

To
Department of Corporate Services,
BSE Ltd
PhirojJeejibhoy 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 0051

Dear Sir/Madam,

Sub: Presentation to Analysts and Investor pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Scrip Code: 540403, Scrip Symbol: CLEDUCATE

This is with reference to our letter dated June 01, 2017 with regard to intimation of Schedule of Analyst and Investor Earnings Call 2017 scheduled on June 06, 2017.

In this regard, we are enclosing herewith the Investor Presentation and Fact Sheet used at the said meet, the presentation is also made available on the Company's website (www.cleducate.com).

This is for your information and record.

Thanking You,

For and on behalf of
CL EDUCATE LIMITED


NIKHIL MAHAJAN
Executive Director and CFO
DIN: 00033404

Place: New Delhi
Date: June 06, 2017



Q4 & FY17 Investor Update

JUNE 2017

BSE: 540403 | NSE: CLEDUCATE

Safe harbor

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 statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

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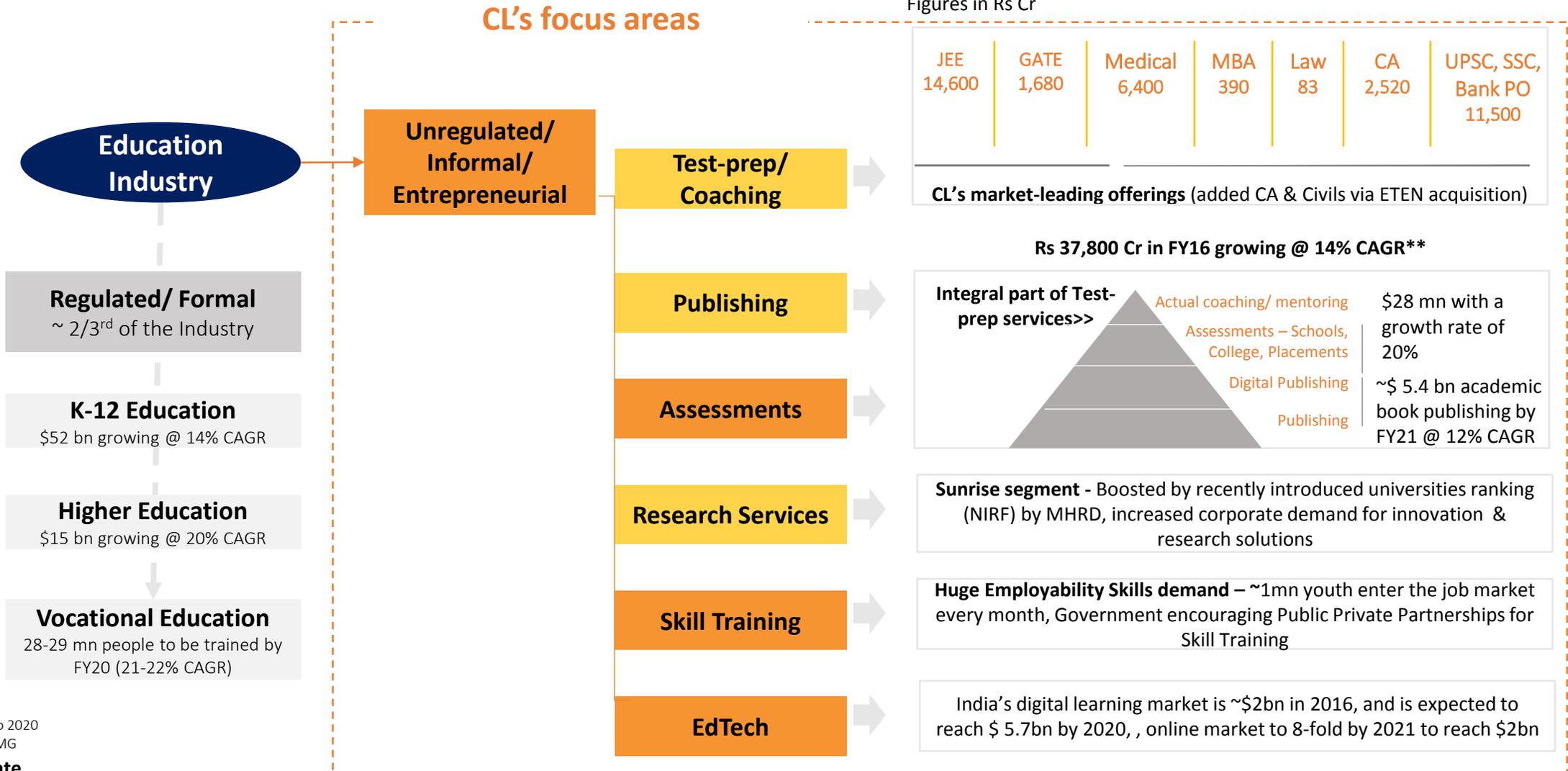
Indian Education Landscape

Sizable @\$100 bn+, fast-growing with new opportunities

A \$100 bn+ market growing @16% CAGR

7.2% GDP Growth expected in the \$2.2 trillion Indian economy in FY18 (IMF)

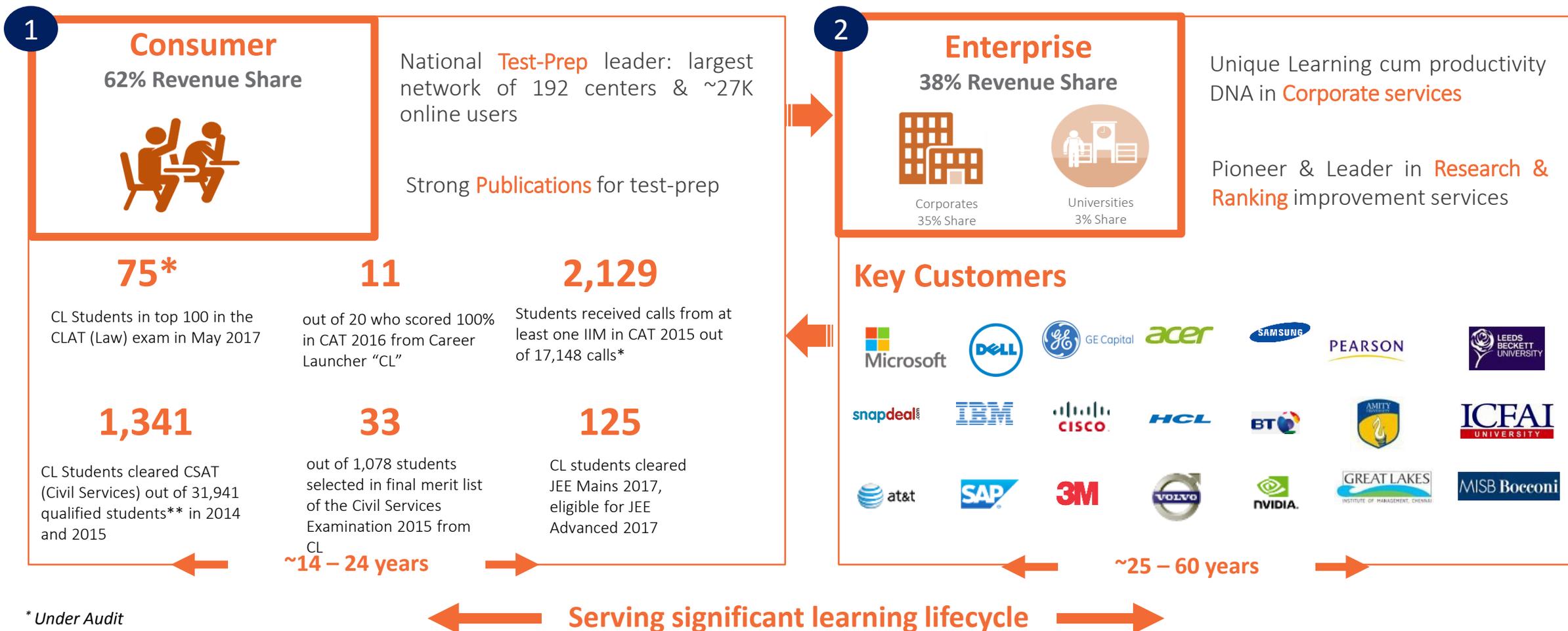
Budget'18 allocation to education is Rs 7,969 bn, Up 10% YoY



