

Ref: MTEL/AP/2015-16/610

March 14, 2016

<b>The BSE Limited</b> Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai- 400001	<b>National Stock Exchange of India Ltd.</b> Exchange Plaza, Plot no. C/1, G Block, Bandra-Kurla Complex, Bandra (East) Mumbai - 400 051
<b>Scrip Code : 534312</b>	<b>Scrip Code: MTEDUCARE</b>

**Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI LODR")**

Dear Sir/ Madam,

Pursuant to Regulation 30(6) of SEBI LODR, we wish to inform you that the senior management team of the Company shall engage in presentation / meeting(s) with the investors during the period commencing from March 14, 2016 till March 25, 2016 and the presentation is enclosed herewith and has also been uploaded on the Company's website i.e. [www.mteducare.com](http://www.mteducare.com) under Investor Relations tab.

We request you to kindly take the same on your record.

Thanking you

Yours faithfully,

**For MT Educare Limited**

  
**Ashwin M. Patel**  
Company Secretary



Encl: as above



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Anytime, Anywhere, e-Learning



Learning Made Simple

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# Company Presentation

March, 2016

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# Company Overview

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# MT Educare in Numbers

27 + years of Brand Equity, Mahesh tutorials has developed a well recognized brand in an otherwise unorganized and fragmented market

## Financial Performance

**INR 2,270 mn**

Revenue - FY15

**19%**

Revenue CAGR FY13-15

**INR 466 mn**

EBITDA - FY15

**INR 258 mn**

Adjusted PAT FY15

## Key Metrics

**1,33,404**

Number of Students Serviced\*

**1,250+**

Number of Faculty (as on Jan, 2016)

**20,000+ hrs**

Content Library - AV Lectures

**40+**

IT Services/ Product Development Team

## Presence

**10**

9 States & 1 Union Territory

**150+**

Number of Locations\*

**270+**

No. of Coaching Centers

## Results

**2,230**

Students who scored >90% in 10<sup>th</sup> standard

**1<sup>st</sup>, 9<sup>th</sup> & 11<sup>th</sup>**

All India Rank in CA Final

**4<sup>th</sup>**

CA IPCC

**7<sup>th</sup>**

All India Rank in IIT-JEE

**4<sup>th</sup>**

All India Rank in AIPMT

# MT Educare - One of India's Well Known Education Players

Coaching services being provided since 1988, under the brand name 'Mahesh Tutorials'

- Serviced 133,404 students in 9M FY16 through four business verticals – School, Science, Commerce/UVA and Robomate
- **Diversified product offerings** catering to students right from Std. IX to students appearing for Engineering and Medical Entrance Exams (including IIT Entrance), exams for CA course and MBA aspirants
- Network consists of **270+ coaching centers** in 10 states/union territories including Maharashtra, Karnataka, Tamil Nadu, Gujarat, Punjab, Haryana, Chandigarh, Kerala, Andhra Pradesh and Telangana
- **Technology enabled classrooms** coupled with unique teaching pedagogy through flipped classroom and high quality digitized content with emphasis on teacher training through workshops
- **Company acquired** Chitale's Personalised Learning Pvt. Ltd. (MBA test prep player), Lakshya Forum for Competitions Pvt Ltd (IIT test prep player in North), Tied-up with Sri Gayatri Educational Society in Telangana and A.P. Expansion through more PU tie-ups in Karnataka.



	School		Science		Commerce/UVA		Robomate	
<b>Target Segment</b>	<ul style="list-style-type: none"> <li>• 9<sup>th</sup> and 10<sup>th</sup> standard in Maharashtra state board</li> <li>• CBSE &amp; ICSE board</li> </ul>		<ul style="list-style-type: none"> <li>• 11<sup>th</sup> and 12<sup>th</sup> standard, engineering and medical entrance examinations</li> <li>• JEE Mains+ Adv</li> <li>• MHT-CET and K-CET</li> </ul>		<ul style="list-style-type: none"> <li>• 11<sup>th</sup> and 12<sup>th</sup> standard</li> <li>• CPT, CA-IPCC &amp; CA Final</li> <li>• MBA entrance (CAT, CMAT, etc)</li> <li>• Skill development</li> </ul>		<ul style="list-style-type: none"> <li>• School Section (IX &amp; X), Science section, Commerce section.</li> </ul>	
	FY15	9MFY16	FY15	9MFY16	FY15	9MFY16	FY15	9MFY16
<b>Revenue Segmentation</b>	42%	29%	34%	34%	18%	20%	1%	15%
<b>No. of Students</b>	34,431	32,860	22,461	20,030	25,218	33,679	1,862	46,835

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## Key Investment Rationale

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# Key Investment Rationale

Established player in the classroom segment

Diversified Service Offerings

Geographic Expansion

Flipped Classroom Model

Technology Led Result Oriented Method of Coaching

Expansion of Robomate to Non MT Students

Focus on national level exams

Building from strong foundations

# Established Player in the Classroom Segment

*MT Educare has successfully covered the Brick and mortar classroom segment*

Large Pool of Qualified and Experienced Faculty



Operational Leverage



Established Market Position

- 1250+ faculty members
- 300+ faculty members with **post graduate degree / professional qualification**
- Reducing dependency on **Star Teachers** through extensive training workshops for newer faculty members

- **Corporatized set up** in a fragmented and largely unorganized sector
- **Fully Integrated Front end Admission System with SAP**
- **Order engine** is a point of purchase/Sale application which is built in-house and to suit requirement of all business verticals. It **has integrated Sales CRM**

- **Organized and diversified player** in the education support and coaching services sector
- **Competitive position in Maharashtra** in terms of number of coaching centers and locations
- **Leading position** in the commercial capital of India - **Mumbai**
- **Reputable Test Prep player** in Karnataka through PU College with **18 tie-ups**

Revenue  
(Rs in mn)

