



Career Point Infosystems Limited

Investor Presentation

Feb 2011

Company Overview



Company Overview



Informal Education

TUTORIAL SERVICES

- Tutorial services to high school and post high school students for competitive examinations like:
 - All India Engineering Entrance Examination (AIEEE)
 - State Level Engineering Entrance Examination (SLEEE)
 - Indian Institute of Technology – Joint Entrance Examination (IIT-JEE)
 - All India Pre-Medical Test (AIPMT)/ Pre-Dental Test (PDT)

Formal Education

ECAMS & ISS

- Catering to K-12 and Higher Education segments
- ECAMS: Education Consultancy and Management Services
 - Provide necessary management services for administration of institutes
- ISS: Infrastructure Support Services through wholly owned subsidiary
 - Rendering infrastructure and allied services for setting-up of physical infrastructure for educational institutions

*ProSeed Business
School
Kota*

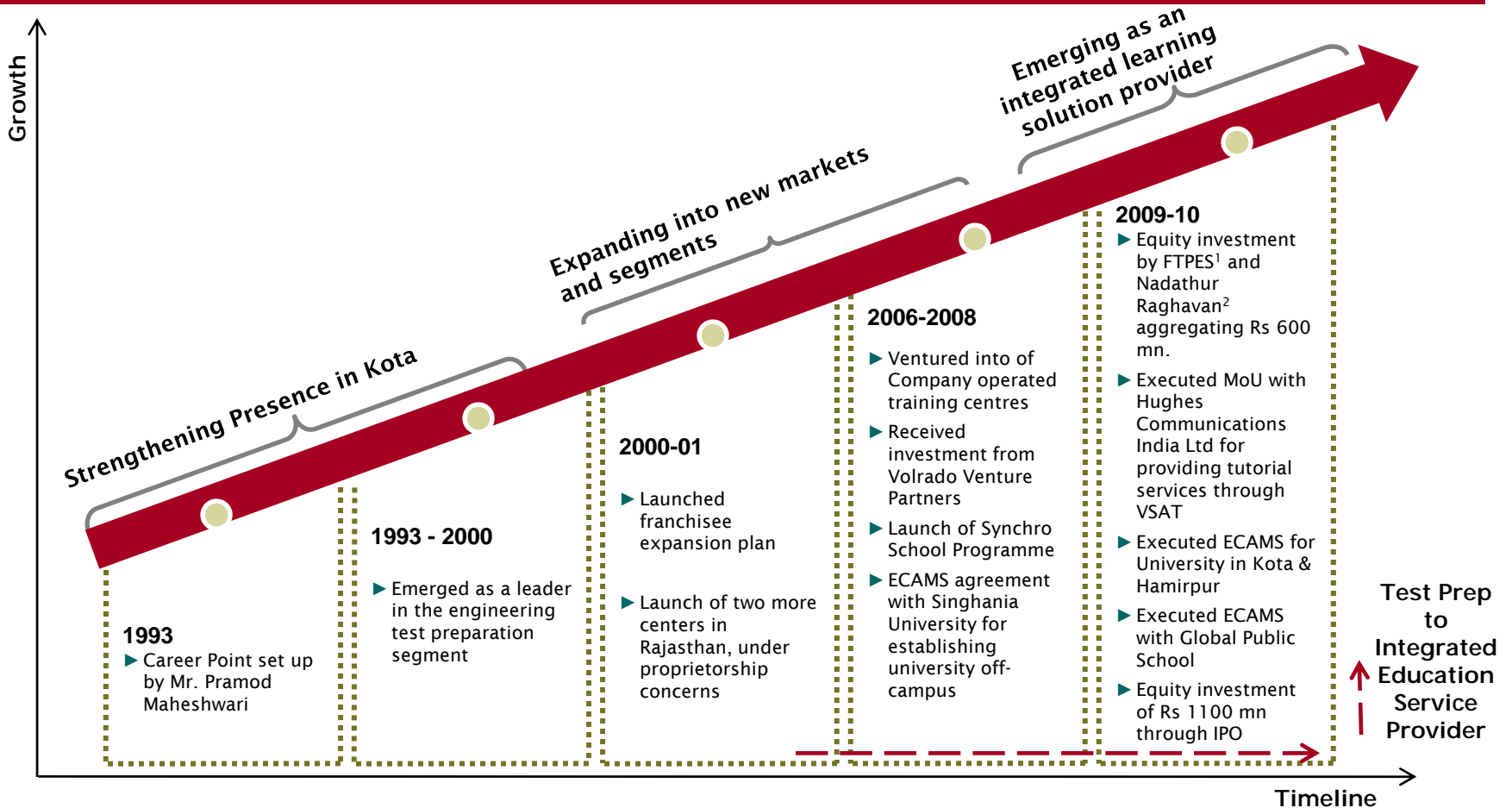
*Global Public
School
Kota | Jodhpur*

*Career Point
University
Kota | Hamirpur*

*CP Technical
Campus
Rajsamand | Mohali*

History and Milestones

History and Milestones



Starting from Kota in Rajasthan, Career Point today is an integrated provider of learning solutions across the life cycle of the student

Note:

1: Franklin Templeton Private Equity Strategy – A/C PMS

2. For and behalf of Kalpa Partners

Business Units



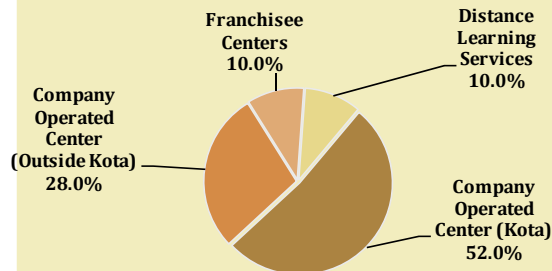
Business Units: Test Preparation Segment



Current Operating Model

1 Company Operated Centers

- CPIL delivers its classroom Tutorial programs through a physical network of 17 company operated learning centers
- Adopted standardized teaching and assesment methods
- R&D cell regularly update study material & methods
- Fees are collected in a lumpsum and installment basis (depending upon the course)



Student Mix for FY11 (31,827)

2 Franchisee Centers

- The Company operates 14 centers through franchisees wherein it enters into an agreement, granting a license to operate centers and use the “Career Point” brand within a specified territory
- Typical franchise agreements:
 - 3-4 years
 - Payment of an upfront fee and % of the gross fees from student enrollment
- CPIL also generates revenues from sale of study material to franchisee centers
- Franchisees are required to maintain quality standards and going forth the Company would look to renew licenses for only those franchisees that adhere to the most stringent standards

3 Distance Learning Services

- CPIL offers distance learning services aimed at students, who do not participate in traditional classroom programmes
- Distance learning programme comprises of the following:
 - correspondence courses
 - test series courses
- The correspondence program is efficiently designed in the form of study modules and is interactive in nature.
- The test series program involves tests conducted at authorized centers as per a pre-determined schedule and provides feedback/guidance to each student about their performance
- Technology & Online support is extended.