Source: Technopak, CAGR – 2016 to 2020
 ** Source: CRISIL, Google & KPMG

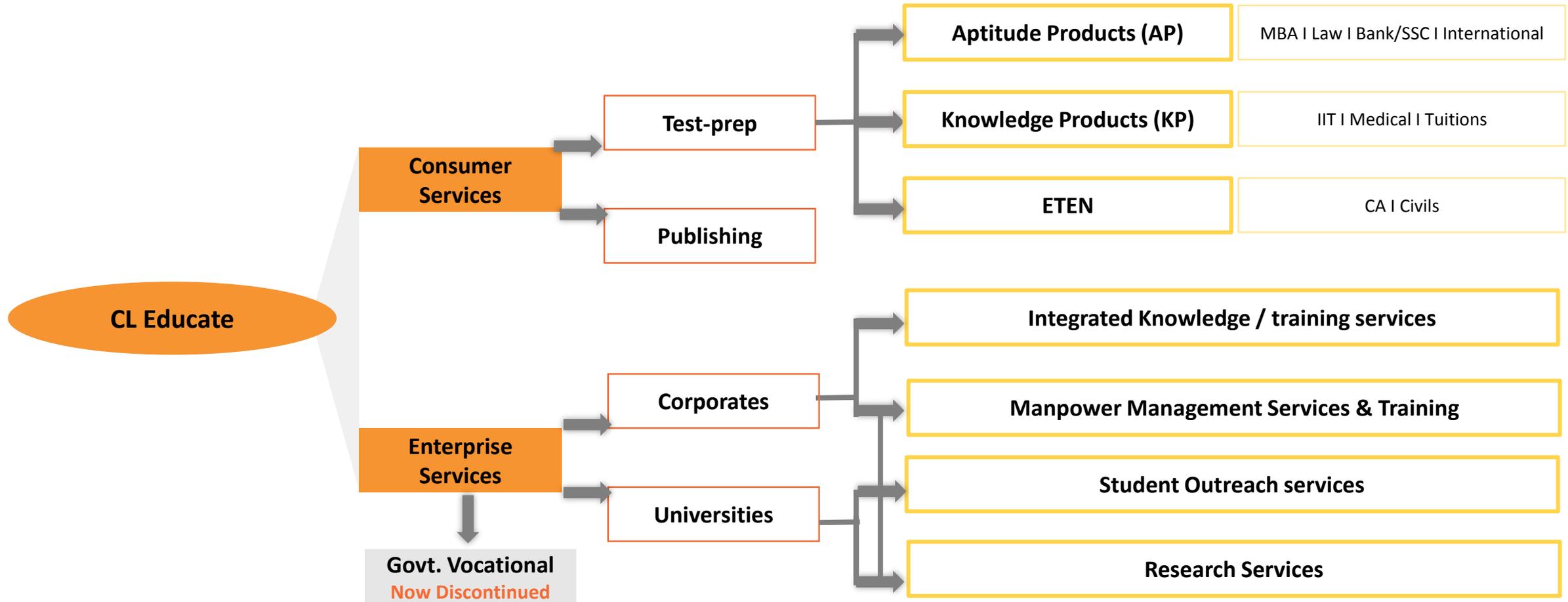
Well established brand with diversified revenue streams

Balanced Consumer, Enterprise mix in Revenues; Delivering Successful Outcomes



* Under Audit

Comprehensive product portfolio in Knowledge & Career Services



Scaled up successfully

Strong foundation for accelerated growth

	1996 - 2005	2010	2015	2017
	Foundation	Diversification + Enterprise + pan India	Consolidation + Research Services Cross-leveraging synergies	Acceleration driven by Digital Asset Light High ROI
Revenues	Rs 40 Cr	Rs 123 Cr	Rs 283 Cr <i>Adj. Rev. Rs 228 Cr*</i>	Rs 279 Cr <i>Adj. Rev. Rs 277 Cr*</i>
Student Enrolments	34,526	67,229	77,953	86,636
Active titles	-	-	1,306 titles	2,066 titles
# of TP Centers	72	157	146	162
Digital Enrolments	-	-	13%	31%
Enterprise Clients	Nil	31	159	146

Cross-leveraging between consumer & enterprise platforms

Brand recognition across learning life cycle

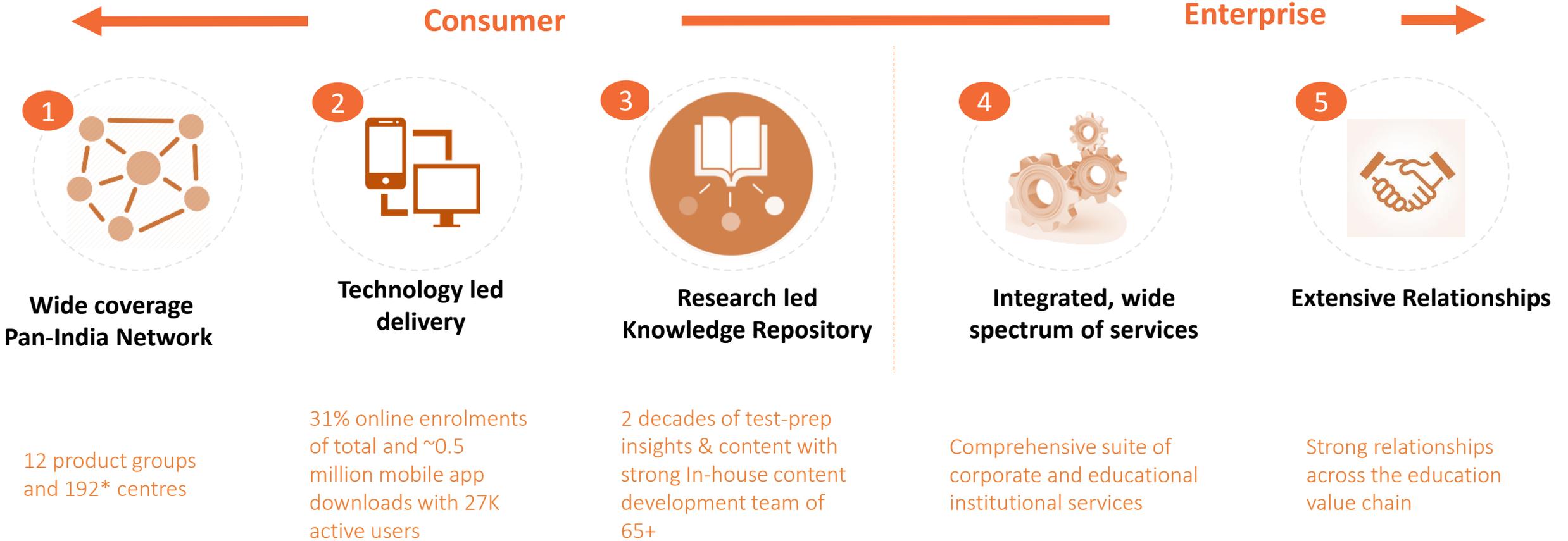
Multi-monetising of same customer at various stages of life

Using same infrastructure at different times of day and year for high ROI



Key differentiators

Strong brand equity across businesses



Our Team

Well qualified & experienced team steering at the helm

Satya Narayanan R.,

Chairman & Executive Director

- 19+ years of experience in the education sector
- Bachelor's degree in Computer Sciences from St Stephen's
- Post Graduate Diploma from IIM Bangalore

Gautam Puri,

Vice Chairman & Managing Director

- 19+ years of experience in the education sector
- Bachelor's degree in Chemical Engineering from Punjab Engineering College
- Post Graduate diploma from IIM Bangalore

