



To
Department of Corporate Services,
BSE Limited
Phiroze Jeejeebhoy Towers, Dalal Street,
Mumbai – 400 001

To
Listing Department,
National Stock Exchange of India Limited
C-1, G-Block, Bandra - Kurla Complex
Bandra (E), Mumbai – 400 051

**Scrip Code: 540403, Scrip Symbol: CLEDUCATE
ISIN: INE201M01029**

Subject: Outcome of Investors Earnings Call pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Ma'am/Sir(s),

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and in continuation to our disclosure dated August 05, 2024 with respect to Schedule of Analysts and Investors Earnings Call to discuss the Unaudited Financial Results (Standalone & Consolidated) of the Company for the quarter ended June 30, 2024, please find attached herewith the presentation made at the Investors/ Analysts Earning call.

A recording of the Analysts and Investors Earnings Call is available on the website of the Company at the web link: <http://www.cleducate.com/quarterly-results.html>.

The aforesaid information will also be hosted on the Company's website at www.cleducate.com.

Kindly take the above details on record.

Thanking You
For CL Educate Limited

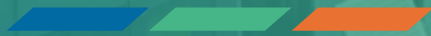
**Arjun Wadhwa
Chief Financial Officer**

**Place: New Delhi
Date: August 08, 2024**

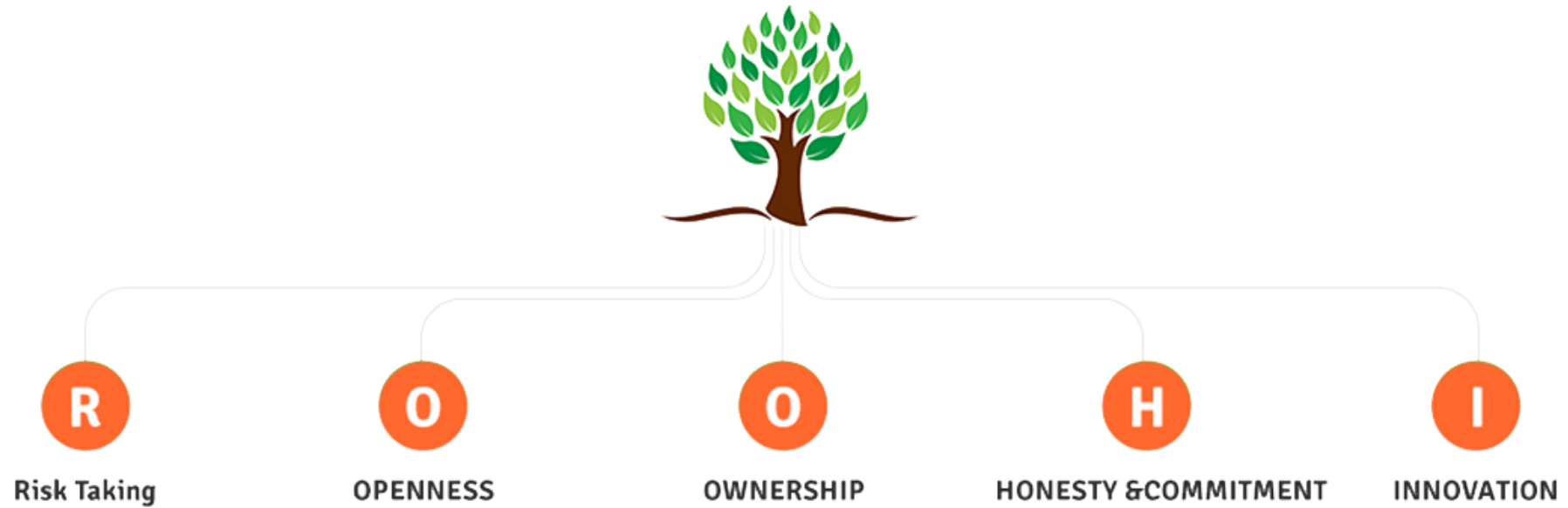


INVESTOR PRESENTATION

- Q1 FY2025 -



CORE VALUES



SAFE HARBOUR

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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.

