 FY22	FY21
PAT (In Cr)	6.2	(11.4)
EPS (Annualized)	8.6	(8.46)
Net Cash (In Cr)	25.9	35.4
ROE (Annualized)	4.4%	- 4.2%
ROCE (Annualized)	7.4%	- 3.2%

Financial Snapshot



Cash Position

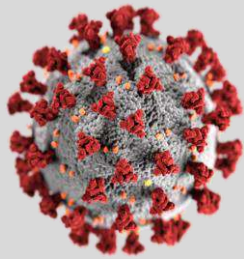
(Rs. In Cr)

	Mar 20	Mar 21	Sep 21
MF Investments	37.2	38.5	39.2
Fixed Deposits	12.4	13.0	13.4
Cash & Cash Equivalents	11.6	17.3	20.9 [#]
Gross Cash	61.1	68.8	73.5
Total Borrowings*	47.8	42.9	39.4
Long Term Borrowings	3.6	5.7	3.8
Net Cash	13.4	25.9	34.0

- Balance as at Oct 30, 2021

* Current Maturities are included in Total Borrowings

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Corporate Updates

- ~12.8 Cr Asset Monetization
 - 2 Land Parcels liquidated (9.5 Cr)
 - 1 more in process (3.3 Cr)
- Ed-Tech + Mar-Tech subsidiary funding:
 - Kestone: Engagement underway
 - CL: A few conversations currently in play
- UPSC Acquisition: Currently paused at other party's request
- 361DM – CCPS converted to Equity. Total Share-holding: 11.7% (FMV = 12.4 Cr)



Thank You

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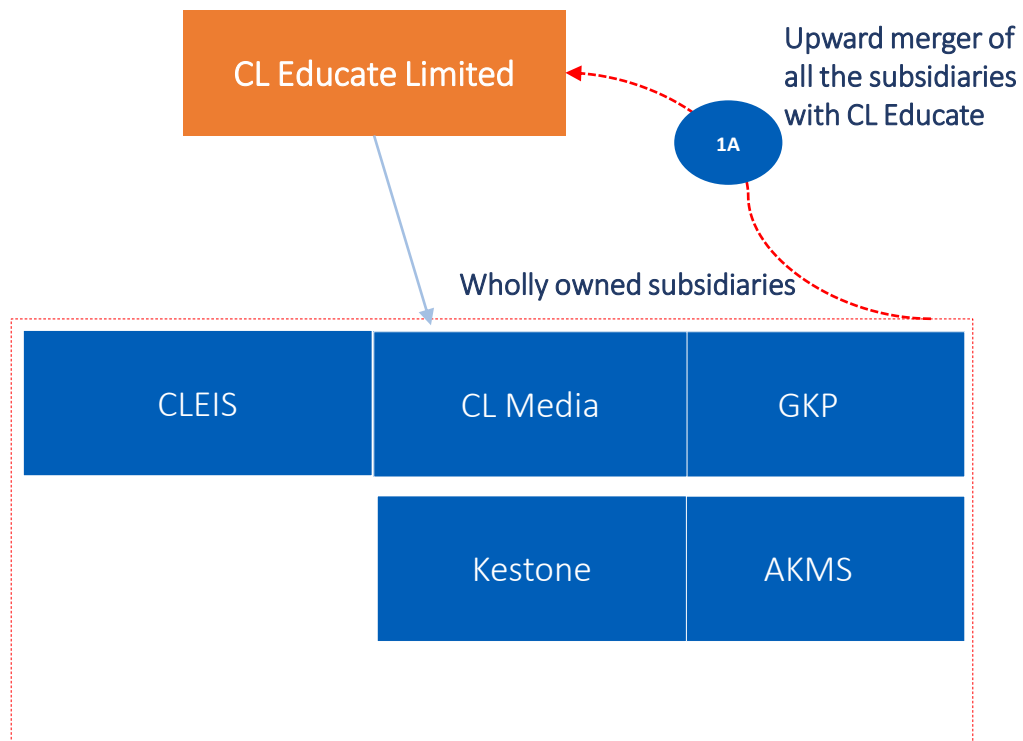
WISDOM IR

