











February 2016



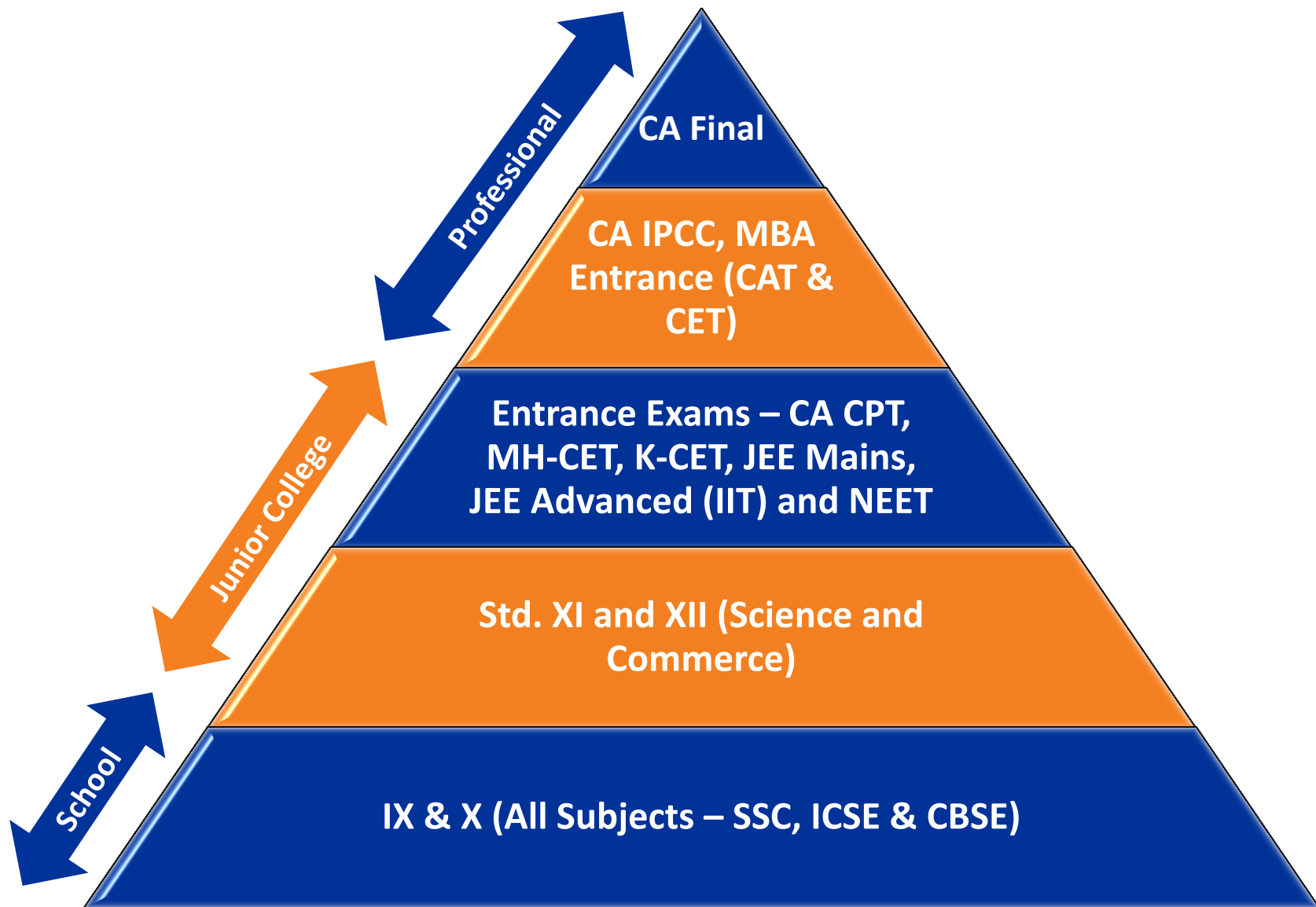
# Investor Presentation

-  **Executive Summary**
-  **Capturing the Entire Value Chain**
-  **Key Company Milestones**
-  **Location Count**
-  **Key Differentiators**
-  **Teaching Methodology**
-  **Growth Strategy**
-  **Experienced Management Team**
-  **Financial Overview**
-  **Shareholding Pattern**

