

Strong Smart Class adds; on track to exceed guidance

33% earnings CAGR; Retain Buy

Strong 1Q Smart Class additions reconfirm our view of potential upside to Smart Class guidance. While we tweak estimates by ~2% to factor cut in ICT (government schools) business, we retain Buy given 1) strong earnings growth of 33% over FY10-12E, 2) our view that PAT guidance is conservative and likely to be exceeded and 3) compelling valuations at 16x FY11e and 13x FY12E.

Strong Smart Class adds; geared up for growth

During 1Q Educomp implemented Smart Class in 6750 classrooms ahead of our expectation of 6600 classroom implementations. Management highlighted that additional 1000 classrooms are pending implementation. Given strong Smart Class additions in seasonally weak 1Q and significant expansion of sales team during the quarter, we believe Educomp is likely to exceed its guidance of 25000-30000 classrooms during the year.

Margins hit by higher hardware exps; recovery likely

EBIT margins in Smart Class at 45% were lower than estimated and were impacted by higher additions to sales team and higher hardware spends. Management highlighted that for over 1000 classrooms, while hardware costs were recognized, revenues were not recognized due to partial implementation. We also expect margins to recover from 2Q given recognition of high margin content revenues from school added in FY10 and old contracts transitioned to new model during FY10.

Cautious on higher investments in new ventures

Educomp is considering setting up a campus to provide engineering courses. With Pearson and Raffles JV already in investment stage we remain cautious of incremental investments in new ventures.

Estimates (Mar)

(Rs)	2008A	2009A	2010E	2011E	2012E
Net Income (Adjusted - mn)	707	1,429	2,748	3,907	4,878
EPS	6.99	14.14	27.19	38.65	48.26
EPS Change (YoY)	146.3%	102.2%	92.3%	42.2%	24.9%
Dividend / Share	0.586	0.618	0.618	0.618	0.618
Free Cash Flow / Share	(19.93)	(45.04)	(16.98)	9.35	16.95

Valuation (Mar)

	2008A	2009A	2010E	2011E	2012E
P/E	88.65x	43.84x	22.80x	16.04x	12.85x
Dividend Yield	0.095%	0.100%	0.100%	0.100%	0.100%
EV / EBITDA*	48.85x	19.68x	12.65x	9.68x	8.01x
Free Cash Flow Yield*	-2.74%	-6.21%	-2.74%	1.52%	2.77%

* For full definitions of *iQmethod*SM measures, see page 10.

Bank of America Merrill Lynch

Pratish Krishnan >>	+91 22 6632 8679
Research Analyst DSP Merrill Lynch (India) pratish.krishnan@baml.com	
Mitali Ghosh >>	+91 22 6632 8661
Research Analyst DSP Merrill Lynch (India) mitali.b.ghosh@baml.com	
Kunal Tayal >>	+91 22 6632 8663
Research Analyst DSP Merrill Lynch (India) kunal.tayal@baml.com	

Stock Data

Price	Rs619.95
Price Objective	Rs850.00
Date Established	20-May-2010
Investment Opinion	C-1-7
Volatility Risk	HIGH
52-Week Range	Rs440.30-Rs1,020
Mrkt Val / Shares Out (mn)	US\$1,350 / 101.1
Average Daily Volume	1,880,485
BofAML Ticker / Exchange	EUSOF / BSE
Bloomberg / Reuters	EDSL IN / EDSO.BO
ROE (2010E)	26.8%
Net Dbt to Eqty (Mar-2009A)	135.5%
Est. 5-Yr EPS / DPS Growth	20.0% / 20.0%
Free Float	35.0%

Key Changes

(Rs)	Previous	Current
2011E EPS	38.93	38.65
2012E EPS	47.87	48.26
2011E EBITDA (m)	6,522.2	6,392.9
2012E EBITDA (m)	7,666.0	7,723.9

>> Employed by a non-US affiliate of MLPF&S and is not registered/qualified as a research analyst under the FINRA rules.

Refer to "Other Important Disclosures" for information on certain Merrill Lynch entities that take responsibility for this report in particular jurisdictions.

Merrill Lynch does and seeks to do business with companies covered in its research reports. As a result, investors should be aware that the firm may have a conflict of interest that could affect the objectivity of this report. Investors should consider this report as only a single factor in making their investment decision.

Refer to important disclosures on page 11 to 13. Analyst Certification on Page 9. Price Objective Basis/Risk on page 9. Link to Definitions on page 9. 10964683

12 August 2010

iQprofileSM Educomp Solutions Ltd.

Key Income Statement Data (Mar)	2008A	2009A	2010E	2011E	2012E
(Rs Millions)					
Sales	2,861	6,371	10,405	15,341	17,754
Gross Profit	1,575	4,205	6,991	9,486	10,751
Sell General & Admin Expense	(301)	(1,061)	(2,116)	(2,019)	(2,103)
Operating Profit	935	2,329	3,755	5,585	7,050
Net Interest & Other Income	129	(41)	678	83	213
Associates	NA	NA	NA	NA	NA
Pretax Income	1,065	2,289	4,433	5,668	7,263
Tax (expense) / Benefit	(351)	(773)	(1,625)	(1,700)	(2,324)
Net Income (Adjusted)	707	1,429	2,748	3,907	4,878
Average Fully Diluted Shares Outstanding	101	101	101	101	101

Key Cash Flow Statement Data

Net Income	711	1,447	2,748	3,907	4,878
Depreciation & Amortization	331	814	1,138	807	674
Change in Working Capital	(730)	(1,023)	(1,474)	(318)	(829)
Deferred Taxation Charge	NA	NA	NA	NA	NA
Other Adjustments, Net	193	1,118	111	539	594
Cash Flow from Operations	505	2,357	2,522	4,935	5,317
Capital Expenditure	(2,224)	(6,249)	(4,239)	(3,986)	(3,584)
(Acquisition) / Disposal of Investments	85	(367)	0	0	0
Other Cash Inflow / (Outflow)	141	150	0	0	0
Cash Flow from Investing	(1,998)	(6,467)	(4,239)	(3,986)	(3,584)
Shares Issue / (Repurchase)	0	0	6,066	3	4
Cost of Dividends Paid	(40)	(58)	(62)	(63)	(63)
Cash Flow from Financing	3,461	3,872	7,600	859	454
Free Cash Flow	(1,719)	(3,892)	(1,717)	950	1,734
Net Debt	862	6,786	(1,002)	(1,411)	(2,548)
Change in Net Debt	(1,634)	4,238	(3,798)	(408)	(1,137)