Innovative Teaching Modes

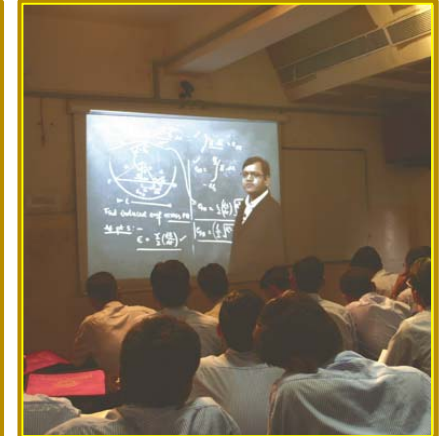
Synchro School

- ▶ Tutoring for entrance examination integrated with school education through association with schools
- ▶ Delivery platform benefits:
 - no infrastructure costs incurred
 - obtain access to broader student base
 - no substantial marketing costs.
- ▶ Programmes are funded by either school or by students
- ▶ Currently operating at 2 locations
- ▶ Intend to tie-up with more schools
- ▶ Benefits to us:
 - penetration and student enrollments
 - relatively low investment
 - explore new areas of business for competitive advantage



TechEdge

- ▶ Virtual classroom environment
- ▶ Replicates model of a real classroom with the help of VSAT/VPN technology
- ▶ Students interact with instructors online
- ▶ Able to deliver lectures at multiple locations simultaneously
- ▶ Benefits to us:
 - Minimizing time and cost of resource deployment
 - Minimum human interface
 - Expand offerings to remote locations
 - Cover areas where setting up centre is not economically viable
- ▶ Have an agreement with Hughes Communications India Limited for providing satellite based interactive services across India.



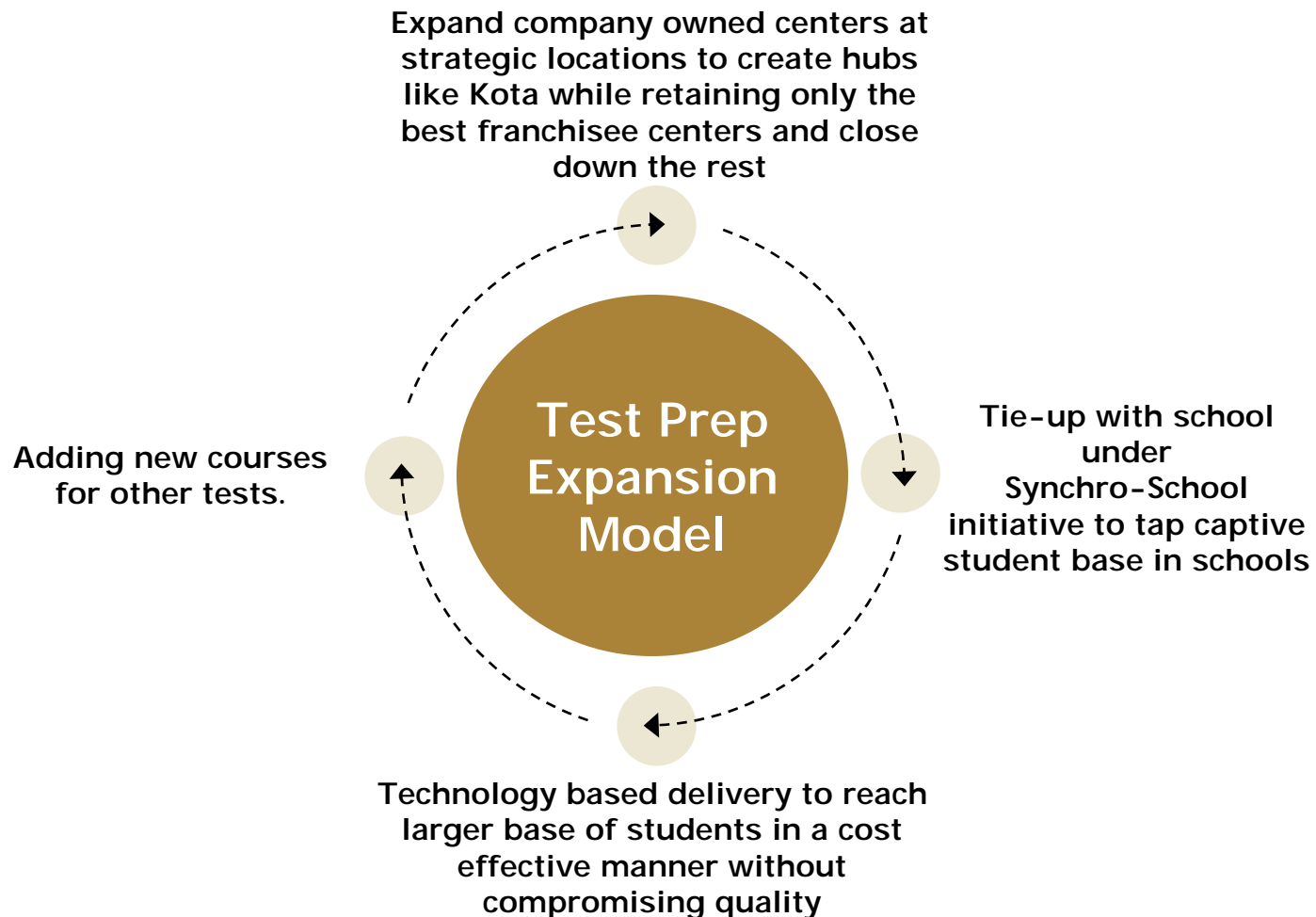
Knowledge Lab

- ▶ Recorded audio video content delivered by our key faculty members and added to our content repository
- ▶ Provide a personalized learning environment
- ▶ Based on the premise of 'reinforced learning' which means that students forming part of heterogeneous group possess different levels of knowledge retention capability.



Test Preparation Segment: **Expansion Plans**

With a well defined growth plan in the Test Preparation segment, Career Point aims to establish its dominance in the segment by leveraging on its strong center network and its content base



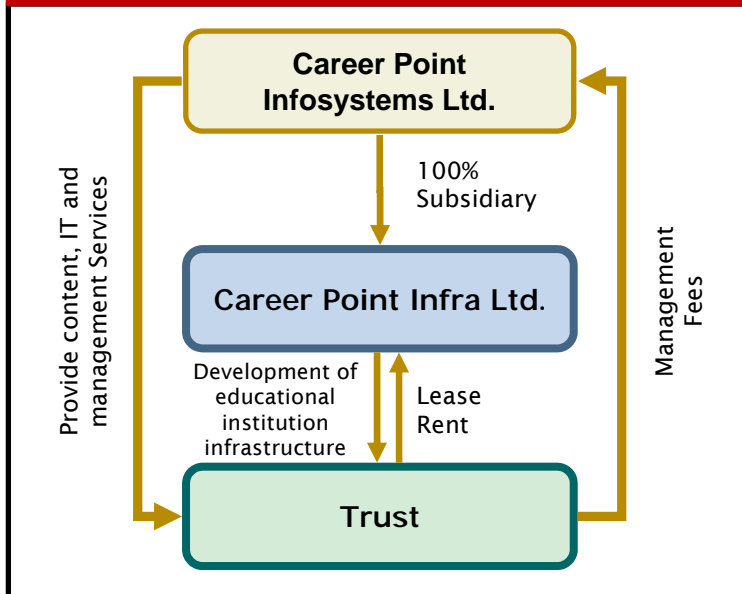
Business Units: ECAMS & ISS



ECAMS & ISS

Leveraging our content & management experience and the demand for asset light models...

