



# CAREER POINT

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

## Investor Presentation – 1H FY2012-13

# 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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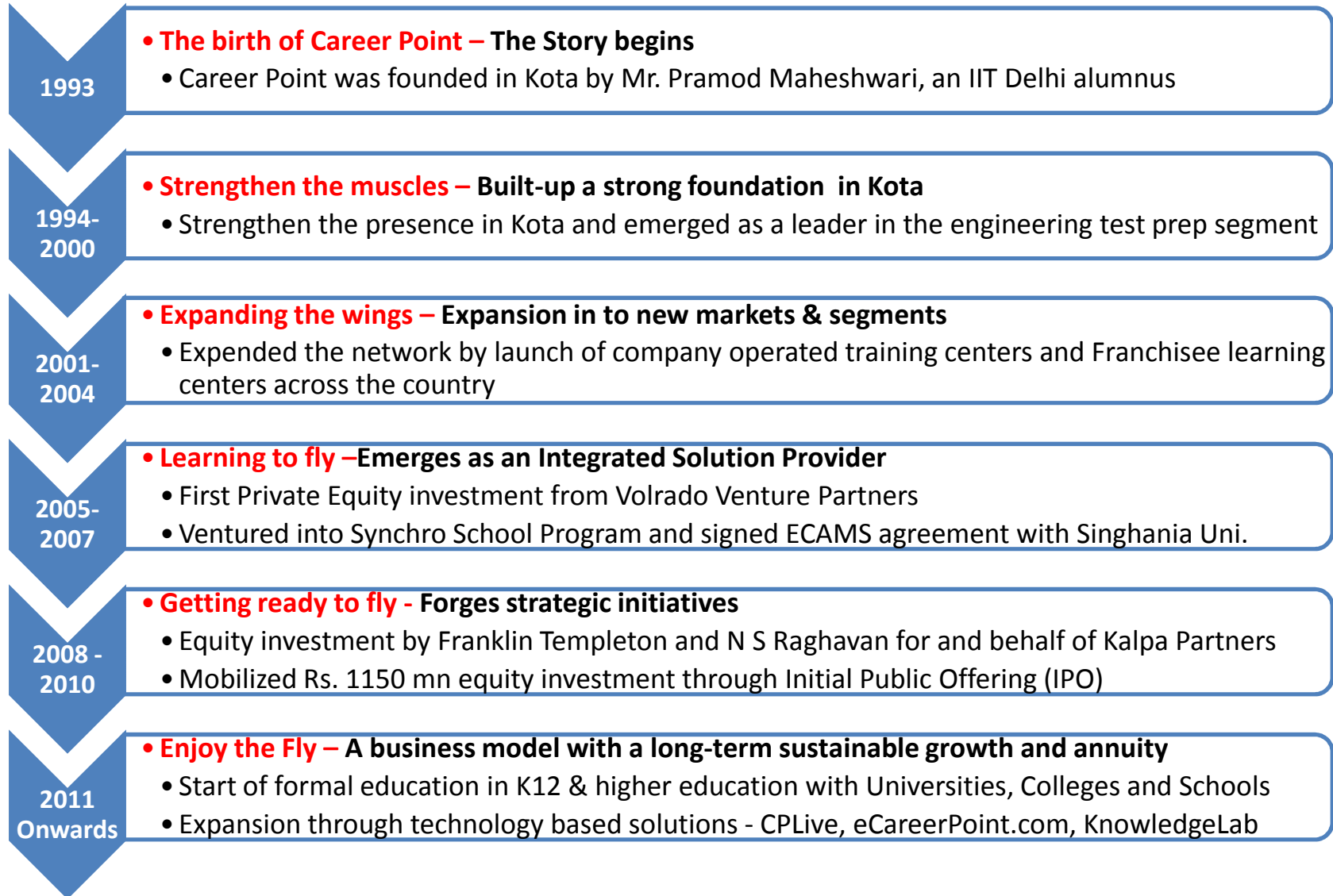
## Shareholding Data

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## Career Point Virtual Tour

- Tutorial Services
- Preschool and K12
- Higher Education

# 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

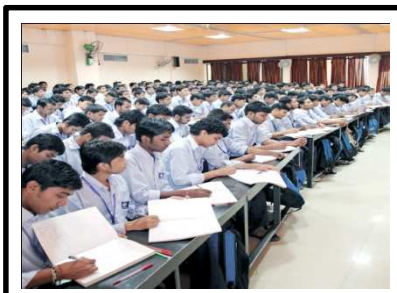
- \* Set-up branches outside Kota and promoted Kota Coaching System
- \* Launched All India Test Series and courses exclusive for AIEEE
- \* Started recruitment of faculties from various IITs
- \* Started CBSE school up to class XII in Kota

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>▪ 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>▪ <a href="http://ecareerpoint.com">ecareerpoint.com</a> : 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



