

Annual Report 2011-12



About the Company – CL Educate

Overview

CL Educate Limited is one of India's leading educational services providers. Since inception in 1995, we have evolved from a one-man MBA test preparation ("test prep & training") company into one of the country's most diversified educational service providers. The diversity of our business portfolio enables us to touch students across multiple age groups across their educational lifecycles.

At CL Educate we 'enable individuals to realize their potential and achieve their dreams'. In the past 17 years, the CL brand has diversified and effectively established itself as a household name in India. We operate across a broad spectrum of segments in the education industry, including test preparation, K-12 education, vocational training and further education.

We have state of the art infrastructure across more than 225 learning centers spread over 175 locations in India touching the lives of over 1 million learners in a year. We are over 3000 people strong; with teachers, trainers and

academicians making up 65% of this workforce, and are committed to delivering path breaking education across the various segments mentioned above to all our students. As part of our global expansion, we have learning centers operational in Dubai currently.

Core Ideology

We believe that the only unchanging part of any business entity is the core ideology. Our clarity about our core ideology equips us to effectively keep reinventing ourselves over time and makes us capable of converting every change in the environment into an opportunity for growth and success. We believe our core ideology is a summation of two elements: our core purpose; and our core values.

Our core purpose is to "Enable people realize their potential and make their dreams come true" and our core values are summed up in the internal acronym **ROOHP**

Risk Taking Acting decisively based on sound judgment and intuition.

Ownership Accepting responsibility for actions and

carrying the team forward in a crisis situation.

Openness Regularly sharing experiences with team members and customers, and encouraging feedback and initiative from them.

Honesty & commitment to customers To communicate clearly and honestly to customers, the deliverables and expectations from them.

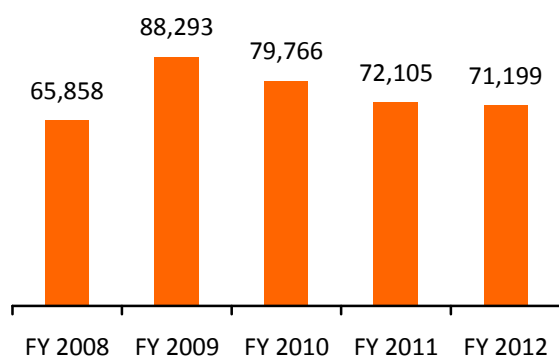
Innovation Creating products, systems and processes with enhanced effectiveness to meet customer needs.

We follow our core values in all aspects of our operating practices and at all our locations. We believe that our adherence to these core values has enabled us to grow our business and our brand and we will continue to adhere to these principles.

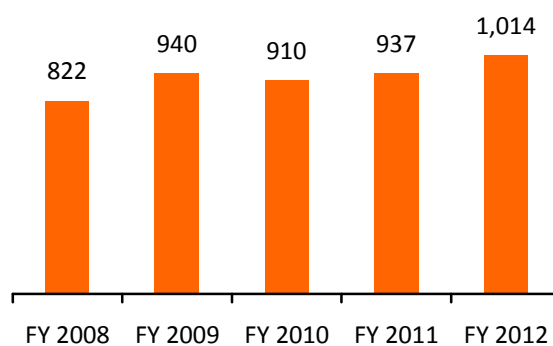
Further, our core values have taken the shape of a core value test that has been designed in consultation with external experts in the realm of psychology and psychometrics. Any new recruit to our Company is required to take this test prior to their meeting for the recruitment process.

Historical Data for CL Educate (FY 2008-12)

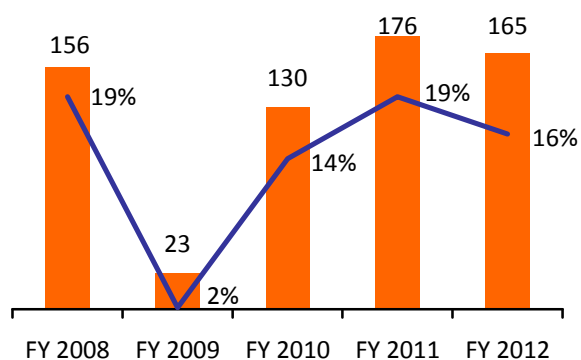
Gross Enrollments



Total Income (in mn)



Operating Profit - EBITDA (in mn)



Profit Before Tax - PBT (in mn)