1,573

2,018

2,270

1,936

**FY13**

- 70k+ Students
- ~1,100 Faculty
- 122 Locations

**FY14**

- 80k+ Students
- ~1,100 Faculty
- 136 Locations

**FY15**

- 82k+ Students
- ~1,200 Faculty
- 128 Locations

**9MFY16**

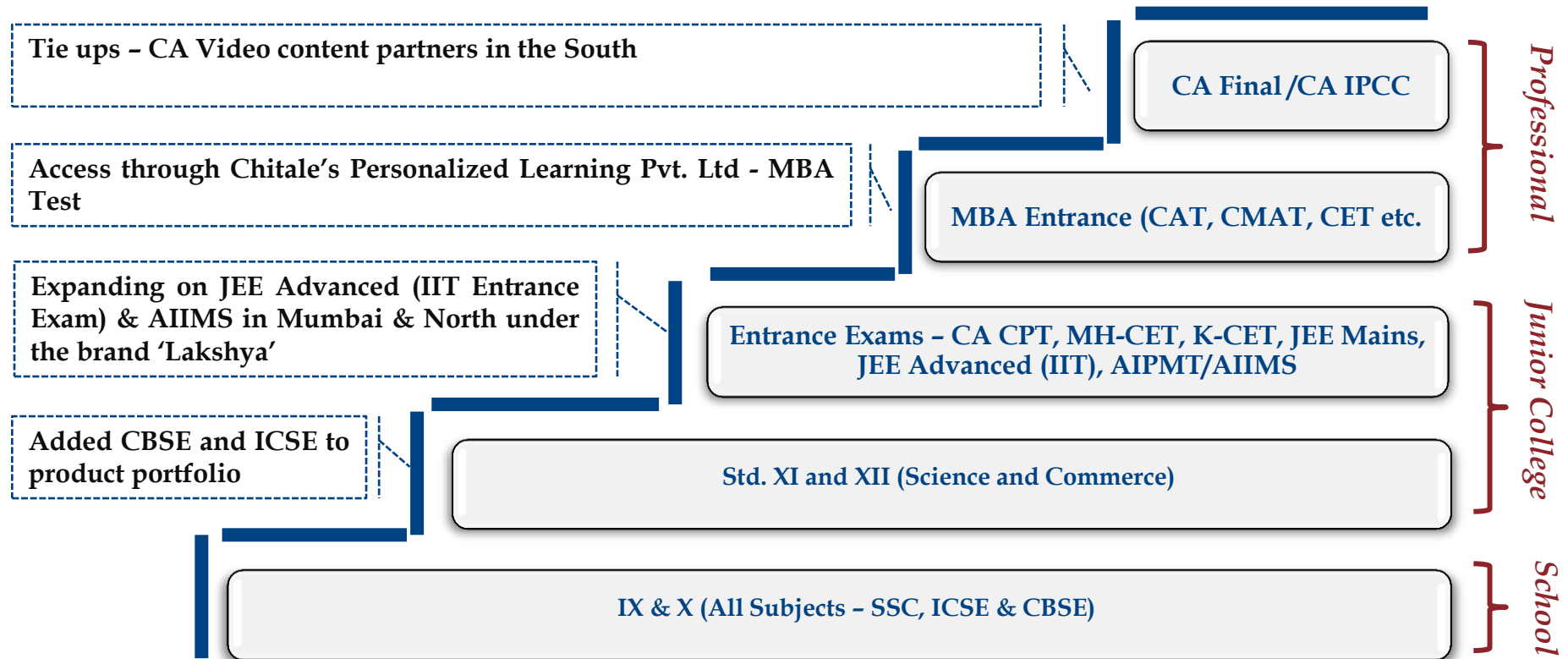
- 86 k+Students
- ~1,250 Faculty
- 150+ Locations

*On a sustainable growth trajectory...*

# Diversified Service Offerings

MT Educare has deployed both organic and inorganic growth strategies for expansion

## Capturing the Entire Value Chain



- ✓ Enables year on year conversions leading **higher student Serviced Counts Per Student** (For Example a Xth standard student taking admission in XIth Science/Commerce & XII Commerce Student taking admission in CA IPCC or MBA entrance exams)
- ✓ Revenue Diversification, hence **lower dependence** in established markets

# Geographical Expansion – Centers across India

## Lakshya North

Known IIT, Engineering and Medical Entrance teaching Institute.

No. of Centres 4

No. of Students (as on 31 Dec'15) 1,805

## AP & Telangana – Sri Gayatri Education

Provide teacher training, study material, technology aided teaching methods and development of digital content to Gayatri. (Engineering & Medical aspirants)

No. of Campus 50+

## Karnataka – PU Tie Ups

Offering Engineering & Medical Test Prep services through leased campus & college tie - ups

