

# APTECH LIMITED

UNLEASH  
YOUR  
POTENTIAL



Investor Update – Quarter Ending 30<sup>th</sup> Sep 2012

# Safe Harbor Statement

Certain statements in this presentation concerning our future growth prospects are forward looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in vocational training space including those factors which may affect our market share, network across the world, our ability to attract and retain highly skilled professionals, time and cost overruns on government contracts, our ability to manage our international marketing & sales operations, slowdown in demand for the end-use sectors, liability for damages on our service contracts & placement guarantees, the success of the companies in which the Company has made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. The Company may, from time to time, make additional written and oral forward-looking statements and our reports to shareholders. The company does not undertake to update any forward-looking statement that may be made from time forward to time by or on behalf of the company.

# MD & CEO's Message

Dear Friends,

As I had conveyed in my last quarter's message, we were investing significant amounts in improving our value proposition and marketing spends. I am happy to share with you that these efforts have started bearing fruit with the student booking in domestic brands growing by 11% vs. Q2 FY12. It will take a few more quarters for this booking growth to translate into revenue growth due to the nature of our business. On the profitability front, Aptech Aviation has now turned in its 1<sup>st</sup> EBITDA positive quarter. While Aptech English has been EBITDA positive on a global basis, we are very close to breakeven levels even in the domestic market.

While there are significant positives in the domestic performance, last quarter highlighted many risks to the performance of our International business. Political and economic instability in many of our African markets are impacting enrollments and also impact payments by Business Partners. Our main International market of Vietnam is also witnessing India-like impact of capacity growth in formal education on private vocational institutes such as Aptech. At the same time, countries like Pakistan, Malaysia and Japan have done extremely well, along with performance of Arena and IWP program across the world.

As indicated previously, Aptech Testing is driving the growth of our Enterprise Business group. We have not only delivered the 2<sup>nd</sup> CMAT successfully, but have grown critical clients like ICFAI and NASSCOM. The Corporate Training business is also seeing promising traction.

We hope to build on the positives of this quarter in the second half of the year. I am personally confident of ending the year on a high. We are thankful for your continued confidence in Aptech.

Ninad Karpe  
31<sup>st</sup> October 2012

# Summary

- Operating income for Q2 FY13 was ₹452.16 million as against ₹477.74 million in Q2 FY12 (5.4% de-growth)
  - Adjusted for ₹69.32 million impact in Q2 FY13 due to change in MAAC accounting policy vs. ₹12.23 million impact in Q2 FY12, operating revenue would show a 6.4% y-o-y growth
- Operating EBITDA for the quarter was ₹83.21 million, growth of 18.9% over last year
  - Adjusted for ₹8.7 million impact due to change in MAAC accounting policy, y-o-y operating EBITDA growth would be 31.3%
- Profit Before Tax (before exceptional items) of ₹80.66 million, represents growth of 13.1% on a y-o-y basis
- Recorded PAT of ₹59.55 million in comparison with ₹66.19 million in Q2 FY12, a 10.0% de-growth on account of higher tax



## Consolidated Financials

**Q2 FY2013**

# Consolidated Results

For Period	Q2 FY13	Q1 FY13	% Variation (PQ)	Q2 FY12	% Variation (PY)
<b>Operating Income</b>	<b>452.16</b>	<b>386.75</b>	<b>16.9%</b>	<b>477.74</b>	<b>-5.4%</b>
Less: Operating Expenses	368.96	357.66	3.2%	404.24	-8.7%
<b>Operating EBITDA</b>	<b>83.21</b>	<b>29.09</b>	<b>186.0%</b>	<b>69.98</b>	<b>18.9%</b>
Add: Other + Dividend Income	18.48	37.06	-50.1%	29.02	-36.3%
Less: Interest Expense	0.41	0.49	-16.3%	1.07	-61.7%
Less: Depreciation	20.61	20.01	3.0%	26.64	-22.6%
<b>PBT (before exceptional items)</b>	<b>80.66</b>	<b>45.65</b>	<b>76.7%</b>	<b>71.32</b>	<b>13.1%</b>
Add: Exceptional Items	-	-	-	(4.90)	-
Less: Tax	20.9	7.7	171.4%	3.20	553.1%
<b>PAT (before minority interest)</b>	<b>59.76</b>	<b>37.95</b>	<b>57.5%</b>	<b>63.23</b>	<b>-5.5%</b>
Add: Minority Interest	(0.23)	(0.22)	-4.5%	2.96	-107.8%
<b>PAT (after minority interest)</b>	<b>59.55</b>	<b>37.73</b>	<b>57.8%</b>	<b>66.19</b>	<b>-10.0%</b>

# Key Notes & Segment Results

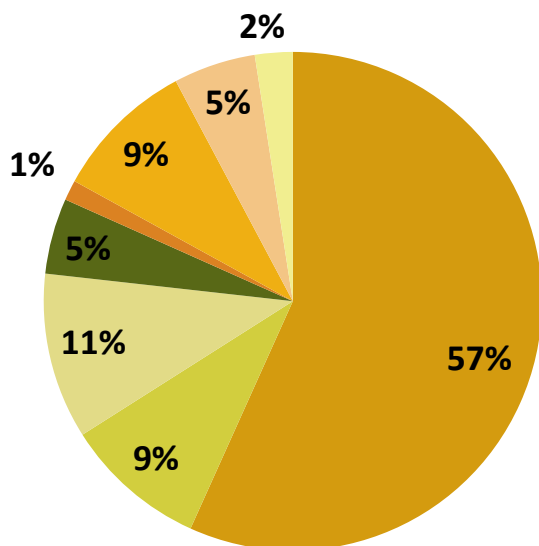
- Mr. Maheshwar Peri, Founder of Pathfinder Publishing, and Mr. Anuj Kacker, COO at Aptech, have been appointed as Additional Directors
  - Pursuant to shareholder approval, Mr. Peri will become an Independent Director and Mr. Kacker will become a Wholetime Director

Segment (Quarterly)	Retail	Non-retail	Un-allocable	Total
Operating Income	354.68	97.48	-	452.16
Operating EBITDA	101.52	28.58	(46.90)	83.21
Operating EBIT (before exceptional items)	89.15	26.91	(53.47)	62.59
Exceptional Items	-	-	-	-
Less: Interest Expense				0.41
Un-allocable Income				18.48
Profit Before Tax				80.66
Capital Employed*	180.56	24.99	3,220.41	3,425.96

\* Un-allocable includes Cash & Cash Equivalents + Current Investments of ₹ 1,044.95 million and Investments (China & Poland) of ₹ 1107.84 million

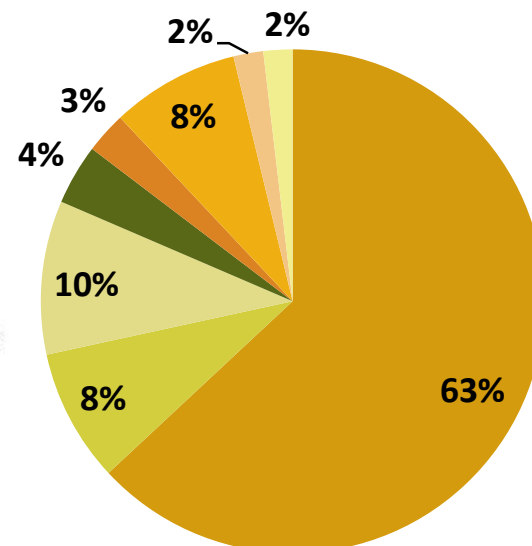
# Retail Revenue Analysis

Q2 FY13 Retail Revenue



- Royalty income declines by 21.4% mainly on account of ₹57.1 million impact from change in MAAC revenue recognition policy
- Reduction in Own centers from 23 to 20 leads to Y-o-Y decline of 5.1% in Own center revenue
- 8.9% jump in sign-up fee and 16.5% jump in renewal fee vis-à-vis Q2 FY12

Q2 FY12 Retail Revenue



- Income from Microsoft courses (in Other Income) increased by 84.9% as compared to Q1 FY12
- Revenue from University fees drops by 56.8% on account of change in University partner for Arena and IT Training
- International projects income declined by 2.0% due to back-loading of batches in ITEC

