



CAREER POINT

# CAREER POINT

Pre-school - K12 | Tutorial Services | Higher Education | Online Education

## 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.

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- Innovation
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- Integrated Solutions

## Growth Strategies

- Leverage Technology
- Multiple Offering
- Inorganic Growth

## Business Updates

- Informal Education
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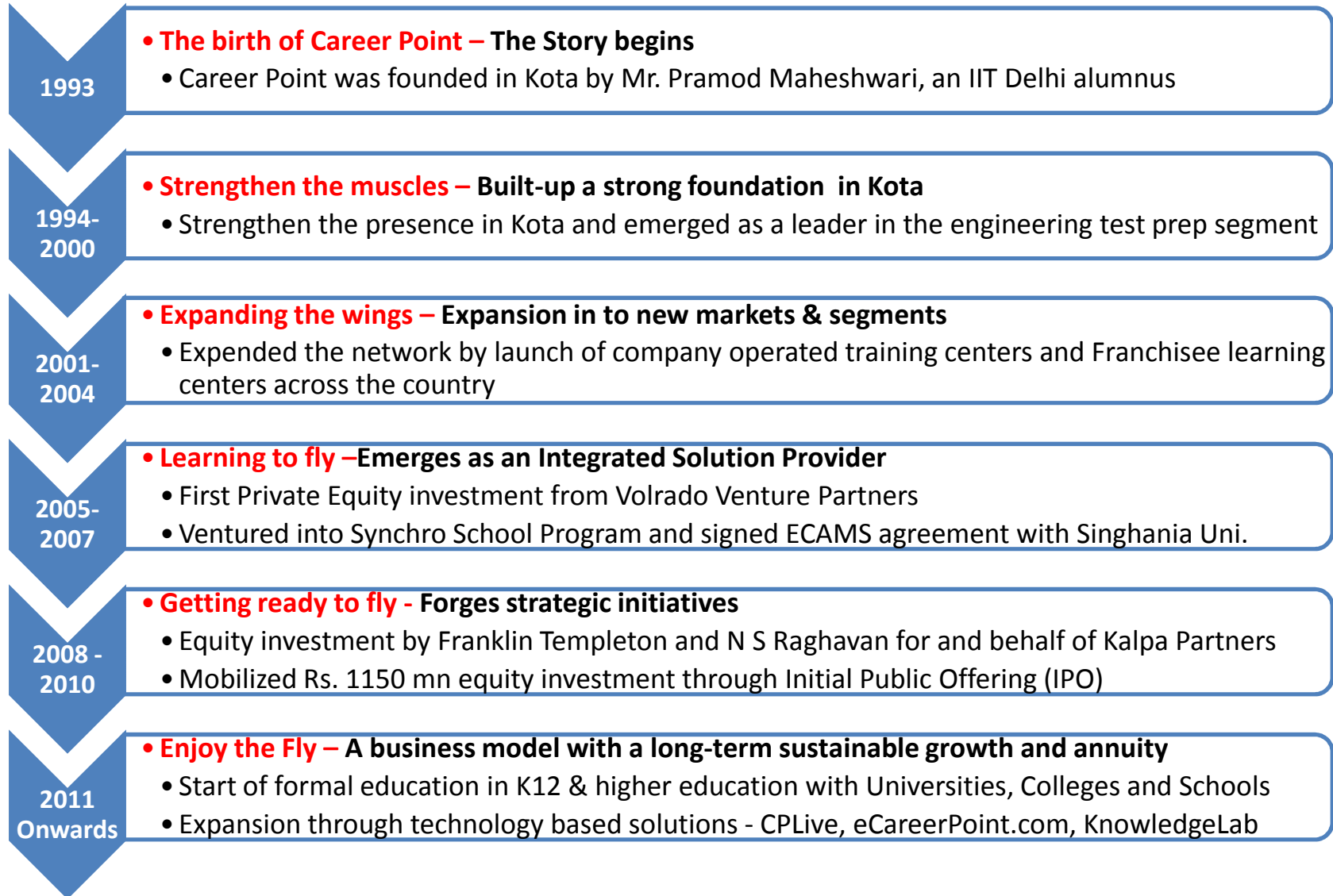
## Shareholding Data

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## Career Point Virtual Tour

- Tutorial Services
- Preschool and K12
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# History – From birth to fly: Knowledge has its own roots



# Leader in Industry Innovations



From 1993 to 1995

- \* Developed concept of all subjects coaching for IIT-JEE/AIEEE under one roof
- \* Set-up Study Material Development Center (R&D) in Kota
- \* Started Post-selection Counseling for students
- \* Implemented Faculty Training Program

From 1996 to 2001

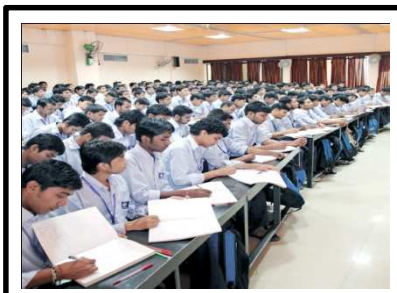
- \* Set-up branches outside Kota and promoted Kota Coaching System
- \* Launched All India Test Series and courses exclusive for AIEEE
- \* Started recruitment of faculties from various IITs
- \* Started CBSE school up to class XII in Kota

From 2002 to 2009

- \* Launched Technology enabled coaching through Satellite
- \* Started preparing students separately for Board exams
- \* Attracted Global Investments through Private Equities
- \* Provided Student Welfare Cell for non-academic support

From 2010 onwards

- \* Launched formulae book on mobile (M-learning) and solutions on DTH (i-Exam)
- \* Offered Personalized Adaptive Performance Analysis and Feedback
- \* First Coaching institute who got listed on BSE & NSE
- \* Started residential coaching with integrated school campus



# 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>▪ Joint Entrance Examination – JEE Main and JEE Advance for Engineering adm.</li> <li>▪ National Entrance cum Eligibility Test – NEET UG for Medical admissions</li> <li>▪ Pre-foundation courses and others</li> </ul>	<p>Catering to K-12 and Higher Education segments</p> <ul style="list-style-type: none"> <li>▪ Auxiliary Education Services: 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>▪ School Integrated 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</li> <li>▪ Career Point World School, Jodhpur</li> <li>▪ Residential K-12 Schools, Kota &amp; Mt. Abu</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

