



# CAREER POINT

Investor Presentation



# Safe Harbor



This presentation may constitute forward-looking statements. Although Career Point believes that the expectations contained in such forward-looking statements are reasonable, however, the Company makes no representation and assurance on the expectations. These statements may involve risks and uncertainties that could cause actual outcomes to differ materially from the expected outcomes. Such risks include, but are not limited to, the risk factors described in Career Point's Red Herring Prospectus and other periodic reports / filings made to the Securities Exchanges Board of India.



# Highlights



An Overview

Key Advantages

Key Differentiators

Growth Strategies

Business Updates



# Contents



## An Overview

- History
- Area of Operations
- Career Point Universe

## Key Advantages

- Brand Equity
- Location Kota
- Diversification

## Key Differentiators

- Innovation
- Personal care
- Integrated Solutions

## Growth Strategies

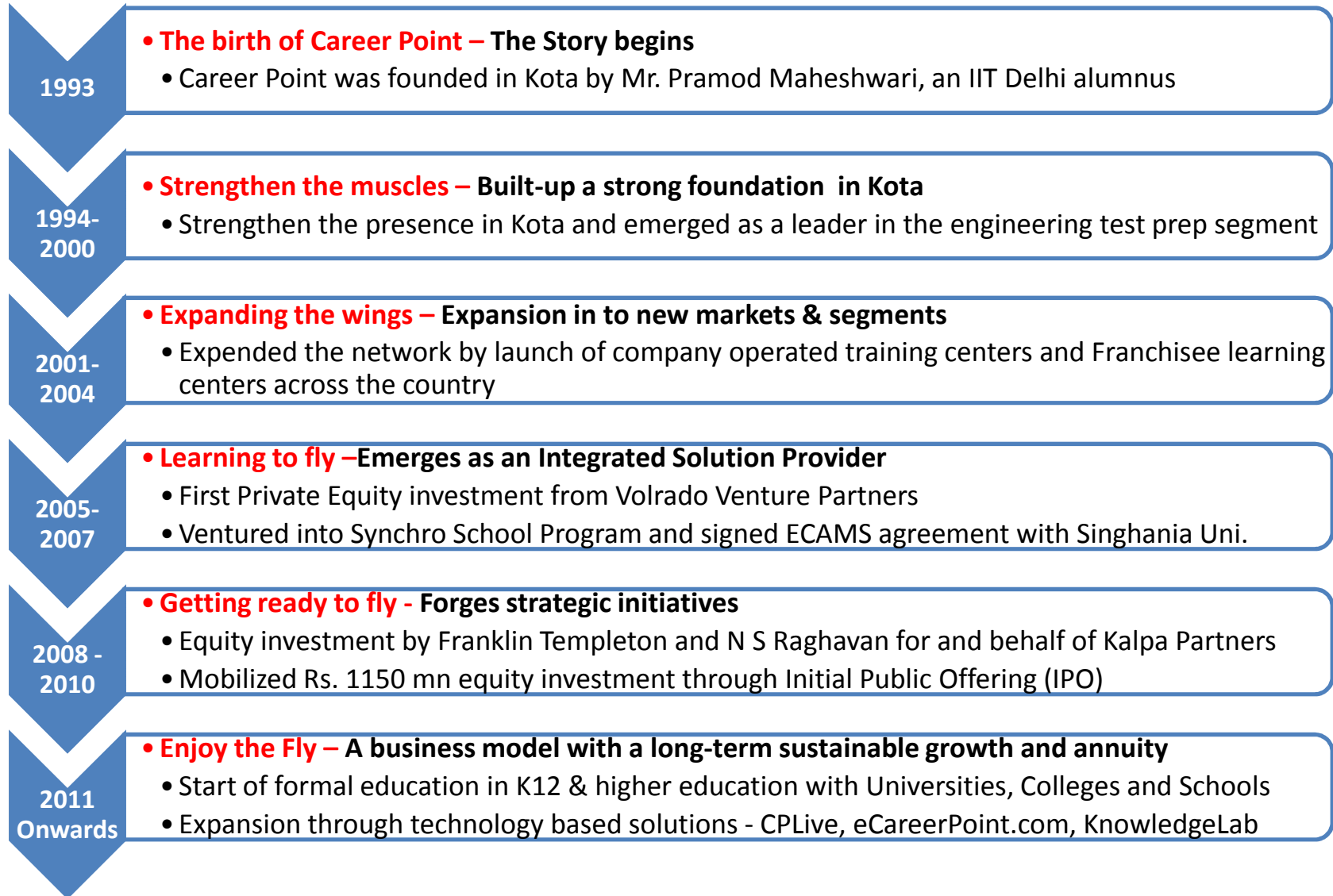
- Leverage Technology
- Multiple Offering
- Inorganic Growth

