



Investor Presentation

- **Educomp is the largest Education company in India and the only company spread across the entire Education Ecosystem**
- **Educomp currently works with ~27,800 schools and serves over 17.9 million learners and educators across the world**
- **Educomp owns India's largest K12 content library with over 16,000 modules of rich 3D multimedia educational content reaching out to 4.8 million students across ~8,100 private schools and 6.0 million students across ~10,900 government schools**
- **Educomp runs ~830 pre-schools, 65 brick & mortar K12 schools, 7 colleges, 1 higher-education campus, 308 vocational training centers, 73 Test Prep centers and has 3.8 million users of its various online businesses**
- **All businesses have a high component of intellectual property and high branding**
- **The company has been growing Revenues & Profits at a 5yr CAGR of over 80% with EBITDA margins over 40%**

Presence across entire Educational Life Cycle



Education Life-Cycle

The only Education Ecosystem Company In India



School Learning Solutions



- **Smart Class:** Teacher-led educational content solution that dramatically improves learning outcomes in Private Schools. Market leader with presence in 8107 schools



- **EduReach (formerly ICT):** Turnkey solutions for computer aided learning in government schools; Only company to have content in 10 regional languages. Market leader with presence in 10937 schools across 12 states

Higher Learning Solutions

- **Professional Development:** Teacher Training in technology integration, pedagogy and best classroom practices. Trained 1.6million teachers till date



- **JV with Raffles Education:** 7 Design colleges operational; 1 higher education Engineering & PGDM campus



- **JV with Pearson:** Vocational Training programs in English Language training, Accounting, IT, Media, Retail etc. across 308 centers

K12 Schools



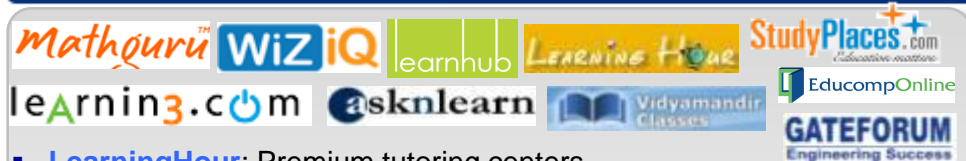
Pre-Schools (828 franchisee sign-ups)

- **Little Millennium:** Educomp's own pre-school brand; currently 233 pre-schools franchisee sign-ups
- **EuroKids:** 50% stake in Eurokids, the largest pre-school chain in India with 595 pre-schools franchisee sign-ups

Vendor to Schools owned & run by independent trusts (currently 65 schools operational, visibility of 101 schools)

- **Millennium Schools:** K12 schools in Tier I and Tier II cities
- **Takshila Schools:** K12 schools in Tier III and Tier IV cities
- **Universal Academy Schools:** Budget schools brand targeted at semi-urban towns with a tuition fee of Rs.800 per month