Revenue Model



ECAMS & ISS: Robust Service Capability

- ▶ Enter into ECAMS contract with educational institutions
- ▶ Provide necessary management services which include:
 - location identification
 - laying strategic plan
 - human resource management services (teaching as well as non-teaching staff)
 - administrative services
 - advisory services (facilitation and assistance in securing licenses, clearance and 'no-objection certificates')
 - information technology related services
 - marketing, branding and education development activities
 - management and maintenance of complete financial system
 - conducting cultural, social and sports activities
- ▶ Provide Infrastructure Support Services where asset light institutions would outsource their capital intensive infrastructure requirements and allied services for setting-up of physical infrastructure
- ▶ Leverage upon our rich experience in understanding the dynamics of infrastructure requirements in the education sector

ECAMS & ISS Presence



Business Units: K-12 Schools



K-12 Segment: Global Public School

Career Point has established a presence in the K-12 segment via Global Public School, which incorporates the latest teaching methodologies and course curriculum to offer a well rounded learning solution

Salient Features

- Global Public School is an English medium co-educational school with one branches in Kota and one more branch coming up in Jodhpur
- Affiliated to CBSE, with over 1,400 students in the primary, middle and higher secondary wings

Infrastructure

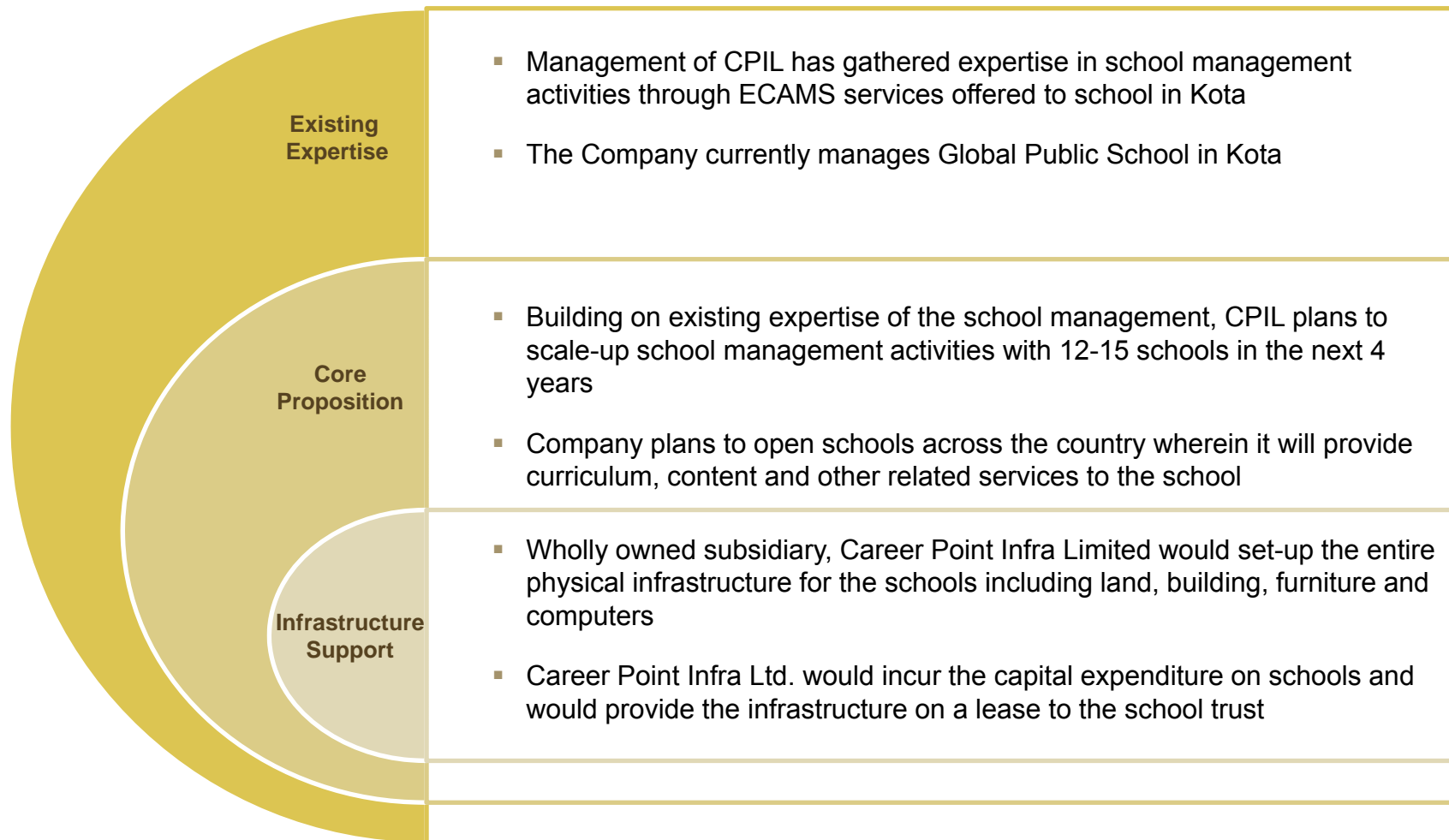
- Global Public School engages a staff of over 54 people and offers world class infrastructure to shape a conducive learning environment
- The school employs modern teaching aids
- State of the art classrooms, libraries and laboratories along with a well equipped fitness center and medical room

Teaching Methodology

- School offers an interactive curriculum well supported by a strong infrastructure
- Primary and pre-primary wings focuses on activity based learning which is supportive, stimulating and functional
- Senior wing adds intellectual separation with academic involvement, aided by a curriculum that offers a well balanced mix of academic work and extra curricular activities

Expansion in the K-12 Segment

Catering to the latent demand in the K-12 segment, in terms of quality content, curriculum and school management expertise, CPIL plans to leverage on its existing expertise in the segment to expand its offerings