## Business Updates

- Informal Education
- Formal Education
- Financial Updates



# History – From birth to fly: Knowledge has its own roots





# Area of Operations - Across the education value chain



	Informal Education	Formal Education
	Tutorial services	ECAMS and ISS
<b>Key focus</b>	<p>Tutorial services to aspirants of competitive examinations like:</p> <ul style="list-style-type: none"> <li>▪ All India Engineering Entrance Examination (AIEEE)</li> <li>▪ Indian Institute of Technology -Joint Entrance Examination (IIT-JEE)</li> <li>▪ All India Pre-Medical Test (AIPMT)</li> </ul>	<p>Catering to K-12 and Higher Education segments</p> <ul style="list-style-type: none"> <li>▪ ECAMS: Education Consultancy and Management Services for administration of institutes</li> <li>▪ ISS: Infrastructure Support Services for setting up educational institutions through a wholly owned subsidiary</li> </ul>
<b>Delivery</b>	<ul style="list-style-type: none"> <li>▪ Branches and Franchises Centers</li> <li>▪ Distance Learning Program</li> <li>▪ Synchro-School Program</li> <li>▪ Pre-Foundation Courses</li> <li>▪ Technology based learning through                             <ul style="list-style-type: none"> <li>▪ CPLive Centers (Live Interactive classes over internet)</li> <li>▪ ecareerpoint.com : Online Test Series</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Career Point University at Kota, Rajasthan</li> <li>▪ Career Point University at Hamirpur, H.P.</li> <li>▪ Technical Campus at Rajsamand, Rajasthan (Engineering, MBA and MCA courses)</li> <li>▪ Technical Campus at Mohali, Punjab (an Engineering and MBA College)</li> <li>▪ Global Public School, Kota and Jodhpur</li> <li>▪ Residential K-12 Schools, Kota &amp; Mt. Abu</li> <li>▪ ProSeed Business School at Kota</li> </ul>



