

Ref: MTEL/DD/2017/041

16<sup>th</sup> May, 2017

<b>Bombay Stock Exchange Limited</b> Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai-400001 <b>Scrip Code : 534312</b>	<b>National Stock Exchange of India Limited</b> Exchange Plaza, Bandra Kurla Complex, Bandra (E), Mumbai-400051 <b>Scrip Code: MT EDUCARE</b>
<b>ISIN: INE472M01018</b>	

Dear Sir / Madam,

**Sub: Investor Presentation – May 2017**

MT Educare Limited reported Consolidated Revenues of Rs. 301.07 Crores for FY 16-17 as compared to Rs. 287.08 Crores in the corresponding period last year, a growth of 5%.

Please find enclosed herewith the Investor Presentation as of May 2017.

This is for the information of your members and the public at large.

Thanking You,

Yours faithfully,

**For MT Educare Limited****Dinesh Darji**  
**Company Secretary**

# INVESTOR PRESENTATION

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MAY 2017



*Transforming  
education*





## SAFE HARBOR



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# CONTENTS

## 28 Years of MT Educare

Serving  
Millions

Slides 03-14



next 25 years  
...

Future Ready  
For Billions

Slides 15-36



... 28 YEARS  
OF EDUCATING THE YOUTH



... 28 YEARS  
OF BUILDING THEIR FUTURE



... 28 YEARS  
OF DEVELOPING THE TRUST



... 28 YEARS  
OF BUILDING MT EDUCARE



**159,162**

Number of Students Served in FY17

**1,200+**

No. of Faculty

**45,000+**

Content Library - AV Lectures

**40+**

IT Services/ Product Development & Support Team

**1 mn+**

Number of App downloads on Google Play Store

**13**

12 States & 1 Union Territory

**170**

No. of Locations

**266**

No. of Centers

**4th**

CA IPCC in May'16

**7th**

All India Rank in IIT-JEE in 2015

**3000+**

MBA Entrance Top B-School Calls

**2200**

Students who scored >90% in 10th Standard in 2016

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

All India Rank in CA Final in Nov'15



# TRANSFORMING STRATEGICALLY...



## 1988 – 2000

- Mahesh Shetty, a young teacher, started Mahesh Tutorials first branch in Mumbai (Mulund)
- Dominance and Expansion in Mumbai

## 2001 – 2006

- Introduced coaching for Science & medical & engineering entrance exams
- Introduced Commerce Stream
- Started CA Coaching in 2006

## 2007-2010

- 1st funding from PE-Helix Investments
- Pre-University College tie up
- Technology aided teaching initiated

## 2011 - 2014

- Acquired Chitale's Personalised Learning (MBA Tutorial)
- Expansion by acquiring Lakshya Forum (North) (IIT- Tutorials)
- Tie-up with Sri Gayatri Educational Society (Telangana & AP)

## 2015 onwards

- Changing the landscape of Education by introducing Learning Management System: Robomate+ and Flipped Classroom



# EVOLVING ON STRENGTHS...







**Digital Division  
Scalable**



Robomate+  
Extended Learning -  
Flipped Classroom



**Classroom Division  
Sustainable**



Science  
School  
Commerce  
Management Test Preparation



# Changing the way to Educate **ANYTIME & ANYWHERE**



From **SCHOOL** to  
**PROFESSIONAL**  
Studies

From  
**CLASSROOM** to  
**DIGITAL (24x7)**

From **MUMBAI** to  
**PAN INDIA**

From **SERVICE** to  
**PRODUCT**

From **COACHING**  
to  
**TECH BASED**  
**EDUCATION**  
**PROVIDER**



# LEVERAGING OUR BRANDS/ Tie-Ups...



Flagship brand 'Mahesh Tutorials' Focuses on School, Science and Commerce



India's Leading tech based education platform



Providing - IIT, Engineering and Medical Entrance teaching institute



MBA test preparatory  
CAT, CET, XAT, N-MAT, GRE  
and others



Skill Development under  
Government Programs



Offering Engineering & Medical Test Preparation through 22 leased campus



Sri Gayatri Educational Trust

Offering Intermediate & EAMCET Test Preparation to 60 Campuses



### School

### Jr College

### Professional

#### IX & X

##### All Subjects

- State Board
  - ✓ Maharashtra
  - ✓ Gujarat
- CBSE
- ICSE

#### XI & XII

##### Science & Commerce

- State Board
  - ✓ Maharashtra
  - ✓ Karnataka
- CBSE

#### Entrance Exams

##### (Mumbai & North)

- CA CPT
- MH-CET
- K-CET
- JEE Mains
- JEE Advanced (IIT)
- AIPMT
- AIIMS
- NEET

