



Educomp Solutions Ltd.

What  
**LEARNING** CAN BE ...





## VISION

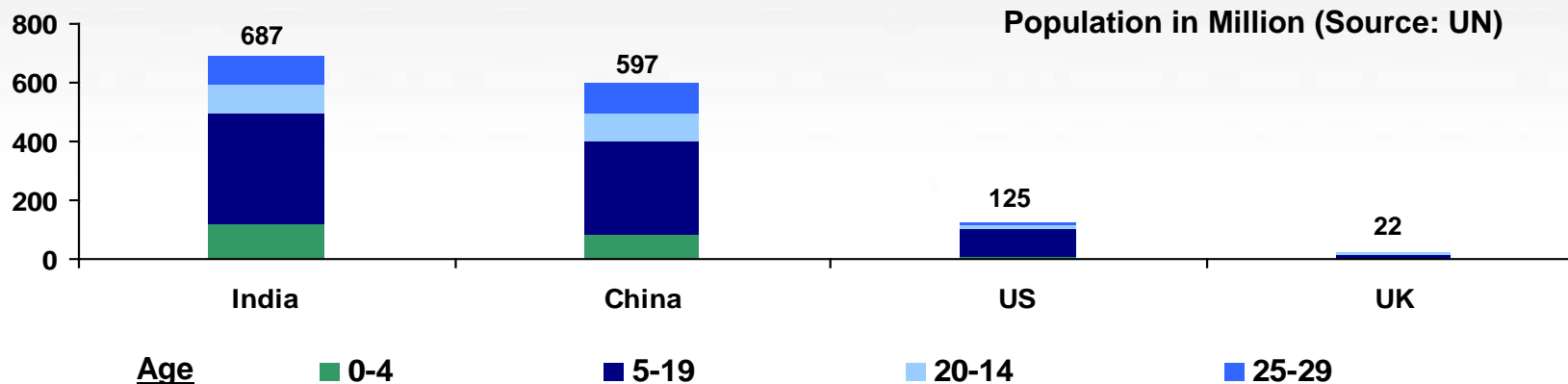
To solve critical education problems by applying innovative solutions focused on “Quality of Education” and “Access to Education”

## MISSION

Reach out to 15 million learners by 2010.  
Be among the top five Education Companies Worldwide by 2012

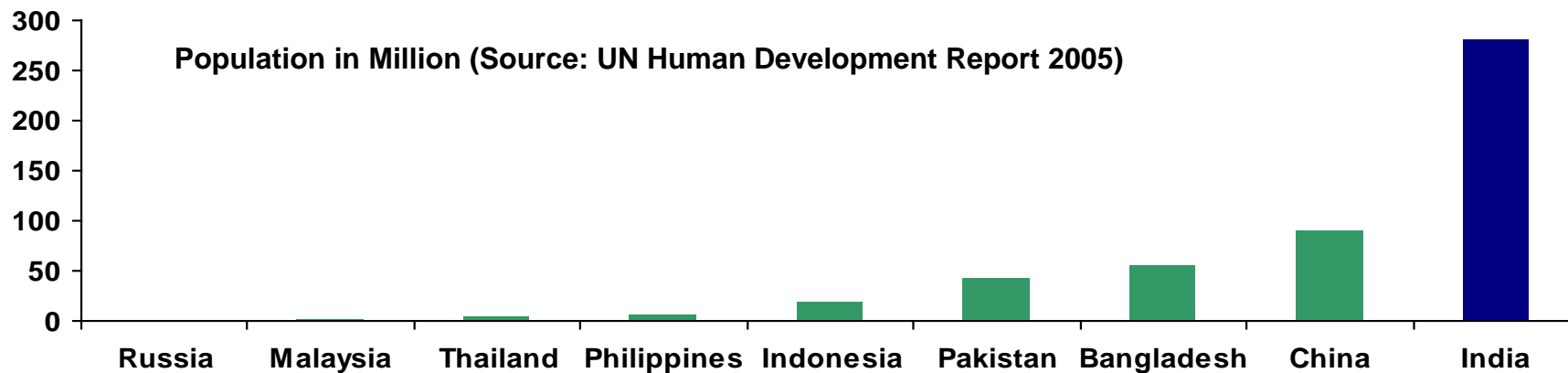
# India Education Market

India has the world's largest population of people under the age of 29



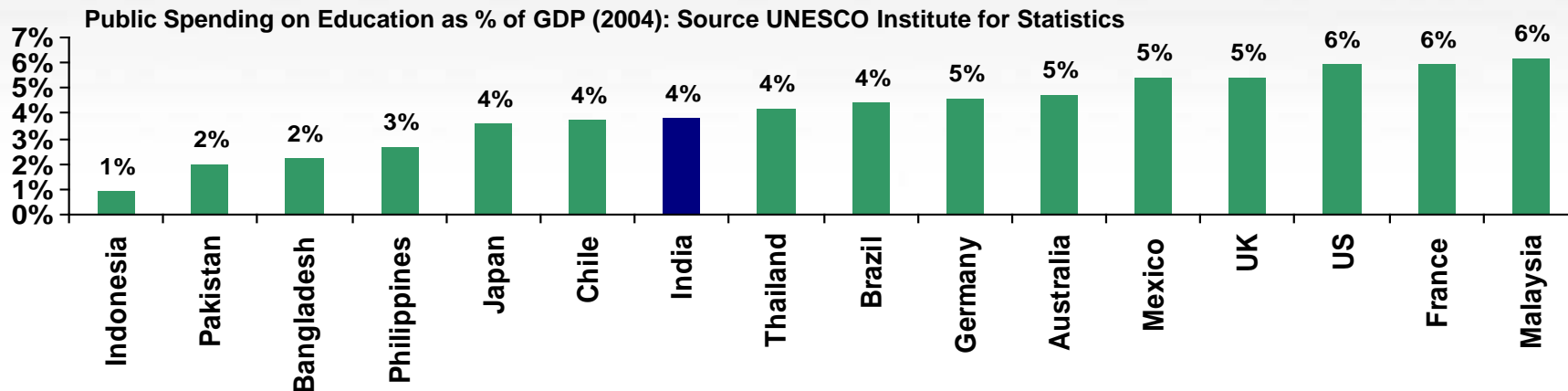
- 361m children *should* be in school; 219m children *are* in school
- With high birth rates in the region, enrollment numbers have been increasing at 6% every year