Nikhil Mahajan,

Executive Director & CFO

- 18+ years of experience in finance and education
- Bachelor's degree in Electrical Engineering from Benaras Hindu University
- Post Graduate diploma from IIM Bangalore

R Shiva Kumar,

Chief Academic Officer

- 18+ years of experience in the private education sector,
- IIT Madras/IIM Kolkata

Sreenivasan .R,

Chief Customer Officer

- 15 years+ experience in education,
- MTech from JNU,
- MBA from IIM Bangalore

Sujit Bhattacharyya,

Chief Digital Officer

- Over 15 years of experience in the education sector,
- BTech from IIT Kharagpur;
- Post Graduate diploma from IIM Bangalore

Strong ethos

Focussed on governance & processes

**Independent/
Nominee Directors
are a majority on
Board**

Sridar A. Iyengar,
*Independent Director, Chairman
Audit Committee*

- 35 years+ experience in financial services
- Ex-Chairman & CEO of KPMG-India, serves on the Board of American India Foundation

Safir Anand,
*Independent Director, Chairman CSR
Committee*

- Senior Partner and head of trademarks and contractual law (Anand & Anand)
- Recognized as a leading intellectual property lawyer by Chambers Asia-Pacific and by ICFM 250 in 2014

Viraj Tyagi,
Independent Director

- Over 21 years of experience in the financial services sector
- Post Graduate diploma from IIM Bangalore

Sangeeta Modi,
Independent Director

- 22 years + experience in financial services sector
- Post Graduate diploma from IIM Bangalore; Co-founder of Access Asset Managers Private Limited

Gopal Jain,
Nominee Director

- 25+ years of experience in the private equity & financial services sector
- Bachelor's degree in Electrical Engineering from the IIT, Delhi; Co-founder of Gaja Capital

**Focussed on
high
corporate
governance**

**Internal Audit
performed by an
external firm**

**Audit Committee,
Nomination &
Remuneration
Committee has only
independent/
nominee directors**

**Whistle-blower
mechanism**

**Statutory
Auditors –
Haribhakti & Co
LLP & Auditors
Deloitte**

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Stable financial performance despite planned exit from Govt. Business

Robust performance of core operations – Adjusted Revenues up 21% YoY

<i>Consolidated financials, In Rs Cr</i>	FY 15	FY 16	FY 17
Reported Revenue	283	282	279
Adjusted Revenue*	214	228	277
Reported EBITDA	44	48	47
Adjusted EBITDA	39	52	53
Reported PAT	21	21	19
Adjusted PAT	15	24	25
Debt/Equity	0.30 x	0.29 x	0.16 x
Adjusted ROCE#	11.4%	14.3%	13.9%

Adverse Factors

External

- Demonetisation and delay in X & XII Board exams from March to April - revenue loss of Rs 8-9 cr and EBITDA loss to the tune of Rs 4.5-5 Cr

Internal

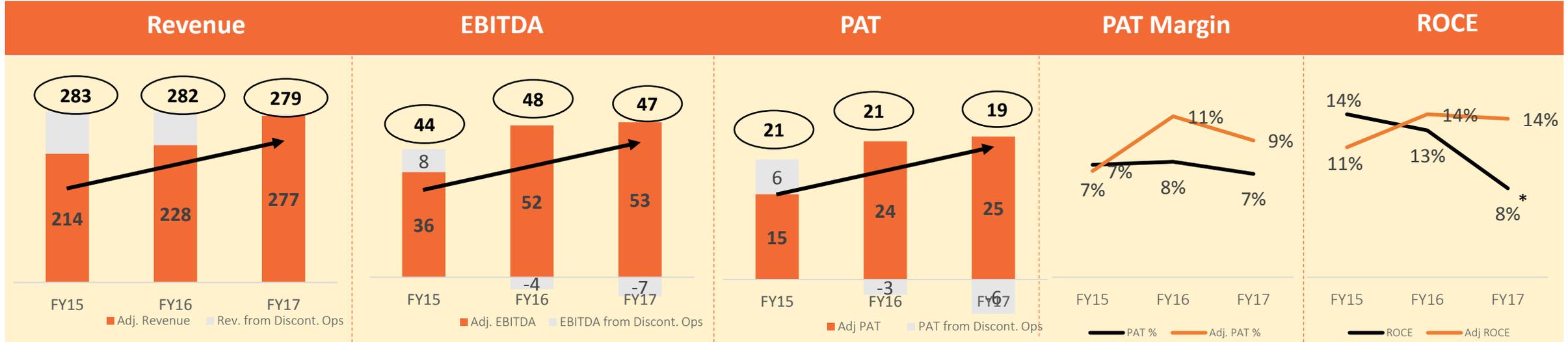
- Loss of Rs 17 Cr from discontinuation of Nokia Business
- Planned downscaling of GVET - revenue impact of Rs 33.5 Cr and ~5 Cr of EBITDA

*Figures adjusted for GVET and Nokia Businesses

Return Ratios are calculated with Networth adjusted for Unutilized IPO Proceeds, and PAT and EBIT adjusted for GVET and Nokia Businesses

Diversified model helps overcome external challenges in H2

Consolidated financials, In Rs Cr

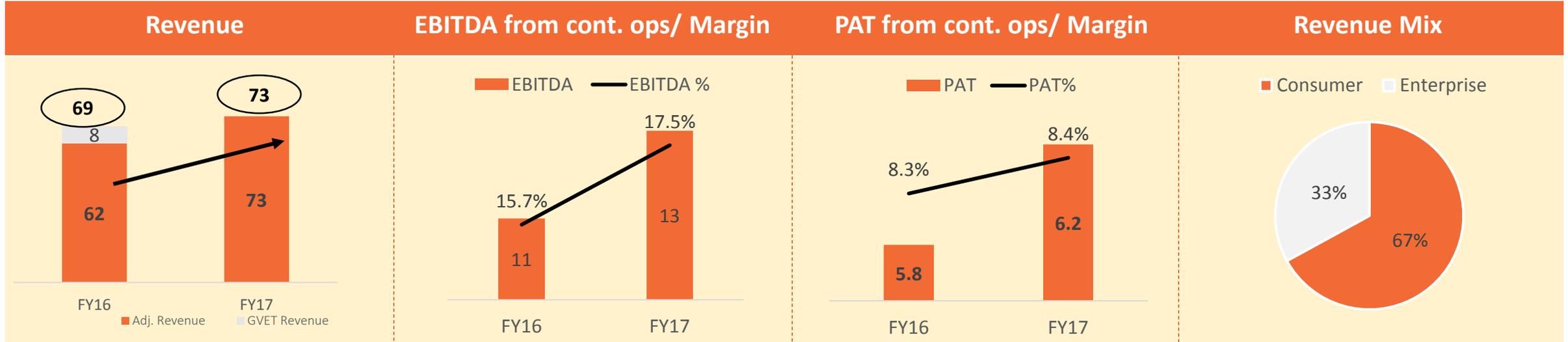


- ❑ Consolidated revenue down marginally i.e. ~1% at Rs 279 Cr despite drop in GVET revenue and Nokia due to strong growth in Consumer Businesses.
 - Adjusted Revenue up 21% YoY at Rs 277 Cr
- ❑ EBITDA margin stable at ~17% of revenue, EBITDA at Rs 46.8 Cr vs. Rs 47.3 Cr in FY16
- ❑ PBT at Rs 28.5 Cr, with a PBT margin of 10.2%
 - Depreciation lower than last year as non working assets off-loaded; Interest cost to go down in future, given liquidity available post IPO
- ❑ Profit for the year at Rs 18.95 Cr, with a margin of 6.8%,
 - Average tax rate of 34% vs. 28% last year due to disappearance of 80IC benefits & MAT Credits in CL Media

*Capital Employed increased significantly due to IPO proceeds coming in on March 31, 2017

