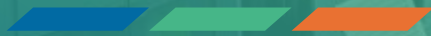


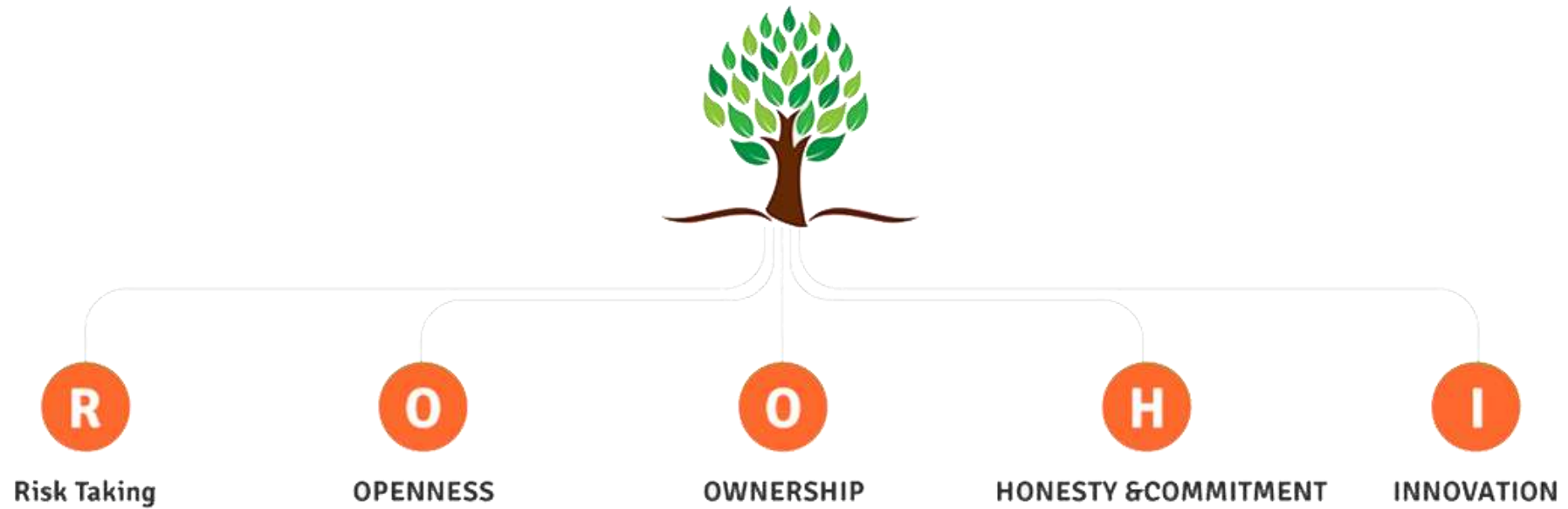


INVESTOR PRESENTATION

- Q3 FY2025 -



CORE VALUES



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Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements.

CL Educate Ltd. will not be in any way responsible for any action taken based on such data or comments or statements and undertakes no obligation to publicly update these data or comments or forward-looking statements to reflect subsequent events or circumstances.