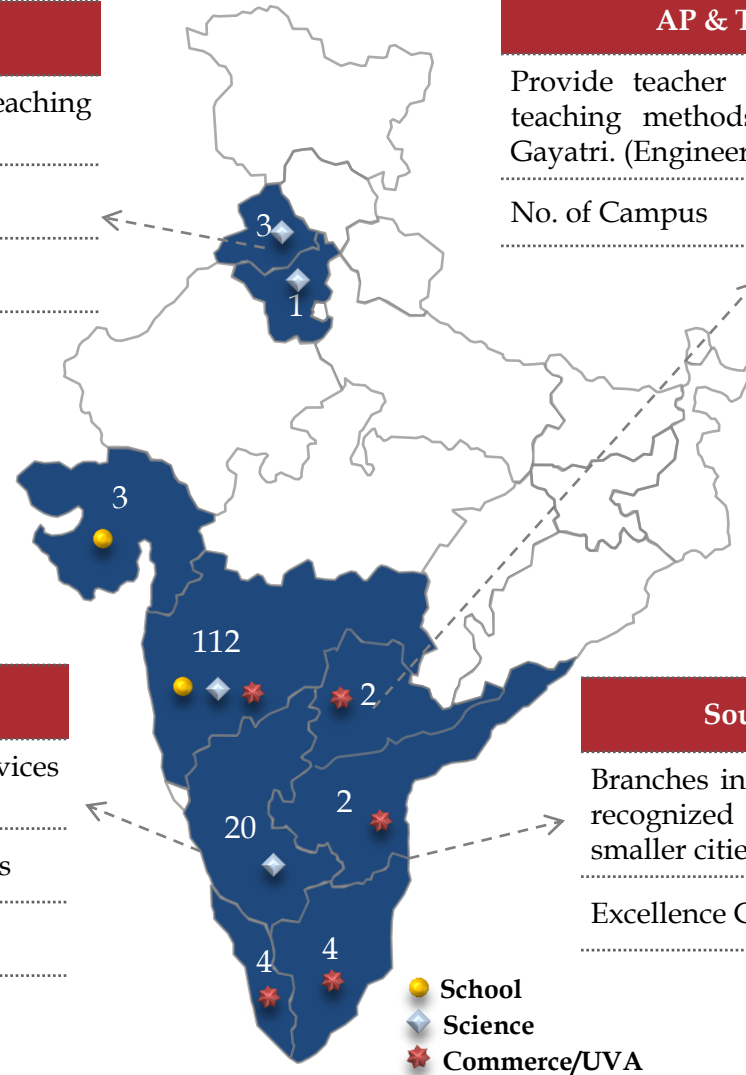
PU Tie Ups 18 colleges

No. of Students (as on 31 Dec'15) 6,178

## South – CA Coaching through Franchise

Branches in the South to be serviced via Robomate, well recognized Faculty helps service branches located in smaller cities

Excellence Centre Chennai



Network consists of **270+ coaching** centers across **150+ locations** in **9 states & 1 union territories** which includes Maharashtra, Karnataka, Tamil Nadu, Gujarat, Punjab, Haryana, Chandigarh, Kerala, Andhra Pradesh and Telangana

# Flipped Classroom Model

Progression & Implementation

**Technology Led Teaching -**  
Introduced Audio Visual  
Teaching



**Robomate +**  
E- Learning Solution



**Flipped Classroom**  
Learning Management System

*Created Over 600 Wi-Fi Enabled Classrooms with State of the Art IT infrastructure*

Benefits to Students

*Reduced Teacher Dependence*

*Engagement + Feedback*

*Daily Assessments*

*Easier revision of content*

## Flipped Classroom

- Shifts instruction to a learner-centered model in which teacher explains topics in greater depth in the classroom, while educational technologies such as online videos are used to deliver content outside of the classroom
- A teacher's interaction with students in a flipped classroom can be more personalized
- Teacher is increasingly aware of student's performance through feedback on assessments performed at home

Long Term Gains to MT



*Increased Efficiency thereby improving Utilization*



*Reduced Teacher Spend*



*Reduced lecture delivery time*



*Customized Solution possible*



*Micro level performance tracking*

*This efficiency enhancement can be used to scale the classroom model*

# Technology Led Result Oriented Methods of Coaching



To maintain its competitive advantage while continually providing quality education MT has launched *technology based products* customized for student's needs of grade enhancement and academic excellence

*Technological  
Edge → Next leg of  
growth*

*Built Intellectual  
Property →*

- *Digital Content*
- *Technology Platform*

*Fully Integrated  
Front end  
Admission System  
with SAP*

## Digital Content

- Over 1,75,000 Learning Objects - Recorded Lectures
- Over 20,000 hours of Content Library - AV Lectures recorded by mark faculty members
- Covering complete curriculum of **9th to 12th of State/CBSE/ICSE boards and Professional Courses** e.g. CA, MBA entrance (CAT) and JEE Mains, Advanced, AIPMT

## Proprietary Technology Platform

- Robomate+© - Suite of Digital Product
  - Robomate+© Mobile App - App developed on Flip Classroom concept
  - Robomate+© Admin - An LMS Application to Create, Package and Distribute Digital content to users
  - RoboRepo +© - Content Management System to centrally store and manage all digital assets e.g. AV lectures, media assets, notes, books, etc.
- Robostore - An eCommerce Portal to monetize digital content in retail market (non-MT Students)

## Order Engine

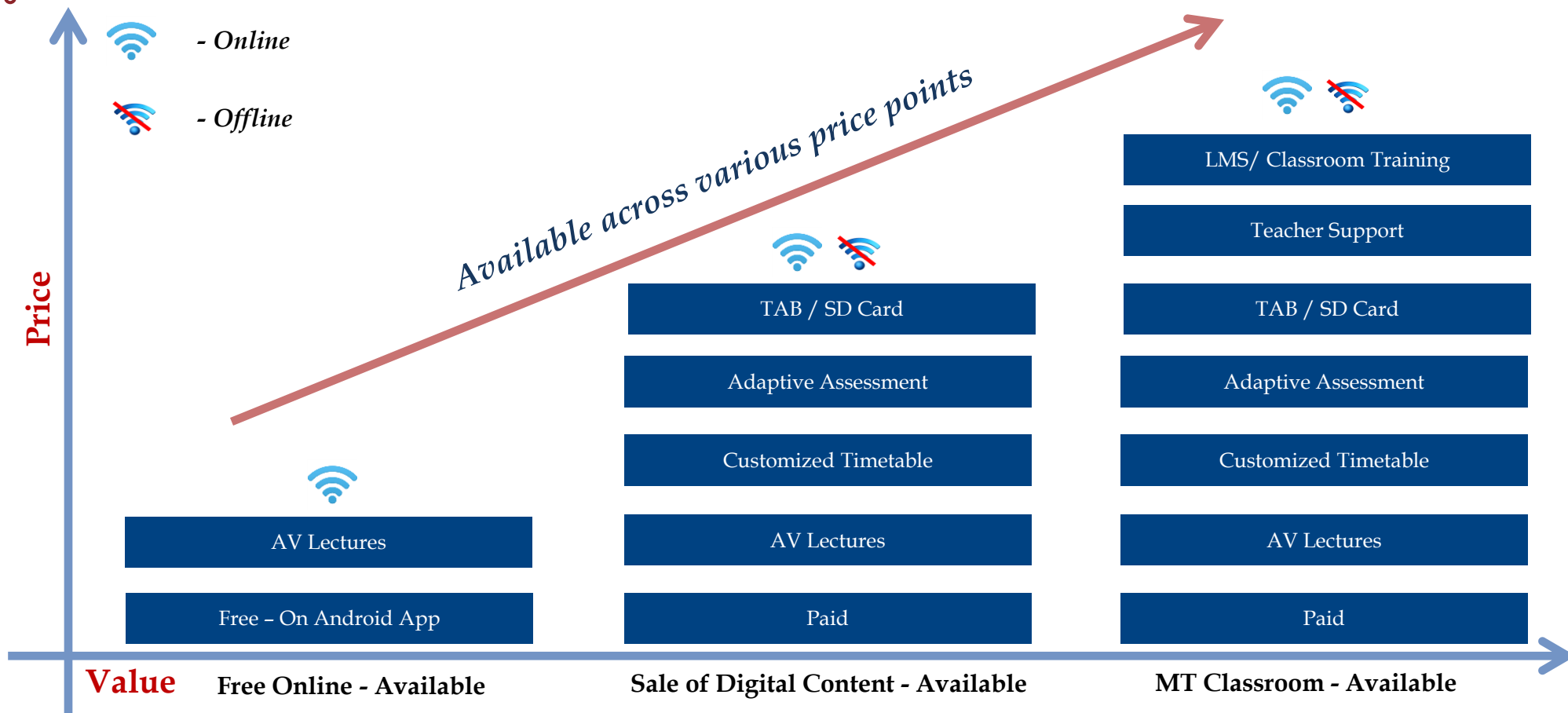
- Built in-house, order engine is base system for Student enquiry, follow-up, admission & Post admission process. It is a feeder system for Robomate+ (LMS) student allocation, Asset allocation & tracking, security license requester for student tablet, Assessment process (Online & Offline), Attendance.
- Order engine is fully integrated with the financial module of SAP. It also communicates with external systems like Cheque and offline payment process gateway. It is all in one system for most of activities for staff at each center