Adjusted revenue up 18% despite impact of demonetisation

Consolidated financials, In Rs Cr



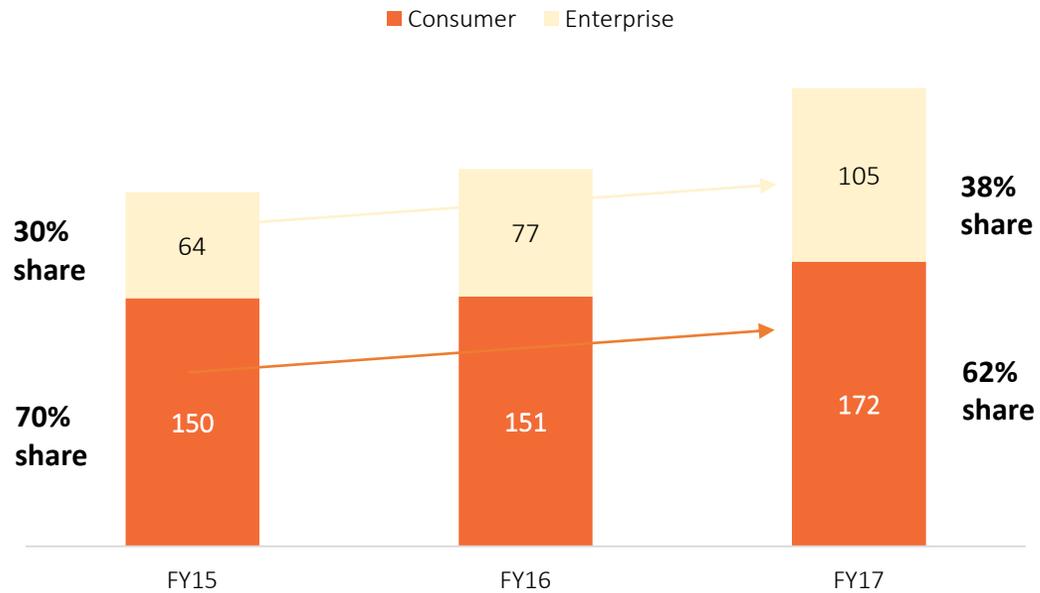
- ❑ Revenue up 6% YoY at Rs 73 Cr with robust growth in core businesses more than compensating for discontinued GVET Revenue (Rs 7.7 Cr in Q4FY16)
 - Share of consumer in total segmental revenues at 67%*
- ❑ EBITDA up by 18%YoY to reach Rs 12.8 Cr FY17. EBITDA margin up to 17.5% from 15.7% in Q4FY16
 - Impact of GVET EBITDA Loss of Rs 1.9 Cr. Excluding that, Adjusted EBITDA of Rs 14.7 Cr
- ❑ PAT from continuing operations up 8% YoY to reach Rs 6.2 Cr with margin of 8.4%
 - PAT from discontinued operations of Rs 0.8 Cr in FY17 compared to Rs 1.2 Cr in FY17.
 - Total PAT of Rs 7.0 Cr in FY17 with margin of 9.5%

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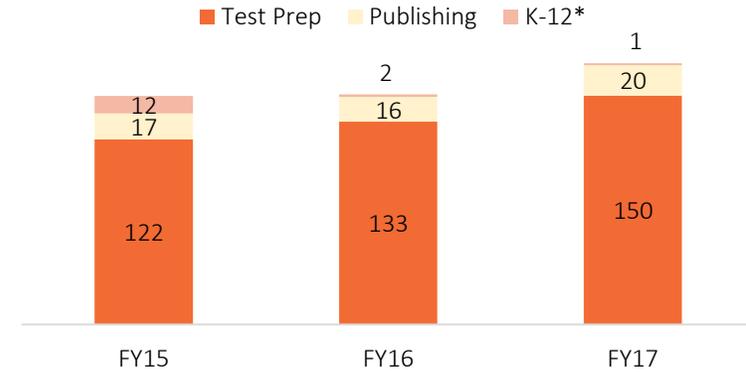
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Consumer & Enterprise deliver growth

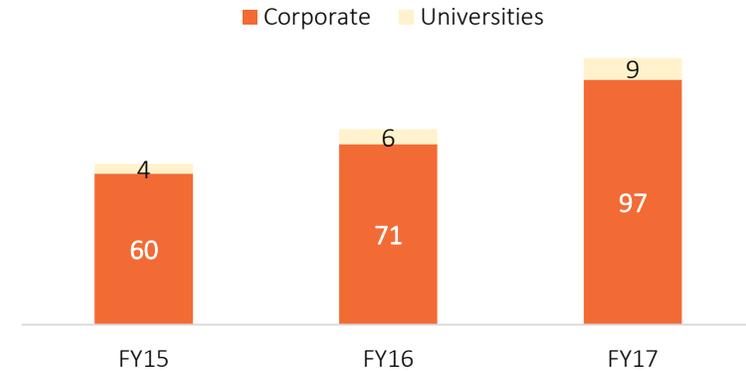
Segmental Revenues Break-up



Consumer Revenue



Enterprise Revenue



Consolidated financials, figures in Rs Cr
 Consumer revenues include Test-Prep, Publishing & K12 (Discontinued)
 Enterprise Revenues excludes GVET & Nokia Business

CONSUMER BUSINESS

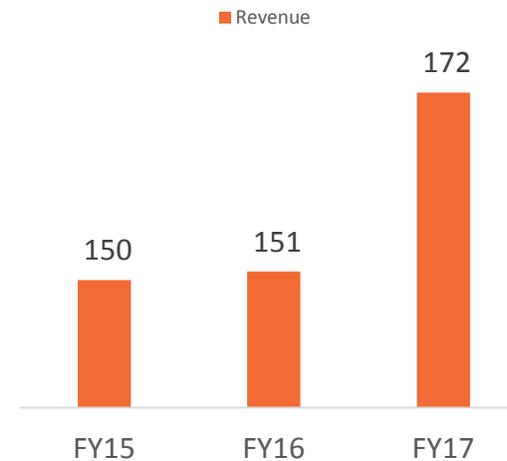
High revenue growth (YoY) with stable EBITDA Margins

Strong brand with pan-India presence in Test-Preparation

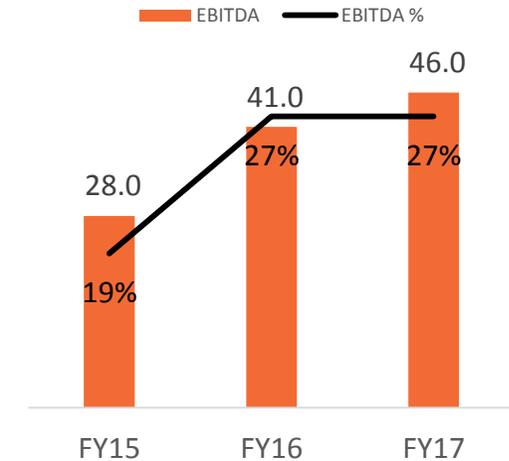
- ❑ Scalable & asset-light business
- ❑ Market leader in **Aptitude Products (AP)** MBA and Law Test prep offering
- ❑ 192* test prep centers with 90* owned centers and 102 centers under partnership model
- ❑ Comprehensive and fully owned content, complemented by experienced faculty and trainers
- ❑ ETEN CA & IAS business acquisition to add **Knowledge Products (KP)** based test-prep offerings
- ❑ 2,066 active titles and 1.1 million copies sold in FY17

Note: *Includes 30 centres of ETEN (Acquired in April 2017)
 Consolidated financials, figures in Rs Cr
 Consumer revenues include Test-Prep, Publishing & K-12 (K12 (Discontinued))