Q1... AND THE YEARS AHEAD

- ✓ Flat quarter. Forward looking outlook is healthy
 - ✓ Market Share – Growth vs Profitability choice
 - ✓ India Inc. marketing budgets tight - Keystone
 - ✓ All businesses facing increasing pricing tightness
- ✓ Outlook positive. Investment mode.
 - ✓ Investments continue from a medium / long-term perspective
 - ✓ Adding bandwidth in Test prep,
 - ✓ Franchise expansion
 - ✓ Leadership additions in Digi-CoCo
 - ✓ Sales team additions in MarTech and Platform Monetization businesses
- ✓ Q2 & Q3 are critical quarters for our business – Maintain healthy outlook
- ✓ Growth strategies – Organic / Inorganic
 - ✓ BAU – Tactics for growth
 - ✓ Newer products
 - ✓ M&A opportunities – Advanced stages



CAREER LAUNCHER - TRUSTED PAN INDIA OMNICHANNEL TEST PREP BRAND

175
Centers

35%+
Market Share:
MBA & Law

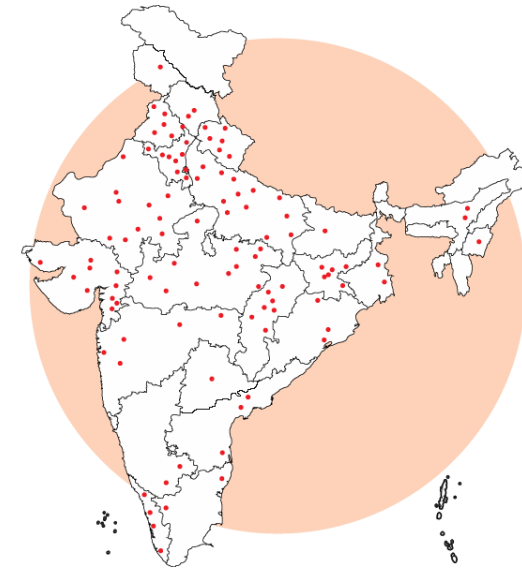
650K+
Books Sold

400+
Institutional
Clients

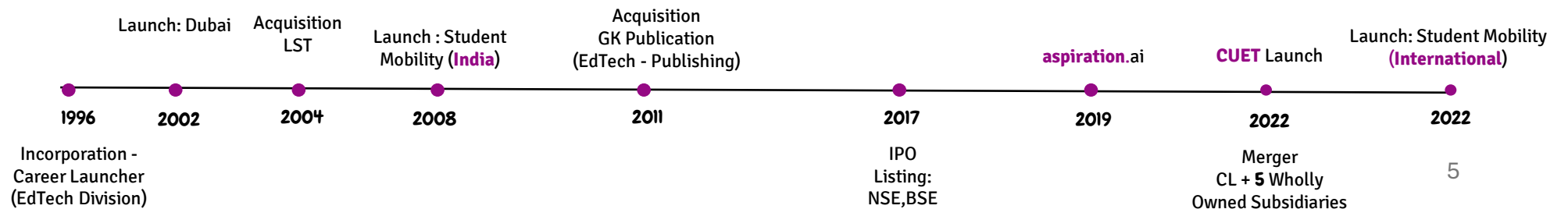
5+
Locations in UAE

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 key verticals in FY**23**.
- 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





Key Milestones



Course : **MBA** | TAM : **3.3 Lacs** | Launch : **1996** |
 | Market Share : **30-35%** |

Expansion Plan:

- ✓ Market share expansion
- ✓ State level exams: MHCET, SNAP, XAT
- ✓ Pre-COVID: **70** Cr Billing


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
- ✓ Pre-COVID: **63** Cr Billing


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






KESTONE - SOLVING EXPERIENTIAL BUSINESS & MARKETING PROBLEMS GLOBALLY



- 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
 - ✓ Managed Manpower Services