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

Annexures

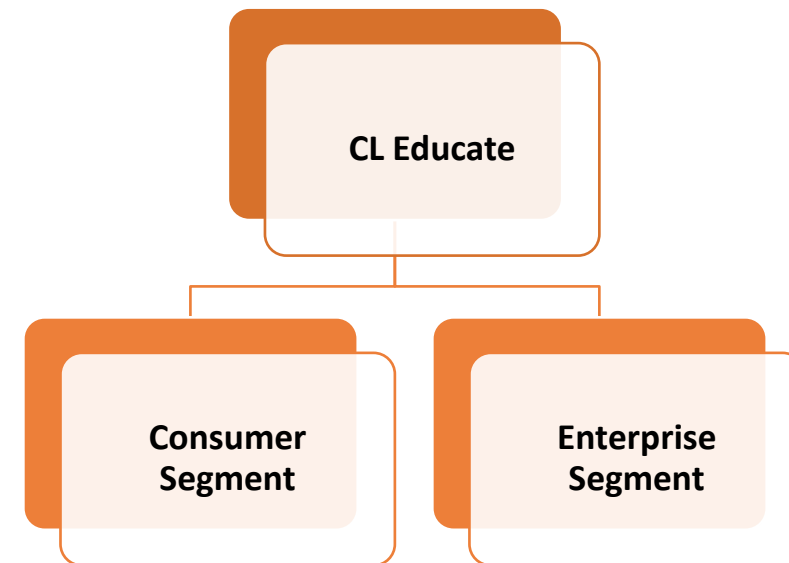
Merger Scheme

Pre-Merger Organization Structure



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

Post-Merger Organization Structure

