



# CAREER POINT

version 2.0

Investor Update : Q2 / H1 FY2020-21

# Agenda



# Our Vision & Mission

Betterment of  
Society by  
empowering youth  
through the power  
of education.



**VISION**

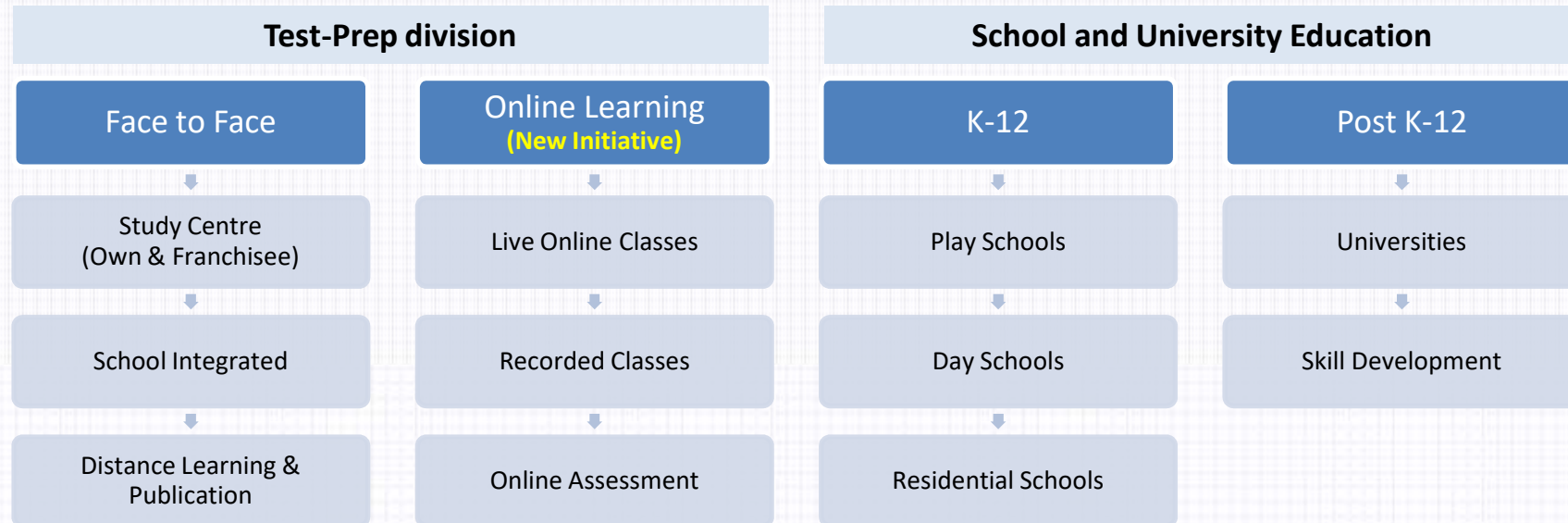


**MISSION**

To become  
a most ethical  
educational  
brand

**Corporate Philosophy - Pursue Excellence...rest everything shall follow**

## Our Businesses



**Integrated Solution Provider across Education value chain throughout the Life Cycle of a Student.**

### Our Brands

**CAREER POINT**  
version 2.0

**eCareerPoint**

**CAREER POINT**  
*gurukul*  
Residential Coaching and School Campus

**CAREER POINT**  
WORLD SCHOOL

**GLOBAL KIDS**  
from the house of CAREER POINT

**CAREER POINT**  
UNIVERSITY



# Growth Strategies

## Test-Prep Classrooms

- Expanding in new market through school associations & franchising
- Expansion through Physical + Digital centers, offering more courses

## eLearning Division\*

- Reaching to masses in remotest location through online digital learning
- Expansion through more courses offering – state education boards, UG/PG Competitive exams, Government Job Exams preparation targeting large universe

## University Education

- Adding new degree courses on regular and distance learning delivery mode
- Starting Online Certificate & professional courses for continuing education

## School Education

- Improving capacity utilization along with premium pricing through international accreditations
- Adding more schools at strategic locations through leased asset-light mode and franchisee

## Vocational Education

- Expansion of skill development courses in association with Central & State governments
- Capacity building through adding skills assessments and empanelment with more SSCs

## Pre-Schools

- Adding new franchisees with incremental premium service offerings
- Start education merchandise in Kids segment with brand “Global Kids”

\* New Initiative



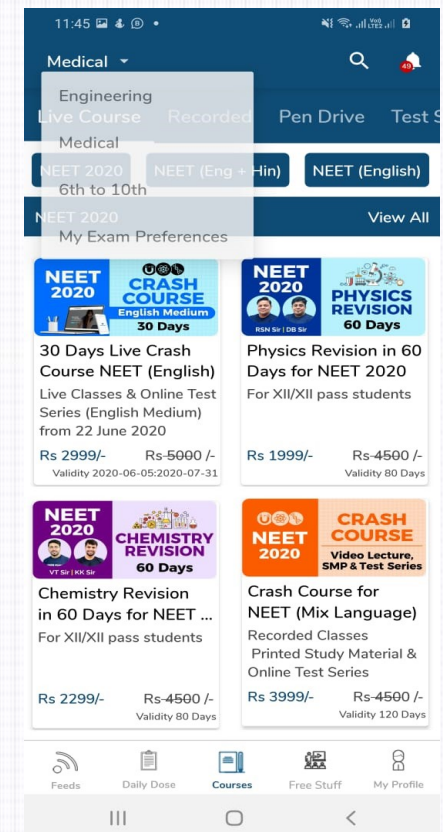
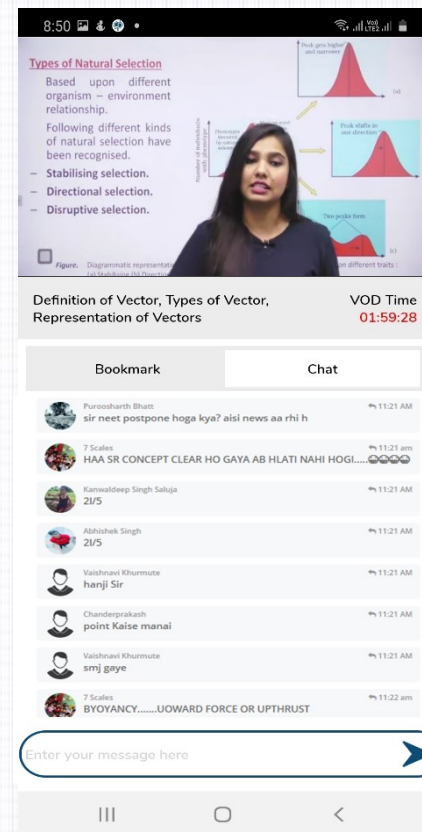