900+
Days of Events



50+
Days of Events



50+
Days of Events

Key Milestones



AGENDA



FINANCE UPDATE



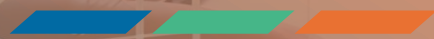
BUSINESS UPDATE





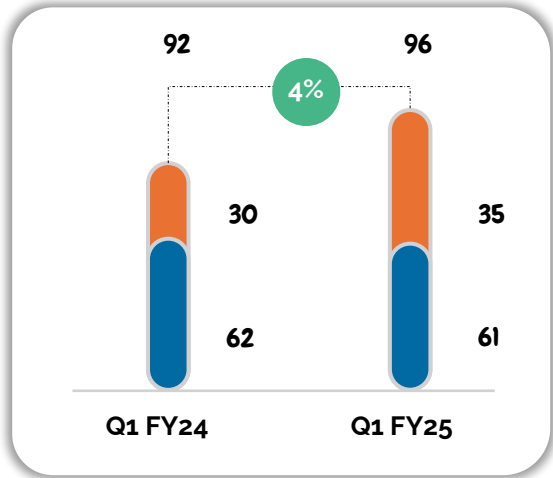
FINANCE UPDATE

- Q1 FY2025 -

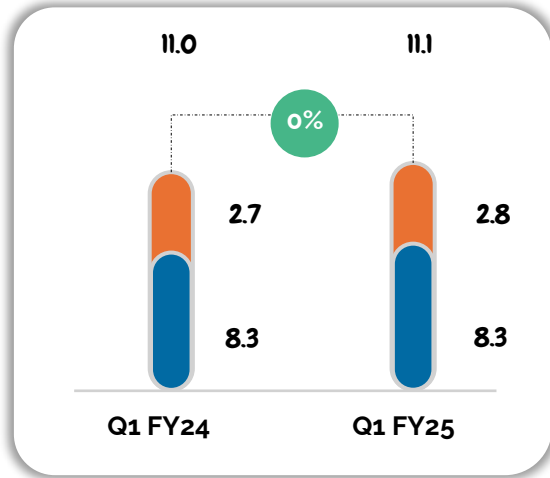


Q1 FY2025 – FINANCIAL HIGHLIGHTS

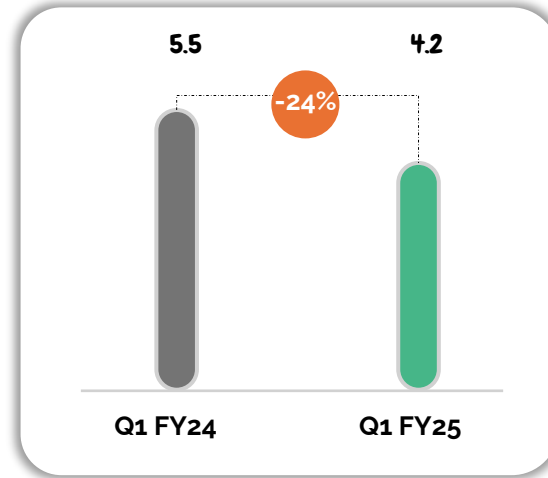
TOTAL REVENUE



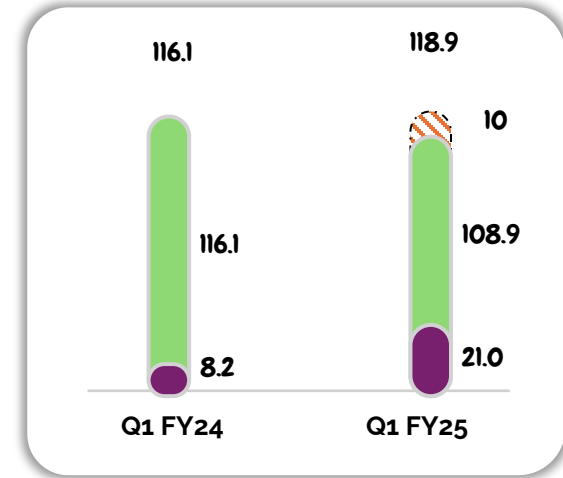
EBITDA



PROFIT AFTER TAX



CASH & BORROWINGS



■ EdTech ■ MarTech

■ Borrowings ■ Gross Cash
 Buyback



- ✓ MBA and Law market share gains; Product and price significant marketing handles
- ✓ Platform & Publishing business revenue up **25%**:
 - ✓ Margins up **42%**;
- ✓ Platform business season expected to be at peak in Q2 & Q3



