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Email: info@mteducare.com
Website: www.mteducare.com



Ref: MTEL/DD/2017/017

15th February, 2017

National Stock Exchange of India		
Limited		
Exchange Plaza,		
Bandra Kurla Complex, Bandra (E),		
Mumbai-400051		
Scrip Code: MT EDUCARE		
E472M01018		

Dear Sir / Madam,

### Sub: Investor Presentation - February 2017

MT Educare Limited reported Consolidated Revenues of Rs. 235.0 crores for 9M FY 16-17 as compared to Rs. 228.4 crores in the corresponding period last year, a growth of 3%. Other Operating Income which comprises of external Robomate+sales and revenue from UVA (Skill Development program) grew by 74% YoY to Rs. 66.4 crores in 9MFY17 compared to Rs. 38.2 crores in 9M FY 15-16. Consolidated Net Profits after tax for 9M FY 16-17 stood at Rs. 14.8 crores.

During the year till date, MTEL launched its state of the art learning platform (LMS) **Robomate**+ through a multipronged media campaign which included TVC's running across television channels. The Company received very good response across market segments. This Special Campaign with Mr. Amitabh Bachchan this year incurred a cost of Rs. 12.89 Crores over 9 Months.

#### Summary of Performance:

(Rs. in crores)

Particulars	9M FY17	9M FY16
Revenue	234.97	228.42
Operating Expenses	117.30	113.52
Employee Expenses	32.87	27.19
Other Expenses	22.69	22.76
EBIDTA before Advt. Expenses	62.11	64.94
Advertisement Expenses (Excluding Robomate+ promotion campaign)	11.34	16.44
Normalised EBIDTA*	50.77	48.50



R. O.: 220, 2nd Fir., "FLYING COLORS", Pandit Din Dayal Upadhyay Marg, L. B. S. Cross Road, Mulund (W), Mumbai - 400 080.

Ph.: 022-25937700 / 800'/ 900 | Fax: 022-25937799

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\*Normalised EBIDTA excludes the Robomate+ promotional campaign in FY17 till date

Please find enclosed herewith the Investor Presentation as of February 2017.

This for the information of your members and the public at large.

Thanking You, Yours faithfully,

for MT Educare Limited

Dinesh Darji

Company Secretary



# INVESTOR PRESENTATION

**FEBRUARY 2017** 

Transforming







## **SAFE HARBOR**



This presentation and the accompanying slides (the "Presentation"), which have been prepared by **MT Educare Limited** (the "Company"), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

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This presentation contains certain forward looking statements concerning the Company's future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and abroad, ability to attract and retain highly skilled professionals, time and cost over runs on contracts, our ability to manage our international operations, government policies and actions regulations, interest and other fiscal costs generally prevailing in the economy. The company does not undertake to make any announcement in case any of these forward looking statements become materially incorrect in future or update any forward looking statements made from time to time by or on behalf of the company.

# CONTENTS

**28** Years of MT Educare

Serving Millions

**Slides 03-14** 



Future Ready For Billions

**Slides 15-36** 









... 28 YEARS
OF EDUCATING THE YOUTH



... 28 YEARS
OF BUILDING THEIR FUTURE



... 28 YEARS
OF DEVELOPING THE TRUST



... 28 YEARS
OF BUILDING MT EDUCARE





# **EDUCATING ALL THE WAY...**



1,53,646

Number of Students Serviced in FY16 1,300+

No. of Faculty

45,000+

Content Library
- AV Lectures

40+

IT Services/ Product Development & Support Team 1 mn+

Number of App downloads on Google Play Store

13

12 States & 1 Union Territory 178

No. of Locations

293

No. of Centers

4th

CA IPCC in May'16

7th

All India Rank in IIT-JEE in 2015

3000+

MBA Entrance Top B-School Calls 2200

Students who scored >90% in 10th Standard in 2016 1st,9th &11th

All India Rank in CA Final in Nov'15





# TRANSFORMING STRATEGICALLY...



### 1988 - 2000

- Mahesh Shetty, a young teacher, started Mahesh Tutorials first branch in Mumbai (Mulund)
- Dominance and Expansion in Mumbai

### 2001 - 2006

- Introduced coaching for Science & medical & engineering entrance exams
- Introduced Commerce Stream
- Started CA Coaching in 2006

### 2007-2010

- 1st funding from PE-Helix Investments
- Pre-UniversityCollege tie up
- Technology aided teaching initiated

### 2011 - 2014

- Acquired Chitale's Personalised Learning (MBA Tutorial)
- Expansion by acquiring Lakshya Forum (North) (IIT- Tutorials)
- Tie-up with Sri
  Gayatri
  Educational
  Society (Telangana
  & AP)

## 2015 onwards

Changing the landscape of Education by introducing Learning Management System:
 Robomate + and Flipped Classroom





# **EVOLVING ON STRENGTHS...**



Well Recognized Brand & Experience

Digitized Learning (Robomate+)

