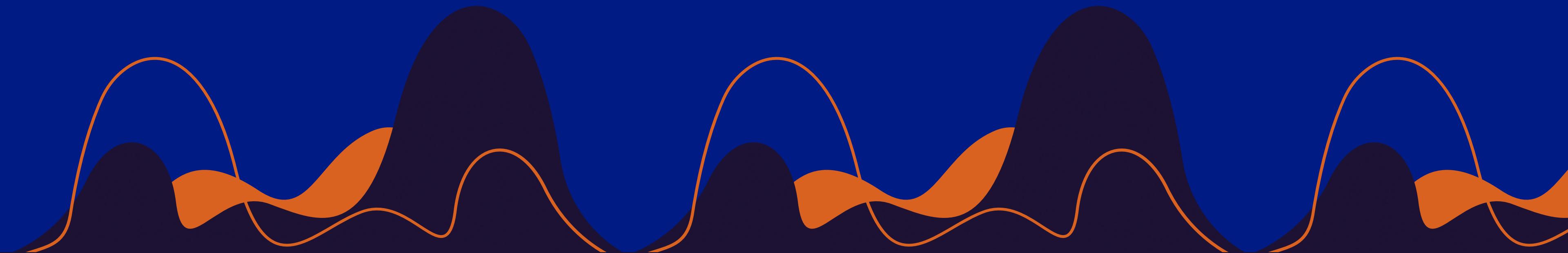


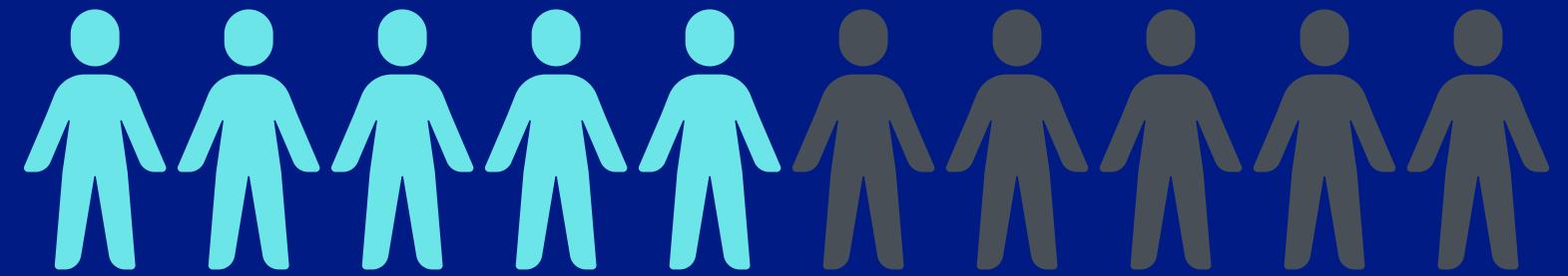
# NAUKRI ACADEMY



Group 5 - Suhina, Sahaj, Parth, Devin, and Vir

# The Problem and Customer Pain Points

50% of college graduates in India find themselves to be unemployable



There are 45 million people in the total job market who find themselves to be unemployable

90% of respondents to our survey would consider a career upskilling program like ours

# THE MARKET FOR CAREERS IN INDIA

**Total Number of Enrolled Students & Pass out Graduates in India, 2019**  
37.4 Million, 9.2 Million

**India Professional Skilling Market**  
CAGR (2019-2025F) : 30%-35%

**Market Stage**  
Growth Stage

**Competition Structure**  
Fragmented

**Growing Sectors**  
Retail & FMCG, Media and Entertainment, Hospitality, Travel, Tourism, Telecommunications, Electronics & IT Hardware