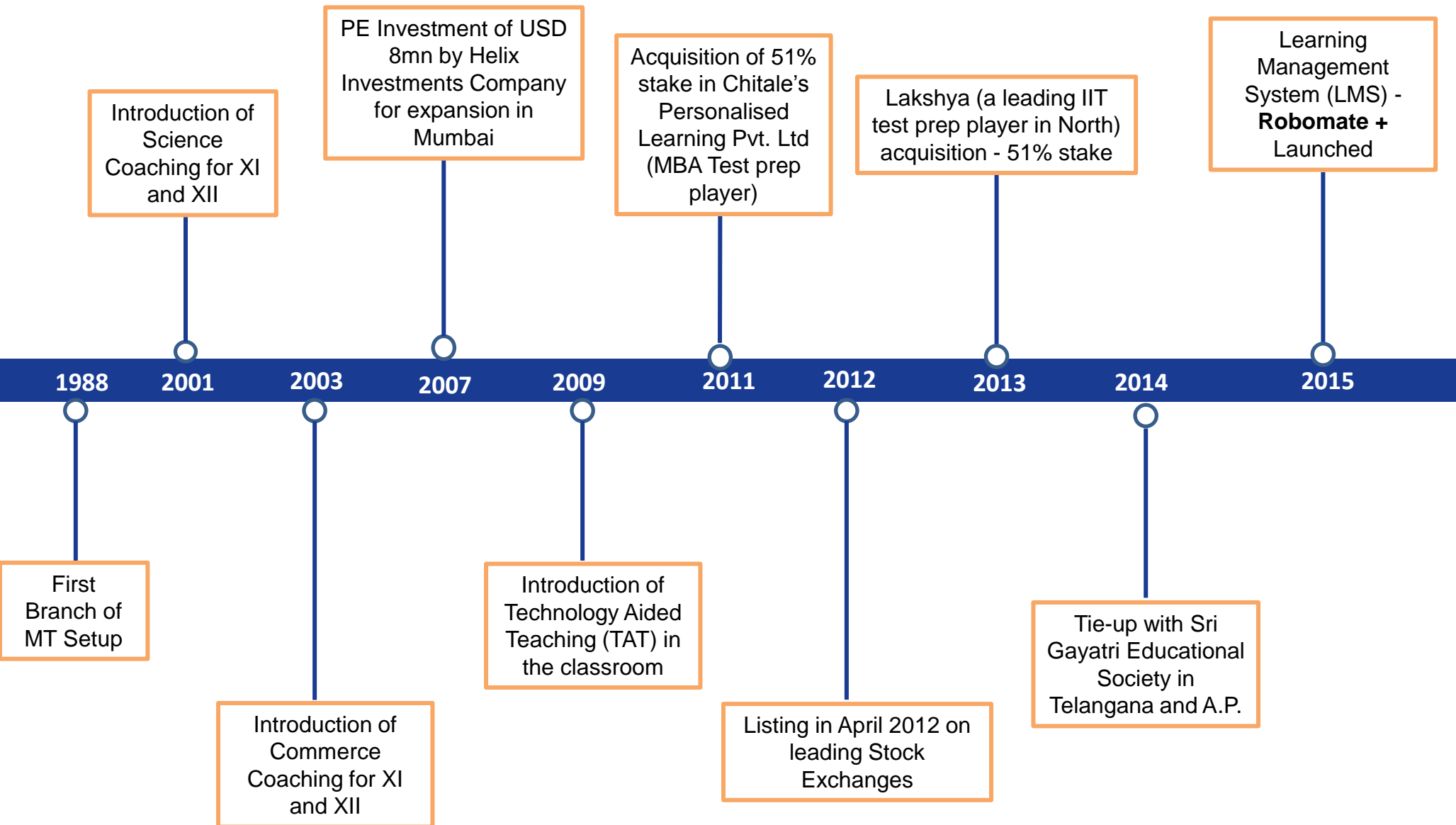
# Executive Summary

- 📖 Mahesh Tutorials – a **27** year old brand; Coaching services being provided by Mr. Mahesh Shetty since 1988 under the brand name ‘MAHESH TUTORIALS’
- 📖 Operates under three business verticals – School, Science and Commerce/UVA; Diversified product offerings catering to students right from Std. VIII to students appearing for Engineering and Medical Entrance Exams (including IIT Entrance), exams for CA course and MBA aspirants
- 📖 Network consists of **151** coaching locations in **10** states/union territories including Maharashtra, Karnataka, Tamil Nadu, Gujarat, Punjab, Haryana, Chandigarh, Kerala, Andhra Pradesh and Telangana.
- 📖 **133,404** students serviced in 9M FY16 and **83,972** in FY 14-15; Total headcount strength of **2,500+** with **1,300+** faculty members
- 📖 Focus on result oriented quality coaching with technology enabled classrooms and digitized content and emphasis on teacher training through intensive workshops
- 📖 Experienced management team consisting of senior professionals having strong background in academics and administration
- 📖 Asset light business model and High ROE of **21%**
- 📖 Shareholding pattern (as on Dec 2015 ): **~51%** held by Promoter/Directors/KMPs and **~26%** held by DIIs/FIIs