Educational Consultancy & Management Services

Education Consultancy and Management Services



Playgroup and K-12 school



**CAREER POINT**  
UNIVERSITY

**CAREER POINT**  
TECHNICAL CAMPUS

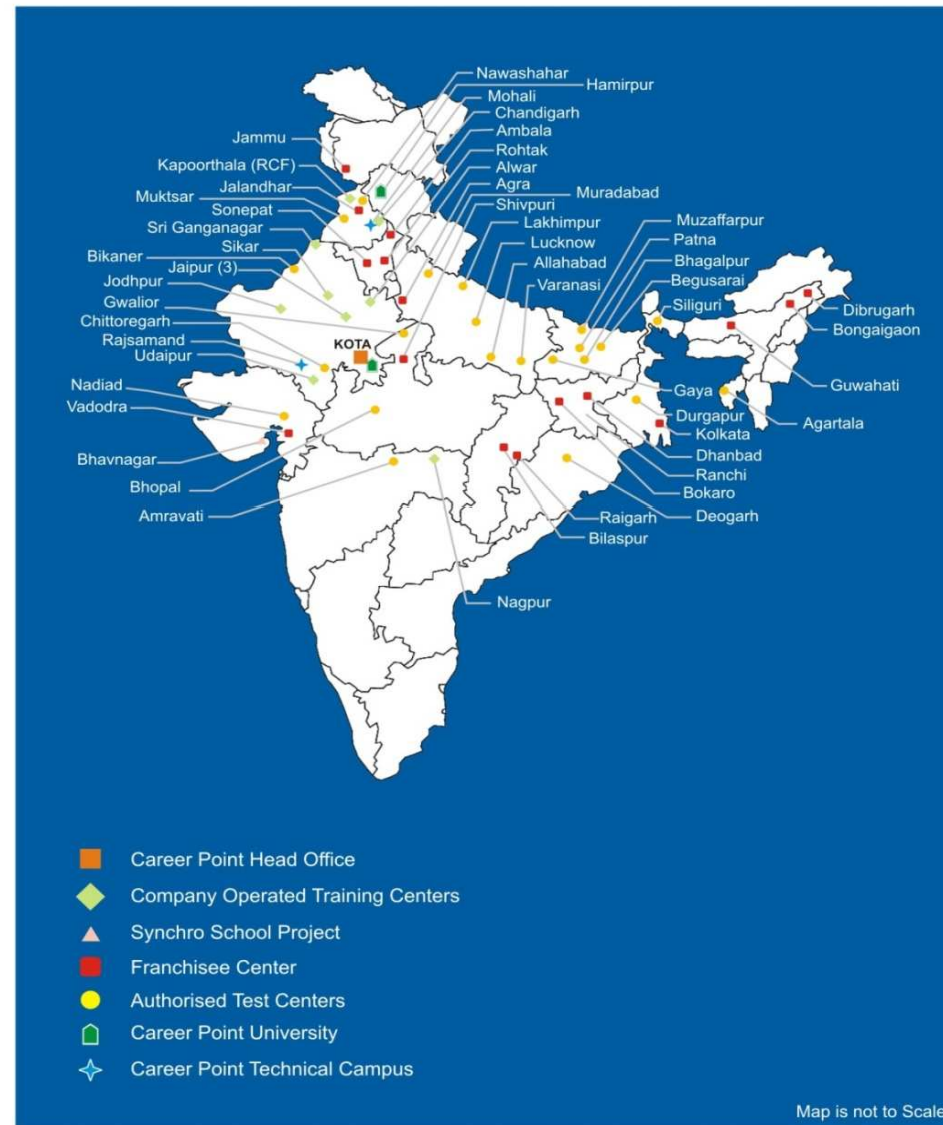
Higher Education



Business school & Vocational training