# Expense Analysis

Operational Expenses	Q2 FY13	Q1 FY13	Q2 FY12
Employment cost	90.23	97.18	92.75
Training and Education expenses	129.57	114.10	157.08
Marketing and Advertising expenses	48.96	58.22	38.83
Provision for Doubtful Debts	29.10	21.65	41.75
Administration expenses	71.10	66.51	73.83
<b>Total</b>	<b>368.96</b>	<b>357.66</b>	<b>404.24</b>

- Reimbursible marketing expenses (by Arena & MAAC franchisees) of ₹12.5 million in Q2 FY13 vs. ₹4.2 million in Q2 FY12
- Provision for doubtful debts in Q2 FY13 include ₹15.9 million provision from MAAC vs. ₹31.5 million MAAC provision in Q2 FY12
- Decline of ₹2.6 million in leave encashment and ₹3.7 million in gratuity provisions in Q2 FY13 vs. Q1 FY13
- 13.6% jump in Training and Education expenses over Q1 FY13 is entirely on account of CMAT execution
- Increase of ₹1.9 million in Professional Fees and ₹1.1 million in Office Service charges vs. Q1 FY13 impacts Administration expenses
- FOREX loss of ₹10.5 million in Q2 FY13 vs. FOREX gain of ₹3.3 million in Q2 FY12 and ₹10.1 million in Q1 FY13

# Key Balance Sheet Information

	30 <sup>th</sup> September 2012	30 <sup>th</sup> June 2012
Share Capital	489.23	489.23
Reserves & Surplus	2,936.73	2,871.87
Debt (incl. Commercial Paper)	-	-
Goodwill	661.85	661.85
Net Fixed Assets	365.94	340.59
Cash & Cash Equivalent	1,044.95	1,086.64
Debtors (Net of provisions)	225.12	229.53

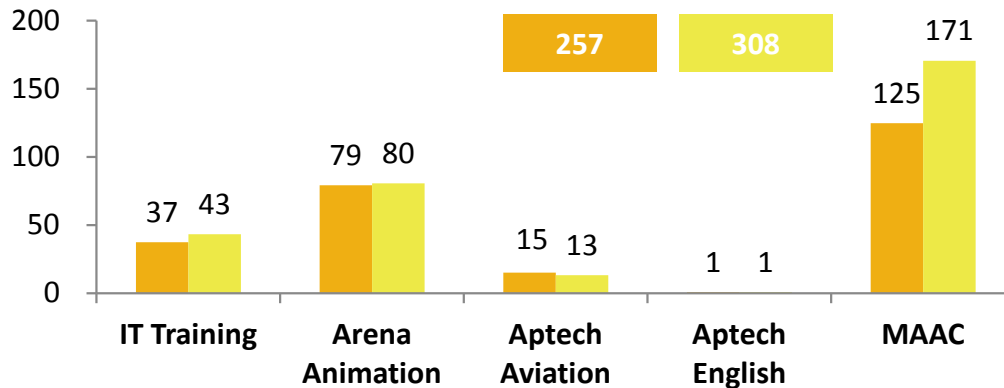
- Cash & Cash Equivalent also includes investment of ₹ 46.88 million in mutual funds



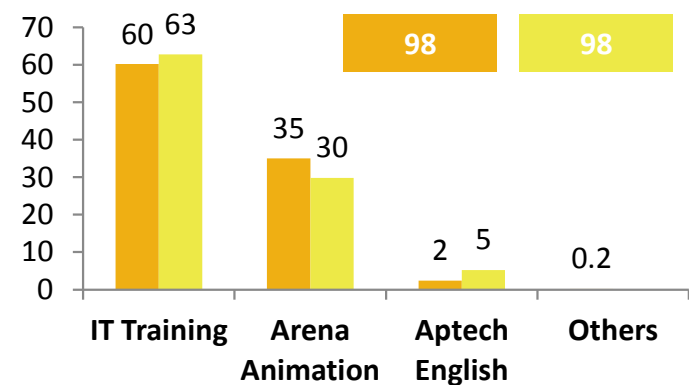
## BRAND-WISE PERFORMANCE

# Revenue By Brand

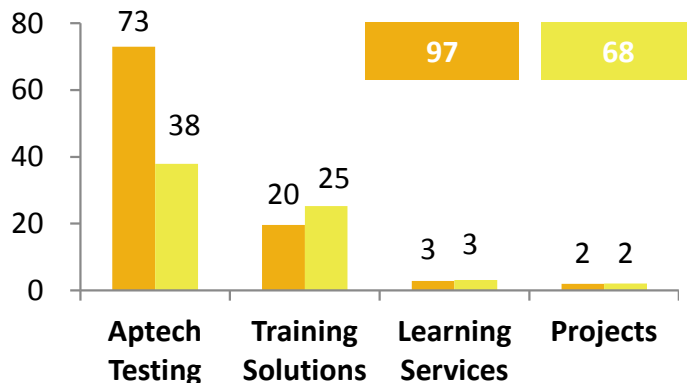
## DOMESTIC RETAIL



## INTERNATIONAL RETAIL



## ENTERPRISE



- MAAC revenue declined by 26.9% mainly due to accounting policy change
- Franchising of Own Centers and decline in Logistics income in IT Training contributed ₹3.0 million and ₹1.7 million to the drop in revenue vis-à-vis Q2 FY12
- Drop in Arena revenue on account of decline in University fees, which were lower by ₹6.2 million vis-à-vis Q2 FY12
- CMAT and NacTech contribute ₹26.8 million and ₹7.1 million respectively to Aptech Testing's Q2 FY13 income

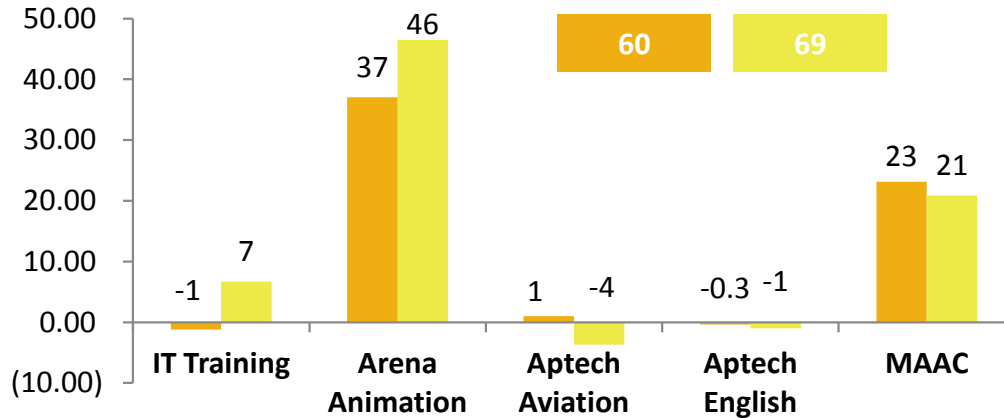
\* IT Training = Aptech Computer Education (Aptech Computer) + Aptech Hardware & Networking (Aptech Networking)

