

EDUCATION REIMAGINED



**EDUCATIONAL
SERVICES**



**EDUCATIONAL
PRODUCTS**

K12 ■ Test-Prep ■ e-Learning ■ Higher Education ■ Skills

CAREER POINT LTD.

Investors Update- 9M FY2022-23

Productizing Education: A New Era for Career Point

Career Point is an Indian company that specializes in providing high-quality educational products across all levels, from kindergarten to PhD. **Over the years, the company has evolved its business model from being a service provider to a product company, focusing on the development of innovative and dynamic educational products.** This new business model offers the company numerous short-term and long-term benefits, such as faster expansion of its product lines, easier scalability, and better quality offerings. As a result, Career Point is well-positioned to become a leader in the rapidly evolving and growing global education market.



Product Play: Process Flow

Since 1993, the company has been pioneer in providing education solutions across the verticals including test-prep, K12, higher education, ed-tech, vocational education etc. This experience helped the company management to smoothen the transition from an educational service provider to an educational product company. For successful implementation, a detailed process flow is designed with steps including development, distribution and execution.

Career Point's Educational Product Approach



- Educational products are developed by the experienced R&D team based at HQ.
- The products are designed as per the students requirements, industry dynamics, and various other factors. i.e. JEE, NEET, CUET, CLAT, NDA etc



- Business development team distributes the developed products to B2B partners
- Study material, Digital content and other offerings are provided along with Know-know and brand rights.
- Partner expansion across geographies



- Seasoned support team executes the products deliveries at partner centres.
- Support in day to day business operations are provided to achieve academic excellence.
- Both teaching as well as non-teaching support

CP Products: Ground Work



Career Point has successfully transformed its business model without compromising its operational philosophy of academic excellence, once again demonstrating its leadership in the industry. This transformation involved significant groundwork, including team realignment, ERP support, and the redesign of pricing models to revamp future strategies. The company's objective was to adapt to the changing industry dynamics and provide long-term value to all stakeholders.

Building a Foundation for the Future: Career Point's Strategic Groundwork for Business Model Transformation



Team Realign

Changed from traditional academic and non-academic to functional specialists



ERP Support

Customized ERP support to partners and students for effective management



Redesign Pricing

Pricing s are also redesigned with the changed business model



Revamp Strategies

Future growth strategies both organic and inorganic are revamped

Early Outcome: Profitable Growth

With due credit to Career Point's three decades of strong brand equity, the new business model has performed an exponential growth in very short span of time. This growth has been witnessed across the business operations. The course titles is doubled due to flexibility. Numbers of centers are increased to 2.75x in the current academic session. Education division's revenue and operating profits are increased to 2x and 4.5x, respectively.

CP Products: Promising Outcome

Course Titles

From earlier 3 key test-prep programs to presently running 6 course titles

100%

Number of Centers

From 20 centers in beginning of current academic session to already reached 55 centers

