

CHETANA EDUCATION LIMITED

INVESTOR PRESENTATION

H2 FY 2025-26

CIN: L58111MH2024PLC417778



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About The Company



- Chetana Education is a leading **K-12 educational content** and publishing company with a legacy of around **48+ years**. The company specializes in curriculum-aligned textbooks and learning resources for CBSE and State Board schools across India, which is aligned with NEP 2020 guidelines.
- Over the years, Chetana Education has evolved beyond traditional publishing by integrating technology-driven learning solutions into its offerings. Through **QR-enabled content**, the **"Books & Beyond"** platform to empower teachers, **DOTSTAR-OTT**-based educational resources platform, and the **Smart School Program**, the company provides students and teachers seamless access to interactive digital learning experiences.
- With a strong portfolio of **academic content, strategic digital partnerships**, and a **robust sales and distribution network**, Chetana Education has built a scalable and trusted presence within the Indian education ecosystem.
- Chetana Education's operations are designed to serve schools efficiently across regions through **two strategically located CnF** facilities that support streamlined logistics for North and South India & a **warehouse in Bhiwandi** to cater to rest of India.
- Additionally, Chetana Education's content is developed in multiple languages – **English, Hindi, Marathi, Gujarati, Kannada, and Tamil** – enabling wider accessibility and regional relevance for diverse learner groups across the country.
- Chetana Education actively undertakes **end-to-end production** collaborations, working closely with academic experts, content creators, designers, and production teams to develop high-quality learning materials from concept to final output, ensuring consistency in pedagogy and presentation.

Chetana At A Glance



- **48+ Years** of Legacy in the Education Sector
- **1000+ Titles** across **18+ Distinct Brands**
- **35,000+ Educational Videos** for interactive digital learning
- **90 Lakh+ Books** Produced in FY26
- **400+ Contractual Authors** driving curriculum-focused content creation
- Presence across **18 States** through **19 Branches**
- International presence in **UAE & Sri Lanka**
- Network of **600+ Distributors & Dealers**
- Team strength of **500+ Employees**, including **275+ Sales Professionals**
- **70,000 sq. ft. Warehouse** in Bhiwandi
- **11,000 sq. ft. Corporate Office** at Lower Parel, **Mumbai**

KEY METRICS FOR FY 2025- 26

	Total Income	INR. 109.4 Crs
	EBITDA	INR. 21.4 Crs.
	PAT	INR. 13.5 Crs.
	ROE	15.70%
	ROCE	18.38%

Chetana's Business Model



Asset-Light, Technology-Enabled K-12 Education Ecosystem

Chetana Education operates a scalable **B2B2C blended learning model** focused on delivering integrated print and digital education solutions across the **K-12** segment for **CBSE** and **Maharashtra State Board**.

Core Revenue Streams

Print & Publishing

Core revenue generated through **textbooks, notebooks, workbooks, and supplementary** academic content with strong **institutional** and **retail** demand.

DOTSTAR (DIJAA - A subsidiary of Chetana)

DOTSTAR operates as a monthly **subscription**-based OTT learning platform providing schools, teachers, and students with unlimited access to curriculum-aligned digital educational content

Smart School Programme

The Smart School Programme (SSP) operates through a **multi-year institutional partnership model** designed to generate **recurring** and **scalable revenue streams** from schools, through the sale in combination of textbooks, notebooks, OTT, B&B and IFP. Hence **increasing the average revenue** for multiple years

Multilingual K-12 Coverage

A diversified portfolio across **multiple languages**, boards, and grade levels enables **deeper regional penetration** and strengthens our presence across diverse education markets.

Operational Cost Efficiencies

Robust Content Creation Ecosystem with minimal outflow

A network of **400+ Contractual authors, educators, and academic experts** ensures curriculum-aligned, NEP and NCF-compliant content development.

Asset-Light Manufacturing

Printing and binding outsourced through **long term strategic vendor** partnerships, enabling cost efficiency, operational flexibility, and scalable production capacity.

Strong Distribution Network

We ensure **on-time deliveries** during key academic seasons through a strong **Pan-India** distribution network, supported by two strategically located **CnF facilities**.

Increase in Dealer Network

Appointing **area-based dealers** mitigates **individual school risk**, accelerates cash flow by **shortening receivable cycles**, and drives down distribution and **reducing marketing costs**.