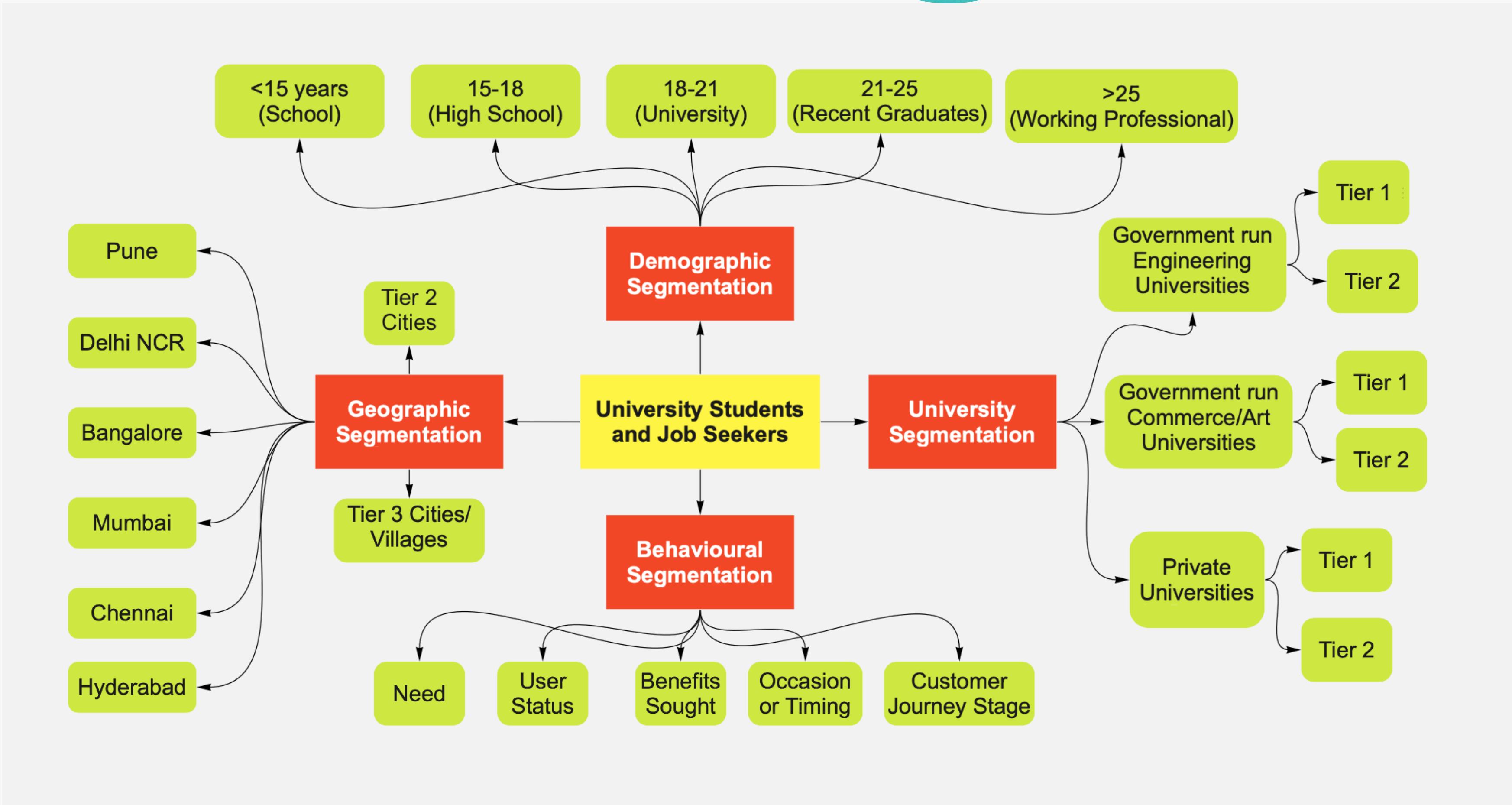
**KEY FINDINGS**

- >6.2 Million**  
Graduates seek Job Opportunities every year
- >40,000**  
Number of Colleges in India
- India accounted for 24% Share**  
Leading country in the Online Labor Market
- Operations, Sales and Customer Support, IT Roles, Research & Analytics**  
Major GIG Roles preferred by Employers
- >50%**  
User Engagement Level on Career Skilling Platforms during March April COVID-19 Lockdown period
- VILT and Blended Delivery model**  
Preferred Course Delivery Method by Students and Entry Level Professionals

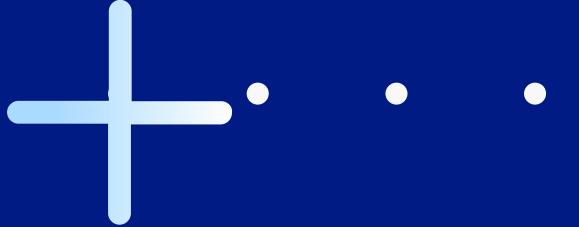
**India Career Skilling Market Players**

- ERUDITUS EXECUTIVE EDUCATION**
- NIIT**
- simplilearn** **upGrad**
- greatlearning**  
Learning for Life
- TALENTEDGE**  
Live & Interactive Digital Learning
- HUGHES** **edureka!**  
GLOBAL EDUCATION
- jaro**  
education **coursera**
- UDACITY**
- MENTORICA**
- IMARTICUS**  
LEARNING
- HARAPPA**
- edX**