Revenues



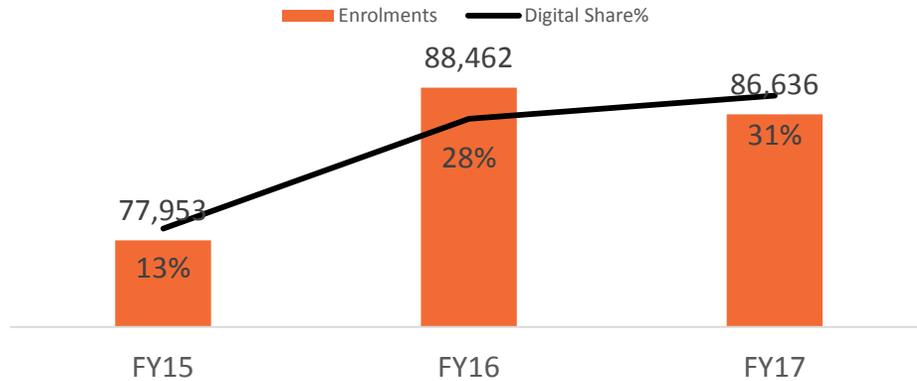
EBITDA



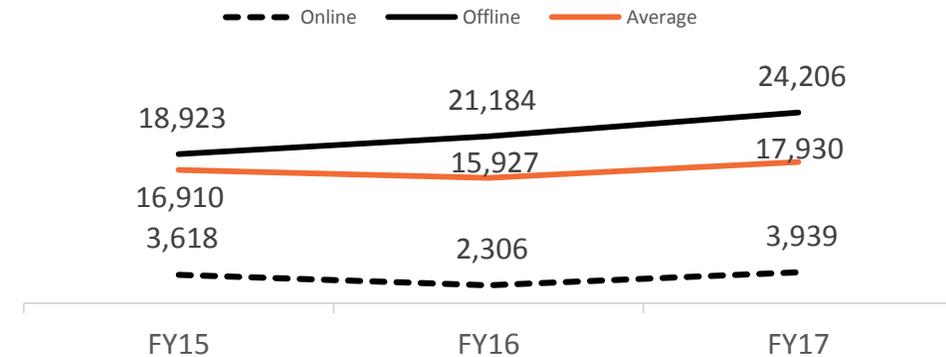
- ❑ Consumer Revenue up by 14% to reach Rs 172 Cr driven by both Test Prep and Publishing businesses
- ❑ Consumer EBITDA up by 13% to reach Rs 46 Cr
- ❑ EBDITA Margins maintained at 27%

Consumer Business: Growth fuelled by digital strategy

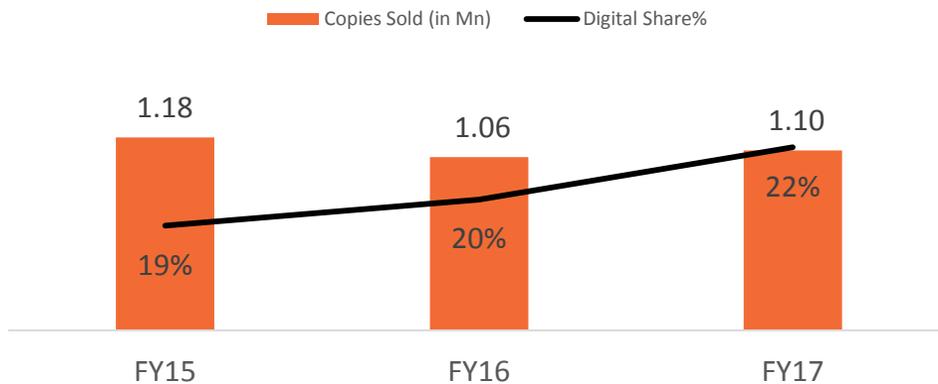
Test-Prep in #s



Average Pricing of TP courses



Publishing in #s



- ❑ TP enrolments down by 2% to 86,636, Avg. price per student up by 11%
- ❑ Digital billing in FY17 up by 86% YoY
 - Online enrolments increased by 9% YoY
 - Average pricing increased by 71% YoY
- ❑ 2,066 test-prep content titles in FY17
 - Share of copies sold through digital model up to 22% from 20% in FY16

Consolidated financials, In Rs Cr

Consumer Business:

ETEN Acquisition: High growth, High ROE CA + Civils products

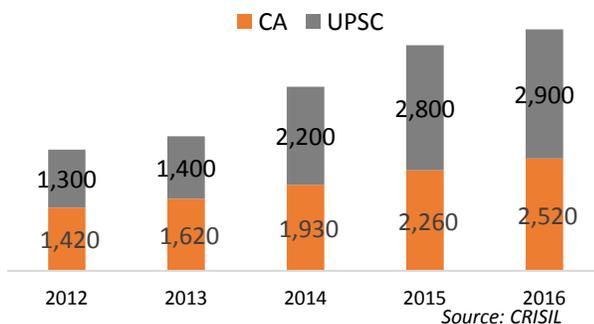
ETEN's Strong Assets

- Well-established & reputed test-prep brand in CA & IAS
- Pan India Network – 25 centres, 5 studios
- Asset-light highly scalable VSAT model

At peak in FY14-15, ETEN had 71,000+ students

Large Market Opportunity

CA & UPSC market (Rs Cr)



CL emerges as one of the largest pan-India network offering full bouquet of Aptitude-based & Knowledge-based test-prep services



- Larger combined network:** 192 centers from an earlier network of 162 centres
- Huge Cross-selling opportunities**
- Strengthen knowledge-based test prep programs:** Vantage entry into CA coaching, strengthens Civils portfolio - replicable into other CL segments utilizing ETEN's network
- Opportunity** to add other knowledge products : IITJEE/ Medical/ GATE, etc.

Payback in 2 years

- Attractive terms - Staggered payment of Rs 6 cr over 30 months & 4% Revenue Share in FY18, FY19 & FY20
- 3x Revenue Growth in 3 years
- ROE at end of 3rd year > 100% of Capital deployed

Consumer Business: Future Growth strategy

Expand Offerings

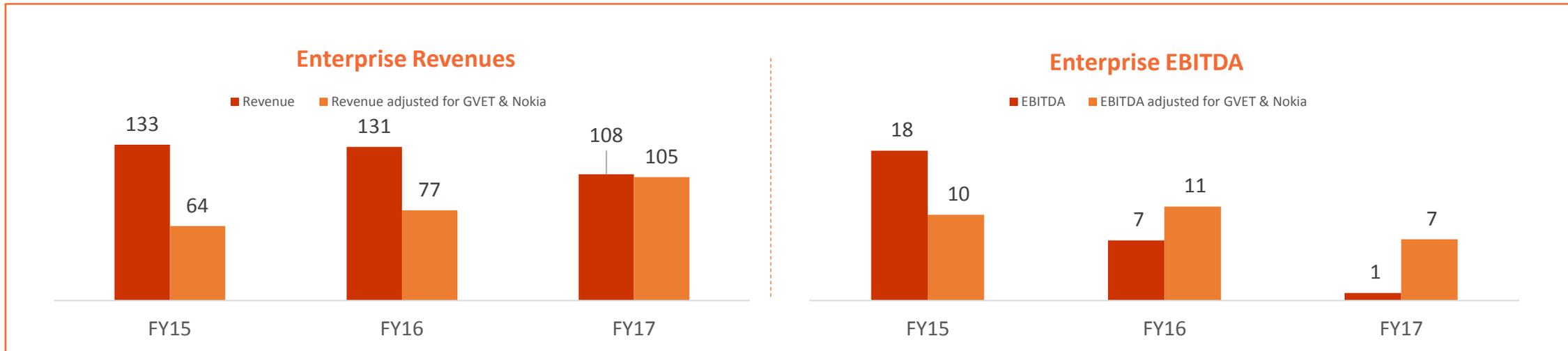
- ❑ New Products
 - ❑ Focus on KP portfolio
 - ❑ Esp. Engg/ Medical
- ❑ Digital Expansion
 - ❑ Introducing live online classes for existing products
 - ❑ Tapping different media – Youtube, Mobile Apps and Portals
- ❑ Grow geographical test prep network
 - ❑ Franchising
 - ❑ VSAT as multiplier for existing products
 - ❑ Cross-Sell ETEN KP on Career Launcher Network
- ❑ Increase per centre utilisation