**Capturing the Entire Value Chain**



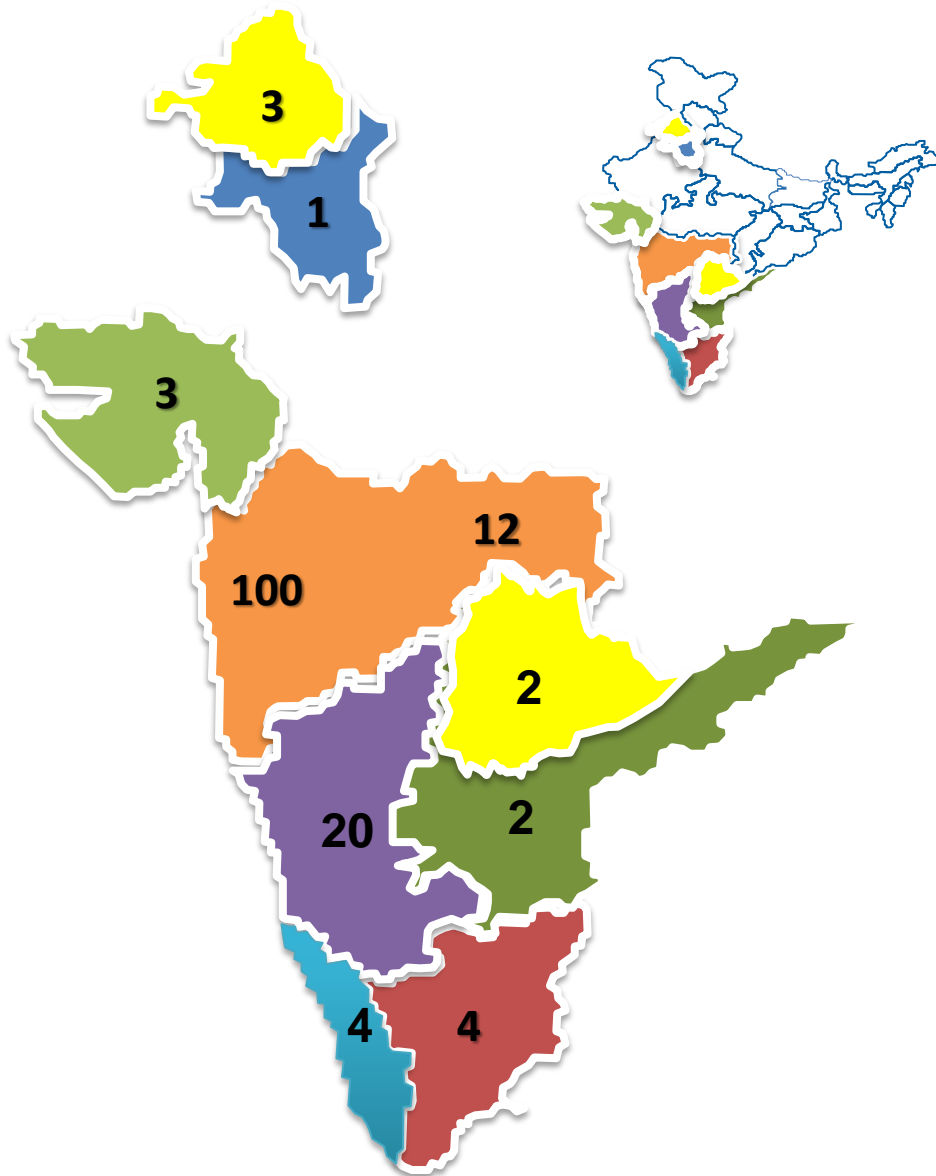
# Company Milestones





**MT Educare – a Pan India Player**

# Geographical Presence (as of December 31<sup>st</sup> , 2015)



## Historical No. of Locations over the years

FY	No. of Locations
9M FY 16	151
FY 15	128
FY 14	136
FY 13	122
FY 12	114
FY 11	103

## Division wise States break-up

Division	States
School	Maharashtra, Gujarat and Karnataka
Science	Maharashtra, Karnataka, Chandigarh, Haryana and Punjab
Commerce/UVA	Maharashtra, Tamilnadu, Kerala, Andhra Pradesh and Telangana

## Key Differentiators

# Key Differentiators...

## Well Recognized Brand & Experience



- ✓ 2,230 scored  $\geq 90\%$  in Xth Std. SSC Exam; 1<sup>st</sup> in Mumbai in SSC
- ✓ 7th AIR in IIT JEE Advanced ; 4th AIR in AIPMT
- ✓ 1st , 9th & 11th AIR in CA Final
- ✓ 4th AIR in CA IPCC
- ✓ 55 scored  $\geq 90\%$  in HSC Exam in Science; 123 scored  $\geq 90\%$  in HSC Exam in Commerce

## Organized and Diversified Player



- ✓ 100 locations in Mumbai
- ✓ Currently operates 51 locations in Rest of Maharashtra, T.N., Gujarat, Karnataka , Punjab, Haryana, Chandigarh, Kerala, Andhra Pradesh and Telangana

*Dec, 2015*

*Dec, 2015*

## Large Pool of Quality Faculty Members



- ✓ 1,200+ faculty members
- ✓ Multiple faculty teaching each subject
- ✓ 300+ faculty Post Graduates (CA, MBA, B.Ed)
- ✓ Continuous training

## Corporatized Structure and Experienced Management Team



- ✓ Increased visibility amongst governments and international educational institutions
- ✓ Listed status makes it easier for fund raising







## Digitized Learning ( Robomate + )



- ✓ Over 500 Content Developers (Subject Matter Experts)
- ✓ Software Development Team of Over 40 Engineers/Managers
- ✓ Team of UI & UX Experts
- ✓ Dedicated Infrastructure Team

**No one man show or 'Star Teacher' concept**

# Teaching Methodology

-  Personalized attention by way of regular parent teacher meetings, day-to-day assistance, doubt solving during exam time
-  Teaching with the help of digital content developed in-house by expert faculties after extensive brain storming
-  Increasing focus on assessments, learning management systems
-  Exhaustive test series with mock board exams
-  Superior study material developed along with Chetana Publications for School section (MKeys)
-  State of the art infrastructure facilities at the centers

## Implementing Flipped Classroom

Student studies at home & comes with basic preparation

Teacher teaches in the classroom

Discussion, Learning & Evaluation happens **in the classroom**

### Advantages

- Active learning in classroom vs. passive earlier
- Increased ability of learners to control pace due to self learning
- Use of 21<sup>st</sup> century technology through a state of the art Learning Management System (LMS)
- Increased focus on higher order skills and critical thinking
- Increased social interaction

### Value Added Services

#### Career Counselling:

Through seminars and exhibitions

#### Symphony:

A mix of music, yoga and diet controlling techniques to reduce stress, enhance memory and improve communication skills.