# Agenda



# Online Learning - Introduction

- **eCareerPoint** is an ed-tech initiative of the company with niche focus on online preparations for competitive exam & school curriculum.
- The company has very simple and scalable business model of eCareerPoint where tutor and student can be from any part of the world.
- eCareerPoint acts as a platform to connect tutors and students with all necessary technology and content support required for efficient education delivery.
- eCareerPoint platform and business model is **designed to expand** in both ways horizontally (Other competitive exams, education boards) and vertically (PG and other classes).
- Platform features includes Live Interactive Classes with live Chat, Recorded Video Streaming, Online Assessment System with feedback etc.
- Available both on mobile and web



## eCareer Point – Product Categories

eCareer Point product catalogue has a mix of different categories to serve the need of large number of students. Long term courses, Short term and Micro Courses offer choice to students as per their need and affordability.

**CP LIVE**  
Live Online Classes

**Live Online  
interactive Classes  
by experts faculties  
and multiple program  
offerings**

- Long Term Programs
- Medium Term Programs
- Short Term Programs
- Micro Programs

**CPeTutor**  
Recorded Video Lectures

**Recorded Video  
Courses accessible  
anytime on any  
device through App  
or Pen Drive**

- Full Syllabus Courses
- Subject Specific Courses
- Topic Specific Courses

**CPeTest**  
Online Test Series

**Online Test Series  
and assessment to  
provide real-time  
exam experience  
along with  
performance review**

- Practice Test Series
- Complete Test Series
- Revision Test Series

**CPeDLP**  
Online Test, DPP & eBooks

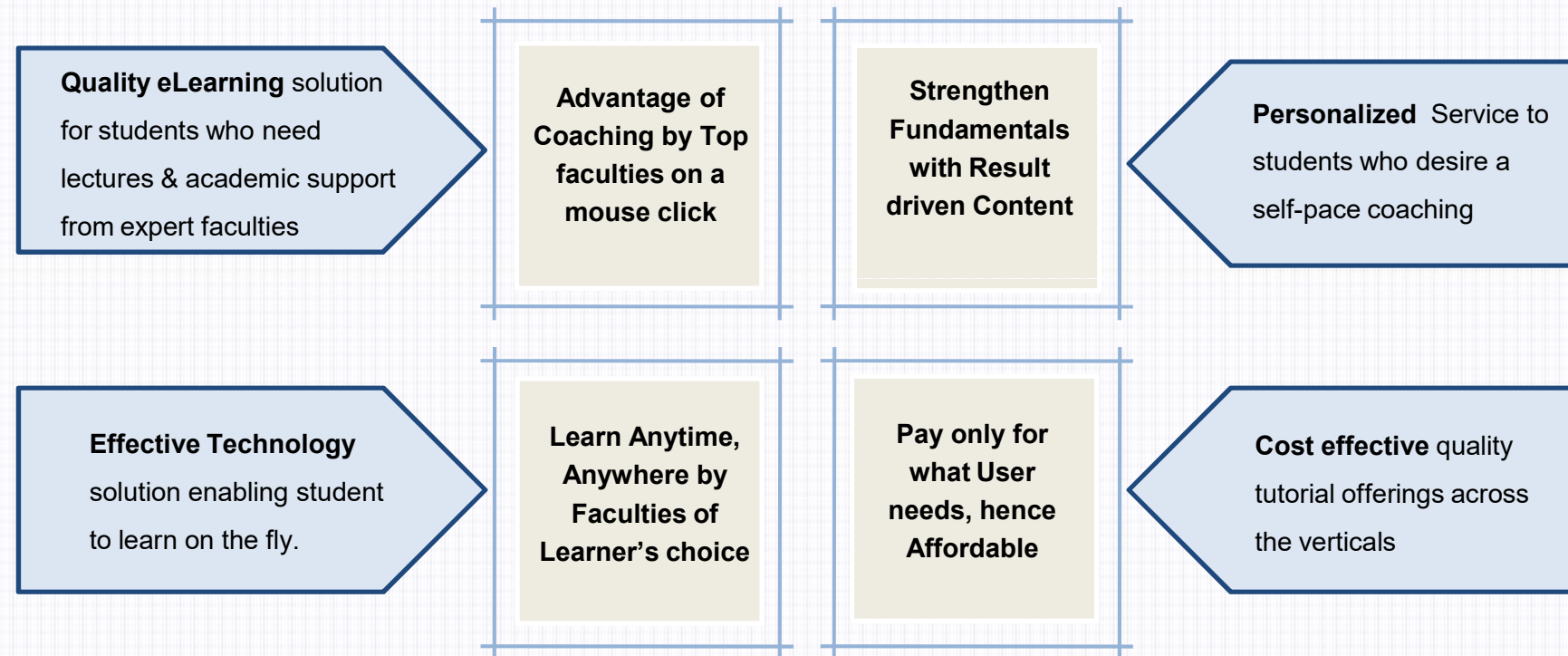
**Distance Learning  
Program through  
eBooks and topic  
wise DPP (Daily  
Practice Problems)**