India has the world's largest Illiterate population in 15+ years age group





## .. but Education Spending is at par with Rest of the World



## India Education Market: Current State

- Failed public education system with over 140 million school-age children not attending school
- Not enough educational establishments; shortage of 200,000 schools
- High drop-out rates, high adult illiteracy and shortage of skilled staff
- Poor physical infrastructure and low internet connectivity
- Teaching profession not lucrative; poor teaching skills
- Poor governance and high absenteeism of teachers in rural as well as urban areas
- India's middle class has a high willingness to pay for good education: Spending on Education is the highest non-food expense category in the consumption basket

- Education consumption is likely to reach \$150 billion by 2025 – making India one of the world's largest education economies
- Demographics, rising discretionary income and sustained government spending are the key Education consumption drivers in India
- Education is the key priority for India's middle class\*
  - What would they do if given Rs. 10 million? 49% would buy property, 44% would save and invest for children's future and 32% would start a business
  - Main reasons for savings? Emergency (62%), Children's education (55%), Healthcare (35%)
  - Education spend is the highest non-food expense category in India's middle class consumption basket(\*Source: Report by CLSA "Mr. & Mrs. India", September 2007)
- Large multi-billion dollar markets are getting created in all parts of the education value chain
- India's education sector is a large testing ground for innovative products/ services/ solutions that can find application across the globe

# Educomp Overview

## K12 Content Licensing & Training



- **Smart Class:** Teacher-led educational content solution that dramatically improves learning outcomes in Private Schools



- **EduReach:** Turnkey solutions for computer aided learning in government schools; Only company to have content in 10 regional languages

## Teacher Training

- **Professional Development:** Teacher Training in technology integration, pedagogy and best classroom practices . Trained 1.4 million teachers till date

## K12 Schools

- **Roots to Wings:** Educomp's own pre-school brand; currently 170 pre-schools operational
- **EuroKids:** 50% stake in Eurokids, the largest pre-school chain in India with over 450 pre-schools
- **Millennium Schools:** Network of K12 schools in Tier I and Tier II cities; currently 20 schools operational
- **Takshila Schools:** K12 schools in Tier III and Tier IV cities; 3 schools expected to be operational by July '09
- **Vidya Prabhat Schools:** Budget school brand targeted at semi-urban towns with a tuition fee of Rs 800 per month

## Professional & Vocational Education



- **JV with Raffles Education Corp.:** Professional development programs in Fashion Design, Hospitality, Management etc



- **Educomp Tele-Education Network:** Training in Accounting, English Language etc. through top faculty via VSAT enabled learning centers
- **Purple Leap:** Training programs to improve employability of college graduates to make them workplace ready

## Internet & Supplemental Education



- **LearningHour:** Premium tutoring centers branded 'Learning Hour'
- **Mathguru:** India's first online maths tutor; largest maths content portal
- **WizIQ:** Internet Learning Platform to connect students and teachers worldwide
- **Learnhub:** Social Learning Network
- **AuthorStream:** Online community to share powerpoint presentations

## Global Initiatives



- **Learning.com:** Acquired majority stake in Learning.com, the leading web based K12 Company in US



- **Ask-N-Learn:** Acquired Ask-N-Learn, Singapore's largest K12 company



K12 Initiatives

Online Initiatives

learnin3.com

learnhub

mathguru™

WizIQ beta

asknlearn

Higher & Vocational Initiatives

Raffles Millennium International

ETEN CA  
Bridging the physical divide, digitally

PurpleLeap

High School Initiatives

Educomp smartclass™

LEARNING HOUR

The Millennium School

takshila SCHOOL

विद्यया ऽ मृतमश्नुते  
VIDYA PRABHAT

Professional Development

ICT

Pre-School Initiatives

Roots to Wings™  
Learning through fun!  
EURO KIDS  
THE PRE-SCHOOL SPECIALIST

2 – 5 years

5 – 18 years

18 – 21 years

21 – 25 years

Education Life-Cycle

Enterprise

K12 Content Licensing & Training

learnin3.com

asknlearn

K12 Content Licensing & Training

Educomp smartclass™

Edureach  
Enriching Education Through ICT

Professional Development

Online

Offline

E-Tutoring & Web2.0 Initiatives

mathguru™

LEARNING HOUR

WIZ IQ beta

earnhub

K12 Schools, Vocational & Supplemental

The Millennium School

takshila SCHOOL

विद्यया ऽ मृतमश्नुते  
VIDYA PRABHAT

Roots to Wings

EURO KIDS  
THE PRE-SCHOOL SPECIALIST

LEARNING HOUR

ETEN CA  
Bridging the physical divide, digitally

Purple Leap

Raffles Millennium International

Retail

## Overview of Enterprise Businesses



Professional Development



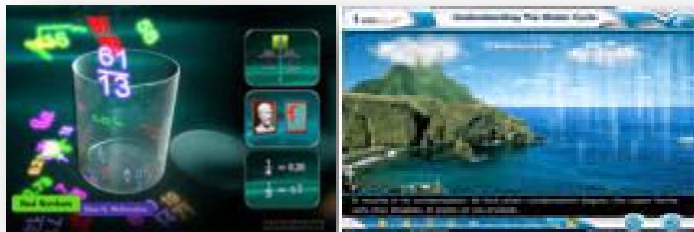
## What is SmartClass

- SmartClass is a comprehensive solution designed to assist teachers in meeting day to day classroom challenges & enhancing students' academic performance with simple, practical & meaningful use of technology
- It also enables teachers to instantly assess and evaluate the learning achieved by their students in class



## How does it work

- SmartClass comprises of India's largest Digital Content library of over 16,000 modules of curriculum-mapped, multimedia rich, 3D content
- Content library covers all subjects across kindergarten to Grade XII
- Classrooms are equipped with Plasma screens, Interactive digi-boards and overhead projectors
- Teachers can pull up relevant instructor-led multimedia content in real time
- The entire project is undertaken by Educomp on a Build-Own-Operate-Transfer (BOOT) model



## What does it do

- Improves teacher effectiveness and productivity
- Brings abstract and difficult curriculum concepts to life
- Makes learning an enjoyable experience for students
- Improves academic performance
- Enables instant formative assessment of learning outcomes in class



|                                  |            |
|----------------------------------|------------|
| Cumulative no. of schools signed | 1,737      |
| Cumulative no. of students       | 1.98 mn    |
| Strength of Sales Team           | Approx 180 |