#### Hum Se Poocho:

A 24 hour helpline during exam time

#### Counselling Sessions:

To facilitate communication between the teachers, students and parents on the students' requirements.

# Growth Strategy

## Focus on National Level Exams

- Focus on nationwide common entrance and professional examinations such as CA, IIT JEE Advanced, JEE Mains, CAT, CMAT, CBSE etc.

## Robomate

- Technology driven growth through sale of digital content for higher scalability
- Allows the company to tap newer geographies across India

## Geographical & Vertical Diversification

- Concentration on future growth in Rest of Maharashtra for School and Science section
- Expansion in North India, Karnataka, Andhra Pradesh and Telangana for Science and Commerce

## Asset light college tie-ups

- Entry and expansion with college tie-ups offering test prep in college campuses
- Asset light with lower infrastructure spend

1




3

2




4



## School


-  Focus on developing the CBSE & ICSE business verticals as a pillar of strength to enable rapid scalability of operations in the school segment across all states in India
-  Increasing batch utilization by adding count in existing locations across Mumbai and Pune, Kolhapur.
-  Tie up with local coaching classes in tier-III and tier-IV towns in Rest of Maharashtra and Gujarat for sale of Robomate to their students and providing TAT and teacher training. 20 such tie ups concluded and revenue started in FY 15-16.

## Science


-  Focus on JEE Advanced (IIT Entrance Exam) in Mumbai & North under the brand 'Lakshya'.
-  18 operational Pre University college tie-ups across Karnataka for K-CET test prep coaching, at Mangalore, Udipi, Tumkur, Hubli, Bengaluru (5), Kolar, Dharwad, Chitradurga, Davangere, Belgaum, Mysore, Gulbarga, Bidar and Mandya.
-  Aiming to tie-up with total 30 colleges by 18-19.

## Commerce

-  Expanding into South India through CA video classrooms.

 We are now offering a variety of Robomate products to the target audience. Various channels are being initiated towards marketing and sales :

- Robomate+ App Conversions
- Distributors / Content Partners
- E-commerce portal
- Schools / Educational Institutions
- Footfalls at our existing Locations
- Seminars / Fairs / Exhibitions

 We have seen positive traction and encouraging response. We hope to intensify the efforts in creating awareness and reaching out to target audience across India, as the revenue potential is substantial given the increasing preference of students for such products where there is dearth of good quality teachers / coaching institutions.

**Experienced Management Team**

**Mahesh Shetty**  
*(Chairman and MD)*

Has over 29 years of experience and holds a bachelor's degree in science and education. His foresight of delivering quality education consistently with unique innovation ahead of the market has resulted in MT Educare being the premier institution in the Education sector and a household name. He was awarded the 'Pride of the Nation Award' by the All India Achievers Association in the year 2008

**Naarayanan Iyer**  
*(Non Executive Director)*

A Non Independent, Non Executive Director of our Company. He has been associated with our Company since its incorporation. After completing his graduation in mechanical engineering, he has to his forte a rich 23 years of experience in the education sector. He was instrumental in establishing a culture of training and development in MT Educare.

**Chhaya Shastri**  
*(Non Executive Director)*

Has over 20 years of experience in various sectors such as education, media, healthcare, constructions and manufacturing and has played a major role in corporatizing MT Educare, strategizing expansion plans of the Company and establishing it as a leading education services provider

Holds a multidimensional education qualification in the fields of allied medical sciences, law and management being the alumni of IIM Calcutta

**Drushti Desai**  
*(Independent, Non Executive Director)*

A fellow chartered accountant and holds a bachelor's degree in commerce

Has 18 years of experience in the field chartered accountancy and taxation. She is a partner of Banshi S. Mehta & Co., B. S. Mehta & Co., and BSM Associates, Chartered Accountants. Her guidance and acumen on taxation matters has added significant value to MT Educare.

**Yatin Samant,**  
*(Independent, Non Executive Director)*

Holds a bachelor's degree in engineering from VJTI, Mumbai and a master's degree in management studies from Jamnalal Bajaj Institute of Management Sciences, Mumbai.

Has over 27 years of varied experience in sales, marketing, business development and general management across industries. He specializes in corporate training and consults corporates on growth strategies.

**Uday Lajmi**  
*(Independent, Non Executive Director)*

Holds a master's degree in marketing management and a doctorate degree in physical chemistry from the Institute of Technology Mumbai.

Has over 20 years of experience in various capacities in industry and academics. He is presently, the Dean - management education & assistant vice president (training & development) with Reliance Infrastructure Limited, a Reliance ADAG company. He has established education institutions that are names to reckon with today and contributes to MT Educare on systems and processes.

**Chandresh Fooria**  
(Business Head-  
Science Section )



Has completed his graduation in engineering with over 20 years of experience in the field of teaching and administration. He was instrumental in starting the Science wing for the company and has led this division to greater heights and into a formidable position in the industry today.

**Anish Thakkar**  
(Business Head-  
Commerce Section )



A rankholder Chartered Accountant with over 18 years of experience. He was responsible for starting the Commerce wing of the company and adding various offerings including the Higher CA Wing.

**Sujeet Koyoot**  
(Business Head-  
Karnataka )



A post graduate in science with over 15 years of experience in the field of teaching and administration. He has contributed significantly towards company's expansion in Karnataka and has established Company's brand in Pre University college tie ups

**Murali  
Subramanian**  
(Business Head-  
School)



Holds a bachelor's degree in engineering (electronics) and has over 15 years of experience across various segments within MT Educare . He is responsible for steady growth in the School section in Mumbai and has led its expansion into Rest of Maharashtra.