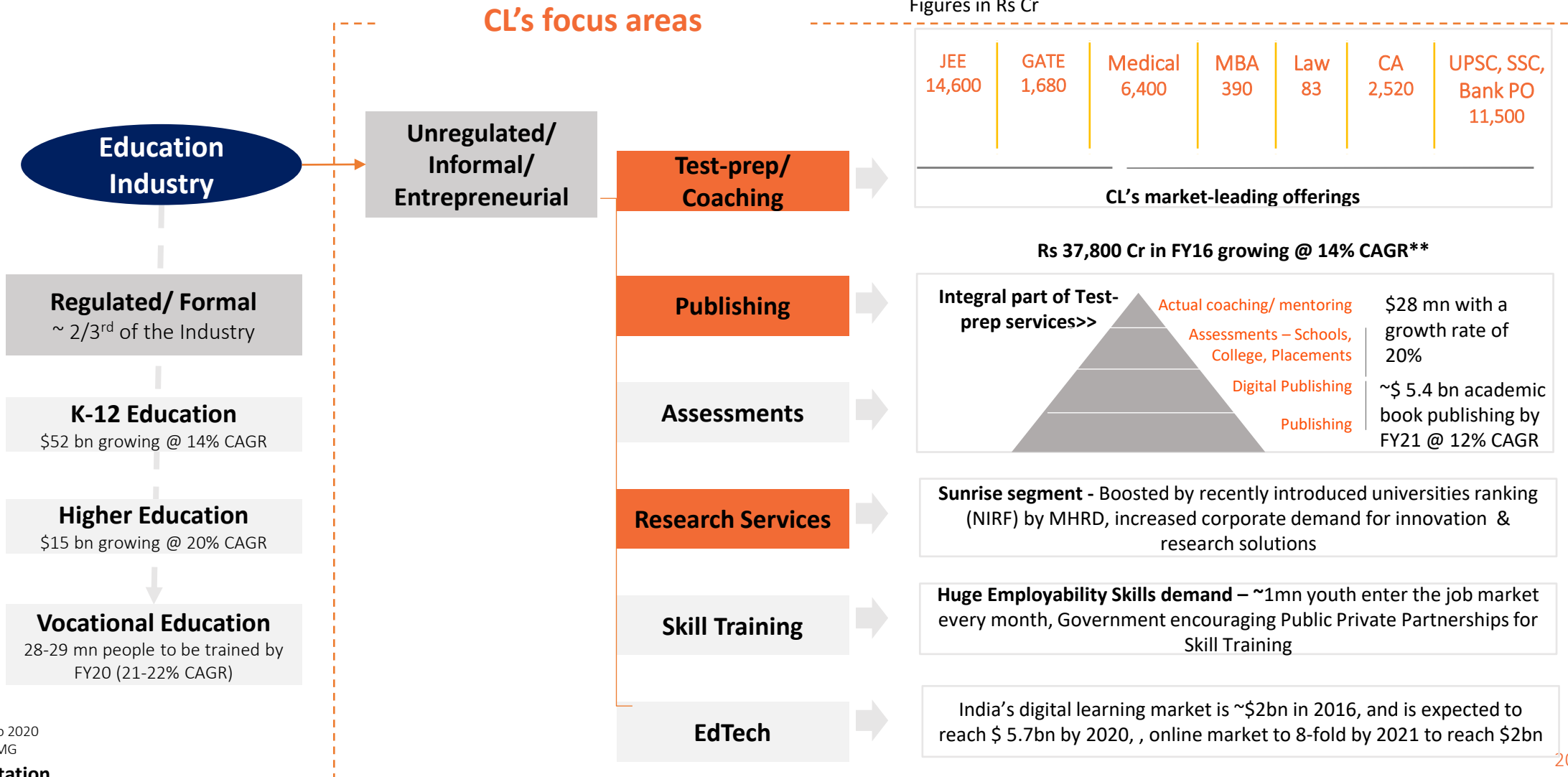


Operating in sizable @\$100 bn+, fast-growing industry

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

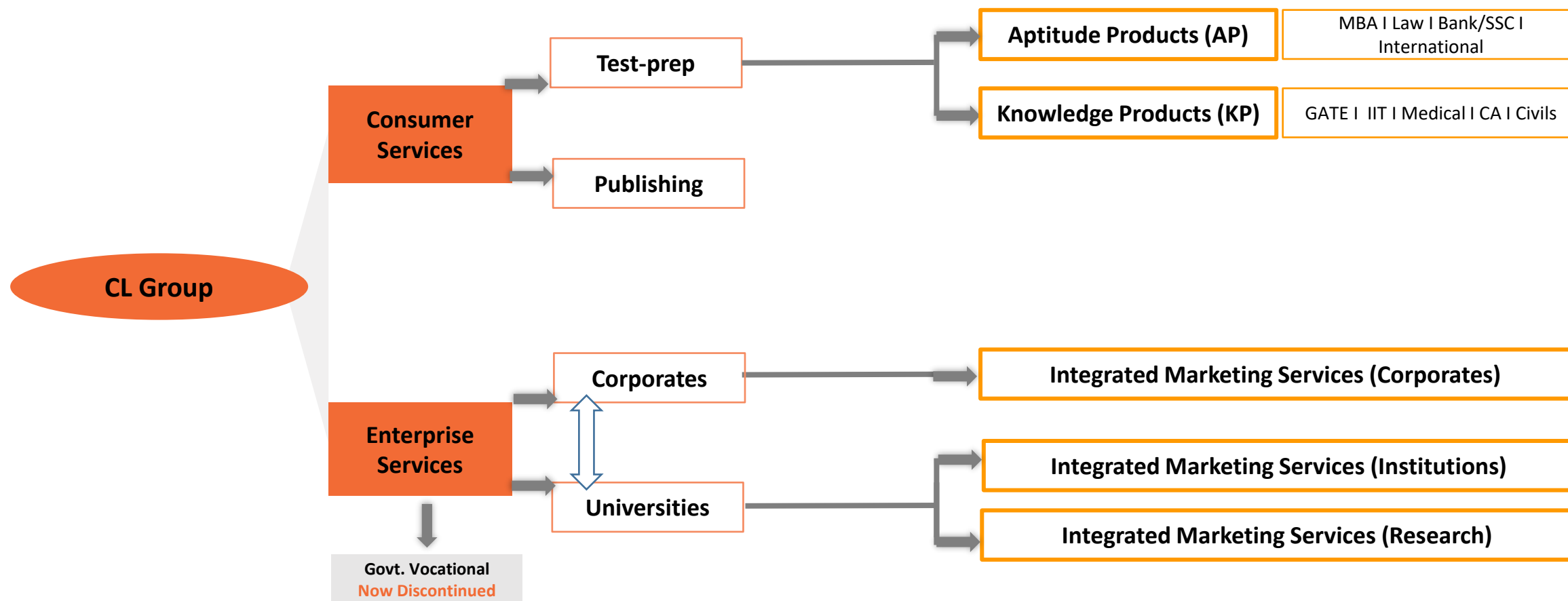
7.2% GDP Growth expected in the \$2.2 trillion Indian economy in FY18 (IMF)