- ✓ International segment continues to outperform in terms of revenue; **50%** growth in revenue
 - ✓ EBITDA figures remain similar as last year
- ✓ India business clients continues to face spend constraints
- ✓ MarTech business season expected to be at peak in Q2 & Q3 with solid pipeline.



EDTECH UPDATE

- Q1 FY2025 -



Business Highlights

- ✓ MBA Enrolment nos. showing a positive trend: up **40%** in Q1FY25 as compared to LY same quarter
- ✓ While Q1FY25 saw a marginal enrollment dip, Law's overall trajectory continues to demonstrate increasing market share.
 - ✓ Moving more towards a **2-year** products resulting in increase in Avg Pricing
- ✓ Regulatory Impact on physical centers
- ✓ **3** major franchise events held in key cities. **500+** leads
 - ✓ **9** signups in critical markets
 - ✓ Significant pipeline for rest of the year



610+

99+%ilers
CAT 2023

5/10

Top Ranks
GLAT 2024

7/10

Top Ranks
AILET 2024

1,200+

Perfect Scores
CUET 2024

Business Highlights

- ✓ Platform Monetization revenue up by **18%**
 - ✓ New Clients added : **40** New clients
 - ✓ New Client contribution : **45%** of revenue
- ✓ Business to peak in **Q2 & Q3**
- ✓ Common Application Form (CAF) – introduced last year gaining momentum.
 - ✓ Target to achieve **30K** form sales by end of the year
 - ✓ Phase II: Leverage PAN India physical presence
- ✓ Video Asset Monetization – Revenue generation begins
- ✓ Undertake joint project with **36IDM** to leverage Tier **1/2** institutional engagements



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

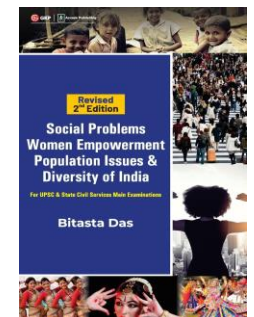
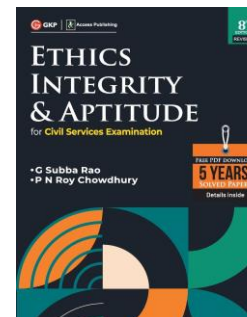
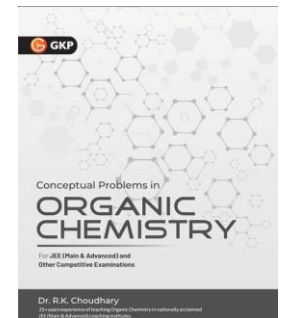
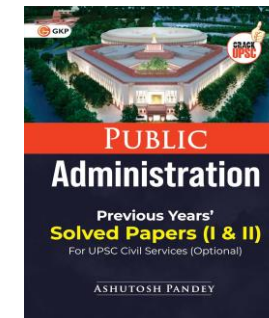
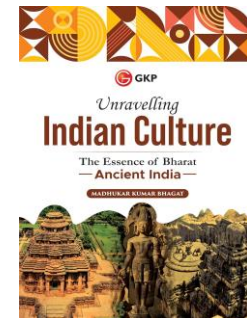
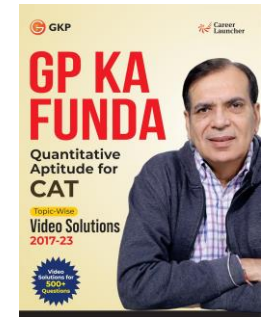
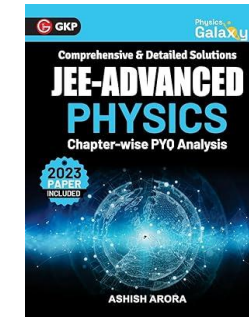
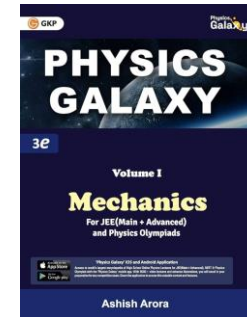
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Business Highlights