CAREER LAUNCHER - TRUSTED PAN INDIA OMNICHANNEL TEST PREP BRAND

175
Centers

35%+
Market Share:
MBA & Law

650K+
Books Sold

400+
Institutional
Clients

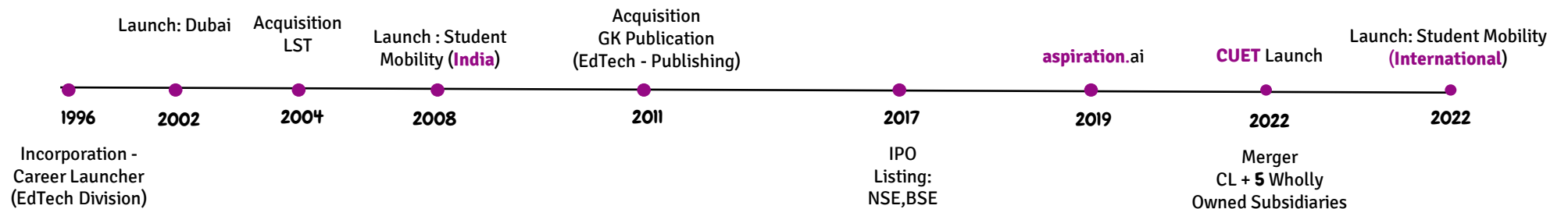
5+
Locations in UAE

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



Classroom Teaching



Online Teaching

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



Test Series



Admission Consultancy

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



Esteemed Clients



900+ Days of Events



50+ Days of Events



50+ Days of Events

Key Milestones





ACQUISITION UPDATE

- NSEIT: DEX -



M&A



DEX an ORBIT SHIFTER



DEX an ORBIT SHIFTER

17% Margin ◀ **DAY 1** ▶ 200 Cr Revenue Addition


9 Cr
Assessment Opportunity
TAM – Not constrained for growth

DEX an ORBIT SHIFTER

17%
Margin

◀ **DAY 1** ▶

200 Cr
Revenue Addition



9 Cr

Assessment Opportunity

TAM – Not constrained for growth



Future Growth Destinations

DEX an ORBIT SHIFTER

17% Margin ◀ **DAY 1** ▶ 200 Cr Revenue Addition

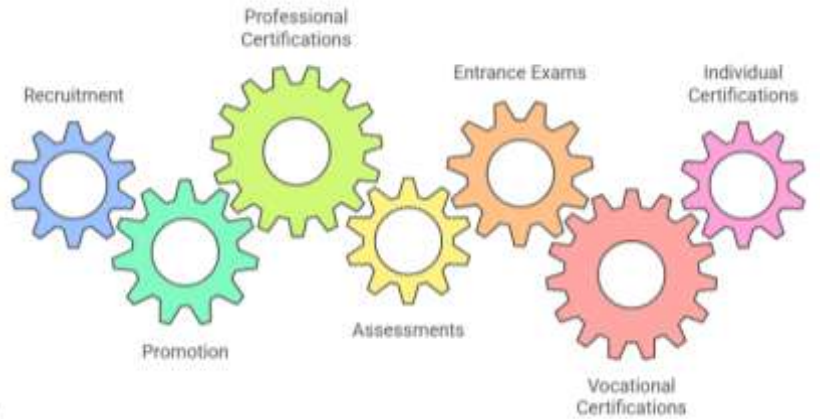


9 Cr

Assessment Opportunity
TAM – Not constrained for growth



Future Growth Destinations

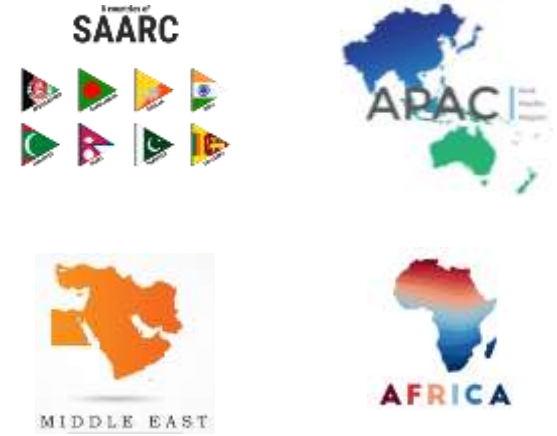


Segment Opportunities

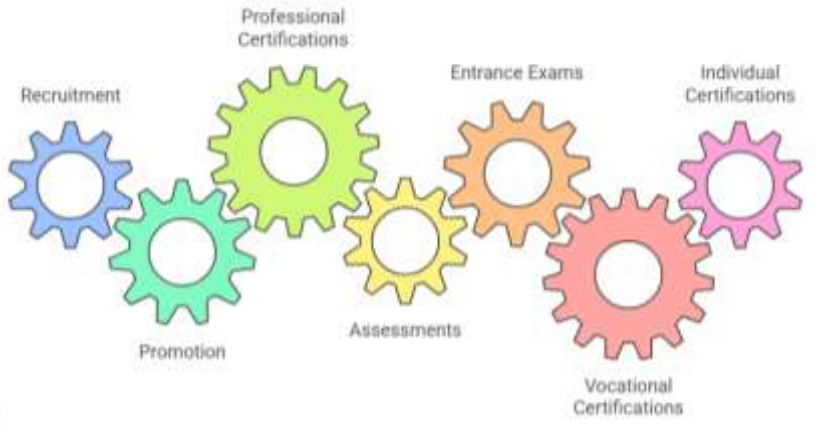
DEX an ORBIT SHIFTER

17% Margin ◀ **DAY 1** ▶ 200 Cr Revenue Addition

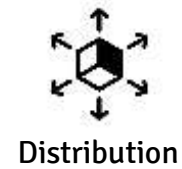

9 Cr
Assessment Opportunity
TAM - Not constrained for growth



Future Growth Destinations



Segment Opportunities



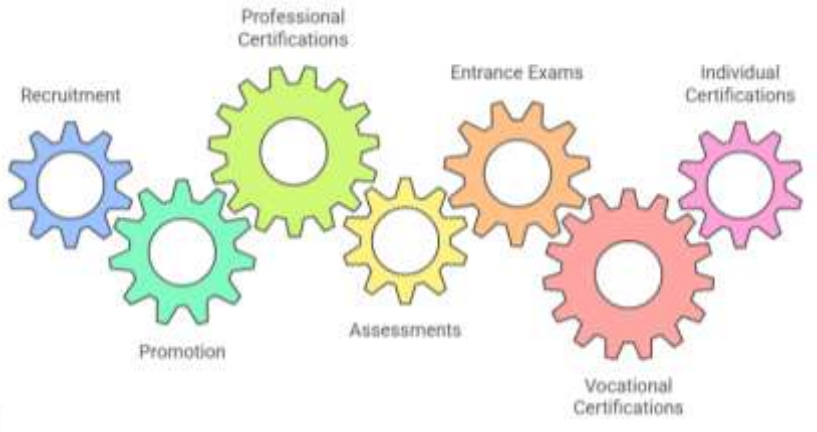

Business Moats



DEX an ORBIT SHIFTER

17% Margin ◀ **DAY 1** ▶ 200 Cr Revenue Addition


9 Cr
Assessment Opportunity
TAM - Not constrained for growth



Segment Opportunities



Future Growth Destinations