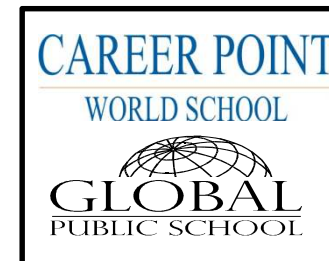
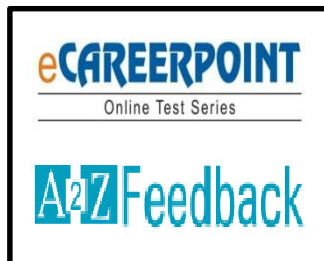
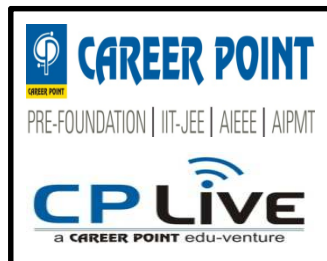
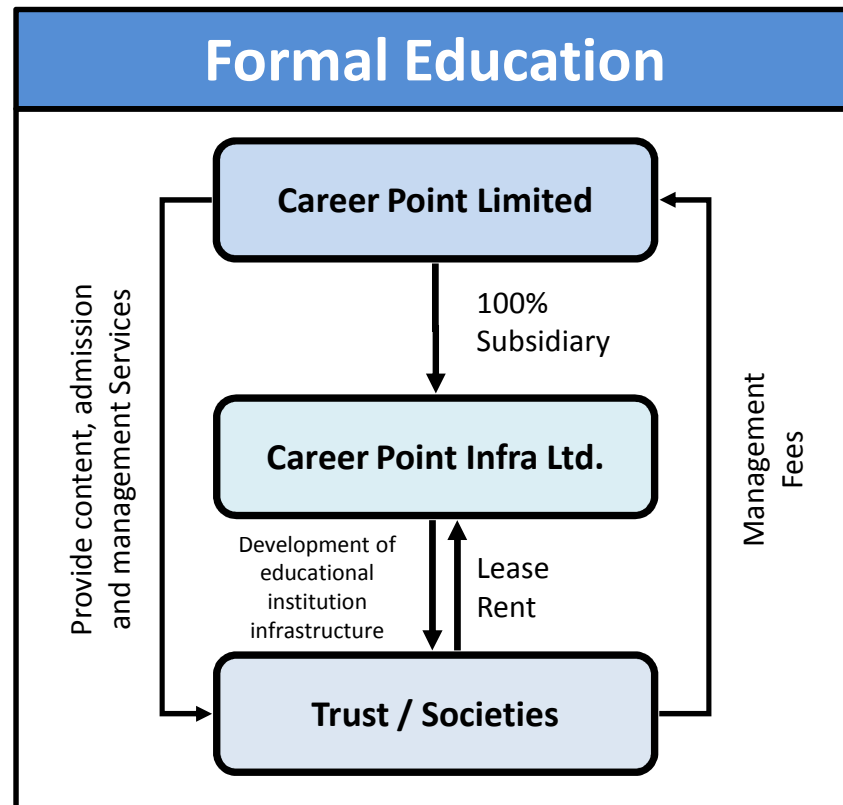
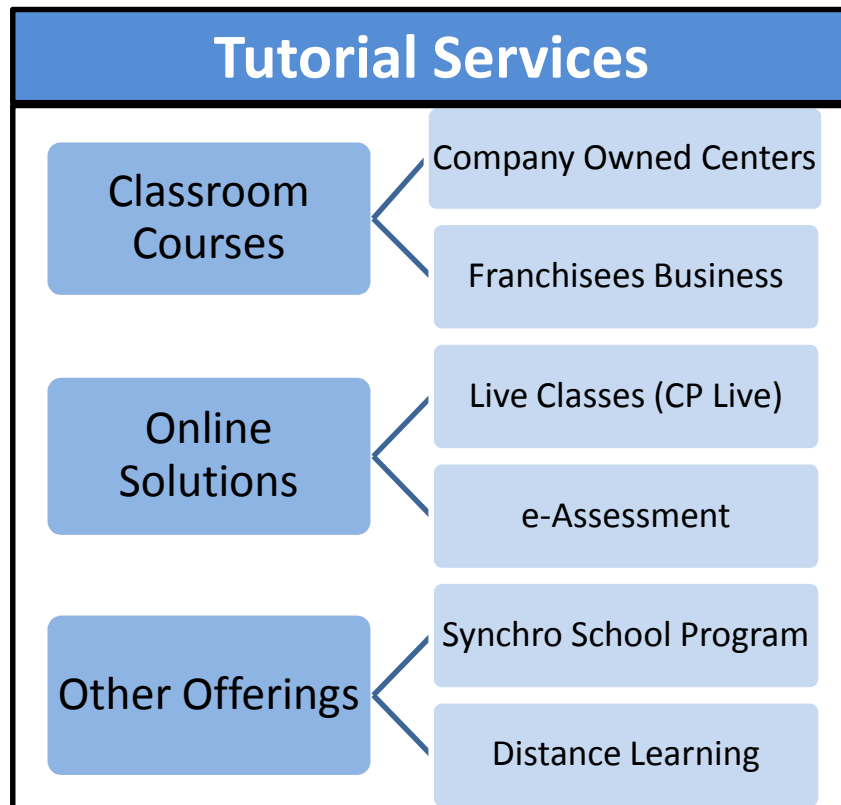
National Science Proficiency Test



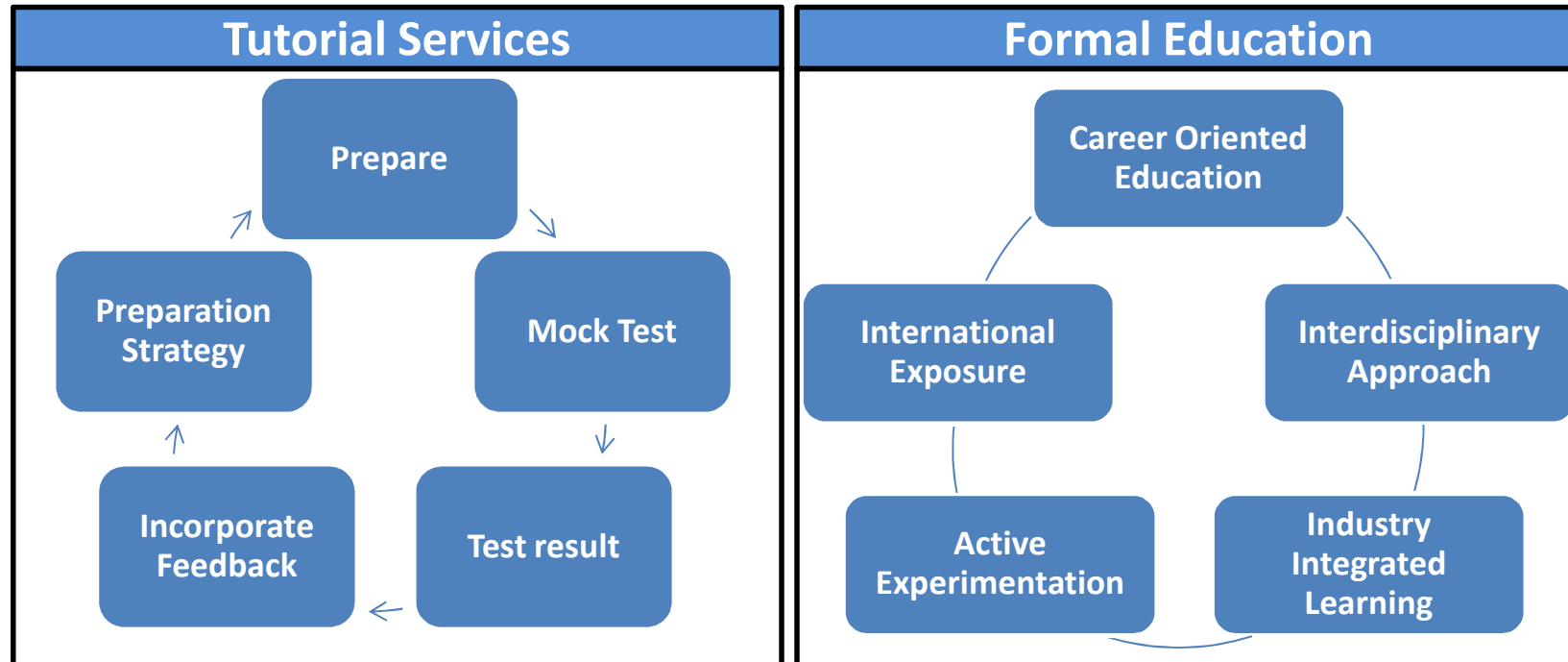
Career Point - Where Care leads to Career