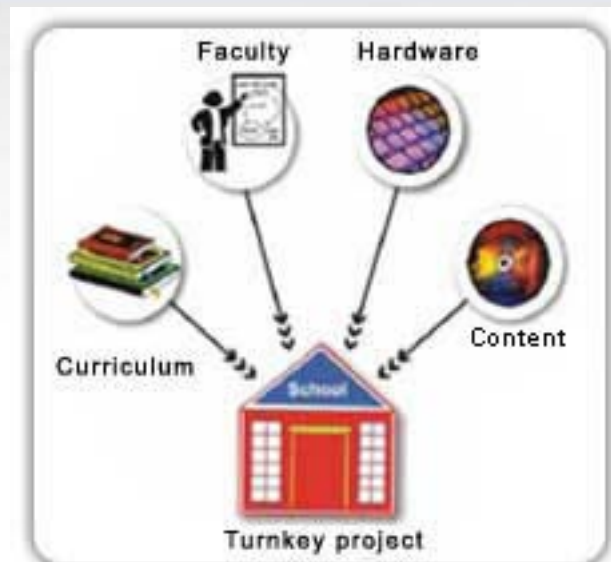
## Overview of ICT Solution

Educomp participates in core government initiatives via 'Public Private Partnership' to IT enable 950,000 government schools in India to provide:

- Supply & maintenance of computer aided learning services in govt. schools on BOOT (Build Own Operate Transfer) basis or 'Outright Buy' basis
- Multimedia Content in regional languages
- Testing and certification in computer education for students at the end of every academic year
- Full time assistants at most schools as well as training to school teachers
- Monitoring and Supervision

## Market Leader in ICT space

- Current reach of close to 14000 schools with over 7.5 million students across 14 states
- Recent contracts include UP and Assam for over 2000 schools
- Launched MagiKeys in Q2 FY09, a unique software for language learning for regional languages



|   |                |
|---|----------------|
| Cumulative no. of schools covered             | 13,792         |
| Cumulative no. of students covered            | Approx. 7.5 mn |
| Strength of Sales and Project Management Team | 40+            |





## Overview of Professional Development programs

- Educomp's Professional Development program aims at empowering teachers by equipping them with a vast repertoire of latest tools and techniques
- Educomp conducts interactive workshops for teachers on Brain-based Instruction, Art of Questioning, Effective Strategies, Assessment Toolkit & Group Learning
- Helps teachers implement instructional strategies to help a diverse set of learners, learn better
- Partnerships with Microsoft, Michael & Susan Dell Foundation, etc. for education initiatives
- Ongoing partnerships with 15 state governments in India
- 200+ member team of trainers

|                                    |        |
|------------------------------------|--------|
| Cumulative no. of teachers trained | 1.4 mn |
| Strength of Teacher Training Team  | 200+   |

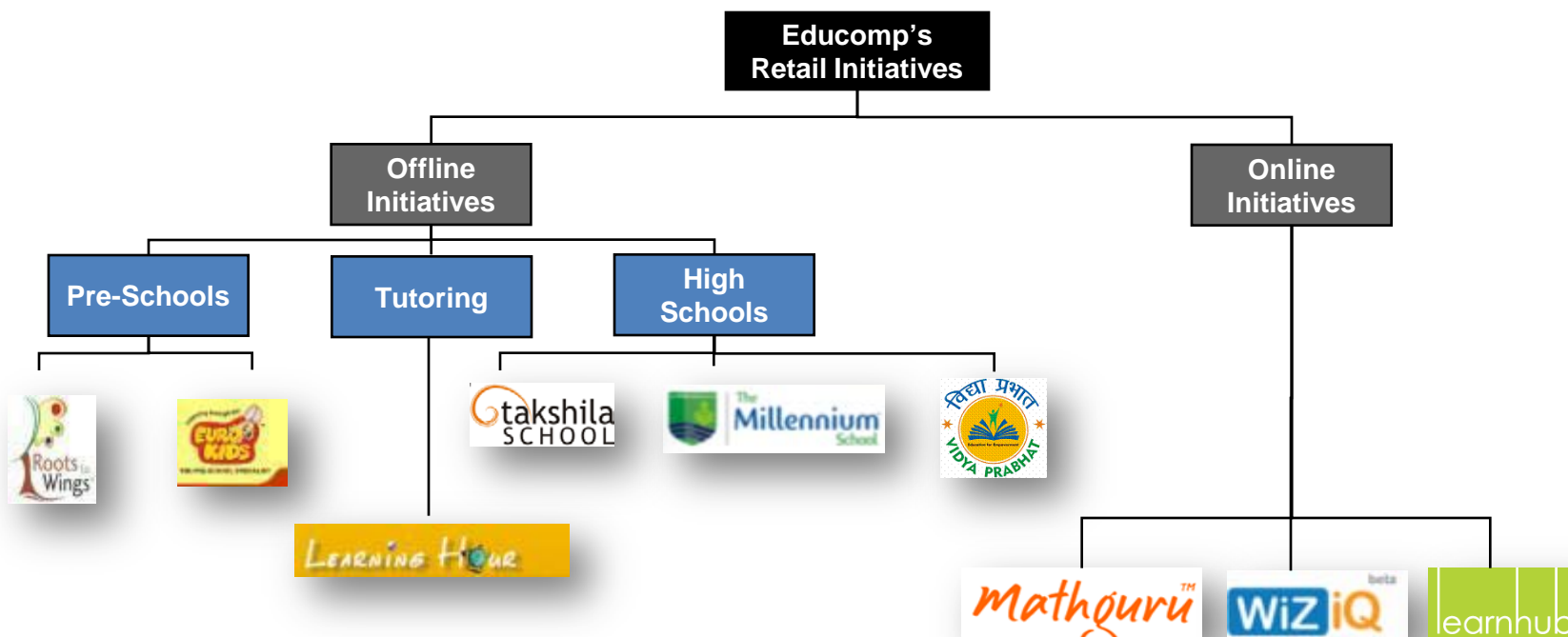


## Overview of Retail Businesses



## Strategy

- Educomp's ambition is to tap the consumer education wallet of the Indian middle class (400m + people)
- Family income spent on education is the highest non-food spend in India's middle class consumption basket
- Mostly non-negotiable spend
- Growing rapidly due to rising middle class incomes on the back of robust economic growth (5-6%pa)





### Roots-to-Wings: New Concept to Pre-School Education

- First structured and process driven IP in the fragmented space for early childhood education
- Caters to pre-schooling needs of children from age 2 to 5 years
- Curriculum approach focuses on imparting skill based knowledge using sequential learning techniques
- 170 franchisee schools till date
- Created pioneering IP of over 100,000 pages through a collaborative partnership with DPS Gzb schools.
- Roots-to-Wings has been awarded 'Emerging Franchisor of the Year 2008' for excellence in Franchising and Business Development, by Franchise India Holdings Ltd.