Competitive Strength –

Comprehensive One-Stop Solution for Educational Institutions



- **Diversified Revenue Portfolio** – Our comprehensive ecosystem of print, digital, and smart learning solutions generates multiple revenue streams, reducing dependency on any single product line and enhancing financial stability.
- **Enhanced Scalability** – Ability to introduce new products within our existing school partnerships, significantly reducing customer acquisition costs while maximizing growth potential within established relationships.
- **Strategic Cross Selling Advantages** – Our product ecosystem is designed with interconnected offerings that enable natural cross-selling opportunities, allowing us to expand our footprint within each educational institution efficiently.
- **Strengthened Partnership Relationships** – By providing a complete range of educational solutions, schools can consolidate their vendor relationships, reducing their need to manage multiple external vendors. This approach gives our sales team numerous touchpoints for ongoing engagement.
- **Increased Customer Retention** – Educational institutions are less likely to shift to standalone publishers when all their academic and digital needs are fulfilled through one integrated solution provider.

Thus, by combining content, technology, and school solutions under one ecosystem, we deliver a differentiated value proposition that sets us apart from traditional standalone Publishers.

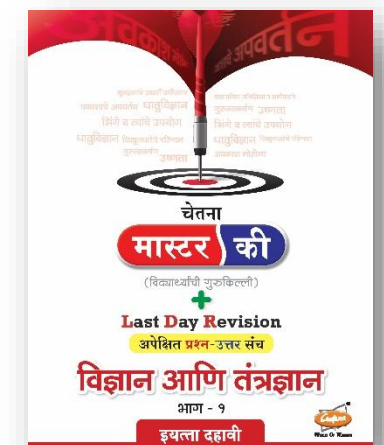
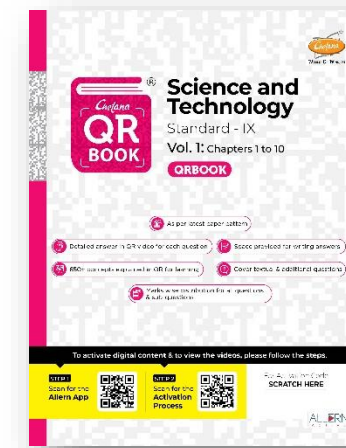
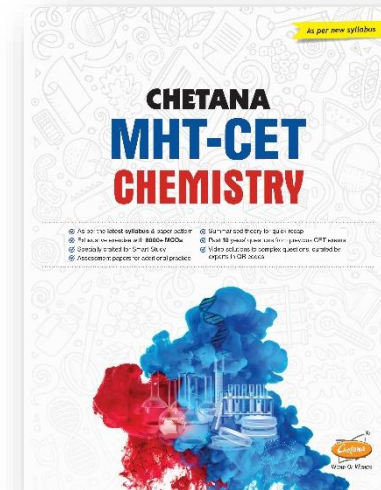
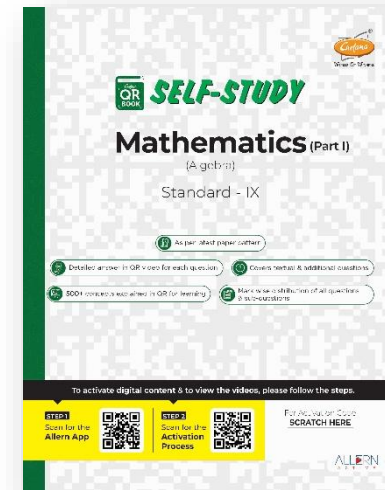
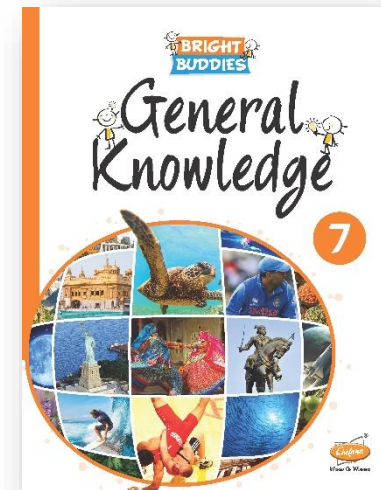
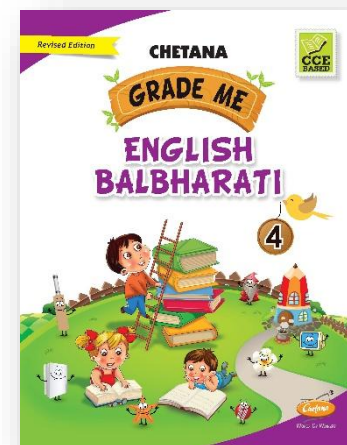
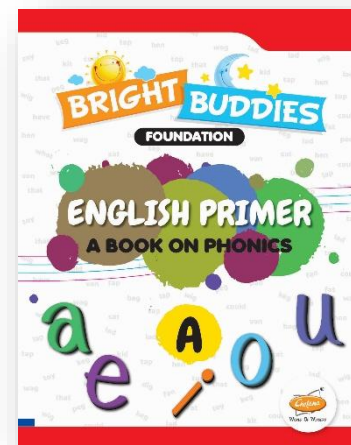