# 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

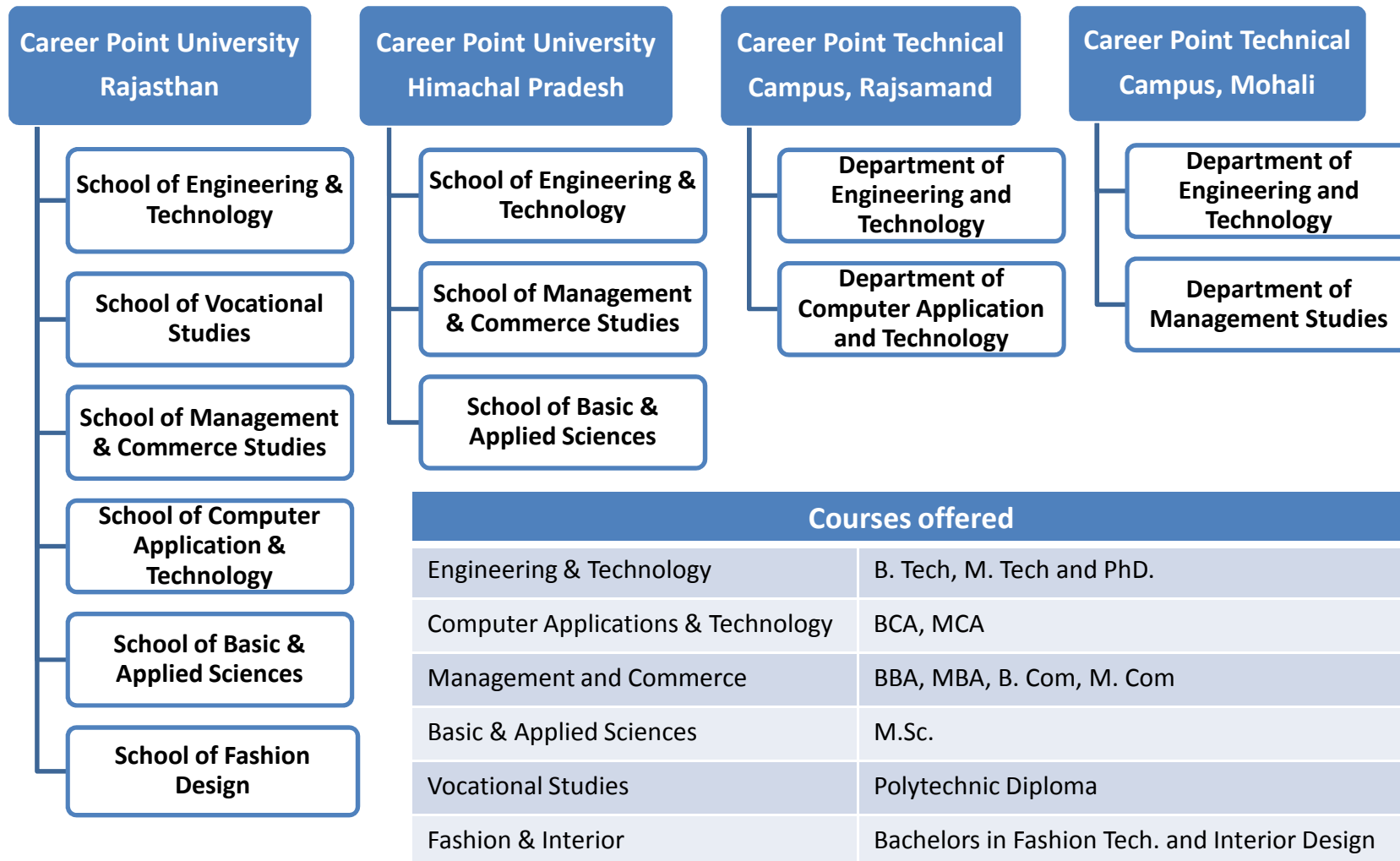
[www.cpuniverse.in](http://www.cpuniverse.in)

# Tutorial Services Product Matrix



	IIT-JEE	AIEEE	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

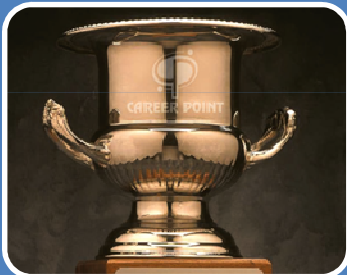
The diversified business operations with multiple product offerings including Test Preparation, K-12 Schools, Technical Campuses, and Private Universities in various geographies