175%

Product Revenue

The education division revenue has been doubled by nine months of FY2022-23

108%

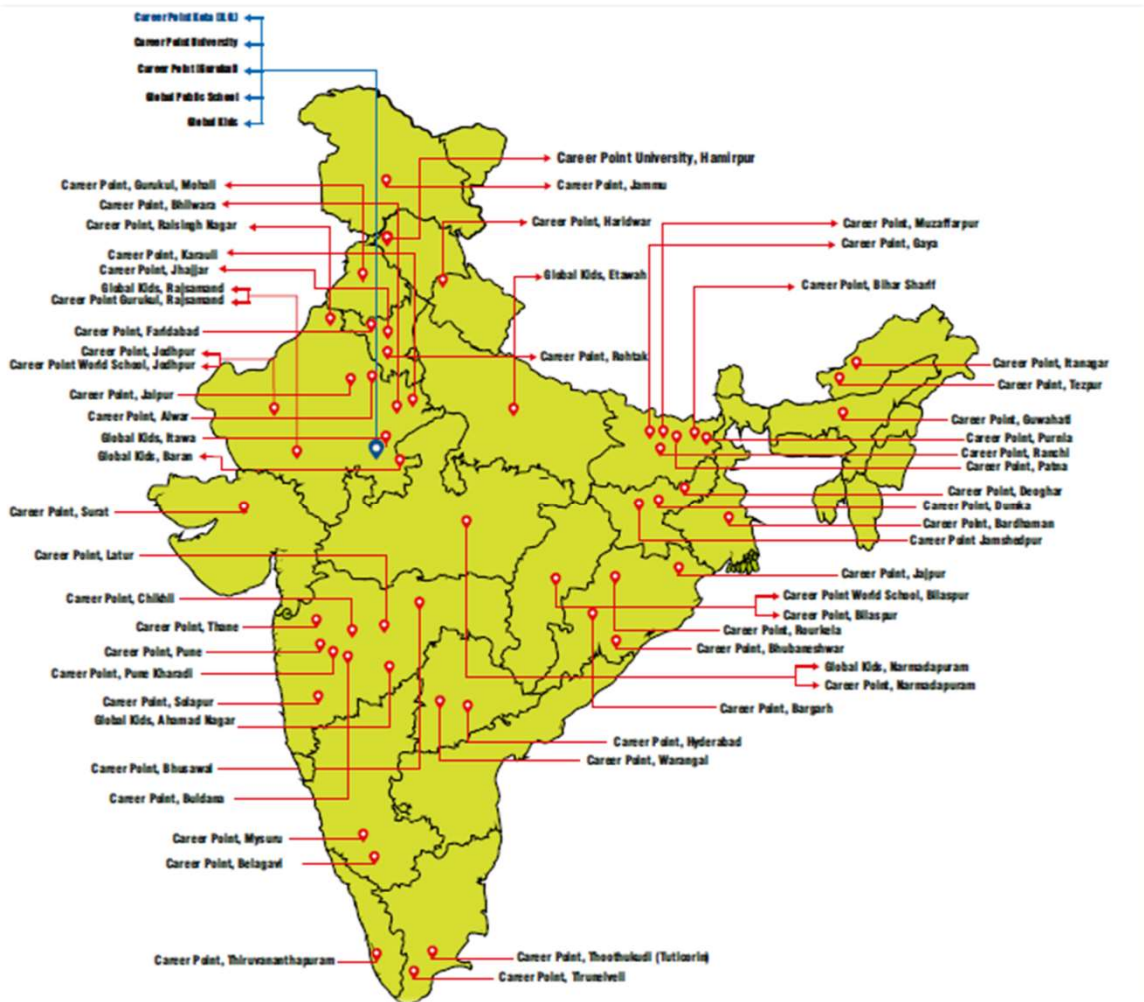
Operating Profits

Improved margins with educational products income lead higher profitability

349%



Career Point Network : The New Look



2 **Universities**

- Career Point University, Kota
- CP University Hamirpur (HP)

6 **K12 Schools**

- 3 Day schools
- 3 CP Gurukuls (Residentais)

55 **Test-Prep**

- Franchisee Partner Centers
- Branch & School Integrated

21 **Play Group**

- Global Kids Centers

45 **Skilling Centers**

- CPISD Vocational Centers
- Skilling partner centers

Strategic Focus: Our Six Pillars



Career Point's strategic focus lies in providing value-based courses that cater to the evolving needs of the education industry. With a people-centric and ethical approach, the company aims to foster a culture of innovation and profitability. Additionally, Career Point prioritizes partner delight by establishing long-term partnerships and providing them with excellent support.



TAM: Total Addressable Market



Career Point : Integrated learning solution provider across the education value chain

Leveraging over 30 years of experience with trust of 5 Lacs students and parents, Career Point offers a scalable educational products platform with multiple touch points along learners' education and career to increase lifetime value

Higher & Vocational Education

TAM: 40 mn Students
Market Size: \$12 bn
Growth Rate: 11% y-o-y

\$ 50 bn
Market
in India,
alone

e-Learning

TAM: 60 mn Students*
Market Size: \$5 bn
Growth Rate: 18% y-o-y



eCareerPoint

Test-Prep Classrooms

TAM: 20 mn Students Market
Size: \$8 bn
Growth Rate: 15% y-o-y



School Education

TAM: 240 mn Students
Market Size: \$25 bn
Growth Rate: 14% y-o-y



* including free users (Only Indian market)

Divisional Growth Strategies

Informal Education Division



Test-Prep Classrooms

- Launching new Test-Prep products and expanding distribution network through franchisee and SIP
- Reaching new market through Hybrid (Physical + Digital) model