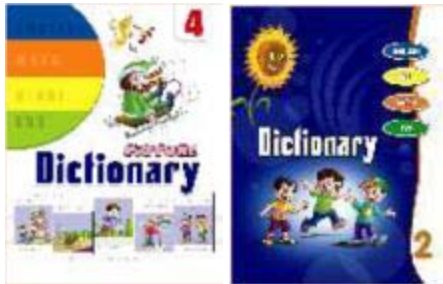
### Eurokids: India's leading chain of Pre-Schools



- In Q3 FY09, Educomp entered into a 50-50 strategic partnership with Eurokids
- Eurokids is one of the largest pre-school chain in India and runs over 450 franchised pre-schools in the country catering to 27,000+ kids enrolled from age 2-4 (including 35 owned pre-schools)
- Entered into arrangements for commencement of 12 Euroschools (K12 schools), on Dry Management Basis
- Introduced 'Kinder Musik' programme (learning through music in collaboration with Kinder Musik USA) in 6 major cities including Mumbai, Chennai, Bangalore, Hyderabad, Delhi & Calcutta
- Recipient of 'Best Franchisor Award, 2008' at "Franchise India 2008"

**Eurokids & 'Roots to Wings' together plan to build a network of 2,000 pre-schools in India over the next 3 years, bringing the best teaching aids and solutions to children across the country**

## MLS: India's first fully integrated Learning Delivery System for schools



- A well structured curriculum with in-depth plans to meet individual needs, enabling the learner to apply what he has learnt in daily life
- **Innovative Textbooks** – Over 200 textbooks and workbooks, which are fun, interactive and facilitate learning through activities and games
- **Lesson Plans** – Over 11,000 lesson plans given to teachers to use best teaching and assessment strategies for every topic and chapter
- **Project files** - Students are encouraged to develop their research skills through projects which complement the curriculum, where they record their experiences in a project file
- **Unique dictionary** where every word learnt from text is recorded and explained visually and simply
- Outcome of student learning is documented through **Minimum learning levels**
- **Assessments** – Over 40,000 assessments to assist teachers in testing learning levels
- Use **formative assessment** through skill based worksheets given at the end of every period for every level to tracks the progress of the child right from the time he joins the school till he leaves
- **Instructional approach** - Teachers utilize a **variety of teaching strategies**, resources and organizational skills to facilitate meaningful learning. Our structured plans guide teachers in making learning **interactive** and **application oriented**







- Educomp Infrastructure & School Management Services Ltd – EISMSL (formerly Educomp Infrastructure Pvt. Ltd.) to provide both Infrastructure and Content/ IP / services to the Millennium Schools leading to taxation benefits
- Currently 20 schools under operation with 16,000+ students; Total visibility of 43 schools (including live, under construction/ land acquired)
- Target to run 50 schools by the next academic session (July '10)
- Our subsidiary, Eurokids has signed agreements for 12 additional schools (Euro Schools) on a Dry Management basis (Mumbai, Jalna, Tumkur, Hassan, Bangalore, Patna, Jodhpur, Hyderabad, Davangiri, Guwahati and Turaon)
- Launched the Vidya Prabhat school initiative in March 09: proposed chain of budget schools in small towns countrywide with monthly tuition fees of ~Rs.800 per student
- **Educomp's portfolio of schools will grow across 3 brands:**
  - Millennium Schools: targeted towards Tier I and Tier II cities – Rs 3500-4000 per month
  - Takshila Schools: targeted towards Tier II and Tier III cities – Rs 1800-2000 per month
  - Vidya Prabhat Schools: targeted towards Tier IV and semi urban towns – Rs 800 per month