# 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

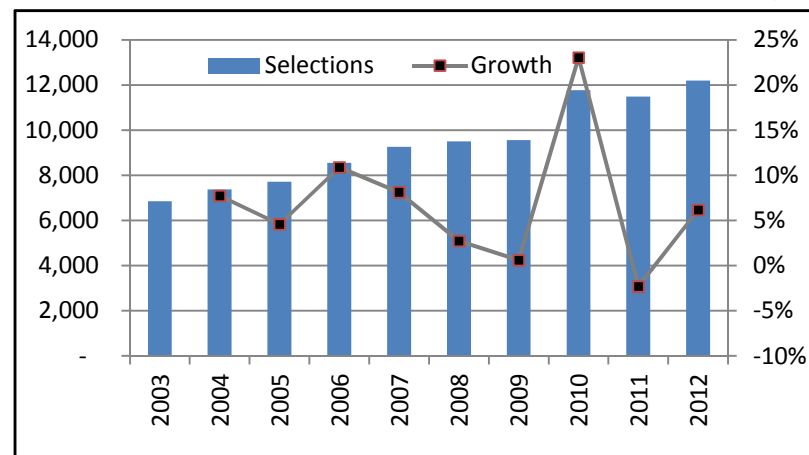
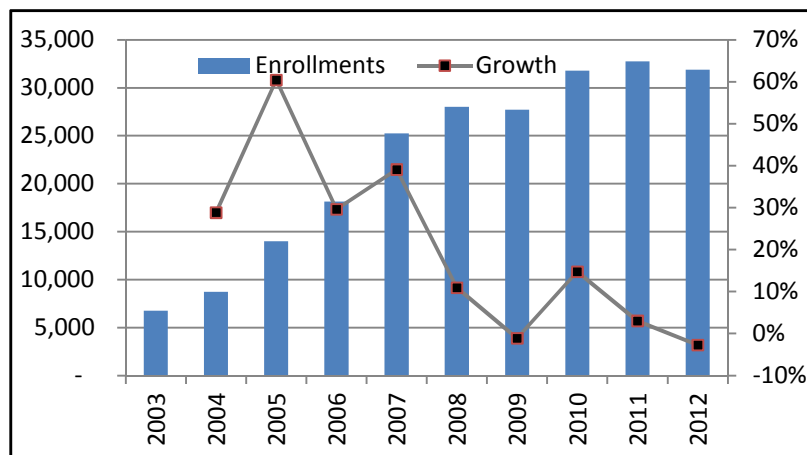
- Expansion through fast and cost-effective technology based solutions - CPLive, eCareerPoint.com, KnowledgeLab, iExam

## 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+

Enrollments	1H FY12	1Q FY13	1H FY13
<b>Company Centers</b>	<b>22,668</b>	<b>13,463</b>	<b>19,421</b>
Branches LT*	19,478	10,485	16,443
Branches ST*	3,190	2,978	2,978
<b>Franchisees</b>	<b>2,323</b>	<b>1,213</b>	<b>1,907</b>
Franchisee LT	1,610	832	1,526
Franchisee ST	713	381	381
<b>Distance Learning</b>	<b>2,119</b>	<b>586</b>	<b>2,664</b>
<b>Total Enrollments</b>	<b>27,110</b>	<b>15,262</b>	<b>23,992</b>

# Business Update – Formal Education

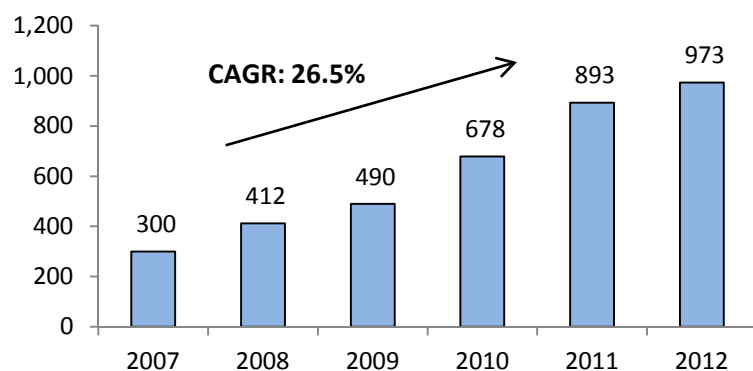


Name of the Project / Institution	Services		Status
	ECAMS	ISS	
Career Point University, Kota	Yes	Yes	<ul style="list-style-type: none"> <li>Act was passed by Govt. of Rajasthan in April 2012</li> <li>Started the academic session 2012-13</li> </ul>
Career Point University, Hamirpur	Yes	Yes	<ul style="list-style-type: none"> <li>Approved by Govt. of Himachal Pradesh in May 2012</li> <li>Started the academic 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>Approved by AICTE and Rajasthan Technical University</li> </ul>
			<ul style="list-style-type: none"> <li>Started the 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</li> </ul>
Residential K-12 School at Kota	Yes	Yes	<ul style="list-style-type: none"> <li>Started the first year of operations</li> </ul>
Residential K-12 School at Abu	Yes	Yes	<ul style="list-style-type: none"> <li>Expecting to start by Academic session FY14-15</li> </ul>
ProSeed Business School	Yes	No	<ul style="list-style-type: none"> <li>Operational (division of Career Point University, Kota)</li> </ul>
Global Public School (K-12)	Yes	No	<ul style="list-style-type: none"> <li>Operational</li> </ul>