Online, Supplemental & Global Initiatives



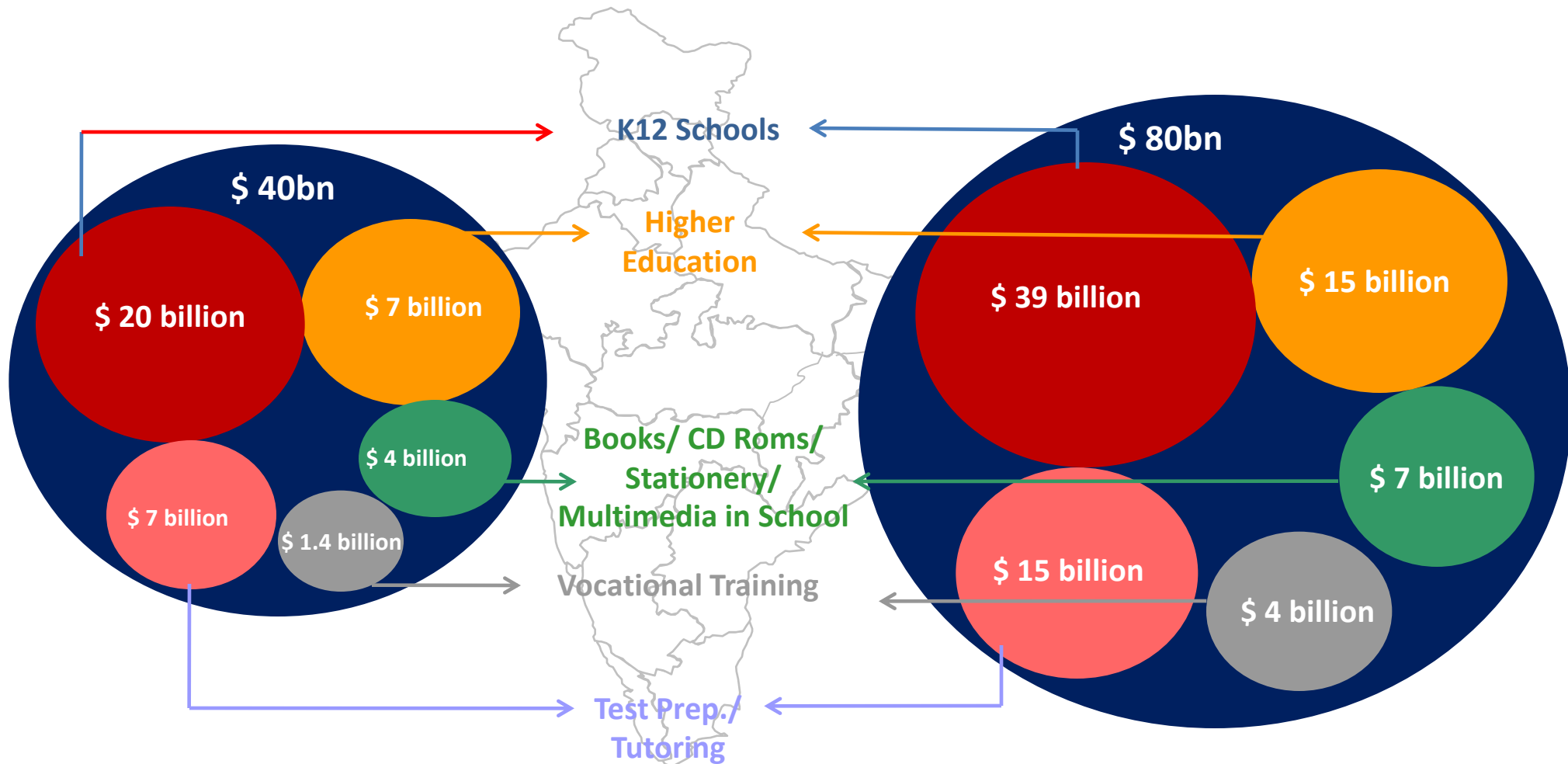
- **LearningHour:** Premium tutoring centers
- **Mathguru:** India's first & largest online math tutor & content portal
- **WizIQ:** Internet Learning Platform to connect students and teachers
- **Learnhub:** Social Learning Network
- **Studyplaces:** Education portal for admission advisory services
- **EducompOnline:** Online Learning & Testing platform
- **Vidya Mandir Classes:** India's premier IITJEE Test Prep organization
- **Gateforum:** India's premier GATE Test Prep organization
- **Learning.com:** Leading web based K12 Company in US
- **Ask-N-Learn:** Singapore's largest K12 company

The Education opportunity in India is estimated at \$40 billion

India Education Overall Market estimated at \$40bn growing at CAGR 16%

FY'09

FY'14



*CLSA Report March 2008;

Financial Year is April to March

- **Educomp benefits from huge cross-selling opportunities by monetizing students across the education life cycle from age 2 to age 25 years**
- **Flawless execution demonstrated across years**
- **Demonstrated innovation in products: SmartClass, Millennium Learning System, One-on-One Learning, ETEN, VSAT technology, Online learning, Technology integrated Supplemental education etc.**
- **High investment in R&D: 400 people in content development, over 100 people in non-digital learning materials**
- **Best in class partnerships & Joint Ventures: Raffles Education Corp. for Higher Education and Pearson plc for Vocational Education**
- **Highly entrepreneurial & experienced management team**
- **Best positioned to benefit from the growing middle class aspirations, growing consumption of quality Educational products as well as growing numbers (because of economic growth, urbanization as well as high birth rates)**

Investment case for Educomp (cont'd)

- **High growth:**
 - FY11* consolidated revenues Rs. 1351cr (~\$300 million) growing at a 5yr CAGR of 87%
 - FY11* consolidated EBITDA Rs. 539cr (~\$120 million) growing at a 5yr CAGR of 81%
 - FY11* consolidated PAT Rs. 337cr (~\$75 million) growing at a 5yr CAGR of 85%
- **High profit margins:**
 - EBITDA margins over 40% over the last 5 years
 - PAT margins over 20% over the last 5 years
- **Strong FY12 Guidance:**
 - FY12 Consolidated Revenue Guidance: Rs. 1760cr
 - FY12 Consolidated PAT Guidance: Rs. 400cr
- **Business models with annuity type revenue streams (3yr to 12yr annuity streams)**
- **Low levels of penetration even in our most scaled businesses**
- **Multiple engines of growth & value creation – many of them in early stage**
 - Multimedia in schools
 - K12 schools
 - Higher Education
 - Vocational Education
 - Supplemental Education
 - Internet/ Online Learning

* FY11 = Year ending March 2011

* FY12 = Year ending March 2012

Multiples engines of growth & value creation

	Current Mkt	Educomp Presence	Current Penetration	Market Position	Value Creation
Multimedia Content	\$1bn	SmartClass	<11% (by schools) <3% (by classrooms)	No. 1 player	High
ICT	\$90m	EduReach	<2%	No. 1 player	Medium
Pre Schools	\$1bn	Roots to Wings, Eurokids	<3%	No. 1 player	High
K12 Schools	\$20bn	Millennium, Takshila, Universal Academy, Le Mont High	Shortage of 200,000 schools	No. 1 corporate player	High
Professional Development	\$15m	Teacher Training	NM	No. 1 player	Low
Higher Education	\$7bn	Raffles JV	Shortage of 1500 universities	Growing presence	High
Vocational Education	\$1.4bn	Pearson JV	Requirement of skilled labor force of 500 million by 2022	Among Top 2 players	High
Online & Supplemental	\$7bn	Mathguru, WizIQ, VMC, Gateforum, Learnhub, Learning Hour, Edulgnite, EducompOnline, Studyplaces	NM	No. 1 player	High