- Full Syllabus Study Package
- Revision Study Material
- Question Bank & Books





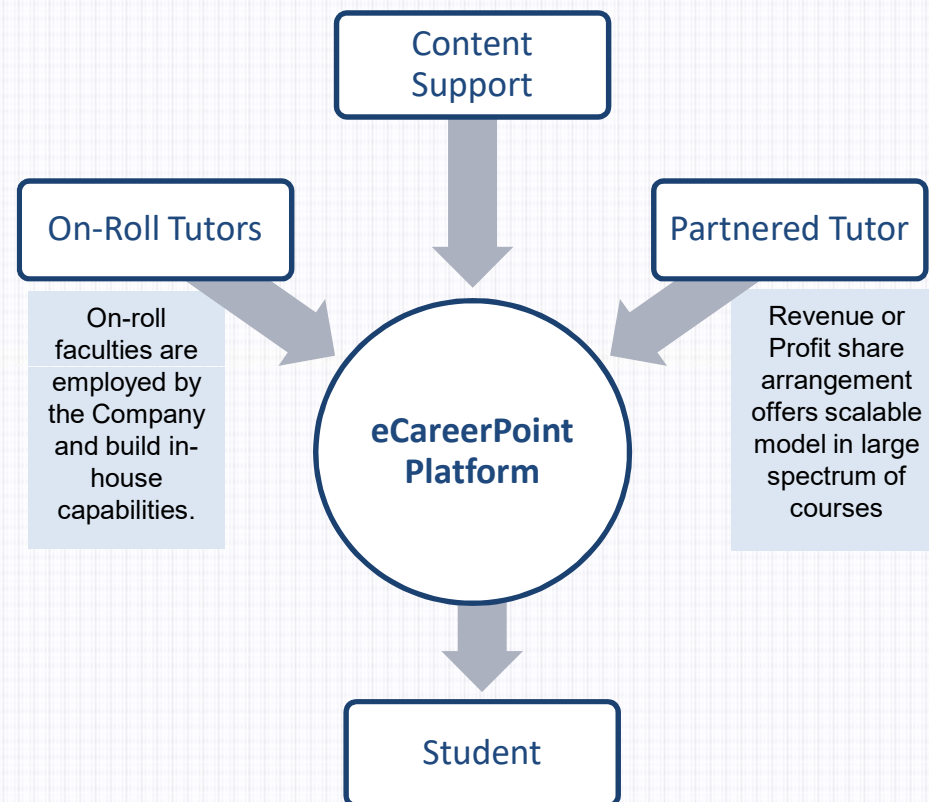
## eCareerPoint - Product Attributes



## eCareerPoint - Tutor Engagement Model

### Scalable Tutor Engagement Model

- The company follows a blended model of On-roll as well as Partnered faculties. This model offers required **operational and financial efficiency** to the business.
- Technology enabled performance driven compensation system ensures **retention of best faculties and quality in education delivery**.
- Content Support enable company to ensure the quality & retain IP.
- Partnered Faculty Model facilitate accelerated category expansion in large spectrum of courses.



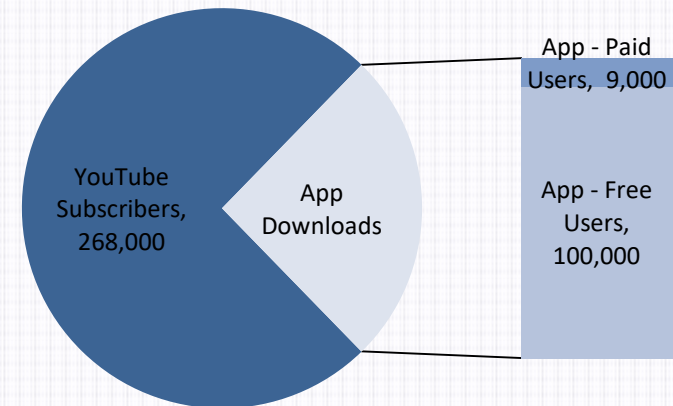
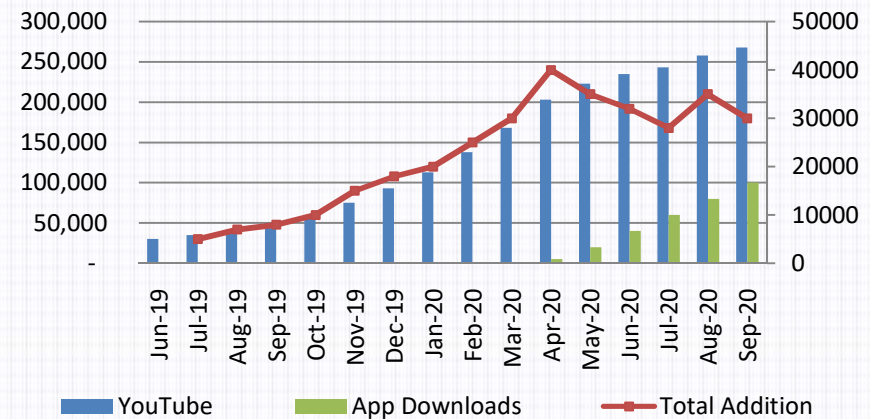
## Online Learning - Journey so far

In very short span time, the User base of CP eLearning division has surpassed many other players in its domain. Most importantly, the growth has always been on up-trend only.

Launched on YouTube	June 2019
Subscriber on YouTube	2.7 Lacs
Examination Covered	NEET, JEE & Foundation
App Launched	1 April 2020
App Downloads	100,000+
Paid Transaction in App	9000+
Category Launched on App	NEET, JEE & NTSE
Subjects Covered on App	Physics, Chemistry, Maths, Biology, Mental Ability
Number of Studios	6

As on Aug 2020

### Subscribers Statistics



## eCareer Point Differentiators

### Brand Equity of Career Point

eCareerPoint enjoys the direct access to brand Career Point – one of the leading and established Indian education player with history of more than 27 years of providing quality education across geographies.

### Best pool of experts and faculty team

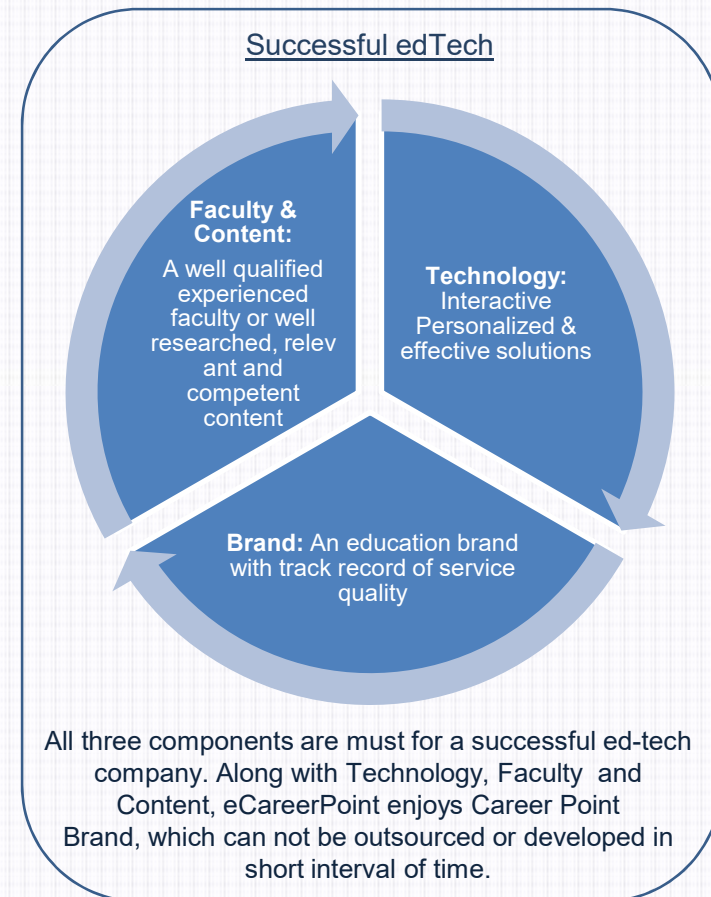
Thanks to its locational advantages and roots of the company, eCareerPoint is benefitted with an access to large and best pool of faculty team and subject matter experts.