■ Q2 FY13

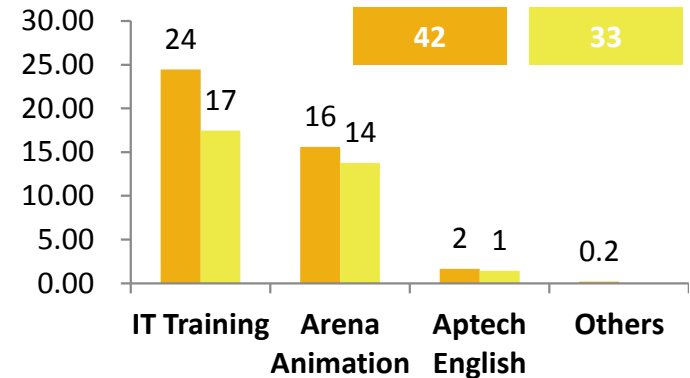
■ Q2 FY12

# Operating EBITDA By Brand

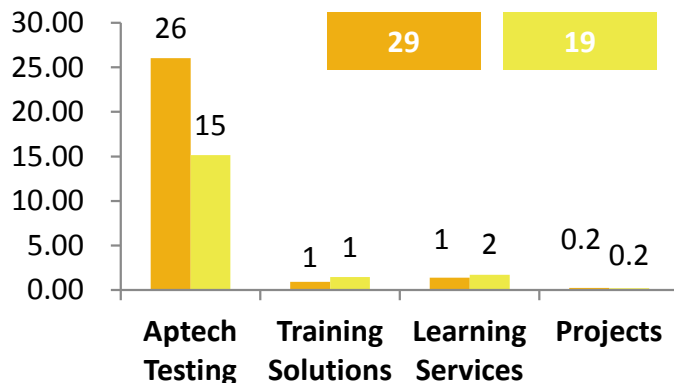
## DOMESTIC RETAIL



## INTERNATIONAL RETAIL



## ENTERPRISE

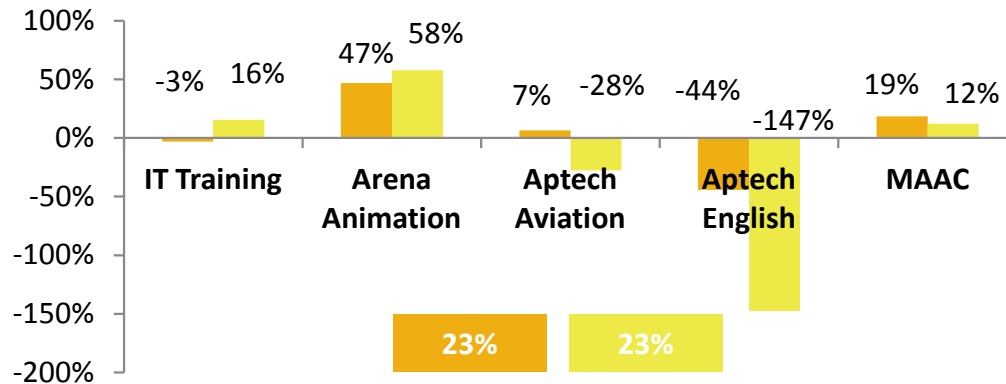


- Overall Retail EBITDA of ₹101.5 million in Q2 FY13 vs. ₹69.8 million in Q1 FY13 and ₹102.1 million in Q2 FY12
- Decline in Arena EBITDA is on account of marketing investments and decrease in University fees
- MAAC EBITDA grew by 10.7% w.r.t. Q2 FY12 despite of ₹8.7 million impact due to change in accounting policy
- Aptech Testing performance helped by CMAT delivery
- Aptech Aviation crosses break-even level for the 1<sup>st</sup> time

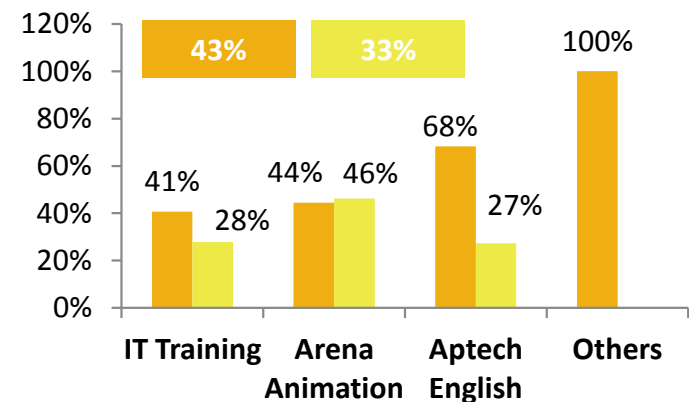
■ Q2 FY13 ■ Q2 FY12

# % Operating EBITDA By Brand

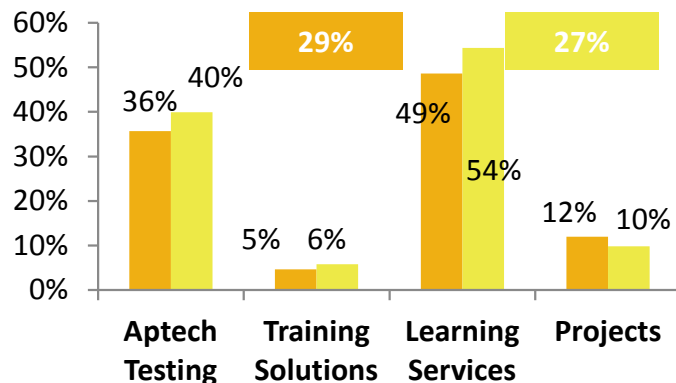
## DOMESTIC RETAIL



## INTERNATIONAL RETAIL



## ENTERPRISE



- Overall Retail % EBITDA of 28.6% in Q2 FY13 vis-à-vis 25.2% in Q2 FY12
- Enterprise % EBITDA of 29.3% in Q2 FY13 vs. 27.1% in Q2 FY12
- Overall % Operating EBITDA was 28.8% in Q2 FY13 as against 25.4% in Q2 FY12

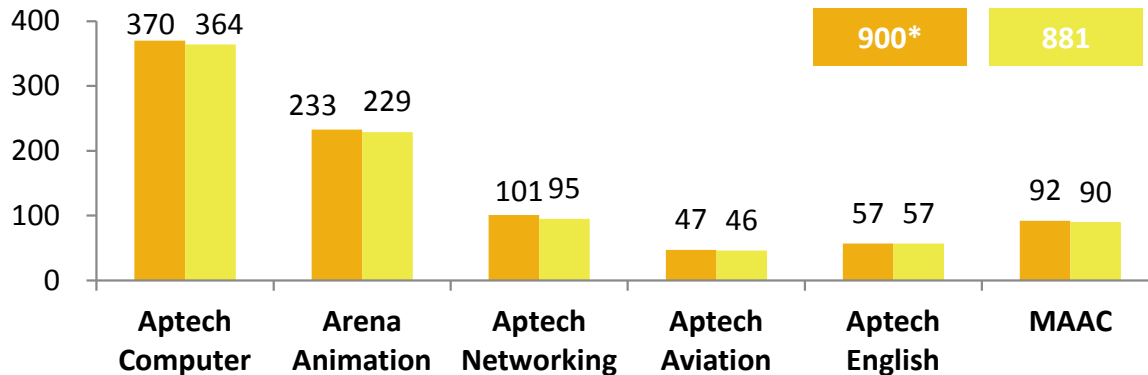
■ Q2 FY13 ■ Q2 FY12



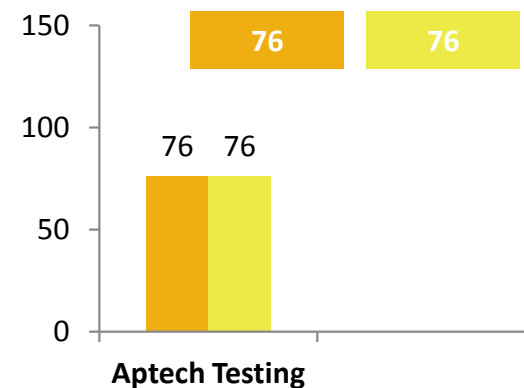
# OPERATING PARAMETERS

# Network (# of Centers) By Brand

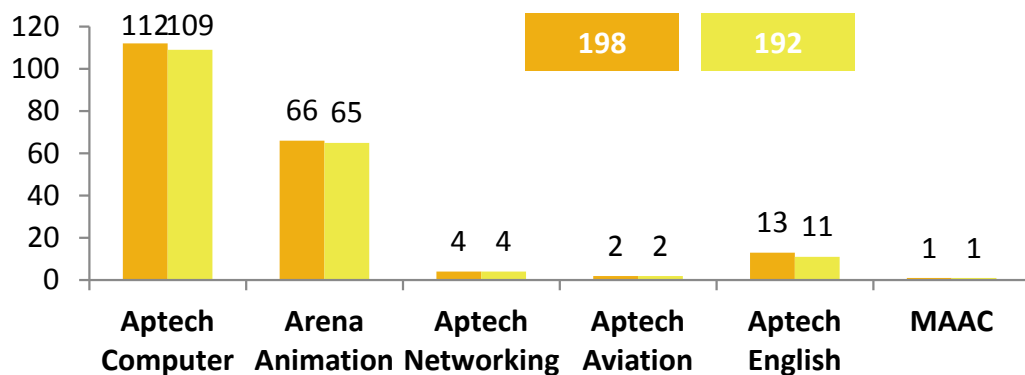
## DOMESTIC RETAIL



## ENTERPRISE



## INTERNATIONAL RETAIL



Gross Additions	India	ROW	Total
Aptech Computer	6	3	9
Arena Animation	4	1	4
Aptech Networking	6	-	6
Aptech Aviation	1	-	1
Aptech English	-	2	2
MAAC	2	-	2
<b>Grand Total</b>	<b>19</b>	<b>6</b>	<b>25</b>