#### MBA

##### Chitale's Personalized learning Pvt. Ltd

- MBA Entrance
  - ✓ CAT/CET

#### CA

- Franchisee tie-ups for video classroom in South India
- CA Final
- CA IPCC

Classroom & Robomate+



100% Fully owned



100% Fully owned



EDUCATION AT ITS BEST

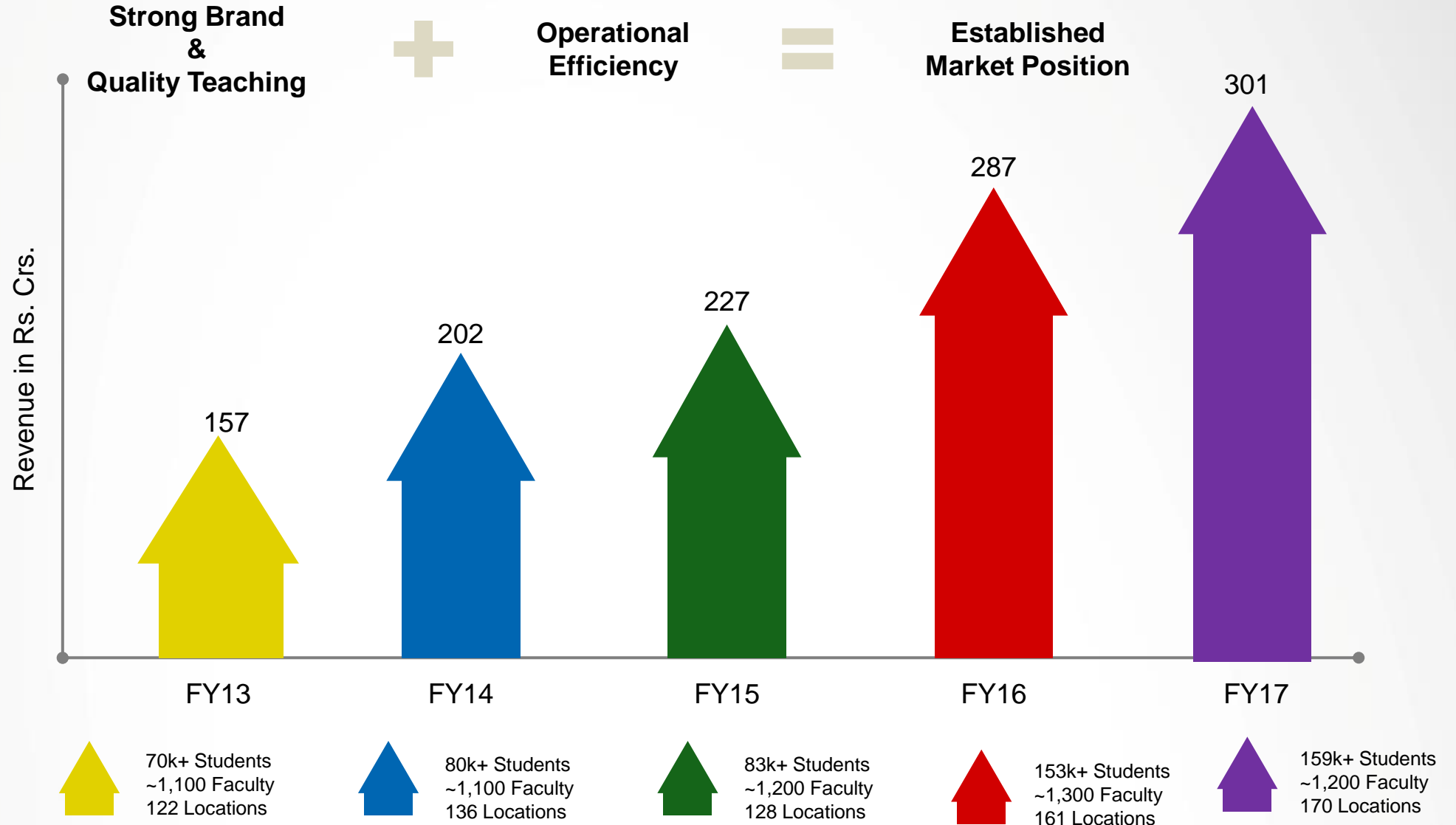
Presence in formal education  
Through integrated tie-ups



**Sri Gayatri Educational Trust**  
Presence in formal education  
Through integrated tie-ups

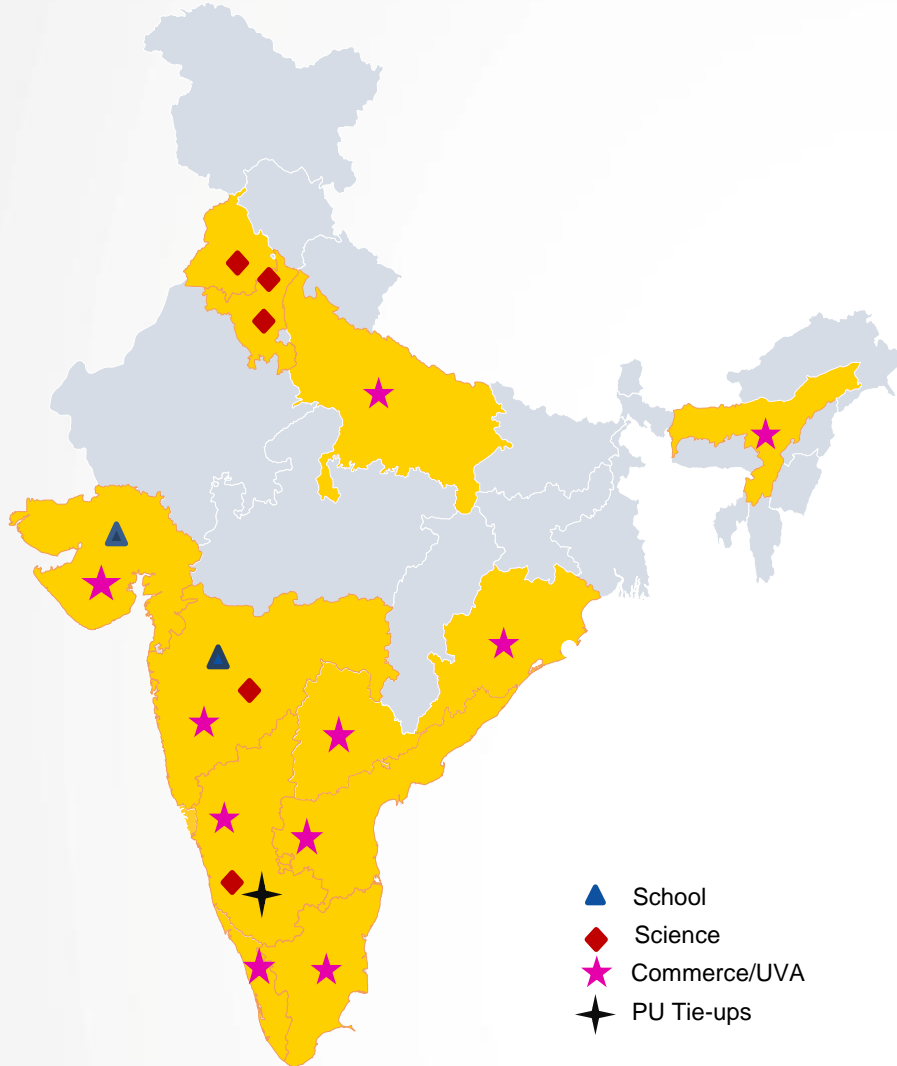


# SUSTAINING THE GROWTH TRAJECTORY





# EXPANDING GEOGRAPHICAL FOOTPRINTS...



	Locations	Centers
West	99	194
North & East	28	28
South	43	44

Presence Across 13 states and union territories and at 170 locations with 266 centers\*...

\*Including centers for Government Projects

Map not to scale. All data, information and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness.