Product Portfolio :

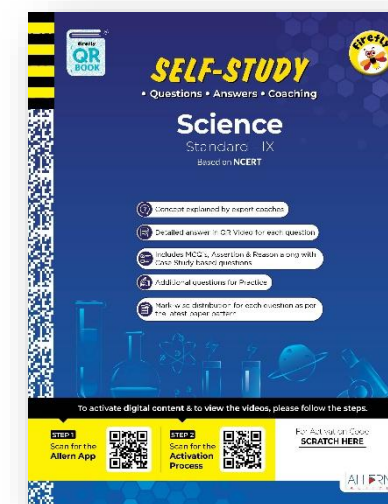
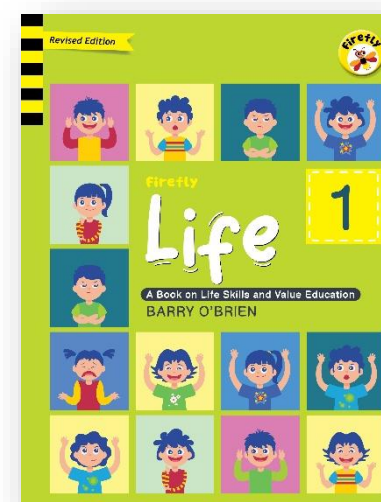
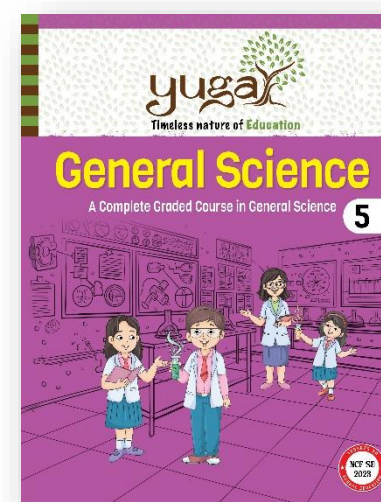
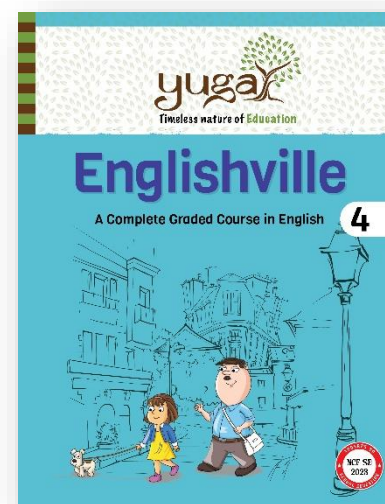
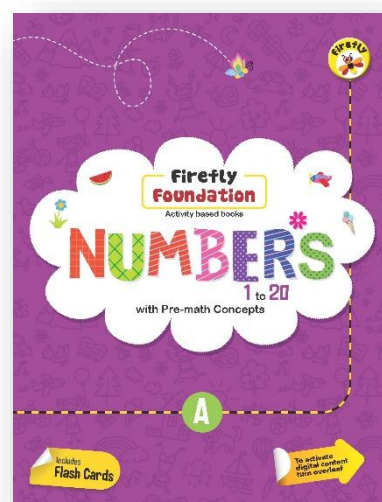
BOOKS