Key Balance Sheet Data

Property, Plant & Equipment	2,714	8,126	11,227	14,406	17,316
Other Non-Current Assets	318	1,966	1,955	1,955	1,955
Trade Receivables	1,157	2,765	4,117	4,333	5,018
Cash & Equivalents	2,912	1,902	7,776	9,585	11,772
Other Current Assets	570	1,833	1,653	1,863	2,115
Total Assets	7,671	16,592	26,729	32,142	38,175
Long-Term Debt	3,773	8,688	6,774	8,174	9,224
Other Non-Current Liabilities	210	639	639	639	639
Short-Term Debt	NA	NA	NA	NA	NA
Other Current Liabilities	586	2,214	2,327	2,434	2,541
Total Liabilities	4,569	11,542	9,740	11,247	12,404
Total Equity	3,078	5,007	17,189	21,095	25,972
Total Equity & Liabilities	7,647	16,550	26,928	32,341	38,376

iQmethodSM - Bus Performance*

Return On Capital Employed	16.1%	17.0%	17.2%	16.7%	16.9%
Return On Equity	35.1%	40.3%	26.8%	21.4%	21.6%
Operating Margin	32.7%	36.6%	36.1%	36.4%	39.7%
EBITDA Margin	44.3%	49.3%	47.0%	41.7%	43.5%

iQmethodSM - Quality of Earnings*

Cash Realization Ratio	0.7x	1.6x	0.9x	1.3x	1.1x
Asset Replacement Ratio	6.7x	7.7x	3.7x	4.9x	5.3x
Tax Rate (Reported)	33.0%	33.8%	36.7%	30.0%	32.0%
Net Debt-to-Equity Ratio	28.0%	135.5%	-5.8%	-6.7%	-9.8%
Interest Cover	19.5x	8.7x	7.7x	11.6x	13.1x

Key Metrics

* For full definitions of iQmethodSM measures, see page 10.

Company Description

Set up in 1994, Educomp is India's largest provider of technology driven education solutions. It provides end to end solutions for K12 through licensing of digital content to enhance the teaching process. It aims to be a comprehensive provider of solutions in India's school education economy and has expanded its offerings to cater to pre schools, online tutoring, professional development for teachers etc.

Investment Thesis

We expect Educomp to be one of the fastest growing companies in our universe. Key positives include growing adoption of technology-based education in K-12 (Kindergarten to Class12) private schools, low market penetration of under 5% among private schools in India and increased spending by state governments on technology adoption in public schools. Moreover, revenue visibility will be enhanced as the company enters into five-year contracts with private schools.

Stock Data

Price to Book Value 3.8x

33% earnings CAGR; Retain Buy

Strong 1Q Smart Class adds reconfirm our view of potential upside to Smart Class guidance. While we tweak estimates by 2% to factor cut in ICT (government schools) business, we retain Buy given 1) strong earnings growth of 33% over FY10-12E, 2) our view that PAT guidance is conservative and likely to be exceeded and 3) compelling valuations at 16x FY11e and 13x FY12E.

While stock corrected by ~10% post results on concerns on margins and growth prospects we retain Buy rating given:

#1. Likely recovery in margins over next three quarters

We believe 1Q margins in Smart Class are not reflective of the full year given there are significant high margins revenues streams that will kick in from 2Q FY11 onwards. As highlighted in Table 1, follow on high margin content revenues from schools signed in FY10 and from transition of old school contracts to new model will flow through from 2Q onwards. Also as hardware expenses have been accounted for in FY10, margins for these revenues streams are upwards of 90% and likely to improve the margin profile in Smart Class.

Table 1: Smart Class Revenue- key revenue streams for FY11

Key revenue potential for FY11	No of Class rooms	FY11 Revs (Rs.mn)	Comments
Smart Class new wins in FY11	32100	6532	Signed 6750 class rooms in a seasonally weak 1Q. On track to exceed guidance of 25000-30000 class rooms, We have 32100 in our ests. Have assumed EBIT margins of 51%.
Revenues from schools signed in FY10 under new model	NA	708	Follow on revenues from business model change implemented in FY10. Will be recognized from 2Q onwards in line with FY10 quarterly reporting. EBIT margins of 90% plus given these are content revenues.
Revenues from transfer of old schools to new contract/ model	NA	2856	
Total		10096	

Source: BofA Merrill Lynch Global Research est

#2. Strong Smart Class adds in seasonally weak quarter

During 1Q, Smart Class revenues grew by 35% yoy to Rs1.38bn. While yoy growth rates are not comparable given adoption of new model from 2Q FY10 last year, we believe even adjusted for change in business model, Smart Class revenues would have grown by 45% yoy in our view.

We estimate the number of class room additions to have grown by 55-80% yoy during 1Q. Given 1Q is seasonally weak and contributes 20-22% to Smart Class order bookings, we believe management is on track to exceed its guidance of 25000-30000 class rooms for the year. Our estimates bake in 32000 additions higher than guidance and is driven by

- 1) **Significant expansion of sales team.** Educomp increased its sales force by 160 to 380 employees during the quarter. Net hire is significantly higher than expected. Assuming average additions of 10-12 schools per sales personnel, we think 32000 class room additions is achievable.
- 2) **Faster sales cycle.** We note that recent TV promos have significantly improved brand visibility of Educomp. This should help reduce turn around time in sales conversion.

Table 2: Strong Smart Class additions during 1Q

	1Q FY10	1Q FY11	Comments
Class room Implementations	3800-4300	6750	Assuming avg classroom additions of 22 to 25 per school for 1Q FY10, we believe volumes grew by 55-80% during 1Q.