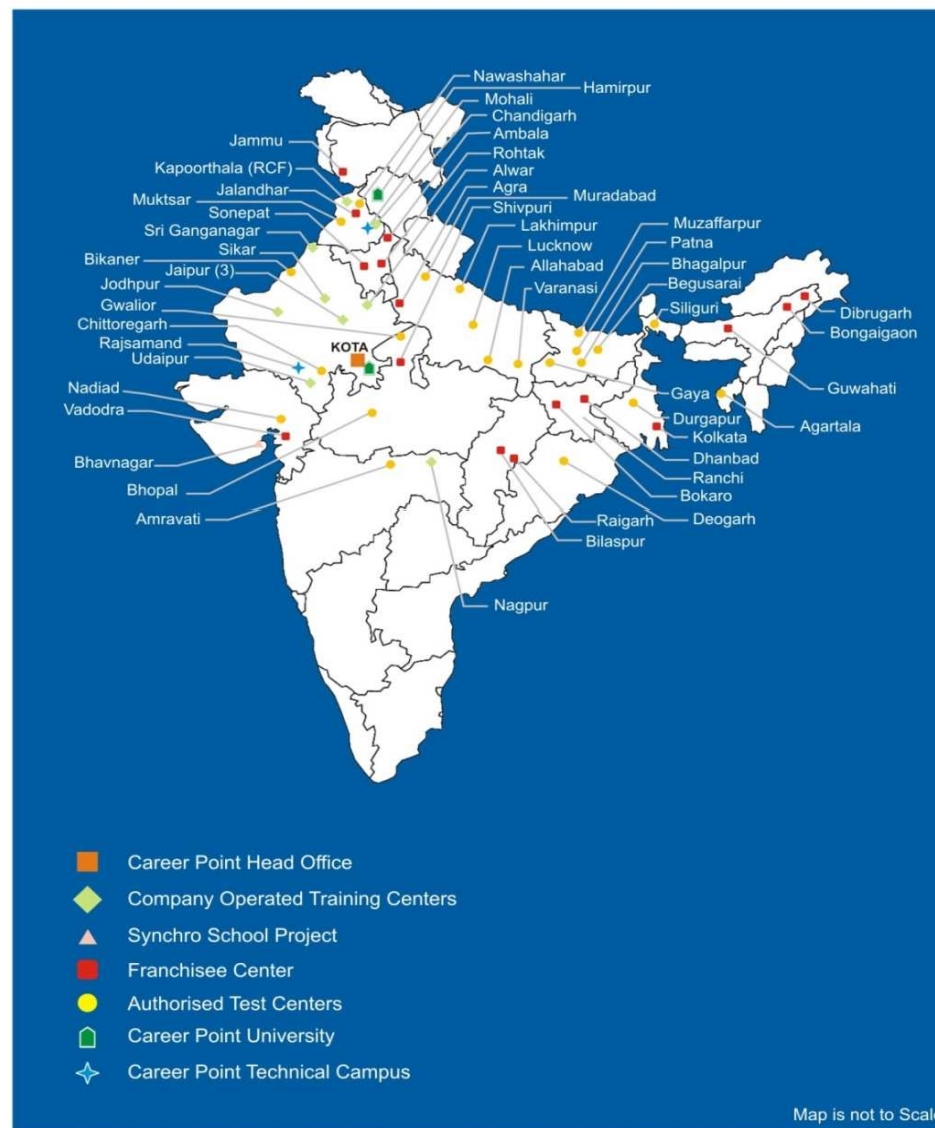


Business school & Vocational training



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

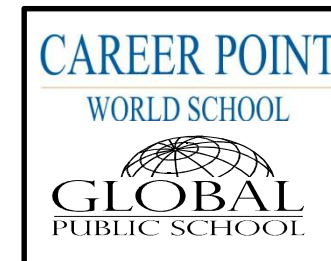
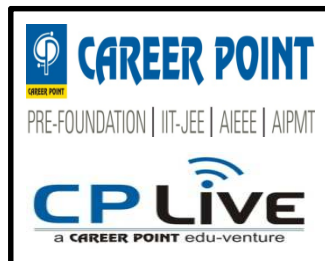
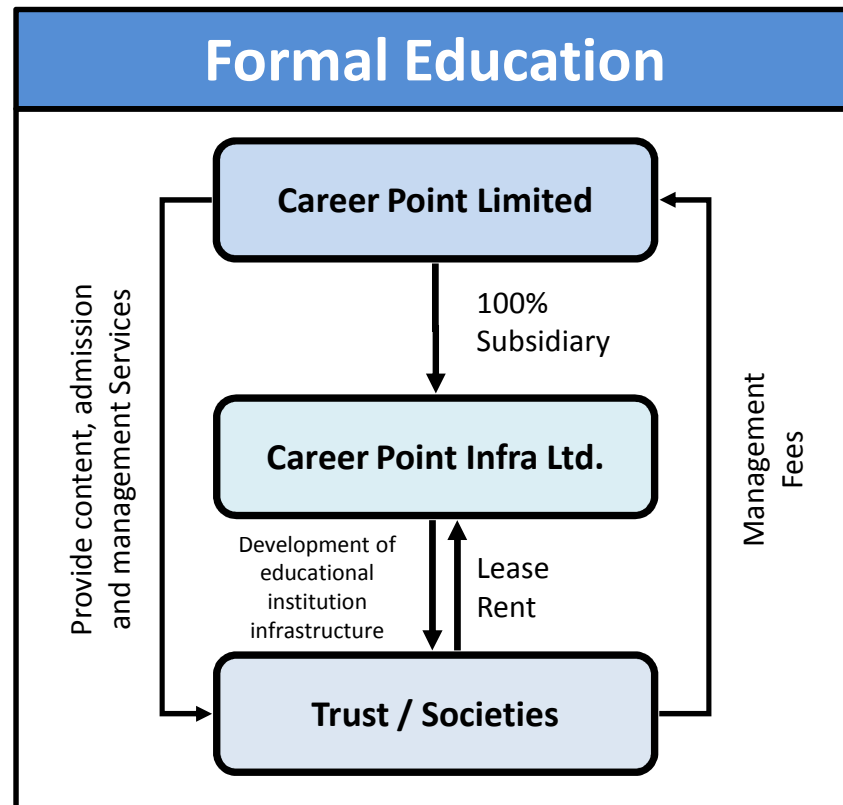
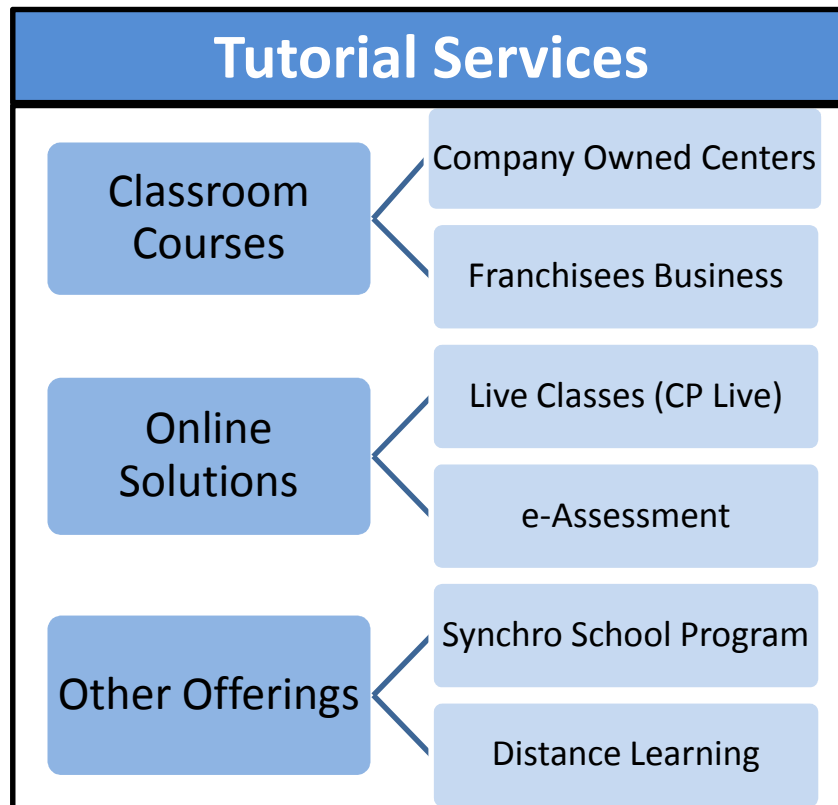
National Science Proficiency Test