*Implemented Robomate+ in the existing classroom setup*

*Tested the above mentioned Digital Products in Formal /Informal Educational Environments (Centers & Colleges)*

# Robomate - Game Changer

With growing influence of technology, Robomate is being harnessed to adopt to the changing trends



- High Student Retention
- Drive New Classroom Admissions in the long run
- Product Business to lead Margin Expansion
- Strong Analytics to Gauge consumption pattern

*More than 1.5 lakh app downloads in first 100 days of launch*

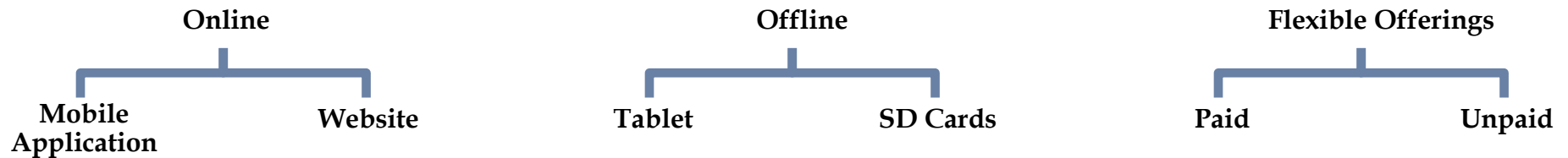
# Expanding Robomate to Non-MT Students

Wide-ranging and flexible Digital Learning Tools under the umbrella brand "Robomate" that it plans to strategically market through both retail and institutions

## ➤ Comprehensive Digital Learning Solution



## ➤ To be made Available across platforms, and price points



## Strategic Marketing Initiatives for Enhancement of the 'Robomate' brand and promotion of sale of digital content

### Digital Marketing

➤ Digital marketing initiatives include advertisements on websites such as facebook, twitter, youtube, google, and other social media platforms

### Dedicated Call Centre

➤ As of January 31, 2016, the company entered into tie-up arrangements with **20 local coaching classes, who are its Content Partners**, across Maharashtra and Gujarat for providing our digital content 'Robomate' to their students

### Tie-ups with schools

➤ Plans **to target intuitions for bulk sales** through on ground sales force

### Sales through Content Partners

*"Robomate sales for 9M FY 16 - Rs 348.1 mn from 46,835 students"*



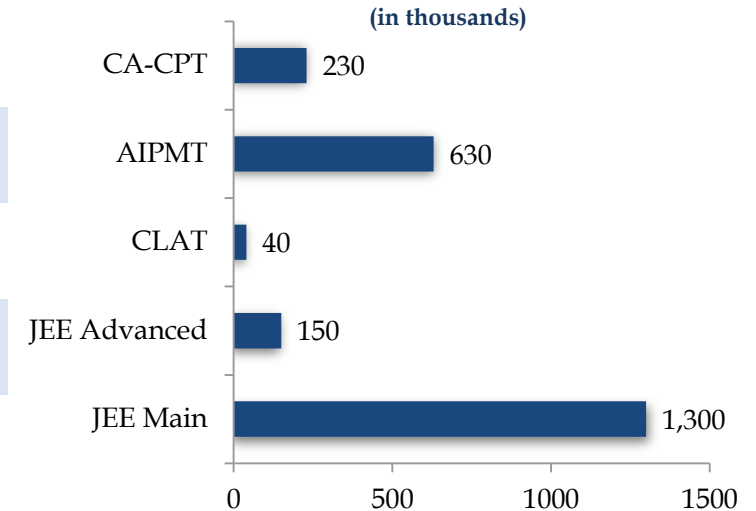
# Focus on National Level Exams

*National level exams to help scale operation geographically in the long run*

## Strategy

- ✓ Strong hold in Classroom Segment to help in conversion of Students
- ✓ Benefit from the increasing importance of higher level examinations
- ✓ CA, IIT JEE Advanced, Mains, CAT, CMAT to help diversify portfolio
- ✓ Lakshya and CPLC to help expand IIT entrance exam and CAT in North India