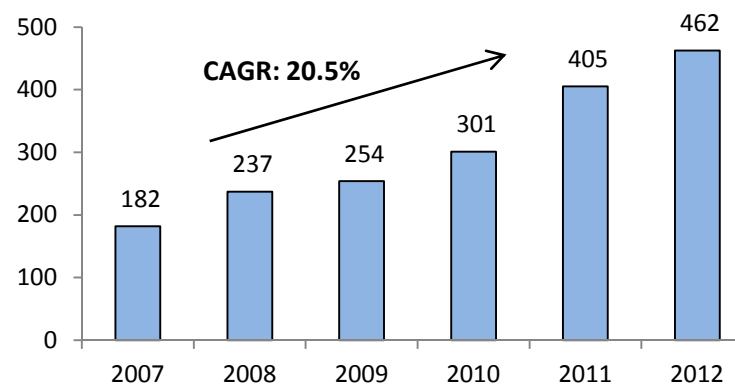
# Financial Update



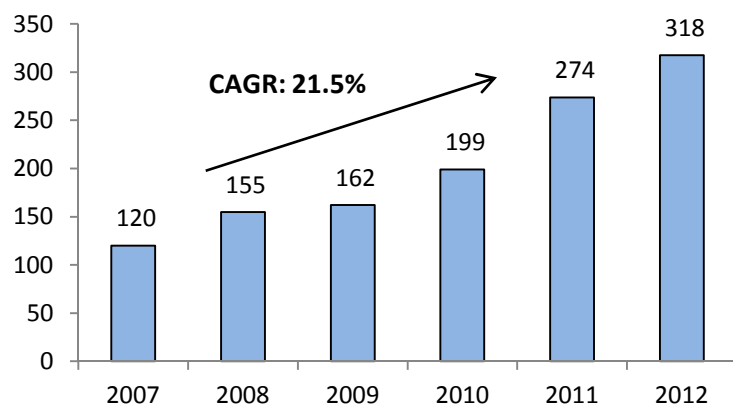
## Revenue (Rs mn)



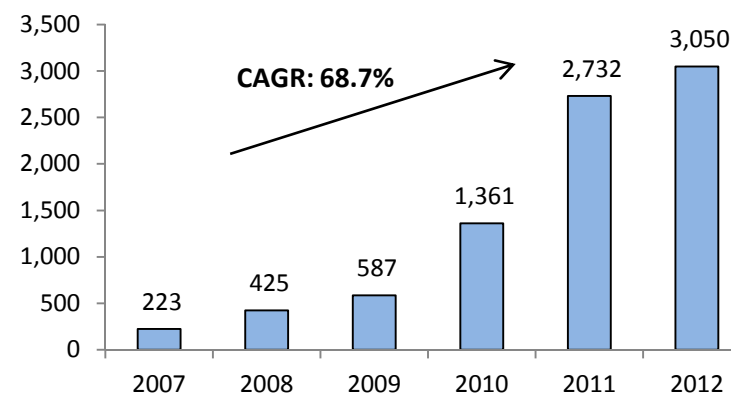
## EBITDA (Rs mn)



## Profit After Tax (Rs mn)



## Net Worth (Rs mn)



# Financials – Income Statement (Standalone)



Income Statement	<----- Standalone ----->				
Rs Lakhs	2QFY13	2QFY12	1QFY13	1HFY13	1HFY12
<b>Income</b>					
Income from Operation	1,821.2	2,078.9	1,433.8	3,255.0	3,656.5
Other Income	272.7	462.6	200.4	473.0	822.0
<b>Total Income</b>	<b>2,093.9</b>	<b>2,541.5</b>	<b>1,634.1</b>	<b>3,728.0</b>	<b>4,478.5</b>
<b>Expenditure</b>					
Cost of Study Material	76.6	90.0	42.9	119.6	103.7
Employees Cost	873.7	807.0	749.8	1,623.5	1,541.8
G&A and other expenses	321.6	449.4	552.2	873.8	975.9
Dep. & Amort.	45.2	42.6	42.6	87.9	73.8
Finance Charges	7.4	0.5	0.9	8.4	1.4
<b>Total Expenditure</b>	<b>1,324.6</b>	<b>1,389.6</b>	<b>1,388.5</b>	<b>2,713.1</b>	<b>2,696.5</b>
<b>EBITDA</b>	<b>814.5</b>	<b>1,194.5</b>	<b>288.3</b>	<b>1,102.8</b>	<b>1,855.8</b>
EBITDA Margin	38.9%	47.0%	17.6%	29.6%	41.4%
<b>Operating EBITDA</b>	<b>549.3</b>	<b>732.4</b>	<b>88.8</b>	<b>638.1</b>	<b>1,035.2</b>
Op. EBITDA margin	30.2%	35.2%	6.2%	19.6%	28.3%
<b>Profit Before Tax</b>	<b>769.3</b>	<b>1,151.9</b>	<b>245.6</b>	<b>1,014.9</b>	<b>1,782.0</b>
PBT Margin	36.7%	45.3%	15.0%	27.2%	39.8%
<b>Profit After Tax</b>	<b>576.1</b>	<b>681.0</b>	<b>199.7</b>	<b>775.8</b>	<b>1,145.9</b>
PAT Margin	27.5%	26.8%	12.2%	20.8%	25.6%
<b>EPS (Rs)</b>	<b>3.2</b>	<b>3.8</b>	<b>1.1</b>	<b>4.3</b>	<b>6.3</b>