**PSBB Millennium School, Chennai**



**The Millennium School, Mohali**



**PSBB Learning Leadership Academy,  
Bangalore**



**Chiranjeev Bharti, Palam Vihar, Gurgaon**



**Chiranjeev Bharti, Sushant Lok, Gurgaon**



**The Millennium School, Noida**



**The Millennium School, Panipat**



**The Millennium School, Lucknow**



**The Millennium School, Amritsar**



**PSBB Learning Leadership Academy,  
Primary School Campus, Bangalore**

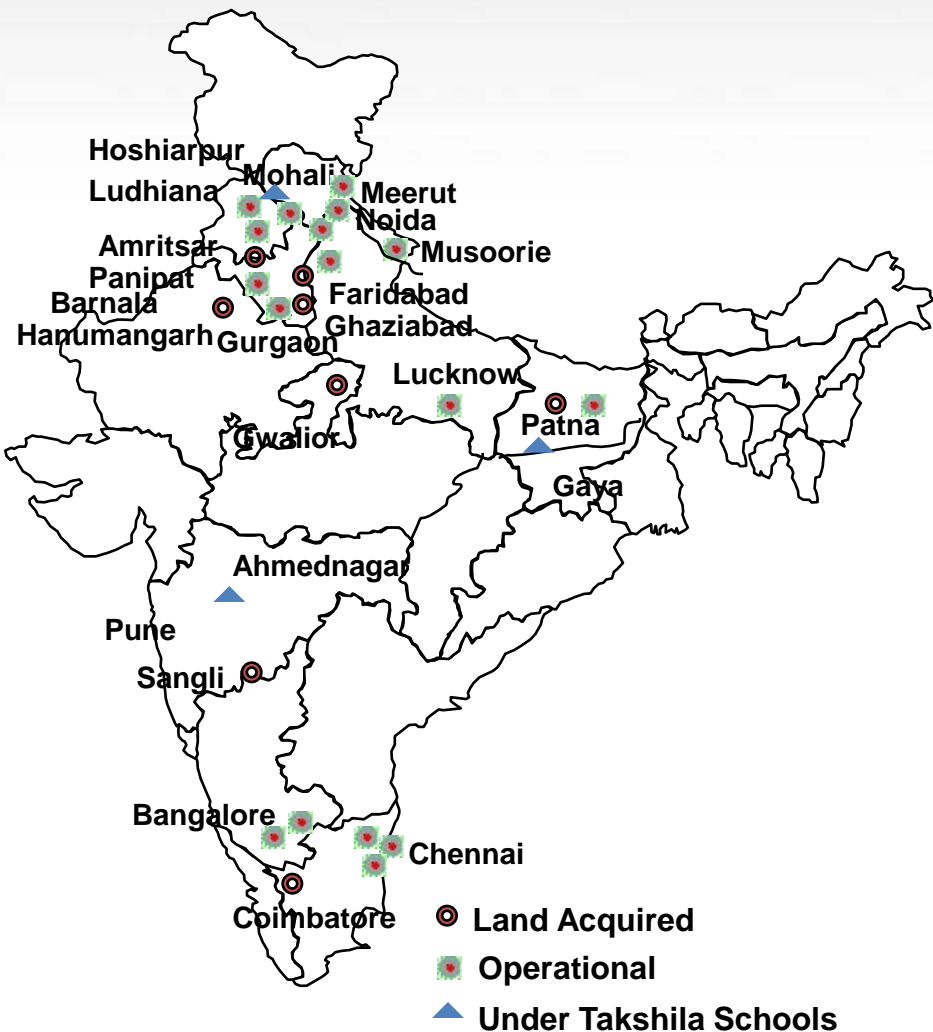


**PSBB Millennium School, Chennai  
Porur**



**PSBB Millennium School, Chennai OMR**

## Total Visibility of 43 Schools



## Key Developments during FY'09

|   |   |
|---|---|
| <b>Total operational schools:</b>                 | <b>20</b><br>Operational schools include schools in Lucknow, Meerut, Panipat, Amritsar, Chennai Porur, Chennai OMR, Hoshiarpur, Ahmednagar, and Gaya where admissions have already taken place  |
| <b>Total no. of students:</b>                     | <b>16,000+</b>  |
| <b>Schools under construction/ Land Acquired:</b> | <p>Land Acquisition complete for 8 additional schools in Faridabad, Coimbatore, Gwalior, Hanumangarh, Gaziabad, Patna, Sangli and Barnala</p> <p>Agreements for 12 additional schools (Mumbai, Jalna, Tumkur, Hassan, Bangalore, Patna, Jodhpur, Hyderabad, Davangiri, Guwahati and Turaon) Dry Management basis have been signed by Eurokids India</p> <p>3 schools under Vidya Prabhat brand likely to be operational by June 2009 in Bazpur, Kashipur and Gadarpur in Uttranchal</p> |

Note: Picture excludes schools under Euroschools and Vidya Prabhat brands

## Pioneering approach to organize and structure the Tutoring market – blend of online and offline Tutoring model



- Learning Hour (an Educomp subsidiary) runs online tutoring services and tutoring centers in India
- One of the Largest Online Tutoring services provider for India and first of its kind “Concept Tutoring” Centers

### LearningHour.com

- Offers 1-to-1 online tutoring in all curriculums from Grade 6-12 primarily in India and Middle East as well as an online tutoring platform on which students and tutors communicate with each other using voice, video and digital whiteboards
- Provides normal academic tutoring and 1:4 tutoring for test preparation modules like IIT-JEE, PMT etc
- Approx. 5,000 registered users in Middle East for online tutoring
- All tutors are post graduates, engineers, doctorates in relevant subjects and undergo rigorous training in online tutoring processes and LearningHour pedagogy
- Uses WiziQ Technology

### LearningHour Tutoring Centers

- 7 Tutoring Centers operational: 6 in NCR and 1 in Ludhiana
- Subjects taught: Maths, Sciences, English, Accounts, Economics, Smart Maths, Vedic Maths, Memory Retention
- Curriculum: CBSE
- Grades: 8th to 12th Grade
- Centers designed to provide an environment conducive to learning and aided by the latest teaching technologies
- Specially researched pedagogy and developed study material created under the aegis of highly qualified Educomp R&D Team
- Worksheets and concept notes for all chapters
- SmartClass animations for better visual comprehension
- Testing and Assessment program to ensure personal attention and improvement



## Educomp leverages the strong synergies amongst various online offerings to create integrated online solutions



- Online delivery model providing instant home work help to students in mathematics in multimedia format
- Unique teacher-led animations based delivery model with over 15,000 content modules built that map to all questions in NCERT book catering to classes VI till XII
- Team Strength of 40 professionals
- Over 75,000 students served till date
- Mathguru is now a 'Free Resource' and part of the Smart Class Online suite of products from Feb'09.



- Educomp acquired a 55% strategic stake in AuthorGen Technologies to access key technology competence in student teacher marketplace models;
- Authorgen is a pioneer in WizIQ learning platform 2.0 for online learning
- WizIQ is a Web-based platform for students and teachers to discover, transact & deliver educational services to connect in real time with audio-video and whiteboard capabilities
- 244,021 registered users in FY'09
- 802,775 unique visitors in Q4 FY'09 and 2,036,494 in FY'09



- AuthorStream is a powerful online presentation sharing engine that allows web users to upload and share Powerpoint Presentations
- 84,649 registered users in Q4 FY'09 and 214,762 in FY'09
- 3,505,660 unique visitors in Q4 FY'09 and 9,292,721 in FY'09
- Presentations uploaded: Approx. 103,917
- [authorSTREAM.com](#) amongst "[India's 25 Hot Web 2.0 Startups](#)" - Dataquest, May 09



- Educomp acquired significant majority stake in Toronto based Savvica Inc to leverage its Internet based competencies in the areas of community building, online tutoring, web based learning, and digital content
- Savvica owns the Learnhub platform which is a large and growing online educational community focused on the Lead Generation business model
- Reached 77,400+ registered users and Signed Devry University, Mississippi State University and Georgian College in US and Mansfield College, Waltham College and Stirling University in UK
- Sitemap uploaded on Google, Yahoo & MSN; number of pages indexed: 165,000 (Google), 218,025 (Yahoo)
- Target Market: North America , India and China