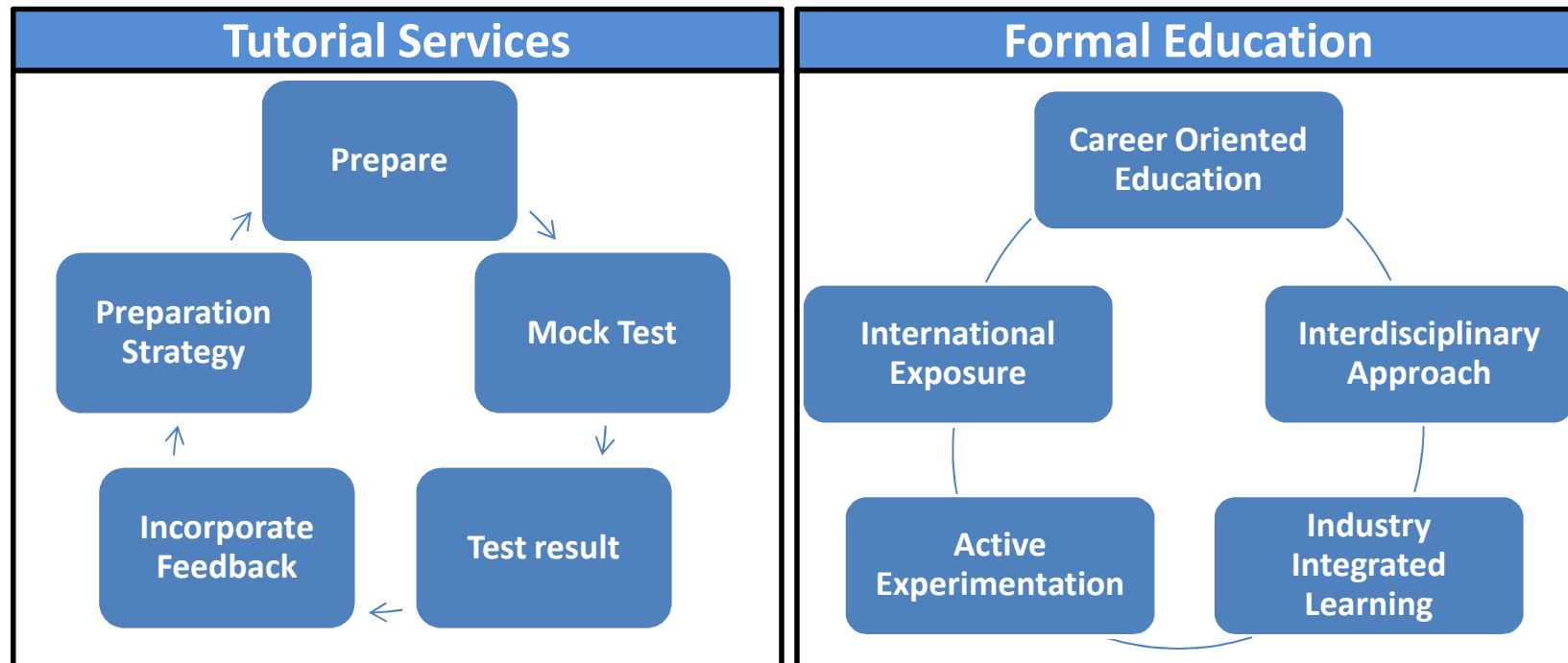
Career Point - Where Care leads to Career



# Business Model – Integrated Solution Provider



# Service delivery – Pursue Excellence...



## Salient features

Tutorial Services	Formal Education
Result Oriented Teaching Methodology	Classroom Teaching aimed at in-depth Subject Knowledge
Regular Assessment with Personalized feedback	Theoretical Training with Conceptualization and Practical Exposure
Best faculty with Extended Academic Support	Case Studies, Role Play and Project Works based Approach
High-tech Communication and Technological Prowess	Sports Activities, Personality Development & Extracurricular focus
Macro and Micro level Analysis for Overall Strategy	World class Infrastructure for a Conducive Learning Environment

# Product Portfolio – KG to PhD



Integrated Solution Provider across the Education Value Chain throughout the Life Cycle of a Student

## Pre-School

2-5 years age



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

## K-12

6-18 years age



[www.careerpointschool.in](http://www.careerpointschool.in)