# Career Point Universe – Continually expanded



**CAREER POINT**

Engineering and Medical entrance test preparation

**Synchro School**

School Association Programme



e-careerpoint



Technology enabled learning



Education Consultancy and Management Services



Playgroup and K-12 school



**CAREER POINT**  
UNIVERSITY

**CAREER POINT**  
TECHNICAL CAMPUS

Higher Education

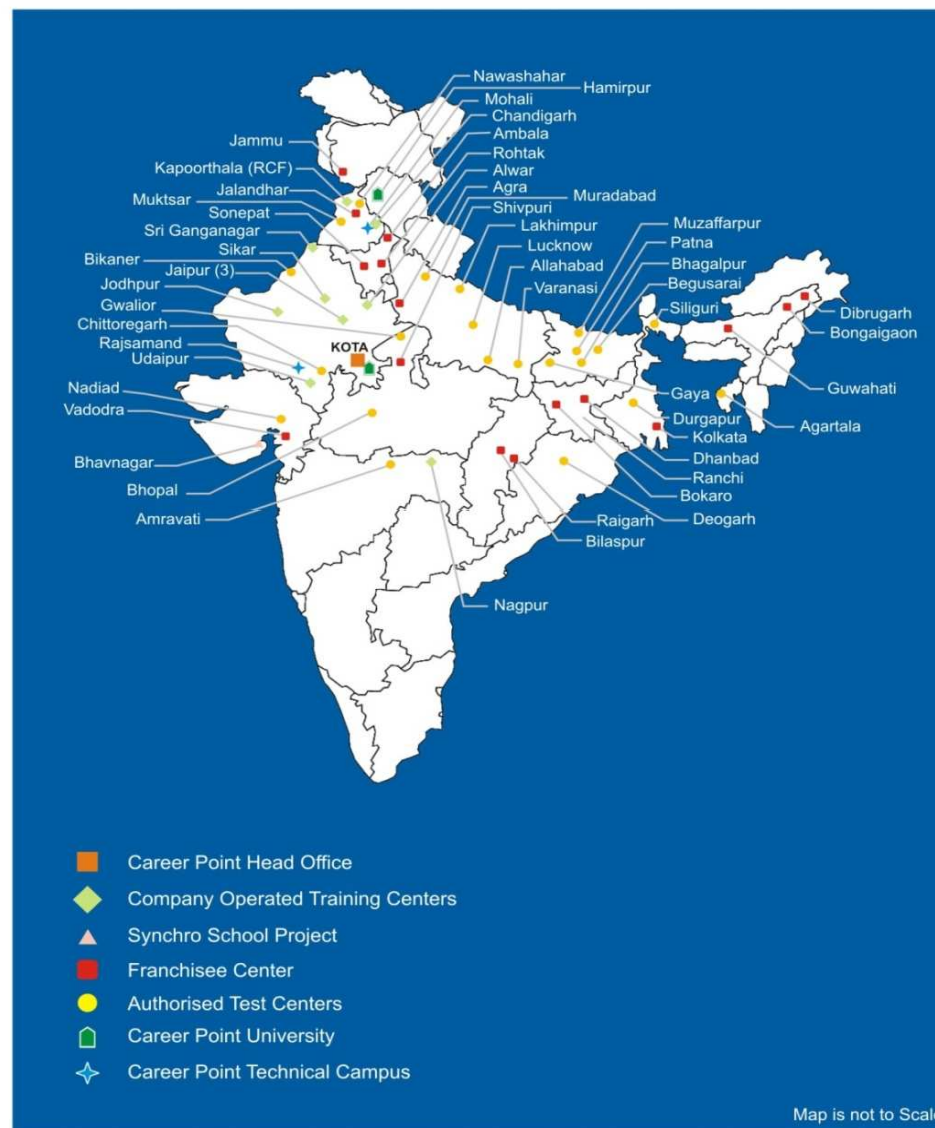


Business school & Vocational training



**NATIONAL SCIENCE**  
**PROFICIENCY TEST**

National Science Proficiency Test



Career Point - Where Care leads to Career



# Key advantages



## Brand Equity

With almost two decades of a strong track record in providing quality education, Career Point enjoys a strong brand equity in the education sector

## Location Kota

Career Point was one of the first test preparation institutes in the region which is the leading destination for examination aspirants and renowned as Education City

## Diversification

The diversified business operations with multiple product offerings including Test Preparation, K-12 Schools, Technical Campuses, and Private Universities in various geographies