Corporatized Structure and Experienced Management Team

Organized and Diversified Player

**Large Pool of Quality Faculty Members** 

Unique Teaching Methodology through Flipped Classroom



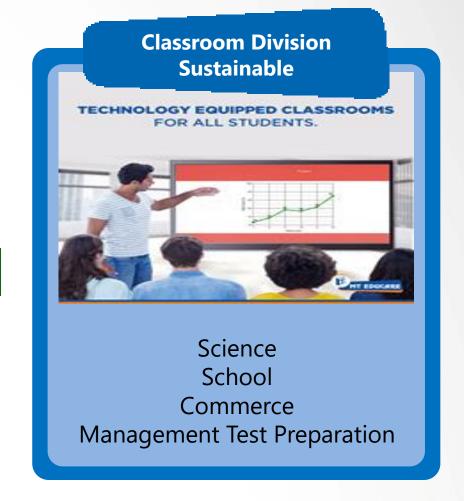


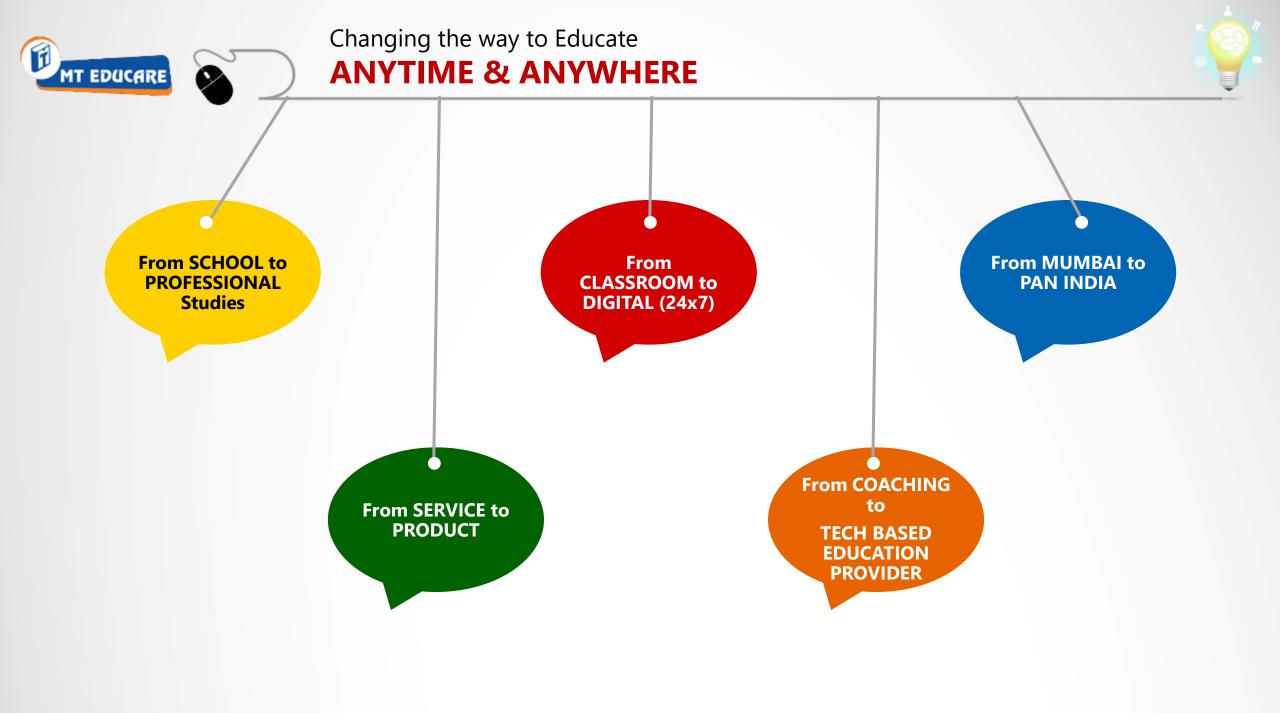
## Building a Business Model that is

# **SCALABLE and SUSTAINABLE**













# **LEVERAGING OUR BRANDS & TIE-UPS...**









Flagship brand 'Mahesh
Tutorials' Focuses on School,
Science and Commerce

India's Leading tech based education platform

Providing - IIT, Engineering and Medical Entrance teaching institute





MBA test preparatory
CAT, CET, XAT, N-MAT, GRE
and others

Skill Development under Government Programs





Offering Engineering & Medical Test Preparation through 22 leased campus

Sri Gayatri Educational Society

Offering Intermediate & EAMCET Test Preparation to 60 Campuses





## **Enhancing Presence across Domains**

## **INCREASING MARKET SHARE**



### School

**IX & X** 

### **All Subjects**

- State Board
  - Maharashtra
  - Gujarat
- **CBSE**
- **ICSE**

## **Jr College**

XI & XII

### **Science & Commerce**

- State Board
  - Maharashtra
  - Karnataka
- **CBSE**

## **Entrance Exams**

## (Mumbai & North)

- CA CPT
- MH-CET
- K-CET
- JEE Mains
- JEE Advanced (IIT)
- **AIPMT**
- **AIIMS**
- NEET