## Tutorial Services

15-20 years age



[www.careerpoint.ac.in](http://www.careerpoint.ac.in)

## Higher Education

18+ Age Group



Rajasthan



Himachal Pradesh



Rajsamand



Mohali

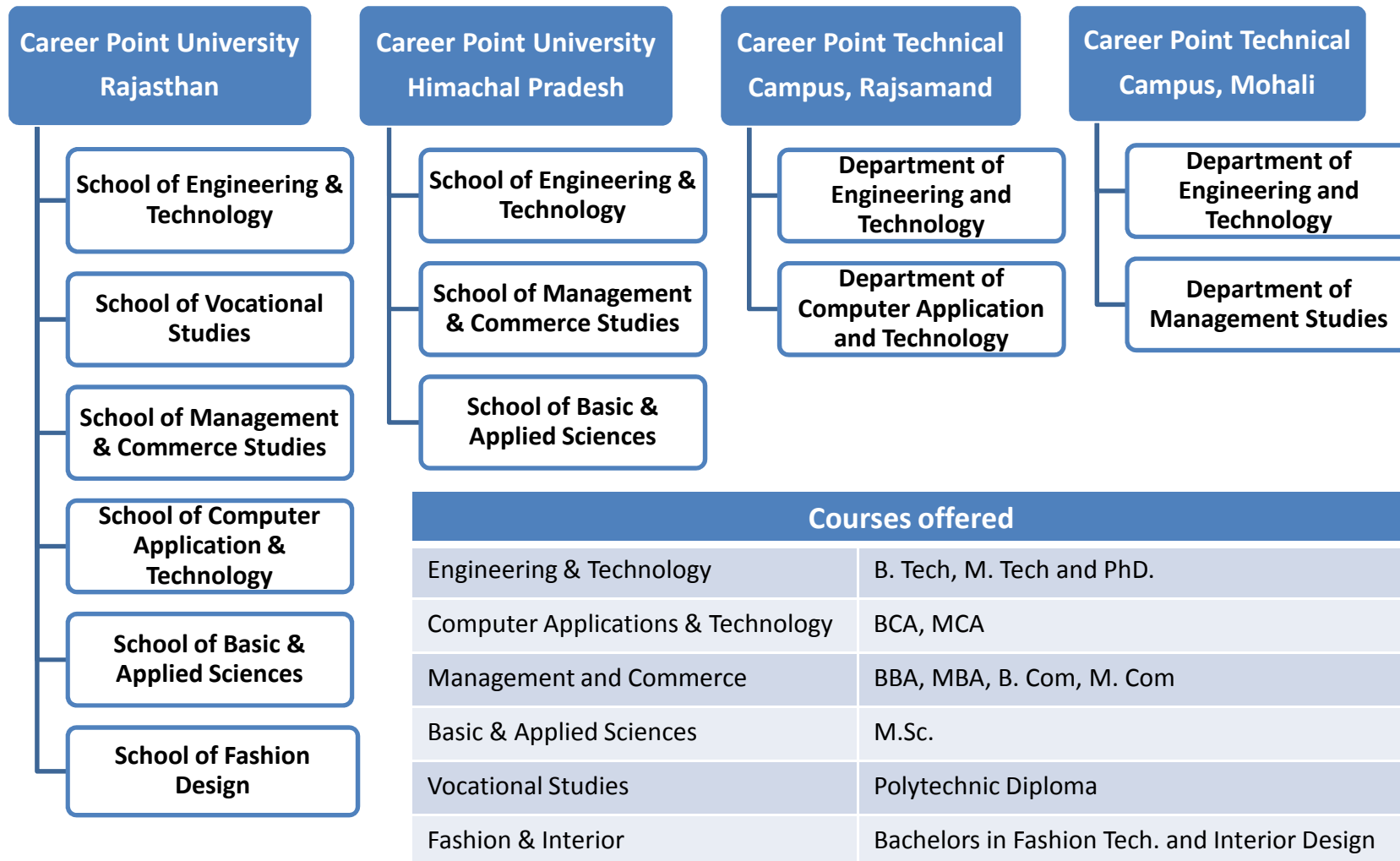
[www.cpuniverse.in](http://www.cpuniverse.in)

# Tutorial Services Product Matrix



	JEE Advance	JEE Main	Pre-Medical	Pre-foundation
<b>Classroom Programs</b>	<b>Long-term</b> ✓ Foundation Course ✓ Fresher Course ✓ Target Course  <b>Short-term</b> ✓ Rank Shaper Course ✓ Revision Test Series	<b>Long-term</b> ✓ Foundation Course ✓ Fresher Course ✓ Target Course ✓ Pathfinder Course ✓ Compact Course  <b>Short-term</b> ✓ Rank Shaper Course ✓ Crash Course ✓ Revision Test Series ✓ Bridge Course	<b>Long-term</b> ✓ Nurture Course ✓ Enthuse Course ✓ Achiever Course ✓ Target Course  <b>Short-term</b> ✓ Rank Shaper Course ✓ Revision Test Series	<b>Year Long</b> ✓ Focus (Class VI) ✓ Aim (Class VII) ✓ Mission (Class VIII) ✓ Action (Class IX) ✓ Pre-foundation (X)  <b>Short-term</b> ✓ Summer Programs
<b>VSAT – enabled Centers</b>	<b>Long-term</b> ✓ Foundation Course ✓ Fresher Course ✓ Target Course		<b>Long-term</b> ✓ Nurture Course ✓ Enthuse Course ✓ Achiever Course	
<b>Distance Learning Programs</b>	✓ Study Material Package ✓ Rankers Package ✓ All India Test Series ✓ Online Test Series	✓ Study Material Package ✓ Rankers Package ✓ All India Test Series ✓ Online Test Series	✓ Study Material Package ✓ Rankers Package ✓ All India Test Series ✓ Online Test Series	✓ NTSE, KVPY, Olympiad Test Series

# Higher Education Programs



# K-12 Services



Career Point School Brands		
<b>Career Point International School</b>	Affiliated to IGCSE and/or IB	High –end residential cum day school
<b>Career Point World School</b>	Affiliated to CBSE / CISCE	Middle –end residential cum day school
<b>Career Point Public School</b>	Affiliated to State Boards	Entry-level day school

Services Matrix			
	Branding and Expertise	Operational Management	Asset Ownership
<b>Company Owned Company Operated (COCO Model)</b>	√	√	√
<b>Franchisee Owned Company Operated (FOCO Model)</b>	√	√	×
<b>Franchisee Owned Franchisee Operated (FOFO Model)</b>	√	×	×

