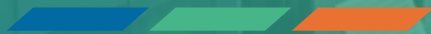


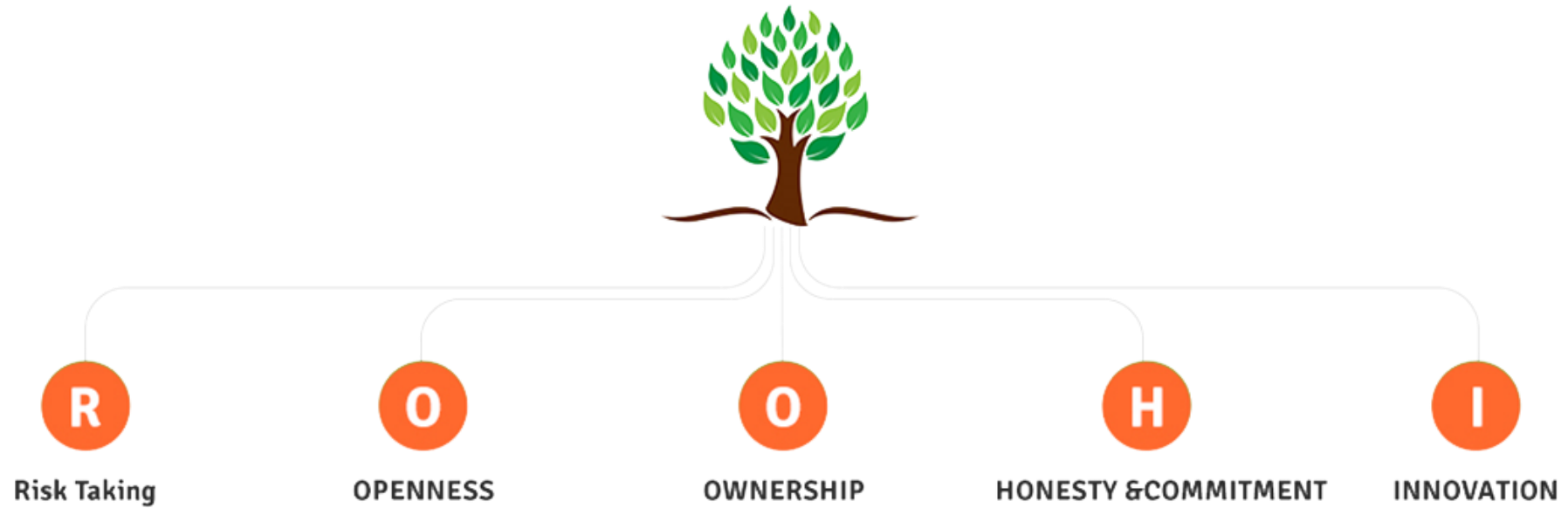


INVESTOR PRESENTATION

- H1 FY2025 -



CORE VALUES



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CAREER LAUNCHER - TRUSTED PAN INDIA OMNICHANNEL TEST PREP BRAND

175
Centers

35%+
Market Share:
MBA & Law

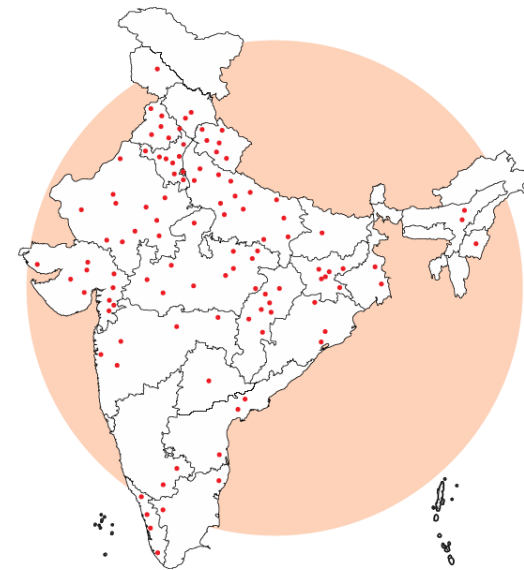
650K+
Books Sold

400+
Institutional
Clients

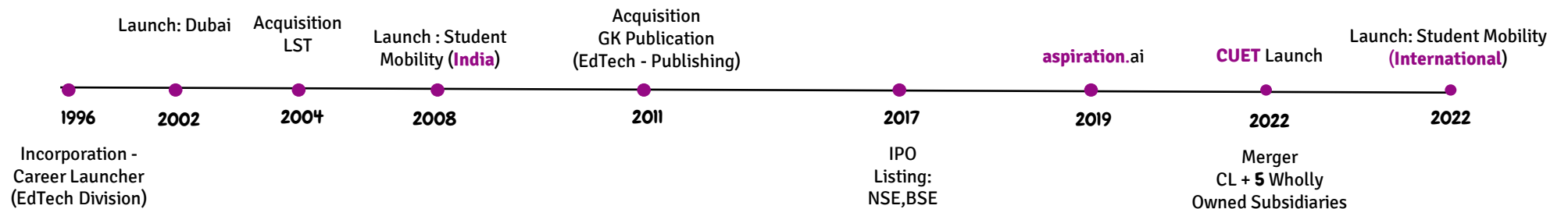
5+
Locations in UAE

9
Locations in
Asia + Africa

- 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 verticals in **FY23**.
- Proprietary content, complemented by experienced faculty members & trainers
- International presence predominantly in the Middle East at present



Key Milestones



TEST PREP: KEY OFFERINGS AND WAY FORWARD

Course : **MBA** | TAM : **3.3 Lacs** | Launch : **1996** |

| Market Share : **30-35%** |

Expansion Plan:

- ✓ Market share expansion
- ✓ State level exams: MHCET, SNAP, XAT



Course : **CUET (UG)** | TAM : **14 Lacs** | Launch : **2022** |

| Market Share : **New Exam** |

Expansion Plan:

- ✓ Brand New Market; Expected to be GaoKao (China) of India
- ✓ 17 Lakh+ Students registered
- ✓ Expected registrations: **70** Lakh in next **3-5** years
- ✓ Add **100+** physical centers dedicated towards CUET + board exam coaching



Course : **Law** | TAM : **60K** | Launch : **2004** |

| Market Share : **35-40%** |

Expansion Plan:

- ✓ FY24 CLAT+AILET Registrations:60K;
- ✓ Law as career is gaining acceptance and momentum.
- ✓ Expected to reach **100K** registrations with change in exam cycle



Course : **Student Mobility** | Launch : **2022** |

| Market Share : **New Product** |

Expansion Plan:

- ✓ New Market
- ✓ **6** Million Students studying in non-native countries
- ✓ Markets: India to Anywhere & Anywhere to Anywhere
- ✓ Focus: Network Expansion, Consulting growth



Global offices – **India, USA, Singapore, Indonesia & UAE**

Services offered:

- ✓ Event Management (Physical) & Virtual Events Platform
- ✓ Digital & MarComm Services
- ✓ Customized Engagement Programs (CEP)
- ✓ Transitioning Biz to Metaverse



