

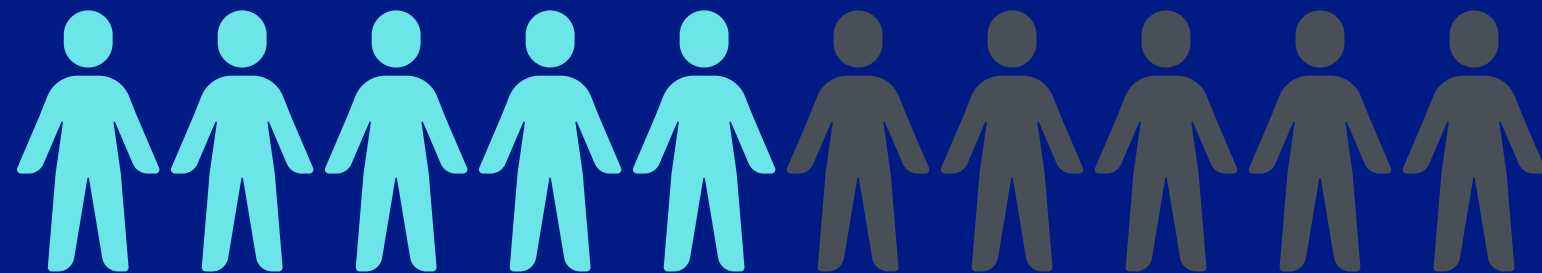
NAUKRI ACADEMY



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

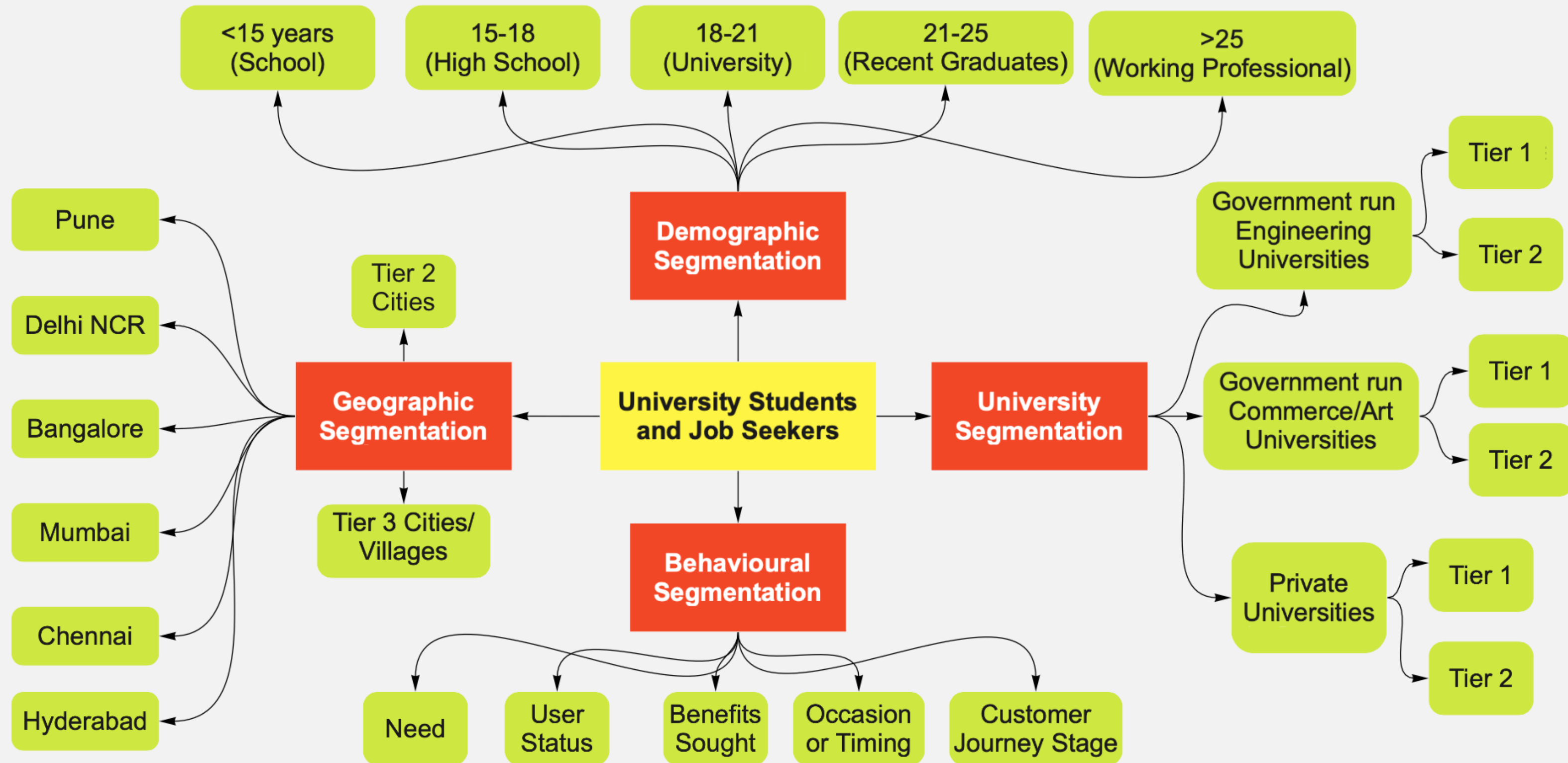
Preferred Course Delivery Method by Students and Entry Level Professionals