× Managed / Owned by Franchisee

# 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

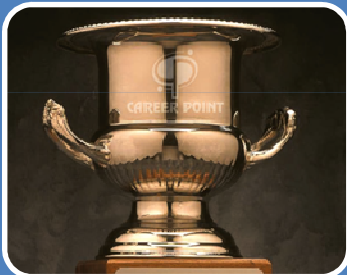
The diversified business operations with multiple product offerings including Test Preparation, K-12 Schools, Technical Campuses, and Private Universities in various geographies

# 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

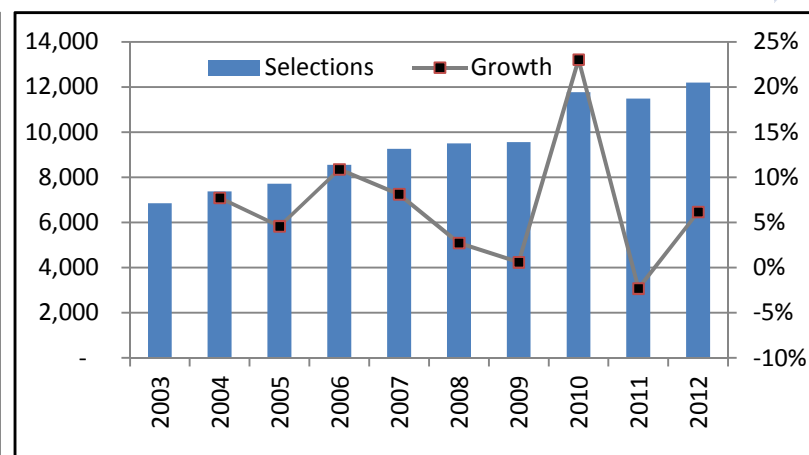
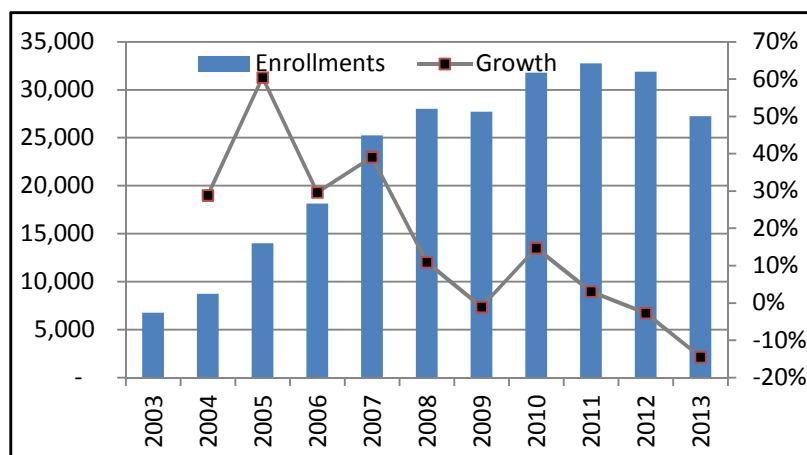
- Expansion through fast and cost-effective technology based solutions - CPLive, eCareerPoint.com, KnowledgeLab, iExam

## 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 Update – Tutorial Services



Mode of Operations	
Company Operated Learning Centers	13
Franchisees Centers	13
CP Live Centers	21
Test Series Centers	60+

<u>Enrollments</u>	FY 2012	9M FY13	FY 2013
<b>Company Centers</b>	<b>24,436</b>	<b>19,695</b>	<b>20,240</b>
Branches LT*	21,246	16,717	17,262
Branches ST*	3,190	2,978	2,978
<b>Franchisees</b>	<b>2,512</b>	<b>2,130</b>	<b>2,135</b>
Franchisee LT	1,799	1,749	1,754
Franchisee ST	713	381	381
<b>Distance Learning</b>	<b>4,931</b>	<b>3,872</b>	<b>4,882</b>
<b>Total Enrollments</b>	<b>31,879</b>	<b>25,697</b>	<b>27,257</b>

# Business Update – Formal Education



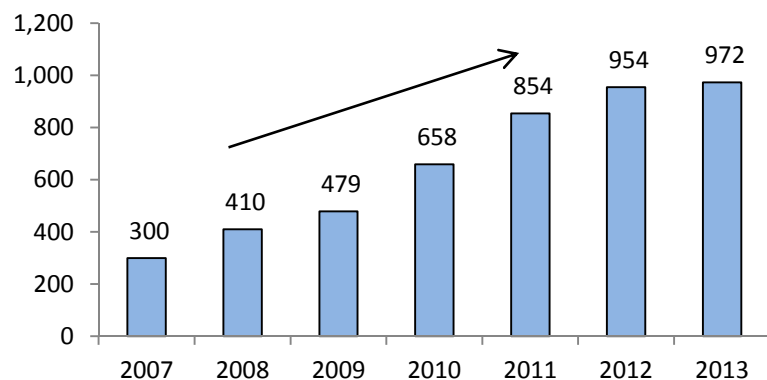
Name of the Project / Institution	Services		Status
	AES	ISS	
Career Point University, Kota	Yes	Yes	<ul style="list-style-type: none"> <li>•Act was passed by Govt. of Rajasthan in April 2012</li> <li>•Completed first academic session 2012-13</li> </ul>
Career Point University, Hamirpur	Yes	Yes	<ul style="list-style-type: none"> <li>•Approved by Govt. of Himachal Pradesh in May 2012</li> <li>•Completed first academic session 2012-13</li> </ul>
Career Point Technical Campus, Rajsamand	Yes	Yes	<ul style="list-style-type: none"> <li>•Approved by AICTE and Raj. Technical University</li> <li>•Completed first academic session 2012-13</li> </ul>
K-12 School at Jodhpur	Yes	Yes	<ul style="list-style-type: none"> <li>•Started the first year of operations 2013-14</li> </ul>
Residential K-12 School at Kota	Yes	Yes	<ul style="list-style-type: none"> <li>•Started the first year of operations 2013-14</li> </ul>
Residential K-12 School at Abu	Yes	Yes	<ul style="list-style-type: none"> <li>•Operations are not started yet</li> </ul>
ProSeed Business School	Yes	No	<ul style="list-style-type: none"> <li>•Operational (division of Career Point Uni., Kota)</li> </ul>
Global Public School (K-12), Kota	Yes	No	<ul style="list-style-type: none"> <li>•Operational since year 2003</li> </ul>