**Shrenik Kotecha**  
(Business Head-  
UVA)



Holds MBA degree and master's degree in commerce . He is the co-founder of MT Commerce and the youngest Business Head of the company. He is spearheading company's initiatives in the area of Skill Development.

**Vipul Shah**  
(Head – Brand  
Development and  
Procurement)




Holds a bachelor's degree in computer engineering and masters degree in marketing management. He heads marketing and procurement for the company and is instrumental in introducing new systems and processes across various verticals of the company.

**Parag Chitale**  
(Business Head -  
MBA)




Holds a master's in business administration (MBA) from Jamnalal Bajaj Institute of Management Studies (JBIMS). A Founder – Promoter of Chitale's Personalised Learning Pvt. Ltd. (CPLPL), he is responsible for the MBA piece of the business .


**Yagnesh  
Sanghrajka  
(Chief Financial  
Officer)**

 Has over 20 years of experience especially in the services sector, in financial strategy ,planning, investor relations, management information reporting and corporate finance. Before joining the Company, worked with large corporate houses (Hinduja Group) and a leading PE firm. Handles Finance , Investor Relations and Acquisitions / Tie-ups


**Rahul Mahurkar  
( Chief Technology  
Officer**

 A strong technologist with deep understanding in E- leaning, Mobile, Cloud and Data Analytics Space, has rolled out digital educational products in India and overseas. He heads Company's technology initiatives and Robomate+ implementation


**Siva Prasad  
(Chief Information  
Officer)**

 A management professional from IIM-B, with IT background and experience of 23 years in IT Infrastructure, service management and delivery and has proven experience in designing and implementation of customer focused IT applications like Point of Sale, CRM and seasoned SAP implementation.


**Brijesh Karia  
( Head – Robomate  
Sales )**

 A Masters Degree holder in Commerce in Business Administration, has worked in the education field for the past 13 years, has rich experience in academics, business development and sales. He has also mentored more than 50 teachers and over 10,000 students over the past decade. He is leading Company's Institutional Sales activities of Robomate across Pan India.


**Narendra Sannabhadti  
( Head – Digital  
Marketing )**

 An MBA from IIM-K, with 10+ years of experience in Digital marketing, Marketing Strategy, Product marketing and Business Development, has led various digital campaigns successfully across the country. He leads Digital and Social media marketing initiatives in the Company.

**Ashwin Patel  
(Company Secretary  
and Compliance  
Officer)**

 A member of the Institute of Company Secretaries in India and has a bachelor's degree in law. He has over 20 years of rich experience in the corporate field . Handles Secretarial and Legal function for the company.

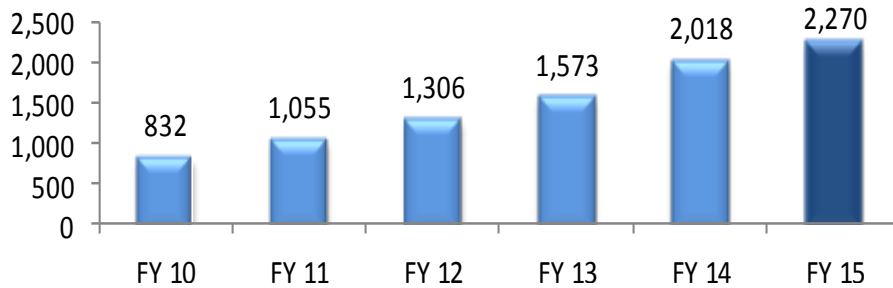
**Mahtab Khan  
(Head- CSR )**

 Holds a bachelor's degree in science and education and a post graduate degree in science (electronics). Has been associated with the company since incorporation and has spearheaded the CSR activities