# Financials – Income Statement (Consolidated)



Income Statement	<----- Consolidated ----->				
Rs Lakhs	2QFY13	2QFY12	1QFY13	1HFY13	1HFY12
<b>Income</b>					
Income from Operation	1,986.9	2,078.9	1,576.3	3,563.2	3,656.5
Other Income	490.9	372.2	270.3	761.2	606.1
<b>Total Income</b>	<b>2,477.8</b>	<b>2,451.1</b>	<b>1,846.6</b>	<b>4,324.4</b>	<b>4,262.6</b>
<b>Expenditure</b>					
Cost of Study Material	76.6	90.0	42.9	119.6	103.7
Employees Cost	875.3	800.8	751.5	1,626.8	1,543.6
G&A and other expenses	321.7	449.9	552.3	874.0	976.4
Dep. & Amort.	64.8	42.7	58.7	123.5	73.9
Finance Charges	7.4	23.9	0.9	8.4	25.0
<b>Total Expenditure</b>	<b>1,345.9</b>	<b>1,407.3</b>	<b>1,406.3</b>	<b>2,752.2</b>	<b>2,722.5</b>
<b>EBITDA</b>	<b>1,196.7</b>	<b>1,086.4</b>	<b>499.0</b>	<b>1,695.7</b>	<b>1,613.9</b>
EBITDA Margin	48.3%	44.3%	27.0%	39.2%	37.9%
<b>Operating EBITDA*</b>	<b>713.2</b>	<b>738.2</b>	<b>229.6</b>	<b>942.8</b>	<b>1,032.8</b>
Op. EBITDA margin	35.9%	35.5%	14.6%	26.5%	28.2%
<b>Profit Before Tax</b>	<b>1,131.9</b>	<b>1,043.8</b>	<b>440.3</b>	<b>1,572.2</b>	<b>1,540.0</b>
PBT Margin	45.7%	42.6%	23.8%	36.4%	36.1%
<b>Profit After Tax</b>	<b>778.4</b>	<b>572.7</b>	<b>311.8</b>	<b>1,090.7</b>	<b>905.1</b>
PAT Margin	31.4%	23.4%	16.9%	25.2%	21.2%
<b>EPS (Rs)</b>	<b>4.3</b>	<b>3.2</b>	<b>1.7</b>	<b>6.0</b>	<b>5.0</b>

# Financials – Balance Sheet



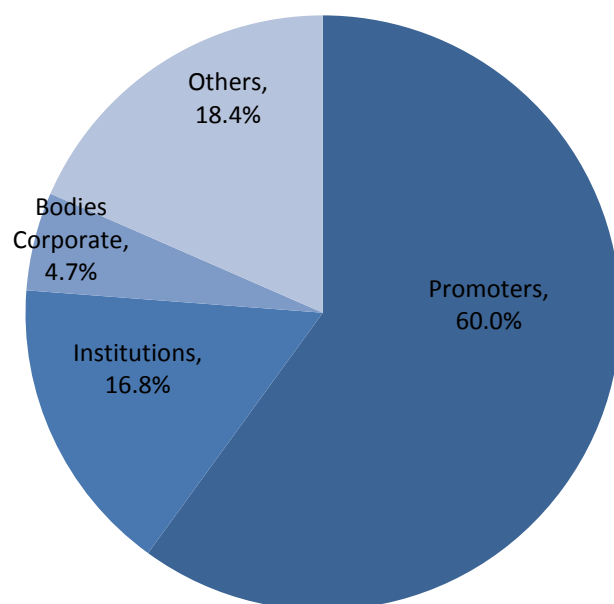
Balance Sheet	<----- Standalone ----->			<----- Consolidated ----->		
Rs Lakhs	30-Sep-2012	30-Jun-2012	31-Mar-2012	30-Sep-2012	30-Jun-2012	31-Mar-2012
<b>Liabilities</b>						
<b>Shareholders' fund</b>	<b>31,272</b>	<b>30,697</b>	<b>30,497</b>	<b>30,645</b>	<b>29,866</b>	<b>29,539</b>
(a) Share Capital	1,813	1,813	1,813	1,813	1,813	1,813
(b) Reserve and Surplus	29,459	28,883	28,684	28,832	28,052	27,725
<b>Non-current Liabilities</b>	<b>102</b>	<b>81</b>	<b>68</b>	<b>161</b>	<b>108</b>	<b>68</b>
(a) Def. Tax Liabilities	58	39	29	117	66	29
(b) Long Term Provisions	44	42	40	44	42	40
<b>Current Liabilities</b>	<b>4,077</b>	<b>3,666</b>	<b>1,068</b>	<b>5,008</b>	<b>3,886</b>	<b>1,195</b>
(a) Current Liabilities	3,883	3,386	916	4,558	3,546	1,044
(b) Provisions	195	280	152	451	340	151
<b>Short-term borrowings</b>	<b>1,057</b>	<b>-</b>	<b>-</b>	<b>1,057</b>	<b>-</b>	<b>-</b>
<b>Total Liabilities</b>	<b>36,508</b>	<b>34,444</b>	<b>31,634</b>	<b>36,871</b>	<b>33,859</b>	<b>30,802</b>
<b>Assets</b>						
<b>Fixed Assets (inc. WIP)</b>	<b>9,704</b>	<b>9,215</b>	<b>7,815</b>	<b>19,570</b>	<b>18,577</b>	<b>15,692</b>
<b>Non-current Assets</b>	<b>15,678</b>	<b>16,773</b>	<b>15,769</b>	<b>5,422</b>	<b>6,492</b>	<b>6,916</b>
(a) Loans and Advances	2,071	3,166	2,185	5,379	6,450	6,874
(b) Investments	13,606	13,606	13,584	43	42	41
(c) Other Assets	-	-	-	-	-	-
<b>Current Assets</b>	<b>11,126</b>	<b>8,456</b>	<b>8,050</b>	<b>11,879</b>	<b>8,790</b>	<b>8,195</b>
(a) Inventories	212	222	198	212	222	198
(b) Sundry Debtors	196	273	90	692	401	90
(c) Cash & Bank Balances	598	1,417	1,247	630	1,495	1,318
(d) Current Investments	9,486	5,920	6,083	9,524	5,958	6,083
(e) Loans and Advances	634	624	432	822	714	506
<b>Total Assets</b>	<b>36,508</b>	<b>34,444</b>	<b>31,634</b>	<b>36,871</b>	<b>33,859</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	7.85%
Reliance Capital	5.65%
Volrado Venture	3.76%
Franklin Templeton	3.43%
Nadathur S Raghavan	1.88%
DSP Blackrock	1.49%
Sundaram Mutual Fund	0.66%
BNP Paribas	0.63%
<b>Total</b>	<b>25.35%</b>