Textbooks, Notebooks, Workbooks, Guide (MH only) and Supplementary Books

Maharashtra State Board



CBSE Board



Product Portfolio :

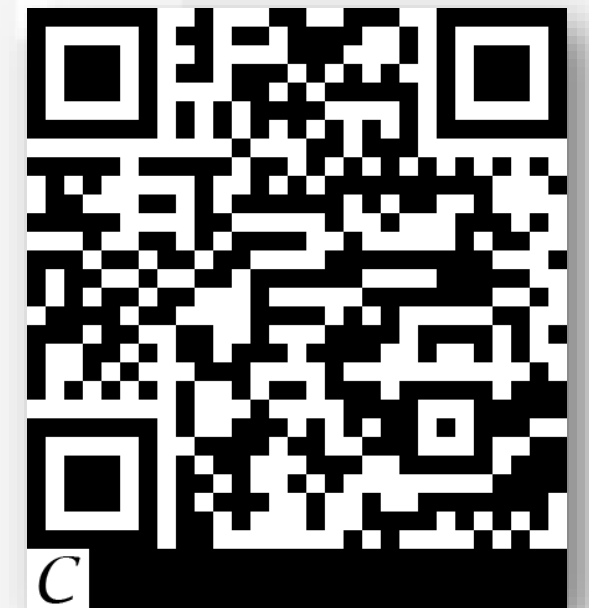
QR CODE ENABLED BOOKS

➤ Interactive Learning Beyond the Classroom

Our QR Code Enabled Books transform traditional textbooks into smart learning tools by integrating printed content with instant digital access through simple QR code scanning.

Key Value Drivers:

- **Print-to-Digital Bridge**
Transforms every textbook into an interactive learning gateway with instant access to rich digital explanations.
- **Anytime, Anywhere Revision**
Students revisit concepts and solutions on demand, improving retention and independent learning.
- **Concept + Practice Integration**
Dual QR system connects theory explanations and step-by-step exercise solutions in one seamless flow.
- **Classroom-Style Learning at Home**
Video explanations replicate teacher-led instruction beyond school hours.
- **Higher Student Engagement**
Visual, interactive learning improves concept clarity and academic performance.
- **Zero Learning Curve**
Simple QR scan via any smartphone or tablet ensures effortless adoption for students and parents.
- **Scalable Academic Enhancement for Schools**
Adds a powerful digital layer to existing books without requiring new infrastructure.



Scan to view

Product Portfolio :

STATIONERY DIVISION



➤ Emerging High-Growth Vertical Overview

Our Stationery Division consisting of **Notebooks**, began as a modest initiative and is now experiencing rapid growth through strategic expansion.

Key Value Drivers:

- **Strong Existing School Network** – Leveraging long-standing relationships with schools and institutions for faster market penetration.
- **High Business Synergy** – Seamless integration with our publishing business enables strong cross-selling opportunities and operational efficiencies.
- **Early Market Validation** – 100+ active orders already secured, reflecting strong customer acceptance and growing market traction.
- **Integrated Education Ecosystem** – Further strengthens our positioning as a one-stop solutions provider for schools across content, digital learning, and stationery.



Product Portfolio :



BOOKS & BEYOND – Platform to empower teachers

➤ Integrated Digital Teaching & Learning Ecosystem

Aligned with NEP 2020 and NCF 2022, Books & Beyond enables a unified, scalable teaching ecosystem that streamlines lesson planning and standardizes pedagogy across schools.

Key Value Drivers:

- **Empowering Teachers, Saves Time**

Ready-to-use lesson plans, mind maps, animated presentations, worksheets, assessments, and interactive activities reduce preparation time and enable teachers to focus on impactful classroom engagement.