# Financial Overview

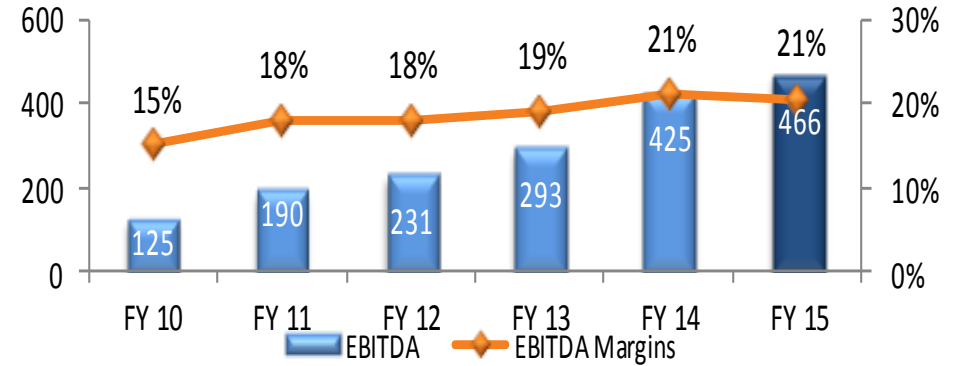
# Key Financials

## Revenue (INR Mn)



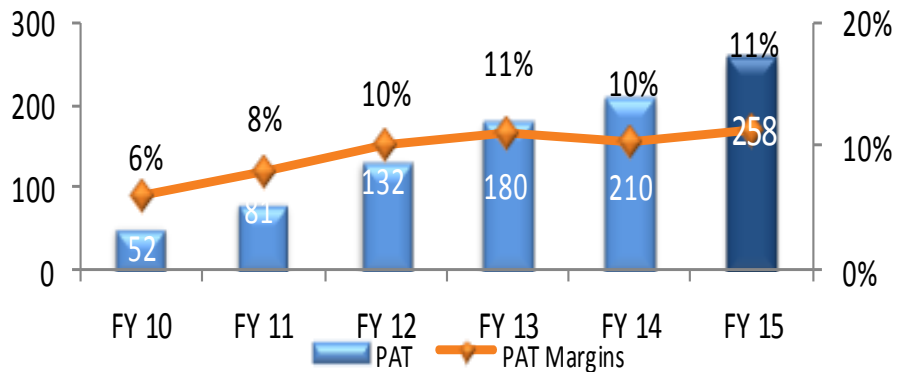
**FY 10-15: 22 % CAGR**

## EBITDA (INR Mn)



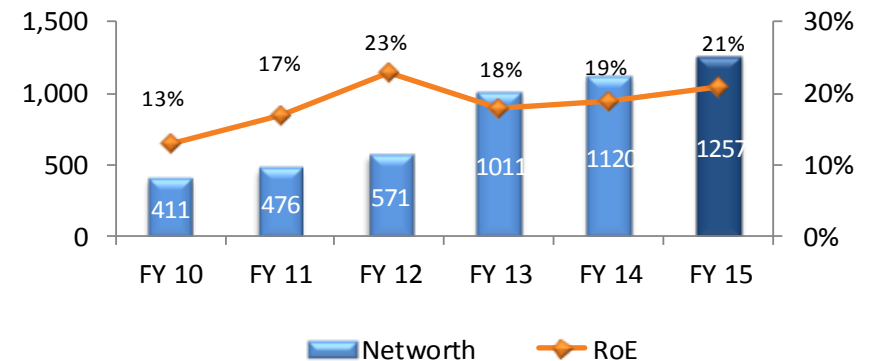
**FY10-15: 30% CAGR**

## PAT (INR Mn)



**FY10-15: 38% CAGR**

## Networth (INR Mn)





# Nine Months F.Y. 15-16 RESULTS – CONSOLIDATED

INR in Lakhs



Particulars	For the quarter ended 31st December 2015	For the quarter ended 31st December 2014	For the Nine Months ended 31st December 2015	For the Nine Months ended 31st December 2014	For the year ended 31st March 2015
Fee Income	5,087	5,547	19,021	17,242	21,469
Other Operating Income	1,980	97	3,821	389	1,229
<b>Total Revenue</b>	<b>7,067</b>	<b>5,644</b>	<b>22,842</b>	<b>17,632</b>	<b>22,699</b>
Cost of Goods Sold	32	24	127	39	98
Direct Costs	3,402	3,009	11,225	8,702	11,269
Personnel Costs	956	775	2,719	2,213	2,946
SD&A Costs	1,084	716	3,921	2,877	3,728
<b>EBIDTA</b>	<b>1,594</b>	<b>1,120</b>	<b>4,850</b>	<b>3,801</b>	<b>4,659</b>
<b>EBIDTA %</b>	<b>22.6%</b>	<b>19.8%</b>	<b>21.2%</b>	<b>21.6%</b>	<b>20.5%</b>
Finance Costs	93	115	182	281	402
Depreciation	417	378	1,142	1,073	1,448
Other Income	235	190	672	485	708
<b>PBT</b>	<b>1,318</b>	<b>818</b>	<b>4,197</b>	<b>2,932</b>	<b>3,517</b>
Income Tax	534	256	1,473	985	1,000
<b>PAT (Before Minority Int.)</b>	<b>784</b>	<b>562</b>	<b>2,724</b>	<b>1,947</b>	<b>2,517</b>
Minority Interest	(0)	(24)	(16)	(131)	(67)
<b>Adjusted PAT</b>	<b>784</b>	<b>587</b>	<b>2,740</b>	<b>2,078</b>	<b>2,584</b>
<b>Adjusted PAT %</b>	<b>11.10%</b>	<b>10.39%</b>	<b>11.99%</b>	<b>11.79%</b>	<b>11.38%</b>

**\* EBITDA margin for 9M FY1 5-16 is lower as compared to same period last year due to inclusion of Tab & LMS cost this year. Adjusted EBITDA margins are 23.9% as compared to 21.6% last year.**

**Q3 FY15-16 Total Revenues up 25% YoY, PAT up 34% YoY,**

**9M FY15-16 Total Revenues up 30% YoY, PAT up 32% YoY,**

# Division Wise Revenue - Consolidated

(Revenue - INR in lakhs)



School		9M FY 16	9M FY 15	FY 14-15
	Revenue	6,583	7,615	9,506
	No. of Students Serviced*	32,860	33,366	34,431

Science		9M FY 16	9M FY 15	FY 14-15
	Revenue	7,814	5,938	7,654
	No. of Students Serviced*	20,030	17,475	22,461

Includes revenue from Science (Mah), Karnataka, Lakshya (Mumbai and North India)

Commerce & UVA ( includes Skill Development )		9M FY 16	9M FY 15	FY 14-15
	Revenue	4,612	3,086	4,001
	No. of Students Serviced*	33,679	20,982	25,218