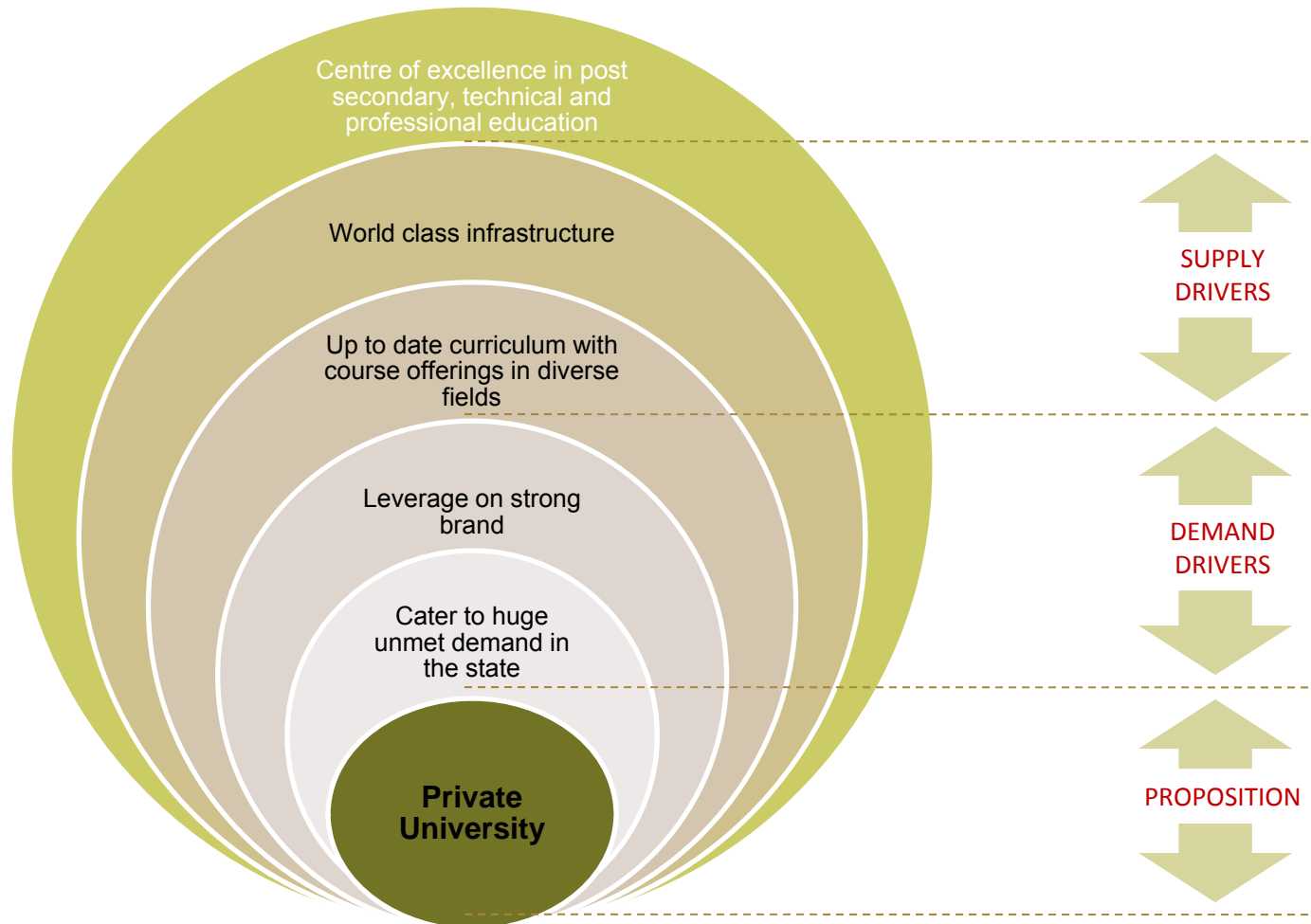


Business Units: University & Technical Campus

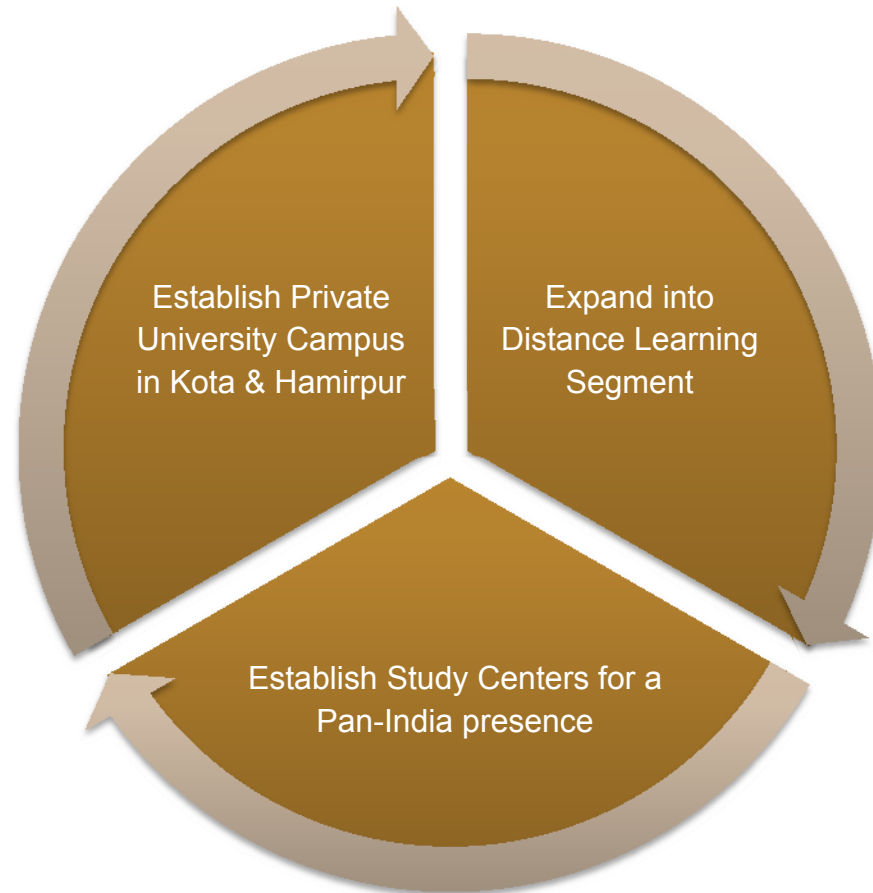


Private University & Technical Campus

Under ECAMS, Career Point is assisting trusts to establish Private University in Rajasthan & Hamirpur and AICTE recognised technical campuses in Rajsamand & Mohali (each comprising of Engineering, MBA & MCA colleges) to cater to the unmet demand for higher education in the state, while leveraging on its strong brand, as a leading education solutions provider