CAREER POINT
version 2.0

www.careerpoint.ac.in

www.cpil.in



eLearning

- Offering new products of eBooks, Videos, Online Assessments etc
- Expansion more courses offering – CUET, CLAT, NDA Govt. Exams, UG/PG etc.

eCareerPoint

www.ecareerpoint.com

www.cplive.in

Formal Education Division



School Education

- Adding new career oriented programs with schools i.e. Overseas Education, CA/CLAT etc.
- Improving capacity utilization along with premium pricing through USPs

 **CAREER POINT**
gurukul

www.careerpointschool.in

www.globalkidsworld.in



Universities

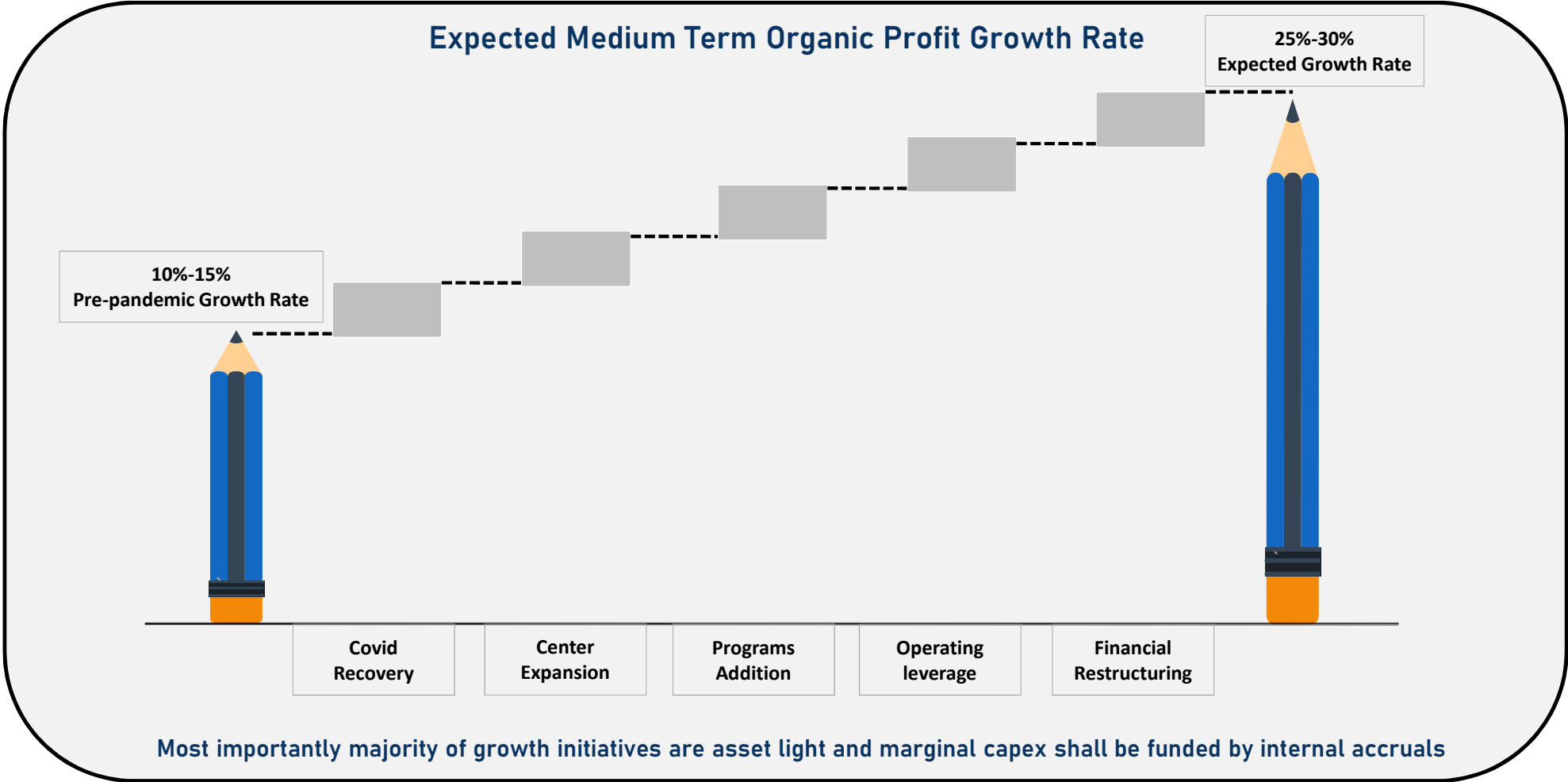
- New innovative products as per NEP – Dual degree, Digital learning
- Online Certificate & professional courses for continuing education