## **THIS IS THE MT EDUCARE OF TODAY..**



**We are in HIGHER END OF VALUE CHAIN in education space**

**We are a HOUSEHOLD NAME, educating India for 3 decades**

**We are pioneers in bringing INNOVATION in the field of education**

**We are an Edutech and NOT A SOFTWARE company**

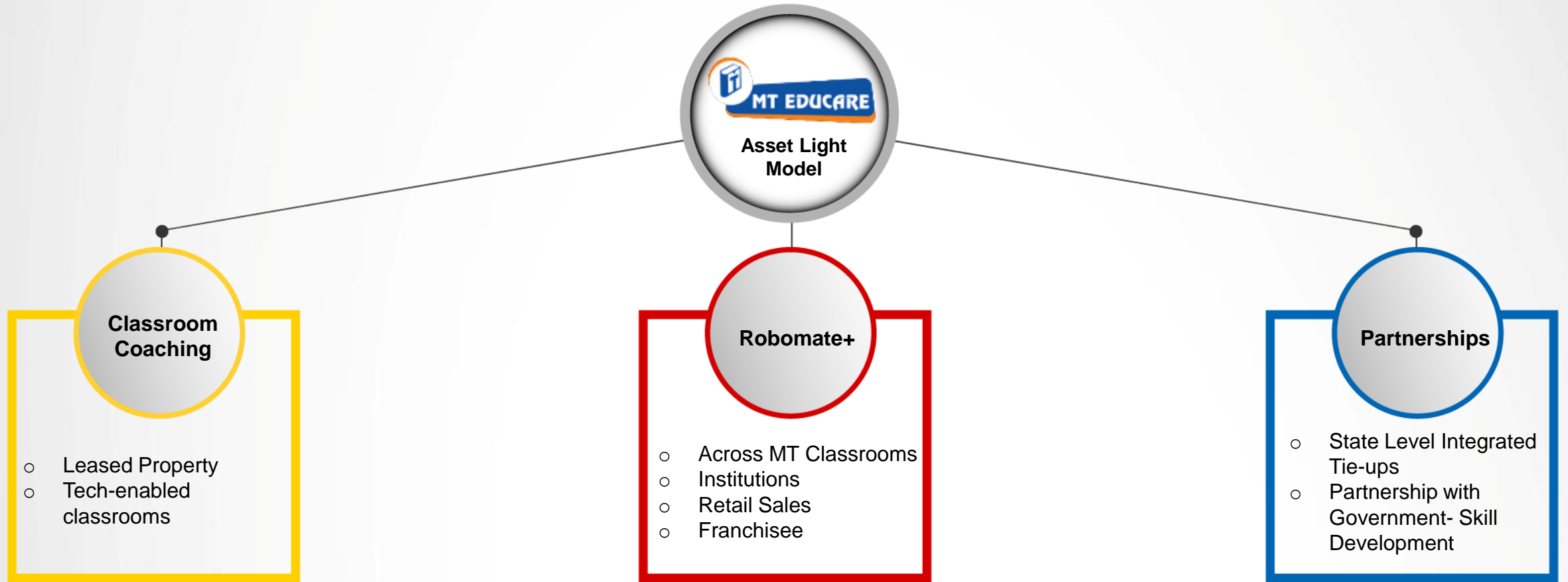
**We have a Core IP in CONTENT AND LEARNING PLATFORM**



**We are now  
equipped for  
an exponential  
growth for the**

**next 25 years**  
...







**Pre-University  
Model**





### Pre-University Tie-up for Entrance Test-Prep

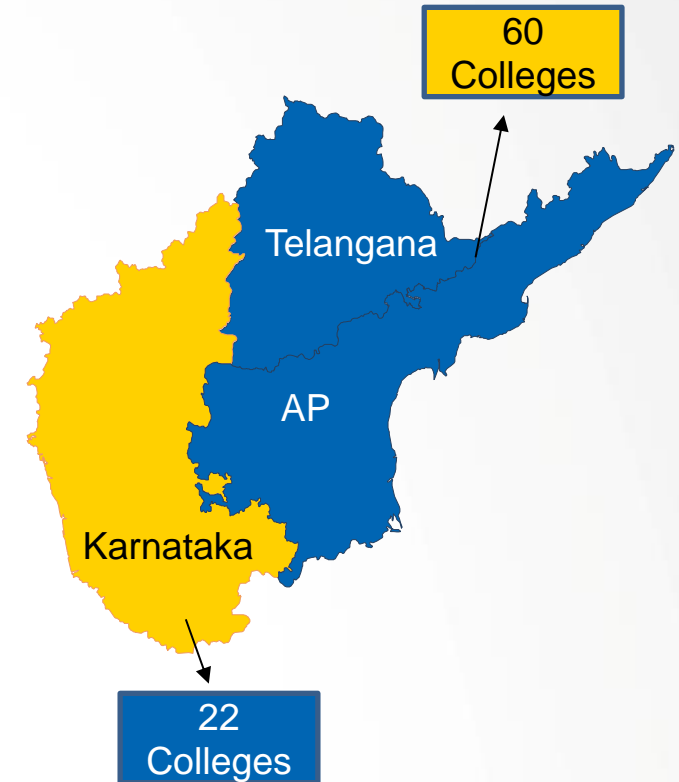
#### Mahesh PU

- Tie-up with Aryan Foundation
- Presence in Karnataka through 22 Tie-ups

#### Sri Gayatri Educational Trust

- Presence in Telangana & Andhra Pradesh

#### Presence



### Advantages of PU Model

- It is a high Delta Asset Light Model
- Provides Faster Scalability
- Geographic Expansions
- Push Robomate Sales



**Government  
Skill  
Development**



**SKILL  
INDIA**

Learn - Perform - Earn



## Our Strengths

Experienced management team having strong background in academics & administration

Technology aided classrooms

Developed contents across courses

Presence across 13 states and 178 locations

Serviced 1mn+ Students over 2 decades

## Long-term Proposition

- Education is a priority sector for the Government
- Budget allocation has been increased to Rs. 79,685 Crs. for FY17-18

## Exponential Growth

- Leveraging our relationships with Government for newer initiatives in education sector

## Business Expansion

- Leveraging our brand for skill development has helped us service huge number of students over a period of 2 years

## Sustainable Growth Engine

- Leveraging on MT's existing infrastructure providing high margin
- Government entity provides assurance of payment despite longer working capital cycle



*Transforming  
education*

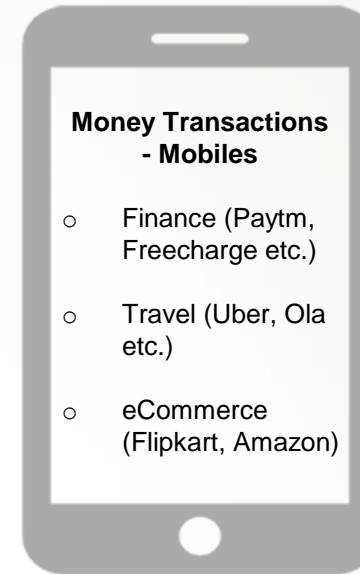


Learning Made Simple

The Future of Education



# Promoting the **DIGITAL LEARNING OPPORTUNITY...**



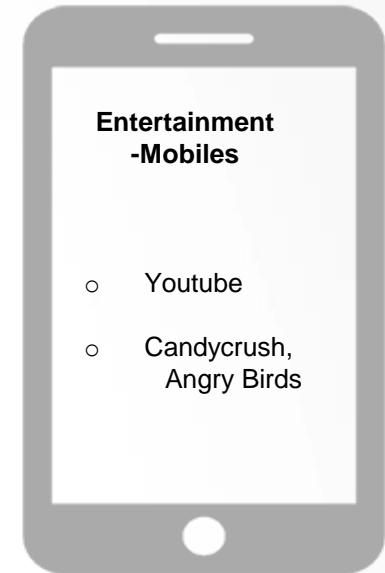
**Money Transactions - Mobiles**

- Finance (Paytm, Freecharge etc.)
- Travel (Uber, Ola etc.)
- eCommerce (Flipkart, Amazon)