Educomp – Business Description



Covering 8,107 schools and
~4.8 million students

What is SmartClass

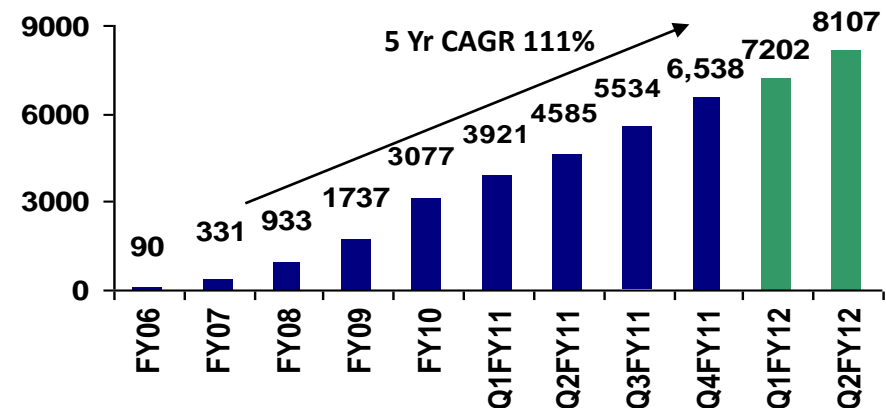
- Solution designed to assist teachers & enhance students' academic performance
- Also enables teachers to instantly assess and evaluate the learning achieved

How does it work

- India's largest Digital Content library of over 16,000 modules of curriculum-mapped, multimedia rich, 3D content
- Classrooms are equipped with Interactive digi-boards with overhead projectors



No of Schools Signed



Financial Year is April to March



Breaking barriers of what digital teaching and learning can be

Robust Design for Indian

conditions: smartclass DTS is specially designed to work in high ambient temperatures and dusty conditions prevalent in most Indian classrooms, unlike most other imported interactive whiteboards that are always at a risk of breakdown in such conditions. Moreover the system can be locked with one key to ensure high security and safety of the equipment

All equipment integrated as a single modular unit



First company in the world to launch a full suite of 3D Stereoscopic product for schools



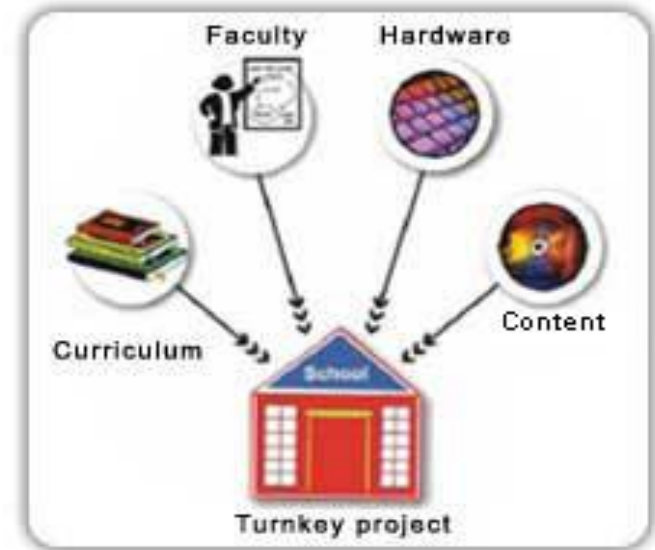
- Educomp SmartClass 3D Lab provides a unique and highly immersive experience to view curriculum concepts in life like format in 3D
- 3D SmartLab is fully equipped with stereoscopic 3D projection system, 3D electronic viewing glasses , specially designed 3D curriculum library created for the first time in the world



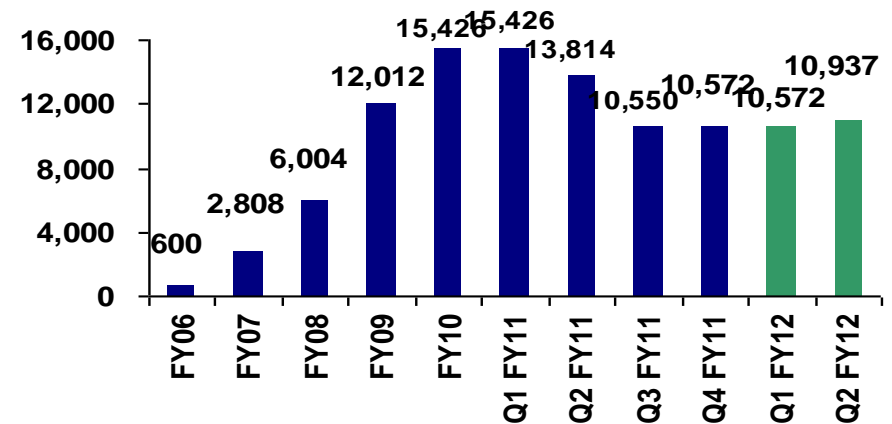
Covering 10,937 schools and ~6.0 million students