### Experienced Management Team

eCareerPoint has a strong Promoter and professional Management Team who have rich experience in education sector while building successful ventures in different verticals of education including test-prep, higher education, school education, skill development etc.

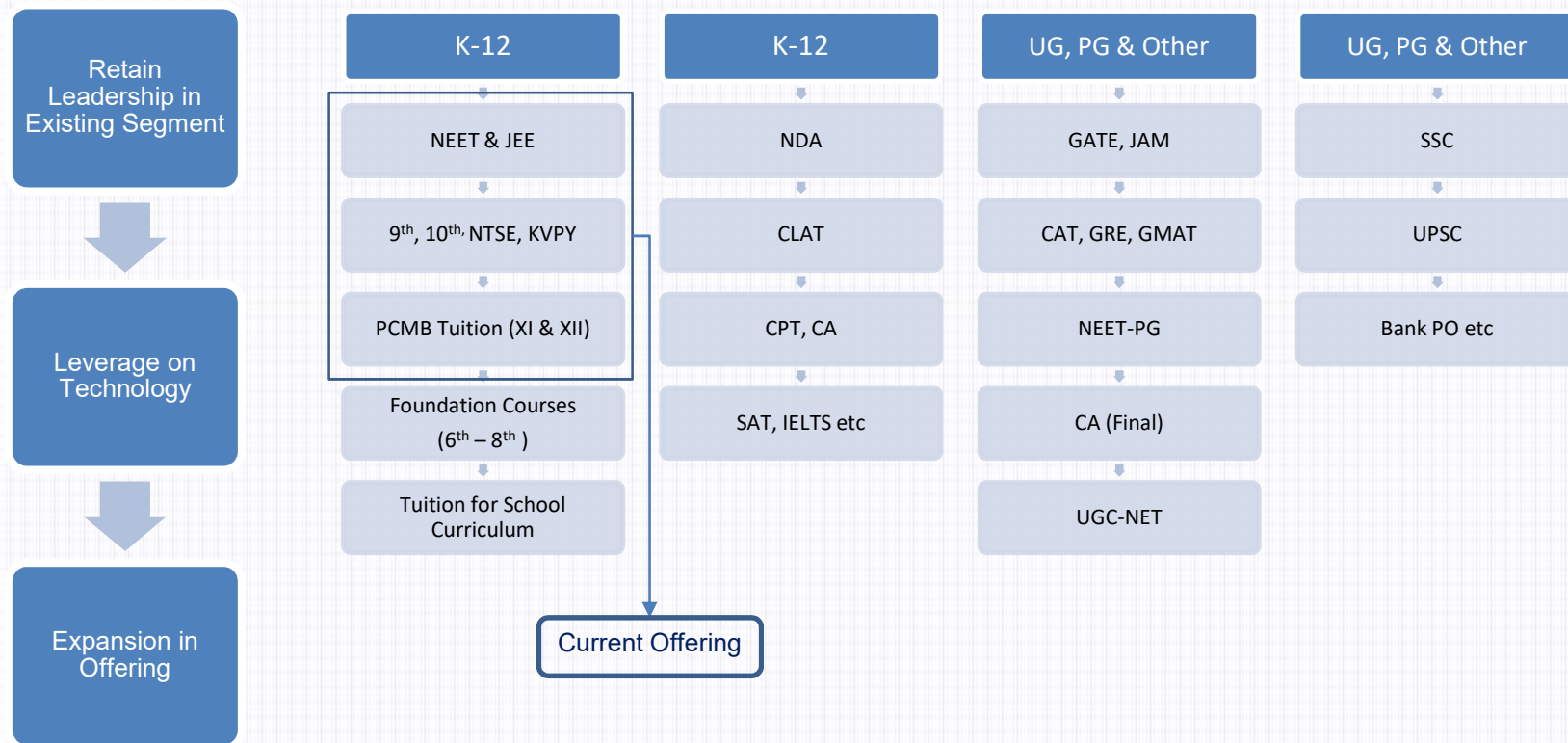
### Philosophy of Excellence

eCareerPoint shares the vision to become global leader in providing exemplary education for betterment and empowerment of individuals through excellence in quality in academics, advanced technologies and superior education delivery.





# Scope of Offering



## eCareerPoint in Media / Press

[http://www.ptinews.com/news/11411274\\_Career-Point-launches-new-learning-app--eCareerPoint-.html](http://www.ptinews.com/news/11411274_Career-Point-launches-new-learning-app--eCareerPoint-.html)

### Career Point launches new learning app eCareerPoint'

Share Print E-mail Comment

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17:30 HRS IST

(Eds: Disclaimer: The following content is a press release. PTI takes no editorial responsibility for the same.)

Learning for entrance examinations like Engineering, Medical and K12 competitive Examinations goes online and available 24X7 Kota, April 22, 2020: Career Point, Kota based leading medical & IIT entrance examinations coaching Institute, has announced the launch of eCareerPoint', an online learning App, to keep the mind of students ticking during the lockdown.

The App offers courses on engineering, medical entrance and K12 competitive examinations. The classes of new academic session 2020-21 for NEET, JEE are scheduled to start from April 15 will also be available on this new App.