- ✓ Publishing revenue grew by **27%**; Margins grew by **50%+**
- ✓ Sale to Online players rises by **1.25x**
 - ✓ All three channels continue to grow
- ✓ Sale of Technical books showing great momentum
- ✓ School business continues to dominate Q1
- ✓ White label business growing at **1.5x**

Focus Areas

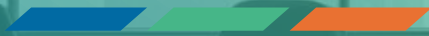
- ✓ Addition of more author driven titles
- ✓ Greater collaboration with libraries and institutions
- ✓ Participation in book fairs





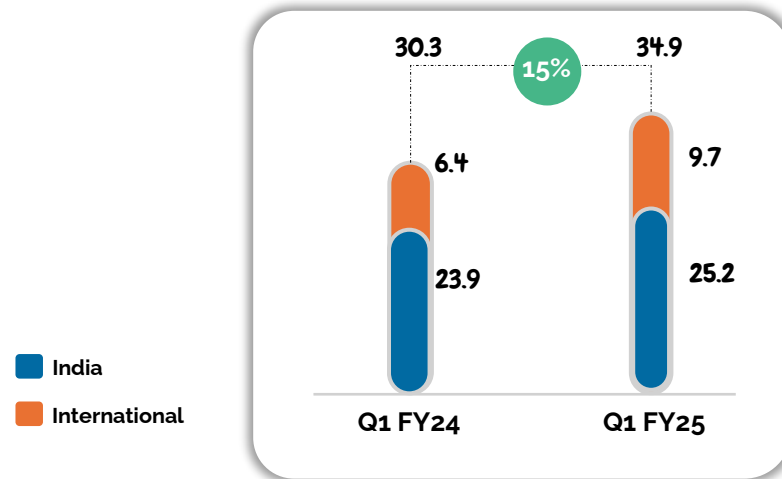
MARTECH UPDATE

- Q1 FY2025 -

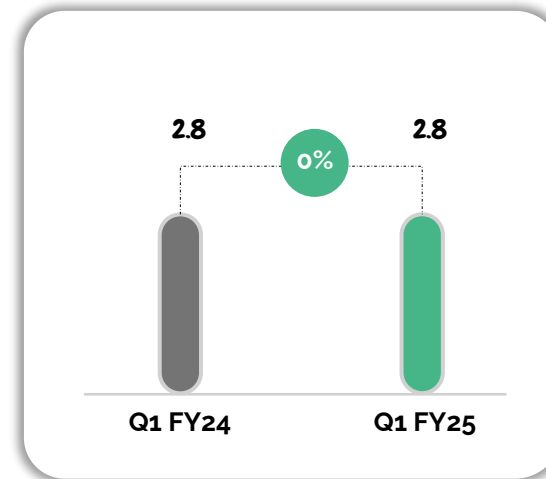


Q1 FY25 – HIGHLIGHTS

TOTAL REVENUE



EBITDA



Key Highlights

- ✓ Large virtual event and integrated IMS wins in India
- ✓ Addition of clients in new verticals continue.
 - ✓ **50+** new clients added contributing **23%** to topline
- ✓ Good mix of business in Singapore with key vintage clients and large concert productions.
- ✓ IT sector spends continue to be constrained
- ✓ International segment will continue to be beacon of growth for **FY25**

Overview

The Small and Medium Enterprises (SME) sector



Contributes around 40% to the nation's total GDP



provides significant employment opportunities at comparatively lower capital costs than large industries



Getting your business off the ground

Regulatory Hurdles for MSMEs Part 1

MSMEs in India: 63.4 million
Employment generated: 111 million

WE ARE LIVE.