Growth Strategy in University Segment

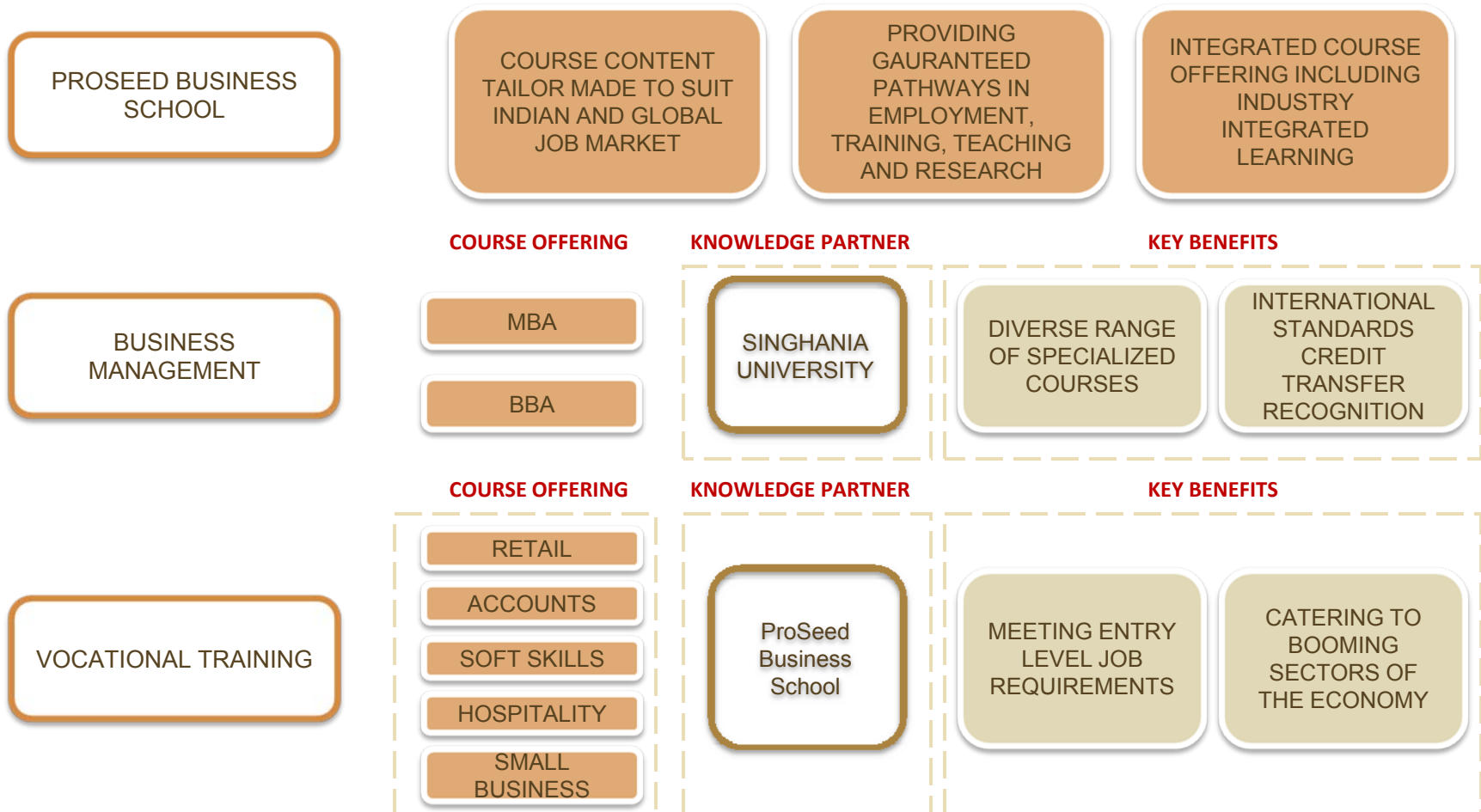


Business Units: Business School & Vocational Training



Proseed Business School

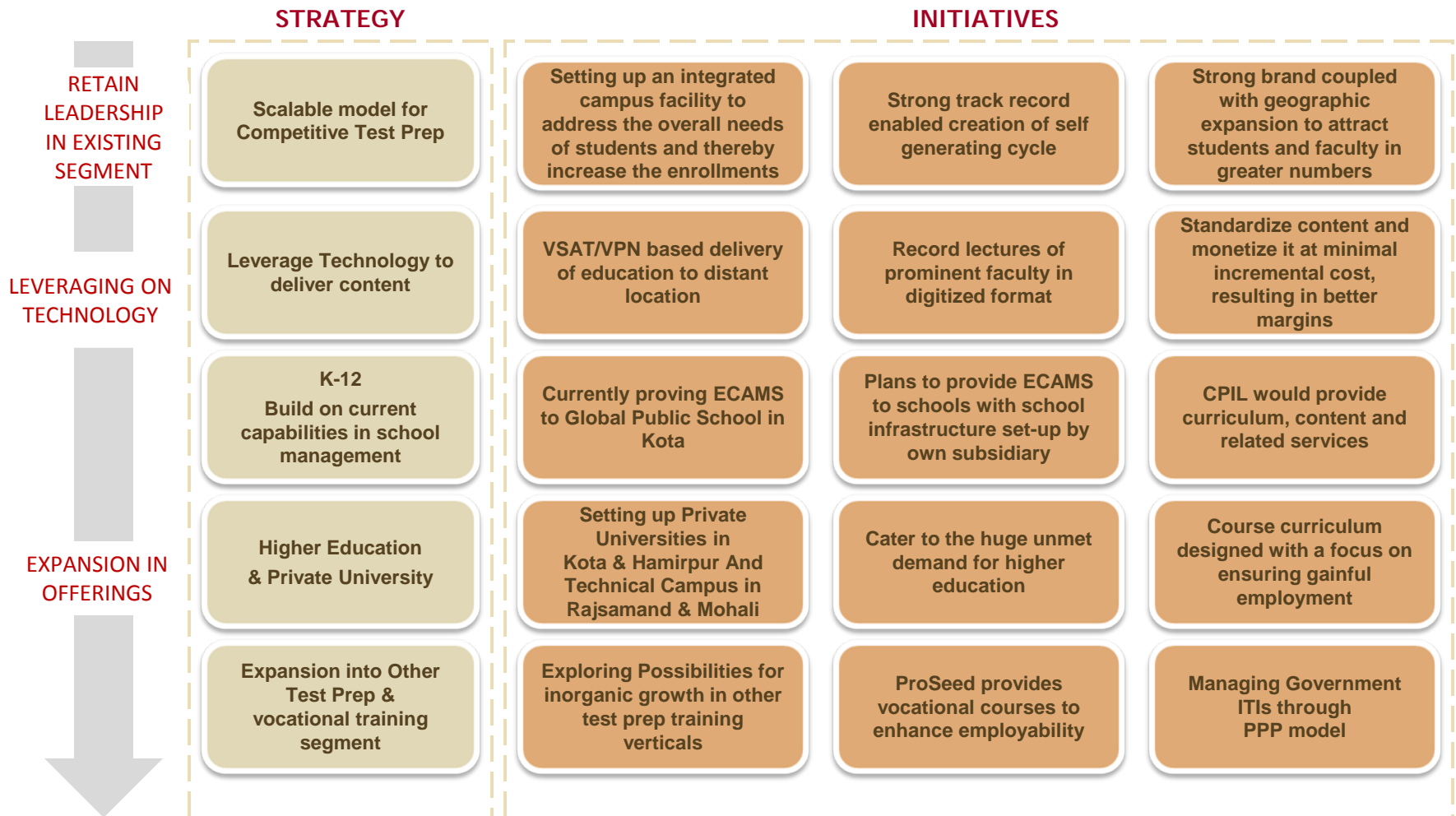
Career Point established Proseed business school in 2008, to offer management education and vocational training courses to cater to the growing need for education with a focus on generating employment