### **Professional**

**MBA** 

CA

### **Chitale's Personalized** learning Pvt. Ltd

- MBAEntrance
  - ✓ CAT/CET

- Franchisee tie-ups for video classroom in South India
- CA Final
- CA IPCC

### **Classroom & Robomate+**



100% Fully owned





Presence in formal education Through integrated Tie-Ups



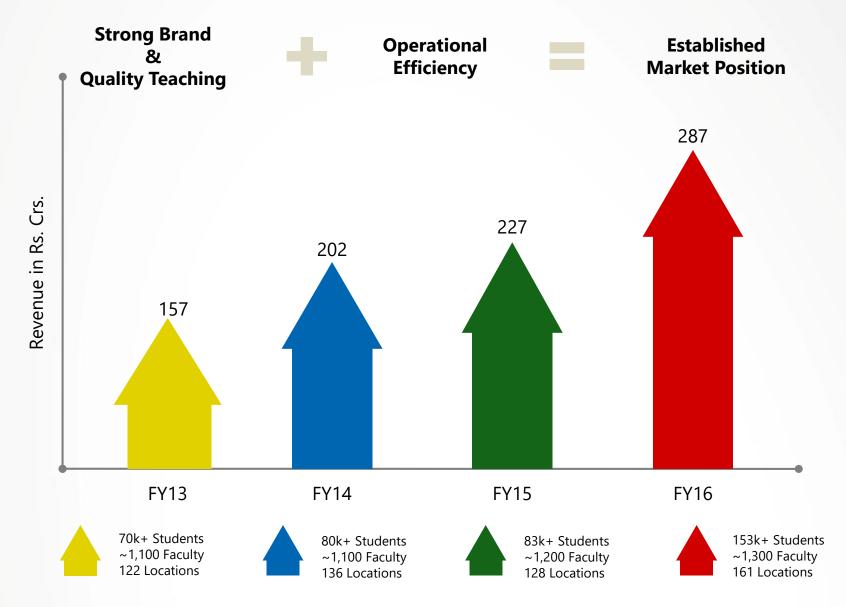
Sri Gayatri Educational Society Presence in formal education Through integrated Tie-Ups





# **SUSTAINING THE GROWTH TRAJECTORY**



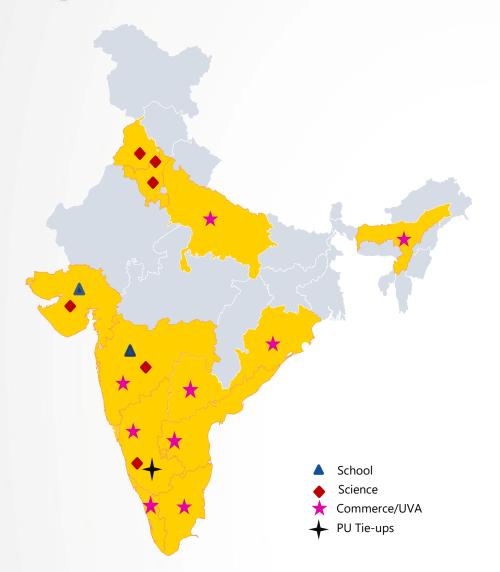






# **EXPANDING GEOGRAPHICAL FOOTPRINTS...**





Division	States	Centers
School	Maharashtra, Gujarat and Karnataka	135
Science	Maharashtra, Karnataka, Chandigarh, Haryana, Punjab and Gujarat	70
Commerce / UVA	Maharashtra, Tamil Nadu, Kerala, Assam, Karnataka, Odisha, Uttar Pradesh, Andhra Pradesh and Telangana	88

Map not to scale. All data, information and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness.





# THIS IS THE MT EDUCARE OF TODAY...



We are in HIGHER END OF VALUE CHAIN in education space

We are a HOUSEHOLD NAME, educating India for 3 decades

We are pioneers in bringing INNOVATION in the field of education

We are an EDUTECH and NOT A SOFTWARE company

We have a Core IP in CONTENT AND LEARNING PLATFORM







We are now equipped for an exponential growth for the

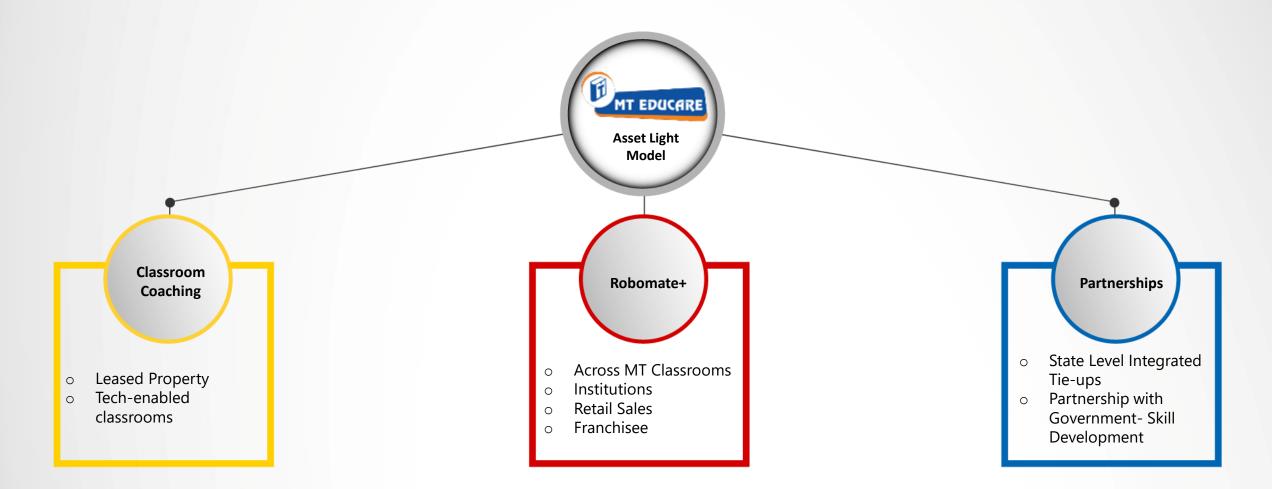
next 25 years...