900+
Days of Events



50+
Days of Events



50+
Days of Events

Key Milestones



AGENDA



FINANCE UPDATES



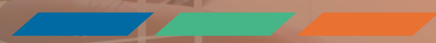
BUSINESS UPDATES





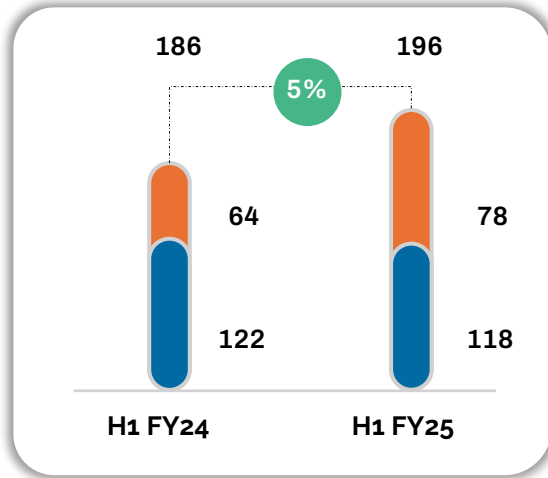
FINANCE UPDATE

- H1 FY2025 -

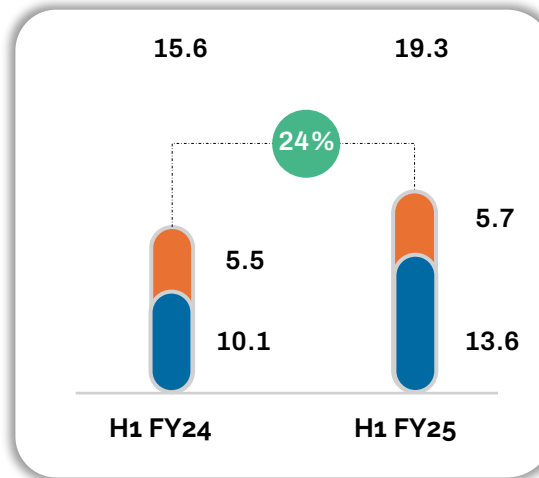


H1 FY2025 – FINANCIAL HIGHLIGHTS

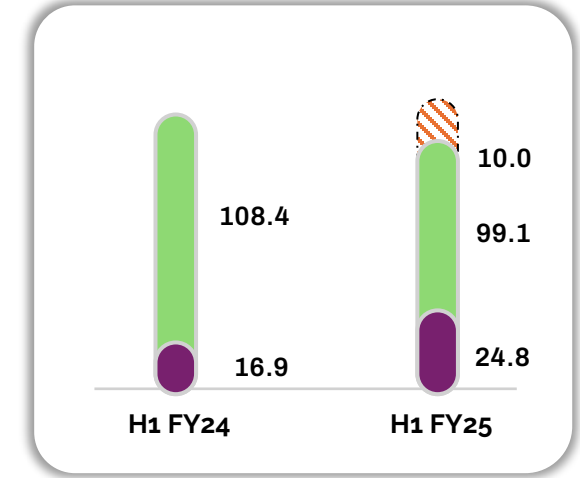
TOTAL REVENUE



OPERATING EBITDA



CASH & BORROWINGS



EdTech

MarTech

Borrowings

Gross Cash

Buyback



EDTECH

- ✓ **Test Preparation Summary:** MBA market expanding – Enrolments also up 19%.
- ✓ **Platform & Publishing Performance:** Revenue grew by 19%;
- ✓ **Margin Expansion:** Margins improved significantly, up 79%.



MARTECH

- ✓ **Revenue Growth:** Topline increased by 21% to Rs. 78 Cr (from Rs. 64 Cr).
- ✓ **EBITDA:** Up by 7% to Rs. 7.3 Cr (from Rs. 6.8 Cr).
- ✓ **India Market:** Strong recovery with 26 new clients, resulting in a 14% increase in H1 revenue.
- ✓ **International Performance:** Continued strong growth, with revenue up 32% to Rs. 22.4 Cr (compared to Rs. 17.0 Cr LY).



EDTECH UPDATE

- H1 FY2025 -



Business Highlights

- ✓ MBA Enrolment nos. showing a positive trend: up **19%** in H1FY25 as compared to LY same period
- ✓ Greater demand for **2-year** program amongst law aspirants resulting in higher average pricing.
- ✓ **16** new partner signups during H1 including international location - Sharjah
 - ✓ Strong pipeline for remaining quarters as well
- ✓ Planning reintroduction of CSAT program as exams importance returns to **2010-2015** levels



Business Highlights

- ✓ Platform Monetization revenue up by **19%**
 - ✓ New Clients added : **30**
- ✓ Average ticket size increasing with greater inventory paying off.
- ✓ CAF on a roll with MICA, IMI, Symbiosis, FORE and others added as new clients
- ✓ Video Asset monetization has kicked off



Save BIG on Application Fees | Apply More, Pay Less

Apply to TOP B-Schools for 2024-25 Admission Intake & Grab DISCOUNTS up to ₹3000

Giving students a boost with savings on Application fees

Your all-in-one college Application solution @CL EasyApplyZone.

Discounted Bundles on Offer:

- ✓ Buy 1 Form, Get Discount of ₹400
- ✓ Buy 3 Forms, Get Discount of ₹1500
- ✓ Buy 5 Forms, Get Discount of ₹3000

Show your selections →



How it Works?