Experienced & Professional Management

DEX PROPOSED INDEPENDENT BOARD MEMBERS



YATRIK VIN
(Ex – NSE)

- ✓ Master's Degree – Mumbai University
- ✓ Fellow member – ICAI
- ✓ Alum – Kellogg School of Business
- ✓ Served on the Accounting Standards Board (ASB) of the ICAI
- ✓ ROLL OF HONOUR 2015 – Top 100 CFOs of India
- ✓ CFO of the Year (2014) – ABP News BFSI Awards



KRISHNAKUMAR S
(Ex – Sundaram Asset Management)

- ✓ B.E. – NIT Trichy, PGDBA – LIBA, Chennai
- ✓ Founder & Director – Lion Hill Capital Pvt Ltd.
- ✓ Independent Director – M.M.Forgings Ltd



R SUBRAHMANYAM
(Ex - IAS)

- ✓ Economics Graduate – Madras Christian College
- ✓ P.G. – Macro-Economics : University of Bradford; MBA – IIFT, Delhi
- ✓ 37 Yrs Work Experience - Tribal & Rural Development, poverty alleviation, education and social justice
- ✓ 4.5 Yrs - Secretary to Government of India heading Higher Education and the Social Justice departments; Led preparation of NEP 2020
- ✓ Redesign – MNREGA



MADHUMITA GANGULI
(Ex – HDFC)

- ✓ A lawyer by qualification and through her experience is a Housing Finance Professional.
- ✓ Associated with the HDFC since 1981 and was responsible for steering the Business Process Reengineering program at HDFC for retail lending, which helped the Company accentuate its competitive edge by introducing technology in the underwriting process

DEX MANAGEMENT TEAM



KRISHNAN R - CBO

- ✓ 30 +years of credible Business Development experience as a Market Creator and a Client Relationship Professional
- ✓ 19Yr old veteran @ NSEIT
- ✓ Started his journey with NSEIT in Feb 2006
- ✓ 2015 - Promoted to SBU Head for DEX's Online Examination and was accountable for handling Business Development, Operations, delivery & Customer Support.