Inorganic

- ❑ ETEN Integration & Scale up
 - ❑ Rs 36- 40 Cr by 2020
- ❑ Fill portfolio gaps
 - ❑ Acquisitions
 - ❑ Strategic Partnerships (like ETEN – KD Campus)

ENTERPRISE BUSINESS

Higher profits* with planned exit from Govt. vocational Business



- ❑ Overall Kestone (Corporates) Revenue sustained, revenue growth of 20% adjusted for Nokia business of Rs 17 cr
 - GVET business discontinuation impacted EBITDA by ~3-3.5 Cr
 - Demonetisation effect : Low corporate marketing spends for 90 days with operational challenges and work shifted to new fiscal as clients shifted product launches to new year
- ❑ New marquee clients added in corporates including Google

Note* Net of GVET and Nokia revenue Consolidated financials, In Rs Cr

Knowledge services for Corporates

Kestone provides Integrated Business, Marketing & Sales Services for Corporates

Knowledge services

- Corporate research services and IP management
- Product and Marketing consulting services
- Sales consulting services

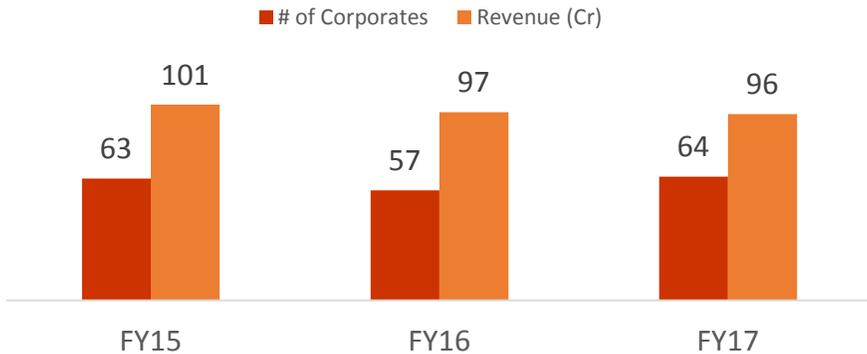
Integrated marketing services and solutions

- Product Launches
- Dealer Meet/ Sales conferences / Seminars
- Activation Customer Promotion / Tele-marketing Services
- Lead Generation / Channel Loyalty Programs
- Online marketing communication
- Social media marketing/ Corporate training

Manpower management and Training Services

- Retail/ Secondary/ Enterprise Sales Management
- Product Training Sales Training
- Corporate Training Workshops

Corporates



2,500+

Creative, approachable, multidiscipline Kestonians

100+

Strong reach and infrastructure to Indian cities and, **10+** International destinations

Note* Net of GVET and Nokia revenue Consolidated financials, In Rs Cr

Knowledge services for Universities & Corporates

CL Media facilitates universities wrt reaching out to the right student set and improving their quality of intake

Business Solutions

- Project Consultancy
- Student Outreach Services
- Digital Marketing and Social Media Campaigns
- Print Media Campaigns
- Events

Benefits extended to the universities

- Attract Smart Students
- Better Placement Records
- Improved Brand equity
- International presence and thought leadership
- Student Diversity

Accendere facilitates universities wrt improving their rankings through research and start-up incubation

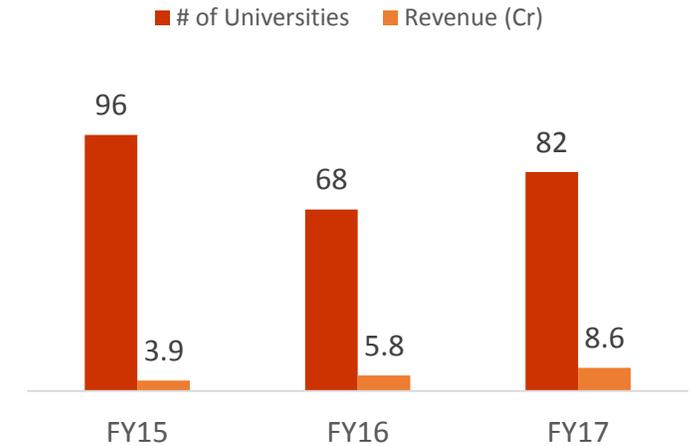
Research and Innovation

- Research Incubation Services
- Start-up Incubation Services
- Worldwide Academia-Industry Network
- Corporate Research Incubation and IP Management

Benefits extended to the universities

- Attract Smart Students
- Improved Research Output & Publishing
- Seed Funding and CSR projects
- Attract Research Funds from Govt. & Industry
- NIRF, NAAC, QS and THE consultancy

Universities



- Media and research business grew 48% at Rs 8.6 Cr vs Rs 5.8 Cr LY
- Research business – 2 clients in FY 16 to 7 in FY17

Note* Net of GVET and Nokia revenue Consolidated financials, In Rs Cr

3 YEAR BUSINESS STRATEGY

Our Strategy

Asset-light multi-faceted strategy for growth and high stakeholder returns



Strengthen core consumer businesses

Expand offerings

- Introduce new courses
- Grow geographical test prep network
- Increase per centre utilisation



Tech-enabled

- Expand digital content & tools
- Expand digital distribution
- Tech-enabled optimization



Build upon B2B businesses

- Cross-Leverage knowledge assets & insights to expand B2B service offerings
- Cross-sell to corporate & educational institute relationships build via consumer businesses



Inorganic

- Fill in portfolio gaps
- Enhance customer base
- Multiplier effect from cross-sell
- Build on successful past track record

Outlook 2020

- **Revenue Goal** – Rs 500 to 520 cr @19-21% CAGR
 - Consumer Business Rs 290-305 cr. , CAGR of 21-22% Including ETEN
 - Enterprise Business Rs 200-210 cr , CAGR of 20-21%
- **EBIDTA:** Rs 102-110 Cr , CAGR of 28-30%
- **PAT:** Rs 66-69 cr , CAGR of 38-42%
- **ROCE:** 17.5 - 18%
- **Cash in bank:** Rs 280-300 cr
(Rs 125 cr Post IPO)

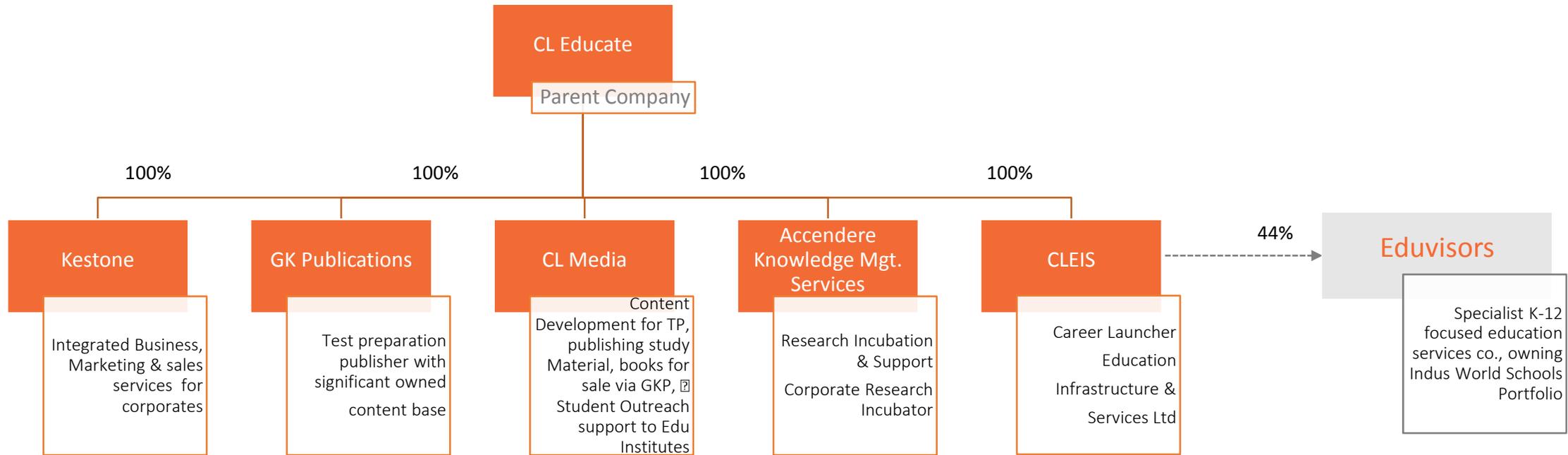
Goals of Key New Businesses

- **ETEN:** Revenue of ~Rs 36-40 cr , CAGR of 35%, Operating Margin at 15%
- **Accendere Research Business:** Revenue of ~Rs 20 cr with Operating margin at 35%

