

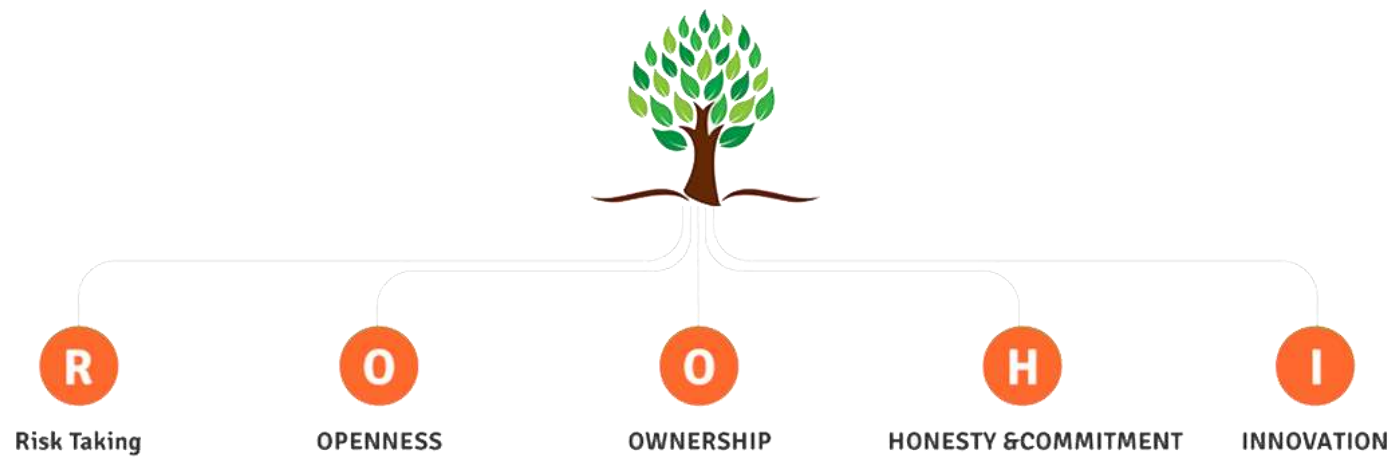


Excellence Since **1995**

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



650K+

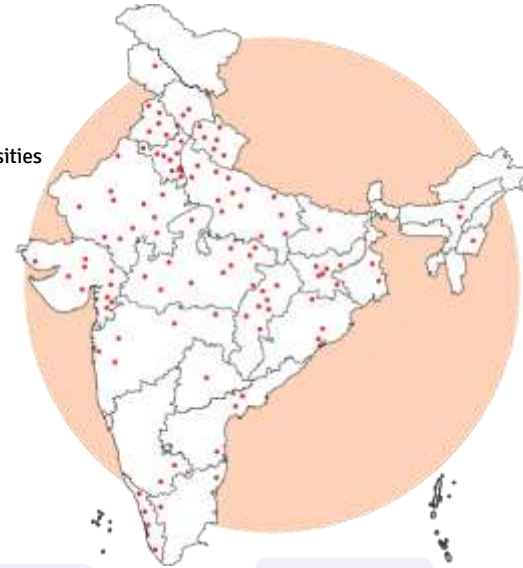
Books Sold



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+

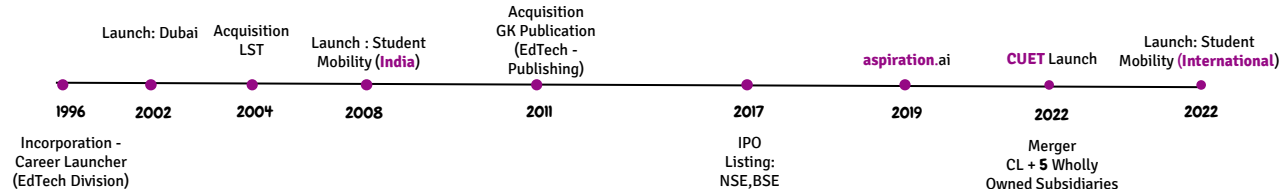
Locations in
UAE












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 |



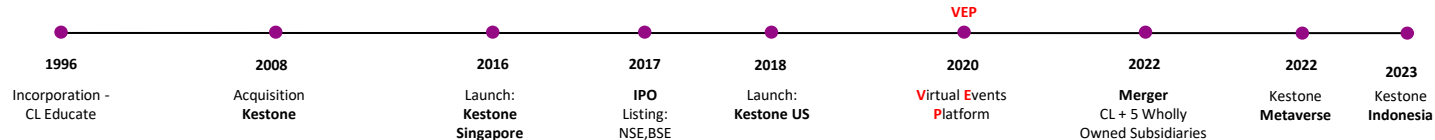
Kestone – Solving Experiential Business & Marketing Problems Globally