## Estimate of candidates appearing for various entrance exams in 2015-16 E



Source: Crisil

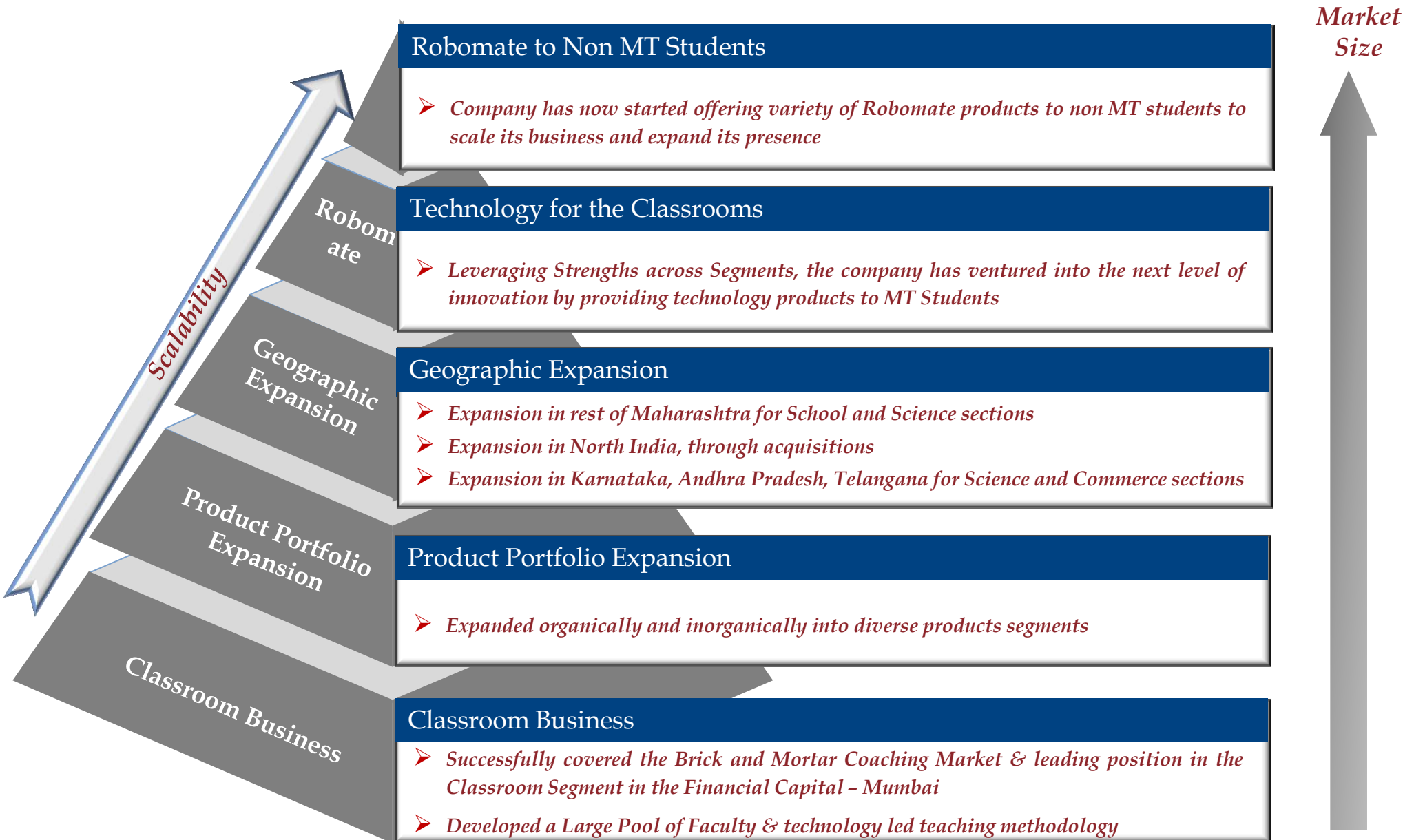
Lakshya Acquisition for IIT

CA Coaching in South India

Acquisition of CPLC for MBA Test Prep

*Focus on technology will act as an enabler for the company to harness past Acquisitions & Tie Ups to establish National Footprint*

# Building from Strong Foundations



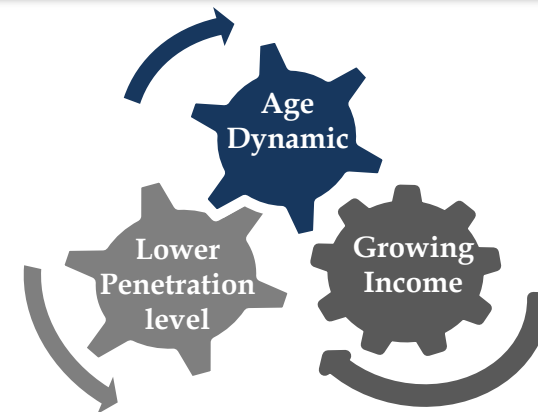
Industry

# Indian Education Industry - An Overview

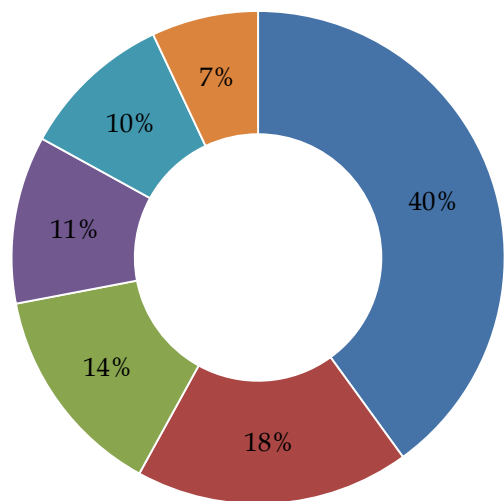
## Government Spend on Education in India

- ✓ India is the second-most populous in the world with average literacy levels of 74%
- ✓ Over the last decade, with the rising focus on literacy and primary education, the Centre's outlay on education has risen at a 17% CAGR, touching nearly Rs 880 billion in 2014-15.
- ✓ From 2006 to 2015, government expenditure on secondary school education has increased to nearly Rs 97.9 billion from Rs 16.2 billion. In the Twelfth Five-Year Plan, around 13% of the funds have been allocated for secondary education.