Dr. PARESHNATH PAUL - CTO

- ✓ Engineering Graduate, and an M.Tech and a PhD in the field of Artificial Intelligence (AI) application from IIT Kharagpur.
- ✓ Worked with several leading companies including global MNC at leadership role like MCX, IEX and Mphasis.
- ✓ Leads team of presales consultants, solution architects, delivery experts and manages technology talent across all NSEIT projects through stringent project governance ensuring 100% process excellence.



CHINTAN TURKI - OPS HEAD

- ✓ B.E (Hon.) Electrical & Electronics Engg – BITS, Pilani
- ✓ Six Sigma certified professional; ISO and Business Excellence certified
- ✓ Successful stints with Star Union Dai-ichi Life Insurance, Pramerica Life Insurance, Max Life Insurance, HDFC Bank, ICICI Bank, and Orbitech Solutions Limited.
- ✓ Instrumental in scaling up the NSEIT digital examination business across India and has successfully driven adoption across government and private business entities.



UTSAV

Crafting Celebrations!





UTSAW

Crafting Celebrations!



Officially Launched : 12 January, 2025





GLIMPSES OF THE FIRST WEDDING

- ✓ Organic business to be developed using 30-years of event execution capabilities of Kestone
- ✓ Typically cater to 2 Cr+ ticket size events
- ✓ Offerings:
 - ✓ Wedding planning & Coordination
 - ✓ Creative concept & Design
 - ✓ Vendor Curation & Management
 - ✓ Guest Experience
 - ✓ Tech-Enhanced Features