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



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

Comprehensive product portfolio in Knowledge & Career Services



CL Educate Ltd



GK Publications Pvt. Ltd



Kestone Integrated Marketing Services Pvt. Ltd

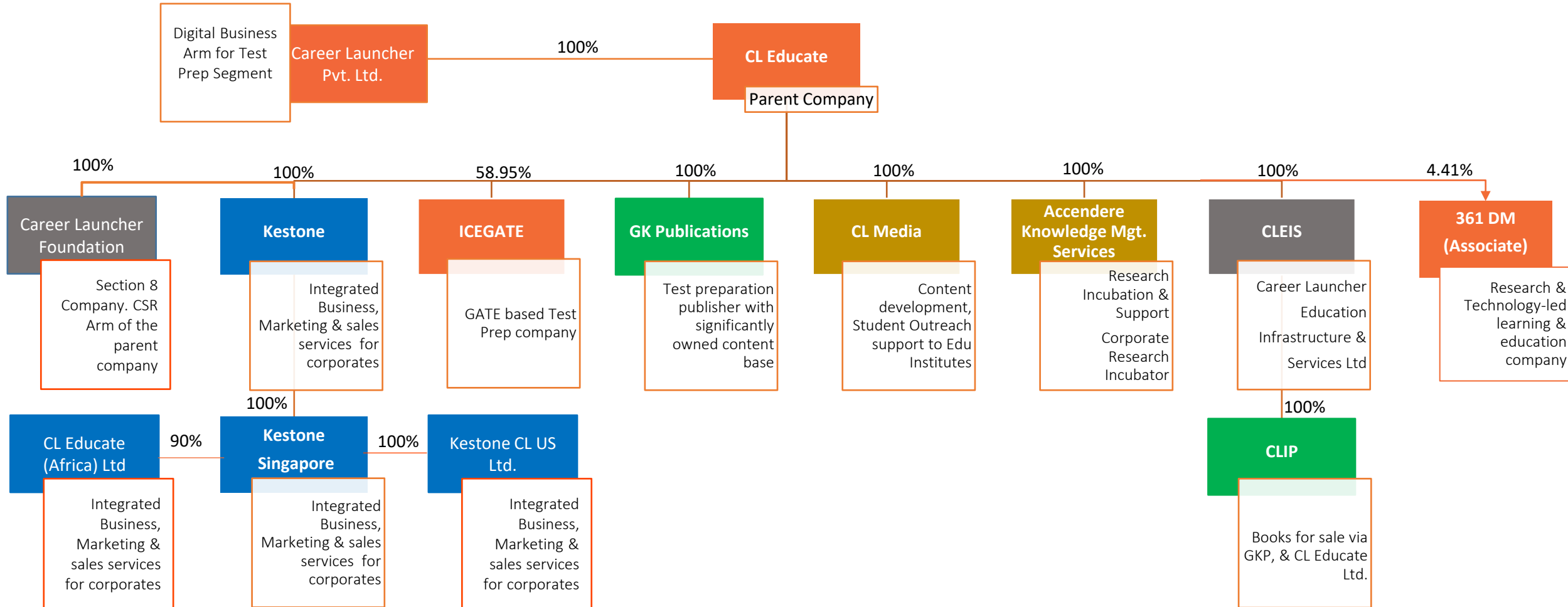


CL Media Pvt. Ltd



Accendere Knowledge Management Services Pvt. Ltd

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**

800

NLU Calls – CLAT 19

44

Selections out of 73 in NLY Delhi in AILET 19

25,825

IIM Calls – CAT 19

169

CL Students who received interview Calls from IPM-IIM Rohtak & Indore

77

CL Students selected for IPM-IIM Indore & Rohtak

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



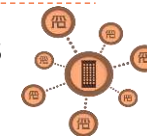
2

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. *2,665 active titles (FY18) in Publishing*