**Socializing - Mobiles**

- Whatsapp
- Facebook
- Calling/Messaging

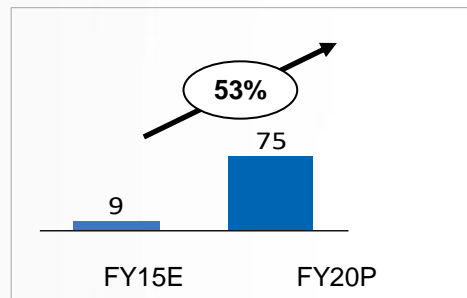


**Entertainment -Mobiles**

- Youtube
- Candycrush, Angry Birds



**Digital Education Business  
India market size Rs. Bn**

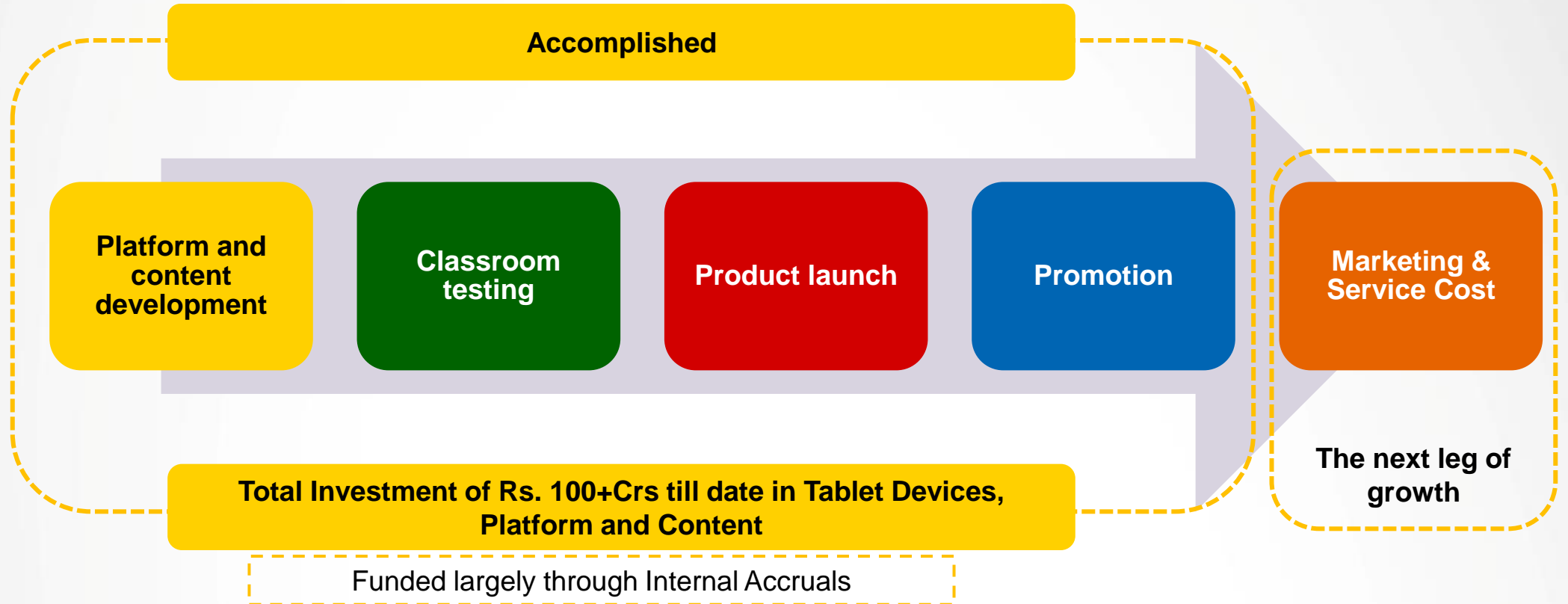


Education still is a laggard and has huge Opportunity

Source: Crisil



# ROBOMATE+ PRODUCT EVOLUTION







# Making 'LEARNING SIMPLE'



Available  
across  
price points

## Means of Reach

- Online – App
- Offline:
  - ✓ SD Card
  - ✓ Tablet
- 3<sup>rd</sup> Party E-commerce

## Products

- Complete curriculum of 8th to 12th (State/CBSE/ICSE boards)
- Professional Courses – CA
- Entrance Exams- JEE Mains, Advanced, MH-CET, K-CET, NEET, AIPMT, AIIMS, MBA Entrance (CAT)

## Features

- 45,000 Module equivalent to 4,500 hrs. AV Lectures
- E Book
- Assessment – (Over 4 lakh Questions in the Bank)
- LMS/ Classroom Training
- Customized Timetable
- Data analytics and Dynamic Assessment

## Advantages

- Increase efficiency in Teacher-Student interactions
- Reduced lecture delivery time
- Customized Solution possible
- Micro level performance tracking



**New App Launched in  
June 2016**

Achieved over 1mn  
downloads as on date

Provider for B2B and B2C



## Learning with the Flipped Methodology at Robomate+ enabled Institutions

### CaseStudy @ MT Educare

Robomate+ helped teachers Connect their existing teaching methodology (traditional) to the New edge Flipped classroom environment



- Due to preparedness of students curriculum delivery was doubled in the same time and was observed to be on higher level doubt solving
- Student's grades improved minimum 8-10%
- Enhancement of teacher's performance was observed due to mapping classroom delivery needs

Robomate+ Connected students seamlessly between their home and traditional classroom environment through a Students, Teacher, Parents App



Big Data Analysis provided useful information on students' learning patterns, content consumption and performance of students over the academic year

Robomate+ connectd MT Educare classroom to the rest of the administrative eco system.



MT Educare was enabled on efficient classroom scheduling, deriving reports from assessment engine to map customised learning needs of the students.