First Wedding
Teaser



UTSAV-FOUNDING MEMBERS AND CO - PROMOTERS



Founding Members



SANJEEV KAPOOR



SAMEER PURI



CL EDUCATE LTD



AGENDA



FINANCE UPDATES



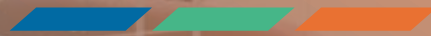
BUSINESS UPDATES





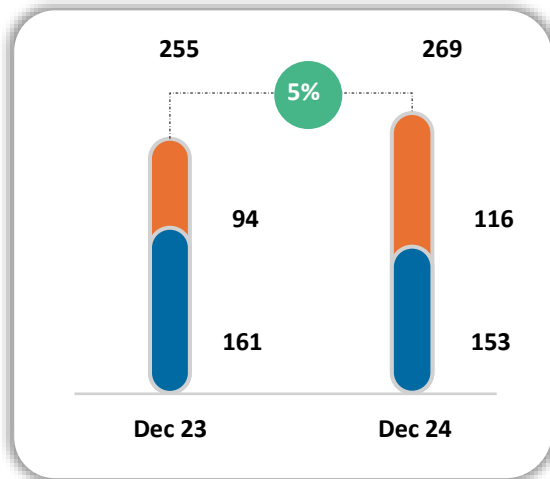
FINANCE UPDATE

- Q3 FY2025 -

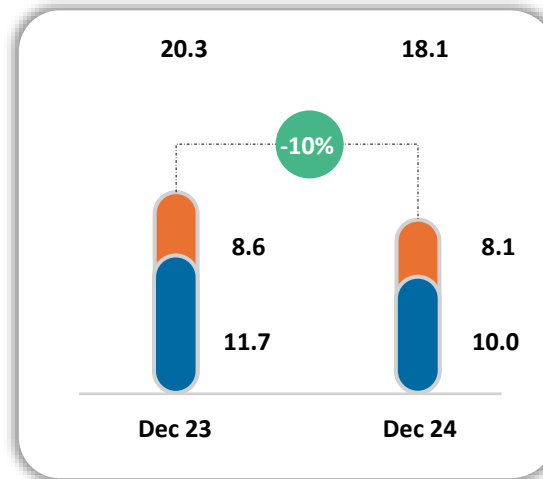


YTD Dec 24 – FINANCIAL HIGHLIGHTS

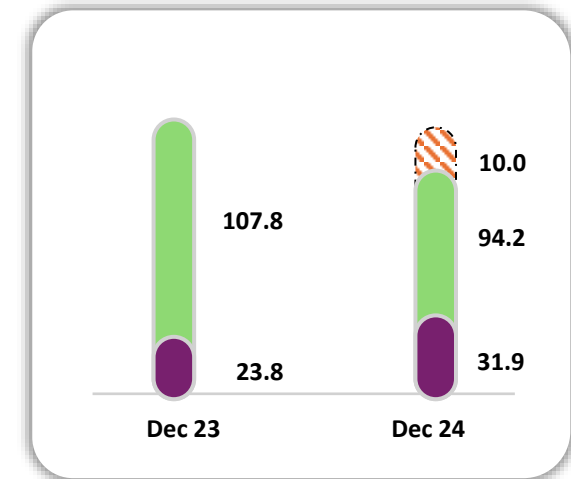
TOTAL REVENUE



OPERATING EBITDA



CASH & BORROWINGS



EdTech

MarTech

Borrowings

Gross Cash

Buyback



✓ EdTech:

- ✓ Test Prep: Revenue lower by 9%;
- ✓ Platform Monetization: Revenue growth by 20%
- ✓ Publishing: Revenue growth by 8%

✓ MarTech:

- Short Term pressure on Gross Margins due to environmental factors; Situation likely to improve in FY26.
- ✓ Revenue growth 19% in India; Revenue growth 26% International.

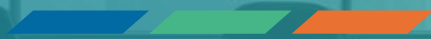
Long term prospects bright : CL continues to invest in people & technology from a long term perspective.





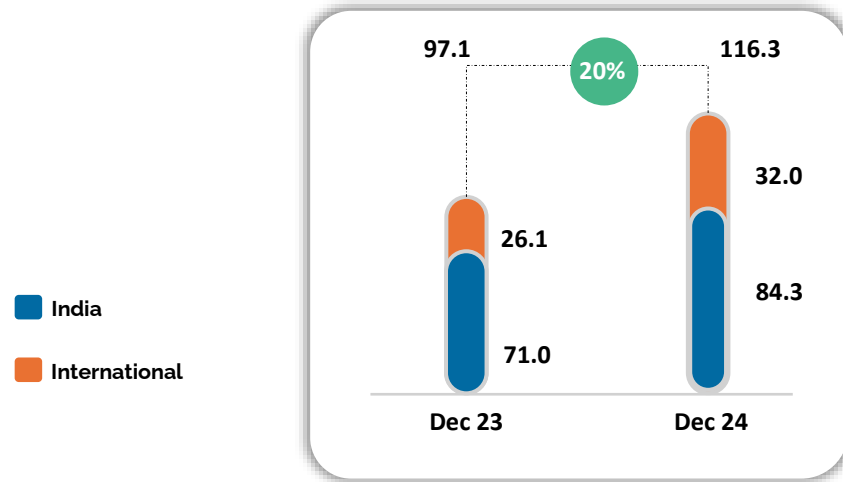
MARTECH UPDATE

- Q3 FY2025 -

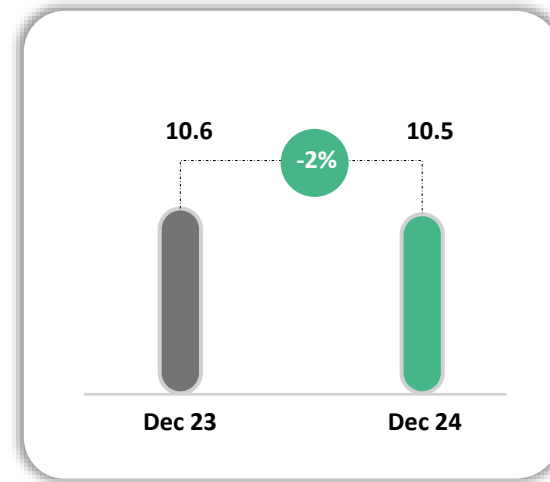


YTD Dec 24 – HIGHLIGHTS

TOTAL REVENUE



EBITDA

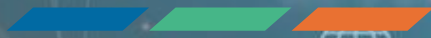


- ✓ Revenue up by **20%** on Y-o-Y basis
- ✓ EBITDA impacted by increased competition and environmental factors
- ✓ Working on leveraging India's key clients to open doors in APAC
- ✓ VOSMOS growing well - Salesforce contributing as customer across India & APAC
- ✓ Meta-commerce initiatives bearing fruit – Sterling, Taj & Oberoi (pilots)