# CUSTOMER SEGMENTATION



# TARGETING AND POSITIONING



## Initial Target Segment:

Students from tier 2 government institutes (lower ranked colleges in Delhi University, Indraprastha University etc.) and private universities, who currently reside in Delhi NCR and major metropolitan cities, are recent graduates or pursuing undergraduate studies, age 18-25

## Positioning Statement:

**For university students and relatively inexperienced young job seekers who are looking for a quality career development platform, Naukri Academy is the upskilling brand that gives you outstanding career oriented modules and fellowships because of its high class faculty and trained industry professionals, so that you have a smooth transition from university to job and are confident going ahead**

# 5C ANALYSIS

## + Company

Naukri.com is the flagship brand of Info Edge which introduced the concept of e-recruitment in India

## + Customers

University students and relatively young job seekers from tier 2 institutes, who reside in tier 1 cities and are between 18-25 years

## + Climate

- Less than 50% college students employable in India
- Businesses face difficulty to hire quality candidates
- Pandemic has accentuated the issue

## + Collaborators

- Businesses and HR teams
- Universities CDO's
- Credible faculty, career coaches, mentors

## + Competitors

Ed-tech companies like Up-Grad, Coursera, EdX, Udemy, SimpliLearn, NIIT, Edureka, Eruditus, etc.

# 4Ps OF MARKETING

## Product

"NAUKRI CAREER PREPARATORY FELLOWSHIP"

1. Core Professional Skills
2. Market Awareness
3. Client Project
4. Career Coaching

## Price

48,500/-

## Place

METROPOLITANS

## Promotion

- Digital Marketing
- Seminars
- Events



## Jan-March 2022

- Building suspense
- Introducing brand positioning
- Leveraging Naukri's brand reputation
- Channel - social and print media



## April 2022

- FY 22 and a month before graduations
- LAUNCH EVENT
- College visits
- Channel - event and digital marketing

## May 2022 onwards

- Evolving strategies for continued engagement
- Target audience, strategic timings, changing needs
- Rapid brand loyalty development and reinforcement

# Initial Investment Breakdown

Legal Retainer	1.5% of Year 1-5 Forecasted Revenues	₹6.33
Accountancy Firm		₹0.65
Market R&D	2 Cr for each of our metropolitan cities	₹10.00
Study Material	Acquiring Study Material from Licensed Professionals	₹2.00
Recruiting, Hiring & Year 0 Salaries		₹7.50
	<b>Total</b>	<b>₹26.48</b>