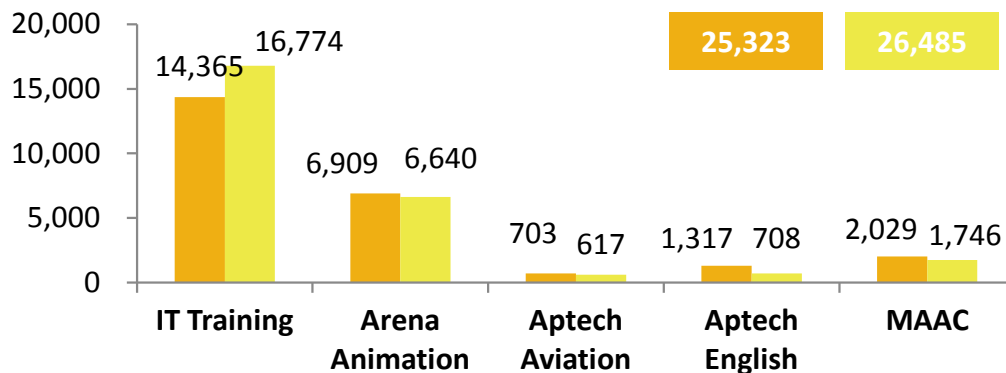
\* includes 13 owned and 7 semi-owned centers

■ Q2 FY13

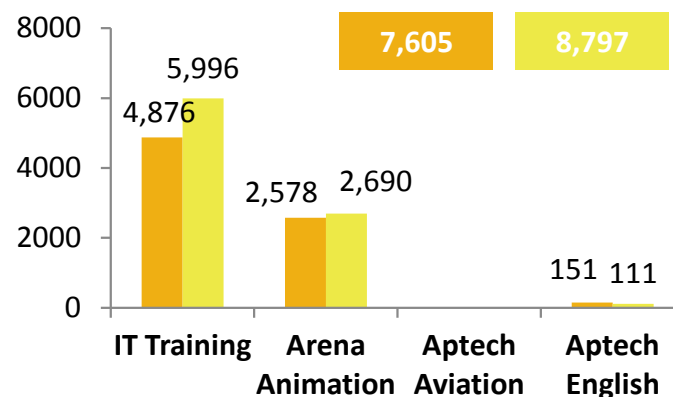
■ Q1 FY13

# Retail – Enrollment & Booking

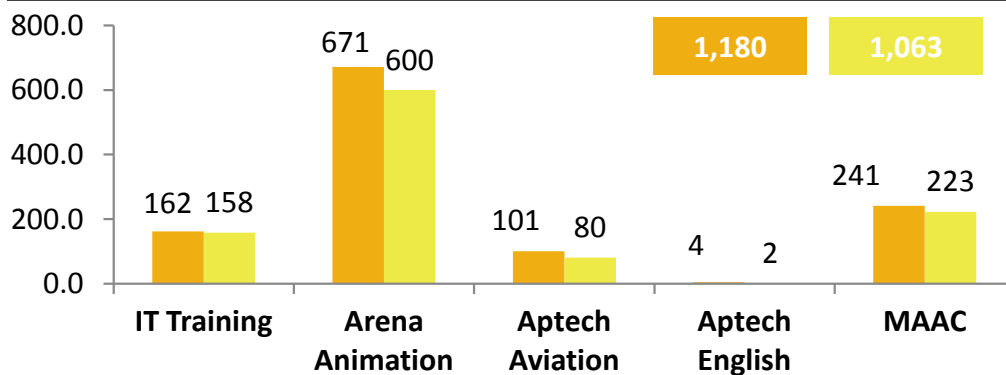
## ENROLLMENT – DOMESTIC RETAIL



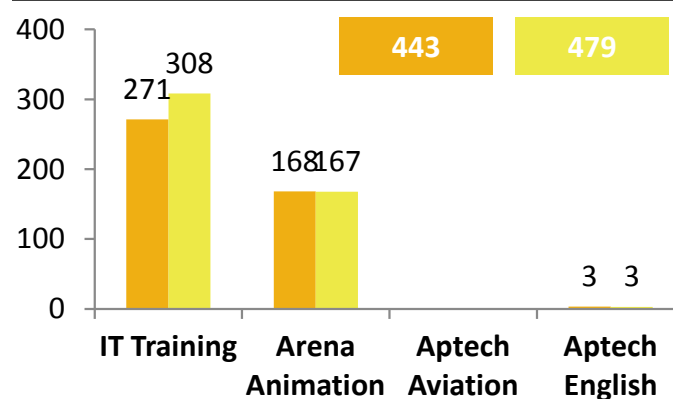
## ENROLLMENT – INTERNATIONAL RETAIL



## BOOKING – DOMESTIC RETAIL

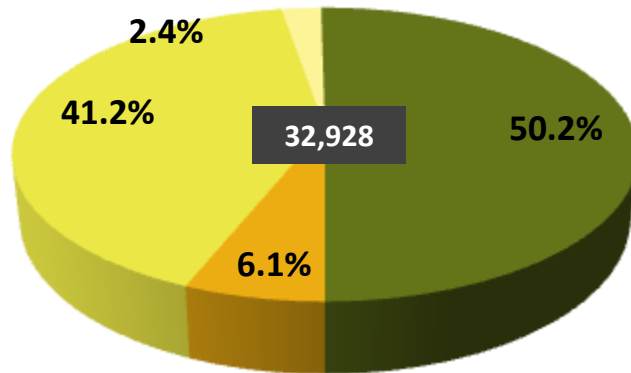


## BOOKING – INTERNATIONAL RETAIL



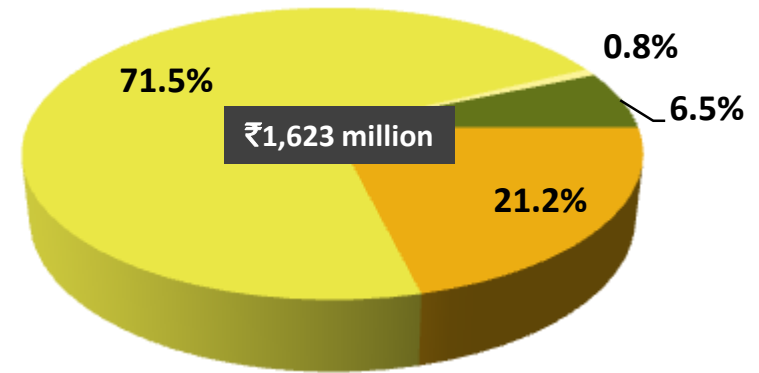
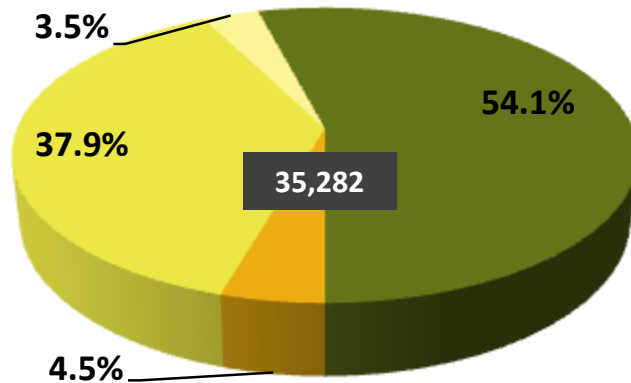
■ Q2 FY13 ■ Q2 FY12