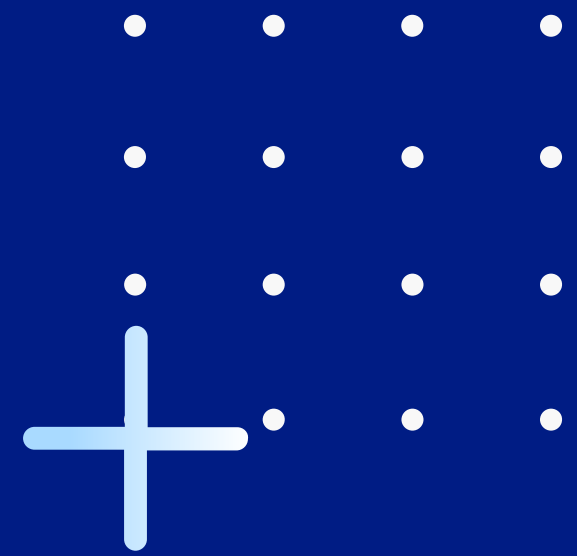
India Career Skilling Market Players



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
			Total	₹26.48

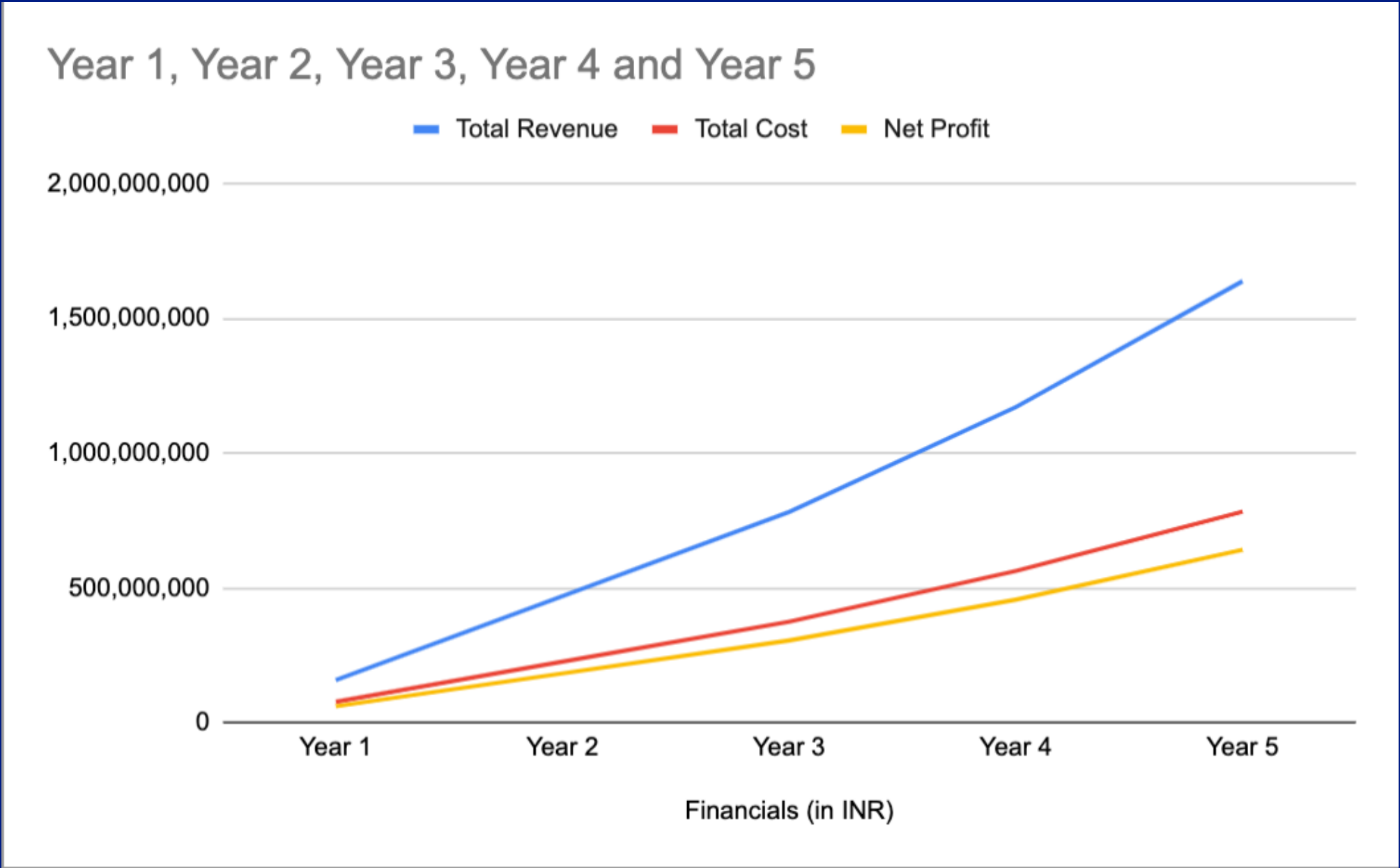
Number of Academies	Total	Year-On-Year Addition
Year 1	4	4
Year 2	12	8
Year 3	20	8
Year 4	30	10
Year 5	42	12