AES: Auxiliary Education Services; ISS: Infrastructure Support Services

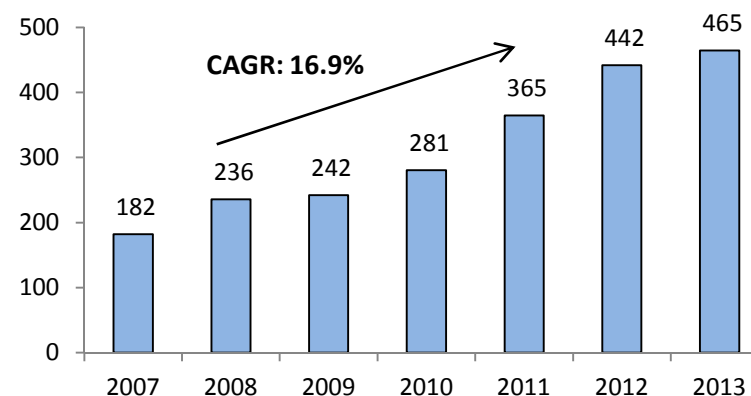
# Financial Update



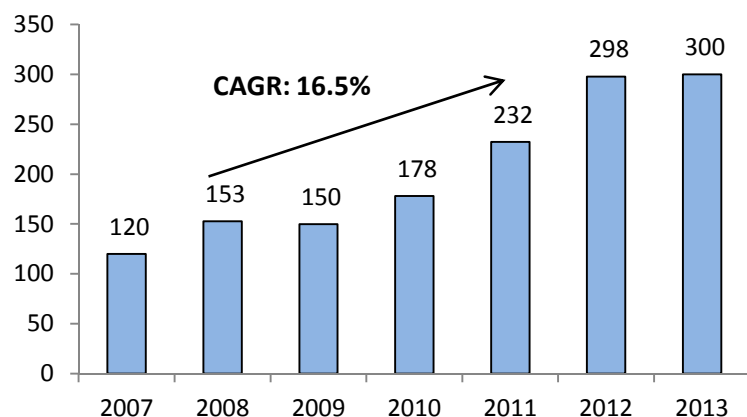
## Revenue



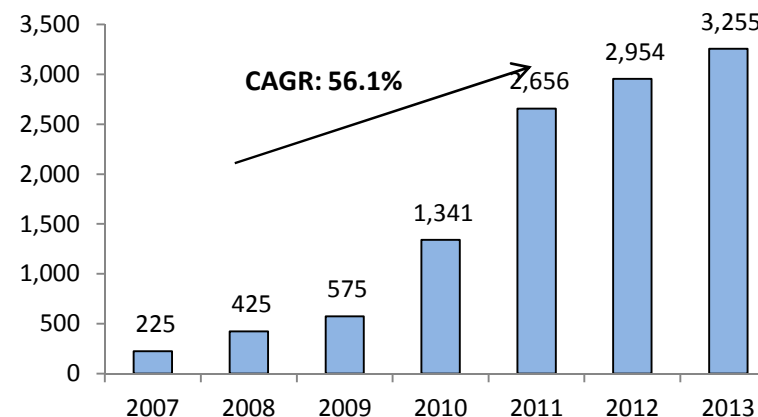
## EBITDA



## Profit After Tax



## Net Worth



Figures are in Million Rupees at Consolidate level

# Financials – Income Statement (Standalone)



Income Statement	<----- Standalone ----->				
Rs Lakhs	4QFY13	4QFY12	3QFY13	FY2012-13	FY2011-12
<b>Income</b>					
Income from Operation	1,918.1	2,162.8	1,882.7	7,055.9	7,958.9
Other Income	81.6	277.0	128.3	682.9	1,770.5
<b>Total Income</b>	<b>1,999.7</b>	<b>2,439.8</b>	<b>2,010.9</b>	<b>7,738.8</b>	<b>9,729.5</b>
<b>Expenditure</b>					
Cost of Study Material	75.7	47.1	58.2	253.5	220.7
Employees Cost	871.2	870.4	931.3	3,425.9	3,353.7
G&A and other expenses	263.8	313.6	223.1	1,360.7	1,532.8
Dep. & Amort.	44.0	37.0	45.7	177.6	166.0
Finance Charges	66.6	1.3	20.9	95.9	4.3
<b>Total Expenditure</b>	<b>1,321.3</b>	<b>1,269.4</b>	<b>1,279.2</b>	<b>5,313.6</b>	<b>5,277.6</b>
<b>EBITDA</b>	<b>789.0</b>	<b>1,208.7</b>	<b>798.4</b>	<b>2,698.7</b>	<b>4,622.3</b>
EBITDA Margin	39.5%	49.5%	39.7%	34.9%	47.5%
<b>Operating EBITDA</b>	<b>707.4</b>	<b>931.7</b>	<b>670.1</b>	<b>2,015.8</b>	<b>2,851.7</b>
Op. EBITDA margin	36.9%	43.1%	35.6%	28.6%	35.8%
<b>Profit Before Tax</b>	<b>678.4</b>	<b>1,170.4</b>	<b>731.8</b>	<b>2,425.2</b>	<b>4,451.9</b>
PBT Margin	33.9%	48.0%	36.4%	31.3%	45.8%
<b>Profit After Tax</b>	<b>246.4</b>	<b>888.0</b>	<b>518.5</b>	<b>1,539.9</b>	<b>3,179.6</b>
PAT Margin	12.3%	36.4%	25.8%	19.9%	32.7%
<b>EPS (Rs)</b>	<b>1.4</b>	<b>4.9</b>	<b>2.9</b>	<b>8.5</b>	<b>17.5</b>