Source: Company, BofA Merrill Lynch Global Research

#3. Potential multiyear growth story

We believe Smart Class remains a significant opportunity and Educomp is well geared to tap into this market. At target market of ~75,000 schools (50% of private unaided school market), the potential market is at least two mn class rooms.

Based on current school wins Educomp currently has penetration of less than 4% in terms of number of schools and 2-3% in terms of number of class rooms. Our channel checks indicate limited competition as yet and we believe market share for Educomp would be in the range of ~98%, providing significant growth opportunity.

Renewal cycle to kick in from FY13

One of the key investor concerns relate to long term growth for Educomp, given significant expansion in Smart Class over last 3-4 years. While we remain bullish on penetration opportunities for Smart Class, we note that renewal cycles for schools signed from FY08 would commence from FY13 onwards. Even assuming 6-7% CAGR in new school wins over next five-six years and benefits from renewals, we expect profits in Smart Class to grow at 15-18% CAGR over next five to six years.

Table 3: Renewal cycle likely to kick in from FY12

Smart Class additions	No of schools	Renewals
FY07	230	
FY08	602	Assuming Five year cycle. Significant renewal likely to kick in from FY13
FY09	804	
FY10	1325	

Source: Company, BofA Merrill Lynch Global Research

1Q Results: Strong Smart class adds, margins lower than anticipated

Revenues grew 18% yoy to Rs2.2bn, 4% lower than BofAMLe. Smart Class (content for private schools) grew by 35% YoY to Rs1.4bn. It reported EBITDA margins of 30% vs. our estimate of 34%. PAT grew by 7% yoy to Rs364mn, against our expectation of Rs424mn. Besides lower margins PAT was also impacted by higher interest costs during the quarter.

Lower margins driven by revenue cost mismatch in Smart Class

EBIT margins in its school learning solutions business which comprises of Smart Class and ICT (government school business) stood at 42% as compared to 44% last year and 61% in 4Q. The fall was largely attributed to Smart Class where in EBIT margins for the quarter stood at 45% as compared to ~60-65% reported in previous three quarters. Two key reasons for the fall

- 1) Unlike previous three quarters, 1Q revenues were driven by only new class room additions. As hardware costs are expensed under the new model, EBIT margins are likely to be lower.
- 2) Also, during the quarter cost of goods sold included hardware (supplied to EduSmart) which are yet to be fully implemented and hence while costs have been recognized, revenues are yet to be recognized. Management highlighted that there has been revenue cost mismatch during the quarter

Other segments

ICT : ICT its government school business declined by 44% yoy to Rs205mn. There were no new wins during the quarter. Management reiterated that it intends to strategically defocus from this segment and will pick and choose contracts in ICT. For the year we have assumed 5000 new school wins.

K-12 : K-12 revenues grew by 71% yoy to Rs205mn with EBITDA margins of 63%. It currently has 43 schools operational with over 25000 students. Management highlighted that it now has visibility for 30 more schools and is likely to have overall 69 schools operational by June 2011.

Table 4: K-12 revenue trends

(Rs.mn)	Dec-08	Mar-09	Jun-09	Sep-09	Dec-09	Mar-10	Jun-10
Revenues	129	89	120	126	156	149	205
EBITDA	104	61	94	74	117	86	153
PAT	52	32	42	38	69	29	50.6
EBITDA %	81	69	78	59	75	58	75
PAT %	40	36	35	30	44	20	25

Source: Company, BofA Merrill Lynch Global Research

Table 5: 1Q Quarterly analysis

Rs m	1Q FY11	1Q FY10	YoY %*	1Q FY11	Variance
Net Sales	2279	1938	18%	2364	-4%
Total Expenditure	1586	1081	47%	1549	2%
EBITDA	693	857	-19%	816	-15%
Depreciation & Ammortisation	198	293	-32%	202	-2%
EBIT	495	564	-12%	614	-19%
Other Income	100	35	183%	139	-28%
Forex Losses	-29	-37	-22%	0	NA
Interest	161	102	58%	120	34%
PBT	405	579	-30%	633	-36%
Tax	39	225	-83%	209	-81%
PAT	365	342	7%	424	-14%
EBITDA margin	30%	44%	349	34%	-409 bps
EBIT margin	22%	29%	1257	26%	-424 bps
PAT margin	16%	18%	47	18%	-192 bps

*Note : Educomp changed its business model in Smart Class from 2Q FY10. Hence 1Q growth numbers are not comparable

Segment accounts

Revenues (Rs.mn)	1Q FY11	1Q FY10	YoY %
School Learning Solutions	1591	1385	15%
Higher Learning	90	68	32%
K-12 Schools	305	222	37%
Online Supplemental & Global	293	263	11%
Total	2279	1938	18%

PBIT

12 August 2010

Table 5: 1Q Quarterly analysis

Rs m	1Q FY11	1Q FY10	YoY %*	1Q FY11	Variance
School Learning Solutions	660	612	8%		
Higher Learning	-44	-7	530%		
K-12 Schools	117	86	35%		
Online Supplemental & Global	-63	-10	506%		
Total (exc unallocated costs)	671	681	-2%		
PBIT %					
School Learning Solutions	41%	44%			
Higher Learning	-49%	-10%			
K-12 Schools	38%	39%			
Online Supplemental & Global	-21%	-4%			

Company has renamed and re grouped its business segments

School Learning Solutions includes Smart Class & ICT (govt school business)

Higher Learning includes Professional Development, Raffles JV, Pearson JV

K-12 School include Roots to wings pre schools, Euro Kids pre schools & K-12 schools

Online Supplemental & Global includes Learning.com, Ask N learn, AuthorGEN, Learnhub.com, learninghour.com

Source: Company, BofA Merrill Lynch Global Research

Financials

Table 6: Profit and loss statement

Rs mn (year-end March)	FY08	FY09	FY10E	FY11E	FY12 E
Sales	2861	6371	10405	15341	17754
Other income	177	227	1167	564	750
Total Income	3038	6598	11572	15905	18504
Cost of goods sold	798	1110	1621	3958	4724
Personnel expenses	488	1055	1793	1898	2279
Administration and other expenses	301	1061	2116	2019	2103
Total Expenditure	1594	3227	5548	8948	10030
EBITDA	1267	3144	4857	6393	7724
Depreciation	331	814	1138	807	674
EBIT	935	2329	3719	5585	7050
Finance charges	48	268	489	481	537
EBT	887	2061	3230	5104	6513
PBT	1065	2289	4397	5668	7263
Total Taxes	351	773	1625	1700	2324
Profit after tax	706	1429	2772	3907	4878