## **SCALABLE BUSINESS MODEL...**









# **STATE LEVEL TIE-UPS...**









## Access to over 45,000 students in newer geographies through

## PRE-UNIVERSITY BUSINESS MODEL



## **Pre-University Tie-up for Entrance Test-Prep**

### **Mahesh PU**

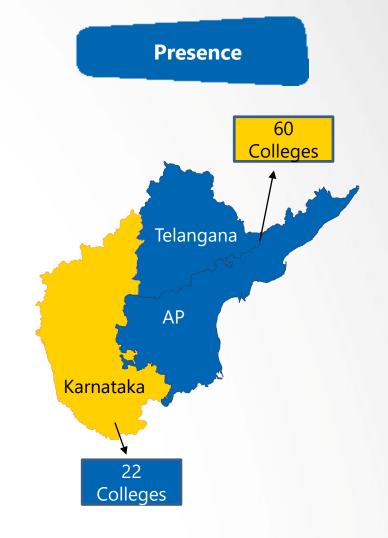
- Tie-up with Aryan
   Foundation
- Presence in Karnataka through 22 Tie-ups

## Sri Gayatri Educational Society

 Presence in Telangana & Andhra Pradesh

## **Advantages of PU Model**

- It is a high Delta Asset Light Model
- Provides Faster Scalability
- Geographic Expansions
- Push Robomate Sales







UVA...



Government Skill Development







## **ALIGNED WITH INDIA'S FUTURE GROWTH...**



## **Our Strengths**

Experienced management team having strong background in academics and administration

Technology aided classrooms

Developed contents across courses

Presence across 13 states and 178 locations

Serviced 1mn+ Students over 2 decades

## **Exponential Growth**

 Leveraging our relationships with Government for newer initiatives in education sector

## **Business Expansion**

 Leveraging our brand for skill development has helped us service huge number of students over a period of 2 years

## Sustainable Growth Engine

- Leveraging on MT's existing infrastructure providing high margin
- Government entity provides assurance of payment despite longer working capital cycle

# Long-term **Proposition**

- Education is a priority sector for the Government
- Budget allocation has been increased to Rs. 79,685 Crs. for FY17-18





# TAKING A GIANT LEAP FOR THE FUTURE...





Transforming education



The Future of Education





## Promoting the

# **DIGITAL LEARNING OPPORTUNITY...**



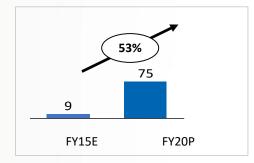
## Money Transactions - Mobiles

- Finance (Paytm, Freecharge etc.)
- o Travel (Uber, Ola etc.)
- eCommerce (Flipkart, Amazon)

## Socializing - Mobiles

- Whatsapp
- Facebook
- o Calling/Messaging

# Digital Education Business India market size Rs. Bn



Education still is a laggard and has huge Opportunity

Source: Crisil

# Entertainment - Mobiles

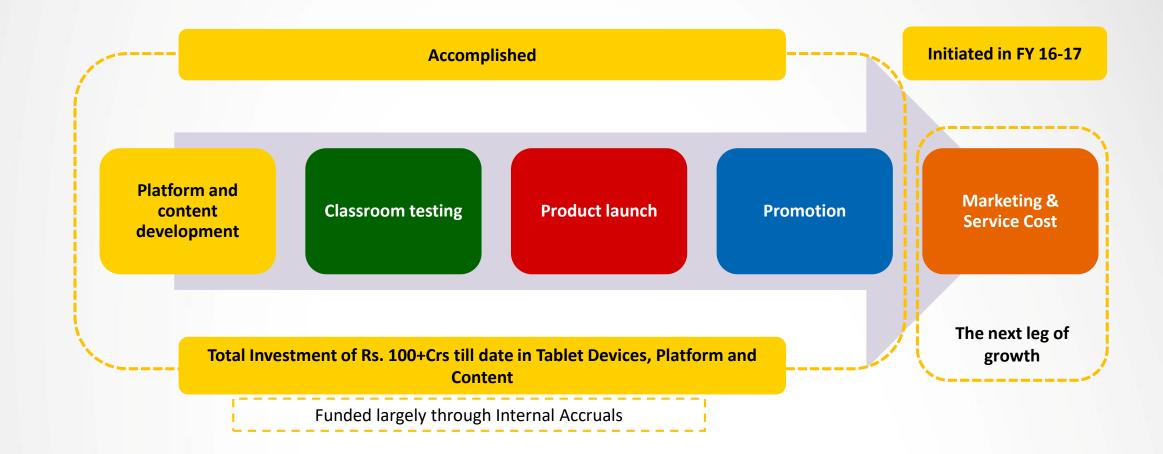
- Youtube
- Candycrush, Angry Birds





# **ROBOMATE+ PRODUCT EVOLUTION**









## Making

# **'LEARNING SIMPLE'**





Available across price points

### **Means of Reach**

- o Online App
- o Offline:
  - ✓ SD Card ✓ Tablet
- o 3<sup>rd</sup> Party E -commerce

#### **Products**

- Complete curriculum of 8th to 12th (State/CBSE/ICSE boards)
- Professional Courses – CA
- Entrance Exams-JEE Mains, Advanced, MH-CET, K-CET, NEET, AIPMT, AIIMS, MBA Entrance (CAT)