The advanced technologies used in developing this application, make this App very dynamic and versatile at the same time very effective, simple and user friendly. The App features Live Interactive Classes, Online Test Series, Doubt Removal, Video Lectures, Live Seminars and eBooks etc. Pramod Maheshwari, Managing Director & CEO, Career Point Limited said, With the launch of new eCareerPoint App', we are aiming for reaching out to large number of students, who can benefit from Career Point's legacy and expertise in making more than 1,70,000 students selected for reputed Engineering and Medical colleges in the country.

From virtual classes by Kota's experienced and renowned faculty members through video calls and access to study material, e-books and mock tests, we are going extra mile to make online learning easy and interactive like class room sessions. The students will certainly be key beneficiary of eCareerPoint with its multiple student centric features. The wide range of explanation videos, important questions, quizzes, interactive discussions etc. will create an engaging learning experience, Pramod Maheshwari further added.

### eCareerPoint: More than 1 lakh students are now part of it

KOTA COLLAGE

kotacollage@gmail.com

KOTA. With the aim of providing better quality online education, the Career Point Educational Group has launched the eCareerpoint app. The eCareerPoint Learning app became a medium for students to join the Kota coaching system right from their home.

Also, in a short span of just less than 6 months, more than 1 lakh students have joined it. These students are getting various educational services. The students of class 3 to 12 are currently studying on the eCareerpoint Learning App. For competitive exams, students of classes 9 to 12 are enrolled in various courses like NTSE, Olympiad, NEET, JEE Main, JEE Advanced, BITSAT etc.

eCareerPoint is an e-learning platform where students

#### More than 1 lakh students are now part of eCareerPoint app



have all the features Kota Coaching at their home including Live and Recorded video lectures, Online Test Series, Online Doubt Removal, Daily Problem Practice Sheets, eBooks, Class notes and performance reports.

#### What is special about eCareerPoint:

■ All the features of Kota coaching available on web

and app

- Regular Online Live classes by Top Faculty members
- Facility for students to share education material like social media posts
- Apart from Video Solutions other free content like eBooks etc is also available in 'free stuff'
- Online Test Performance & Feedback

■ All books of CP Study Material and CP Publication available at affordable rates.\

■ Topic wise micro courses from 299 to 4000 also available to students as per their need

■ Online Doubt Discussion and Doubt Removal Facility

■ Option to prepare personal notes for quick revision in student's profile section

Career Point CMD, Pramod Maheshwari said that under Career Point Version 2.0, the eCareerPoint App is a powerful tool to make Kota Coaching accessible to every student. The e-learning platform by Career Point 2.0 has been accepted by the students wholeheartedly. As a result, 1 lakh downloads of the eCareerPoint app, more than 3 lakh subscriptions on YouTube, more than 90 lakh views every month is an achievement.

nindustanme

### nstitute begins online classes for JEE coaching

IT Correspondent  
hta@Hive.com

**KUPUR:** Career Point, a coaching institute in Kota, has recently started online classes for students preparing for the engineering and medical entrance examinations.

The classes are available to students of Classes 6 to 12, said managing director Pramod Maheshwari. He said the initiative will make learning more effective in the technological era. "We have made learning affordable and more effective by incorporating cutting-edge artificial intelligence and the data science techniques in this course," he said.

Maheshwari said the online course will save a lot of time, giving students more time for study. He said currently 125,000 children are benefiting from the institute's YouTube channel and more than 5,000 are associated with the discussion forum for answering personal queries.

**THE CLASSES ARE AVAILABLE TO ALL STUDENTS OF CLASSES 6 TO 12**



# Agenda





## Business Updates – Q2/H1 FY2020-21

- Career Point's e-learning launch – eCareerPoint App – has gained significant popularity among test-prep aspirants across India.
- More than 1 Lakh students have shown their trust and opted the App for various courses including JEE, NEET, NTSE, Olympiad etc.
- Additionally, there are more than 275K subscribers on YouTube channels of Career Point's eLearning division having 9 million views per month.
- In Q2, Career Point's e-Learning division has also launched a new android app – Doubt Help – for doubt discussion from experts and within peer group.
- The physical campuses are yet non-operational for teaching. However, the students are being serviced through online mode of teaching.
- Demerger of the Non-Infrastructure Undertakings from Career Point Infra Ltd to Srajan Capital Ltd (both 100% subsidiaries) has been approved by the Board of Directors. The Scheme will be filed with the NCLT for needed approvals, though no financial impact in the current results.





## Financial Updates – Q2/H1 FY2020-21

- Income from operations for the period (H1 FY2020-21) is rupees 28.9 crores on consol basis and rupees 11.3 crores at standalone level.
- Total revenue, including other income, is reported of rupees 31.9 crores on consol basis and rupees 19.7 crores at standalone level.
- Reported EBITDA (including other income) of rupees 25.2 crores on consolidate numbers and rupees 13.8 crores on standalone resulted EBITDA Margin of 79% and 69.8%, respectively.
- A remarkable improvement of 2500+ basis points was reported in EBITDA margin against previous year is a testimony to be resilient operating performance in a non-ordinary business environment.
- Net income was reported at rupees 7.5 crores and EPS (Earning per share) of rupees 4.15 on standalone basis. At consol level, the company reported net income of rupees 15.5 crores and EPS of rupees 8.53.
- As on 30 September 2020, Net worth of the company was reported of rupees 464 crores and Book value per share of rupees 255.8.



## Management Outlook

- The education sector has been dramatically transformed as a result of the Covid19. The management is in opinion that the situation has opened the doors to take advantage of the multiple opportunities still untapped in the education sector.
- With Career Point's legacy of about 3 decades of educational expertise, Management is quite optimistic with next growth trajectory fuelled by - eCareerPoint.
- In addition to high growth, more efficient and scalable eLearning services, Career Point's annuity driven and sustainable formal education division will continue to contribute significantly at the profit level.
- As the outbreak has redefined the conventional education, the company management continually explores plans to strengthen existing capabilities while developing new offerings by various modes i.e. technology platforms, integrations, diversification, and inorganic growth.
- For further value creation, the company management is exploring restructuring possibilities in the company balance-sheet. Recently approved Demerger is the first step in this value-unlock exercise.