Robomate ( External – All verticals )		9M FY 16	9M FY 15	FY 14-15
	Revenue	3,481	202	296
	No. of Students Serviced*	46,835	1,403	1,862

	9M FY 16	9M FY 15	FY 14-15
Total Students Serviced	133,404	73,226	83,972

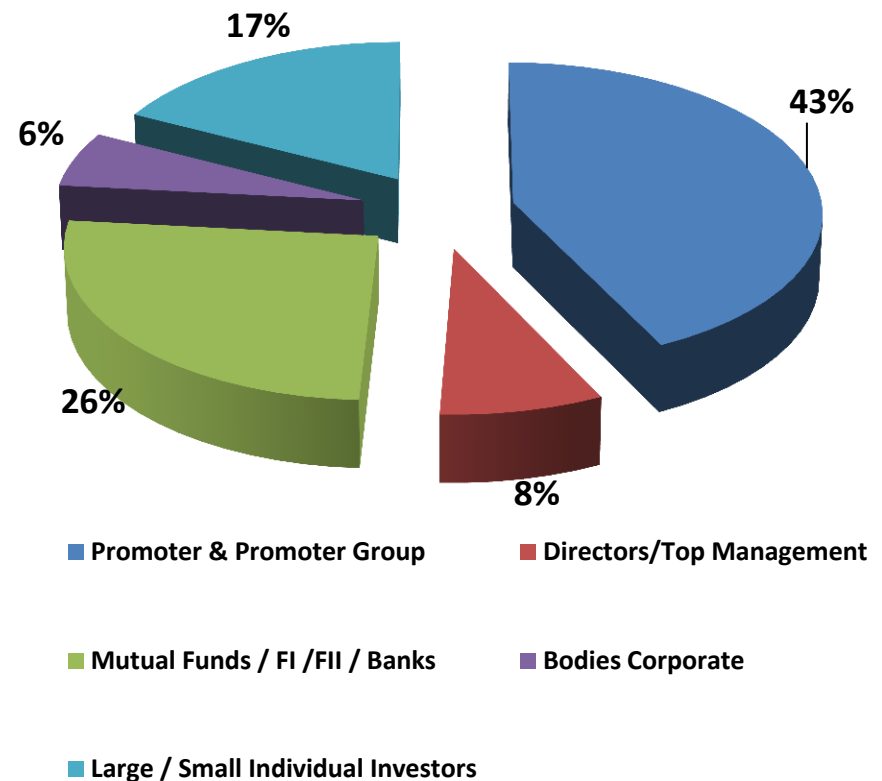
\*No. of Students Serviced represents students coached for a course during the period under consideration. While a student is included in the no. of students serviced from the start of the course, the corresponding revenue for that student is accrued evenly over the course duration. Thus, the revenue recognized for the student builds up as the financial year progresses which is reflected by the annual average fee realization per student being higher than the average fee realization for the interim periods. The average fee realization per student serviced for the period under consideration is not comparable with the average fee realization for the full year.

INR Mn	FY10	FY11	FY12	FY 13	FY 14	FY 15
<b>Total Operating Income</b>	<b>8320</b>	<b>10550</b>	<b>13060</b>	<b>15728</b>	<b>20180</b>	<b>22700</b>
<b>EBITDA</b>	<b>1250</b>	<b>1900</b>	<b>2310</b>	<b>2930</b>	<b>4230</b>	<b>4660</b>
<i>EBITDA Margins</i>	<i>15%</i>	<i>18%</i>	<i>18%</i>	<i>19%</i>	<i>21%</i>	<i>21%</i>
Profit Before Tax	700	1280	1920	2540	3200	4073
<i>PBT Margin</i>	<i>8%</i>	<i>12%</i>	<i>15%</i>	<i>16%</i>	<i>16%</i>	<i>18%</i>
<b>PAT</b>	<b>520</b>	<b>830</b>	<b>1320</b>	<b>1800</b>	<b>2100</b>	<b>2583</b>
<i>PAT Margins</i>	<i>6%</i>	<i>8%</i>	<i>10%</i>	<i>11%</i>	<i>10%</i>	<i>11%</i>
<b>Networth</b>	<b>4110</b>	<b>4760</b>	<b>5710</b>	<b>10110</b>	<b>11200</b>	<b>12573</b>
<i>Growth Rate</i>	<i>13%</i>	<i>16%</i>	<i>20%</i>	<i>77%</i>	<i>11%</i>	<i>12%</i>
<b>Capital Employed</b>	<b>4110</b>	<b>5210</b>	<b>5710</b>	<b>10110</b>	<b>11200</b>	<b>12573</b>
<b>RoE</b>	<b>13%</b>	<b>16%</b>	<b>23%</b>	<b>18%</b>	<b>19%</b>	<b>21%</b>