# Financials – Income Statement (Consolidated)



Income Statement	<----- Consolidated ----->				
Rs Lakhs	4QFY13	4QFY12	3QFY13	FY2012-13	FY2011-12
<b>Income</b>					
Income from Operation	2,118.5	2,162.8	2,081.5	7,763.4	7,958.9
Other Income	577.2	260.0	623.1	1,961.5	1,580.1
<b>Total Income</b>	<b>2,695.6</b>	<b>2,422.7</b>	<b>2,704.7</b>	<b>9,724.9</b>	<b>9,539.0</b>
<b>Expenditure</b>					
Cost of Study Material	75.7	47.1	58.2	253.5	220.7
Employees Cost	877.1	872.4	932.4	3,436.3	3,359.2
G&A and other expenses	286.7	317.4	227.2	1,387.8	1,537.6
Dep. & Amort.	66.4	37.1	67.7	257.7	166.3
Finance Charges	138.3	1.3	21.2	167.9	4.6
<b>Total Expenditure</b>	<b>1,444.2</b>	<b>1,275.3</b>	<b>1,306.9</b>	<b>5,503.2</b>	<b>5,288.4</b>
<b>EBITDA</b>	<b>1,456.2</b>	<b>1,185.8</b>	<b>1,486.7</b>	<b>4,647.3</b>	<b>4,421.5</b>
EBITDA Margin	54.0%	48.9%	55.0%	47.8%	46.4%
<b>Operating EBITDA</b>	<b>879.0</b>	<b>925.9</b>	<b>863.6</b>	<b>2,685.7</b>	<b>2,841.4</b>
Op. EBITDA margin	41.5%	42.8%	41.5%	34.6%	35.7%
<b>Profit Before Tax</b>	<b>1,251.5</b>	<b>1,147.4</b>	<b>1,397.8</b>	<b>4,221.7</b>	<b>4,250.6</b>
PBT Margin	46.4%	47.4%	51.7%	43.4%	44.6%
<b>Profit After Tax</b>	<b>773.2</b>	<b>863.3</b>	<b>1,137.0</b>	<b>3,012.7</b>	<b>2,979.6</b>
PAT Margin	28.7%	35.6%	42.0%	31.0%	31.2%
<b>EPS (Rs)</b>	<b>4.3</b>	<b>4.8</b>	<b>6.3</b>	<b>16.6</b>	<b>16.4</b>

# Financials – Balance Sheet



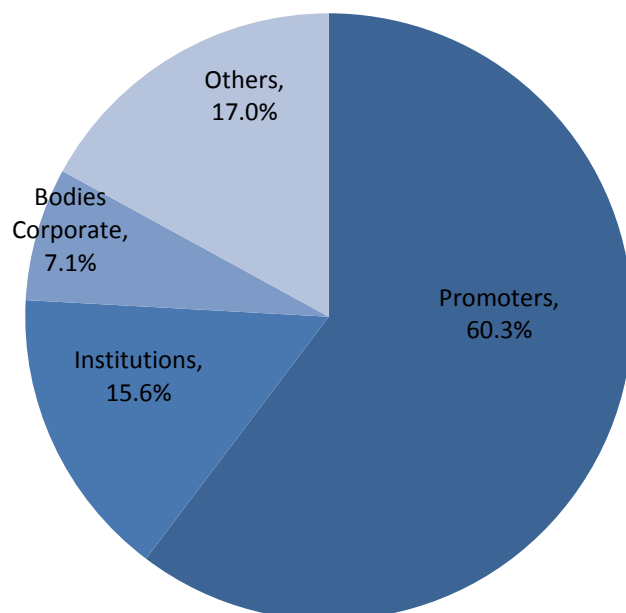
Balance Sheet	<----- Standalone ----->			<----- Consolidated ----->		
Rs Lakhs	31-Mar-2013	31-Dec-2012	31-Mar-2012	31-Mar-2013	31-Dec-2012	31-Mar-2012
<b>Liabilities</b>						
<b>Shareholders' fund</b>	<b>32,037</b>	<b>31,790</b>	<b>30,497</b>	<b>32,559</b>	<b>31,781</b>	<b>29,539</b>
(a) Share Capital	1,813	1,813	1,813	1,813	1,813	1,813
(b) Reserve and Surplus	30,224	29,977	28,684	30,745	29,968	27,725
<b>Non-current Liabilities</b>	<b>125</b>	<b>117</b>	<b>68</b>	<b>279</b>	<b>223</b>	<b>68</b>
(a) Def. Tax Liabilities	79	72	29	233	177	29
(b) Long Term Provisions	46	46	40	46	46	40
<b>Current Liabilities</b>	<b>1,160</b>	<b>2,465</b>	<b>1,068</b>	<b>1,384</b>	<b>2,845</b>	<b>1,195</b>
(a) Current Liabilities	1,047	2,274	916	1,265	2,465	1,044
(b) Provisions	112	191	152	119	380	151
<b>Short-term borrowings</b>	<b>2,715</b>	<b>800</b>	<b>-</b>	<b>5,316</b>	<b>1,760</b>	<b>-</b>
<b>Total Liabilities</b>	<b>36,037</b>	<b>35,173</b>	<b>31,634</b>	<b>39,537</b>	<b>36,609</b>	<b>30,802</b>
<b>Assets</b>						
<b>Fixed Assets (inc. WIP)</b>	<b>10,778</b>	<b>10,069</b>	<b>7,815</b>	<b>19,834</b>	<b>18,898</b>	<b>15,692</b>
<b>Non-current Assets</b>	<b>14,503</b>	<b>15,518</b>	<b>15,769</b>	<b>6,790</b>	<b>5,903</b>	<b>6,916</b>
(a) Loans and Advances	891	1,911	2,185	6,747	5,862	6,874
(b) Investments	13,612	13,606	13,584	42	41	41
(c) Other Assets	-	-	-	1	-	-
<b>Current Assets</b>	<b>10,756</b>	<b>9,587</b>	<b>8,050</b>	<b>12,912</b>	<b>11,808</b>	<b>8,195</b>
(a) Inventories	196	190	198	196	190	198
(b) Sundry Debtors	112	108	90	752	565	90
(c) Cash & Bank Balances	681	401	1,247	727	408	1,318
(d) Current Investments	9,158	8,130	6,083	10,635	9,344	6,083
(e) Loans and Advances	608	758	432	602	1,301	506
<b>Total Assets</b>	<b>36,037</b>	<b>35,173</b>	<b>31,634</b>	<b>39,537</b>	<b>36,609</b>	<b>30,802</b>

# Shareholding Data



Stock exchange	Symbol
National Stock Exchange	CAREERP
Bombay Stock Exchange	533260

## Shareholding Pattern



## Key Non-Promoters Ownership

ICICI Prudential	7.01%
Reliance Capital	5.65%
Volrado Venture	3.76%
Franklin Templeton	3.31%
Nadathur S Raghavan	1.88%
DSP Blackrock	1.49%
Axis Mutual Fund	0.80%
Sundaram Mutual Fund	0.53%
<b>Total</b>	<b>24.43%</b>