#### **Features**

- 45,000 Module equivalent to 4,500 hrs. AV Lectures
- o E Book
- Assessment (Over 4 lakh Questions in the Bank)
- LMS/ Classroom Training
- Customized Timetable
- Data analytics and Dynamic Assessment

### **Advantages**

- Increase efficiency in Teacher-Student interactions
- Reduced lecture delivery time
- Customized Solution possible
- Micro level performance tracking





New App Launched in June 2016 Achieved over 1mn downloads as on date

B2B and B2C Service Provider





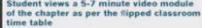
## **SCALING OUR CLASSROOM MODEL...**

6

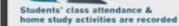












# Learning with the Flipped Methodology at Robomate+ enabled Institutions

CaseStudy @ MT Educare

Roboanalytics provides a comprehensive report on the Teacher's app



With the aid of a students'analysis, teacher teaches the same module in depth & explains the solutions in the class



class MCQ test & discusses the results



Robomate+ helped teachers Connect their existing teaching methodology (traditional) to the New edge Flipped classroom environment



- Due to preparedness of students curricullum delivery was doubled in the same time and was obseved to be on higher level doubt solving
- Sudent's grades improved minimum 8-10%
- · Enhancement of teacher's performance was observed due to mapping classroom delivery needs

Robomate+ Connected students Big Data Analysis provided useful information on students' learning patterns, content seamlessly between their home and traditional classroom enviroment through consumption and performance of students a Studens, Teacher, Parents App over the academic year

> MT Educare was enabled on efficient classroom scheduling, deriving reports from assessment engine to map customised learning needs of the students.



A consolidated report of the Student's study activities & test results are shared with the parents on their app



Robomate+ connectd MT Educare classroom to the rest of the administrative eco system.







# **PROVIDING A HOLISTIC APPROACH...**

















- Support in Flipped Classrooms
- Classroom Admissions getting driven by Robomate+©
- Experience of 28 years in the Industry to help in Content Creation
- PLarge Faculty base of 1,300+ faculty
- Software Development Team of Over 40 Engineers/Managers
- Team of UI & UX Experts
- Capitalizing on the Brand Equity









### ROBOADMIN

"Central console" for Learning Management System & Scheduling

### ROBOANALYSE

Data Analysis, Result Reporting, Dynamic Ranking

### ROBOASSESS

Question banks, Adaptive Assessments & Evaluation

## Robomate+ Features

Robomate+ is an Educational
Technology platform, which works on
Students, Teachers and Parents
partnership at institutions. It enables
Content Creation, enhances
classroom delivery, reports
performance analysis and helps in
administration management.

### **ROBOBOOKS**

Digitization of books, Distribution of eBooks

### **ROBOREPO**

Content Creation, Content Tagging, Content Management



### ROBOGROUP

Teacher Student Colaboration

## ROBOMATE+ MOBILE APPS

Students, Teachers, Parents App for accessing course usage, assessment and attendance data

# Robemate.+

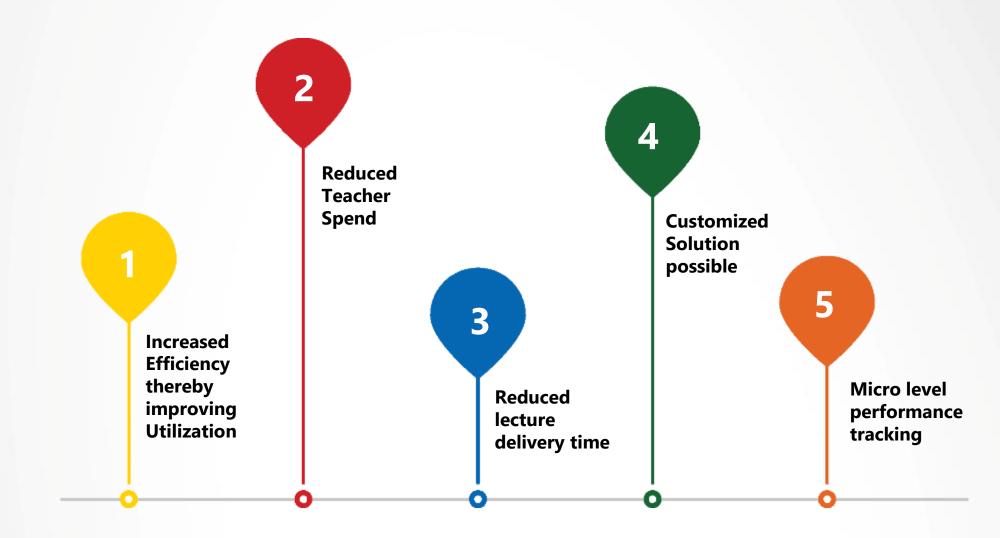
Learning Made Simple





# **DEVELOPING A COMPETITIVE EDGE...**









# **ESCALATING BUSINESS SCALABILITY...**



Schools / Educational Institutions



Robomate+ In App Conversions



E-Store & Third party e-Commerce portal



Seminars / Fairs / Exhibitions



**Distributors / Content Partners** 

**High Student Retention** 

Drive New Classroom Admissions in the long run Non MT, Product
Business to lead Margin
Expansion

