Educomp Solutions Ltd.
VISION
To solve critical education problems by applying innovative solutions focused on “Quality of Education” and “Access to Education”

MISSION
REACH OUT TO 10MN LEARNERS BY 2010.
BE AMONG THE TOP 5 K12 COMPANIES WORLDWIDE BY 2010
EDUCOMP – Educating India and the World
Established Business Units that are Market Leaders

**Smart-Class**

Instructor-led education solutions for private schools: Company has developed India’s largest content library licensed to over 933 schools

**Retail & Consulting**

- **Math Guru**: Largest broadband content portal with 46,342 subscribers as on 31st March, 2008
- **Roots to Wings pre schools**: First structured and process driven IP in this space
- **Millennium Learning System**: First integrated learning delivery framework for entire school ecosystem
- **Millennium schools**: A chain of K-12 high schools
- **Online Tutoring**: One of India’s largest tutoring website to have full audio-video conferencing, whiteboard functionality and recording capabilities at both student and teacher end. Premium tutoring and supplemental learning provider for both online tutoring and tutoring centres.

**ICT Solutions**

Turnkey IT computer aided learning for government schools: Only company to have content developed in 10 regional languages, working with over 7,200 schools

**Professional Development**

- Technology aided learning
- Pedagogy & Cognitive learning workshops for teachers
- Over 960,570 teachers trained in technology integration, pedagogy and best classroom practices

**Global Initiatives**

- Acquired Ask-N-Learn, Singapore’s largest K12 company
- Acquired significant majority stake in Toronto based Savvica Inc. to build large scale education communities
- Joint development partnership with Learning.com in the US to create curriculum content

Distinct and diverse revenue streams focused on Innovative and Research based products

June 2008
Smart_Class™ is a comprehensive solution designed to assist teachers in private schools 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.

The entire project is undertaken by Educomp on a Built-Own-Operate-Transfer (BOOT) model.

India’s Largest Content Library: The curriculum reach unfolds from kindergarten to Grade twelve covering subjects from Mathematics, Science, English, Social Studies, Physics, Chemistry, Biology, History, Civics, Geography and Commerce. Over 15,000 modules.

The basket of options for various topics may include a range of multimedia animations with or without voice over, an assortment of classroom activities and ideas, and a remote assessment package linked to selected topics.

Responses to Smart_Class

“It has always been my dream to see technology becoming an integral part of a teacher’s life inside the classrooms and the smart_class program has indeed been like a dream come true.”

…Dr (Mrs) Y.G. Parthasarthy, Dean and Director, Padma Seshadri Group of Schools, Chennai

“Smart_Class has a great visual impact on our learning and it helps me understand and memorize topics better”

…Shikha Gupta, Student, DPS R.K. Puram, New Delhi
“The Smart_Class™ helps the teacher to teach abstract curriculum concepts that are difficult for students to visualize or relate to. The teacher thus maintains the student’s interest and engagement in learning inside the classroom.”
Number of schools signed increased by 278 to 933 in Q4 FY’08
Total number of students under Smart_Class reached 1.04mn
Marketing professionals under Smart_Class increased to 150
Successfully conducted roadshows in 114 cities under the ‘Next Gen School’ Initiative in collaboration with HCL, Intel and LG.
Entering into key partnerships in US, Singapore & Middle East to penetrate into these markets
Over 400 content development professionals creating IP for Smart_Class
Current order book of Rs 5,920mn
Capex of Rs 1,319.2mn incurred during FY’08 for executing the Smart Class Business
Capex of Rs 290mn incurred in FY’08 for content development & IP creation

Major Clients: State Bank Officers’ Association School, Padma Seshadri Bala Bhavan, Bhartiya Vidya Bhavan, Montfort School (Delhi), Gyan Ganga (Jabalpur), Shivalik School (Chandigarh), Baldwin Girls High School (Bangalore)

Acceleration seen in private sector in India and schools in US and Singapore
- Participates in core government initiatives to IT enable 950,000 government schools in India. Current reach greater than 4mn students
- Supply & maintenance of computer aided learning services in the schools on BOOT (Built Own Operate Transfer) basis
- Provide full time instructors at each school
- Provide multimedia Educational Software for offering computer education to students in regional languages.