# Retail – Product Distribution



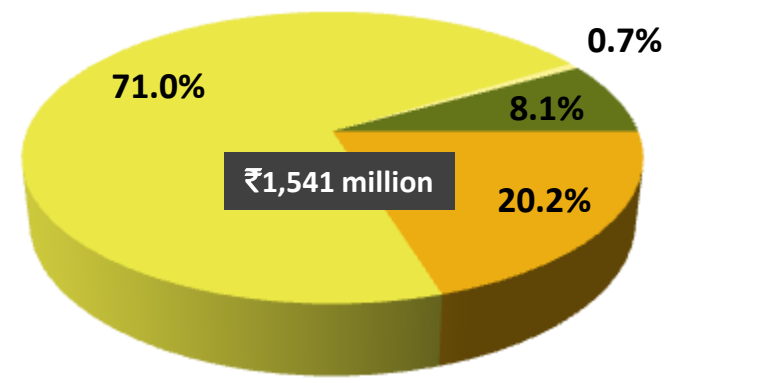
ENROLLMENT – PRODUCT SPLIT (Q2 FY13)

ENROLLMENT – PRODUCT SPLIT (Q2 FY12)



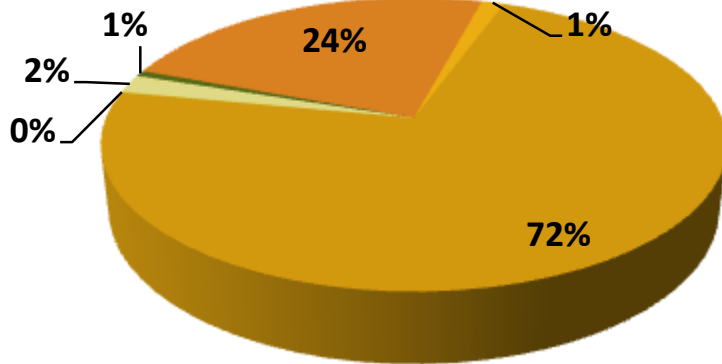
BOOKING – PRODUCT SPLIT (Q2 FY13)

BOOKING – PRODUCT SPLIT (Q2 FY12)

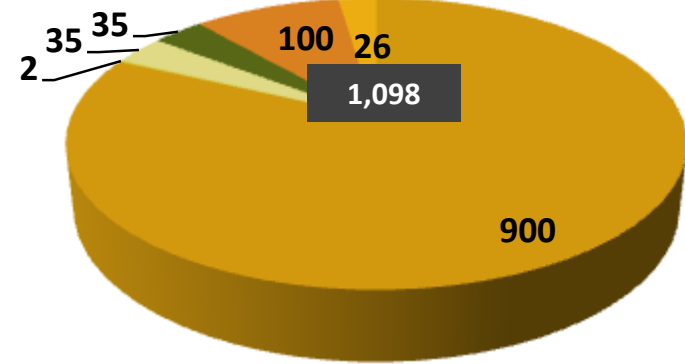


■ University 
 ■ Career 
 ■ Certification 
 ■ STCs

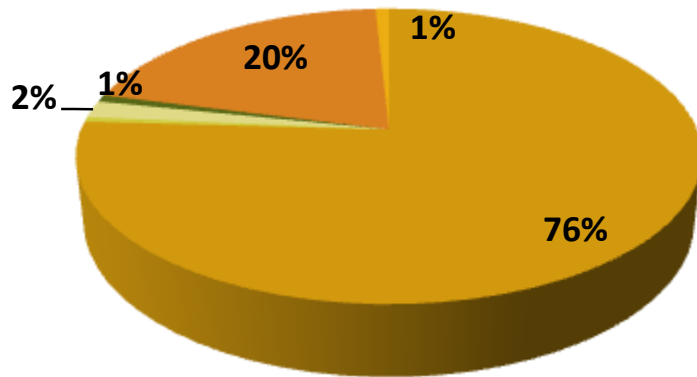
# Retail – Region-wise Split



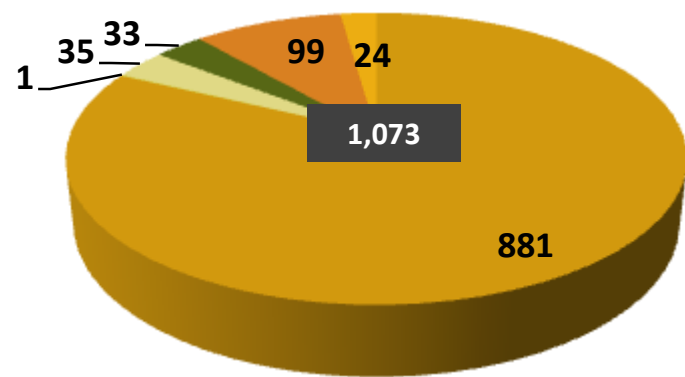
REVENUE SPLIT (Q2 FY13)



NETWORK SPLIT (Q2 FY13)



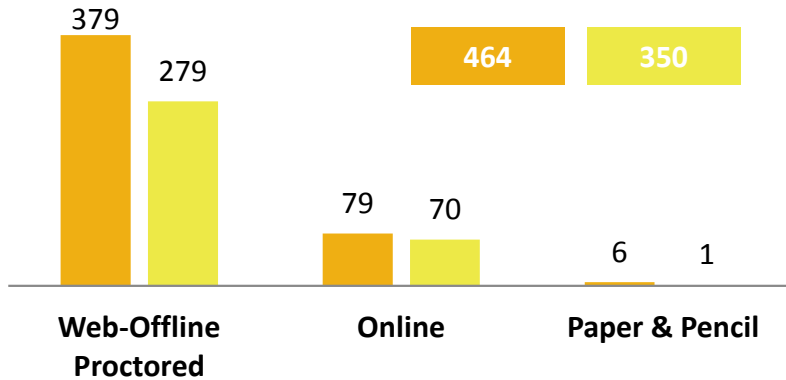
REVENUE SPLIT (Q2 FY12)



NETWORK SPLIT (Q1 FY13)

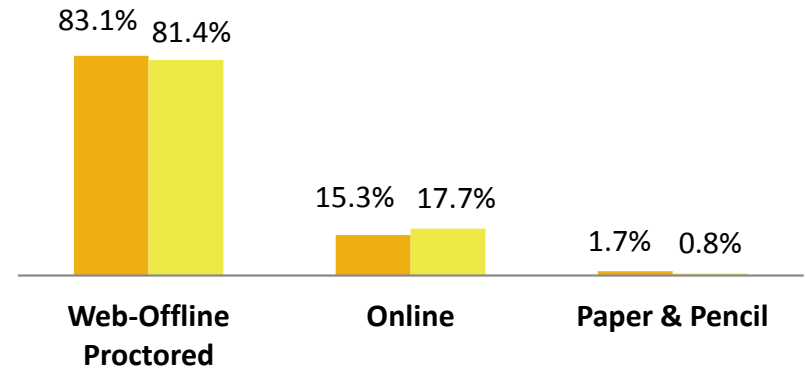
India Americas Africa CIS APAC Middle East

# Enterprise Business Parameters



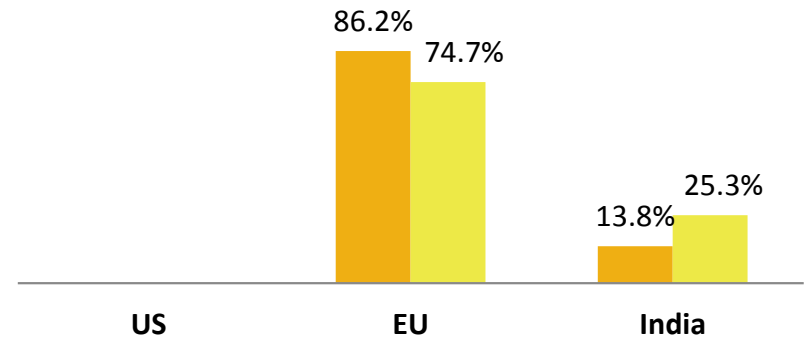
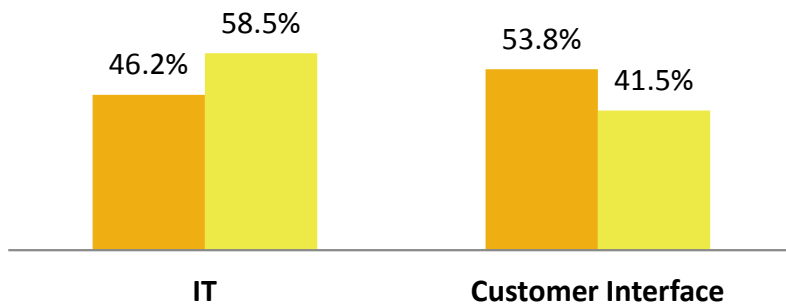
# OF TESTS BY CATEGORY (Unit '000)