## Income Statement: Standalone

Income Statement	<----- Standalone ----->				
Rs Lakhs	Q2FY20	Q1FY21	Q2FY21	H1FY20	H1FY21
Income	Ind AS	Ind AS	Ind AS	Ind AS	Ind AS
Income from Operation	1,362.6	484.5	640.7	3,016.0	1,125.2
Other Income	568.4	398.9	449.8	902.2	848.7
<b>Total Income</b>	<b>1,931.0</b>	<b>883.4</b>	<b>1,090.5</b>	<b>3,918.2</b>	<b>1,973.9</b>
<b>Expenditure</b>					
Cost of Study Material	47.9	21.3	16.1	113.7	37.4
Employees Cost	724.4	148.6	219.3	1,383.2	367.9
G&A and other expenses	343.6	91.3	99.9	666.4	191.2
Dep. & Amort.	101.3	95.0	94.5	199.1	189.6
Finance Charges	162.0	112.7	99.9	318.8	212.6
<b>Total Expenditure</b>	<b>1,379.2</b>	<b>468.9</b>	<b>529.8</b>	<b>2,681.3</b>	<b>998.6</b>
<b>EBITDA</b>	<b>815.1</b>	<b>622.2</b>	<b>755.2</b>	<b>1,754.8</b>	<b>1,377.4</b>
EBITDA Margin	42.2%	70.4%	69.2%	44.8%	69.8%
<b>Operating EBITDA</b>	<b>246.6</b>	<b>223.3</b>	<b>305.4</b>	<b>852.7</b>	<b>528.7</b>
Op. EBITDA margin	18.1%	46.1%	47.7%	28.3%	47.0%
<b>Profit Before Tax</b>	<b>551.8</b>	<b>414.5</b>	<b>560.7</b>	<b>1,236.9</b>	<b>975.2</b>
PBT Margin	28.6%	46.9%	51.4%	31.6%	49.4%
<b>Profit After Tax</b>	<b>411.1</b>	<b>333.5</b>	<b>420.9</b>	<b>894.8</b>	<b>754.4</b>
PAT Margin	21.3%	37.8%	38.6%	22.8%	38.2%
<b>EPS (Rs)</b>	<b>2.26</b>	<b>1.84</b>	<b>2.32</b>	<b>4.93</b>	<b>4.15</b>

## Income Statement: Consolidated

Income Statement	<----- Consolidated ----->				
Rs Lakhs	Q2FY20	Q1FY21	Q2FY21	H1FY20	H1FY21
Income	Ind AS	Ind AS	Ind AS	Ind AS	Ind AS
Income from Operation	2,860.8	1,381.3	1,506.2	5,404.4	2,887.4
Other Income	166.5	130.7	174.8	234.3	305.5
<b>Total Income</b>	<b>3,027.3</b>	<b>1,511.9</b>	<b>1,681.0</b>	<b>5,638.7</b>	<b>3,193.0</b>
<b>Expenditure</b>					
Cost of Study Material	602.9	24.4	26.9	699.2	51.3
Employees Cost	745.8	160.3	232.2	1,427.7	392.5
G&A and other expenses	380.2	104.1	122.8	742.8	226.9
Dep. & Amort.	112.1	105.8	106.5	222.2	212.4
Finance Charges	192.1	136.8	124.1	356.0	260.9
<b>Total Expenditure</b>	<b>2,033.2</b>	<b>531.5</b>	<b>612.4</b>	<b>3,447.8</b>	<b>1,144.0</b>
<b>EBITDA</b>	<b>1,298.3</b>	<b>1,223.1</b>	<b>1,299.2</b>	<b>2,769.0</b>	<b>2,522.2</b>
EBITDA Margin	42.9%	80.9%	77.3%	49.1%	79.0%
<b>Operating EBITDA</b>	<b>1,131.9</b>	<b>1,092.4</b>	<b>1,124.3</b>	<b>2,534.7</b>	<b>2,216.7</b>
Op. EBITDA margin	39.6%	79.1%	74.6%	46.9%	76.8%
<b>Profit Before Tax</b>	<b>994.1</b>	<b>980.4</b>	<b>1,068.6</b>	<b>2,190.8</b>	<b>2,049.0</b>
PBT Margin	32.8%	64.8%	63.6%	38.9%	64.2%
<b>Profit After Tax</b>	<b>636.8</b>	<b>751.5</b>	<b>797.0</b>	<b>1,493.9</b>	<b>1,548.5</b>
PAT Margin	21.0%	49.7%	47.4%	26.5%	48.5%
<b>EPS (Rs)</b>	<b>3.51</b>	<b>4.14</b>	<b>4.39</b>	<b>8.22</b>	<b>8.53</b>