Sum Up: Multi-Pronged Growth Strategy



Multi-Pronged Growth Strategy



With a multi pronged growth strategy, CPIL plans to strengthen existing capabilities while developing new offerings to emerge as a complete education solutions provider

Key Differentiators



Strong Established Brand

Based in Kota, the Company has created strong brand equity based on its impressive track record which it would now leverage on to expand into new segments

Kota: Coaching Hub of North India

- Grooming over 10,000 successful AIEEE aspirants, 600 successful AIPMT aspirants and over one-third of the students who clear the IIT-JEE every year, Kota has emerged as the leading destination for examination aspirants
- Career Point was one of the first test preparation institutes in the region and today owing to its successful track record, coaches over 25% of the 60,000 students enrolled in Kota

Strong Track Record

- Since 1993, Career Point has consistently delivered a strong success ratio in the leading Engineering and Medical entrance exams
- With only 2% (Aprox) share of the AIEEE preparation market in terms of enrolled students, Career Point coached about 12% of the successful AIEEE candidates in 2010, resulting in an unmatched success rate of 40%
- In this manner CPIL has created a virtuous cycle, where good results attract better quality students, leading to better results, year after year

Integrated Education Solutions Provider

- Moving from being a test preparation coaching entity, Career Point has plans to emerge as a provider of education services across the life cycle of a student
- Building on its strong brand equity, the Company now looks to expand its offerings in the University and K-12 segment

Strong Management and Faculty Team

MANAGEMENT AND FACULTY TEAM

- Senior management team has an average experience of 13 years in the education field
- CPIL has a good pedigree of dedicated faculty from the IITs, NITs and other premier institutes in India

FACULTY TRAINING

- Faculty training facility ensures that all new faculty members undergo training on CPIL teaching methodologies / techniques, subject matter of relevant courses etc.
- On-going training to faculty members allowing them to stay abreast of the changes in examination trends and changing student needs

Technology Aided Teaching Methodology

Course Offering

- CPIL has developed a comprehensive preparation course for each examination (IIT-JEE, AIEEE & AIPMT) which focuses on developing of knowledge, confidence, speed, accuracy and right temperament to face the examination

Utilization of Technology

- The efficiency of preparation courses is further enhanced by efficient utilization of technology to impart education
- Programmes such as “a2zfeedback”, “Knowledge Labs” and “Synchro School”, allow the Company to leverage technology to monetize its content base and enhance enrolments at minimal additional cost

Unique Offering

- CPIL has conducted some pilot programmes to test effectiveness of delivering educational content through use of technology to remote locations in the country
- These programmes if implemented, would serve as excellent platforms to leverage existing high quality content available with the company

CPIL's progress from the traditional classroom model to use of technology platforms, for tutoring, is expected to help achieve larger scale of operations and geographical spread, which places it way ahead of its competitors

Growth Strategies

Our goal is to strengthen our role as a leading and diversified provider of tutorial services for various competitive entrance examinations and emerge a significant player in ECAMS

Integrated Campus facility

- Kota training centre attracts highest number of student enrolments.
- Presently, ~40% of the annual student spending is realised by way of tutoring.
- Campus facility to help in tapping a wide range of revenue flows arising out of expenses incurred by a student during his stay at Kota
- Integrated facility to address the necessary needs of the students in addition to tutoring services.

Enter new geographic markets and new course offerings

- Intend to expand in markets which offer optimum opportunities in terms of student enrollments based on specific parameters like lack of proper education, aspiration of students and socio-economic background
- Leverage our in-house development capability to develop new products in areas that we believe will further enhance our growth & profitability.

Reaching students through technological initiatives

- Delivery of course content / synchro school programme simultaneously at multiple locations through Tech Edge class in tie-up with Hughes Communication
- Address the personalised learning needs of every student through delivery of pre-recorded varied educational content through Career Point Knowledge Labs.

Growth Strategies (cont...)

Our goal is to strengthen our role as a leading and diversified provider of tutorial services for various competitive entrance examinations and emerge a significant player in ECAMS

Participation in Formal education through ECAMS

- There exists a huge potential for ECAMS in K-12 and Higher Education segment in India.
- Intend to explore opportunities to provide ECAMS to a number of private and / or Government-run schools, colleges and universities.
- Entering into partnership with Government under the PPP model

Opportunistically pursue strategic acquisitions

- Pursue selective strategic acquisitions and JV opportunities to augment our capabilities, broaden our service offerings and increase geographical presence with attractive growth opportunities.
- Potential targets includes companies involved in education sector or engaged in providing services to the education sector and whose operations can be scaled by leveraging our experience.