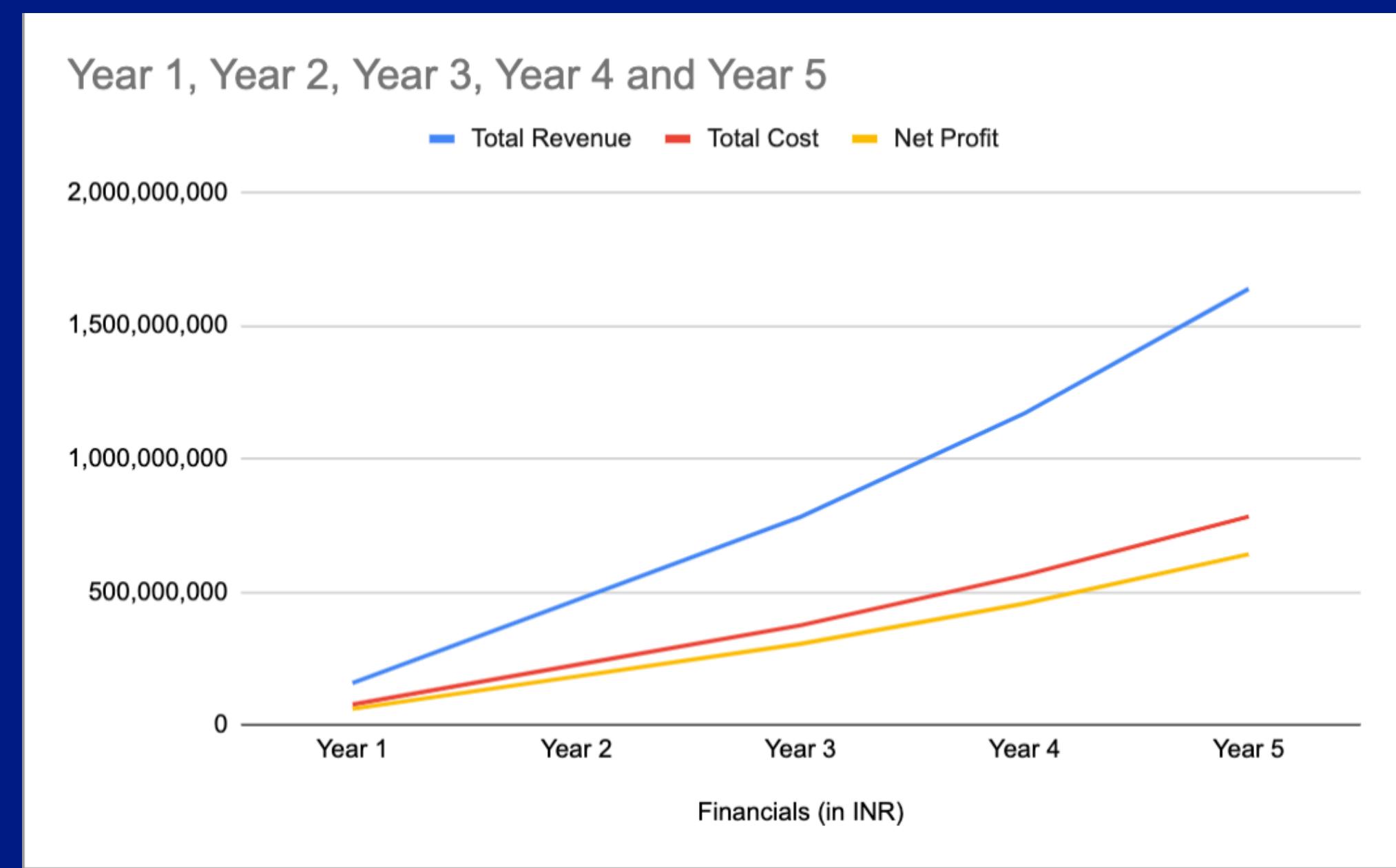
Number of Academies	Total	Year-On-Year Addition
Year 1	4	4
Year 2	12	8
Year 3	20	8
Year 4	30	10
Year 5	42	12

# Cost Breakdown

**Consolidated P/L Statement**
**INR**

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
<b>Income</b>					
Fellowships	₹155,200,000.00	₹465,600,000.00	₹776,000,000.00	₹1,164,000,000.00	₹1,629,600,000.00
Workshops	₹2,800,000.00	₹4,200,000.00	₹5,600,000.00	₹7,000,000.00	₹8,400,000.00
<b>Total</b>	<b>₹158,000,000.00</b>	<b>₹469,800,000.00</b>	<b>₹781,600,000.00</b>	<b>₹1,171,000,000.00</b>	<b>₹1,638,000,000.00</b>
<b>Expenses</b>					
Rent	₹12,000,000.00	₹36,000,000.00	₹60,000,000.00	₹90,000,000.00	₹126,000,000.00
Salaries	₹61,440,000.00	₹184,320,000.00	₹307,200,000.00	₹460,800,000.00	₹645,120,000.00
Utilities	₹480,000.00	₹1,440,000.00	₹2,400,000.00	₹3,600,000.00	₹5,040,000.00
Website Development	₹200,000.00	-	-	-	-
Website Maintenance	₹50,000.00	₹50,000.00	₹50,000.00	₹50,000.00	₹50,000.00
Furniture	₹475,200.00	₹950,400.00	₹950,400.00	₹1,188,000.00	₹1,425,600.00
Electronics	₹120,000.00	₹240,000.00	₹240,000.00	₹300,000.00	₹360,000.00
Workshops	₹400,000.00	₹600,000.00	₹800,000.00	₹10,000,000.00	₹1,200,000.00
Marketing and Advertising	₹2,000,000.00	₹25,000,000.00	₹30,000,000.00	₹35,000,000.00	₹40,000,000.00
<b>Total</b>	<b>₹77,165,200.00</b>	<b>₹248,600,400.00</b>	<b>₹401,640,400.00</b>	<b>₹600,938,000.00</b>	<b>₹819,195,600.00</b>
<b>Operating Profit</b>	<b>₹80,834,800.00</b>	<b>₹221,199,600.00</b>	<b>₹379,959,600.00</b>	<b>₹570,062,000.00</b>	<b>₹818,804,400.00</b>
Taxes	₹20,208,700.00	₹55,299,900.00	₹94,989,900.00	₹142,515,500.00	₹204,701,100.00
<b>Net Income</b>	<b>₹60,626,100.00</b>	<b>₹165,899,700.00</b>	<b>₹284,969,700.00</b>	<b>₹427,546,500.00</b>	<b>₹614,103,300.00</b>
<b>Cash Flow</b>	<b>₹60,626,100.00</b>	<b>₹165,899,700.00</b>	<b>₹284,969,700.00</b>	<b>₹427,546,500.00</b>	<b>₹614,103,300.00</b>