- Develop and supply the courseware for students in computer aided learning.
- Provide testing and certification in computer education for students at the end of every academic year.
- Impart training to school teachers.
ICT Solutions (FY’08 Update)

- Total number of schools at 7,289
- Completed implementation for 2,819 schools in Gujarat
- Guidance for FY’08 revised from 4,000 schools to 5,000 schools
- Participated in bids for 7,200 schools under tenders floated by State Government of Andhra Pradesh & Karnataka
- Bids to be submitted for additional tenders for 2,600 schools recently floated by State Government of Maharashtra, Punjab and Himachal Pradesh

- Present partnerships with 12 state governments – Assam, Haryana, Chattisgarh, Orissa, Karnataka, Uttar Pradesh, Tripura, Gujarat, West Bengal, Rajasthan, Andhra Pradesh and Jharkhand
- The content is available in 10 languages
- Received ISO 9001:2000 certification in 2004
- Team comprises of 6 marketing and 20 technical persons

Leading the Computer aided learning revolution in Government schools
Largest Professional Development company in India

Training of Teachers at Mayo College, Ajmer, Rajasthan

- Partnerships with Microsoft, Wipro, etc. for education initiatives
- Ongoing partnerships with 15 state governments in India
- 180 member team of trainers and over 50 people in pedagogical R&D

✓ Trained 80,791 teachers during Q4 FY’08.
✓ Cumulative number of teachers trained increased to 960,570 as on March 31, 2008
✓ Moving to smaller cities and towns

Leaders in Training Teachers

* in association with Learning Links Foundation
Educomp’s ambition is to tap the consumer education wallet of the Indian middle class 400mn +
• 30% of family income spent on education
• Mostly non-negotiable spend
• Growing rapidly due to rising middle class incomes on the back of robust economic growth (8-9% pa)

• **Educomp’s 3 Pillars of Retail Penetration Strategy**
Launched in July 2006
Online delivery model providing instant homework help to students in mathematics in multimedia format
Unique teacher-led animations based delivery model
Maps to all questions in NCERT book catering to classes 6th till 12th
Over 15,000 content modules built
Revenue model based on annual subscription basis. Subscription increased from Rs 1,200 per year to Rs 1,800 per year
Team Strength of 40 professionals
During the quarter the number of students registered under Mathguru.com for the current academic year increased by 16,003 aggregating to 46,342 students.

Responses to Mathguru

It was a nice experience....after seeing the demos, I felt math is the best subject
....Reshma Ranganathan - Student

I checked 3 demo solutions for STD VI & was reasonably impressed
..Prakash Wadhwani - Parent

"I am impressed with the way of teaching this is the best way of self learning"
Jaspreet
Prospective Teacher

This is a good step to connect students as well as teachers
....Shilpi Gupta - Student

Tapping the large potential in broadband penetration in India
Threebrix E-Services: An Educomp subsidiary; is the promoter of the online tutoring website 'The Learning Hour'. Learning Hour is one of largest tutoring services to have full audio-video conferencing, whiteboard functionality and recording capabilities at both student and teacher end.

- **First website to launch services for CBSE, ICSE and GCSE curriculums** across 5 subjects in Gulf region and receive tremendous response
- **Offering one to one online tutoring** for school students for normal academic tutoring and 1:4 tutoring for test prep modules like IIT-JEE, PMT etc
- All tutors are post graduates, engineers, doctorates in relevant subjects and undergo rigorous training in online tutoring processes and learning hour pedagogy
- To set up 8 learning centers, for leveraging the tutoring market opportunity and to set up 100+ centers in Fy09’
Connecting students and teachers around the world

- WiZiQ.com, a subsidiary of Educomp, is an Internet Learning Platform that connects students and teachers all around the world regardless of their age, nationality or school/college.
- WiZiQ allows the teachers to teach at their own terms and even facilitates payments for their teaching and tutoring services. It's free to join.