# CP Differentiators



## Leader in Industry Innovations

- Operational: Problem Solving Counters, Content Development and R&D centers, Faculty Training System
- Technological: Adaptive feedback, Online classes & assessment, Student-Parent Zone, Solutions on DTH



## Ultimate Personal Care

- As a 'Responsible player of the Responsible Industry', Career Point offers personalised attention to each individual student on all kinds of academic as well as non-academic issues using Student Welfare Cell to stick the philosophy of 'All-round Education'



## Integrated Solution Provider

- Offering integrated solutions across the education value chain, Career Point today is an integrated provider of learning solutions across the life cycle of the student



# Growth Strategies



## Leverage Technology

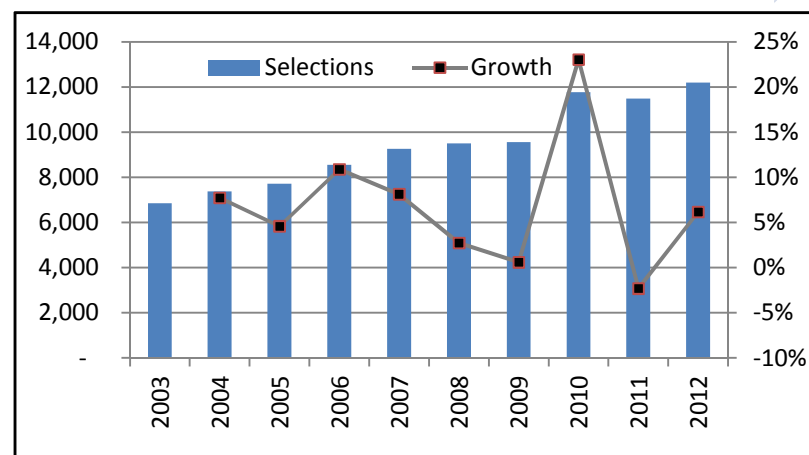
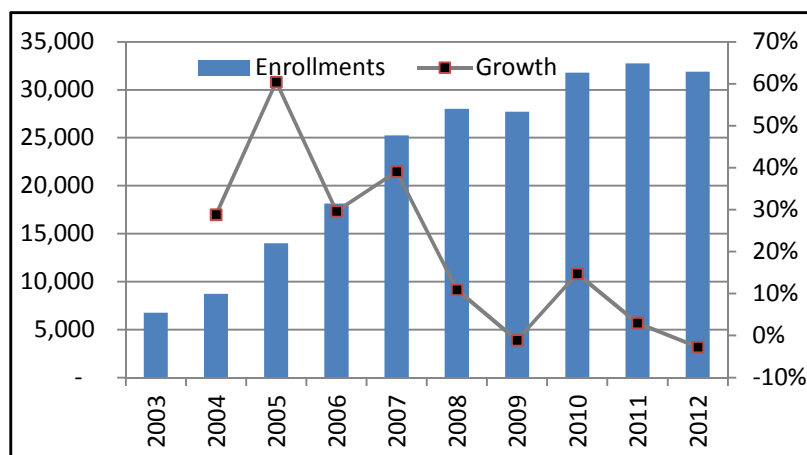
- Expansion through fast and cost-effective technology based solutions - CPLive, eCareerPoint.com, KnowledgeLab, iExam