## Higher & Vocational Education





- Educomp formed a 50:50 Joint Venture with Raffles Education Corp., Asia Pacific's largest Private education group for Professional Education in India
- Launched India brand 'Raffles Millennium International' in Q3 FY'09
- Launched 'Raffles Millennium International' Institute in Delhi (Pusa Road) in March '09
- Plans to set up additional Institutes in India, in Bangalore and Chennai
  - Lease agreement signed for Raffles Millennium center in Bangalore
  - The schools are expected to be operational by the coming academic session
- Negotiation underway for acquisition of existing Raffles, Mumbai in the JV

### JV Strategy

- The JV opens up growth opportunities in Post K12
- The JV in India will bring the entire suite of the Group's Professional development programs and courses to India, providing Educomp's large student population with meaningful alternatives when they graduate from high school
- Educomp will capitalize on its existing client base of over 10 million students in schools to fill up capacity in the Post K12 initiatives



## About.. **Raffles**EducationCorp

- The largest private education group in the Asia-Pacific region with a Market capitalization of S\$2.78 billion
- Since its 1<sup>st</sup> college in Singapore in 1990, the group has grown to operate 3 universities and 26 colleges
- Present across 10 countries in the Asia-Pacific region: Singapore, China, India, Indonesia, Vietnam, Malaysia, Thailand, Mongolia, Australia and New Zealand.
- The group owns the Oriental University City in Langfang, Hebei Province, China - A 3.31 million square meters self contained campus, within which there are 19 colleges with 57000 students

## Purple Leap: Making fresh talent 'ready to deploy'



- Acquisition of strategic majority stake in A-Plus Education Solutions Pvt Ltd in July, 2008
- A-Plus, operates under the brand name “Purple Leap” that focuses on the area of improving the employability of college graduates. The company will focus on preparing students currently studying in over 15,000 colleges in the country and make them workplace ready
- The company is run by a team of four young professionals, who are graduates from India’s premier institutions such as XLRI and IIM Bangalore
- Via this acquisition Educomp will leverage its K-12 leadership to provide employability skills to thousands of young adults graduating from Schools & Colleges



### IGNOU Project

- The Indira Gandhi National Open University serves 1.8 million students in India and 32 countries abroad through 21 Schools of Studies and a network of 58 Regional centers, 1804 study centers, and 49 overseas centers
- The University is making efforts to take higher education to the doorsteps of the masses and is the apex body to promote and maintain standards of distance education
- Educomp has tied up with IGNOU to provide programs in Spoken English and Personality Development
- These programs are targeted towards students, professionals and housewives who want to learn English for career advancement or to improve their communication and social skills
- Under the program, IGNOU targets to train approx. 12,900 students across 52 centers in 42 cities in Phase I through implementation partners

## Educomp Tele-Education Network: Bridging the Physical divide digitally



- ETEN seeks to mitigate the paradox between Quality and Access by establishing a national network of Educomp Learning Centers (ELCs) mandated to provide access to high quality Faculty, Content and Certification through a unique blend of face-to-face and Distance Education pedagogy
- Through its state-of-the-art telecommunication facilities and studios, Educomp's Tele-Education Network carries two-way audio, video and data enabled faculty lectures to students sitting at ELCs across the country
- Currently there are 40 centers operational across India.
- Faculty uses ETEN's Smart Attendance System, Smart Assessment System and Audio-Video facilities to see, hear and talk to the students
- Each Student is able to mark attendance, raise queries, interrupt faculty, respond to Polls, Multiple Choice Questions and Assessments
- The ETEN Programs offer CA coaching via Satellite to CA Aspirants, vocational training for Accounting Technicians, as well as programs for English language learning, retail and hospitality industry



## Increasing presence in Vocational Training space

- **Managing 17 ITI's (Industrial Training Institutes) as CII members under EDU-CSR in states like UP, Rajasthan, Haryana, Punjab and Delhi**
- **Launched 5 centers to deliver training programs under Rajasthan Mission on Livelihoods, Govt. of Rajasthan**
- **Launched Modular Employability courses at 3 out of 10 centers as DEGT (Department of Employment Generation and Training) partners in Punjab**
- **Launched a program across UP (covering all 71 districts) with 3 courses in IT, Accountancy and Sales & Marketing, funded by MORD (Ministry of Rural Development) under the special SGSY scheme (Swarnajayanti Gram Swarozgar Yojana) in Jan'09**
- **Launched the 'Language Edge', a 100 hour signature blended learning program empowering first time English language learners with Spoken English and Soft Skills that are necessary for individuals seeking employment**



## Content Leadership in North America through Learning.com

leArnin3.com

- Educomp acquired 51% stake in US based eLearning company, Learning.com in May 2008
- Learning.com is the premier provider of Web-delivered curriculum and assessment to over 7,500 schools, 800 school districts and 2.5 million students across the US
- Educomp and Learning.com together will bring unmatched IP and innovative products to the North American markets
- Expansion of Service Offerings: The acquisition enhances Educomp's capabilities to provide web delivered curriculum to its 4mn students in India and South East Asia through Learning.Com's award winning solutions
- Access to the US Markets: The partnership provides Educomp with unparalleled distribution access for its products through Learning.com's strong footprint in the US that serves 2.5mn school students across 800 districts
- US is the largest education market in the world with 145,000 Secondary Schools and the government in its federal budget 2009 has marked \$175mn for programs aimed at improving math and science instruction in K-12 schools
- Best Course Management System" in Software & Information Industry Association's (SIIA) 24th annual CODiE Awards, May 09, San Francisco

### Key Products

- **EasyTech:** is a Web-delivered K-8 technology literacy curriculum that lets teachers seamlessly integrate technology skills into their math, science, language arts and social studies instruction
  - EasyTech has been awarded the ISTE Seal of Alignment by the International Society for Technology in Education ISTE
- **Aha!Math:** is a K-5 supplemental math curriculum, that builds students' computational mastery and conceptual understanding of critical math concepts
- Tech literacy assessment evaluates student technology literacy at grade 5 & grade 8