Source: Company, BofA Merrill Lynch Global Research

Table 7: Balance Sheet

	FY08	FY09	FY10E	FY11E	FY12 E
Shareholders' funds					
Share capital	172	173	202	203	205
Reserves and surplus	2629	3886	6073	9917	14731
Net worth	2884	4203	16324	20169	24985
Minority Interest	194	804	864	925	986
Loan funds					
Secured Loans	622	4689	6774	8174	9224
Term Loan from Bank	438	4315	6400	7800	8850
Deferred tax Liability	210	439	439	439	439
Total Sources of funds	7061	14342	24402	29708	35635
Goodwill	280	1225	1225	1225	1225
Fixed assets					
Gross Block	2890	6499	10738	14724	18307
Less: Accumulated Depreciation	548	1335	2473	3280	3954
Net Block	2342	5164	8265	11444	14354
Capital Work in Progress	372	2962	2962	2962	2962
Total	2714	8126	11227	14406	17316
Investments	36	729	729	729	729
Current assets, loans and advances					
Inventories	18	316	366	416	466
Sundry debtors	1157	2765	4117	4333	5018
Cash	2912	1902	7776	9585	11772
Loans and Advances	490	1138	1287	1445	1647
	4639	6153	13547	15780	18905
Less current liabilities and provisions	610	2251	2327	2434	2541
Net current assets	4029	3903	11220	13347	16364
Miscellaneous expenditure	1	13	1	1	1
Total Applications	7061	14342	24402	29708	35635

Source: Company, BofA Merrill Lynch Global Research

12 August 2010

Table 8: Cash flow statement

	FY08	FY09	FY10E	FY11E	FY12 E
Cash flows from operating activities					
Net profit before taxation and after prior period items as per P&L	1072	2108	4397	5668	7263
Depreciation	331	814	1138	807	674
Interest exps	48	268	489	481	537
Operating profit before working capital changes	1419	3721	5622	6954	8470
Adjusted for :					
Trade & other receivables	-657	-1603	-1352	-216	-684
loans & advances	-426	-613	-148	-158	-202
Trade & other payables	338	1491	76	107	107
Cash Generated from operations	689	2698	4148	6636	7641
Taxes paid (Net of TDS)	-184	-329	-1625	-1700	-2324
Net cash from operating activities	505	2357	2522	4935	5317
Cash flows from investing activities					
Purchases of fixed assets	-2224	-6249	-4239	-3986	-3584
Net cash used in investing activities	-2102	-7215	-4239	-3986	-3584
cash flows from financing activities					
Net proceeds from fresh issue of capital through IPO	0	0	6066	3	4
Proceeds/ repayment of long term borrowings	334	4000	2085	1400	1050
Interest on borrowings	-48	-268	-489	-481	-537
Dividend paid	-40	-58	-62	-63	-63
FCCB raised	3109	8	0	0	0
Net Cash from financing activities	3393	3846	7600	859	454
Net increase in cash and cash equivalents	1796	-1011	5883	1808	2187
Opening cash and cash equivalents	1109	2905	1893	7776	9585
Closing cash and cash equivalents	2905	1893	7776	9585	11772

Source: Company, BofA Merrill Lynch Global Research

Table 9: Ratios

Year Mar 31 (Rs mn)	FY08	FY09	FY10E	FY11E	FY12E
Valuation ratios					
P/E (x)	89.8	44.4	23.4	16.2	13.0
P/CEPS	52	24	18	13	11
P/BV (x)	19	13	4	3	3
EV/EBIT (x)	52	21	13	9	7
EV/ Revenues	17	8	5	3	3
Growth %					
Revenue	160	123	63	47	16
EBIT	128	149	60	50	26
Net Profit	146	102	90	44	25
Profitability %					
EBITDA	44	49	47	42	44
EBIT	33	37	36	36	40
Net Profit	25	22	22	25	27
Return %					
RONW	35.0	40.3	21.9	21.4	21.6
ROCE	19.4	21.8	19.2	20.6	21.6
Per Share Data (Rs.)					
EPS -diluted	6.9	14.1	27.19	38.65	48.26
CEPS	12	26	34	46	54
BVPS	33	49	162	199	244
DPS	1	1	1	1	1
FCF/Share	-79	-239	-85	47	85
Div Yield (%)	0	0	0	0	0
DSO	105	112	121	101	96

Source: Company, BofA Merrill Lynch Global Research

Price objective basis & risk

Educomp Solu (EUSOF)

Our PO of Rs850 based on a 2 yr PEG of 0.9x and implies target multiple of 18x FY12e. Our PO reflects potential de rating given Smart Class revenue stream now likely to be volatile. Retain Buy given strong 33% CAGR in earnings FY10-12E, and sharp turnaround in FCF on shift to new business model. Besides Educomp remains the only listed education service provider with offerings in K-12 and is a emerging player in vocational/ supplemental education.

Risks to our valuation are higher losses in new initiatives, higher than anticipated cut in Smart Class pricing, acquisition-related risks and managing multiple growth initiatives.

Link to Definitions

Industrials

Click [here](#) for definitions of commonly used terms.

Analyst Certification

I, Pratish Krishnan, hereby certify that the views expressed in this research report accurately reflect my personal views about the subject securities and issuers. I also certify that no part of my compensation was, is, or will be, directly or indirectly, related to the specific recommendations or view expressed in this research report.

Special Disclosures

In accordance with the SEBI (Foreign Institutional Investors) Regulations and with guidelines issued by the Securities and Exchange Board of India (SEBI), foreign investors (individuals as well as institutional) that wish to transact the common stock of Indian companies must have applied to, and have been approved by SEBI and the Reserve Bank of India (RBI). Each investor who transacts common stock of Indian companies will be required to certify approval as a foreign institutional investor or as a sub-account of a foreign institutional investor by SEBI and RBI. Certain other entities are also entitled to transact common stock of Indian companies under the Indian laws relating to investment by foreigners. Merrill Lynch reserves the right to refuse copy of research on common stock of Indian companies to a person not resident in India.