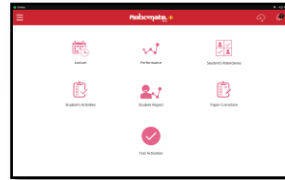




# PROVIDING A HOLISTIC APPROACH...



Teacher App



Student App



Parent App



-  Support in Flipped Classrooms
-  Classroom Admissions getting driven by Robomate+©
-  Experience of 28 years in the Industry to help in Content Creation
-  Large Faculty base of 1,300+ faculty
-  Software Development Team of Over 40 Engineers/Managers
-  Team of UI & UX Experts
-  Capitalizing on the Brand Equity





# INTEGRATING THE EDUCATION PLATFORM...



## Robomate+ Features

Robomate+ is an Educational Technology platform, which works on Students, Teachers and Parents partnership at institutions. It enables Content Creation, enhances classroom delivery, reports performance analysis and helps in administration management.



**ROBOADMIN**  
"Central console"  
for Learning  
Management System  
& Scheduling

**ROBOANALYSE**  
Data Analysis,  
Result Reporting,  
Dynamic Ranking

**ROBOASSESS**  
Question banks,  
Adaptive Assessments  
& Evaluation

**ROBOBOOKS**  
Digitization  
of books,  
Distribution  
of eBooks

**ROBOREPO**  
Content Creation,  
Content Tagging,  
Content Management

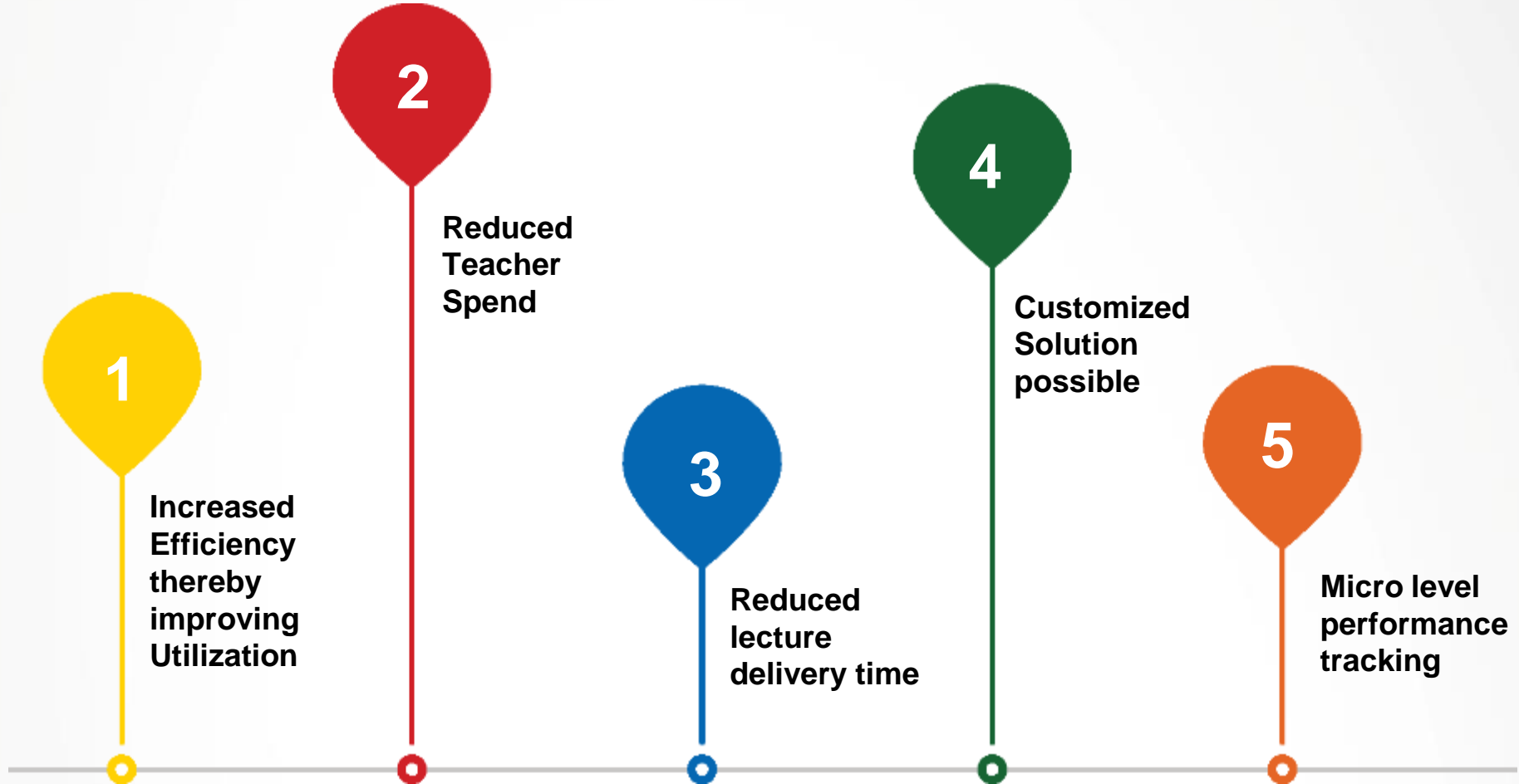
**ROBOGROUP**  
Teacher Student  
Collaboration

**ROBOMATE+  
MOBILE APPS**  
Students, Teachers,  
Parents App for  
accessing course  
usage, assessment  
and attendance  
data





# DEVELOPING A COMPETITIVE EDGE...



# ESCALATING BUSINESS SCALABILITY...



Schools / Educational Institutions



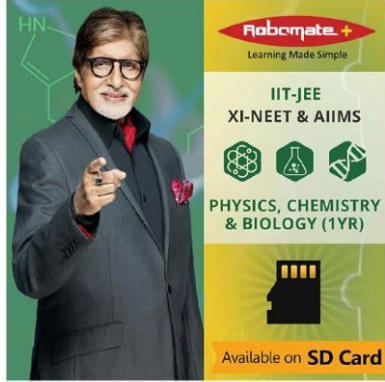
E-Store & Third party e-Commerce portal



Seminars / Fairs / Exhibitions



Robomate+ In App Conversions



Distributors / Content Partners

High Student Retention

Drive New Classroom Admissions in the long run

Non MT, Product Business to lead Margin Expansion

Strong Analytics to Gauge consumption pattern



**Robomate+**  
Learning Made Simple  
Prepare for your exams  
Download the App    
Call: 1800 2100 009

Video- [Click here](#)





## Our Mission

WE PROVIDE THE  
BEST OF  
EVERYTHING TO  
STUDENTS WHICH  
HELPS THEM EXCEL  
IN THEIR  
ACADEMICS.