# Shareholding Pattern

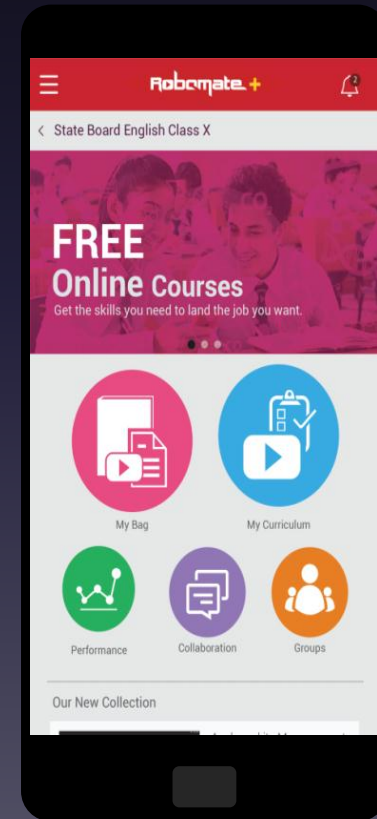
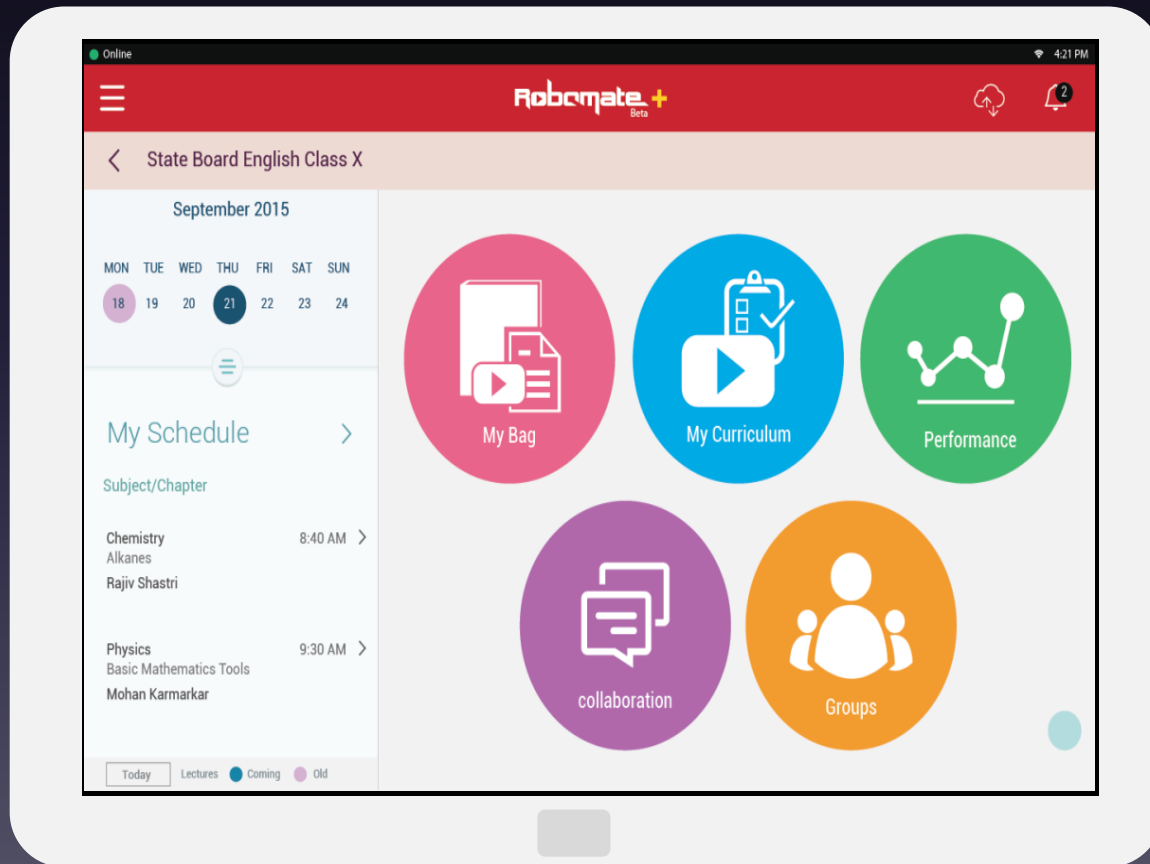
Category	% Share-holding
Promoter & Promoter Group	42.8
Directors/Top Management	7.9
Mutual Funds / FI / FII / Banks	25.9
Bodies Corporate	5.9
Large / Small Individual Investors	17.5
<b>Total</b>	<b>100.0</b>

## Shareholding



**New Initiative at MT Educare**

# Robomate+ New App





Sneha Priya 97.00%  
 Aditi Puri 97.20%  
 Abhishek K 97.80%  
 Saanya Saranya 97.20%  
 Abhishek 97.00%  
 Robotmate.

**WE SCORED  
OUR HIGHEST  
BECAUSE OF  
OUR TEACHERS  
& ROBOMATE**

## OUR SUBJECT TOPPERS

MATHS 100	SCIENCE 100	SANSKRIT 100	SOCIAL SCIENCE 99
MARATHI 95	ENGLISH 95	HINDI 94	

**2230**  
**STUDENTS**  
**ABOVE 90%**

**BOTH THE RANKERS AMONGST TOP 10 AIR ARE ONLY WITH US**



A group of eleven students of various ethnicities and ages posing together. Each student is holding a red circular sign with white text. The signs display the student's name and their percentage score. The students are arranged in two rows, with some standing and some kneeling or sitting in the front.

**MATHS - 100 | PHYSICS - 100 | CHEMISTRY - 98 | BIOLOGY - 98**

**55** Students Scored **90% agg.** and above

**123** - HIGHEST NUMBER OF STUDENTS SCORING 90% AGG. AND ABOVE IN THE STATE



**OUR  
MAHARASHTRA  
TOPPER  
JAY GANDHI  
94.62%**



# Appendix

# MAHESH TUTORIALS

SCHOOL SECTION



SCIENCE



COMMERCE