Choose your Ideal Bundle & Explore list of Top-B Schools



Register yourself and get offer applicability status



Seal the Deal: Pay the Application Fees



Upload Payment Acknowledgement

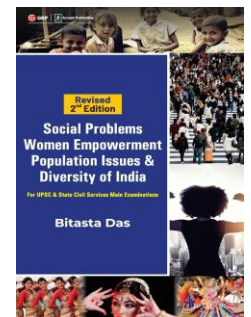
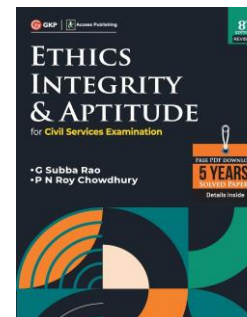
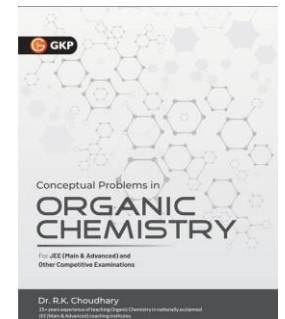
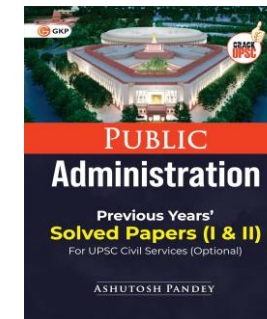
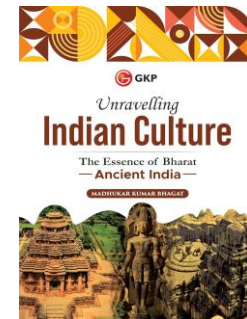
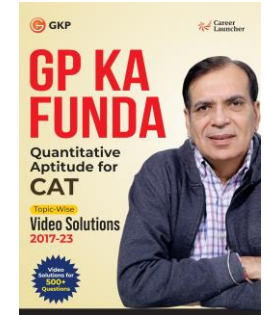
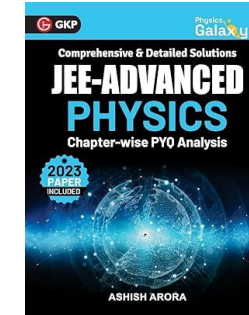
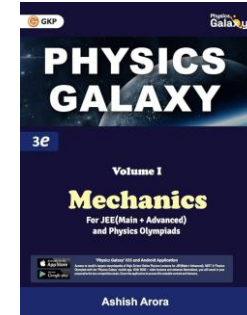


Snag your Discount

To Avail Discount Offer, please follow the below mentioned [Terms & Conditions](#)

Business Highlights

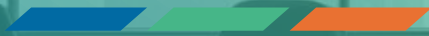
- ✓ Publishing revenue grew by **19%**
- ✓ Total books sold increased by **28%** (**3.86** Lacs vs **3** Lacs)
 - ✓ GATE books showing positive trajectory as compared to last year.
 - ✓ Govt exams back in focus with RRB as front runner.
 - ✓ CAT & CLAT books gaining popularity amongst exam takers.
- ✓ Galaxy Physics new edition launch to further increase the sales





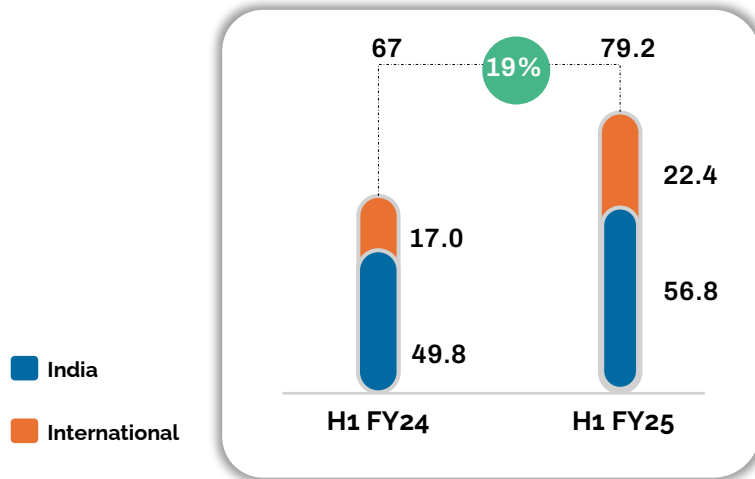
MARTECH UPDATE

- H1 FY2025 -

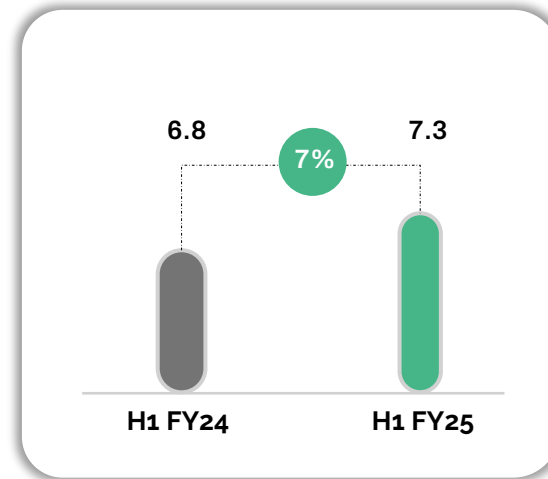


H1 FY25 – HIGHLIGHTS

TOTAL REVENUE



EBITDA



All figures in Rs. Cr

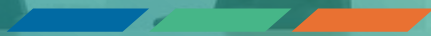
Key Highlights:

- ✓ **33** new clients onboarded (India: **26** & international: **7**)
- ✓ India revenue @ Rs. **56.8** Cr (LY: Rs. **49.8** Cr)
 - ✓ Added National Sales head for new Biz development
- ✓ International revenue @ Rs. **22.4** Cr (LY: Rs. **17** Cr)
 - ✓ Singapore Biz continues impressive growth
 - ✓ Indonesia events biz order book growing steadily
 - ✓ US new customer acquisition picking up pace

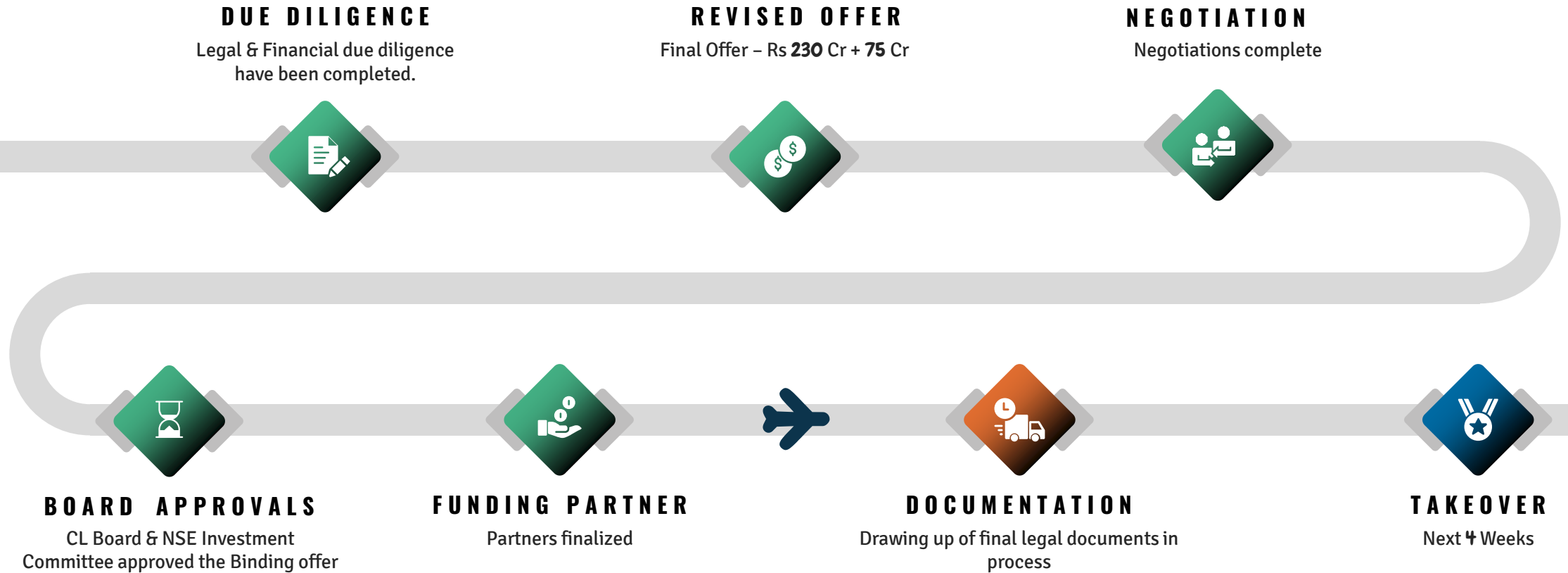


NSEIT DEX ACQUISITION UPDATE

- H1 FY2025 -



DEX - ACQUISITION UPDATE



- Global offices – India, USA, Singapore, Indonesia & UAE

- Services offered:

- Event Management (Physical) & Virtual Events Platform
- Digital & MarComm Services
- Customized Engagement Programs (CEP)
- Transitioning Biz to Metaverse
- Luxury Wedding & Social Events