# BUILDING A LONG TERM BRAND FRANCHISE...



## Robomate+

Sale of digital content for higher scalability

## Asset Light Model

- Expanding through tie-ups
- Digital Content

## Focus on National Level Exams

Nationwide common entrance and professional examinations

## Diversification

- Geographical – Expanding PAN India
- Vertical- Strengthening presence across segments



## School

- Focus on developing the CBSE & ICSE business verticals
- Increasing batch utilization by adding count in existing locations across Mumbai and Pune

## Science

- Focus on JEE Advanced (IIT Entrance Exam) in Mumbai & North under the brand 'Lakshya'.
- 22 operational Pre University college tie-ups across Karnataka for K-CET test prep coaching
- 60 Intermediate colleges tie-up across Telangana & AP for EAMCET

## Commerce/ UVA

- XI & XII- developed SSC & CBSE expertise
- UVA- Focusing on government projects
- Expanding CA video classrooms into South India through franchisee model
- Leveraging expertise in MBA entrance preparations

**Robomate+**

Learning Made Simple

- Reaching out to Non-MT students to scale up the business
- Tapping new geographies across India
- Expanding reach through institutional sales
  - Tie up with local coaching classes in tier-II and tier-III Cities
  - Providing teacher training
  - Appointing franchisees across India





*Has over 29 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*

**Mahesh Shetty**  
Chairman & MD



**Naarayanan Iyer**

Non Executive  
Director



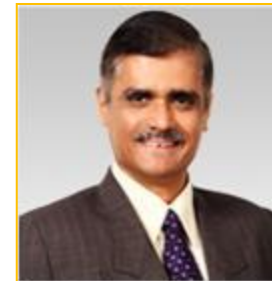
**Chhaya Shastri**

Non Executive  
Director



**Drushti Desai**

Independent, Non  
Executive  
Director



**Yatin Samant**

Independent, Non  
Executive  
Director



**Uday Lajmi**

Independent, Non  
Executive  
Director



---

**Mr. Chandresh Fooria**

Business Head- Science Section

---

**Mr. Anish Thakkar**

Business Head- Commerce Section

---

**Mr. Murali Subramanian**

Business Head- School

---

**Mr. Shrenik Kotecha**

Business Head- UVA

---

**Mr. Sanjay Sethi**

Chief Financial Officer

---

**Mr. Rahul Mahurkar**

Chief Technology Officer

---

**Mr. Yagnesh Sanghrajka**

Business Head – Robomate + New  
Initiatives

---

**Mr. Sujeet Koyoot**

Business Head- Karnataka

---

**Mr. Vipul Shah**

Head – Brand Development &  
Procurement

---

**Mr. Parag Chitale**

Business Head - MBA

---

**Mr. Mahtab Khan**

Head- CSR

---

**Mr. Dinesh Darji**

Company Secretary & Compliance  
Officer



**Awards &  
Recognitions**







Edupreneurs-Excellence in Education, in 2014

MT Educare Received- Forbes Asia's 'Best Under a Billion' Company award, in 2014

	US \$MLN		MARKET VALUE
	LAST FISCAL YEAR SALES	NET INCOME	
<b>INDIA</b>			
<b>ACCELYA KALE SOLUTIONS</b> airline and travel software, data analytics	39	7	137
<b>AJANTA PHARMA</b> pharmaceuticals	169	21	451
<b>DHANUKA AGRITECH</b> pesticides	107	12	124
<b>EROS INTERNATIONAL MEDIA</b> film production	198	28	209
<b>HEXAWARE TECHNOLOGIES</b> information technology consulting, software development	356	60	537
<b>INFINITE COMPUTER SOLUTIONS</b> information technology services	256	24	63
<b>JUBILANT FOODWORKS</b> operates Domino's Pizza brand in india	\$260	\$24	\$1,294
<b>KPIT CUMMINS INFOSYSTEMS</b> information technology services	412	37	424
<b>LA OPALA</b> household tableware products, glass and glassware	28	4	72
<b>MINDTREE</b> information technology consulting, software development	435	62	662
<b>MT EDUCARE</b> educational tutorial chain	28	3	69
<b>NATCO PHARMA</b> pharmaceuticals	114	13	274
<b>NIIT TECHNOLOGIES</b> information technology services	372	39	268
<b>PERSISTENT SYSTEMS</b> software product development services	238	35	353
<b>RS SOFTWARE</b> software and other related services	59	7	29
<b>SOM DISTILLERIES &amp; BREWERIES</b> beer and liquor	37	4	135
<b>TALWALKARS BETTER VALUE FITNESS</b> fitness chain (see story, p 72)	28	6	59
<b>TTK PRESTIGE</b> kitchen appliances, property and investment	237	25	653
<b>VIKAS WSP</b> quar qum powder, supplying to food industry	525	63	44



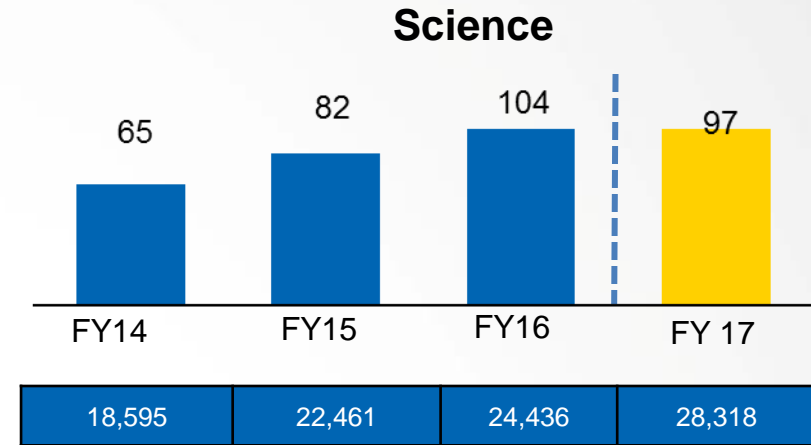
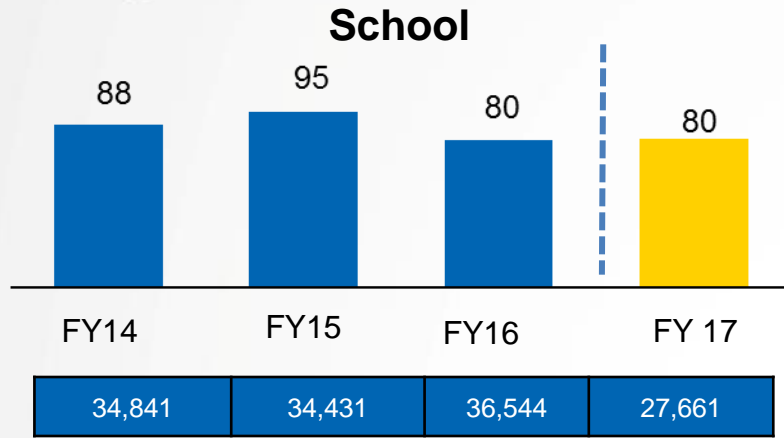
WITH US  
STUDENTS TAKE A  
STEP FORWARD  
TOWARDS  
EXCELLENCE.