REVENUE BY PRODUCT (Training Solutions)



REVENUE BY CATEGORY (Aptech Testing)

REVENUE BY MARKET (Learning Services)

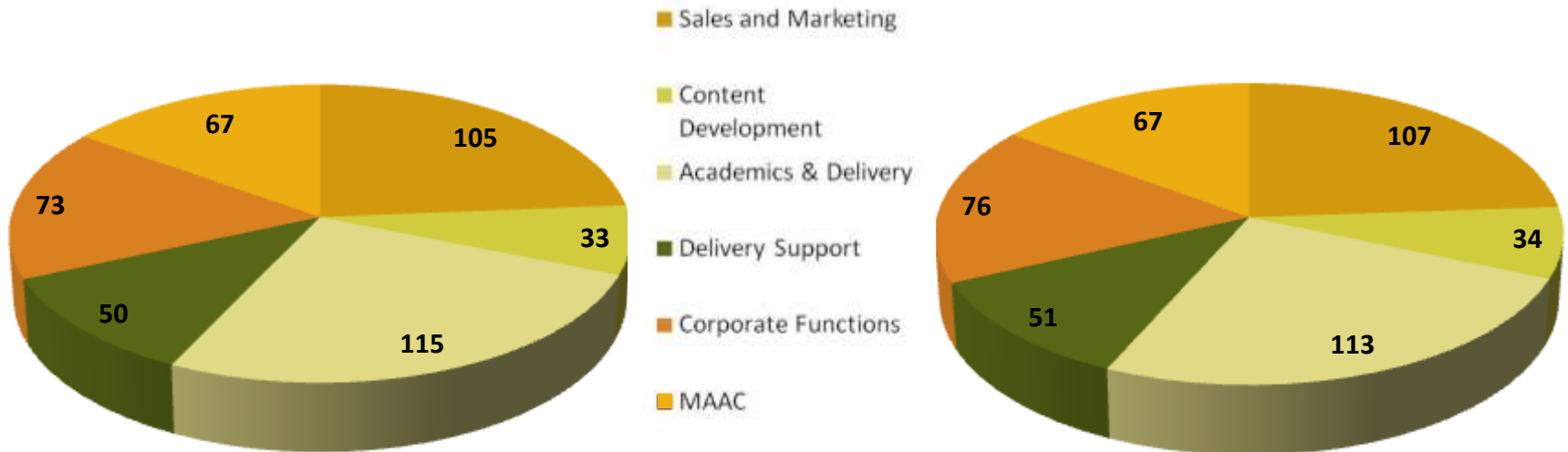


Q2 FY13 Q2 FY12

# Employee Data

Employee Count as on 30<sup>th</sup> September 2012 = 443

Employee Count as on 30<sup>th</sup> June 2012 = 448



In addition to the above employees, there are 145 staff on contract as on 30<sup>th</sup> September 2012 vis-à-vis 131 as on 30<sup>th</sup> June 2012



## KEY BUSINESS HIGHLIGHTS

- University (10.2%) and Own (15.5%) career course booking grew across brands in the domestic market due to aggressive marketing
- Career Quest seminars conducted along with Middlesex University in Nigeria, Uganda, Qatar and Riyadh (KSA)
- Successfully conducted the 2<sup>nd</sup> AICTE CMAT exam across 80 centers in 64 cities over 5 days for 47,100+ students
- Aptech Assessment was selected as the assessment partner by NSDC for selecting Indian representatives for the World Skill competition in the Web Design segment
- Aptech Training selected for delivering multi-million rupee project for training employees of a state tax authority

# Aptech Vietnam wins the ICT award for 10<sup>th</sup> time in a row



# Aptech – TRRAIN: Best Innovation in Vocational Education & Skills Training



# Marketing Campaigns - 1

**ARENA ANIMATION**

Rise as a Creative Star with **GRAPHIC & WEB DESIGN PROGRAM (OND)**

**WEB DESIGN GRAPHICS ANIMATION ILLUSTRATION COMPOSITION & LAYOUT**

21% Growth in Digital • More Job Opportunities

**Learn from the Leader.**  
ENROLL NOW! Call: 0000000000

16 Years • 20 Countries • Over 3.5 Lakh Students Trained

**Aptech COMPUTER EDUCATION**

Be the one who gets hired

Aptech offers you a **Tri-Advantage** to enhance your job profile, so that you get recruited by the best I.T. companies.

**Get the Tri-Advantage**

- Tava Scholarship:** Your best opportunity in I.T. Education, Aptech's Tava is a scholarship up to 50% which is awarded on admission.
- APT Skill edge:** A test to determine your area of technology specialization based on your interest, skill level and industry demand.
- Job Fair:** Exclusive access to recruitment drives where companies scout for fresh I.T. talent.

**Eligibility:** Engineering 1st semester 2nd, 3rd, 4th sem and Bachelors, B.Sc. IT / BCA / MCA

**Be a job-ready I.T. Professional. Register Today!**

100 Certified • 20 Years of Expertise • 65 Lakh Students • 40 Countries

**ARENA ANIMATION** LEARN FROM THE LEADER.

**Animate Yourself Workshop** Discover the latest art and techniques of Maya

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**ANIMATION JOBS TO DOUBLE!**  
₹ 3100 Cr. industry revenue  
31% phenomenal growth over traditional media

The Association VFX, Online & Gaming industry is booming. Career a secure & successful career with the **Areva Animation International Program (AARP)**

**The AARP Program Highlights**

- High-end Visual Effects
- 2D & 3D Animation
- Digital Art & Design
- Creative Visualization
- Innovative Learning Tools
- Portfolio and Show-reel Development

**Areva Students Placed in Leading Companies**

- Prime Focus
- Traditional Media
- 2D & 3D TV
- Phoria Studios
- Real Children
- CATIA Interactive Services
- Rhythm & Music Studios
- And many more...

**Multiple Job Profiles**

- Visualizer • Animator • Graphic Designer • Storyboard Artist • Flash Animator • 2D Digital Animator • 3D Artist • 3D Modeler
- Storyboard Artist • Lighting Artist • Rigging Artist • 3D Animator • Compositing • VFX Artist and many more...

**Why Professional Skills are important?**

- Employers prefer Graduates with Professional Skills • You learn the Latest Technologies in Animation
- Graduate as a Professional Edge

**Get 265 days of Career Support**  
100% Placement Assistance and a lot more...

**Areva Students Speak**

**Areva** has helped me understand the industry better. I have learned many skills which are very useful in the industry. I have also learned how to work in a team.

**Areva** has helped me understand the industry better. I have learned many skills which are very useful in the industry. I have also learned how to work in a team.

Animation | VFX | Graphic & Web Designing | Film Making | Gaming | E-Learning

16 Years • 20 Countries • Over 3.5 Lakh Students Trained

**DREAMING OF MAKING THE NEXT ANIMATION BLOCKBUSTER?**

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**MAAC ANNOUNCES SCHOLARSHIP**

PAY YOUR FEE WITH YOUR CREATIVITY

Take the MAAC challenge and see how you could earn a scholarship of up to 50%.

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For more details visit us at our NEW ADDRESS.

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**Aptech COMPUTER EDUCATION**

Simplify learning with **Online Varsity**

Hey! Waaup! Did you study for tomorrow's exam?

I just answered a few model papers

And how did you get those?

**Online Varsity!**

**Online Varsity**  
your e-way to learning

Get ready for the coolest way to learn

**MAAC**

**VFX PLUS**

A visual effects course to add special effects to your career.