- **AI-Powered Pre-Primary Learning Companion**

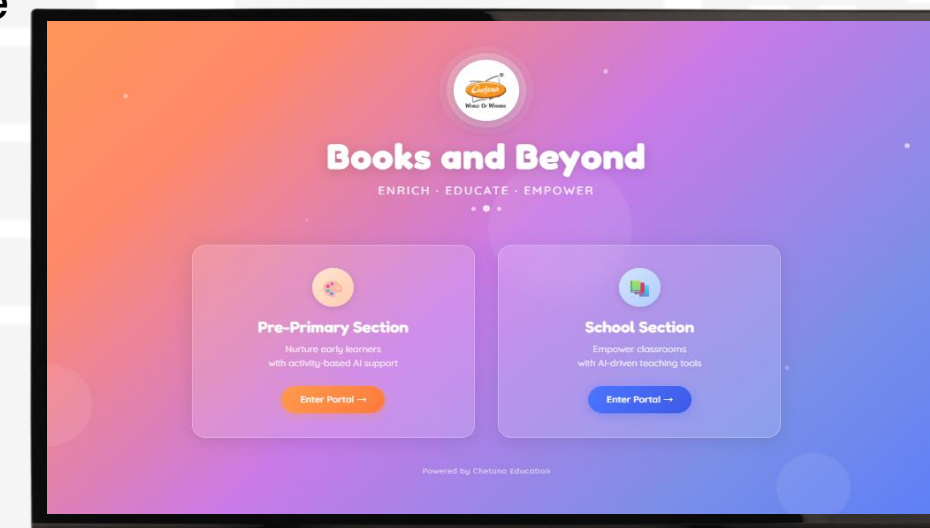
Acts as a digital teaching partner with ready-to-use lessons, videos, games, and 90+ rhymes—reducing teacher effort while improving classroom engagement. Covers Numeracy, Literacy, General Awareness, and structured phonics through interactive, activity-based learning for stronger concept clarity and retention.

- **Standardized & Scalable Teaching Model**

Enables consistent teaching quality across classrooms and institutions through structured lesson delivery and curriculum-aligned resources.

- **Enhanced Student Engagement**

Animations, real-life examples, and interactive learning tools create immersive classroom experiences that improve understanding and retention.



Product Portfolio :

DOTTSTAR (OTT Platform)



DOTTSTAR is Chetana Education's custom-branded, ad-free OTT platform that enables schools to run their own digital broadcast channel for curriculum delivery, school communications, and institutional events connecting all stakeholders. It combines Chetana's curriculum-mapped video library with academic partner content. It's a SaaS based model, **an industry-first innovation, pioneered exclusively by Chetana.**

Key Value Drivers:

- **High-Frequency, Daily Usage**

Used every day for lectures, announcements, events, and communication—ensuring continuous platform engagement beyond seasonal book adoption.

- **Multi-Stakeholder Dependence**

Actively used by teachers, students, parents, and management, creating layered reliance across the entire school ecosystem.

- **Content + Platform Advantage**

35,000+ ready academic videos provide instant value, while schools retain flexibility to upload and manage their own content.

- **Strong Institutional Stickiness**

As schools build their own content archives, the platform becomes deeply embedded in daily operations, making switching highly inconvenient.



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Key Value Drivers:

- **Capital-Light Digital Transformation**

Schools gain a fully functional digital channel without heavy infrastructure investment, accelerating blended learning adoption.

- **Data Visibility for Academic Monitoring**

Viewing analytics enable teachers and management to track engagement and support better academic interventions.

- **Scalable, Repeatable Deployment**

Plug-and-play implementation with minimal training, already validated across 165+ schools.

DOTTSTAR drives recurring usage, high retention, deep institutional integration, and scalable growth—making it a strong long-term value driver within Chetana's ecosystem.



Product Portfolio :