Strong Analytics to Gauge consumption pattern





## **RECENT CAMPAIGN**





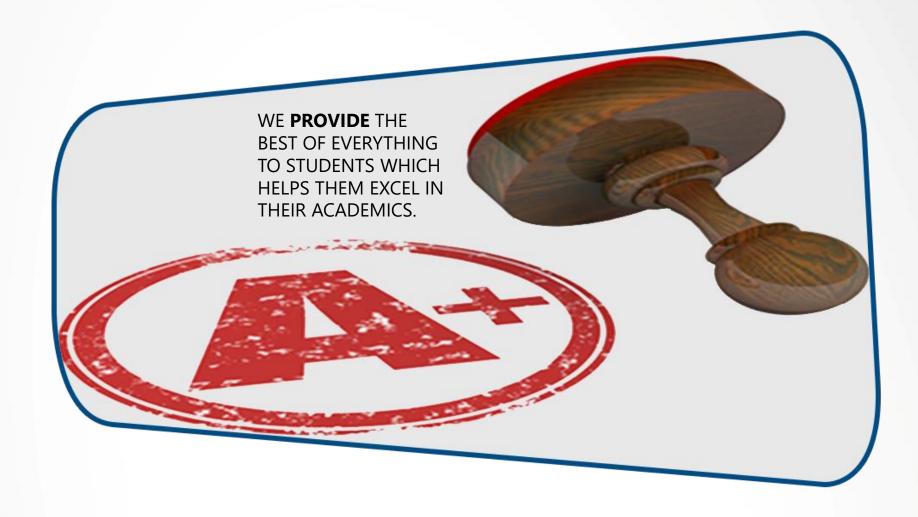
Video- Click here





# **DELIVERING EXCELLENCE...**



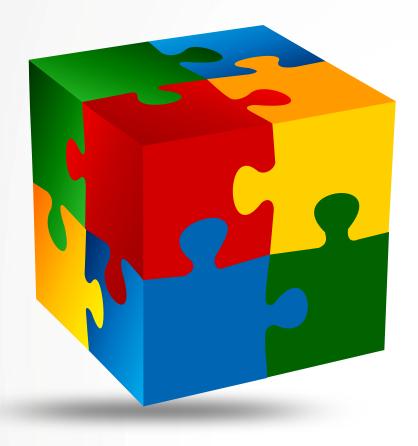






# **BUILDING A LONG TERM BRAND FRANCHISE...**





**Robomate+** 

Sale of digital content for higher scalability

**Asset Light Model** 

- Expanding through tie-ups
- Digital Content

Focus on National Level Exams

Nationwide common entrance and professional examinations

Diversification

- Geographical Expanding PAN India
- Vertical- Strengthening presence across segments





# ...WITH EXCELLENCE IN EDUCATION



### **School**

- Focus on developing the CBSE & ICSE business verticals
- Increasing batch utilization by adding count in existing locations across Mumbai and Pune

### **Science**

- Focus on JEE Advanced (IIT Entrance Exam) in Mumbai & North under the brand 'Lakshya'.
- 22 operational Pre University college tie-ups across Karnataka for K-CET test prep coaching
- 60 Intermediate colleges tie-up across Telangana & AP for EAMCET

## Commerce/ UVA

- XI & XII- developed SSC & CBSE expertise
- UVA- Focusing on government projects
- Expanding CA video classrooms into South India through franchisee model
- Leveraging expertise in MBA entrance preparations

## Robemate.+

Learning Made Simple

- Reaching out to Non-MT students to scale up the business
- Tapping new geographies across India
- Expanding reach through institutional sales
  - Tie up with local coaching classes in tier-II and tier-III Cities
  - Providing teacher training
  - Appointing franchisees across India





# ...WITH EXCELLENCE IN EDUCATION









#### The Experienced Minds leading the

## **TRANSFORMATION...**





Has over 29 years of experience and holds a bachelor's degree in science and education. His foresight of delivering quality education consistently with unique innovation ahead of the market has resulted in MT Educare being the premier institution in the Education sector and a household name. He was awarded the 'Pride of the Nation Award' by the All India Achievers Association in the year 2008