Focused on the industry's leading high-end visual effects solutions, VFX Plus can not only enrich your creativity but also open the doors to a career in the booming domestic and international VFX industry.

**HIGHLIGHTS OF THE COURSE:**

- VFX CASE STUDIES
- 3D STEREOSCOPIC WORKFLOW
- ADVANCED PARTICLE EFFECTS & FLUIDS
- ADVANCED COMPOSITING

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**Developing Apps for the Techno Generation**  
Web | Mobile | Enterprise

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Scholarship upto 50%  
5% Extra Fee Benefit for Girl Students

Find the Software Engineer in you. **Enroll Now!**

100 Certified • 20 Years of Expertise • 65 Lakh Students • 40 Countries

**ARENA ANIMATION**

GET THE SKILLS FROM THE **BEST IN ANIMATION & MULTIMEDIA EDUCATION**

16 Years • 20 Countries • Over 3.5 Lakh Students Trained

**Aptech** COMPUTER EDUCATION  
Unleash your potential

Learn the Future

This Engineer's Day  
**Lead your path to job-readiness**

Avail upto 50% Scholarship  
**Enroll Now!**

**Get the Tri-Advantage**

**Area Scholarship**  
Aptech presents the best opportunity to make you job-ready. The Aptech Future Scholarship™ You get an Aptech Scholarship\* on enrollment that all you need for it is a will at the school. To enroll now and take advantage of this opportunity.

**Aptech Skill app**  
The Aptech Skill app evaluates your knowledge in IT and makes your career and skill to the market requirement, helping you to the most appropriate IT job to build your career. It is an online evaluation, featuring a series of questions, which will be evaluated by our experts. After evaluation of the test, the faculty will advise you on your interest strengths and your appropriate career path.

**Job Fair**  
Get excellent career opportunities, to recruitment drives where companies select for fresh IT talent.

**Benefits from Aptech**

- Certified Faculty • Global Certification • Personal Curriculum
- Industry required skills • Industry intensive Curriculum
- Practical & quality training • Global immersion in lab scenario
- Latest added knowledge through seminars, workshops or technical papers
- Pre-employment preparation • English training & personality development
- Free access to job fair upon enrollment

**Avail upto 50% Scholarship Enroll Now!**

Aptech students have been placed with leading I.T. companies

- TCS • Infosys • HCL • IBM • Reliance • Citi Group • Dell India • Wipro Technologies • Oracle Corp. India
- Tech Mahindra • State Bank Of India • Sifycom • Dubai Media City • AEC and many more.

**Career Programs | Professional Programs | University Programs | Short-term Programs | Global Certifications**

- 60 Certified • 25 Years of Expertise • 60 Lakh Students • 45 Countries

**ARENA ANIMATION**  
LEARN FROM THE LEADER

May the EID Moon Bring to you Career Fortune

**SPECIAL EID OFFER**  
15% discount on fees for students enrolling before 15th August 2013  
Limited Scholarship Offer  
10% to 20th August 2013  
Apply now!  
Call: 0000 0000

Be blessed with career success

Dear Students,

Do you know that the Animation industry will be valued at a whopping ₹ 5400 Cr. by 2014? And that Animation Jobs in India will rise by 27% in the next four years? Now is the time to be a part of this booming industry. This Eid-ul-Fitr, break your fast with the assurance of career success, by getting the Best Animation Skills from Arena – the leader in Animation and Multimedia Education. Take advantage of the 15% scholarship and a special 8% additional scholarship for girl students.

Enroll for Arena's job-oriented programs in Animation, Graphics and Web Design, VFX, Gaming and other short-term specialization programs.

**Arena Advantages:**

- Certified faculty • Practical & quality training • Double immersion & lab scenario
- Value added knowledge through seminars, workshops or technical papers
- Pre-employment preparation • English language training
- Free access to job fair upon enrollment

**Arena Students are placed at leading companies:**

- Prime Studios • Rhythm & Hues Studios • Puma Puma • Red Chilli • TATA Interactive Services
- American Studios • Zee TV • Dreamworks • Technicolor India • Reliance Mediaworks & many more...

Become an In-Demand Creative Professional.

**Arena Students Speak**

The knowledge gained from Arena's Seminars & Industry Events add value to their lives.

Arena helped me secure my First Portfolio that got me admission into a US University  
Chaitan Bhatia

**Limited Scholarship Apply now!**  
Call: 0000 0000

**Arena Students Speak**

The knowledge gained from Arena's Seminars & Industry Events add value to their lives.

Arena helped me secure my First Portfolio that got me admission into a US University  
Chaitan Bhatia

**Animation | VFX | Graphics & Web Design | Animation Film-Making | Gaming | E-Learning**

- 16 Years • 20 Countries • Over 3.5 Lakh Students Trained

**Aptech** COMPUTER EDUCATION  
Unleash your potential

Learn the Future

“This year of INDEPENDENCE is not only a HISTORICAL LANDMARK, but also gives us the FREEDOM I chose aptech to secure my future.”

**20% Scholarship**  
Enroll before 15th August 2013

**To The Future I.T. Professionals of India**

We live in a modern era where the world will soon be dominated by the I.T. Industry. India is significantly an power with the rest of the world and is all set to produce 200 lakh new jobs for skilled I.T. professionals on a Global scale.

This Independence Day, gear up for the best I.T. jobs by training with Aptech's ACCP Pro. Specialize in technologies like Java, .NET and Oracle and be a Globally Certified I.T. Professional. Take advantage of the 20% scholarship and a special 25% scholarship for girl students.

**Aptech's comprehensive range of programs**

- Career Programmes • Professional Programmes
- University Programmes • Short-term Programmes

**Learn more about Aptech Programs**

**Get 365 days of career support and a lot more...!**

**Aptech students have been placed with leading I.T. companies**

- TCS • Infosys • HCL • IBM • Reliance • Citi Group • Dell India • Wipro Technologies • Oracle Corp. India
- Tech Mahindra • State Bank Of India • Sifycom • Dubai Media City • AEC and many more.

**Aptech Student Speak**

With Aptech, I learn the best technologies, from the best credible trainers. Now I am a Professional in Tech Industries.

**Enroll Now**  
Call: 0000 0000

**Career Programs | Professional Programs | University Programs | Short-term Programs | Global Certifications**

- 60 Certified • 25 Years of Expertise • 60 Lakh Students • 45 Countries

**ARENA ANIMATION**  
Learn from the Leader

Get Addicted to life Say No to Drugs

Support **WORLD ANTI DRUGS DAY** on 26th June

**ARENA'S RANGE OF JOB ORIENTED PROGRAMS**

- 2D & 3D ANIMATION • VFX • ANIMATION FILM-MAKING
- GRAPHIC & WEB DESIGN • GAMING • E-LEARNING

**ENROLL NOW!**  
Call Toll free 1800-209-1444  
www.arenaanimation.com

• 16 Years • 20 Countries • Over 3.5 Lakh Students Trained

**Aptech** AVIATION & HOSPITALITY ACADEMY  
Unleash your potential

This **Ganesh Chaturthi**  
See your careers take off

**Career Courses**

- BBA and MBA in Aviation
- BA in Aviation, Tourism and Hospitality Management
- Diploma in Airport Management and Customer Care/Hospitality/Travel & Tourism
- Aptech Certified Professional in Airport Management and Customer Care
- Aptech Certified Professional in Ground Staff Services

**Scholarship 50%**

**Enroll Now! (Toll Free) 1800-209-1444 | www.aviationacademy.in**

**WORLD OF ANIMATION @ MAAC**

Create a Live Animation Film Set @ your MAAC Center

# Marketing Campaigns – 3

**MAKE THE CONNECTION WITH**

**Aptech CAREER QUEST 2012**  
AN ALLIANCE OF MIDDLESEX UNIVERSITY

CONNECT WITH YOUR FUTURE

**100% SCHOLARSHIP**

**Middlesex University** **Aptech** **COMPLEX EDUCATION**

**RUSH TO YOUR NEAREST APTECH CENTER AND ENROLL NOW!**

**ramadan mubarak**  
In the auspicious month of blessings, make a fresh start!

**Aptech** **COMPLEX EDUCATION**

Give yourself the Aptech advantage.  
Also avail of our season's discounts especially for you!