## Content Leadership in South-East Asia through Ask n Learn



- Educomp acquired Singapore-based Ask 'n' Learn Pte. Ltd. in 2007
- Formed in 2000, Ask 'n' Learn, is a leading education technology company, catering to educational institutions across Singapore, China, Thailand, Japan, and Brunei
- Ask 'n' Learn helps schools, regional Ministries of Education and corporate clients create innovative content and systems to meet diverse teaching and learning needs
- Presence in over 152 schools and working with National University of Singapore, Regional Universities like MOE Singapore, Brunei, Indonesia, Raffles Girls Primary School, CHIJ St. Nicholas Girls' School, Maris Stella High School, Raffles Institution & Hwa Chung Institution
- Consolidation of position in training department in Adobe: Training provided to Infocom clubs in schools for enhancement of IT & multimedia skills of students. Program gaining momentum and already implemented in 40+ schools
- Partnering with BESTA Singapore to provide online learning for primary and secondary students, home subscriptions bundled with Besta's ultra-mobile PC
- 2<sup>nd</sup> fastest growing technology company from Singapore at the 2008 Deloitte's Technology Fast 500 Awards

### Key Products

- **Wizlearn Academic Solutions:** is both a learning and content management system. Instructors are able to create and upload courseware
- **EduLearn:** is a learning management system suitable for primary and secondary schools
- **Game Builder:** is a quick and easy tool to support teachers in the development of learning games as part of their activities to enhance learning
- **EduWiz:** is a content management and presentation software with a quiz bank of 18,000 questions for K-12 students in English, Mathematics and Science

## SmartClass

- There are 60,000 private schools in India.
- Immediately addressable market of 14,000 to 15,000 schools
- Current penetration around 3%

## ICT

- 950,000 government schools in India with less than 2% IT enabled.
- Budget allocation on school education has been increased by a whopping 35% from Rs 171.3bn to Rs 231.4bn
- Current penetration less than 2%

## Professional Development

- Approx 6mn teachers in the country with around 85% of them in need of re-skilling
- Government has nearly tripled the teacher training budget in 2007-08 from Rs 1.6bn to Rs 4.5bn
- 300,000 additional teachers expected to be trained in FY'10

## Retail & Consulting

- Pre School Initiatives is a market worth over \$2bn
- With broadband penetration increasing, education content is emerging as the key driver for broadband adoption at the home level
- CBSE has estimated the demand for K-12 schools to be 200,000 schools over the next 10 years (Educomp is building 150 schools over 4 years)

## Global

- Global partnerships to capture the high potential US and South Asian markets. There are approx. 145,000 Secondary Schools in the US and more than 500 schools in Singapore
- Educomp's subsidiary in the US, Learning.com is a premier provider of Web-enhanced curriculum and assessment
- Educomp's subsidiary in Singapore, Ask n Learn is the leading K12 Education company in South East Asia

- **Recession Free Model – Strong Annuity based cash flows ranging from 5 to 12 years**
- **Education in India is a mandatory family spend, which forms the highest non-food expense in middle income level families. Our focus is to capture the mandatory spend via our institutional models & direct customer based models**
- **Our business has assured cash flows – both at part of family’s mandatory spending and Government mandatory spending (increasing at a CAGR of 20% every year), thus there is no risk of reducing spending in education**
- **Educomp has diversified portfolio that spans across all parts of the education value chain**
- **Acute demand supply gap across all education services in India**

2009

- Design institute ,Raffles Millennium International (RMI), Delhi, opens in partnership with Raffles Education Corporation
- Launched Vidya Prabhat budget Schools

2008

- **Educomp Tele-Education Network becomes operational with ETEN Programs in 25 centers across India**
- **Acquired 51% stake in learning.com**
- **Educomp forms 50:50 Joint Venture with Raffles Education Corp. for Professional Education in India**
- **Acquired 76% stake in A-Plus Education Solutions Pvt Ltd**
- **Acquired 50% stake in Eurokids International**

2007

- **Investment in EduInfra and EduManage to set up private schools**
- **Acquired Ask 'n' Learn, Three Bricks E-Services, Savvica Inc (70.5%) & AuthorGen Tech (51%)**
- **Raised \$80mn via FCCBs**

2006

- **Launched first pre-school in Delhi under the brand 'Roots to Wings'**
- **Raised \$25mn via FCCBs**
- **Launch of Mathguru.com**
- **Successful Public Issue**

2005

- **Launched Online tutoring service**
- **CNBC Emerging India Award**
- **SM1- highest credit rating from CRISIL**

2004

- **ISO 9001:2001 certification for ICT solutions**
- **Signed US pilot with Santa Barbara School District**
- **Entered Asia Pacific market with pilots in Singapore**
- **Set up R&D division**

2003

- **Launched Smart Class Content solution**

2002

- **Established US subsidiary- Edumatics Corporation**
- **Launched Learning Mate Nhance- Learning Content Management Platform**

2000

- **Started India's first K12 content development center**
- **Conversion to Public Ltd. Company**
- **Entry into Trading operations**

1999

- **Launched PlanetVidya.com - an online education system**

1998

- **Launched professional development programs**

1994-5

- **Launched eCampus - a student information system**
- **Incorporation**





Educomp ranks **1st** in education & training and features as one of “**India’s Best Companies to Work For 2009**” in the industry of Education & Training’ in a study conducted by The Great Place to Work® Institute in collaboration with The Economic Times



Educomp has featured in the Forbes list of Asia’s 200 best under a billion. The Company has been ranked 16<sup>th</sup> as per the net market value — Forbes Asia September 2008

Roots-to-Wings awarded 'Emerging Franchisor of the Year 2008' for excellence in Franchising and Business Development, by Franchise India Holdings Ltd., Asia's largest integrated franchise solution company



Educomp was chosen as the company of the year in the ICT & ITES sector at the CNBC- ICICI bank Emerging India awards from over 5,000 enterprises, In 2005.