Overview of ICT Solution

- Educomp participates in government initiatives in a 'Public Private Partnership' model to IT enable ~1,000,000 government schools in India
- Educomp sets up Computer Labs in Govt. Schools and provides Multimedia Content in regional languages, Testing and certification in computer education, Full time assistants as well as teacher training and Monitoring and Supervision



No of Schools Signed



Financial Year is April to March

Pre-Schools – India's largest Pre-School company with ~828 Pre-Schools



- First structured and process driven IP in the fragmented space for early childhood education (2 to 4 years)
- **233 pre-schools** franchisee sign-ups till date catering to over 9800 kids
- Created pioneering IP of over **100,000 pages**



- Eurokids: India's leading chain of Pre-Schools
- **595 pre-schools** franchisee sign-ups in the country catering to over 39,700 kids enrolled from age 2-4
- **14 Euroschools** (K12 schools), operational on Franchise Basis
- Recipient of 'Best Licensing Programme in Education' at Indian Education Congress 2011 by Franchising India

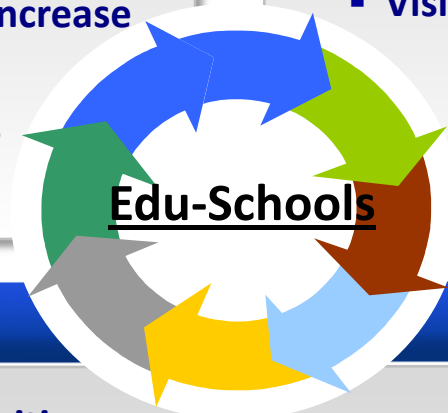
Creating core K12 Schools capacity

Market Scenario

- Shortage of 200,000 schools in the country
- Over 100million school-age children not attending school
- High birth rates in the region, leading to increase in enrollment numbers
- India's middle class has a high willingness to pay for good education

Educomp's Goal

- Educomp aspires to set up 150 schools in the country
- Currently 65 schools under operation
 - Visibility of 101 schools



Portfolio of Brands



- K12 schools in Tier I & Tier II cities



- Co-branded schools with Shriram schools



- Co-branded schools with PSBB group of Schools



- Partnership schools with Vasant Valley School



- K12 schools in Tier III and IV cities



- Budget schools with a tuition fee of Rs.800 per month

Strong R&D Capability



- Over 750 textbooks and workbooks
- Over 19,000 Lesson Plans
- Over 26,000 worksheets
- Over 11,000 Activities and 3,000 projects
- Over 500 Teaching manuals

Important characteristics of K12 Schools business

- Assured annuity type revenues till perpetuity and lock-in of customers for 14 years (2 years in Pre-School and 12 years in High School)
- High margins in steady state
- High return on capital employed upwards of 30% in steady state
- Recession proof business with no volatility
- Negative Working Capital business
- High demand supply gap ensures high capacity utilization in all schools
- High willingness in Indian middle class to pay for good education: Spending on Education is the highest non-food expense category in the consumption basket and is mostly non-negotiable spend
- With high growth rates in the country and rising disposable income of middle class parents, there is a high propensity to pay for quality education