## Multiple Offering

- With maintaining the leadership position in tutorial services business, Career Point would strengthen its presence in the formal education space and other industry verticals

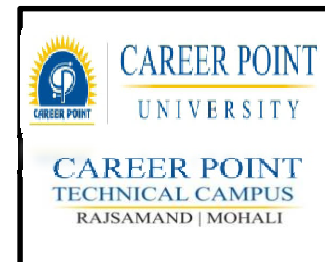
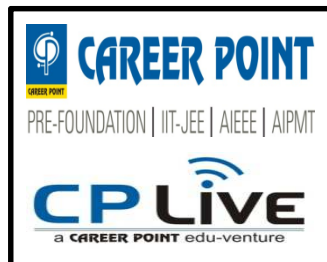
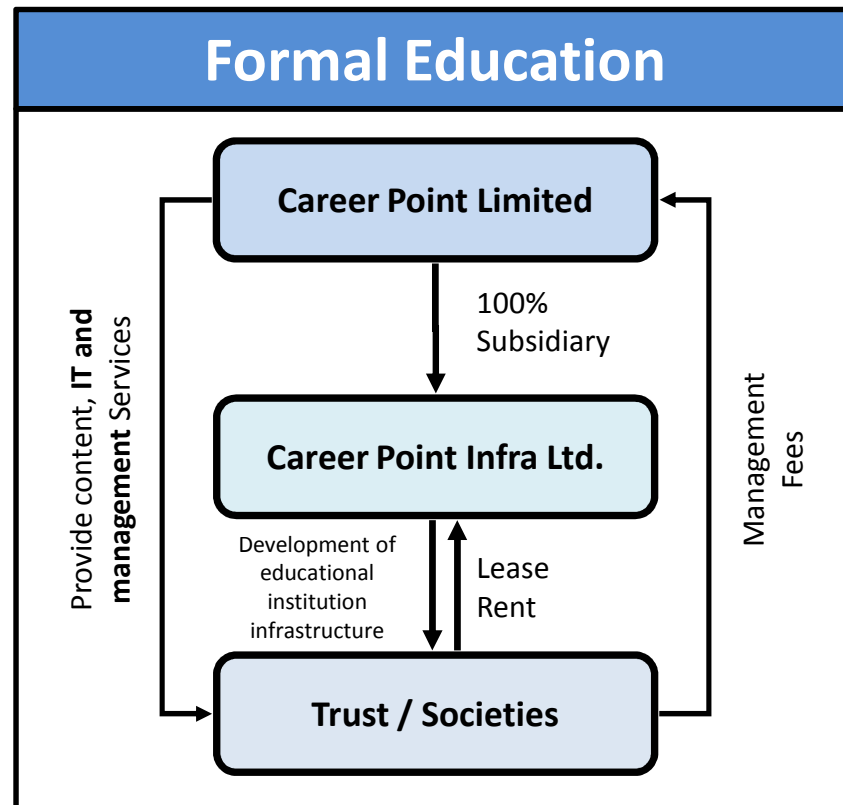
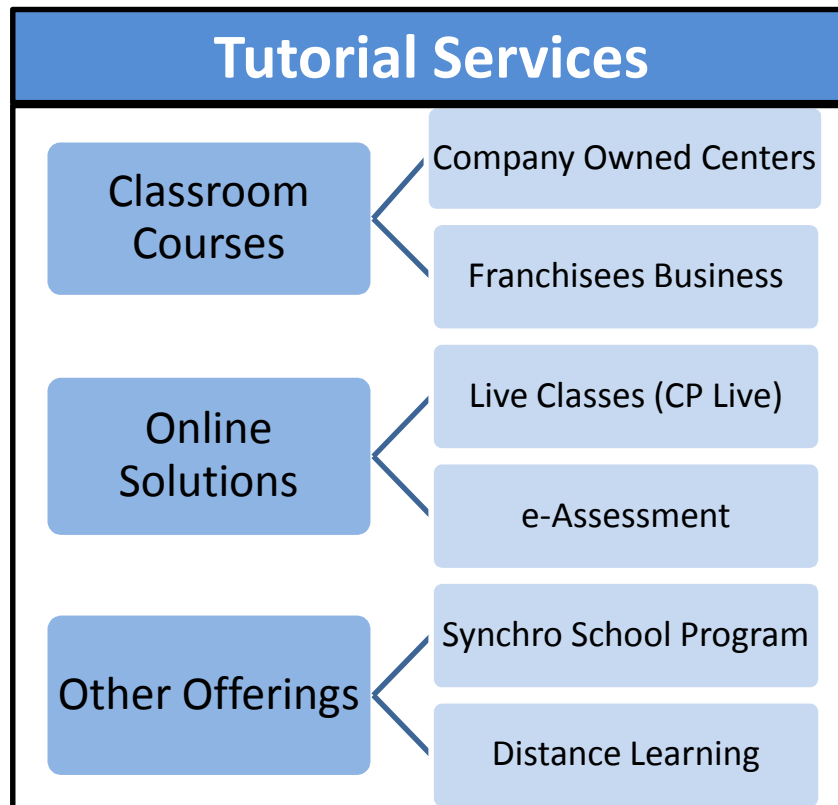
## Inorganic Growth