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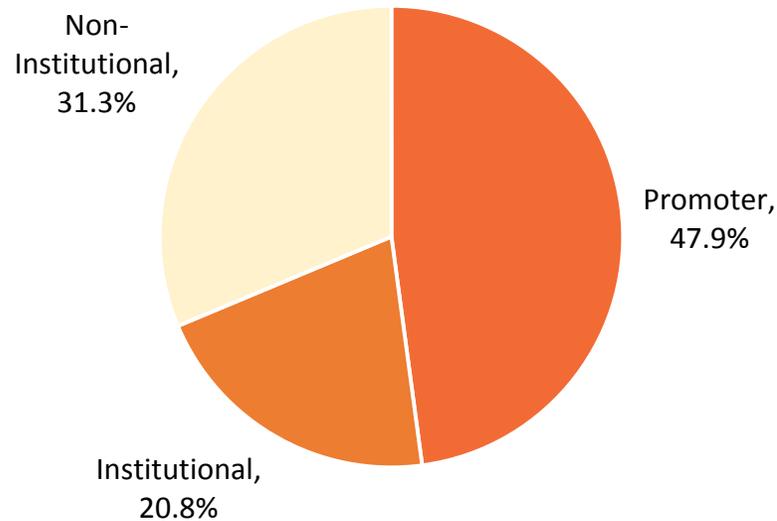
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Corporate Structure



Shareholding pattern

Outstanding Shares (March 31, 2017)
14,163,278



Key investors > 1%

Investor	% Shareholding
Gaja Trustee Company Ltd/ GPE (India) Limited	8.5%
Housing Development Finance Corporation Ltd.	4.2%
Ashoka PTE/Macquaire Emerging Markets Asian Trading PTE Ltd.	3.1%
Ocean Dial Gateway to India Mauritius Ltd.	2.9%
Sundaram Mutual Fund – Sundaram Tax Saver Fund	2.4%
HDFC Trustee Company Ltd – HDFC Prudence Fund	2.3%
DSP Blackrock Micro Cap Fund	2.0%
Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd.	1.9%
ICICI Lombard Gen. Insurance Company Ltd.	1.7%
HDFC Standard Life Insurance Company Ltd.	1.5%
Principal Trustee Company Pvt. Ltd.	1.1%

Consolidated Profit and Loss Report

Particulars (Rs Cr)	Q4 FY'17	Q4 FY'16	Q3 FY'17	% Chg YoY	% Chg QoQ	FY'17	FY16	% Chg YoY
Net sales	66.7	58.4	49.4	14.3%	35.0%	258.9	261.3	-0.9%
Other Operating Income	3.8	8.2	0.2	-53.7%	2060.6%	10.9	12.6	-13.2%
Other Income	2.9	2.6	1.9	15.2%	57.7%	9.2	8.4	9.3%
Total Revenue	73.5	69.2	51.5	6.2%	42.7%	279.1	282.3	-1.1%
Cost of raw material and components consumed	3.1	1.7	1.5	81.1%	114.0%	8.7	6.5	33.7%
Purchases of traded goods	0.4	0.5	0.2	-31.6%	119.8%	1.6	3.4	-53.9%
Decrease in inventories of finished goods, work-in-progress and traded goods	(0.7)	0.9	(1.0)	NM	NM	(2.1)	1.8	NM
Cost of services	34.7	29.3	24.7	18.5%	40.4%	132.7	118.0	12.4%
Employee benefit expenses	11.7	11.9	12.5	-2.2%	-6.9%	50.6	61.1	-17.2%
Other expenses	11.4	13.9	12.0	-17.7%	-4.7%	48.7	51.6	-5.6%
Depreciation and Amortization	1.6	1.8	1.6	-10.2%	1.6%	6.4	8.0	-19.4%
EBIT	11.2	9.0	(0.0)	24.2%	NM	32.5	31.8	2.0%
Interest & Finance charges	2.5	2.5	2.2	0.7%	15.8%	7.9	7.1	10.8%
PBT	8.7	6.5	(2.2)	33.2%	NM	24.6	24.7	-0.6%
Tax Expense	2.5	0.8	(0.7)	221.5%	NM	8.0	5.7	39.3%
PAT from Continuing Operations	6.2	5.7	(1.5)	7.9%	NM	16.6	19.0	-12.6%
Discontinued Operations								
PBT from Discontinued Operations	1.3	2.0	1.1	-30.9%	24.2%	3.9	4.2	-7.2%
Tax Expense of Discontinued Operations	0.5	0.7	0.3	-28.6%	107.1%	1.6	1.8	-10.8%
PAT from Discontinued Operations	0.8	1.2	0.8	-32.4%	-1.0%	2.3	2.5	-4.5%
Total PAT	7.0	7.0	(0.6)	0.9%	NM	19.0	21.5	-11.7%

Consolidated Balance-Sheet

Particulars (Rs Cr)	FY'17	FY16
Share capital	14.2	11.9
Reserves and Surplus	343.9	228.6
Shareholder's funds	358.1	240.6
Long-term Borrowings	8.0	25.5
Deferred Tax Liabilities (net)	2.2	1.5
Other Long-term Liabilities	0.4	0.3
Long-term Provisions	3.8	3.5
Non-current Liabilities	14.2	30.7
Short-term borrowings	43.4	37.6
Trade Payables	26.7	24.7
Other current Liabilities	174.5	50.7
Short-term Provisions	2.2	2.2
Current Liabilities	246.9	115.3
Total Liabilities	619.2	386.6
Fixed Assets	96.0	87.6
Goodwill on consolidation	33.1	33.1
Non-current investments	1.7	1.7
Deferred tax assets (net)	1.1	0.8
Long-term loans and advances	19.4	22.0
Other non-current assets	12.8	11.2
Inventories	8.2	6.5
Trade receivables	139.1	118.0
Cash and cash equivalents	222.5	15.9
Short-term loans and advances	72.1	73.9
Other current assets	13.4	15.9
Current Assets	455.2	230.2
Total Assets	619.2	386.6

Ratios

Key P&L Ratios

	FY17	FY16
Growth (%) on Adjusted* Revenue	21%	7%
EBITDA Margin (%)	17%	17%
Adjusted EBITDA Margin (%)	19%	23%
PAT Margin (%)	7%	8%
Adjusted PAT Margins (%)	9%	11%

*Figures adjusted for GVET and Nokia Businesses

Key Balance-Sheet Ratios

Financial Ratios	FY17	FY16
D/E	0.16	0.29
Total Receivable days	188	157
Vocational Debtors % of Total Debtors	38%	47%
ROCE (%)	7.8%	12.9%
Adjusted ROCE#	13.9%	14.3%

adjusted for Unutilized IPO Proceeds, GVET and Nokia Businesses

CONTACT US

For any Investor Relations queries, please contact:

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CL Educate Ltd.

Phone: +91-11-41280800

Email: investors@careerlauncher.com;

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Nikhil Mahajan, Executive Director & CFO

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About CL Educate Ltd.