3+
Events Per Day

150+
Paid Clients

9 Countries
Campaigns
executed across

30,336
CXOs Invited

389,000
Mobile App
Installs Generated

250,000+
Attendees Hosted

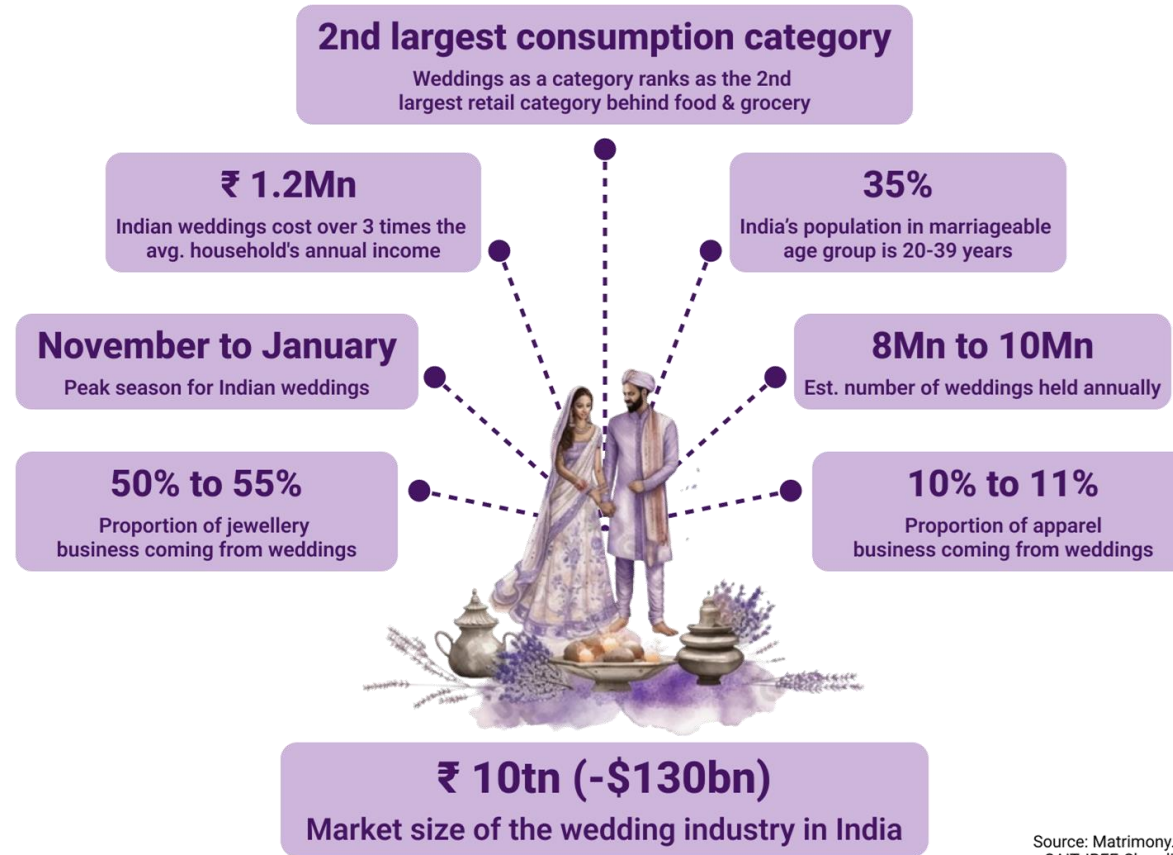
COMING SOON



UTSAV

LUXURY WEDDINGS
& SOCIAL EVENTS

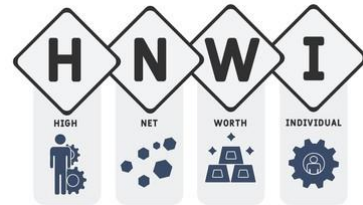
A \$130 Bn OPPORTUNITY



LUXURY WEDDINGS AND SOCIAL EVENTS

THE LUXURY WEDDING MARKET

Driven by the country's love for grand celebrations and an increasing number of affluent families



HNI WEDDINGS



NRI WEDDINGS

Rs. **3 Cr** – Rs. **10 Cr** per wedding
(About USD **120k** – USD **1.2 Mn**)

Rs. **1.5 Lacs** – Rs. **3 Lacs** per guest
(About USD **1,200** – USD **3,600**)



India: Udaipur, Jaipur, Jodhpur & Goa
Global: Dubai, Italy, Thailand & Greece

Growing demand for
Exclusivity & Personalization



Current Players



Exclusive, Bespoke, Extraordinary

Asset Light

Every design is unique and exclusive.

Not just a wedding

but an **unforgettable experience.**

Personalization

Weddings built around the bride, groom, and family identity



A blend of

Culture, Luxury, and Exclusivity

At **1%** market share in **3-5** Years



GET IN TOUCH!



THANK YOU !

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