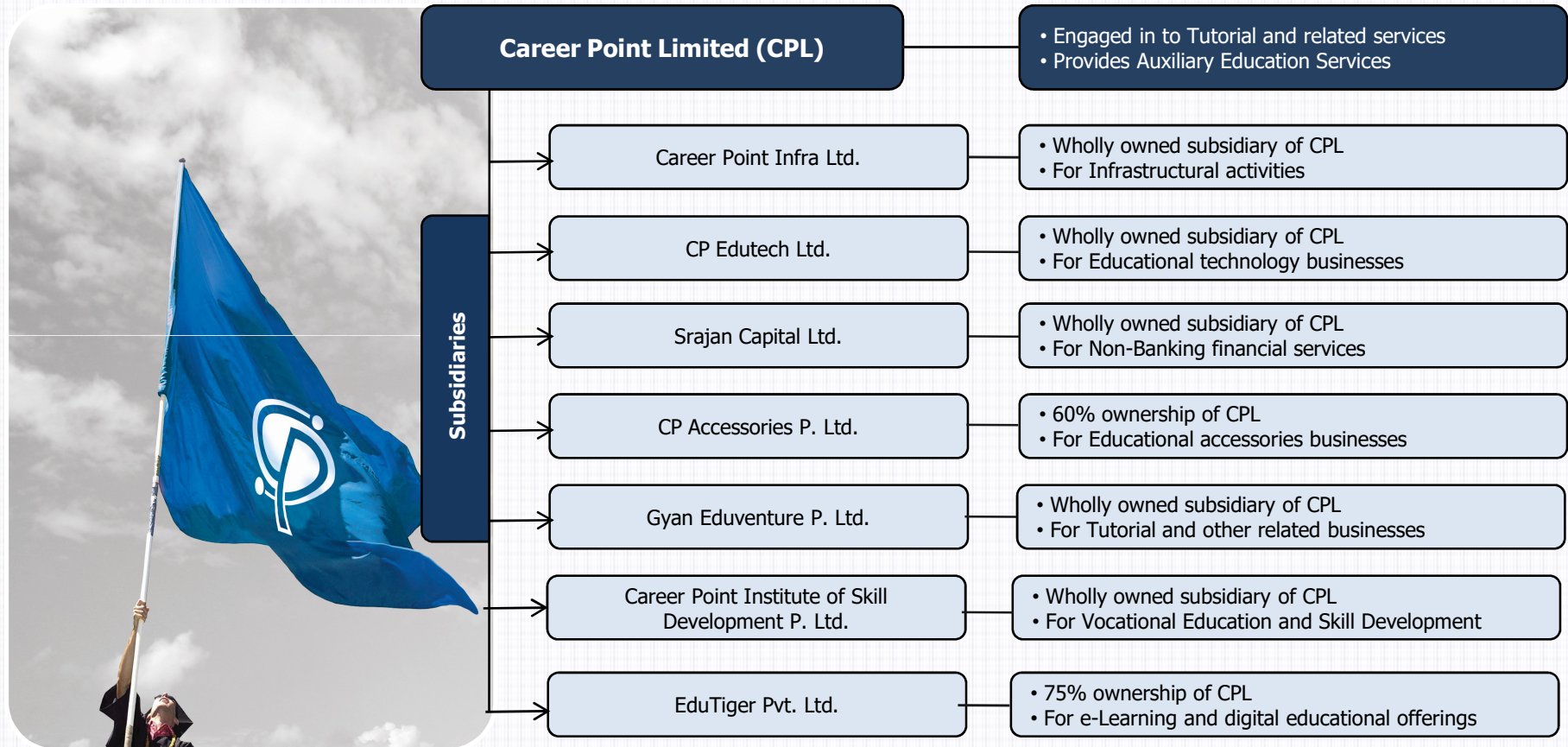
## Balance Sheet: Q2/H1 FY2020-21

Balance Sheet	<----- Standalone ----->			<----- Consolidated ----->		
Rs Lakhs	31-Mar-2020	30-Jun-2020	30-Sep-2020	31-Mar-2020	30-Jun-2020	30-Sep-2020
<b>Liabilities</b>						
<b>Shareholders' fund</b>	<b>40,649</b>	<b>40,983</b>	<b>41,404</b>	<b>44,893</b>	<b>45,645</b>	<b>46,454</b>
(a) Share Capital	1,816	1,816	1,816	1,816	1,816	1,816
(b) Reserve and Surplus	38,833	39,166	39,587	43,076	43,829	44,638
<b>Non-current Liabilities</b>	<b>856</b>	<b>821</b>	<b>879</b>	<b>921</b>	<b>890</b>	<b>950</b>
(a) Def. Tax Liabilities	792	751	806	801	763	818
(b) Provisions & Others	64	70	73	120	127	131
<b>Current Liabilities</b>	<b>1,510</b>	<b>1,204</b>	<b>1,152</b>	<b>1,818</b>	<b>1,561</b>	<b>1,470</b>
(a) Current Liabilities	1,502	1,190	1,145	1,764	1,412	1,347
(b) Provisions	7	14	7	54	150	123
<b>Borrowings</b>	<b>5,663</b>	<b>5,159</b>	<b>4,585</b>	<b>6,720</b>	<b>6,222</b>	<b>5,706</b>
<b>Total Liabilities</b>	<b>48,678</b>	<b>48,166</b>	<b>48,020</b>	<b>54,352</b>	<b>54,318</b>	<b>54,580</b>
<b>Assets</b>						
<b>Fixed Assets (inc. WIP)</b>	<b>13,646</b>	<b>13,651</b>	<b>13,246</b>	<b>19,446</b>	<b>19,486</b>	<b>19,145</b>
<b>Non-current Assets</b>	<b>18,325</b>	<b>18,346</b>	<b>18,485</b>	<b>9,833</b>	<b>9,717</b>	<b>9,699</b>
(a) Loans and Advances	872	872	970	8,205	8,060	7,997
(b) Investments	17,453	17,474	17,515	1,628	1,657	1,702
(c) Other Assets	-	-	-	-	-	-
<b>Current Assets</b>	<b>16,707</b>	<b>16,170</b>	<b>16,288</b>	<b>25,073</b>	<b>25,115</b>	<b>25,736</b>
(a) Inventories	95	80	91	501	558	542
(b) Sundry Debtors	1,219	916	1,029	4,945	4,616	4,734
(c) Cash & Bank Balances	254	249	292	1,187	1,105	914
(d) Current Investments	1,385	1,040	1,055	1,405	1,060	1,075
(e) Loans and Advances	13,754	13,885	13,821	17,034	17,775	18,471
<b>Total Assets</b>	<b>48,678</b>	<b>48,166</b>	<b>48,020</b>	<b>54,352</b>	<b>54,318</b>	<b>54,580</b>

# Agenda



# Company Structure



# Leadership Team

## Experienced Promoters

Name	Designation
Mr. Pramod Maheshwari	CMD & CEO
Mr. Om Maheshwari	Executive Director
Mr. Nawal Maheshwari	Executive Director

## Board of Directors

Name	Position
Mr. Pawan Lalpuria	Independent Director
Mr. Vishal Jain	Independent Director
Mr. Ramswarup Chaudhary	Independent Director
Mr. Mahesh Gupta	Independent Director
Mr. J.P Sharda	Independent Director
Ms. Neelima Maheshwari	Non- Independent Director
Ms. Divya Sodani	Independent Director