- Pursue selective strategic acquisitions and JV opportunities to augment our capabilities, broaden the service offerings and increase geographical presence with attractive growth opportunities





# Business Model – Integrated Solution Provider





# Business Update – Tutorial Services



Mode of Operations	
Company Operated Learning Centers	12
Franchisees Centers	11
CP Live Centers	13
Test Series Centers	50+

Enrollments	FY 2011	Dec-11	FY 2012
<b>Company Centers</b>	<b>25,847</b>	<b>23,154</b>	<b>24,436</b>
Branches LT*	21,491	19,964	21,246
Branches ST*	4,356	3,190	3,190
<b>Franchisees</b>	<b>3,225</b>	<b>2,461</b>	<b>2,512</b>
Franchisee LT	2,080	1,748	1,799
Franchisee ST	1,145	713	713
<b>Distance Learning</b>	<b>3,694</b>	<b>3,556</b>	<b>4,931</b>
<b>Total Enrollments</b>	<b>32,766</b>	<b>29,171</b>	<b>31,879</b>



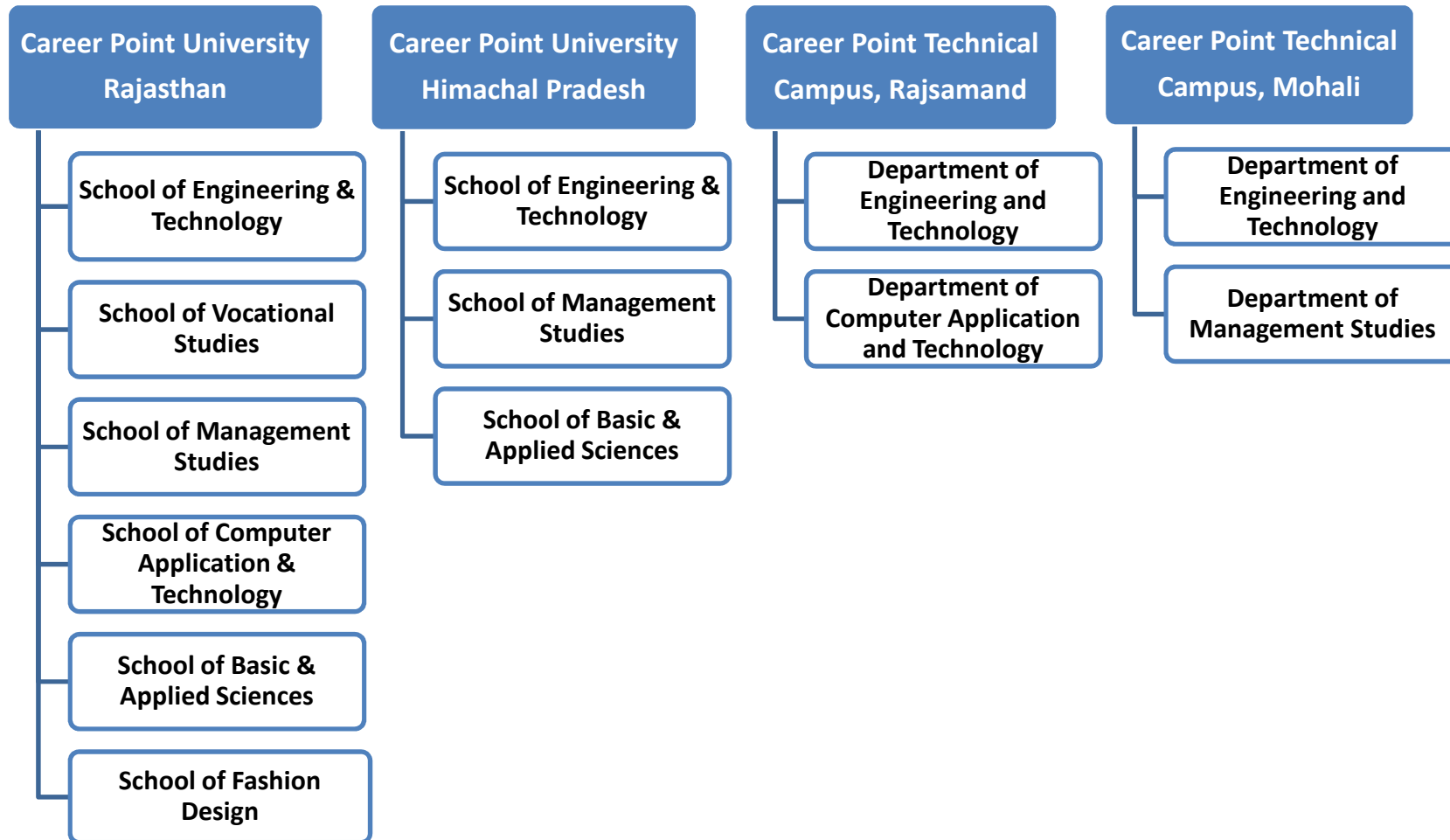
# Business Update – Formal Education



Name of the Project / Institution	Services		Status
	ECAMS	ISS	
Career Point University, Kota	Yes	Yes	<ul style="list-style-type: none"> <li>Approved by Government of Rajasthan in April 2012</li> <li>Started Students' enrollments for session 2012-13</li> </ul>
Career Point University, Hamirpur	Yes	Yes	<ul style="list-style-type: none"> <li>Approved by Govt. of Himachal Pradesh in April 2012</li> <li>Started Students' enrollments for session 2012-13</li> </ul>
Career Point Technical Campus, Mohali	Yes	No	<ul style="list-style-type: none"> <li>Started Operation in September 2011</li> </ul>
Career Point Technical Campus, Rajsamand	Yes	Yes	<ul style="list-style-type: none"> <li>Approval in final stages</li> </ul>
			<ul style="list-style-type: none"> <li>Expecting to start session by July 2012</li> </ul>
K-12 School at Jodhpur	Yes	Yes	<ul style="list-style-type: none"> <li>Expecting to start by Academic session FY12-13</li> </ul>
K-12 School at Kota	Yes	Yes	<ul style="list-style-type: none"> <li>Expecting to start by Academic session FY12-13</li> </ul>
Residential K-12 School at Abu	Yes	Yes	<ul style="list-style-type: none"> <li>Expecting to start by Academic session FY13-14</li> </ul>
ProSeed Business School	Yes	No	<ul style="list-style-type: none"> <li>Operational</li> </ul>
Global Public School (K-12)	Yes	No	<ul style="list-style-type: none"> <li>Operational</li> </ul>