As on 29 Sep 2012



# Career Point Virtual tour



Career Point - Where Care leads to Career

# CP System: Result Oriented Teaching Methodology



State of the Art Classrooms



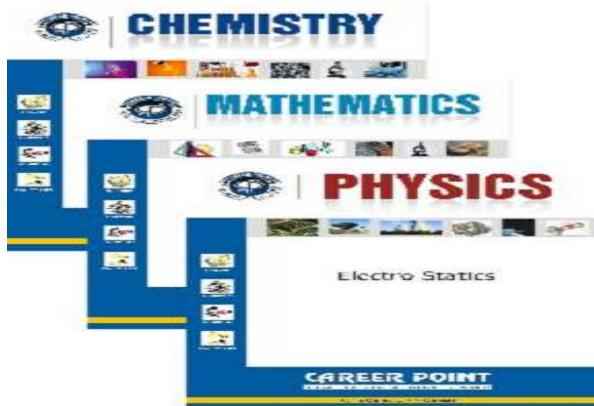
Problem Solving Counters



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



Integrated Campus, 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, Rajasthan**



**Career Point Technical Campus  
Mohali, Punjab**





# Aerial view



Career Point University, Kota

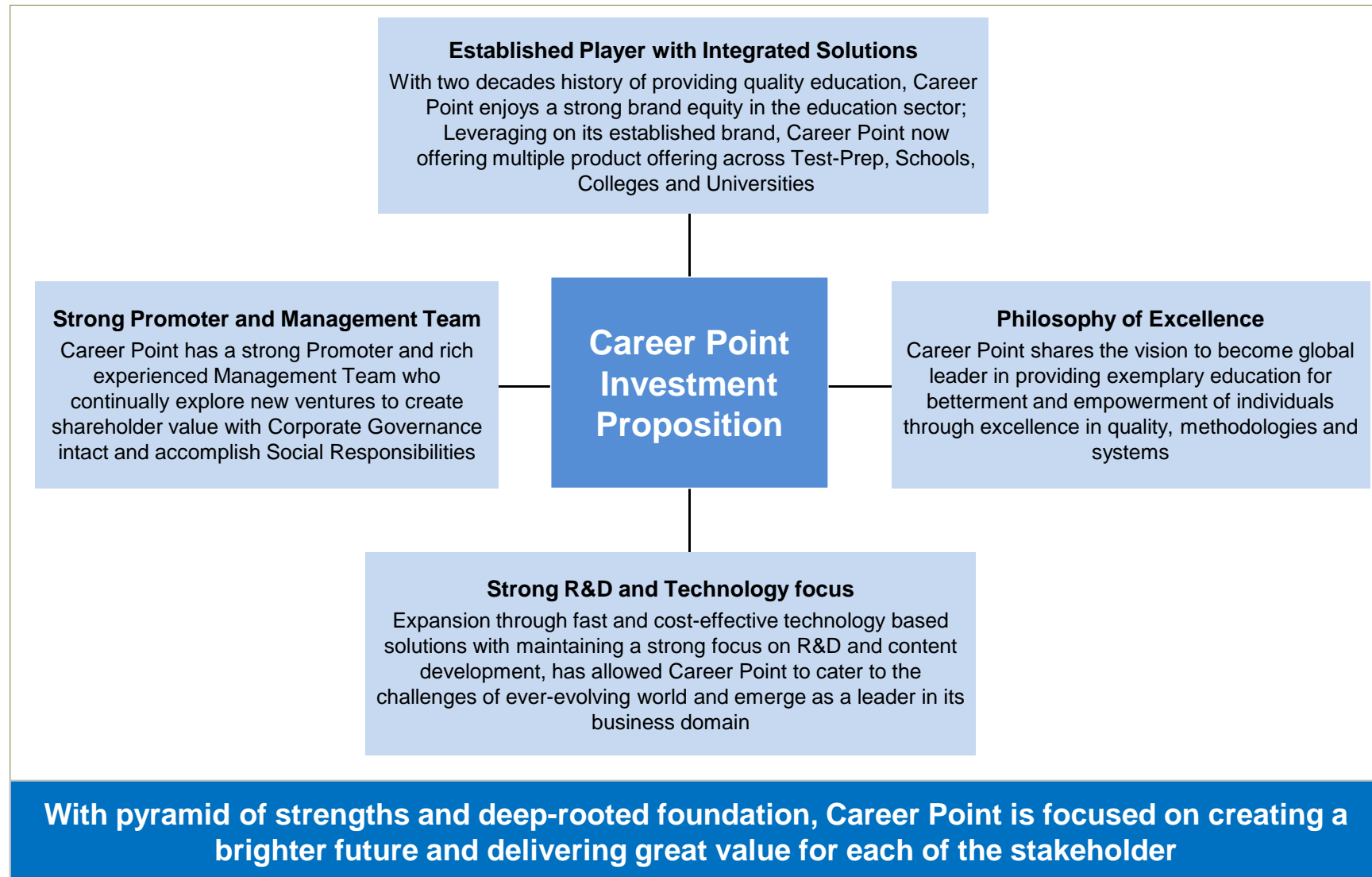


Integrated Campus, Kota



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

# Highlights





Thank You



## Career Point Limited

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

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

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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)

Online Platform: [www.ecareerpoint.com](http://www.ecareerpoint.com) | [www.cplive.in](http://www.cplive.in)

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