American Depositary Receipts (ADR) representing such common stock are not subject to these Indian law restrictions and may be transacted by investors in accordance with the applicable laws of the relevant jurisdiction.

Global Depositary Receipts (GDR) and the Global Depositary Shares of Indian companies, Indian limited liability corporations, have not been registered under the U.S. Securities Act of 1933, as amended, and may only be transacted by persons in the United States who are Qualified Institutional Buyers (QIBs) within the meaning of Rule 144A under the Securities Act. Accordingly, no copy of any research report on Indian companies' GDRs will be made available to persons who are not QIBs.

12 August 2010

India - Software & IT Services Coverage Cluster

Investment rating	Company	BofAML ticker	Bloomberg symbol	Analyst
BUY				
	Educomp Solu	EUSOF	EDSL IN	Pratish Krishnan
	Firstsource	FSSOF	FSOL IN	Mitali Ghosh
	Genpact Ltd	G	G US	Mitali Ghosh
	HCL	XHCLF	HCLT IN	Mitali Ghosh
	Hexaware Tech	XFTCF	HEXW IN	Pratish Krishnan
	Infosys Tech	INFYF	INFO IN	Mitali Ghosh
	Infosys Tech - A	INFY	INFY US	Mitali Ghosh
	Rollta India	RLTAF	RLTA IN	Pratish Krishnan
	Rollta India-GDR	XLROF	RTI LI	Pratish Krishnan
	Sun TV Network Ltd	SUTVF	SUNTV IN	Pratish Krishnan
	Tata Consultancy	TACSF	TCS IN	Mitali Ghosh
	Wipro	WIPRF	WPRO IN	Mitali Ghosh
	Wipro	WIT	WIT US	Mitali Ghosh
	Zee Entertainment	XZETF	Z IN	Pratish Krishnan
NEUTRAL				
	ExlService Holdi	EXLS	EXLS US	Mitali Ghosh
	Patni	PATIF	PATNI IN	Mitali Ghosh
	Patni Computer	PTI	PTI US	Mitali Ghosh
	Tech Mahindra	TMHAF	TECHM IN	Pratish Krishnan
UNDERPERFORM				
	Infotech Enterprises Ltd	IFKFF	INFTC IN	Pratish Krishnan
	Mastek	MSKDF	MAST IN	Pratish Krishnan
	Mphasis Ltd	MPSSF	MPHL IN	Pratish Krishnan
	WNS (Holdings) L	WNS	WNS US	Mitali Ghosh

iQmethodSM Measures Definitions

Business Performance	Numerator	Denominator
Return On Capital Employed	$\text{NOPAT} = (\text{EBIT} + \text{Interest Income}) * (1 - \text{Tax Rate}) + \text{Goodwill Amortization}$	$\text{Total Assets} - \text{Current Liabilities} + \text{ST Debt} + \text{Accumulated Goodwill Amortization}$
Return On Equity	Net Income	Shareholders' Equity
Operating Margin	Operating Profit	Sales
Earnings Growth	Expected 5-Year CAGR From Latest Actual	N/A
Free Cash Flow	Cash Flow From Operations – Total Capex	N/A
Quality of Earnings		
Cash Realization Ratio	Cash Flow From Operations	Net Income
Asset Replacement Ratio	Capex	Depreciation
Tax Rate	Tax Charge	Pre-Tax Income
Net Debt-To-Equity Ratio	Net Debt = Total Debt, Less Cash & Equivalents	Total Equity
Interest Cover	EBIT	Interest Expense
Valuation Toolkit		
Price / Earnings Ratio	Current Share Price	Diluted Earnings Per Share (Basis As Specified)
Price / Book Value	Current Share Price	Shareholders' Equity / Current Basic Shares
Dividend Yield	Annualised Declared Cash Dividend	Current Share Price
Free Cash Flow Yield	Cash Flow From Operations – Total Capex	Market Cap. = Current Share Price * Current Basic Shares
Enterprise Value / Sales	$\text{EV} = \text{Current Share Price} * \text{Current Shares} + \text{Minority Equity} + \text{Net Debt} + \text{Sales} + \text{Other LT Liabilities}$	
EV / EBITDA	Enterprise Value	Basic EBIT + Depreciation + Amortization

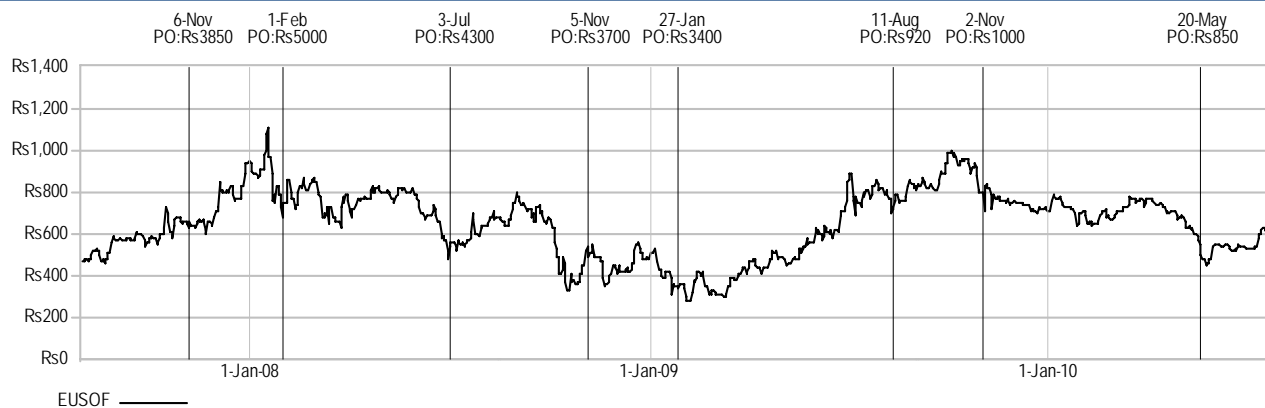
iQmethodSM is the set of BofA Merrill Lynch standard measures that serve to maintain global consistency under three broad headings: Business Performance, Quality of Earnings, and valuations. The key features of iQmethod are: A consistently structured, detailed, and transparent methodology. Guidelines to maximize the effectiveness of the comparative valuation process, and to identify some common pitfalls.

iQdatabase[®] is our real-time global research database that is sourced directly from our equity analysts' earnings models and includes forecasted as well as historical data for income statements, balance sheets, and cash flow statements for companies covered by BofA Merrill Lynch.

iQprofileSM, iQmethodSM are service marks of Merrill Lynch & Co., Inc. iQdatabase[®] is a registered service mark of Merrill Lynch & Co., Inc.