 **CAREER POINT**
UNIVERSITY

www.cpuniverse.in

www.cpisd.in

Growth Vectors



Update on Corporate Restructuring Plan



The Board of Directors of the Company in their meeting held on 14th February 2023, has approved a composite scheme of arrangement ('Scheme') under section 230 to 232, amongst Srajan Capital Limited (Transferor Company), Career Point Limited (CPL) (Transferee Company/Demerged Company) and Career Point Edutech Limited (Resulting Company) and their respective shareholders.

The Scheme provides for:

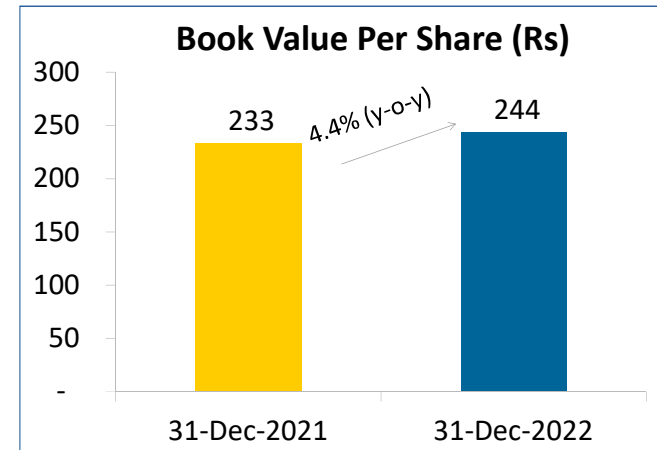
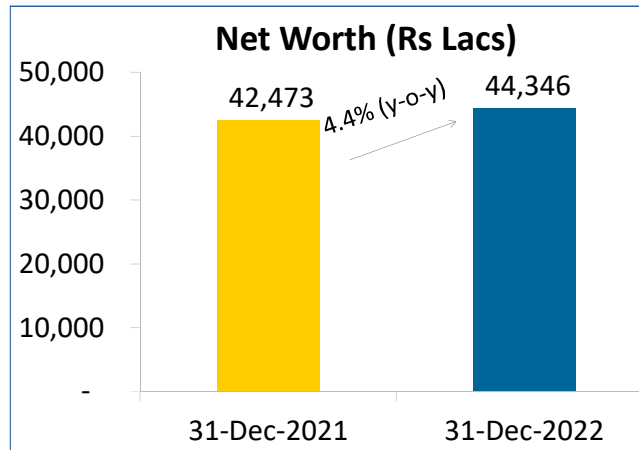
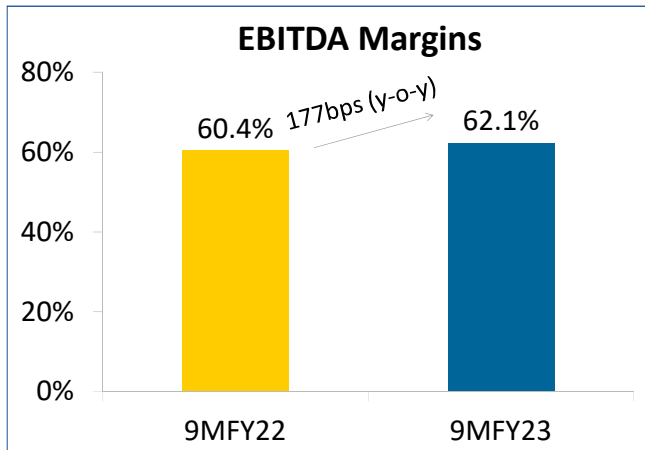
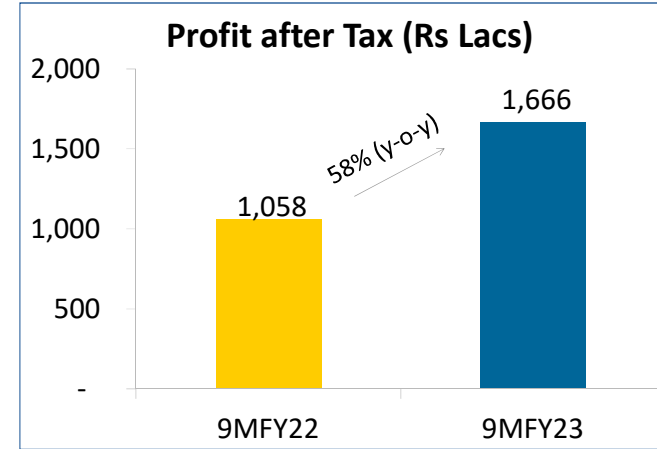
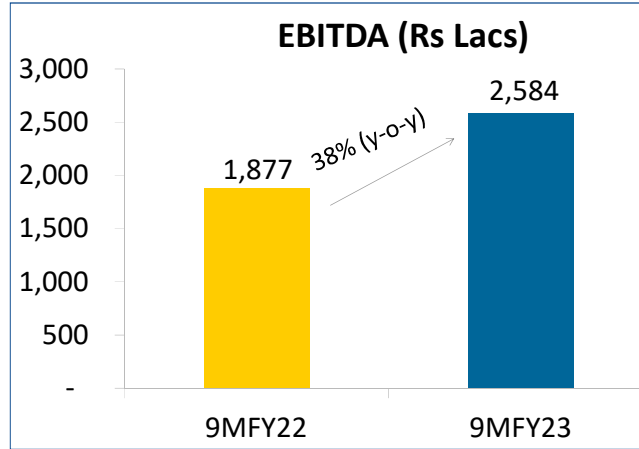
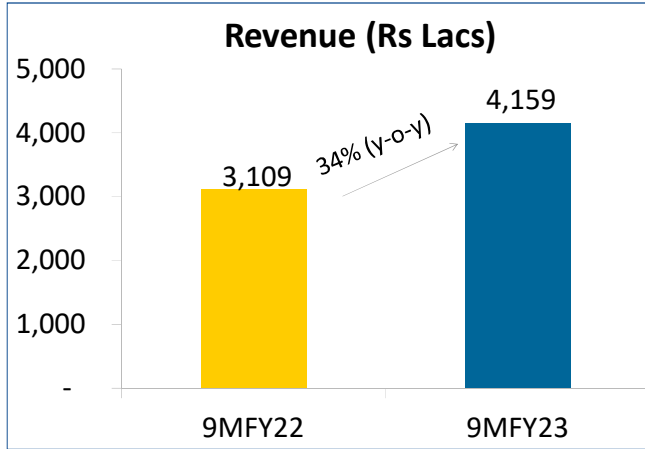
- i. Demerger of education business ('Demerged Undertaking') from Career Point Limited to Career Point Edutech Limited (wholly owned subsidiary); and
- ii. Merger of Srajan Capital Limited (wholly owned subsidiary) with Career Point Limited (Transferee Company).