Teach and Learn, online

- Learn and teach live, in a virtual classroom
- Earn at your own rates for your knowledge and expertise
- Tutor one-to-one or a group of students

Find and share content

- WiZiQ allows you to find content created by other WiZiQ members from all around the world along with allowing you to share your own content with other WiZiQ members

http://www.wiziq.com
India’s first fully integrated Learning Delivery System for schools to be set up by through independent trusts/societies under K12 Initiatives

- 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** - which are fun, interactive and facilitate learning through activities and games
- **Project file** - 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**.
- 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**
Roots to Wings — New Concept to Pre-School Education

- A chain of preschools designed to cater to pre-schooling needs of children from age two to age four years
- The curriculum approach focuses on imparting skill based knowledge using sequential learning techniques
- First pre-school under Roots-to-Wings commenced operations in Delhi with 150 students, 3 schools operational, 10 franchisees signed up. Target of 100+ schools in FY 09
- First organized company to move into the fragmented space for early childhood education
- Created pioneering IP of over 100,000 pages in the pre-school space through a collaborative partnership with DPS Gzb schools.
Educomp has two subsidiaries to tap the opportunity arising from the perennial shortage of schools in the country - Educomp Infrastructure and Educomp School Management.

- **Educomp rising to meet the opportunity:**
  - Signed an MoU with a leading Singapore School, Raffles Institution for consultancy advice and services to set up schools, in India.
  - Schools Initiative on target with 5 schools operational by March 2008. 3 operational schools at present at Bangalore and Chennai.
  - Admissions have begun at fourth school at Noida and fifth school at Mohali, Punjab.
  - Entered into collaboration with Ansal Properties & Infrastructure Ltd. along with associate company KTIL, which would provide land and infrastructure on a 60 year lease basis on 15-17 identified sites for the schools segment.
Acquired Singapore-based Ask ‘n’ Learn Pte. Ltd.

- Formed in 2000, Ask ‘n’ Learn, a leading education technology company, caters to over 180 global educational institutions including prominent names like Raffles Girls Primary School, CHIJ St. Nicholas Girls’ School, Maris Stella High School, Raffles Institution, Hwa Chung Institution, National University of Singapore (NUS), etc.
- Acquisition has brought synergies in content development & marketing at both ends

Wizlearn Academic Solutions is both a learning and content management system. Instructors are able to create and upload courseware compliant to ADL SCORM and IMS standards.

EduLearn is a learning management system suitable for primary and secondary schools.

The Game Builder is a quick and easy tool to support teachers in the development of learning games as a part of their activities in the course of 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.

In partnership with Adobe and IDA (Singapore), training equips students from all levels of education in acquiring the necessary skills.
Educomp acquired a 51% stake in US based eLearning company, Learning.com. The majority stake has been acquired by Educomp through an investment of $24.5 million.

Educomp’s investment in Learning.com is to leverage the company’s proven competencies in developing innovative web-delivered curriculum solutions.

Via this investment Educomp gets unparalleled distribution access to over 6700 schools, 1300 school districts and 2 million students across the US and leverages its substantial content development and IP capabilities to reach out to North American markets.

Through this partnership, Learning.com and Educomp will bring together unmatched IP and innovative products to the US, India and SE Asia.
Entry into Post K12 and China

Educomp forms two Joint Ventures with Raffles Education Corp.
1. 50:50 Joint Venture in India for Professional Education
2. 50:50 Joint Venture in China for K-12

- Opens up growth opportunities in Post K12 as well as China
- To Merge Raffles existing India business into the JV

Raffles Education Corp is:
- The largest private education group in the Asia-Pacific region
- Market capitalization of S$2.78 billion
- Established its first college in Singapore in 1990
- The group has grown to operate three universities and 20 colleges
- Across nine countries in the Asia-Pacific region: Singapore, China, India, Vietnam, Malaysia, Thailand, Mongolia, Australia and New Zealand.

The group owns the Oriental University City in Lang fang, Hebei Province, China- A 3.31 million square meters self contained campus, within which there are 19 colleges with 57000 students.

