



MT Educare Limited  
Annual Report 2016-17

**Valued Assets.  
Promising Future.**



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### Cautionary Statement Regarding Forward-Looking Statement

The statements contained in the report contain certain statements relating to the future and therefore are forward looking within the meaning of applicable securities, laws and regulations. Various factors such as economic conditions, changes in government regulations, tax regime, other statutes, market forces and other associated and incidental factors may however lead to variation in actual results.

# Corporate Information

## BOARD OF DIRECTORS

### Mr. Mahesh R. Shetty

Chairman and Managing Director

### Dr. Chhaya Shastri

Non Independent, Non Executive Director

### Mr. Naarayanan Iyer

Non Independent, Non Executive Director

### Ms. Drushti Desai

Independent, Non Executive Director

### Mr. Yatin Samant

Independent, Non Executive Director

### Mr. Uday Lajmi

Independent, Non Executive Director

## BOARD COMMITTEES

### Audit Committee

Ms. Drushti Desai (Chairperson)

Mr. Uday Lajmi

Dr. Chhaya Shastri.

### Remuneration and Nomination Committee

Mr. Uday Lajmi (Chairman)

Mr. Yatin Samant

Ms. Drushti Desai

### Stakeholders Relationship Committee

Mr. Yatin Samant (Chairman)

Mr. Drushti Desai

Dr. Chhaya Shastri

### Corporate Social Responsibility Committee

Mr. Uday Lajmi (Chairman)

Mr. Mahesh Shetty

Dr. Chhaya Shastri

## CHIEF FINANCIAL OFFICER

Mr. Sanjay Sethi (w.e.f. July 1, 2016)

## COMPANY SECRETARY & COMPLIANCE OFFICER

Mr. Dinesh Darji (w.e.f. July 1, 2016)

## BANKERS

Kotak Mahindra Bank Limited

ICICI Bank Limited

Axis Bank Limited

IndusInd Bank Limited

HDFC Bank Limited

## STATUTORY AUDITORS

M/s. MZSK & Associates

Chartered Accountants

Mumbai

## INTERNAL AUDITORS

M/s. Mukund M. Chitale & Co.,

Chartered Accountants

Mumbai

## SECRETARIAL AUDITORS

M/s. Manish Ghia & Associates

Company Secretaries

Mumbai

## REGISTERED OFFICE

MT Educare Limited

(CIN:L80903MH2006PLC163888)

220, 2<sup>nd</sup> Floor, "FLYING COLORS"

Pandit Din Dayal Upadhyay Marg,

L.B.S. Cross Road, Mulund (West),

Mumbai - 400080

Phone No. 022 25937700/800

## REGISTRAR & TRANSFER AGENTS

Link Intime India Private Limited

C-101, 247 Park, L.B.S. Marg,

Vikhroli (West),

Mumbai - 400 083





**Valued Assets.  
Promising Future.**



MT Educare is riding on the next big wave – the education industry. With the Government intensifying its focus on making India a knowledge-based society, the education industry is poised to track high growth trajectory over the next few years. MT Educare, with its nearly three decades of experience and expertise in providing education support and coaching services, is well positioned in the market to leverage its potential on the upcoming opportunities.

We continue to focus on providing high-quality education services integrated with technology-enabled classrooms and digitized content. Our experienced management team, comprising of senior professionals with strong

academic background and administration forms our core strength. We have expanded our pan-India presence through various alliances, partnership with government bodies and tie-ups which has helped us to penetrate unexplored territories, giving access to a larger student base and opening up fresh opportunities. Additionally, our digital education platform has helped us in reaching out even to the students who are not enrolled with us as regular students. Besides, our tech-driven teaching modules have rendered students uninterrupted access to continue learning through computer, laptop, mobile, tabs and other hand-held devices and have facilitated anytime, anywhere self-paced learning.





## Our Knowledge Assets

At MT Educare, we are not just passionate about imparting education, but we also provide the platform for achieving success. Our core strength lies in the quality of education we deliver across various platforms. Our unique capability of delivering successful careers stems from one of our key assets – our teachers. MT Educare believes that young minds can be nurtured and trained to deliver higher performance if provided with the right training and atmosphere. With more than 28 years of experience, MT Educare has been able to devise teaching modes and modules that are fully equipped in creating achievers. Our teachers are passionate about what they do – they simplify concepts in creative modules, giving a great recall value to the subject. Just as popular movie dialogues, musical concerts and performances, our students enjoy the interaction and are able to grasp and recall the concepts for a longer period of time. Not only have we invested in enriching the traditional classroom experience but have also leveraged the latest tools and technology to improve self-paced learning, anytime and anywhere for maximizing the performance of students.

Over the years, we have registered holistic growth – evolving from school coaching to professional studies; from classroom training to digital learning; from Mumbai city to pan-India presence and from running coaching classes to a holistic, tech-based education provider. Our bouquet of wide



product offerings makes us a household name and sets us apart from our competitors. Mahesh Tutorials, our flagship brand, focuses on school coaching as well as science and commerce sections at under-graduate level. We also provide coaching for medical and engineering entrance exams like CET, JEE Mains, JEE Advanced, AIPMT, AIIMs, etc; along with trainings for entrance exams like MBA, CAT, CET, XAT, N-MAT etc. In addition to this, preparation for medical and engineering entrance exams is also provided through 22 integrated and leased campuses in Karnataka. Besides, intermediate and EAMCET test preparation training is also imparted across 60 integrated campuses in Andhra Pradesh and Telangana. Our value-added services like career counseling, 24-hour helpline during exams ('Hum Se Poocho') and tripartite counseling sessions between students, parents and teachers have helped students attain excellence in academics as well as guided them in taking the right decisions to ultimately emerge as winners in life.