Smart School Program



A High-Impact School Transformation Model

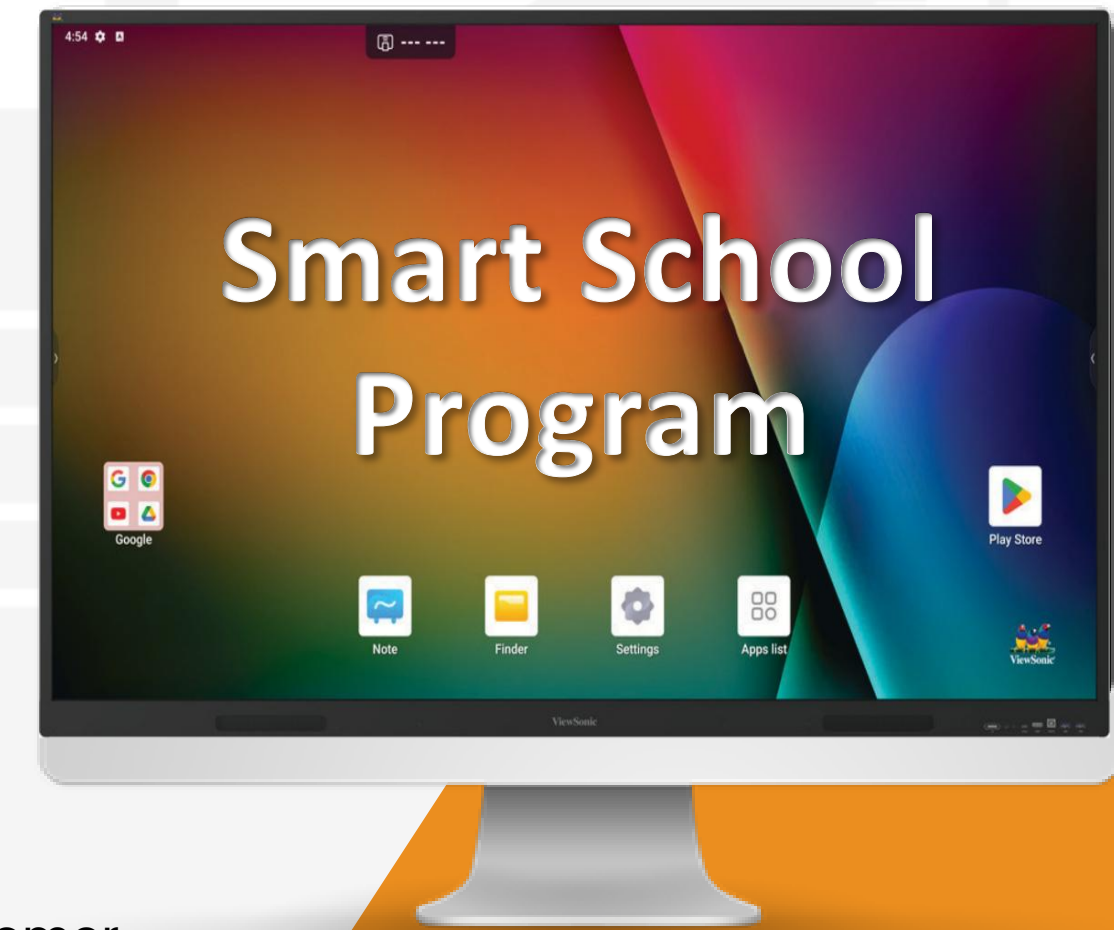
The Smart School Program is a high-impact **school partnership model** with a **2–3 year transformation journey** which helps position Chetana as an **end-to-end education solutions provider**.

Complete End-to-End Offering comprising of:

- Textbooks & notebooks
- OTT learning platform access
- Interactive Flat Panels (IFPs)
- Digital teaching & learning solutions through Books & Beyond and QR

Key Value Drivers:

- **Driving Digital Transformation**
Enables schools to adopt smart classroom infrastructure and modern teaching methodologies aligned with evolving education standards.
- **Deep Institutional Integration**
Builds long-term partnerships with schools through multi-product engagement, strengthening customer retention and recurring business opportunities.
- **Strong Market Validation**
 - 5,000+ school proposals received to date
 - Improving conversion rates reflecting rising market demand and adoption momentum



Product Portfolio :

Pebbles Magazine – Small Read, Big Leads

Pebbles is Chetana Education’s student engagement and reading enrichment magazine that builds curiosity, language skills, and creativity beyond textbooks—extending learning into students’ homes and daily lives.

Key Value Drivers:

- **Continuous Student Engagement Beyond Academics**

Keeps Chetana present with students outside classroom hours through enjoyable, habit-forming reading.

- **Early Habit Formation & Language Development**

Age-appropriate stories and activities strengthen reading culture and communication skills from primary grades onward.

- **Holistic Development Aligned with NEP**

Creates a second touchpoint with students and parents beyond textbooks, deepening brand recall and engagement.

- **Institutional Value for Schools**

Acts as an easy-to-adopt enrichment tool that enhances overall student development without adding academic load.



Product Portfolio :

Government/Institutional Orders

In a strategic move to drive continuous expansion, we have successfully secured our **first-ever government tender**.