Creating high-quality core K12 Schools capacity



The Millennium School, Lucknow



The Millennium School, Mohali



**PSBB Learning Leadership Academy,
Bangalore**



The Millennium School, Patiala



The Millennium School, Noida



The Millennium School, Panipat



The Millennium School, Amritsar



The Millennium School, Kurukshetra



Takshila School, Gaya

Creating high-quality core K12 Schools capacity



Takshila School, Hoshiarpur



PSBB Millennium School, Coimbatore



Mussoorie International School



The Millennium School, Meerut



Universal Academy, Tavru



Le Mont High, Lavasa



Chiranjiv Bharti School, Palam Vihar, Gurgaon



PSBB Millennium School, Chennai OMR



PSBB Millennium School, Chennai Porur

Creating high-quality core K12 Schools capacity



Takshila School, Ahmednagar



Chiranjiv Bharti School, Sushant Lok, Gurgaon



Millennium School, Bhatinda



The Millennium School, Indore



Universal Academy, Dehradun



PSBB Millennium School, GST Road, Chennai



Shriram Millennium School, Noida



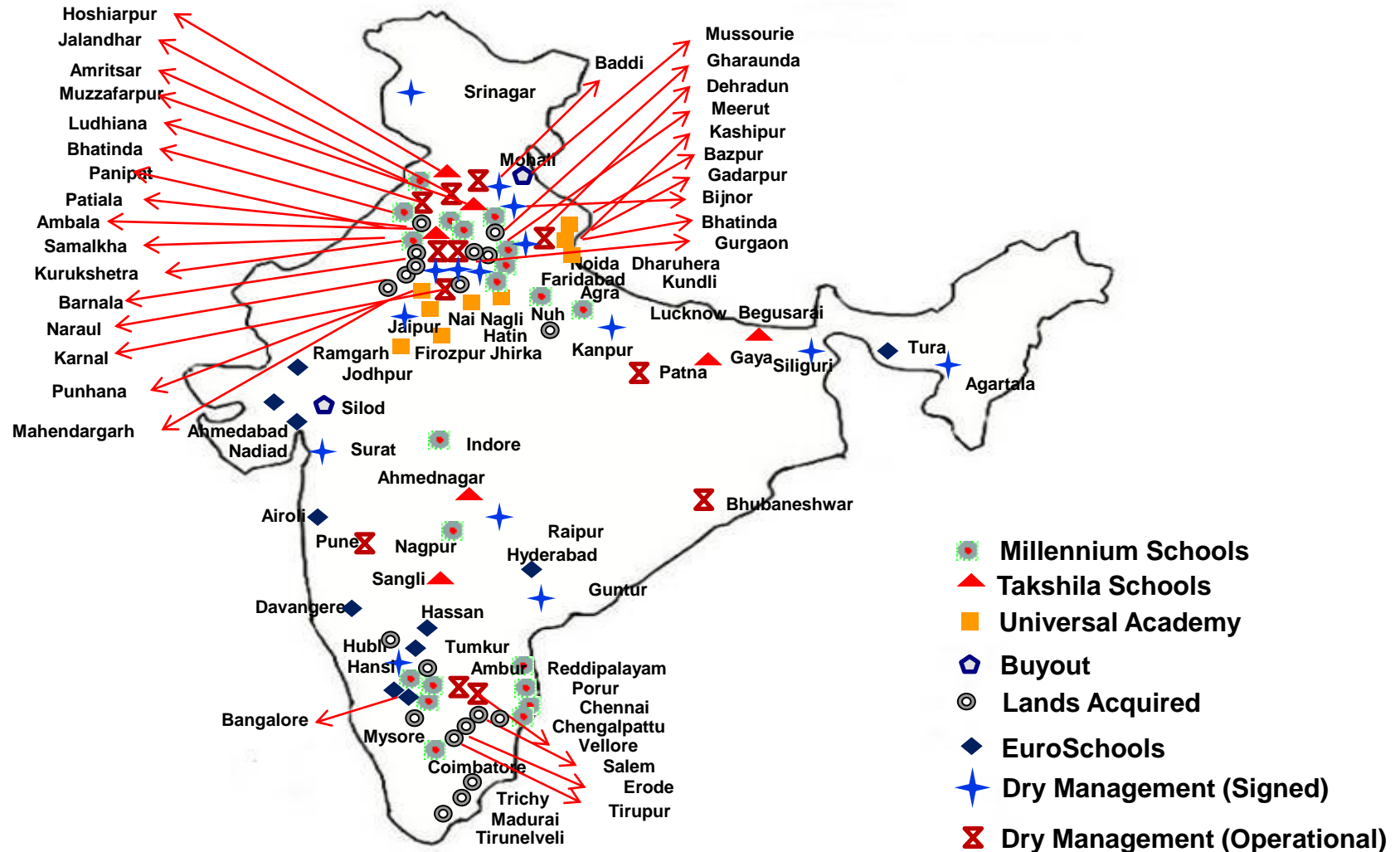
Millennium School, Jalandhar



Millennium School, Karnal

K-12: 101 schools visibility, 65 operational

(39 Greenfield, 26 JVs), 21 land parcels, 15 new JVs signed



Building high quality Design programs in India



An Educomp Raffles Joint Venture



Hyderabad Campus



Chennai Campus



Delhi Campus



Chandigarh Campus



Bangalore Campus



Kolkata Campus



Ahmedabad Campus

Building International Quality Higher Education Campus in Gr. Noida





- VSAT based teaching/learning model
- Network of 136 centers operational
- Over 45,000 students enrolled for CA Coaching in FY11; 34000 students enrolled in Q2FY12 alone
- 52 All India Ranks including 4 All India No. 1 Ranks in different CA exams in FY11; 19 Ranks in H1 of FY12 so far



- Proposition: Industry ready talent
- Distribution Model: Inside College
- Delivery Model: Hybrid Learning (VSAT + In person sessions)
- Network of 100 colleges
- Over 13,000 students enrolled

Retail Vocational Channel

- Retail network of Vocational Training centers
- Network of 72 centers
- Over 11,000 enrollments in FY11; ~7000 enrollments in FY12 so far

Educomp Supplemental - A unique Supplemental Education platform



Educomp™ **Supplemental**



Assessments
& Counseling



Tutoring
Services



Test Preparation



E-learning
Platforms



Admissions
Advisory Services

Content Leadership in North America & South East Asia

learnin3.com

- Premier provider of Web-delivered K12 curriculum and assessments
- Digital Learning Environment products
- Reach across **3.2 million students** and 125,000 teachers across the US
- Unparalleled distribution access and strong footprint in the US
- US is the largest education market in the world

asknlearn

- Leading K12 education company in Singapore
- Catering to over **230 educational institutions** across Singapore, China, Thailand, Philippines, Vietnam, Japan and Brunei
- Started groundwork to launch SmartClass in China through CDEL (China Distance Education Holdings)