- **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

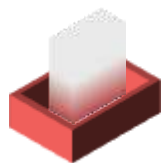


Business Update



International Update





Financial Update



FY24 Financial Update

12%

Total Revenue

- ✓ Mar 24: 332.4 Cr
- ✓ Mar 23: 297.7 Cr



EBITDA

18%

- ✓ Mar 24: 37.9 Cr
- ✓ Mar 23: 32.1 Cr

12%

PBT

- ✓ Mar 24: 21.6 Cr
- ✓ Mar 23: 19.3 Cr



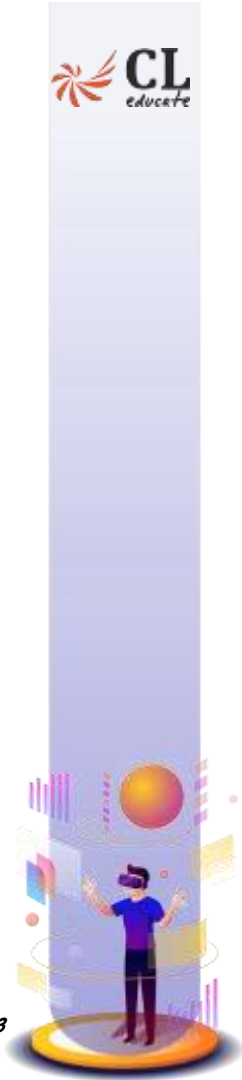
Biz PAT*

12%

- ✓ Mar 24: 15.6 Cr
- ✓ Mar 23: 13.9 Cr

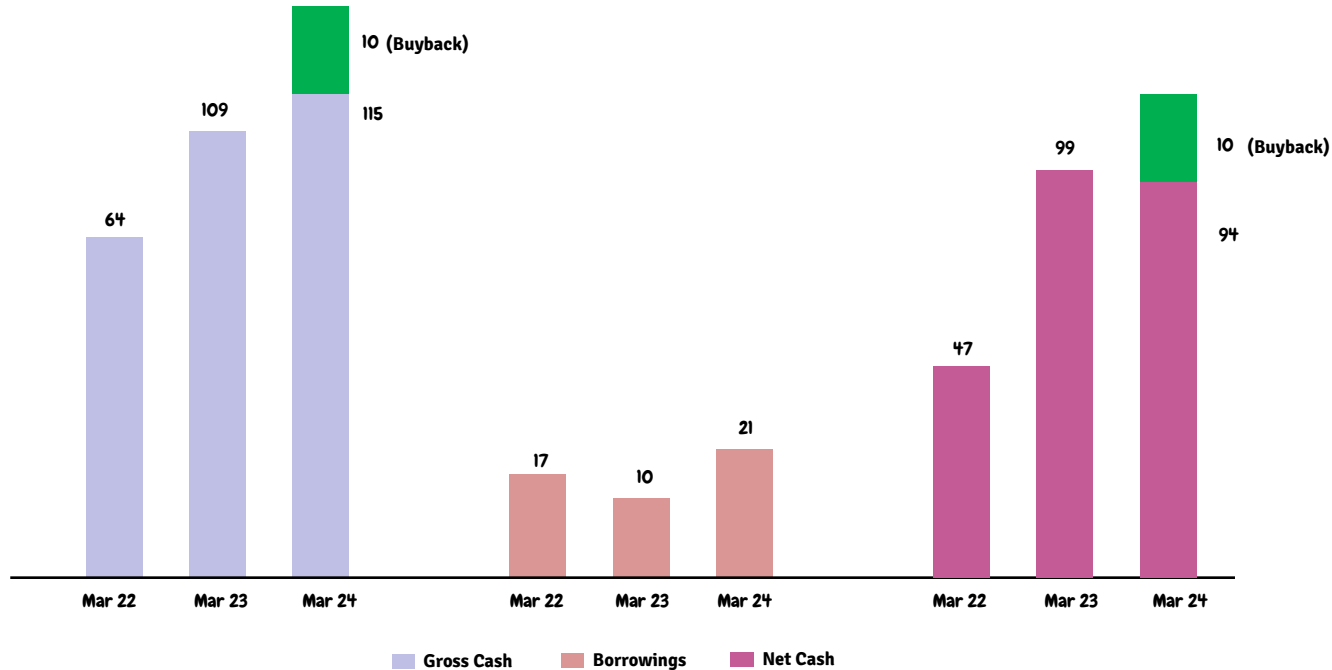


* Adjusted for One-time Exceptional Deferred Tax Impact in Mar 23



Net Cash Position

(All Figures in Rs. Crores)



- Company continues to be Net Debt Free.
- Growth in borrowings in line with revenue growth and subsequent working capital requirements.
 - Increase by Rs 2.2 Cr due to 361DM consolidation