Important Disclosures

EUSOF Price Chart



B : Buy, N : Neutral, S : Sell, U : Underperform, PO : Price objective, NA : No longer valid

Prior to May 31, 2008, the investment opinion system included Buy, Neutral and Sell. As of May 31, 2008, the investment opinion system includes Buy, Neutral and Underperform. Dark Grey shading indicates that a security is restricted with the opinion suspended. Light grey shading indicates that a security is under review with the opinion withdrawn. The current investment opinion key is contained at the end of the report. Chart is current as of July 31, 2010 or such later date as indicated. BofAML price charts do not reflect analysts' coverage of the stock at prior firms. Historical price charts relating to companies covered as of December 31, 2008 by former Banc of America Securities LLC (BAS) analysts are available to BAS clients on the BAS website.

Investment Rating Distribution: Education & Training Services Group (as of 01 Jul 2010)

Coverage Universe	Count	Percent	Inv. Banking Relationships*	Count	Percent
Buy	10	55.56%	Buy	6	60.00%
Neutral	6	33.33%	Neutral	5	83.33%
Sell	2	11.11%	Sell	2	100.00%

Investment Rating Distribution: Global Group (as of 01 Jul 2010)

Coverage Universe	Count	Percent	Inv. Banking Relationships*	Count	Percent
Buy	1922	54.14%	Buy	1042	59.85%
Neutral	874	24.62%	Neutral	496	62.78%
Sell	754	21.24%	Sell	362	51.86%

* Companies in respect of which MLPF&S or an affiliate has received compensation for investment banking services within the past 12 months. For purposes of this distribution, a stock rated Underperform is included as a Sell.

FUNDAMENTAL EQUITY OPINION KEY: Opinions include a Volatility Risk Rating, an Investment Rating and an Income Rating. **VOLATILITY RISK RATINGS**, indicators of potential price fluctuation, are: A - Low, B - Medium and C - High. **INVESTMENT RATINGS** reflect the analyst's assessment of a stock's: (i) absolute total return potential and (ii) attractiveness for investment relative to other stocks within its *Coverage Cluster* (defined below). There are three investment ratings: 1 - Buy stocks are expected to have a total return of at least 10% and are the most attractive stocks in the coverage cluster; 2 - Neutral stocks are expected to remain flat or increase in value and are less attractive than Buy rated stocks and 3 - Underperform stocks are the least attractive stocks in a coverage cluster. Analysts assign investment ratings considering, among other things, the 0-12 month total return expectation for a stock and the firm's guidelines for ratings dispersions (shown in the table below). The current price objective for a stock should be referenced to better understand the total return expectation at any given time. The price objective reflects the analyst's view of the potential price appreciation (depreciation).

Investment rating	Total return expectation (within 12-month period of date of initial rating)	Ratings dispersion guidelines for coverage cluster*
Buy	≥ 10%	≤ 70%
Neutral	≥ 0%	≤ 30%
Underperform	N/A	≥ 20%

* Ratings dispersions may vary from time to time where BofAML Research believes it better reflects the investment prospects of stocks in a Coverage Cluster.

INCOME RATINGS, indicators of potential cash dividends, are: 7 - same/higher (dividend considered to be secure), 8 - same/lower (dividend not considered to be secure) and 9 - pays no cash dividend. *Coverage Cluster* is comprised of stocks covered by a single analyst or two or more analysts sharing a common industry, sector, region or other classification(s). A stock's coverage cluster is included in the most recent BofAML Comment referencing the stock.

In the US, retail sales and/or distribution of this report may be made only in states where these securities are exempt from registration or have been qualified for sale: Educomp Solu.

The country in which this company is organized has certain laws or regulations that limit or restrict ownership of the company's shares by nationals of other countries: Educomp Solu.

The analyst(s) responsible for covering the securities in this report receive compensation based upon, among other factors, the overall profitability of Bank of America Corporation, including profits derived from investment banking revenues.

Other Important Disclosures

BofA Merrill Lynch (BofAML) Research refers to the combined Global Research operations of Merrill Lynch and BAS.

Officers of MLPF&S or one or more of its affiliates (other than research analysts) may have a financial interest in securities of the issuer(s) or in related investments.

Merrill Lynch Research policies relating to conflicts of interest are described at <http://www.ml.com/media/43347.pdf>.

"Merrill Lynch" includes Merrill Lynch, Pierce, Fenner & Smith Incorporated ("MLPF&S") and its affiliates, including BofA (defined below). "BofA" refers to Banc of America Securities LLC ("BAS"), Banc of America Securities Limited ("BASL") and their affiliates. Investors should contact their Merrill Lynch or BofA representative if they have questions concerning this report.