Sky

Aha!Math™ easytech™

Aha!Science™ techliteracy™
assessment

Edulearn
Learning Management Systems

WizLearn

Singapore
LEARNING

SAVE

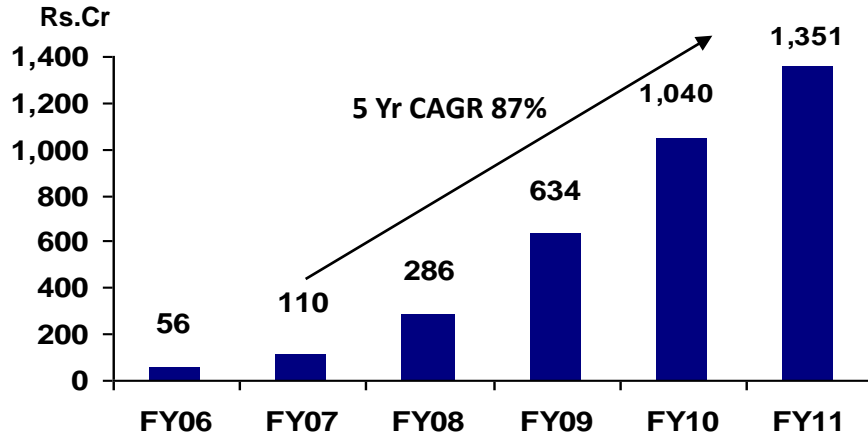
Launch of SmartClass in China

- Educomp in partnership with CDEL has launched Educomp's SmartClass and LMS products in schools in Chao Yang city of China
- SmartClass content being progressively translated in Mandarin language; approximately 1000 lessons (or 10,000 modules) have been converted to Mandarin already

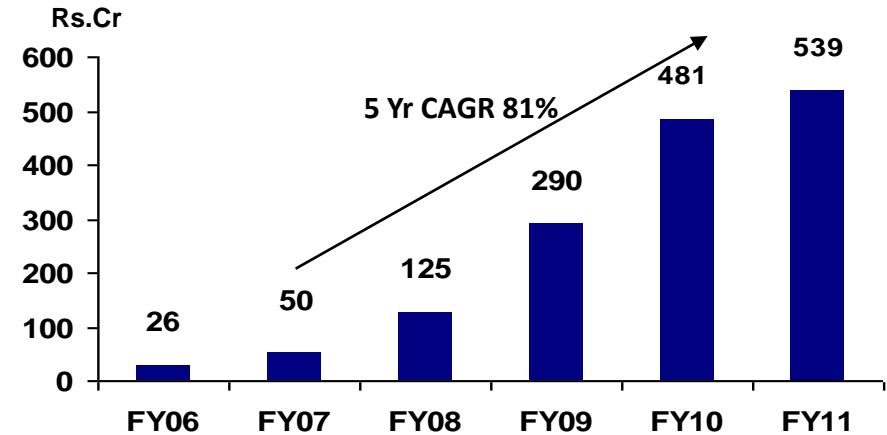


Financials Snapshot (Consolidated basis)