#### Mahesh Shetty Chairman & MD



Naarayanan lyer

Non Executive Director



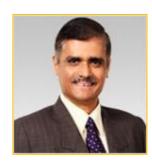
**Chhaya Shastri** 

Non Executive Director



**Drushti Desai** 

Independent, Non Executive Director



**Yatin Samant** 

Independent, Non Executive Director



**Uday Lajmi** 

Independent, Non Executive Director





#### ...taking the business to the

#### **NEXT LEVEL**



Mr. Chandresh Fooria

**Business Head-Science Section** 

Mr. Anish Thakkar

**Business Head- Commerce Section** 

Mr. Murali Subramanian

**Business Head- School** 

Mr. Shrenik Kotecha

**Business Head- UVA** 

Mr. Sanjay Sethi

**Chief Financial Officer** 

Mr. Rahul Mahurkar

**Chief Technology Officer** 

Mr. Yagnesh Sanghrajka

Business Head – Robomate + New Initiatives

Mr. Sujeet Koyoot

Business Head- Karnataka

Mr. Vipul Shah

Head – Brand Development & Procurement

**Mr. Parag Chitale** 

Business Head - MBA

Mr. Mahtab Khan

Head- CSR

Mr. Dinesh Darji

Company Secretary & Compliance Officer













### **BUILDING CREDIBILITY AND VISIBILITY...**





Edupreneurs-Excellence in Education, in 2014

#### MT Educare Received- Forbes Asia's 'Best Under a Billion' Company award, in 2014

	US SMLN LAST FISCAL YEAR		
	SALES	NET INCOME	MARKET VALUE
INDIA			
ACCELYA KALE SOLUTIONS airline and travel software, data analytics	39	7	137
AJANTA PHARMA pharmaceuticals	169	21	451
DHANUKA AGRITECH pesticides	107	12	124
EROS INTERNATIONAL MEDIA film production	198	28	209
HEXAWARE TECHNOLOGIES information technology consulting, software development	356	60	537
INFINITE COMPUTER SOLUTIONS information technology services	256	24	63
JUBILANT FOODWORKS operates Domino's Pizza brand in India	\$260	\$24	\$1,294
KPIT CUMMINS INFOSYSTEMS information technology services	412	37	424
LA OPALA household tableware products, glass and glassware	28	4	72
MINDTREE information technology consulting, software development	435	62	662
MT EDUCARE educational tutorial chain	28	3	69
NATCO PHARMA pharmaceuticals	114	13	274
NIIT TECHNOLOGIES information technology services	372	39	268
PERSISTENT SYSTEMS software product development services	238	35	353
RS SOFTWARE software and other related services	59	7	29
SOM DISTILLERIES & BREWERIES beer and liquor	37	4	135
TALWALKARS BETTER VALUE FITNESS fitness chain (see story, p 72)	28	6	59
TTK PRESTIGE kitchen appliances, property and investment	237	25	653
VIKAS WSP guar gum powder, supplying to food industry	525	63	44





# **DELIVERING SHAREHOLDER VALUE...**









## **Normalised EBITDA – 9MFY17**



Particulars (Rs. In crs)	9M FY17	9M FY16
Revenue	234.97	228.42
Operating Expenses	117.30	113.52
Employee Expenses	32.87	27.19
Other Expenses	22.69	22.76
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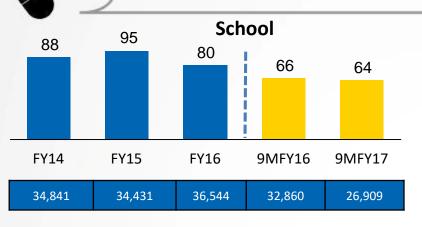
<sup>\*</sup>Normalised EBIDTA excludes the Robomate+ promotional campaign in FY17 till date

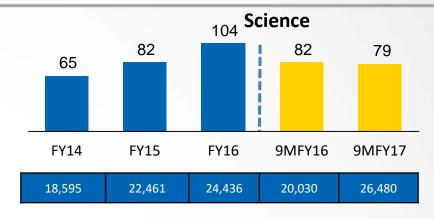
- Launched its state of the art learning platform (LMS) Robomate+ through a multipronged media campaign which included TVC's running across television channels
  - Received very good response across market segments
  - Promotional Campaign with Mr. Amitabh Bachchan: incurred a cost of Rs. 12.89
     Crores during 9MFY17

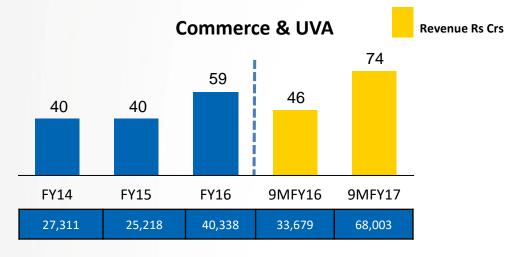


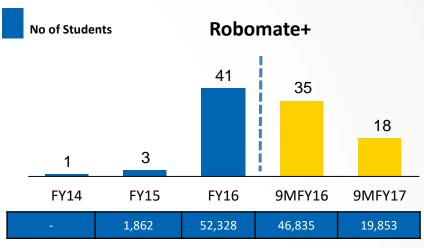
#### **ACHIEVING OPERATING LEVERAGE...**











Total No of	9MFY17	9MFY16	FY16	
Student serviced	141,245	133,404	153,646	

<sup>\*</sup>No. of Students Serviced represents students coached for a course during the period under consideration.

While a student is included in the no. of students serviced from the start of the course, the corresponding revenue for that student is accrued evenly over the course duration. Thus, the revenue recognized for the student builds up as the financial year progresses which is reflected by the annual average fee realization per student being higher than the average fee realization for the interim periods. The average fee realization per student serviced for the period under consideration is not comparable with the average fee realization for the full year.





# FINANCIAL PERFORMANCE- Q3FY17 & 9MFY17 (CONSOLIDATED)



Particulars (Rs. in Crs.)	Q3FY17	Q3FY16	YoY %	9MFY17	9MFY16	YoY %	FY16
Revenue	63.56	70.67	-10.1%	234.97	228.42	2.86%	287.08
Operating Expenses	31.66	34.33		117.30	113.52		143.88
Employee Expenses	11.42	9.56		32.87	27.19		37.17
Advertisement Expense	11.51	2.62		24.23	16.44		17.94
Other Expenses	7.6	8.22		22.69	22.76		30.21
EBITDA	1.31	15.94	-91.8%	37.88	48.50	-21.90%	57.88
EBITDA Margin	2.06%	22.55%		16.12%	21.23%		20.16%
Other Income	2.92	2.35		8.49	6.72		8.50
Depreciation	5.01	4.17		14.07	11.42		15.61
Finance Cost	4.93	0.93		7.80	1.82		3.27
PBT	(5.71)	13.18		24.50	41.97		47.49
Tax Expenses	(1.27)	5.34		9.68	14.73		15.31
PAT	(4.44)	7.84	-156.6%	14.81	27.24	-45.63%	32.19
Minority Interest	0.0	0.0		0.0	(0.16)		(0.16)
Net Profit	(4.44)	7.84	-156.6%	14.81	27.40	-45.9%	32.35
Net Profit (%)	-6.98%	11.1%		6.30%	12.0%		11.30%