CL Educate Ltd. is a well-diversified and technology enabled provider of education products, services, contents and infrastructure with presence across the education value-chain. It commenced its operations in 1996 and is present in test-preparation & training services, publishing & content development, integrated business, marketing & sales services for corporate, vocational training programs, integrated solutions to educational institutions. For more information visit

www.cleducate.com

2017 Corporate Factsheet

BSE: 540403 | NSE: CLEDUCATE



Consumer KPIs

KPIs	FY15	FY16	FY17
# of Test-prep centers	146	161	162
Owned Centers	49	54	60
Partnership model centers	97	107	102
# of enrolled TP students	77,953	88,462	86,636
%age of online TP students	13%	28%	31%
# of active titles	1,306	1,679	2,066
# of books sold (mn)	1.18	1.06	1.10
%age of books sold digitally	19%	20%	22%

Enterprise KPIs

KPIs	FY15	FY16	FY17
Clients billed	159	125	146
# of Corporates billed	63	57	64
# of Universities billed	96	68	82

Revenues by Segment

Revenue Mix	FY15	FY16	FY17
Consumer	150	151	172
Enterprise	64	77	105
Total Adjusted Revenue*	214	228	277

Financial Snapshot

Operational performance (Rs Cr)	FY15	FY16	FY17
Revenue	283	282	279
Adjusted Revenue*	214	228	277
Growth (%) on adjusted Revenue		7%	21%
EBITDA	44	48	47
EBITDA Margin (%)	16%	17%	17%
Adjusted EBITDA*	39	52	53
Adjusted EBITDA Margin (%)	18%	23%	19%
PAT	21	21	19
PAT Margin (%)	7%	8%	7%
Adjusted PAT*	15	24	25
Adjusted PAT Margins (%)	7%	11%	9%

*Figures adjusted for GVET and Nokia Businesses

Financial Ratios	FY15	FY16	FY17
D/E	0.30	0.29	0.16
Total Receivable days	116	157	188
Vocational Debtors % of Total Debtors	34%	47%	38%
ROCE (%)	14.3%	12.9%	7.8%
Adjusted ROCE#	11.4%	14.3%	13.9%

adjusted for Unutilized IPO Proceeds, GVET and Nokia Businesses

Quick Facts

Overview

- Year of establishment: 1996
- Presence in India, UAE & Singapore
- IPO on March 31, 2017 on BSE, NSE

Consumer Vertical

- 86,636** TP Student Enrolments in FY17
- 192*** TP Centers as on April 1, 2017
- 31%** Online enrolments in FY17
- 12** Test-prep product groups
- 0.5 mn** App downloads, 27K active users
- 1.1 mn** Books sold

Enterprise Vertical

- 09** Years in Enterprise Services
- 60+** Number of corporate clients
- 100+** Cities covered in India
- 10+** International destinations
- 140+** Institutions serviced

Key Acquisitions

- 2017: ETEN CA& IAS Coaching
- 2017: Acquires 100% in AKMS
- 2015: 51% in AKMS
- 2011: GK Publications
- 2008: Kestone
- 2004: LST, ARC, Lohana Test Series
- 2001: Paragon Classes
- 2000: KITS

Website

www.cleducate.com

*Including 30 ETEN centers

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Employee data

	FY15	FY16	FY17
Total Employees	663	650	592
# of Research & Tech Team "Phi Lab"	61	66	67
% of Female employees	33%	32%	34%

About CL Educate Ltd.

CL Educate Ltd. (CL) is a well-diversified and technology enabled provider of education products, services, contents and infrastructure with presence across the education value-chain. It is present in test-preparation and training services, publishing and content development, integrated business, marketing and sales services for corporates, and integrated solutions to educational institutions. CL operates its gamut of test-prep services under 'Career Launcher' brand. Led by a team of highly qualified professionals including IIT-IIM alumni, with a passion for excellence, the 20+ year old company has successfully diversified from a single MBA Test-prep center to a pan-India conglomerate in an asset-light, tech-enabled manner leveraging strong synergies between its businesses.

Key Verticals: Well-diversified mix

1. Consumer: Test-Prep and Publishing:

- Market leader in Aptitude Products (AP) MBA and Law Test prep offering
- Strong owned content, complemented by experienced faculty and trainers
- ETEN CA & IAS business acquisition to add Knowledge Products (KP) offerings
- Publisher of test prep books for Indian competitive & job exams/ complementary to CL Test Prep offerings

2. Enterprise: Universities & Corporates

- Unique Learning cum productivity DNA in Corporate services providing integrated business, marketing, & sales services for corporates
- Facilitates Universities in improving their Ranking through research and start-up incubation
- Facilitates Universities in reaching out to the right student set and improve their quality of intake

Strong Brand Equity

Consumer	Enterprise
<p>75* CL Students secured ranks in the top 100 successful candidates in the CLAT (Law) exam in May 2017</p> <p>11 Out of 20, 100 percentilers in CAT 2016 are from Career Launcher "CL"</p> <p>2,129 CL Students received calls from at least one IIM in CAT 2015, eligible for the final interview stage to 5,000+ IIM Seats[#]</p> <p>1,341 CL Students cleared the CSAT (Civil Services) out of 31,941 qualified students** in 2014 and 2015, hence eligible for mains</p> <p>33 Out of 1,078 students selected in the final merit list of the Civil Services Examination 2015 are from CL</p> <p>125 CL students cleared JEE Mains 2017, eligible for JEE Advanced 2017</p>	<p>Key Customers</p>

* Under Audit; # As per company estimate; **Data from online articles

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Value proposition & Key differentiators

CL imparts knowledge and career services to a significant range of learning lifecycle – its consumer vertical caters to youth from 14 years to 24 years enabling better career prospects and via its enterprise vertical provides student outreach, Research incubation, ranking improvement services to Universities & integrated consulting, marketing, manpower and training services to corporates. CL's key differentiators are

- Wide coverage: Pan India with most expansive product-geography offerings
- Tech-enabled delivery – Online, mobile, Futuremap (assessment tool)
- Research led knowledge repository – 2 decades of insights, strong team, royalty free content
- Integrated wide spectrum of enterprise offerings
- Extensive Customer Relationships

Professionally qualified and experienced board

Satya Narayanan R., *Chairman & Executive Director*

- 19+ years of experience in the education sector
- Bachelor's degree in Computer Sciences from St Stephen's, Post Graduate Diploma from IIM Bangalore

Gautam Puri, *Vice Chairman & Managing Director*

- 19+ years of experience in the education sector
- Bachelor's degree in Chemical Engineering from P.E.C., Post Graduate diploma from IIM Bangalore

Nikhil Mahajan, *Executive Director & Chief Financial Officer*

- 18+ years of experience in finance and education
- Bachelor's degree in Electrical Engineering from B.H.U, Post Graduate diploma from IIM Bangalore

Sridar A. Iyengar, *Independent Director, Chairman Audit Committee*

- Over 35 years of experience in financial services sector
- Ex-Chairman & CEO of KPMG-India, serves on the Board of American India Foundation

Safir Anand, *Independent Director, Chairman CSR Committee*

- Senior Partner and head of trademarks and contractual law (Anand & Anand)
- Recognized as a leading intellectual property lawyer by Chambers Asia-Pacific and by ICFM 250 in 2014

Viraj Tyagi, *Independent Director*

- Over 21 years of experience in the financial services sector
- Post Graduate diploma from IIM Bangalore

Sangeeta Modi, *Independent Director*

- Over 22 years of experience in the financial services sector
- Post Graduate diploma from IIM Bangalore; Co-founder of Access Asset Managers Private Limited

Gopal Jain, *Nominee Director*

- Over 22 years of experience in the private equity & financial services sector
- Bachelor's degree in Electrical Engineering from the IIT, Delhi; Co-founder of Gaja Capital

Key Senior Management

R Shiva Kumar, *Chief Academic Officer*

- Over 18 years of experience in the private education sector, Bachelor's degree in Technology from IIT Madras, Post Graduate diploma from IIM Kolkata

Sreenivasan .R, *Chief Customer Officer*

- Over 15 years of experience in the education sector, Master's degree in Technology from Jawahar Lal Nehru University; Master's degree in Business Administration from IIM Bangalore

Sujit Bhattacharyya, *Chief Digital Officer*

- Over 15 years of experience in the education sector, Bachelor of Technology degree in Electrical Engineering from IIT Kharagpur; Post Graduate diploma from IIM Bangalore