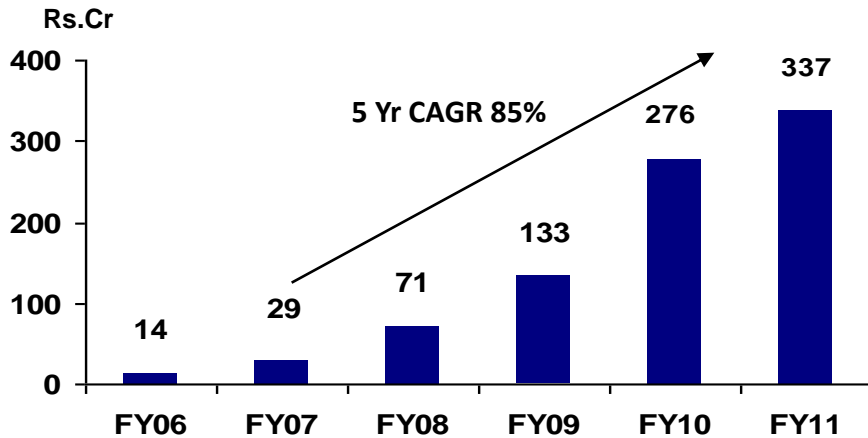
Revenue Growth



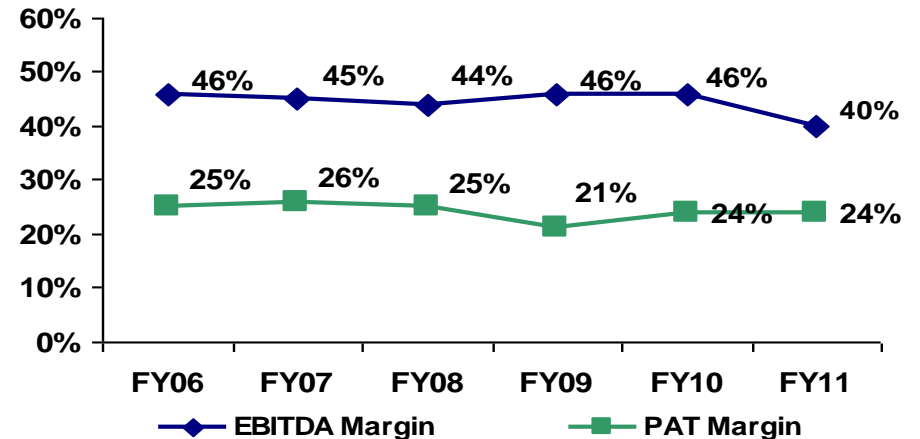
EBITDA Growth



PAT Growth



EBITDA & PAT Margins

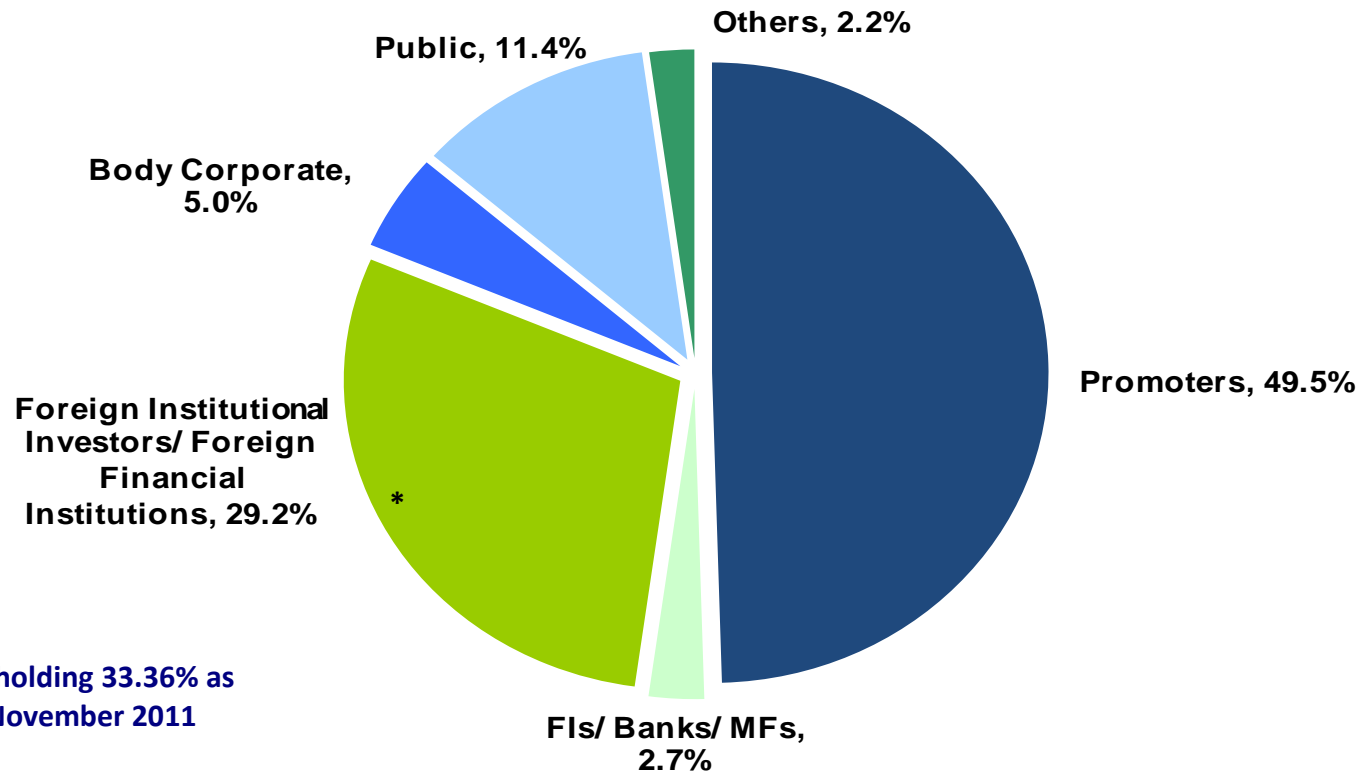


Rs 1 Cr = Rs 10 Million

Financial Year is April to March

Shareholding Pattern – As on September 30, 2011

Equity Shares Outstanding-96,009,330



Company has sub-divided each of the existing Equity Shares of the face value of Rs.10/- each fully paid-up into five Equity Shares of the face value of Rs.2/- each fully paid-up.