## HISTORICAL CONSOLIDATED FINANCIALS



Particulars (Rs. In crs)	FY16	FY15	FY14	FY13	FY12
Total Operating Income	287.1	227.0	201.8	157.3	130.6
EBITDA	57.9	46.6	42.3	29.3	23.1
EBITDA Margins	20%	21%	21%	19%	18%
Profit Before Tax	47.5	40.7	32.0	25.4	19.2
PBT Margin	17%	18%	16%	16%	15%
PAT	32.4	25.8	21.0	18.0	13.2
PAT Margins	11%	11%	10%	11%	10%
Networth	148.6	125.7	112.0	101.1	57.1
Growth Rate	18%	12%	11%	77%	20%
Capital Employed	183.6	130.7	112.0	101.1	57.1
RoCE	19%	23%	19%	18%	23%





## **CONSOLIDATED BALANCE SHEET**



Particulars (Rs. In crs)	Sep-16	Mar-16
Shareholders Fund	167.8	148.6
Share Capital	39.8	39.8
Reserves & Surplus	128.0	108.7
Minority Interest	0.0	0.0
Total Non Current Liabilities	7.46	6.24
Long Term Borrowings	0.0	0.0
Long Term Provisions	2.40	1.83
Other Long Term Liabilities	7.5	4.41
Total Current Liabilities	158.5	122.9
Short Term Borrowings	73.5	35.0
Trade Payables	8.7	5.5
Other Current Liabilities	45.5	48.5
Short Term Provisions	30.8	34.0
Total Equity & Liabilities	333.8	277.7

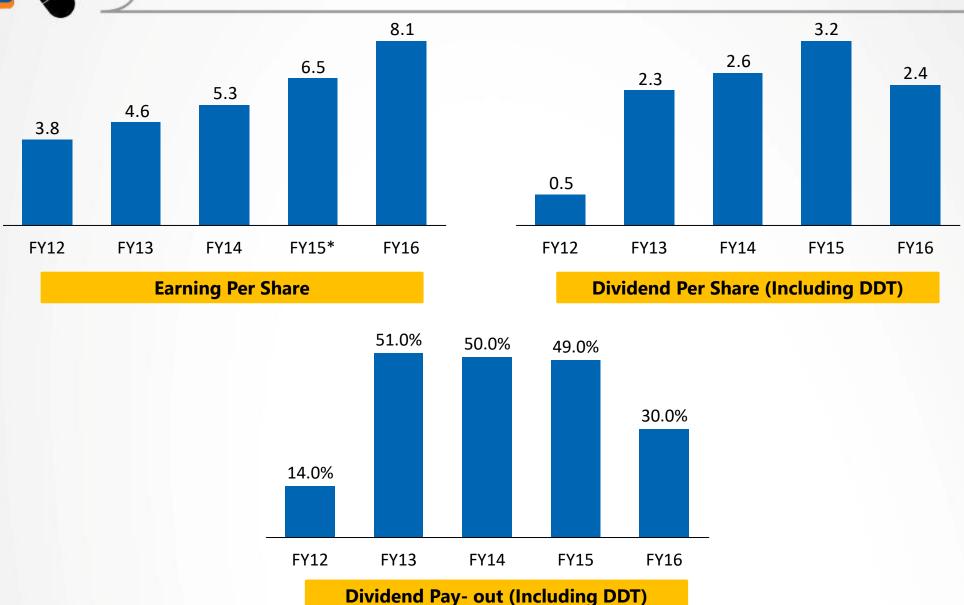
Particulars (Rs. In crs)	Sep-16	Mar-16
Total Non Current Assets	203.2	198.4
Fixed Assets	73.6	67.5
Goodwill	16.3	16.3
Long Term loans & Advances	105.7	105.4
Other Non Current Investments	0.8	0.8
Deferred Tax Assets	6.9	8.3
Other Non Current Assets	-	0.1
Total Current Assets	130.7	79.4
Inventories	1.0	1.2
Trade Receivables	71.3	44.1
Cash & Cash Equivalents	17.2	11.1
Short Term loans & Advances	23.1	15.8
Other Current Assets	18.1	7.1
Total Assets	333.8	277.7





# **Dividend Pay-out**





<sup>\*</sup> EPS adjusted for one time depreciation gain

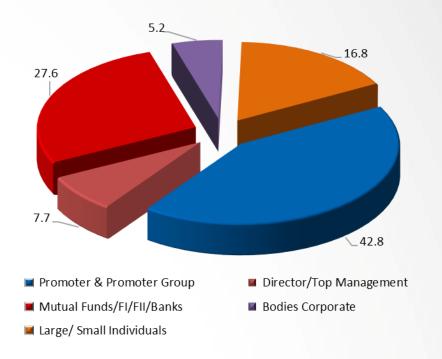




### **SHAREHOLDING PATTERN AS ON Dec'16**



Category	% Share Holding
Promoter & Promoter Group	42.8
Director/Top Management	7.7
Mutual Funds/FI/FII/Banks	27.6
Bodies Corporate	5.2
Large/ Small Individuals	16.8
Total	100.0







#### For further information, please contact

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