Organization Overview






Management Team

Promoter Group Profiles

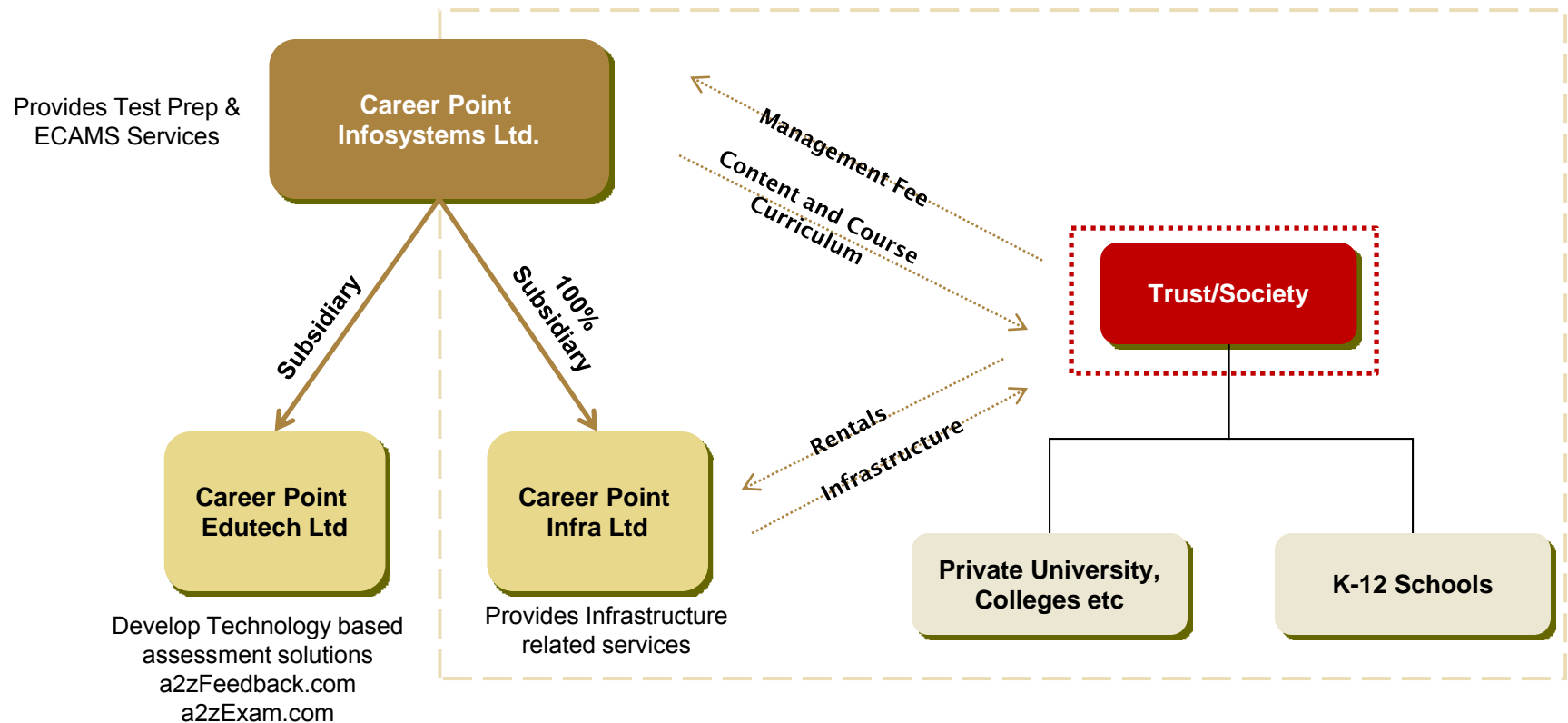
NAME		DESIGNATION	AGE	EXPERIENCE	EDUCATION	PROFILE
Pramod Maheshwari		Chairman, Managing Director & CEO	39 yrs	>16Yrs	B.Tech from IIT Delhi	<ul style="list-style-type: none"> Director of the Company since 2000 First generation entrepreneur and the key founder member of our Company Over 15 years of experience in developing and implementing training methodologies Plays a major role in providing thought leadership and strategic guidance, in addition to supervising the functional heads
Om Prakash Maheshwari		Wholetime Director & CFO	41yrs	>16yrs	B.E from Rajasthan University	<ul style="list-style-type: none"> Co-founder of Career Point Responsible for all project implementation as well as financial and legal matters
Nawal Kishore Maheshwari		Wholetime Director	34 yrs	>9 yrs	B.Com from Maharshi Dayanand Saraswati University	<ul style="list-style-type: none"> Associated with the Company since incorporation In-charge of various functions including administration, liasoning and other day to day affairs of the Company

Management Team

Promoter Group Profiles

NAME	DESIGNATION	AGE	EXPERIENCE	EDUCATION	PROFILE
Shailendra Maheshwari 	Sr. Vice President – Academics & Product Development	38 yrs	>13Yrs	B.E from University of Rajasthan	<ul style="list-style-type: none"> With Career Point group since 1995 Working experience of 13 years in the teaching field Grown to fame as ‘Math Guru’ through his coaching and guiding students for competitive examinations Formulates and monitors the implementation of an effective academic system Company wide.
Mithilesh Dixit 	Sr. Vice President - School & Vocational Education	48 yrs	>27 Yrs	MSc. from Madras University and MBA and Doctorate from Trinity University, USA	<ul style="list-style-type: none"> Over 27 years experience in the army, academic and corporate sector with specific exposure to corporate affairs Has worked with ABC Investment and Management Company in USA Current responsibilities include managing the formal and vocational education departments
Rajnish Goyal 	Vice-President Academics - Test Preparation	34 yrs	>9 Yrs	B.E from University of Rajasthan	<ul style="list-style-type: none"> Spent nine years in the field of education Currently, he is overall in charge of the mathematics department. Worked as a lecturer in the Engineering College, Kota

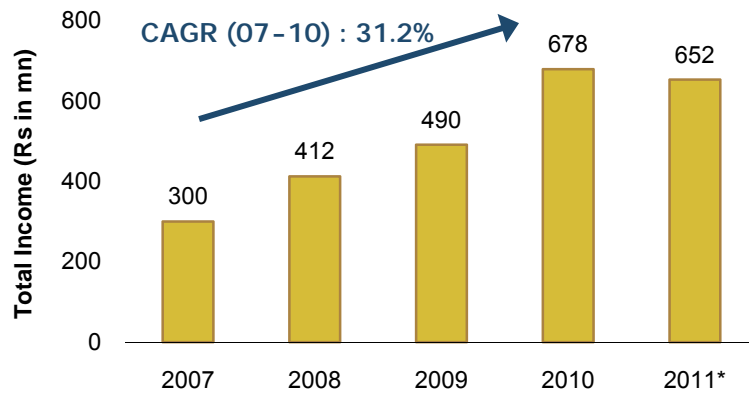
Corporate Structure



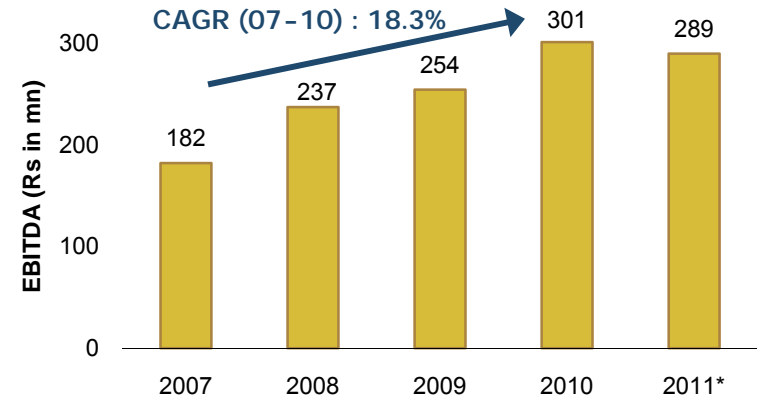
While housing the educational solutions business under CPIL itself, the Company plans to provides infrastructure for K-12 schools via its Career Point Infra subsidiary

Key Financials (Standalone)