Chosen as “**FUTURE TITAN**” one of the 10 hottest companies in India by Outlook Business Magazine Nov 2006



Ranked 140<sup>th</sup> in the BT 500 list of the most valuable private companies in India — Dec 2007



authorSTREAM.com amongst "India's 25 Hot Web 2.0 Startups" - Dataquest, May 09



**Learning.com Digital Learning Environment** -- awarded the "Best Course Management System" in Software & Information Industry Association's (SIIA) 24th annual CODiE Awards, May 09, San Francisco

EasyTech, a K-8 technology literacy curriculum by Learning.com, has been awarded the ISTE Seal of Alignment by the International Society for Technology in Education ISTE

**EuroKids was the recipient of 'Best Franchisor Award, 2008 at "Franchise India 2008", Asia's largest franchise & retail show**



Ask n Learn emerged as the second fastest growing technology company from Singapore at the 2008 Deloitte's Technology Fast 500 Awards





Educomp to invest Rs 255 cr in school venture

### Educomp to invest Rs 255 cr in school venture

**Ties up with banks for Rs 200-cr debt**

Deepak Goel  
New Delhi, July 22

To fulfill its setting up of 100 schools across the country, education company Educomp Solutions Ltd plans to invest Rs 255 crore in the first round.

While its 55 crore will be invested by the company's equity in its subsidiaries, Educomp Infrastructure and Educomp School Management Company, the rest of the investment will be arranged through debt.

"We have tied up for a debt of Rs 200 crore from a consortium of banks," said Mr Shrinivas Prakash, Managing Director, Educomp Solutions. The company had earlier announced setting up 100 schools in the country in the next three years. The company has also been engaged in providing digital infrastructure and content to schools, apart from offering professional development and online tutorial services.

**REAL ESTATE DEVELOPERS**

The company is also entering into partnership with real estate developers such as with the Delhi-based DLF Ltd that gives Educomp a preference to set up schools in all the townships that the real estate firm develops. The education company will enter into tie-up with other

One on one computing by Educomp O3

### PCs can be your classmate from August

SUNDAY Business Standard  
22 JULY 2007 NEW DELHI

DESK UPDATES  
Aug. 11 by

What if learning with personal computers will become a reality with the introduction of the limited-edition PC in India? It is not a far-fetched idea, says Anshu Chatur, senior vice-president, Educomp Solutions. He says, "It is a vision to give back school and learning programmes that will benefit students, because the PC cannot be used in schools."

Besides, he adds, as all the schools will be using the limited-edition PC, it will be a common tool for all the students. The PC will be used for all the subjects, from English to Mathematics. The PC will be used for all the subjects, from English to Mathematics. The PC will be used for all the subjects, from English to Mathematics.

Roots to Wings pre-school chain by Educomp

### Crack the kindergarten code

Today's one age pre-schools are much more than just preparation for formal schooling

WHAT'S IN IT

It is powered by 3000+ free mobile programs, Wi-Fi and internet connectivity. It is available in both Linux and Windows XP operating systems. It handles up to 1.45 Gb and comes with a lithium ion battery that lasts for about 3 hours.

It is a 15-minute pre-school program that is used by schools. Based on the feedback of students from their schools (before the pilot program was conducted), virtual modifications were made to the program. The material used as a core for the PC can be used and stored in the teacher's own PC. However, the user interface has been made more user-friendly.

Online-Tutoring learninghour.com

### Tutor-made for you

IT takes tutoring out of the parks of a school for the masses

Horizons

14 Delhi, September 27 August 2007

Learning Reality

AS many as 100 million students in India are unable to access quality education. This is because of the lack of resources, especially in rural areas. Learning Reality is a solution to this problem. It is a web-based tutoring system that allows students to learn at their own pace and in their own environment.

Gujrat Council of Primary Education (CGPE ) inked 72.44 cr agreement with Educomp

### Now, board is no more black

ANAND KUMAR

Back to school is a joyous occasion for many parents. But for the children of the poor, it is a black board. The Gujarat Council of Primary Education (CGPE) has inked a 72.44 crore agreement with Educomp to provide computers and digital content to schools across the state.

Consolidation through PPP Model

### Educomp to consolidate through PPP model

WEDNESDAY 6 JUNE 2007 AHMEDABAD Business Standard

ANCHANA MOHANI  
Ahmedabad, 5 June

Educomp Solutions, which has been a pioneer in the private-public partnership model to boost growth after having contracted with the government of Gujarat and Haryana governments, has inked a 72.44 crore agreement with the Gujarat Council of Primary Education (CGPE) to provide computers and digital content to schools across the state.

Educomp is bringing best practices to school education

### Education index

Laying Strong Foundations

Doctor, Engineer, Lawyer, Film maker. Whatever she becomes, make sure you give her a strong foundation.

Setting New Standards

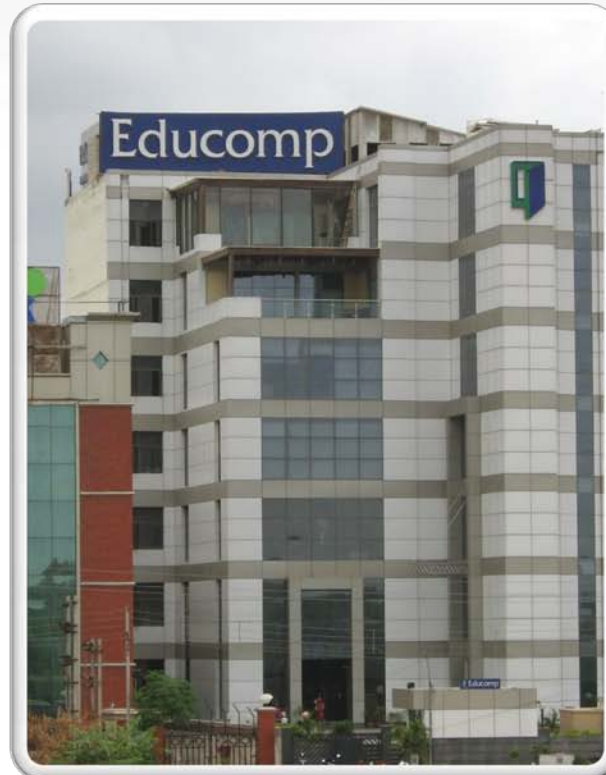
Smart Students with smartclass

### Smart students with 'Smartclass tech'

IT comes to classroom with 42-inch plasma television and digital technology

THE EDUCATION INDEX





## Corporate Office

514, Udyog Vihar, Phase-III  
Gurgaon-122001, Haryana  
India  
Tel. No. +91-124-4529000

## Head Office

1211, Padma Tower 1,  
5, Rajendra Place,  
New Delhi – 110008  
India  
Tel. +91-11-25762725-16

[www.educomp.com](http://www.educomp.com)