# 5 Year Projections



Financials (in INR)	2021	2022	2023	2024	2025
Total Revenue	158,000,000	469,800,000	781,600,000	1,171,000,000	1,638,000,000
Total Cost	77,165,200	226,100,400	374,640,400	562,914,000	782,695,600
EBIT	80,834,800	243,699,600	406,959,600	608,086,000	855,304,400
Tax	20,208,700	60,924,900	101,739,900	152,021,500	213,826,100
Net Profit	60,626,100	182,774,700	305,219,700	456,064,500	641,478,300
Net Profit (in Crores)	₹6.06	₹18.28	₹30.52	₹45.61	₹64.15

<b>Naukri Academy DCF Valuation</b>							
	<b>Year 0</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	
<b>Forecasted Revenues</b>		158,000,000	469,800,000	781,600,000	1,171,000,000	1,638,000,000	
<b>Forecasted Expenses</b>	26480000	77,165,200	226,100,400	374,640,400	562,914,000	782,695,600	
<b>EBIT</b>		80,834,800	243,699,600	406,959,600	608,086,000	855,304,400	
<b>EBIT*(1-Tax Rate)</b>		60,626,100	182,774,700	305,219,700	456,064,500	641,478,300	
<b>Add Depreciation</b>		71,520	214,560	357,600	536,400	750,960	
<b>Free Cash Flows</b>	-264800000	60,697,620	182,989,260	305,577,300	456,600,900	642,229,260	
<b>Initial Investment</b>	<b>264800000</b>						
<b>WACC</b>	<b>12%</b>	Source: InfoEdge Annual Report 2021					
<b>Growth Rate</b>	<b>5%</b>						
<b>NPV</b>	<b>807,372,364</b>						
<b>IRR</b>	<b>69%</b>						

# RELEVANCE, RISKS & SCALABILITY



## + **What Problem are we trying to solve?**

Skill Gap & Expert  
Career Advice to  
increase Employability  
of the youth

## ✗ **Possible Risks?**

Pandemic affecting  
offline presence

## + **USP over Competitors**

Exposure to a real  
company, In-Person  
learning, Naukri  
Counsel- personalized  
advice

## + **Steady Revenue Model**

Revenue from  
Fellowships,  
Workshops at  
Universities

## + **How Scalable is our model?**

Expansion possible to  
many cities.  
As we scale up, Revenues  
increase more than costs



## Synergy

Synergistic Agenda to the existing brand  
Upskill & Holistically Develop Seekers-  
Improve Employability



## Scalability

Expansion Avenues- Partnering up with  
Companies- Upskill Employees  
Healthy Obtainable Serviceable Market  
Add more cities



## Strong Financials

- NPV of INR 80.74 Crores (@ 12% WACC)
- IRR of 69 %
- Payback Period 2-3 Years
- Positive Cash Flows from Year 1
- Relatively Low Initial cost of Investment
- Steady Revenue Streams

# Attractiveness



# Market Sizing Calculations (INR ₹)

## 1. Total Available Market

No of university students in India according to a WB 2019 report  
= 3.5 crore  
Retail price of our course offering = INR 48,500

₹ 116750 Cr

## 2. Geographic Filter

Assume that 30% of these students belong to the cities we want to target

30%

## 3. University Tier Filter

Assume that 50% of these students belong to the tier 2 public/private universities we want to target

50%

## 4. Demographic Filter

Assume that 90% of the students belong to the age category we want to target

90%

## 5. Available Serviceable Market

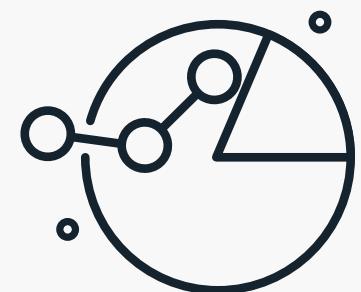
This is total available market segmented according to the specific niche we want to target

₹ 22916 Cr

## 6. Obtainable Serviceable Market

From our surveys, we found 90% students would be interested in our fellowship program  
We finally assume we would be able to capture 5% of the total obtainable market

₹ 1031 Cr



# Thank You