# Higher Education Institutions

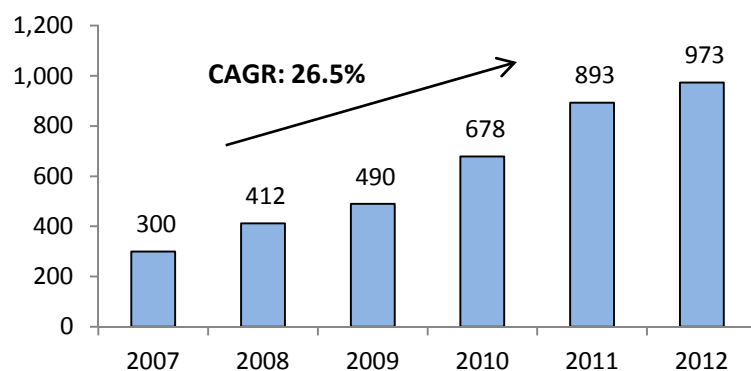




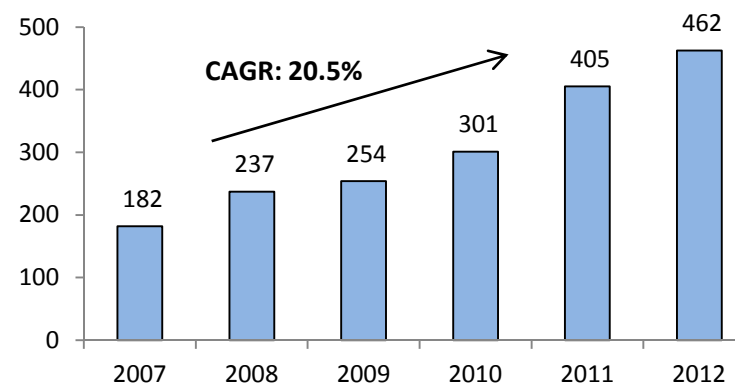
# Financial Update



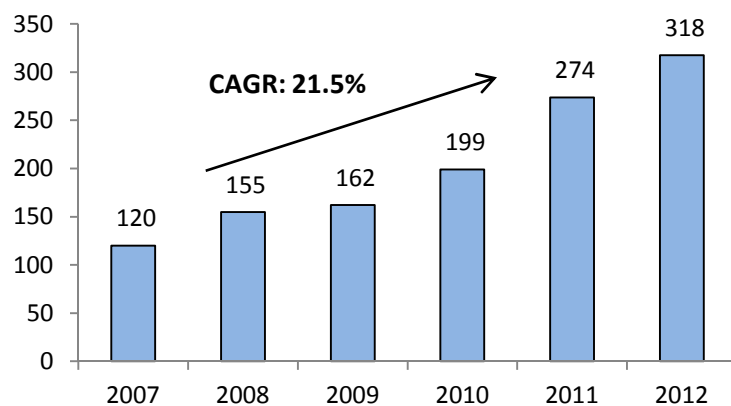
## Revenue (Rs mn)



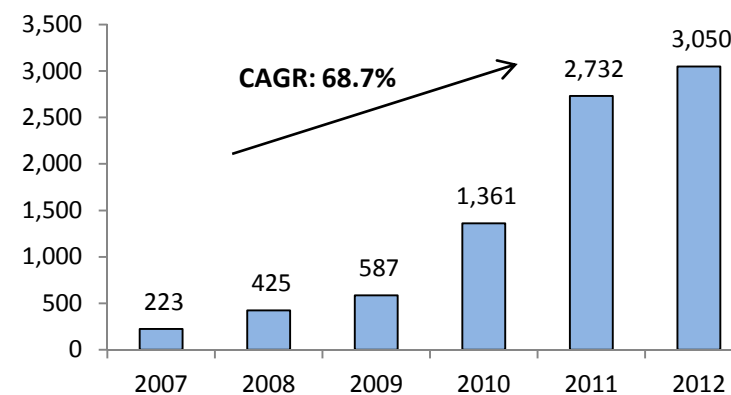
## EBITDA (Rs mn)



## Profit After Tax (Rs mn)



## Net Worth (Rs mn)





# Financials – Income Statement



	<-----Standalone Income Statement ----->					<-----Consolidated----->	
Rs Lakhs	4QFY12	4QFY11	3QFY12	FY 2012	FY 2011	FY 2012	FY 2011
<b>Income</b>							
Income from Operation	2,162.8	1,970.3	2,139.6	7,958.9	7,862.4	7,958.9	7,862.7
Other Income	277.0	440.5	671.5	1,770.5	1,070.3	1,580.1	674.8
<b>Total Income</b>	<b>2,439.8</b>	<b>2,410.9</b>	<b>2,811.2</b>	<b>9,729.5</b>	<b>8,932.6</b>	<b>9,539.0</b>	<b>8,537.5</b>
<b>Expenditure</b>							
Cost of Study Material	47.1	88.4	69.9	220.7	281.9	220.7	281.9
Employees Cost	870.4	821.7	941.5	3,353.7	3,113.0	3,359.2	3,126.3
G&A and other expenses	313.6	416.6	243.4	1,532.8	1,485.2	1,537.6	1,490.7
Dep. & Amort.	37.0	56.5	55.2	166.0	130.4	166.3	130.8
Finance Charges	1.3	0.8	1.6	4.3	5.3	4.6	5.4
<b>Total Expenditure</b>	<b>1,269.4</b>	<b>1,384.1</b>	<b>1,311.6</b>	<b>5,277.6</b>	<b>5,015.7</b>	<b>5,288.4</b>	<b>5,035.1</b>
<b>EBITDA</b>	<b>1,207.5</b>	<b>1,083.3</b>	<b>1,554.7</b>	<b>4,618.0</b>	<b>4,047.4</b>	<b>4,416.9</b>	<b>3,633.2</b>
EBITDA Margin	49.5%	44.9%	55.3%	47.5%	45.3%	46.3%	42.6%
<b>Operating EBITDA*</b>	<b>931.7</b>	<b>643.6</b>	<b>884.8</b>	<b>2,851.7</b>	<b>2,982.4</b>	<b>2,841.4</b>	<b>2,963.8</b>
Op. EBITDA margin	43.1%	32.7%	41.4%	35.8%	37.9%	35.7%	37.7%
<b>Profit Before Tax</b>	<b>1,170.4</b>	<b>1,026.8</b>	<b>1,499.5</b>	<b>4,451.9</b>	<b>3,917.0</b>	<b>4,250.6</b>	<b>3,502.4</b>
PBT Margin	48.0%	42.6%	53.3%	45.8%	43.9%	44.6%	41.0%
<b>Profit After Tax</b>	<b>888.0</b>	<b>764.7</b>	<b>1,145.7</b>	<b>3,179.6</b>	<b>2,737.4</b>	<b>2,976.6</b>	<b>2,322.8</b>
PAT Margin	36.4%	31.7%	40.8%	32.7%	30.6%	31.2%	27.2%
<b>EPS (Rs)</b>	<b>4.9</b>	<b>4.2</b>	<b>6.3</b>	<b>17.5</b>	<b>14.7</b>	<b>16.4</b>	<b>14.3</b>