- The Joint Venture 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 capitalise on its existing client base of 7 million students in schools to fill up the capacity in the Post K12 initiatives
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 is a leading e-learning company focused on web based learning management and education communities. The company owns next generation platform for rapid creation and deployment of scalable education communities
Learnhub is a Social Learning Network. It is for people who love learning and sharing knowledge with others. It is a set of tools that make learning online fun and engaging, and teaching online easy and effective. This is a collaboration with Educomp Solutions, India’s largest education company.
• There are 50,000 private schools in India.
• Immediately addressable market of 14,000 to 15,000 schools
• Current penetration around 1%

• 950,000 government schools in India with less that 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%

• Approx 5mn teachers in the country with around 95% 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’08

• 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)

• Educomp entered into ‘first of its kind’ partnership with Microsoft to make available its graphical curriculum content on the XBOX360 platform
• Also, entered into a JV with US based company Learning.com, the premier provider of Web-enhanced curriculum and assessment
• Global partnerships to capture the high potential US and Singapore markets. There are approx. 145,000 Secondary Schools in the US and more than 300 schools in Singapore
Leadership in IP and R&D

- Addressing the entire K12 value chain – Educomp is the only full service education company in India.
- Strong domain expertise and intellectual properties to address different parts of the functioning of a school.
- The largest digital content development team in India.
- Rs 140mn spent on product development, research, and IP creation in FY’07. Over 290mn spent in FY’08.
- In-house content model provides the ability to offer clients customized one-stop solutions and the capability to quickly adapt content to enter new high growth markets across the world.
- Incorporated a wholly owned subsidiary named “Educomp Software Limited” to set up a Content Development unit at Parawanoo, Himachal Pradesh to take the advantage of tax benefits available in the region.

**Educomp’s content repository:**
- Over 16,000 digital content modules for Smart_Class
- Over 15,000 content modules for Mathguru.com
- 100,000+ pages of content for Roots to Wings
India's largest technology driven K12 education company serving more than 6 million students with one of the largest repositories of digital curriculum in the world

Employs over 4,500 professionals

Pan India presence in 57 locations across the country

Key partnerships:
- State Governments in India
- Microsoft
- Ministry of Education
- Intel

Low market penetration for all products

Recession resistant business model

Global reach through operations in Singapore and USA

Publicly listed on Bombay Stock Exchange (BSE), National Stock Exchange (NSE) in India. Market Capitalization of US $ 1.68bn as on February 5, 2008
Revenue Break-Up

- Smart Class, 48.8%
- ICT, 35.6%
- Professional Development, 9.8%
- Retail, 5.9%
Milestones & Recognition
Making of Educomp

1994-5
• Incorporation

1998
• Launched eCampus - a student information system

1999
• Launched PlanetVidya.com - an online education system
• Launched professional development programs

2000
• Started India's first K12 content development center
• Conversion to Public Ltd. Company
• Entry into Trading operations

2002
• Established US subsidiary - Edumatics Corporation
• Launched Learning Mate Nhance - Learning Content Management Platform

2003
• Launched Smart Class Content solution

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

2005
• Launched Online tutoring service
• CNBC Emerging India Award
• SM1 - highest credit rating from CRISIL

2006
• Launched first pre-school in Delhi under the brand 'Roots to Wings'
• Raised $25mn via FCCBs
• Launch of Mathguru.com
• Successful Public Issue

2007
• Investment in EdulInfra and EduManage to set up private schools
• Launched first pre-school in Delhi under the brand 'Roots to Wings'
• Raised $25mn via FCCBs
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2009
• Launched first pre-school in Delhi under the brand 'Roots to Wings'
• Raised $25mn via FCCBs
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2010
• 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
• Launched Online tutoring service
• Launched Mathguru.com
• Successful Public Issue

2011
• Launched Online tutoring service
• Launched Mathguru.com
• Successful Public Issue

2012
• 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
• Launched Online tutoring service
• Launched Mathguru.com
• Successful Public Issue
In 2005, 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.

Ranked 140th in the BT 500 list of the most valuable private companies in India — December 2007.

Chosen as “FUTURE TITAN” one of the 10 hottest companies in India by Outlook Business Magazine — November 2006.
Received the highest credit rating — SME 1 rating from CRISIL

CRISIL has upgraded the rating of the company’s commercial paper from ‘P2+’ to ‘P1’

In 2004, it received ISO 9001:2001 certification for ICT solutions
Educomp is providing a learning solution on the PC
Roots to Wings—a pre school chain by Educomp
CGPE inked 72.44 cr agreement with Educomp
Consolidation through PPP Model
Educomp is bringing best practices of school education
Online-Tutoring Threebrix.com
Digital Learning Seminar
And Many More...