Update on the Company's Business Restructuring plans pursuant to above scheme:

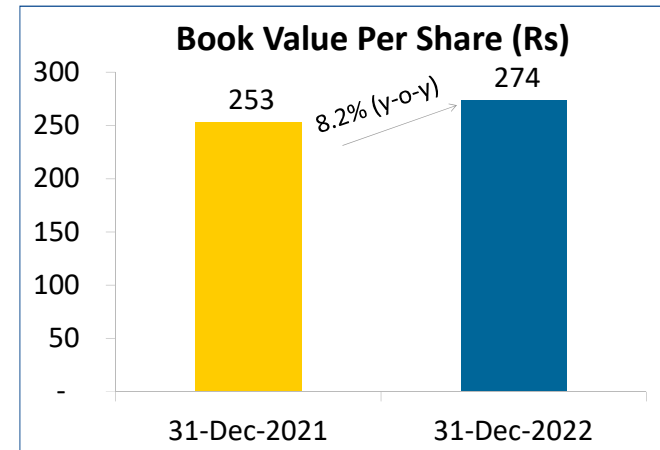
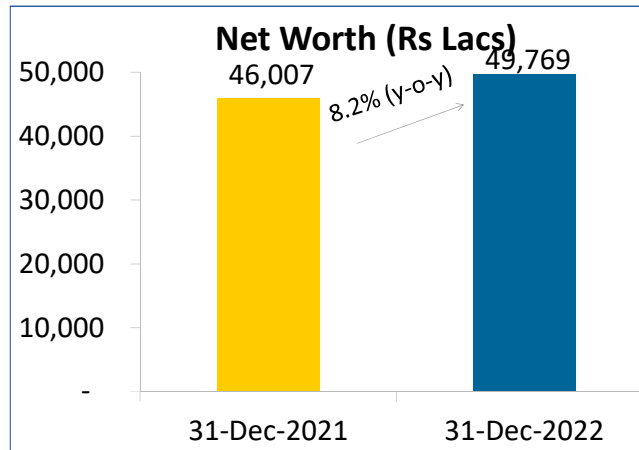
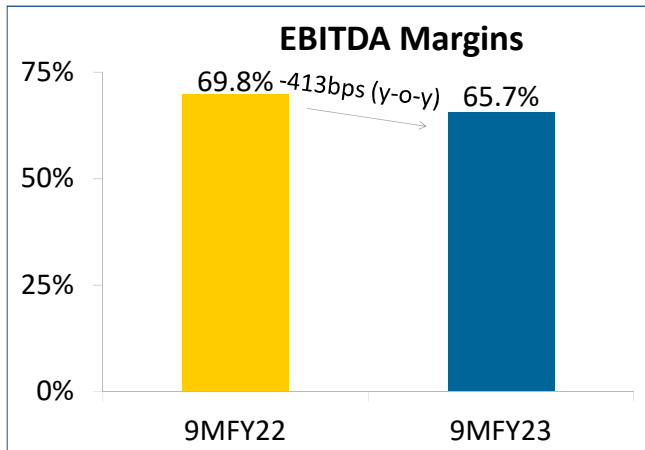
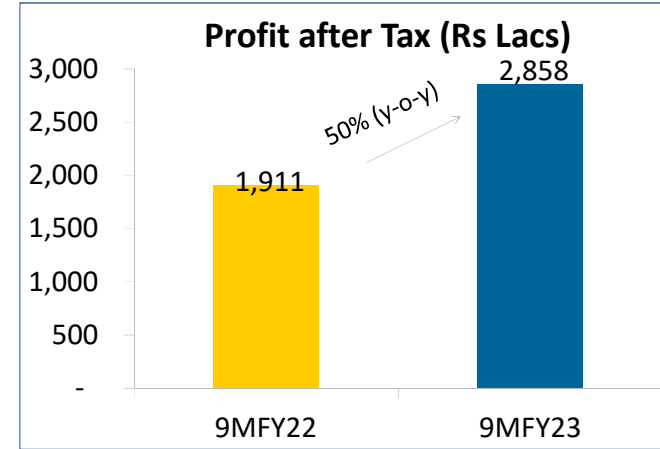
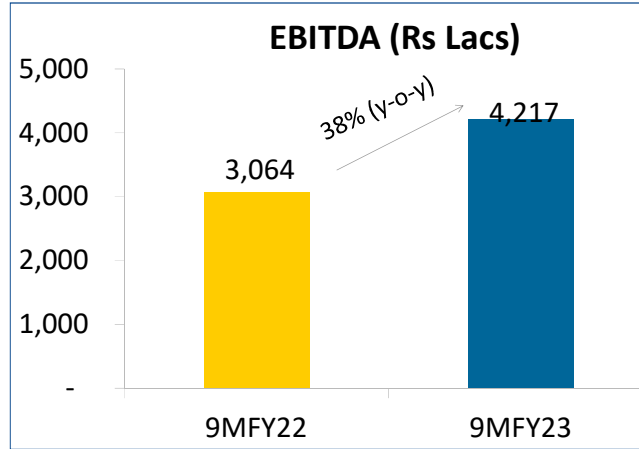
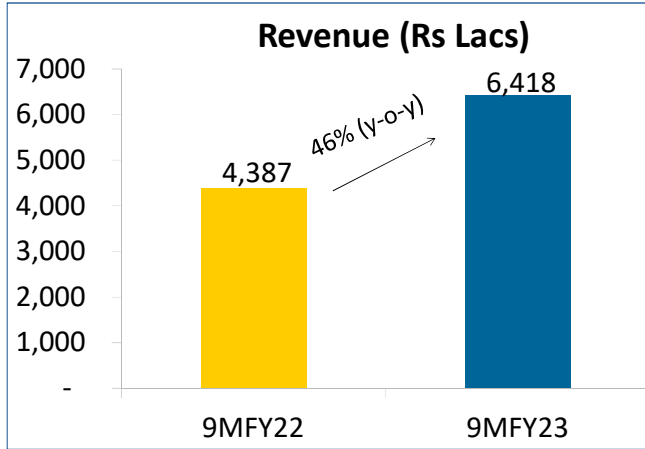
- i. The application to approve merger of Srajan Capital Ltd. in Career Point Ltd is already approved by RBI Chandigarh.
- ii. A separate application to grant NBFC license in Career Point Ltd is filed at RBI Mumbai and approval is being awaited.
- iii. The Scheme, approved by the board today, will subsequently be filed to SEBI for its approval, followed by honorable NCLT.