# Financials – Balance Sheet



	<-----Standalone Balance Sheet----->			<-----Consolidated----->	
Rs Lakhs	31-Mar-2012	31-Mar-2011	31-Dec-2011	31-Mar-2012	31-Mar-2011
<b>Liabilities</b>					
<b>Total Shareholders' fund</b>	<b>30,497</b>	<b>27,318</b>	<b>29,609</b>	<b>29,539</b>	<b>26,559</b>
(a) Share Capital	1,813	1,813	1,813	1,813	1,813
(b) Reserve and Surplus	28,684	25,505	27,796	27,725	24,746
<b>Non-current Liabilities</b>	<b>68</b>	<b>61</b>	<b>76</b>	<b>68</b>	<b>61</b>
(a) Deferred Tax Liabilities ( Net)	29	27	37	29	27
(b) Long Term Provisions	40	34	39	40	34
<b>Current Liabilities &amp; Provisions</b>	<b>1,068</b>	<b>2,255</b>	<b>3,501</b>	<b>1,195</b>	<b>1,183</b>
(a) Current Liabilities	916	1,074	2,670	1,044	1,063
(b) Provisions	152	1,182	831	151	119
<b>Total Liabilities</b>	<b>31,634</b>	<b>29,635</b>	<b>33,185</b>	<b>30,802</b>	<b>27,803</b>
<b>Assets</b>					
<b>Fixed Assets (Including CWIP)</b>	<b>7,815</b>	<b>4,737</b>	<b>6,593</b>	<b>15,692</b>	<b>7,720</b>
<b>Non-current Assets</b>	<b>15,769</b>	<b>12,111</b>	<b>19,037</b>	<b>6,916</b>	<b>537</b>
(a) Loans and Advances	2,185	5,011	1,753	6,874	496
(b) Non-current Investments	13,584	7,099	17,284	41	39
(c) Other Non-current Assets	-	2	-	-	1
<b>Current Assets</b>	<b>8,050</b>	<b>12,787</b>	<b>7,555</b>	<b>8,195</b>	<b>19,547</b>
(a) Inventories	198	167	199	198	167
(b) Sundry Debtors	90	99	180	90	99
(c) Cash & Bank Balances	1,247	2,199	1,066	1,318	2,262
(d) Loans and Advances	432	3,805	1,420	506	3,802
(e) Current Investments	6,083	6,517	4,690	6,083	13,217
<b>Total Assets</b>	<b>31,634</b>	<b>29,635</b>	<b>33,185</b>	<b>30,802</b>	<b>27,803</b>



Thank You



## Career Point Limited

**Corporate Office:** CP Tower, Road No-1, IPIA, Kota (Rajasthan) – India. Ph: +91 744 3040000

**Registered Office:** 112-B, Shakti Nagar, Kota (Rajasthan) – India

**Website:** [www.cpil.in](http://www.cpil.in) | [www.careerpointgroup.com](http://www.careerpointgroup.com)

## Investor Contact Details

Mr. Pramod Maheshwari | Chairman & Managing Director | [pramod@cpil.in](mailto:pramod@cpil.in)

Mr. Mahesh Bhangriya | Vice President - Corporate Strategy | [mahesh@cpil.in](mailto:mahesh@cpil.in)

Mr. Tarun Jain | Company Secretary | [tarun.jain@careerpointgroup.com](mailto:tarun.jain@careerpointgroup.com)