## Growth Drivers

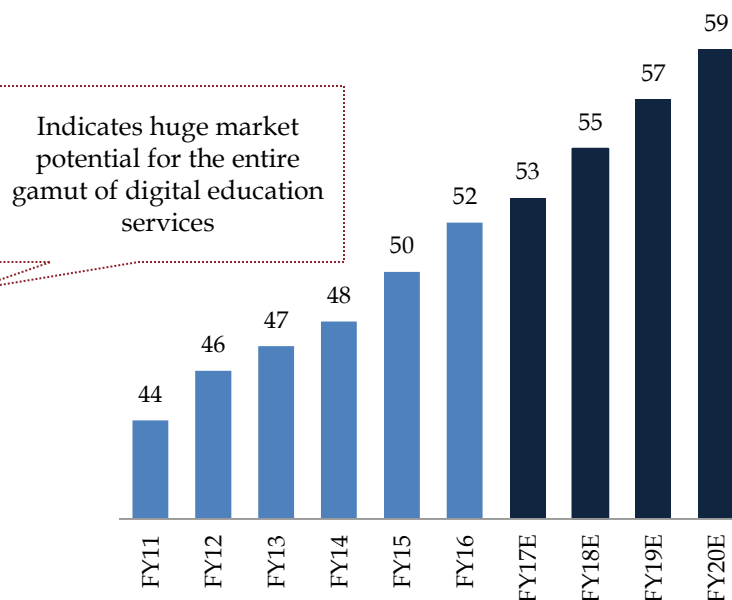


## 2011 Census - 40% belonging to the school and college going age



- < 20 years
- 20-30 years
- 30-40 years
- 40-50 years
- 50-60 years
- > 60 years

## Growing no. of Educational Institutions (000's)



Source: Crisil

## Structure of Education Sector

### Formal Education

- K-12 Schools
- Higher Education

### Non-Formal Education

- Pre-schools
- Coaching Industry
- Vocational Training
- E-learning
- Academic publishing

# Coaching Industry

The Coaching industry in India is expected to grow at a CAGR of 13% over the next 5 years, reaching a size of Rs. 3,280 bn by 2021

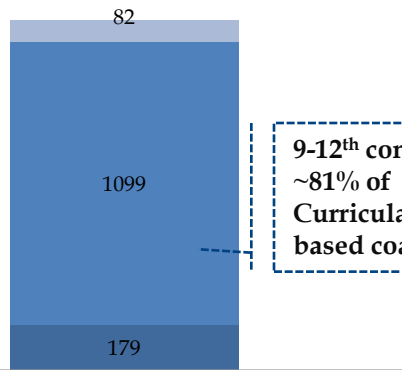
78% share

## INDIAN COACHING INDUSTRY

22% share

### CURRICULAM BASED COACHING (INR Bn)

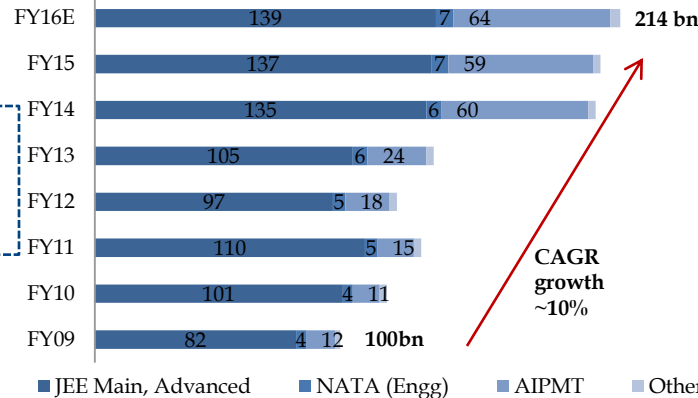
Higher Education Std 9-12 Std 5-8



FY 16

9-12<sup>th</sup> consists of ~81% of Curriculum based coaching

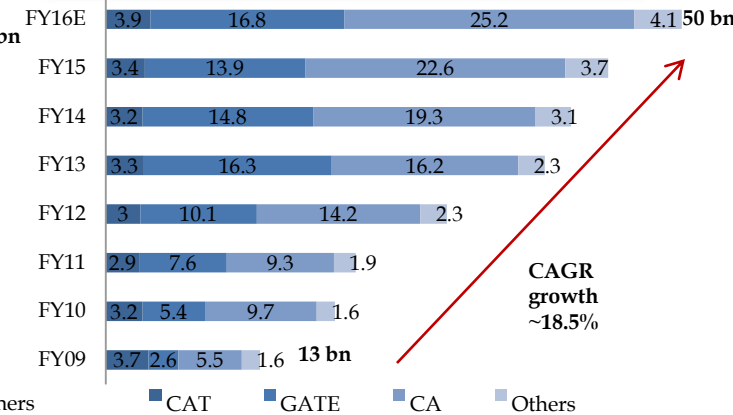
### Graduate based test market (INR bn)



CAGR growth ~10%

### TEST PREP MARKET (INR bn)

#### Post - Graduate test market (INR bn)



CAGR growth ~18.5%

### Proportion of students taking private coaching

Segments	Share%
Primary (Classes I-V)	22%
Upper Primary (Classes VI-VIII)	26%
Secondary & Higher Secondary (Classes IX-XII)	36%
Graduation	20%
Post graduate & above	13%
<b>Overall School education &amp; higher education</b>	<b>26%</b>

With just 26% of students overall taking private coaching classes, the scope for growth in this segment remains massive

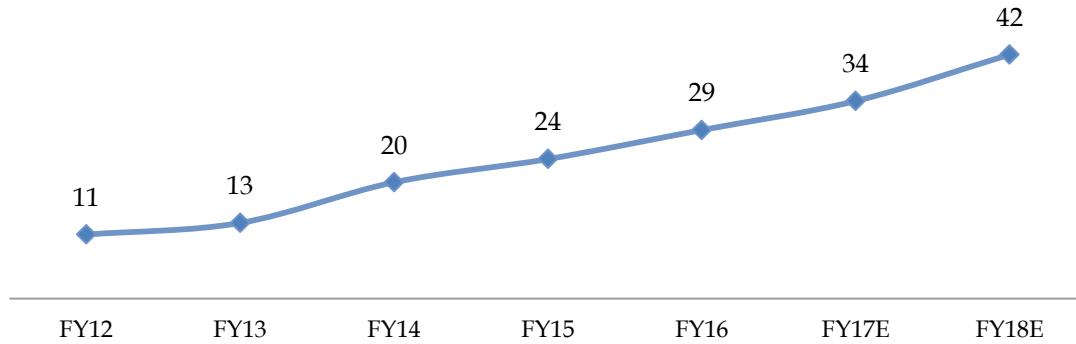
### GROWTH TRAJECTORY

	2011 INR bn	CAGR for the period %	2016E INR bn	CAGR for the period	2021E INR bn
Indian Coaching	826	16	1,753	13	3,280
9-12 <sup>th</sup>	516	16	1,103	12	1,978
Curriculum	607	18	1,374	13	2,578
Graduate	133	10	214	13	402
Post-Graduate	22	18	50	15	101