For any Investor Relations queries please contact:

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Ph: 0124 - 4529000



SmartClass										
	Q2 FY12	Q1 FY12	Q4 FY11	Q3 FY11	Q2 FY11	Q1 FY11	Q4 FY10	Q3 FY10	Q2 FY10	Q1 FY10
No of Schools added	905	664	1,004	949	664	844	503	355	309	173
No of Classrooms added	6818	5288	8010	7,085	5,309	6,750	4,038	ND	ND	ND
Average No of Classrooms per school	8	8	8	7	8	8	8	ND	ND	ND
Cumulative No of Schools covered	8,107	7,202	6,538	5,534	4,585	3,921	3,077	2,574	2,219	1,910
Cumulative No of Students covered (Million)	4.8	4.5	4.3	3.9	3.6	3.4	3.1	2.9	2.5	2.2
Avg Selling Price per classroom (100%) (Rs Lacs)	4.04	4.04	3.77	3.81	4.04	3.90	3.90	ND	ND	ND
Avg Revenue per classroom recognized in Year 1 (52.5%) (Rs Lacs)	2.12	2.12	1.98	2.01	2.12	2.05	2.05	ND	ND	ND

ICT										
	Q2 FY12	Q1 FY12	Q4 FY11	Q3 FY11	Q2 FY11	Q1 FY11	Q4 FY10	Q3 FY10	Q2 FY10	Q1 FY10
No of New Schools signed	582	NIL	540	NIL	NIL	NIL	600	363	671	1,780
Cumulative No of Schools covered	10,937	10,572	10,572	10,550	13,814	15,426	15,426	14,826	14,463	13,792
Cumulative No of Students covered (Million)	6.0	5.8	5.8	5.8	7.4	8.2	8.2	7.9	7.7	7.4
No of Schools for which the contractual period has expired	217	0	518	3,264	1,612	0	0	0	0	0

Pre Schools										
	Q2 FY12	Q1 FY12	Q4 FY11	Q3 FY11	Q2 FY11	Q1 FY11	Q4 FY10	Q3 FY10	Q2 FY10	Q1 FY10
No of 'Roots to Wings' Pre Schools	233	232	220	220	228	224	220	240	204	193
No of 'Eurokids' Pre Schools	595	609	579	579	535	506	555	539	424	450
No of Total Pre Schools	828	841	799	799	763	730	775	779	628	643

K12 Schools										
	Q2 FY12	Q1 FY12	Q4 FY11	Q3 FY11	Q2 FY11	Q1 FY11	Q4 FY10	Q3 FY10	Q2 FY10	Q1 FY10
No of K12 Schools operational	65	59	56	50	46	43	43	36	36	35
- No of K12 Schools operational under Educomp (Greenfield)	37	33	33	29	24					
- No of K12 Schools operational under Educomp (Acquired)	2	2	2	1	1	29	29	22	22	23
- No of K12 Schools operational under Educomp (Dry Mgmt/JV)	12	10	10	9	7					
- No of K12 Schools operational under Euroschools	14	14	11	11	14	14	14	14	14	12
No of Schools under construction/ land sites/ JVs signed	36	27	27	31	33	30	26	23	12	8
No of K12 Schools with visibility*	101	86	83	81	79	73	69	59	48	43
Breakup of Greenfield schools under Educomp:										
- No of K12 Schools operational in 0th year	4	9	9	5	ND	ND	ND	ND	ND	ND
- No of K12 Schools operational in 1st year	9	8	8	8	ND	ND	ND	ND	ND	ND
- No of K12 Schools operational in 2nd year	8	12	12	12	ND	ND	ND	ND	ND	ND
- No of K12 Schools operational in 3rd year and above	16	4	4	4	ND	ND	ND	ND	ND	ND

Higher Education - Raffles JV										
	Q2 FY12	Q1 FY12	Q4 FY11	Q3 FY11	Q2 FY11	Q1 FY11	Q4 FY10	Q3 FY10	Q2 FY10	Q1 FY10
No of Colleges**	8	8	7	7	7	7	3	2	2	2

Vocational Education - Pearson JV										
	Q2 FY12	Q1 FY12	Q4 FY11	Q3 FY11	Q2 FY11	Q1 FY11	Q4 FY10	Q3 FY10	Q2 FY10	Q1 FY10
No of Total IndiaCan points of presence	308	365	339	279	277	251	220	122	105	40
No of Students covered by IndiaCan	60815	39,097	63,000	52,500	34,600	ND	ND	ND	ND	ND

Online & Supplemental Education										
	Q2 FY12	Q1 FY12	Q4 FY11	Q3 FY11	Q2 FY11	Q1 FY11	Q4 FY10	Q3 FY10	Q2 FY10	Q1 FY10
Online Users										
No of New registered users added (in Million)	0.29	0.58	0.43	0.34	0.34	0.41	0.22	0.18	0.18	0.16
Total No of registered users (in Million)	3.8	3.5	2.9	2.5	2.1	1.8	1.4	1.2	1.0	0.8
Vidyamandir Classes / LEAP/ Gateforum										
No of VMC + LEAP + Gateforum centers operational	73	69	66	30	17	17	5	5	5	5
No of students enrolled in VMC & LEAP & Gateforum programs	18,100	10,552	7,158	3,170	1,150	1,150	1,100	1,100	1,100	1,100