**Call Now! 0000 0000**

**Aptech**

**YOUR PASSPORT TO CAREER SUCCESS**

**50% OFF**

**Aptech** **COMPLEX EDUCATION**

**Limiting whilst Registered**

**Welcome to the RED-CARPET EVENT...**

**Welcome to ARENA MULTIMEDIA CAMP**

**DON'T MISS THESE CAREER SEMINARS IN YOUR CITY!**

**DAYS & LOCATIONS**

**1st Dummy – Dummy**  
Mount Nene, Sharm El-Sheikh, Last Book, Nene

**SPEAKERS AT THE SEMINARS**

**RAMESS G**  
Aptech Ltd, Multimedia, Sharm El-Sheikh

**PUREET SALEEM & VALENTIN MORE**  
Industry Experts

**100% SCHOLARSHIP**

**ARENA MULTIMEDIA**

**Come, Be a part of this Grand Event. ENROLL NOW!**

**VICTORIA ISLAND CENTER:** 37, Adelaide Crescent, Victoria Island, Lagos, Tel: 01-7731751, 7731752, 7731753  
**IBRAHIM CENTER:** 3rd Floor, Wazobia Plaza, 93, Allen Avenue, Ikeja, Tel: 01-7719916, 08000000073, 0817538071 E-mail: ibrahim@aptech-ng.com  
**ABUJA CENTER:** 2nd Floor, Uyo House, Opp. 4th of Forces, Central District, Abuja, Tel: 01-7801522, 7801523, 7801524 E-mail: abuja@aptech-ng.com

# Marketing Campaigns – 4

**Learn the Future**

**Aptech yuva**  
SCHOLARSHIPS 2012  
No Interviews! No Tension! Simple Online Test!  
Scholarships Up to 50% off

**ARENA ANIMATION**  
GET THE POWER FOR CAREER SUCCESS WITH ARENA yuva SCHOLARSHIPS 2012  
SCHOLARSHIPS UP TO 50% OFF  
HURRY! ENROLL TODAY!  
Call: 1800 209 1444 (toll free)

**Developing Apps**  
for the Techno Generation  
Register Now  
Calling all 10+2 students

**Be the one who gets hired!**  
Enhance your profile & get recruited by the best IT companies! Aptech brings you the Tri-Advantage

**Get the Tri-Advantage**  
1. Yuva Scholarship  
2. APT Skill App  
3. Job Fair

**ARENA ANIMATION**  
Congratulations on being referred!

**Hi,**  
Congratulations! One of your friends has referred your name for a special offer to join Arena Animation.

If you wish to enter the fun-filled, exciting world of Animation or Web Designing, join Arena now.

To benefit from your special offer, join before Sunday, 30th September & get up to 50% off\* on the course fees!

**How to join Arena?**

1. To check out Arena courses, [click here](#)
2. To locate an Arena centre near you, [click here](#)
3. To get a free call from our Career Counsellor, [click here](#)
4. To speak to our Career Counsellor right now, call 1800-209-1444 (toll-free).

If we miss your call, we will call you back!

Hurry! Only a few days left!  
Team Arena

\*Conditions apply

**ARENA ANIMATION**  
Congratulations on winning Arena's Spot the Character!

**Hi,**  
Congratulations! You have won an entry to a FREE Animation Workshop + Scholarship of up to 50% on Arena courses\*.

These goodies are coming to you since you played 'Spot the Character' on the Arena Animation website ([www.arena-multimedia.com](http://www.arena-multimedia.com)) & filled the form.

If you wish to enter the fun-filled, exciting world of Animation or Web Designing, join Arena now.

To benefit from your Scholarship offer, join before Sunday, 30th September & get up to 50% off\* on the course fees!

**How to join Arena?**

1. To check out Arena courses, [click here](#)
2. To locate an Arena centre near you, [click here](#)
3. To get a free call from our Career Counsellor, [click here](#)
4. To speak to our Career Counsellor right now, call 1800-209-1444 (toll-free).

If we miss your call, we will call you back!

Hurry! Only a few days left!

\*Conditions apply

**MAAC MANIFEST 2012**  
A 360 DEGREE PERSPECTIVE ON ANIMATION  
ARNAB CHAUDHURI  
Participate in LUCKY DRAW & WIN TABLET, CAMERA, I-POD!

**Catch behind the scenes**  
DELHI SAFARI  
ARPA GAGLANI  
INSIGHTS ON VFX INDUSTRY  
ABHISHEK DE (Creative Director - FutureWorks)

15th September, 2012 10am to 1pm  
Techvivo Chakra Nityasankini, Malanga West

For Free Passes Contact Your Nearest MAAC Centre



Shajan Samuel, Sr Vice President, MAAC

**COMBINE DESIGN & TECH SKILLS**

**Animation**

Within India, experts have envisaged that even though growth for animation industry will be exponential in the short term, the industry would need to ramp up the number of trained manpower.

**Animation means many things to many people**

With this campaign, Arena has moved on from pursuing parents to trying to attract potential students. "Our last commercial was live-action and had a different insight of a parent's perspective. The consumer insight for our latest commercial is from the youth's perspective," says Nindad Karpe.

**MD and CEO, Aptech.**

Karpe credits foresight for launching a 3D ad that showcases the product offering in the ad's execution itself. But a television commercial in 3D would restrict it to mainly theatres as of now, which are fitted with the needed technology, unlike TV sets in most households. Karpe justifies, "Since we are future ready, once the mass media are available, we shall be able to run these 3D commercials on new-age devices too." He informs that the advertisement is trending well on social networks and generating a good number of 'likes' from viewers." Sachin Valdiya, managing partner at Talking Donkeys Live, the creative agency for the commercial, adds, "The ratio of animated to non-animated television commercials (TVCs) in India is one to eight; if you look at most of the TVCs, they are either song-based or fast-paced montages appealing to the emotions, while others are testimonials. But with Arena, we created a clutter-breaking communication in 3D, which combines both animation and live action."

## The Strategist

Business Standard

MONDAY 30 JULY 2012

Arena Multimedia

### 3D commercials enter the arena

MAURGH BHATTACHARJEE

If you have always loved 3D (three-dimensional) movies, be prepared to be wowed by commercials in 3D now. You will not have to take off your 3D glasses in the theatre when watching the country's first 3D ad, 'Dudolls', crafted by Arena Multimedia, the multimedia and animation education arm of Aptech.

Using 3D stereoscopy technology, Arena wants to create a high brand recall for animation and multimedia as compelling career options. The ad depicts alphabets used to spell Arena as one-eyed cartoon characters, or Dudolls. These come alive with energy and animate their own performance, even as a young man makes a promising career with his knowledge of animation.

With this campaign, Arena has moved on from pursuing parents to trying to attract potential students. "Our last commercial was live-action and had a different insight of a parent's perspective. The consumer insight for our latest commercial is from the youth's perspective," says Nindad Karpe.



MD and CEO, Aptech.

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**Arena Multimedia launches India's first 3D commercial titled Dudolls**

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**THANK YOU**

# About Aptech

Aptech commenced its education and training business in 1986 and has globally trained over 6.5million students. Aptech is an ISO 9001:2008 organization and the first IT Training and Education company to get this certification for Education Support Services in 1993. Aptech has presence in more than 40 emerging countries through its two main streams of businesses – Individual training and Enterprise Business. As a leader in career education, it has over 1300+ centres of learning across the world.

Under Individual Training, Aptech offers career and professional training through its Aptech Computer Education, Arena Animation & Maya Academy of Advanced Cinematics (both in Animation & Multimedia), Aptech Hardware & Networking Academy, Aptech Aviation & Hospitality Academy and Aptech English Learning Academy brands. Enterprise business includes Content Development (Aptech Learning Services), Training and Assessment Solutions for Corporates & Institutions (Aptech Training Solutions, Aptech Assessment & Testing Solutions).

For further information on Aptech Limited, please visit our website at [www.aptech-worldwide.com](http://www.aptech-worldwide.com) or contact:

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