We have a teaching strength of more than 1,200, all of whom are eminent tutors and successful professionals in their respective fields. Not only are our teachers good educators but also serve as mentors, guide and above all, a role model to the students – someone the students look up to for advice and guidance. In addition, Robomate+ platform provides more than 45,000 audio video lectures that enables 5,000+ hours of viewing. The system also enables students to enhance their learning through tests, dynamic assessments, question banks etc. This helps our student learn at their own pace, place and comfort and also serves as a tool of valuable assessment not only to the student but also to the teachers and parents alike.



## Our Distribution Assets

MT Educare understands that a high quality and reliable distribution network is essential to retain our leadership position. We have presence across 13 states in India at 170 different locations and 266 centres. Since the inception in 1988, we have grown by leaps and bounds, leveraging its various brands and tie-ups and expanding into new territories and fields of education.

We joined hands with the leading educational institutes to provide the best educational services. Diversifying away from the traditional school/college coaching services, our acquisition of Chitale's Personalized Learning and Lakshya Forum gave us headway into other specialized domains - training for professional courses like MBA, Medicine and IIT. Additionally, our tie-up with Sri Gayatri Educational Society in Telangana and Andhra Pradesh has helped us in establishing strong footing across South India. We have also established franchise tie-ups to provide video classrooms for our students in South India to prepare for CA exams.

MT Educare has successfully gained inroads into new geographies, gaining access to more than 45,000 students through its unique pre-university intermediate tie-ups. The pre-university business model is a high-delta asset light model that provides faster scalability and renders easy expansion. Through Mahesh PU, we have teamed up with Aryan Foundation in 22 integrated colleges



across Karnataka. Similarly, through Sri Gayatri Education Society, we have been able to provide service to students across 60 integrated colleges. Moreover, MT Educare is committed to build a skilled workforce in line with the government's skill development objectives. Through MT UVA, we have leveraged our alliance with the government to initiate substantive reform in the education sector. Our strong presence and expertise has helped us in servicing a large number of students over the last two years. Going forward, this relationship is only expected to grow, given the government's thrust on education and skill development of the nation's youth.

## Our Goodwill Assets



With more than three decades of consistent performance and high success rates, MT Educare has created a strong goodwill and is a name to reckon with. Year after year, we have delivered top scorers across the board - be it state board exams, CET or IIT JEE, our students have been consistently topping the list and we expect the number to only increase in the future. Given the result-oriented, quality coaching provided and the overall performance, MT Educare has established a strong goodwill and trust among students. Not only have our students aced in the examinations but many of them are now well-placed in their respective careers, creating a huge alumni bank for MT Educare. Given our goodwill, we also enjoy high referrals and word-of-mouth publicity that enhances our reputation as well as provide additional business opportunities to us.

In FY17, we launched a multipronged media campaign that included television commercials running across media

channels with Bollywood's iconic celebrity Mr. Amitabh Bachchan as the brand endorser, investing around ₹14 Crores for the Robomate+. MT Educare has been successful in leveraging Mr. Bachchan brand and image, and as a result Robomate+ has gained widespread popularity.

Today, MT Educare is a well-established brand, which has been built over the years through excellent academic results of our students as well as extensive marketing undertaken by our team each year. We have been able to generate widespread awareness and interest among both the students and their parents about the quality of education as well as the success rates at MT Educare. Thanks to our excellent academic performance, state-of-the-art infrastructure and goodwill, we enjoy great brand recall and have become a household name today.



Engineering & Medical Test preparation through 22 leased campuses



MBA, CAT, CET, XAT, N-MAT etc. preparation



Skill Development programs



Intermediate & EAMCET test preparation to 60 campuses



Learning Made Simple

Technology driven education



# Now your personal study coach Robomate+ is with you 24/7

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- Audio Visual study content
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Available for 7th to 12th, Test Prep. for Med. & Engg.,  
IIT-JEE, CA & MBA entrance.

**Robomate+**

Learning Made Simple

## Our Digital Assets

MT Educare has deployed latest technology to improve the overall learning experience of its students. We have developed Robomate+, an online education portal/ app that facilitates interactive study. Robomate+ is a complete app-based learning module that facilitates self-paced learning and upgradation through dynamic assessment across various streams. Designed to appeal the tech-savvy youth, the application enhances the overall learning experience through optimum mix of conceptual videos, images and graphics through adaptive learning and collaborative tools. The biggest advantage of app-based learning is that it is not confined to the four walls of the classroom. Rather learning can be on-the-go 24x7 and unlimited access ensures that the courseware is available to the student as and when the need arises. The app is backed with the well-researched digitized content designed by our expert faculties. Through innovative technology, we aim to create an enriching learner experience that is not only engaging but also convenient and effective.