The scheme is, inter alia, subject to filing, receipt of approval from the statutory, regulatory and customary approvals, including approvals from Stock Exchanges, NCLT Chandigarh jurisdiction. The appointed date for the purpose of giving scheme effect is 1 April 2023.

Financial Updates – Standalone



Financial Updates – Consolidated



Income Statement - Standalone

Income Statement	----- Standalone ----->				
Rs Lakhs	Q3FY22	Q2FY23	Q3FY23	9MFY22	9MFY23
Income	Ind AS	Ind AS	Ind AS	Ind AS	Ind AS
Income from Operation	1,096.8	1,384.9	1,113.0	2,316.0	3,911.5
Other Income	61.7	54.6	134.3	793.5	248.0
Total Income	1,158.5	1,439.5	1,247.4	3,109.5	4,159.5
Expenditure					
Cost of Study Material	60.0	25.3	20.2	85.2	153.3
Employees Cost	207.1	213.1	210.1	619.1	622.9
G&A and other expenses	236.4	294.3	310.2	528.5	799.2
Dep. & Amort.	85.0	79.3	77.6	264.3	237.5
Finance Charges	39.1	19.8	21.0	179.7	61.8
Total Expenditure	627.5	631.7	639.2	1,676.9	1,874.8
EBITDA	655.0	906.8	706.9	1,876.6	2,584.1
EBITDA Margin	56.5%	63.0%	56.7%	60.4%	62.1%
Operating EBITDA	593.3	852.2	572.5	1,083.2	2,336.0
Op. EBITDA margin	54.1%	61.5%	51.4%	46.8%	59.7%
Profit Before Tax	530.9	807.8	608.2	1,432.6	2,284.7
PBT Margin	45.8%	56.1%	48.8%	46.1%	54.9%
Profit After Tax	370.4	623.4	415.3	1,057.5	1,665.8
PAT Margin	32.0%	43.3%	33.3%	34.0%	40.0%
EPS (Rs)	2.04	3.43	2.28	5.82	9.16