## Professional Management Team

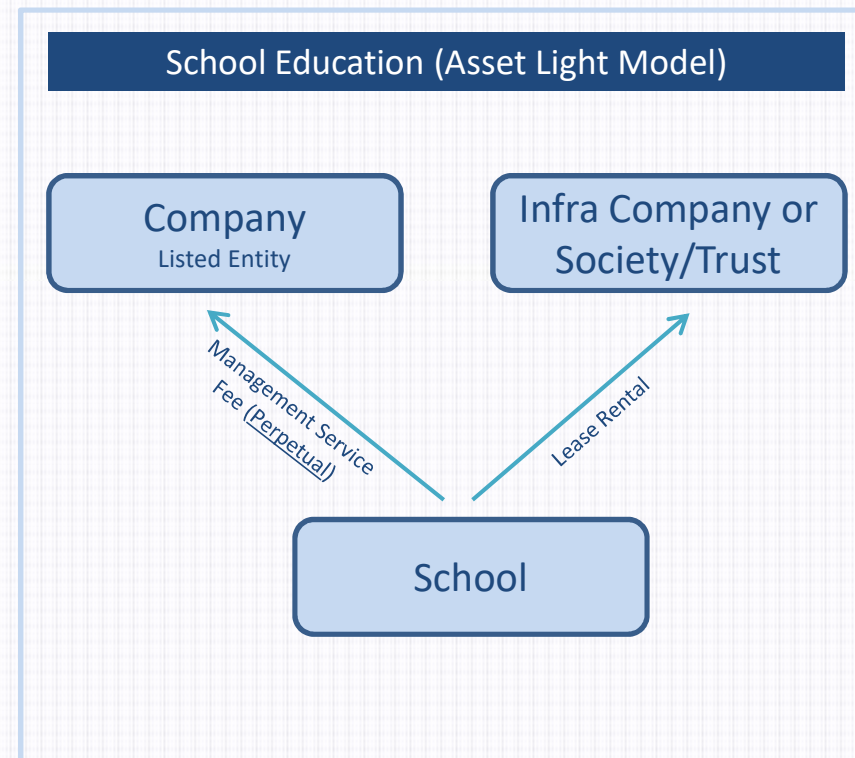
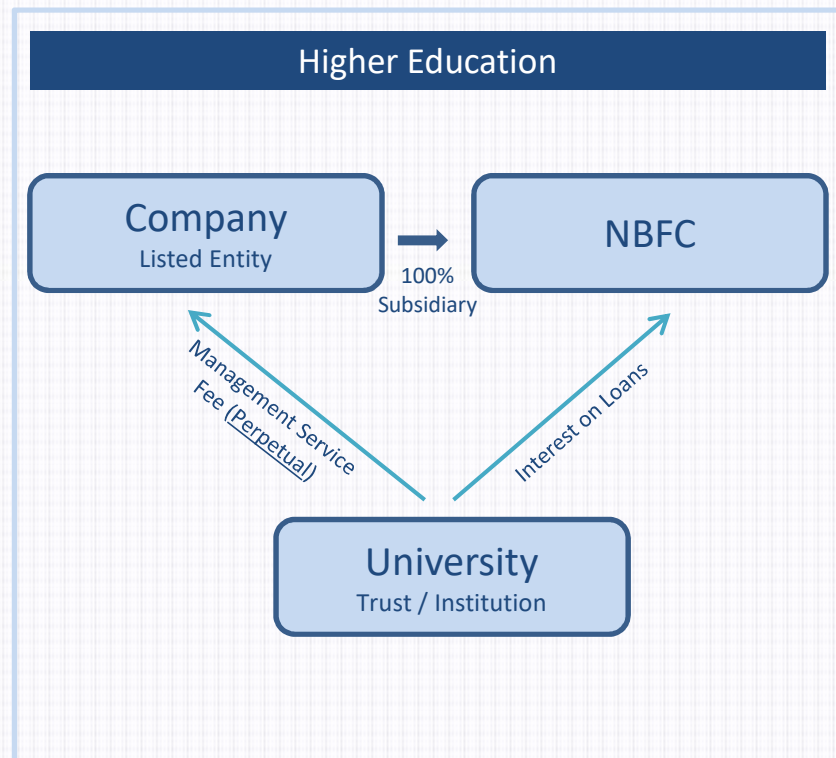
Name	Position
Dr. P. L. Gautam	Pro-C,CP University, HP
Mr. Shailendra Maheshwari	Senior VP - Academics
Mr. Mahesh Bhangriya	VP-Corporate Strategy
Dr. Gurudatt Kakkar	GM-Higher Education
Mr. Tarun Kumar Jain	Company Secretary
Mr. Ankesh Jain	GM - Marketing
Mr. U.S. Kejriwal	General Manager-Infra
Mr. Ashish Jha	National Sales Head
Mr. Manish Sharma	AGM-Business Dev.





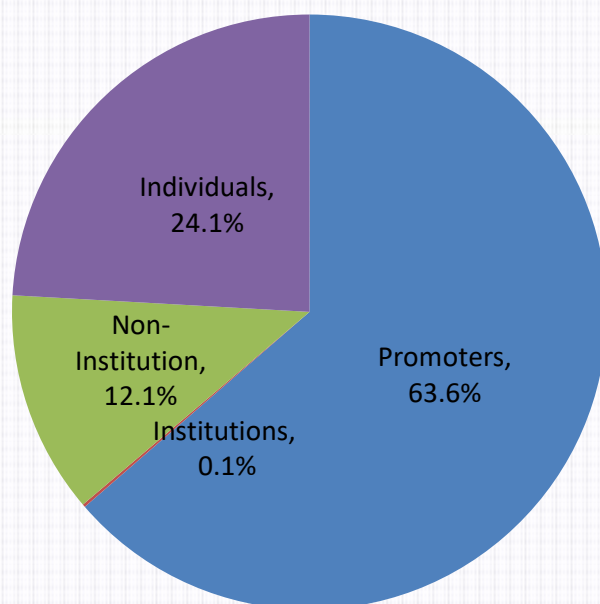
# Formal Education Model

Career Point provides services to K-12 Schools and Higher Education Institutions under its Formal Education division. These services include Auxiliary Educational Services & other services related to management of the institutions.



## Shareholding Structure

Stock exchanges	Symbol	Databases	Code
National Stock Exchange	CAREERP	Reuters - RIC	CARP.BO
Bombay Stock Exchange	533260	Bloomberg – BB	CRPT:IN



### Key Non-Promoters Ownership

Mr. Manish Jain	4.72%
Navneet Education Limited	1.87%
Ms. Gita Kirti Ambani	1.60%
Kuntal Hasmukhlal Shah	1.37%
Vibgyor Investors	0.96%
Dhirajlal Varjivandas Shah	0.68%
Sabjot Singh Sahni	0.65%
Sajan Verghis Mathew	0.64%
<b>Total</b>	<b>12.50%</b>

As on 30 Sep 2020

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## Disclaimer & Confidentiality

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This Information Memorandum sets out the key highlights of the business, historic and current business updates and future financial projections of Edutiger Private Limited (“Company”). This Memorandum is being made available for exclusive use and for the sole purpose of assisting potential investor while updating about Company and its businesses.

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# Thank You



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