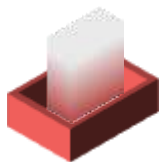
FY 24 Segment Update

(All Figures in Rs. Crores)

| | Mar 24 | Mar 23 | Y-o-Y |
|----------------------|--------------|--------------|------------|
| Total Revenue | 332.4 | 297.7 | 12% |
| EBITDA | 37.9 | 32.1 | 18% |
| EdTech | | | |
| Revenue | 209.4 | 181.2 | 16% |
| EBITDA | 24.5 | 21.7 | 13% |
| MarTech | | | |
| Revenue | 123.0 | 116.5 | 6% |
| EBITDA | 13.4 | 10.3 | 29% |

- EdTech revenue increase flowing into EBITDA
- Significant EBITDA enhancement in MarTech compared to last year





Business Update: EdTech



Test Prep

- FY **24** Vol up **10%** Y-o-Y; Billing up **10%**
- MBA billing up by **11%**
- UG Segment (CUET + Law + IPM/BBA + Others) :
 - Billing up by **9%**
 - Enrolments up by **19%**; despite dip in law numbers
 - IPM/BBA showing significant growth
- Leadership bandwidth enhanced
- New centers added: **25**

619

99+%ilers
CAT **2023**

5/10

Top Ranks
CLAT **2024**

7/10

Top Ranks
AILET **2024**

1,200+

100%ilers
CUET **2023**



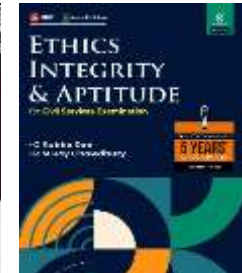
Platform Monetization

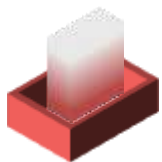
- ✓ Platform Biz revenue grew by **42%**
 - ✓ New Clients added: **70** during the year
- ✓ Common application form (CAF) launched, university applications business gaining momentum;
 - ✓ **40** Institutions added; **3000+** forms sold



Publishing

- ✓ Publishing revenue grew by **19%**; Margins enhanced due to moderation in paper prices
- ✓ Online sales through own channels increased substantially
- ✓ B2B & Institutional sales continues to grow





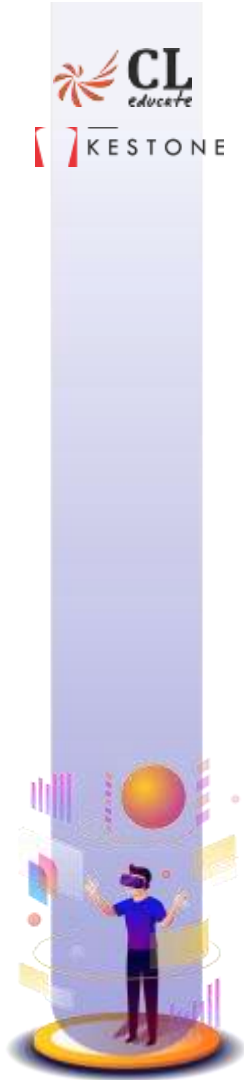
Business Update: MarTech

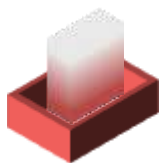


- MarTech biz growth:
 - Revenue: **9-10%**; New Clients added: **56**; (Total Clients **117**)
 - EBITDA: **30%**; Change in revenue mix contributing to higher margins
- India Biz at similar revenue level as last year due to marketing spend constraints by large IT & FMCG sectors
 - Effect countered by adding new clients in different segments
 - Notable clients added – SBI, Deloitte, Nike, Softtek, HP



Deloitte.





International Update



(All Figures in Rs. Crores)

| | Mar 24 | Mar 23 | Y-o-Y |
|----------------------|-------------|-------------|------------|
| Total Revenue | 49.9 | 37.9 | 32% |
| MarTech | 32.6 | 24.3 | 34% |
| EdTech | 17.3 | 13.5 | 28% |

MarTech :

- ✓ Growth in topline coming from growth in Singapore Business (**35%**)
 - ❖ New clients acquired: **18**; Contributing **15%** of topline
 - ❖ Indonesia & US contributing **50%** of the total growth

EdTech :

- ✓ Student Mobility Biz growth continues.
 - ✓ Enhanced direct US university partnerships
 - ✓ Pilot program being run in partnership with **7** top universities
 - ✓ Test prep premium admission consultancy grew by **58%** over PY
- ✓ UAE Biz continues to grow:
 - ❖ Vol up by **20%** and Billing up by **16%**
 - ❖ **6** centers operational; Looking to rapidly expand in other Middle-East countries as well





Get in Touch !



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