Income Statement - Consolidated

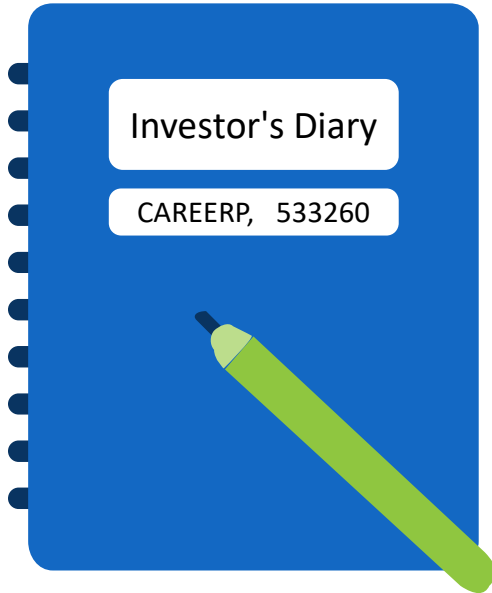


Income Statement	Consolidated				
	Q3FY22	Q2FY23	Q3FY23	9MFY22	9MFY23
Rs Lakhs	Ind AS	Ind AS	Ind AS	Ind AS	Ind AS
Income					
Income from Operation	1,496.8	1,862.0	2,231.5	4,088.9	6,054.0
Other Income	124.0	89.9	186.0	297.8	363.9
Total Income	1,620.8	1,951.8	2,417.6	4,386.7	6,417.9
Expenditure					
Cost of Study Material	172.0	65.0	87.7	196.5	301.9
Employees Cost	229.9	235.3	233.9	673.5	690.3
G&A and other expenses	75.1	453.5	499.1	453.2	1,208.6
Dep. & Amort.	105.1	100.2	99.4	307.7	299.4
Finance Charges	61.1	41.9	52.0	255.6	151.1
Total Expenditure	643.1	895.9	972.2	1,886.5	2,651.3
EBITDA	1,143.8	1,198.0	1,596.8	3,063.6	4,217.1
EBITDA Margin	70.6%	61.4%	66.0%	69.8%	65.7%
Operating EBITDA	1,019.8	1,108.2	1,410.8	2,765.7	3,853.2
Op. EBITDA margin	68.1%	59.5%	63.2%	67.6%	63.6%
Profit Before Tax	977.7	1,055.9	1,445.3	2,500.3	3,766.6
PBT Margin	60.3%	54.1%	59.8%	57.0%	58.7%
Profit After Tax	700.9	815.2	1,091.1	1,910.9	2,857.6
PAT Margin	43.2%	41.8%	45.1%	43.6%	44.5%
EPS (Rs)	3.86	4.48	6.00	10.52	15.71

Balance Sheet

Balance Sheet Rs Lakhs	<----- Standalone ----->			<----- Consolidated ----->		
	31-Mar-2022 Ind AS	30-Sep-2022 Ind AS	31-Dec-2022 Ind AS	31-Mar-2022 Ind AS	30-Sep-2022 Ind AS	31-Dec-2022 Ind AS
Liabilities						
Shareholders' fund	42,862	43,934	44,349	47,087	48,673	49,769
(a) Share Capital	1,819	1,819	1,819	1,819	1,819	1,819
(b) Reserve and Surplus	41,042	42,114	42,530	45,268	46,854	47,950
Non-current Liabilities	916	1,047	1,135	1,358	1,520	1,613
(a) Def. Tax Liabilities	887	1,015	1,102	810	941	1,033
(b) Provisions & Others	29	32	33	548	580	581
Current Liabilities	733	1,276	673	908	1,627	1,340
(a) Current Liabilities	648	1,110	607	750	1,371	1,092
(b) Provisions	84	165	66	158	256	248
Borrowings	980	1,160	1,123	2,562	2,091	2,021
Total Liabilities	45,491	47,417	47,280	51,916	53,912	54,743
Assets						
Fixed Assets (inc. WIP)	12,890	12,735	12,660	20,780	20,635	20,634
Non-current Assets	30,134	30,110	30,119	14,516	16,297	15,631
(a) Loans and Advances	13,271	13,247	13,256	14,381	16,157	15,487
(b) Investments	16,863	16,863	16,863	134	141	144
(c) Other Assets	-	-	-	-	-	-
Current Assets	2,467	4,572	4,501	16,620	16,980	18,479
(a) Inventories	74	104	99	154	136	127
(b) Sundry Debtors	539	563	569	2,296	2,057	2,184
(c) Cash & Bank Balances	196	96	68	1,451	684	1,859
(d) Current Investments	273	1,928	675	273	1,928	675
(e) Loans and Advances	1,385	1,881	3,091	12,447	12,175	13,634
Total Assets	45,491	47,417	47,280	51,916	53,912	54,743

Investment Highlights



1

Legacy

Leading total learning solutions provider across education value chain (KG to PhD), since 1993.

2

Sustainable Businesses

Annuity driven long-term core businesses in both formal and informal education.

3

Large TAM

Addressing large total addressable markets with high potential of the growth across verticals.

4

Strong Financials

High margin sustainable model with visible cash flow and fundamentally strong balance sheet.

5

Competitive Moat

Moat of brand equity, large network, proprietary content, experienced management.

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Thank You



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