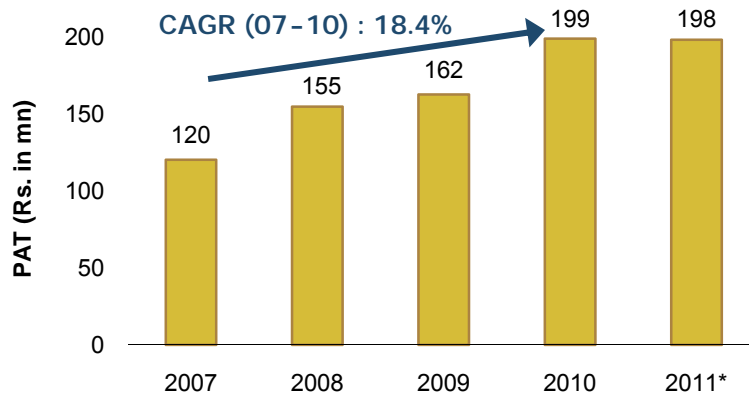
Revenue



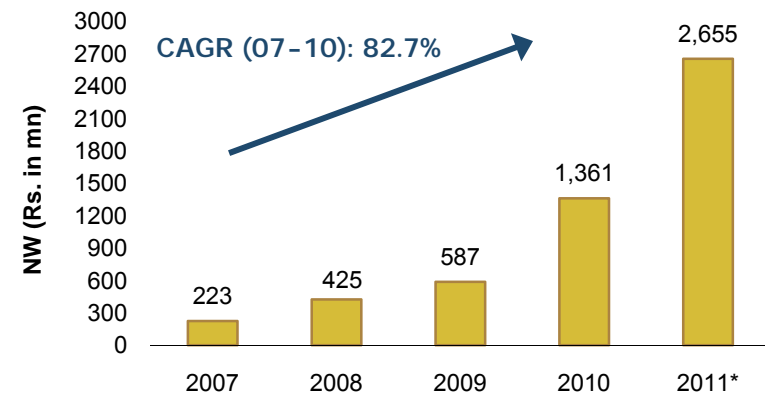
EBITDA



Profit After Tax



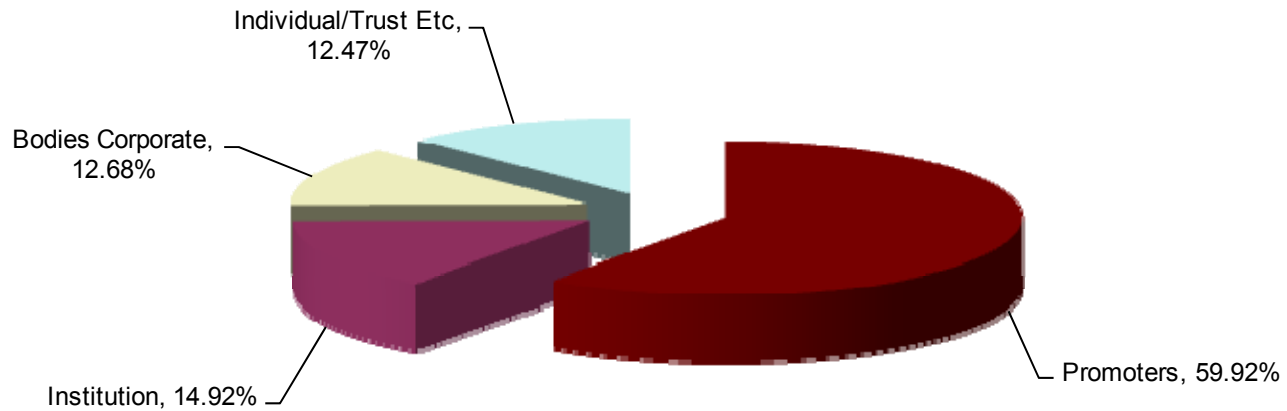
Networth



* 9 months ended December 31st, 2010

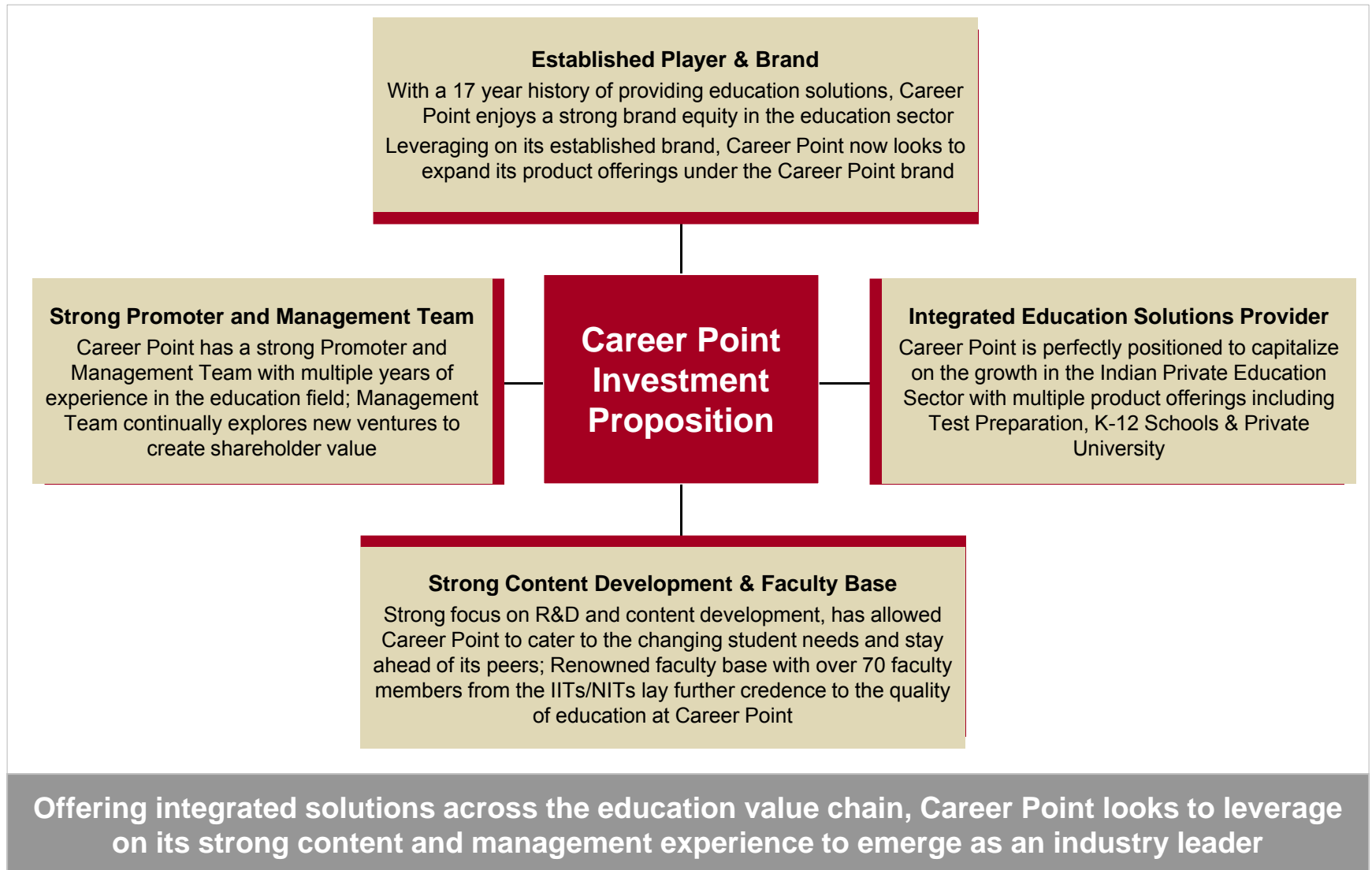
Shareholding Pattern

Current Shareholding Structure



Total Number of Issued Shares: 18,132,939

Highlights





Thank You