Cost Breakdown

Fixed Cost	Price per Item	Quantity per Academy	Year 1 Costs	Year 2 Costs	Year 3 Costs	Year 4 Costs	Year 5 Costs
Study Chairs (via India Mart)	450	200	360,000	720,000	720,000	900,000	1,080,000
Whiteboards (via India Mart)	7,200	4	115,200	230,400	230,400	288,000	345,600
Projectors (via Amazon)	7,500	4	120,000	240,000	240,000	300,000	360,000
Website and IT Expenditure	20,000	-	250,000	50,000	50,000	50,000	50,000
Total			845,200	1,240,400	1,240,400	1,538,000	1,835,600
Total Fixed Costs	6,699,600						
Depreciation							
Item	Price per Item	Quantity per Academy	Year 1	Year 2	Year 3	Year 4	Year 5
Study Chairs (via India Mart)	450	200	36,000	108,000	180,000	270,000	378,000
Whiteboards (via India Mart)	7,200	4	11,520	34,560	57,600	86,400	120,960
Projectors (via Amazon)	7,500	4	24,000	72,000	120,000	180,000	252,000
		Total Depreciation	71,520	214,560	357,600	536,400	750,960
Assumptions							
1. We have assumed the life of all furniture and office equipment as 10 years.							
2. We have assumed the life of all electronics as 5 years.							

Consolidated P/L Statement					
INR					
	Year 1	Year 2	Year 3	Year 4	Year 5
Income					
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
Total	₹158,000,000.00	₹469,800,000.00	₹781,600,000.00	₹1,171,000,000.00	₹1,638,000,000.00
Expenses					
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
Total	₹77,165,200.00	₹248,600,400.00	₹401,640,400.00	₹600,938,000.00	₹819,195,600.00
Operating Profit	₹80,834,800.00	₹221,199,600.00	₹379,959,600.00	₹570,062,000.00	₹818,804,400.00
Taxes	₹20,208,700.00	₹55,299,900.00	₹94,989,900.00	₹142,515,500.00	₹204,701,100.00
Net Income	₹60,626,100.00	₹165,899,700.00	₹284,969,700.00	₹427,546,500.00	₹614,103,300.00
Cash Flow	₹60,626,100.00	₹165,899,700.00	₹284,969,700.00	₹427,546,500.00	₹614,103,300.00

5 Year Projections



Financials (in INR)	Year 1	Year 2	Year 3	Year 4	Year 5
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
	2021	2022	2023	2024	2025
Net Profit (in Crores)	₹6.06	₹18.28	₹30.52	₹45.61	₹64.15

Naukri Academy DCF Valuation						
	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Forecasted Revenues		158,000,000	469,800,000	781,600,000	1,171,000,000	1,638,000,000
Forecasted Expenses	26480000	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
EBIT*(1-Tax Rate)		60,626,100	182,774,700	305,219,700	456,064,500	641,478,300
Add Depreciation		71,520	214,560	357,600	536,400	750,960
Free Cash Flows	-264800000	60,697,620	182,989,260	305,577,300	456,600,900	642,229,260
Initial Investment	264800000					
WACC	12%	Source: InfoEdge Annual Report 2021				
Growth Rate	5%					
NPV	807,372,364					
IRR	69%					

RELEVANCE, RISKS & SCALABILITY



+ What Problem are we trying to solve?

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

+ USP over Competitors

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

+ Steady Revenue Model

Revenue from Fellowships, Workshops at Universities

× Possible Risks?

Pandemic affecting offline presence

+ 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

2. Geographic Filter

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

3. University Tier Filter

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

4. Demographic Filter

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

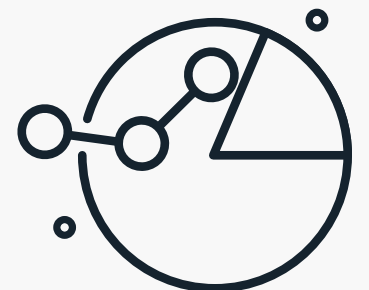
5. Available Serviceable Market

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

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



Thank You