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



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

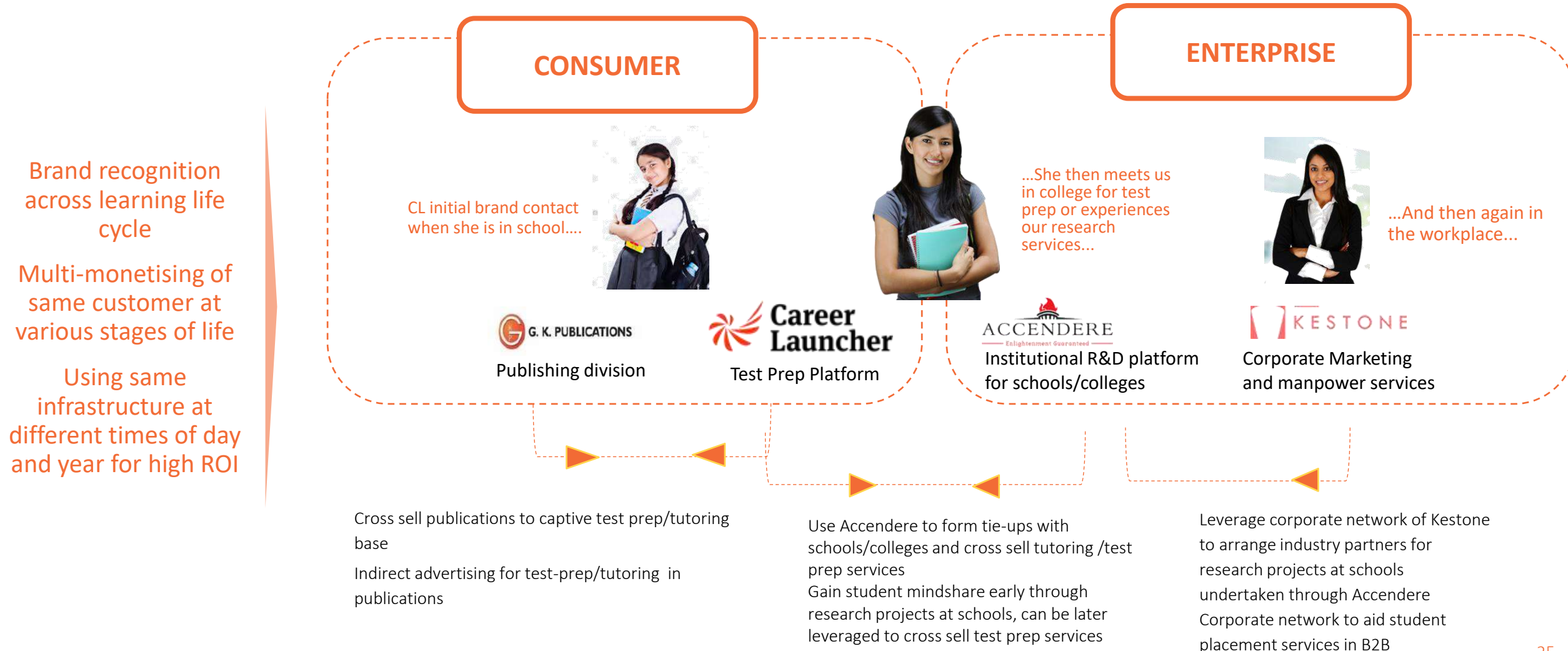
Research Services & Innovation



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



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 Chandiok & 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