Information relating to Non-US affiliates of Merrill Lynch and Distribution of Affiliate Research Reports:

MLPF&S, BAS, and BASL distribute, or may in the future distribute, research reports of the following non-US affiliates in the US (short name: legal name): Merrill Lynch (France): Merrill Lynch Capital Markets (France) SAS; Merrill Lynch (Frankfurt): Merrill Lynch International Bank Ltd, Frankfurt Branch; Merrill Lynch (South Africa): Merrill Lynch South Africa (Pty) Ltd; Merrill Lynch (Milan): Merrill Lynch International Bank Limited; MLPF&S (UK): Merrill Lynch, Pierce, Fenner & Smith Limited; Merrill Lynch (Australia): Merrill Lynch Equities (Australia) Limited; Merrill Lynch (Hong Kong): Merrill Lynch (Asia Pacific) Limited; Merrill Lynch (Singapore): Merrill Lynch (Singapore) Pte Ltd; Merrill Lynch (Canada): Merrill Lynch Canada Inc; Merrill Lynch (Mexico): Merrill Lynch Mexico, SA de CV, Casa de Bolsa; Merrill Lynch (Argentina): Merrill Lynch Argentina SA; Merrill Lynch (Japan): Merrill Lynch Japan Securities Co, Ltd; Merrill Lynch (Seoul): Merrill Lynch International Incorporated (Seoul Branch); Merrill Lynch (Taiwan): Merrill Lynch Securities (Taiwan) Ltd.; DSP Merrill Lynch (India): DSP Merrill Lynch Limited; PT Merrill Lynch (Indonesia): PT Merrill Lynch Indonesia; Merrill Lynch (Israel): Merrill Lynch Israel Limited; Merrill Lynch (Russia): Merrill Lynch CIS Limited, Moscow; Merrill Lynch (Turkey): Merrill Lynch Yatirim Bankasi A.S.; Merrill Lynch (Dubai): Merrill Lynch International, Dubai Branch; MLPF&S (Zürich rep. office): MLPF&S Incorporated Zürich representative office; Merrill Lynch (Spain): Merrill Lynch Capital Markets Espana, S.A.S.V.; Merrill Lynch (Brazil): Banco Merrill Lynch de Investimentos S.A.

This note has been approved for publication in the United Kingdom by Merrill Lynch, Pierce, Fenner & Smith Limited and BASL, which are authorized and regulated by the Financial Services Authority; has been considered and distributed in Japan by Merrill Lynch Japan Securities Co, Ltd and Banc of America Securities – Japan, Inc., registered securities dealers under the Financial Instruments and Exchange Law in Japan; is distributed in Hong Kong by Merrill Lynch (Asia Pacific) Limited and Banc of America Securities Asia Limited, which are regulated by the Hong Kong SFC and the Hong Kong Monetary Authority; is issued and distributed in Taiwan by Merrill Lynch Securities (Taiwan) Ltd.; is issued and distributed in India by DSP Merrill Lynch Limited; and is issued and distributed in Singapore by Merrill Lynch International Bank Limited (Merchant Bank), Merrill Lynch (Singapore) Pte Ltd (Company Registration No.'s F 06872E and 198602883D respectively) and Bank of America Singapore Limited (Merchant Bank). Merrill Lynch International Bank Limited (Merchant Bank), Merrill Lynch (Singapore) Pte Ltd and Bank of America Singapore Limited (Merchant Bank) are regulated by the Monetary Authority of Singapore. Merrill Lynch Equities (Australia) Limited (ABN 65 006 276 795), AFS License 235132 provides this note in Australia in accordance with section 911B of the Corporations Act 2001 and neither it nor any of its affiliates involved in preparing this note is an Authorised Deposit-Taking Institution under the Banking Act 1959 nor regulated by the Australian Prudential Regulation Authority. No approval is required for publication or distribution of this note in Brazil.

This research report has been prepared and issued by MLPF&S and/or one or more of its non-US affiliates. MLPF&S is the distributor of this research report in the US and accepts full responsibility for research reports of its non-US affiliates distributed to MLPF&S clients in the US. Any US person (other than BAS and its respective clients) receiving this research report and wishing to effect any transaction in any security discussed in the report should do so through MLPF&S and not such foreign affiliates.

BAS distributes this research report to its clients and accepts responsibility for the distribution of this report in the US to BAS clients. Transactions by US persons that are BAS clients in any security discussed herein must be carried out through BAS.

General Investment Related Disclosures:

This research report provides general information only. Neither the information nor any opinion expressed constitutes an offer or an invitation to make an offer, to buy or sell any securities or other financial instrument or any derivative related to such securities or instruments (e.g., options, futures, warrants, and contracts for differences). This report is not intended to provide personal investment advice and it does not take into account the specific investment objectives, financial situation and the particular needs of any specific person. Investors should seek financial advice regarding the appropriateness of investing in financial instruments and implementing investment strategies discussed or recommended in this report and should understand that statements regarding future prospects may not be realized. Any decision to purchase or subscribe for securities in any offering must be based solely on existing public information on such security or the information in the prospectus or other offering document issued in connection with such offering, and not on this report.

Securities and other financial instruments discussed in this report, or recommended, offered or sold by Merrill Lynch, are not insured by the Federal Deposit Insurance Corporation and are not deposits or other obligations of any insured depository institution (including, Bank of America, N.A.). Investments in general and, derivatives, in particular, involve numerous risks, including, among others, market risk, counterparty default risk and liquidity risk. No security, financial instrument or derivative is suitable for all investors. In some cases, securities and other financial instruments may be difficult to value or sell and reliable information about the value or risks related to the security or financial instrument may be difficult to obtain. Investors should note that income from such securities and other financial instruments, if any, may fluctuate and that price or value of such securities and instruments may rise or fall and, in some cases, investors may lose their entire principal investment. Past performance is not necessarily a guide to future performance. Levels and basis for taxation may change.

This report may contain a short-term trading idea or recommendation, which highlights a specific near-term catalyst or event impacting the company or the market that is anticipated to have a short-term price impact on the equity securities of the company. Short-term trading ideas and recommendations are different from and do not affect a stock's fundamental equity rating, which reflects both a longer term total return expectation and attractiveness for investment relative to other stocks within its Coverage Cluster. Short-term trading ideas and recommendations may be more or less positive than a stock's fundamental equity rating.

BofA Merrill Lynch is aware that the implementation of the ideas expressed in this report may depend upon an investor's ability to "short" securities or other financial instruments and that such action may be limited by regulations prohibiting or restricting "shortselling" in many jurisdictions. Investors are urged to seek advice regarding the applicability of such regulations prior to executing any short idea contained in this report.

Foreign currency rates of exchange may adversely affect the value, price or income of any security or financial instrument mentioned in this report. Investors in such securities and instruments, including ADRs, effectively assume currency risk.