EDTECH UPDATE

-Q3 FY2025-



Business Highlights

- ✓ MBA Enrolment nos. in a positive uptrend: up **14%** in YTD Dec **24** as compared to LY same period
- ✓ Greater demand for **2-year** program amongst law & CUET aspirants.
- ✓ **19** new partner signups during Apr-Dec **24**
- ✓ CSAT relaunch in process; key markets being targeted
- ✓ Market Oriented Courses like Financial Services Products – CFA, Actuarial, CPA, CMA, etc. being evaluated
- ✓ New segment – **CHEX** launched



Business Highlights

- ✓ Platform Monetization revenue up by **20%**
 - ✓ EBITDA up by **84%**
- ✓ New partners for CAF being onboarded. Emphasis on selling Engineering-Medical colleges

The screenshot shows a promotional banner for Career Launcher's EasyApplyZone. At the top, it features the Career Launcher and EasyApplyZone logos. The main headline reads "Save BIG on Application Fees | Apply More, Pay Less". Below this, a yellow callout box states "Apply to TOP B-Schools for 2024-25 Admission Intake & Grab DISCOUNTS up to ₹3000". The text continues: "Giving students a boost with savings on Application fees. Your all-in-one college Application solution @CL EasyApplyZone." A section titled "Discounted Bundles on Offer:" lists three options: "Buy 1 Form, Get Discount of ₹400", "Buy 3 Forms, Get Discount of ₹1500", and "Buy 5 Forms, Get Discount of ₹3000". A red button labeled "Show your selections" is at the bottom left. On the right, there is an illustration of three people looking at a large document with a red checkmark.

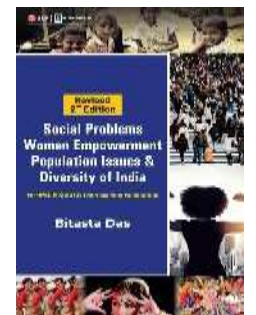
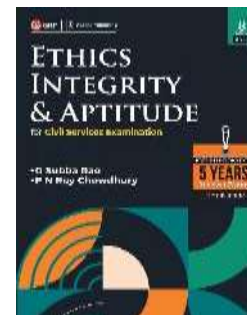
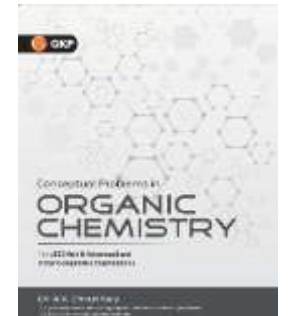
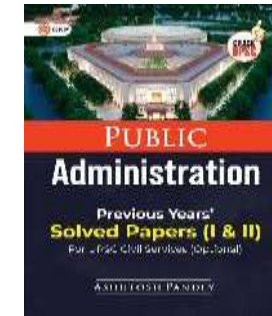
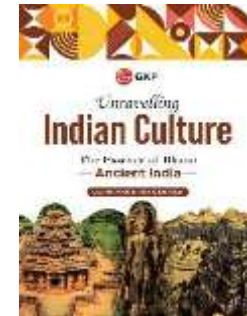
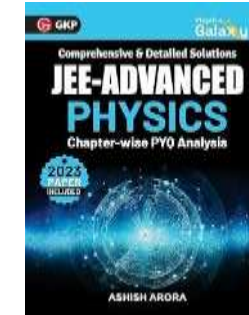
How it Works?



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

Business Highlights

- ✓ Publishing revenue grew by **8%**
- ✓ Total books sold increased by **16%** (**4.84** Lacs vs **4.18** Lacs)
- ✓ RRB, GATE and CAT / CLAT books doing well
- ✓ UPSC, Physics Galaxy and IELTS sale is slower than expected
 - ✓ New editions of Physics Galaxy & IELTS launched in January.



GET IN TOUCH!



THANK YOU !

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