Source: Crisil

# Digital Education in India

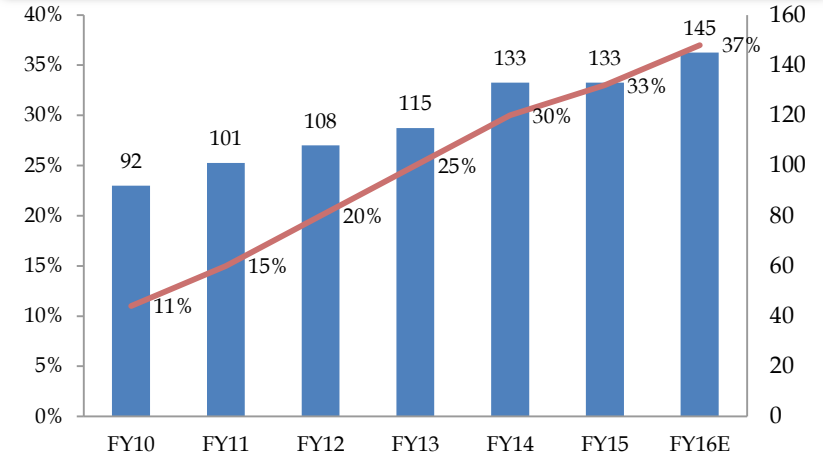
Internet Penetration (%)



Source: Crisil

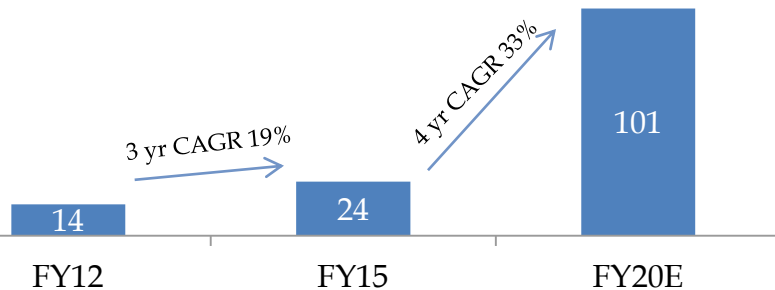
- ✓ Growing preference among users for on-the-move internet access
- ✓ Proliferation of low-cost data handsets
- ✓ Rise in network coverage of high-speed data services

No. of Urban private schools & Digital Penetration

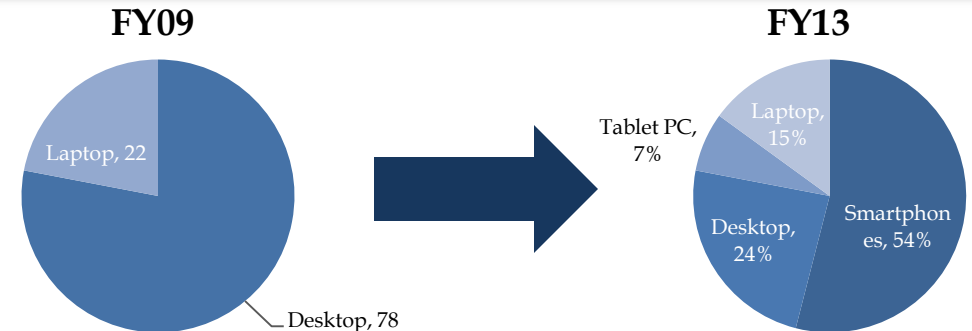


Urban private schools believed to be core target market for digital education would imply significant growth for the digital industry going forward

Digital Education Industry INR bn



Rapid shift from Desktop to Smartphone expected to continue going forward



Over the next few years e-learning is expected to grow at a sharper rate in revenue terms as compared with schools due to low penetration cost and higher potential growth

Source: Crisil

# Consolidated Financials

# Consolidated Financials – MT Educare

Balance Sheet (Rs mn)	FY13	FY14	FY15	H1 FY16
Share Capital	395	398	398	398
Reserves & Surplus	616	722	859	1,027
Minority Interest	(2)	(7)	4	2
<b>Net Worth</b>	<b>1,010</b>	<b>1,113</b>	<b>1,261</b>	<b>1,427</b>
Short Term Borrowings	-	-	50	199
Trade payables	20	36	38	82
Short term provisions	167	243	309	217
Other long term liabilities	84	30	71	13
Other liabilities	496	407	399	447
<b>Total Liabilities</b>	<b>1,777</b>	<b>1,829</b>	<b>2,128</b>	<b>2,386</b>
Net Block	665	878	503	605
Other Non Current Assets	493	451	1054	1,064
Cash & Cash equivalents	242	97	143	82
Other Current Assets	377	402	428	634
<b>Total Assets</b>	<b>1,777</b>	<b>1,829</b>	<b>2,128</b>	<b>2,386</b>
Key Ratios	FY13	FY14	FY15	H1 FY16
ROE (%)	24%	20%	25%	-
ROCE (%)	27%	28%	32%	-

Income Statement (Rs mn)	FY13	FY14	FY15	9M FY16
<b>Revenue</b>	<b>1,573.8</b>	<b>2,018.0</b>	<b>2,269.9</b>	<b>2,284.2</b>
<i>% growth yoy</i>	-	28%	12%	-
<b>EBIDTA</b>	<b>293.5</b>	<b>423.5</b>	<b>465.9</b>	<b>485.0</b>
<i>% margin</i>	19%	21%	21%	21%
Depreciation	85.9	128.5	89.1	114.2
Interest	-	-	40.2	18.2
Other Income	46.4	23.9	70.8	67.2
<b>PBT</b>	<b>254.0</b>	<b>318.9</b>	<b>407.4</b>	<b>419.7</b>
Tax	75.7	111.4	116.8	147.3
<b>PAT</b>	<b>178.3</b>	<b>207.5</b>	<b>290.6</b>	<b>272.4</b>
Minority Int & Share of Assc.	2.3	2.8	6.7	1.6
<b>PAT After Minority Int</b>	<b>180.6</b>	<b>210.3</b>	<b>297.2</b>	<b>274.0</b>
<b>Adjusted PAT</b>	<b>180.6</b>	<b>210.3</b>	<b>258.2</b>	<b>274.0</b>
<i>% margin</i>	11%	10%	11%	12%