As on 30 Mar 2013



# Career Point Virtual tour



# CP System: Result Oriented Teaching Methodology



State of the Art Classrooms



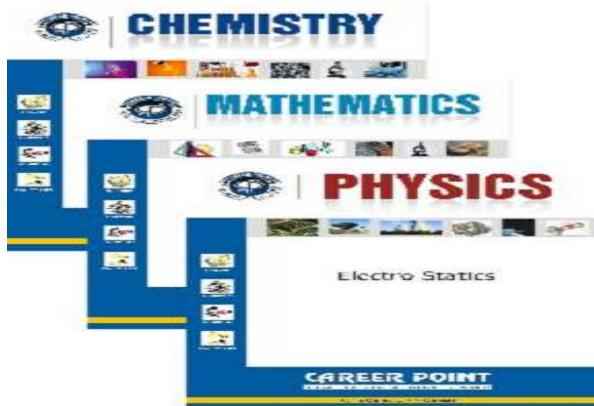
Problem Solving Counters



Knowledge Lab



Study Material Support



Information Kiosks



Practical Exposure





# CP facilities: Conducive Environment for Learning



Student Welfare Cell & Help Desk



Immediate Medical Care



ATM in Coaching Campus



Study Material R&D Cell



Administration Block



Cafeteria



# GPS: Global Public School





# Tutorial Services and K-12 Campuses



Career Point, Udaipur



Career Point, Jaipur



Residential School, Kota



Career Point World School, Jodhpur



# CP Higher Education Institutions



**Career Point University  
Kota, Rajasthan**



**Career Point University  
Hamirpur, Himachal Pradesh**



**Career Point Technical Campus  
Rajsamand - Udaipur, Rajasthan**



**Career Point Technical Campus  
Mohali - Chandigarh, Punjab**





# Aerial view



Career Point University, Kota

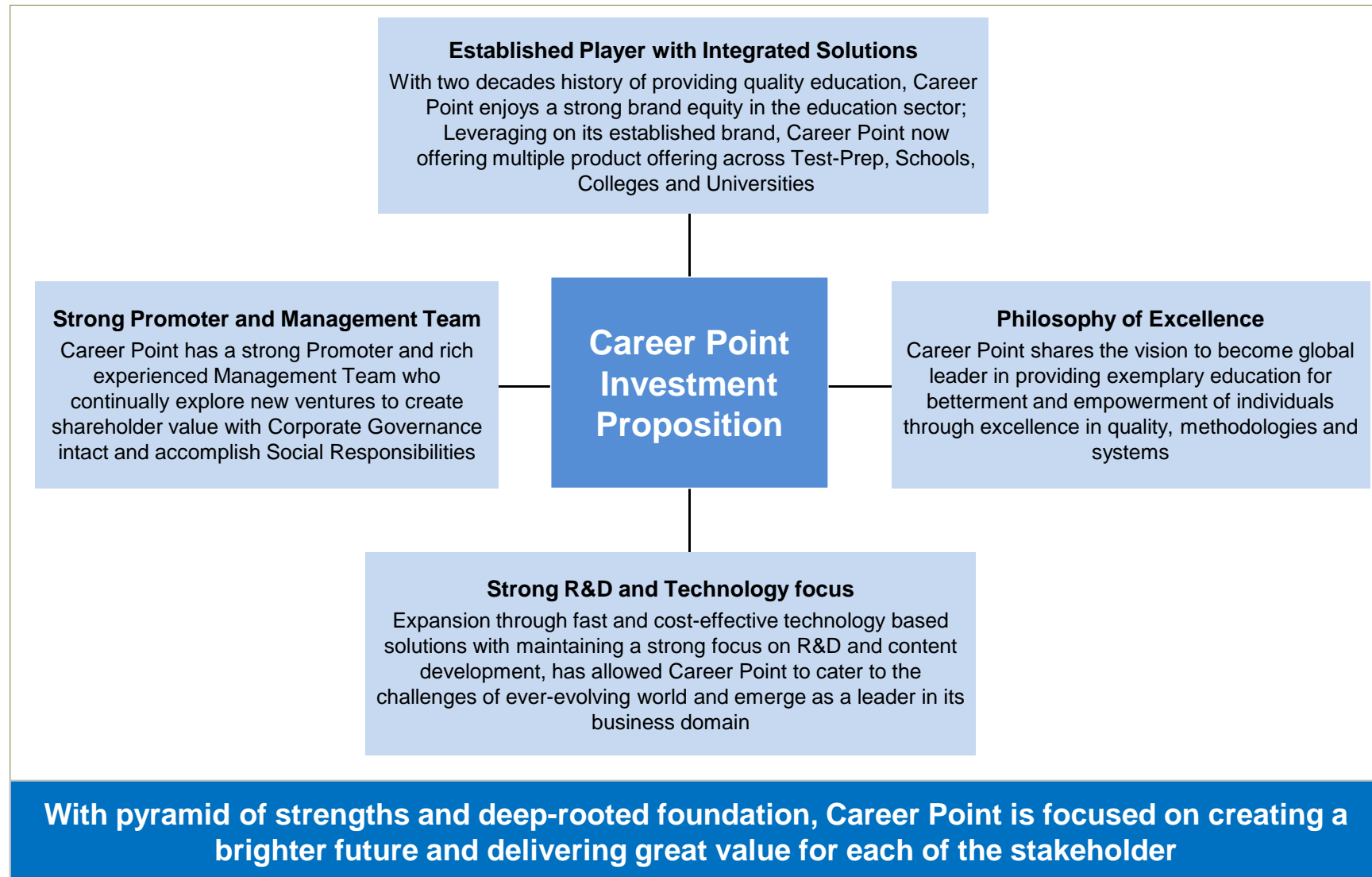


Integrated Campus, Kota



Classrooms		Boys Hostel		Girls Hostel		Labs and Library
Staff Residence		Guest Houses		Sports Complex		Commercial Plaza

# Highlights





Thank You



## Career Point Limited

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Tutorial services and Higher Education: [www.careerpoint.ac.in](http://www.careerpoint.ac.in) | [www.cpuniverse.in](http://www.cpuniverse.in)

Preschool and K12: [www.globalpublicschool.com](http://www.globalpublicschool.com) | [www.careerpointschool.in](http://www.careerpointschool.in)

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