Take the Quiz

Redefining SME Leadership

5 milestones that every SME leader should follow

Living



The way ahead is easing of restrictions...

There are benefits to registering under

- Udyam Registration
- Startup India Registration

5% of Indian SMEs (3.5 million) have registered.

Regulatory Solution:

Push digitalization and ease regulatory burden

Accessing Capital Markets



Cambridge Core

Presents

#Bright Spark

A quiz series exclusively for Cambridge Core users!

Participate and stand a chance to win exciting rewards



Cambridge Core

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#Bright Spark



Cambridge Core

#Bright Spark

A quiz series exclusively for Cambridge Core users!



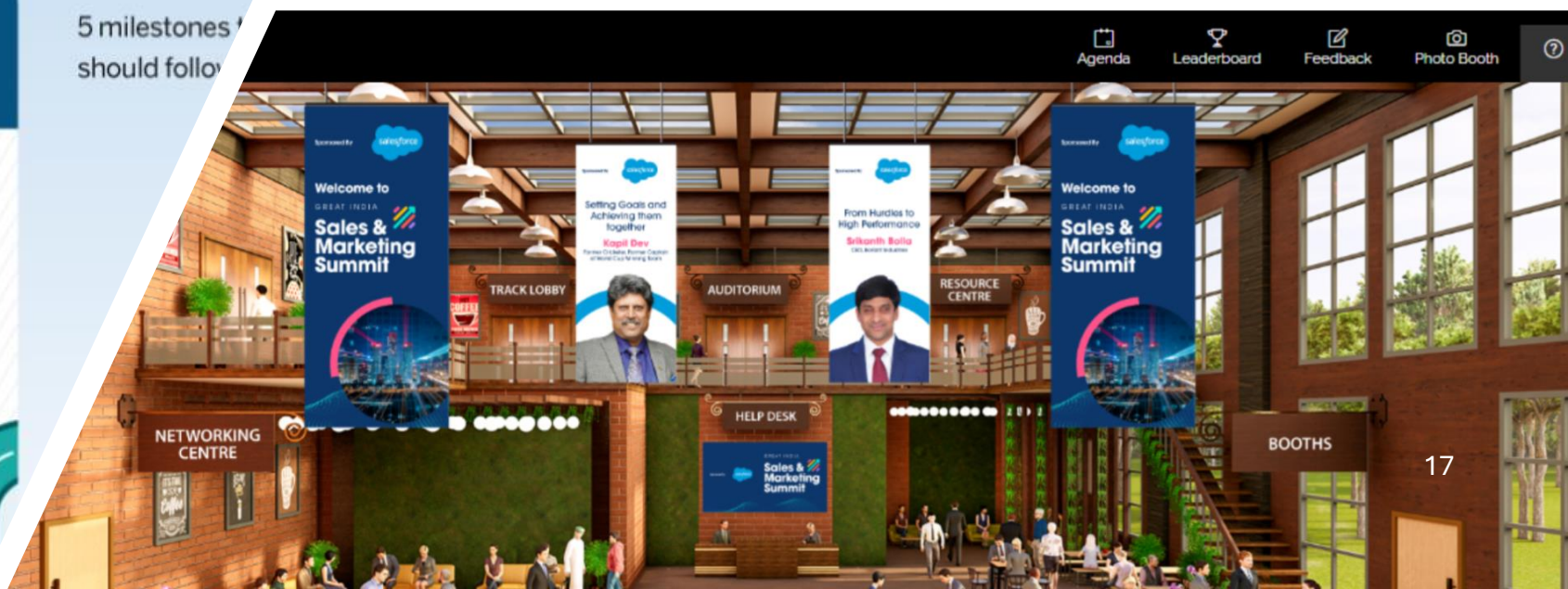
Something exciting is Coming soon

STAY TUNED

Cambridge Core

#Bright Spark

Agenda Leaderboard Feedback Photo Booth



GET IN TOUCH!



THANK YOU!

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