# Key Management

# Top Management – Board of Directors

**Mahesh Shetty**  
**(Chairman and MD)**

- Has over 31 years of experience and holds a bachelor's degree in science and education. His foresight of delivering quality education consistently with unique innovation ahead of the market has resulted in MT Educare being the premier institution in the Education sector and a household name. He was awarded the 'Pride of the Nation Award' by the All India Achievers Association in the year 2008

**Naarayanan Iyer**  
**(Non Executive Director)**

- A Non Independent, Non Executive Director of our Company. He has been associated with our Company since its incorporation. After completing his graduation in mechanical engineering, he has to his forte a rich 23 years of experience in the education sector. He was instrumental in establishing a culture of training and development in MT Educare.

**Chhaya Shastri**  
**(Non Executive Director)**

- Has over 19 years of experience in various sectors such as education, media, healthcare, constructions and manufacturing and has played a major role in corporatizing MT Educare , strategizing expansion plans of the Company and establishing it as a leading education services provider
- She holds a bachelors degree in dental surgery and a bachelors degree in law (general) and has also completed the executive program in business management from IIMC

**Drushti Desai**  
**(Independent, Non Executive Director)**

- A fellow chartered accountant and holds a bachelor's degree in commerce
- Has 18 years of experience in the field chartered accountancy and taxation. She is a partner of Banshi S. Mehta & Co., B. S. Mehta & Co., and BSM Associates, Chartered Accountants

**Yatin Samant,**  
**(Independent, Non Executive Director)**

- Holds a bachelor's degree in engineering from VJTI, Mumbai and a master's degree in management studies from Jamnalal Bajaj Institute of Management Sciences, Mumbai.
- Has over 30 years of varied experience in sales, marketing, business development and general management across industries. He specializes in corporate training and consults corporates on growth strategies.

**Uday Lajmi**  
**(Independent, Non Executive Director)**

- Holds a master's degree in marketing management and a doctorate degree in physical chemistry from the Institute of Technology Mumbai.
- Has over 25 years of experience in various capacities in industry and academics. He is presently, the Dean - management education & assistant vice president (training & development) with Reliance Infrastructure Limited, a Reliance ADAG company

**Chandresh Fooria**  
(Business Head-  
Science Section )

- Has completed his graduation in engineering with over 22 years of experience in the field of teaching and administration. He was instrumental in starting the Science wing for the company and has led this division to greater heights and into a formidable position in the industry today.

**Anish Thakkar**  
(Business Head-  
Commerce Section )

- An Associated of the ICAI with over 20 years of experience. He was responsible for starting the Commerce wing of the company and adding various offerings including the Higher CA Wing.

**Sujeet Koyott**  
(Business Head-  
Karnataka Operations)

- A post graduate in science with over 17 years of experience in the field of teaching and administration. He has contributed significantly towards company's expansion in Karnataka and has established Company's brand in Pre University college tie ups.

**Shrenik Kotecha**  
(Business Head- UVA)

- Holds MBA degree and master's degree in commerce . He joined Mahesh Tutorial Commerce as a Partner. He is spearheading company's initiatives in the area of Skill Development,

**Murali Subramanian**  
(Business Head-  
School)

- Holds a bachelor's degree in engineering (electronics) and has over 18 years of experience in the field of teaching and administration. He is responsible for steady growth in the School section in Mumbai and has led its expansion into Rest of Maharashtra.

**Vipul Shah**  
(Head - Brand  
Development and  
Procurement)

- Holds a bachelor's degree in computer engineering and masters degree in management. He has over 18 years of experience in the field of marketing, teaching and administration and is instrumental in introducing new systems and processes across various verticals of the company.

**Parag Chitale**  
(Business Head - MBA)

- Holds a master's in business administration (MBA) from Jamnalal Bajaj Institute of Management Studies (JBIMS). A Founder - Promoter of Chitale's Personalised Learning Pvt. Ltd. (CPLPL), he is responsible for the MBA test preparation business .

# Top Management

## **Yagnesh Sanghrajka (Chief Financial Officer)**

- A Chartered Accountant with over 20 years of experience especially in the services sector, in financial strategy planning, investor relations, management information reporting and corporate finance.
- Before joining the Company, worked with large corporate houses (Hinduja Group) and a leading US based PE/VC Firm - Bessemer Venture Partners
- Handles Finance, Budgeting and MIS, Investor Relations and Acquisitions/Tie-ups

## **Rahul Mahurkar (Chief Technology Officer)**

- He is an engineer and product evangelist with over 15 years of experience in E-learning, Mobile, Cloud and Data Analytics Space, has rolled out digital educational products in India and overseas. He heads Company's technology initiatives and Robomate+ implementation

## **Siva Prasad (Chief Information Officer)**

- A management professional from IIM-B, with IT background and experience of 23 years in IT Infrastructure, service management and delivery and has proven experience in designing and implementation of customer focused IT applications like Point of Sale, CRM and seasoned SAP implementation.

## **Brijesh Karia ( Head Robomate Sales )**

- A Masters Degree holder in Commerce in Business & Administration, has worked in the education field for the past 13 years, has rich experience in academics, business development and sales. He has also mentored more than 50 teachers and over 10,000 students over the past decade. He is leading Company's Institutional Sales activities of Robomate across Pan India.

## **Narendra Sannabhadti ( Head - Digital Marketing )**

- An MBA from IIM-Calcutta, with 10+ years of experience in Digital marketing, Marketing Strategy, Product marketing and Business Development, has led various digital campaigns successfully across the country. He leads Digital and Social media marketing initiatives in the Company.

## **Ashwin Patel (Company Secretary and Compliance Officer)**

- A member of the Institute of Company Secretaries in India and has a bachelor's degree in law. He has over 24 years of rich experience in managing secretarial, legal and investment banking activities.

## **Mahtab Khan (Head- CSR )**

- Holds a bachelor's degree in science and education and a post graduate degree in science (electronics). Has been associated with the company since incorporation and has spearheaded the CSR activities

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Thank You