UK Readers: The protections provided by the U.K. regulatory regime, including the Financial Services Scheme, do not apply in general to business coordinated by Merrill Lynch entities located outside of the United Kingdom. These disclosures should be read in conjunction with the BASL general policy statement on the handling of research conflicts, which is available upon request.

Officers of MLPF&S or one or more of its affiliates (other than research analysts) may have a financial interest in securities of the issuer(s) or in related investments.

Merrill Lynch is a regular issuer of traded financial instruments linked to securities that may have been recommended in this report. Merrill Lynch may, at any time, hold a trading position (long or short) in the securities and financial instruments discussed in this report.

Merrill Lynch, through business units other than BofAML Research, may have issued and may in the future issue trading ideas or recommendations that are inconsistent with, and reach different conclusions from, the information presented in this report. Such ideas or recommendations reflect the different time frames,

assumptions, views and analytical methods of the persons who prepared them, and Merrill Lynch is under no obligation to ensure that such other trading ideas or recommendations are brought to the attention of any recipient of this report.

In the event that the recipient received this report pursuant to a contract between the recipient and MLPF&S for the provision of research services for a separate fee, and in connection therewith MLPF&S may be deemed to be acting as an investment adviser, such status relates, if at all, solely to the person with whom MLPF&S has contracted directly and does not extend beyond the delivery of this report (unless otherwise agreed specifically in writing by MLPF&S). MLPF&S is and continues to act solely as a broker-dealer in connection with the execution of any transactions, including transactions in any securities mentioned in this report.

Copyright and General Information regarding Research Reports:

Copyright 2010 Merrill Lynch, Pierce, Fenner & Smith Incorporated. All rights reserved. iQmethod, iQmethod 2.0, iQprofile, iQtoolkit, iQworks are service marks of Merrill Lynch & Co., Inc. iQanalytics®, iQcustom®, iQdatabase® are registered service marks of Merrill Lynch & Co., Inc. This research report is prepared for the use of Merrill Lynch clients and may not be redistributed, retransmitted or disclosed, in whole or in part, or in any form or manner, without the express written consent of Merrill Lynch. Merrill Lynch research reports are distributed simultaneously to internal and client websites and other portals by Merrill Lynch and are not publicly-available materials. Any unauthorized use or disclosure is prohibited. Receipt and review of this research report constitutes your agreement not to redistribute, retransmit, or disclose to others the contents, opinions, conclusion, or information contained in this report (including any investment recommendations, estimates or price targets) without first obtaining expressed permission from an authorized officer of Merrill Lynch.

Materials prepared by Merrill Lynch research personnel are based on public information. Facts and views presented in this material have not been reviewed by, and may not reflect information known to, professionals in other business areas of Merrill Lynch, including investment banking personnel. Merrill Lynch has established information barriers between BofAML Research and certain business groups. As a result, Merrill Lynch does not disclose certain client relationships with, or compensation received from, such companies in research reports.

To the extent this report discusses any legal proceeding or issues, it has not been prepared as nor is it intended to express any legal conclusion, opinion or advice. Investors should consult their own legal advisers as to issues of law relating to the subject matter of this report. Merrill Lynch research personnel's knowledge of legal proceedings in which any Merrill Lynch entity and/or its directors, officers and employees may be plaintiffs, defendants, co-defendants or co-plaintiffs with or involving companies mentioned in this report is based on public information. Facts and views presented in this material that relate to any such proceedings have not been reviewed by, discussed with, and may not reflect information known to, professionals in other business areas of Merrill Lynch in connection with the legal proceedings or matters relevant to such proceedings.

This report has been prepared independently of any issuer of securities mentioned herein and not in connection with any proposed offering of securities or as agent of any issuer of any securities. None of MLPF&S, any of its affiliates or their research analysts has any authority whatsoever to make any representation or warranty on behalf of the issuer(s). Merrill Lynch policy prohibits research personnel from disclosing a recommendation, investment rating, or investment thesis for review by an issuer prior to the publication of a research report containing such rating, recommendation or investment thesis.

Any information relating to the tax status of financial instruments discussed herein is not intended to provide tax advice or to be used by anyone to provide tax advice. Investors are urged to seek tax advice based on their particular circumstances from an independent tax professional.

The information herein (other than disclosure information relating to Merrill Lynch and its affiliates) was obtained from various sources and we do not guarantee its accuracy. This report may contain links to third-party websites. Merrill Lynch is not responsible for the content of any third-party website or any linked content contained in a third-party website. Content contained on such third-party websites is not part of this report and is not incorporated by reference into this report. The inclusion of a link in this report does not imply any endorsement by or any affiliation with Merrill Lynch. Access to any third-party website is at your own risk, and you should always review the terms and privacy policies at third-party websites before submitting any personal information to them. Merrill Lynch is not responsible for such terms and privacy policies and expressly disclaims any liability for them.

Subject to the quiet period applicable under laws of the various jurisdictions in which we distribute research reports and other legal and Merrill Lynch policy-related restrictions on the publication of research reports, fundamental equity reports are produced on a regular basis as necessary to keep the investment recommendation current.

Certain outstanding reports may contain discussions and/or investment opinions relating to securities, financial instruments and/or issuers that are no longer current. Always refer to the most recent research report relating to a company or issuer prior to making an investment decision.

In some cases, a company or issuer may be classified as Restricted or may be Under Review or Extended Review. In each case, investors should consider any investment opinion relating to such company or issuer (or its security and/or financial instruments) to be suspended or withdrawn and should not rely on the analyses and investment opinion(s) pertaining to such issuer (or its securities and/or financial instruments) nor should the analyses or opinion(s) be considered a solicitation of any kind. Sales persons and financial advisors affiliated with BAS, MLPF&S or any of their affiliates may not solicit purchases of securities or financial instruments that are Restricted or Under Review and may only solicit securities under Extended Review in accordance with firm policies.

Neither Merrill Lynch nor any officer or employee of Merrill Lynch accepts any liability whatsoever for any direct, indirect or consequential damages or losses arising from any use of this report or its contents.