**Business  
Financials**

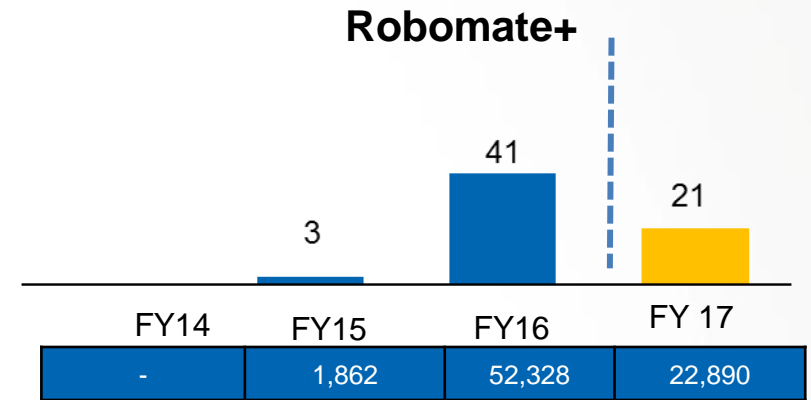
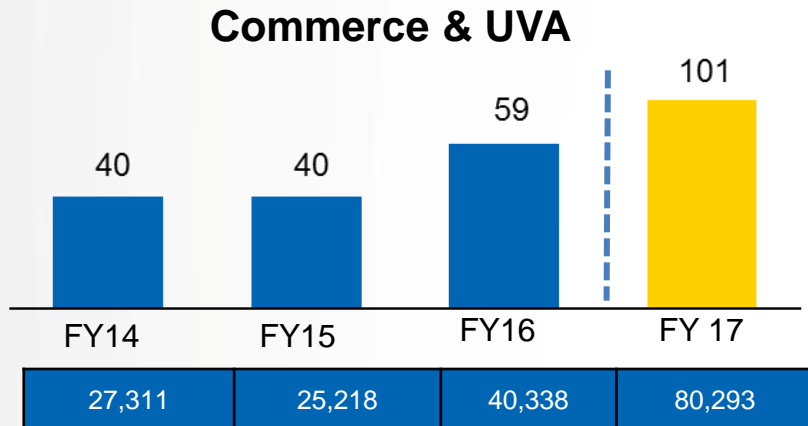




# ACHIEVING OPERATING LEVERAGE...



■ Revenue Rs Crs     
 ■ No of Students



Total No. Of Students Served	FY 17	FY 16
	159,162	153,646

\*No. of Students Served represents students coached for a course during the period under consideration. While a student is included in the no. of students serviced from the start of the course, the corresponding revenue for that student is accrued evenly over the course duration. Thus, the revenue recognized for the student builds up as the financial year progresses which is reflected by the annual average fee realization per student being higher than the average fee realization for the interim periods. The average fee realization per student serviced for the period under consideration is not comparable with the average fee realization for the full year.



## Normalised EBITDA



Particulars (Rs. In crs)	FY17	FY16
Revenue	301.07	287.08
Operating Expenses	146.95	143.87
Employee Expenses	42.31	37.17
Other Expenses	35.74	30.21
<b>EBITDA before Advt. Expenses</b>	<b>76.07</b>	<b>75.83</b>
Advertisement Expenses (Excluding Robomate+ promotion campaign)	12.96	17.94
<b>Normalised EBIDTA*</b>	<b>63.11</b>	<b>57.89</b>

\*Normalised EBIDTA excludes the Robomate+ promotional campaign in FY17

- Launched its state of the art learning platform (LMS) Robomate+ through a multipronged media campaign which included TVC's running across television channels
  - Received very good response across market segments
  - Promotional Campaign with Mr. Amitabh Bachchan this year incurred a cost of **Rs. 14 Crores in FY17**



# FINANCIAL PERFORMANCE - FY17 (CONSOLIDATED)



Particulars (Rs. in Crs.)	FY17	FY16	YoY %
<b>Revenue</b>	<b>301.1</b>	<b>287.1</b>	<b>5%</b>
Operating Expenses	147.0	143.9	2%
Employee Expenses	42.3	37.2	14%
Advertisement Expense	27.0	17.9	50%
Other Expenses	35.7	30.2	18%
<b>EBITDA*</b>	<b>49.1</b>	<b>57.9</b>	<b>-15%</b>
EBITDA Margin	16%	20%	-19%
Other Income	11.5	8.5	35%
Depreciation	19.1	15.6	23%
Finance Cost	13.5	3.3	313%
PBT	28.0	47.5	-41%
Tax Expenses	10.8	15.3	-30%
<b>PAT</b>	<b>17.2</b>	<b>32.2</b>	<b>-47%</b>
Minority Interest	-	(0.2)	-100%
<b>Net Profit</b>	<b>17.2</b>	<b>32.3</b>	<b>-47%</b>
<b>Net Profit (%)</b>	<b>6%</b>	<b>11%</b>	<b>-49%</b>

\* Refer previous slide showing Normalised EBIDTA



# HISTORICAL CONSOLIDATED FINANCIALS



Particulars (Rs. In crs)	FY 17	FY16	FY15	FY14	FY13	FY12
<b>Total Operating Income</b>	<b>301.1</b>	<b>287.1</b>	<b>227.0</b>	<b>201.8</b>	<b>157.3</b>	<b>130.6</b>
<b>EBITDA</b>	<b>49.1</b>	<b>57.9</b>	<b>46.6</b>	<b>42.3</b>	<b>29.3</b>	<b>23.1</b>
<i>EBITDA Margins</i>	<i>16%</i>	<i>20%</i>	<i>21%</i>	<i>21%</i>	<i>19%</i>	<i>18%</i>
<b>Profit Before Tax</b>	<b>28</b>	<b>47.5</b>	<b>40.7</b>	<b>32.0</b>	<b>25.4</b>	<b>19.2</b>
<i>PBT Margin</i>	<i>9%</i>	<i>17%</i>	<i>18%</i>	<i>16%</i>	<i>16%</i>	<i>15%</i>
<b>PAT</b>	<b>17.2</b>	<b>32.4</b>	<b>25.8</b>	<b>21.0</b>	<b>18.0</b>	<b>13.2</b>
<i>PAT Margins</i>	<i>6%</i>	<i>11%</i>	<i>11%</i>	<i>10%</i>	<i>11%</i>	<i>10%</i>
<b>Networth</b>	<b>165.8</b>	<b>148.6</b>	<b>125.7</b>	<b>112.0</b>	<b>101.1</b>	<b>57.1</b>
<i>Growth Rate</i>	<i>12%</i>	<i>18%</i>	<i>12%</i>	<i>11%</i>	<i>77%</i>	<i>20%</i>
<b>Capital Employed</b>	<b>309.5</b>	<b>183.6</b>	<b>130.7</b>	<b>112.0</b>	<b>101.1</b>	<b>57.1</b>
<i>RoCE</i>	<i>10%</i>	<i>19%</i>	<i>23%</i>	<i>19%</i>	<i>18%</i>	<i>23%</i>



# CONSOLIDATED BALANCE SHEET



Particulars (Rs. In crs)	Mar-17	Mar-16
<b>Shareholders Fund</b>	<b>165.76</b>	<b>148.57</b>
Share Capital	39.82	39.82
Reserves & Surplus	125.94	108.75
<b>Minority Interest</b>	<b>-</b>	<b>-</b>
<b>Total Non Current Liabilities</b>	<b>24.87</b>	<b>7.30</b>
Long Term Borrowings	20.00	-
Long Term Provisions	2.50	1.83
Deferred Tax Assets / Liabilities	0.02	-
Other Long Term Liabilities	2.34	5.46
<b>Total Current Liabilities</b>	<b>201.51</b>	<b>121.88</b>
Short Term Borrowings	123.69	34.99
Trade Payables	18.37	6.67
Other Current Liabilities	46.91	55.26
Short Term Provisions	12.54	24.96
<b>Total Equity &amp; Liabilities</b>	<b>392.14</b>	<b>277.74</b>

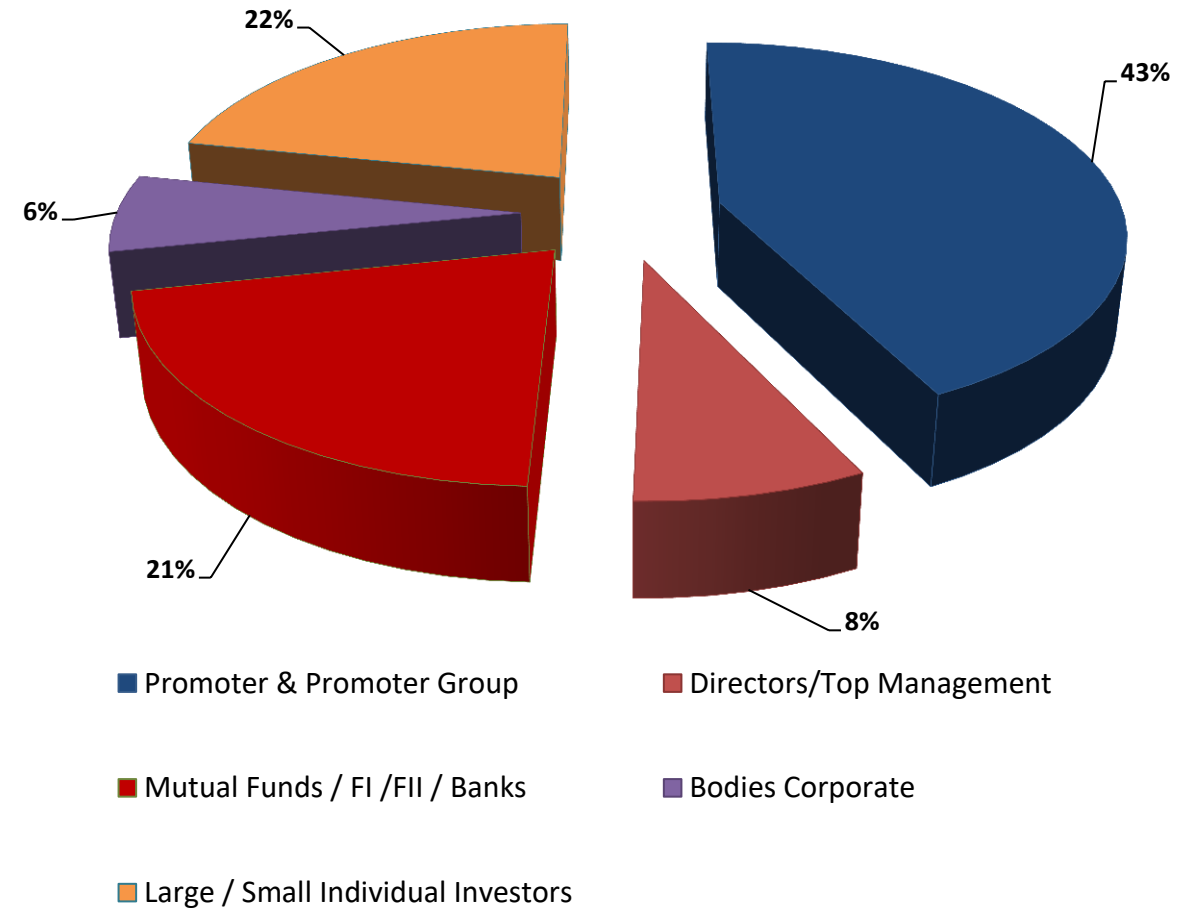
Particulars (Rs. In crs)	Mar-17	Mar-16
<b>Total Non Current Assets</b>	<b>215.44</b>	<b>198.62</b>
Fixed Assets	72.34	67.46
Long Term loans & Advances	117.49	105.64
Other Non Current Assets	25.60	25.53
<b>Total Current Assets</b>	<b>176.69</b>	<b>79.11</b>
Inventories	-	1.17
Trade Receivables	121.03	45.54
Cash & Cash Equivalents	16.48	11.13
Short Term loans & Advances	14.27	15.75
Other Current Assets	24.91	5.52
<b>Total Assets</b>	<b>392.14</b>	<b>277.74</b>



# SHAREHOLDING PATTERN AS ON Mar'17



Category	% Share Holding
Promoter & Promoter Group	42.8
Director/Top Management	7.7
Mutual Funds/FI/FII/Banks	21.3
Bodies Corporate	6.4
Large/ Small Individuals	21.8
<b>Total</b>	<b>100.0</b>







**For further information, please contact**

MT Educare Ltd.  
CIN: L80903MH2006PLC163888

**Mr. Sanjay Sethi**  
Email: [sanjaysethi@mteducare.com](mailto:sanjaysethi@mteducare.com)  
+91 22 6129 7700

[www.mteducare.com](http://www.mteducare.com)

MT Educare Ltd.  
CIN: L80903MH2006PLC163888

**Mr. Dinesh Darji**  
Email: [dineshdarji@mteducare.com](mailto:dineshdarji@mteducare.com)  
+91 22 6129 7700/ 61297800

[www.mteducare.com](http://www.mteducare.com)