Following this allocation, we have commenced the supply of books to various tribal regions across Maharashtra.

Leveraging this milestone, we are now in the advanced stages of approaching multiple other institutions and other government departments, positioning us strongly for sustained future growth.

E-Tendering and Contracts



Strategic Partnerships

through DOTTSTAR



Academic Excellence



01

PHYSICS WALLAH

One of India's most recognized and trusted names in IIT-JEE and NEET preparation, known for conceptual clarity and high success rates. Delivers strong foundation and advanced problem-solving through recorded and live lectures for Grades 6-12.



02

Chin2 Bhosle (Pre-Primary)

A renowned music educator bringing the SRGMs method into early learning through rhythm, melody, and storytelling—making foundational concepts engaging, memorable, and developmentally effective.



03

Aditya Birla Education Trust – Mpower

A leading well-being initiative focused on emotional resilience, communication skills, and mental wellness for students, parents, and educators—integrating early emotional learning into school ecosystems.

Corporate Social Responsibility

- CSR



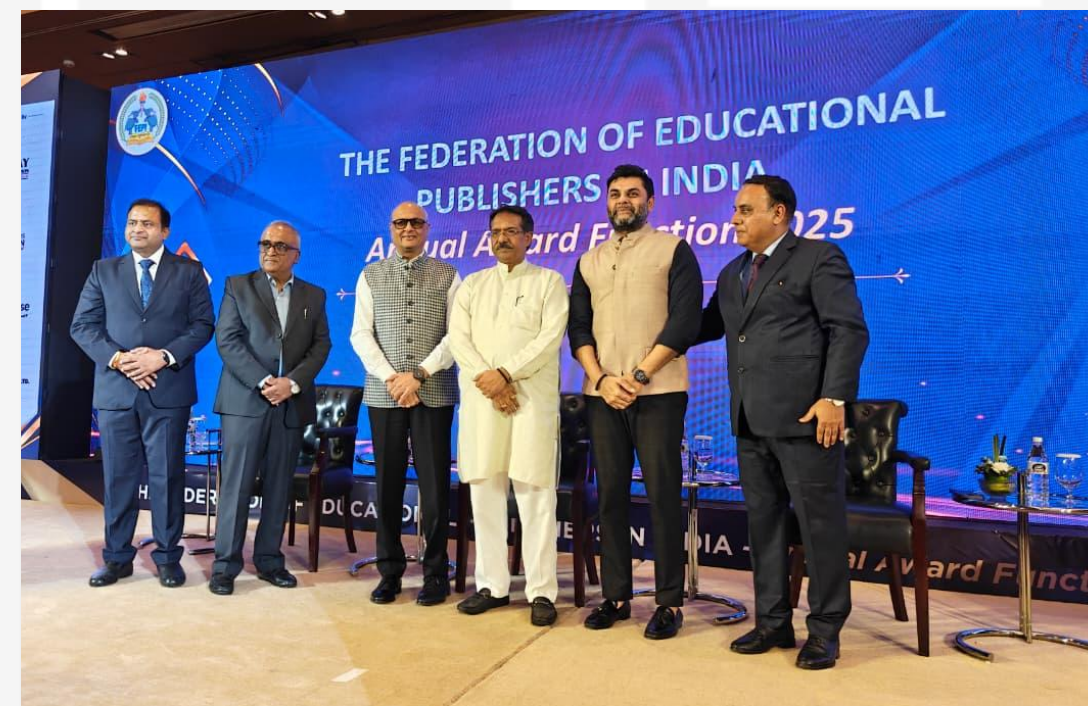
Driven by a strong commitment to social responsibility, Chetana Education commits part of its profits through its educational roots provides vital academic support to underprivileged students through Rotary Club of Borivali Charitable Trust.

In upcoming period Company intends to accelerate these initiatives further towards delivering sustainable, on-the-ground educational support to foster student success.



Awards

ECA-APER 11th International Conference on Experiential Learning: Trends and Innovation



Hatrick of Honours at the FEPI Annual Awards 2025

Leadership



ANIL
JAYANTILAL RAMBHIA
Chairman & Managing Director,

31 years of experience in sales, marketing and product innovation



RAKESH
JAYANTILAL RAMBHIA
Whole-time Director,

26 years of experience in Strategic Planning, Finance and Administration

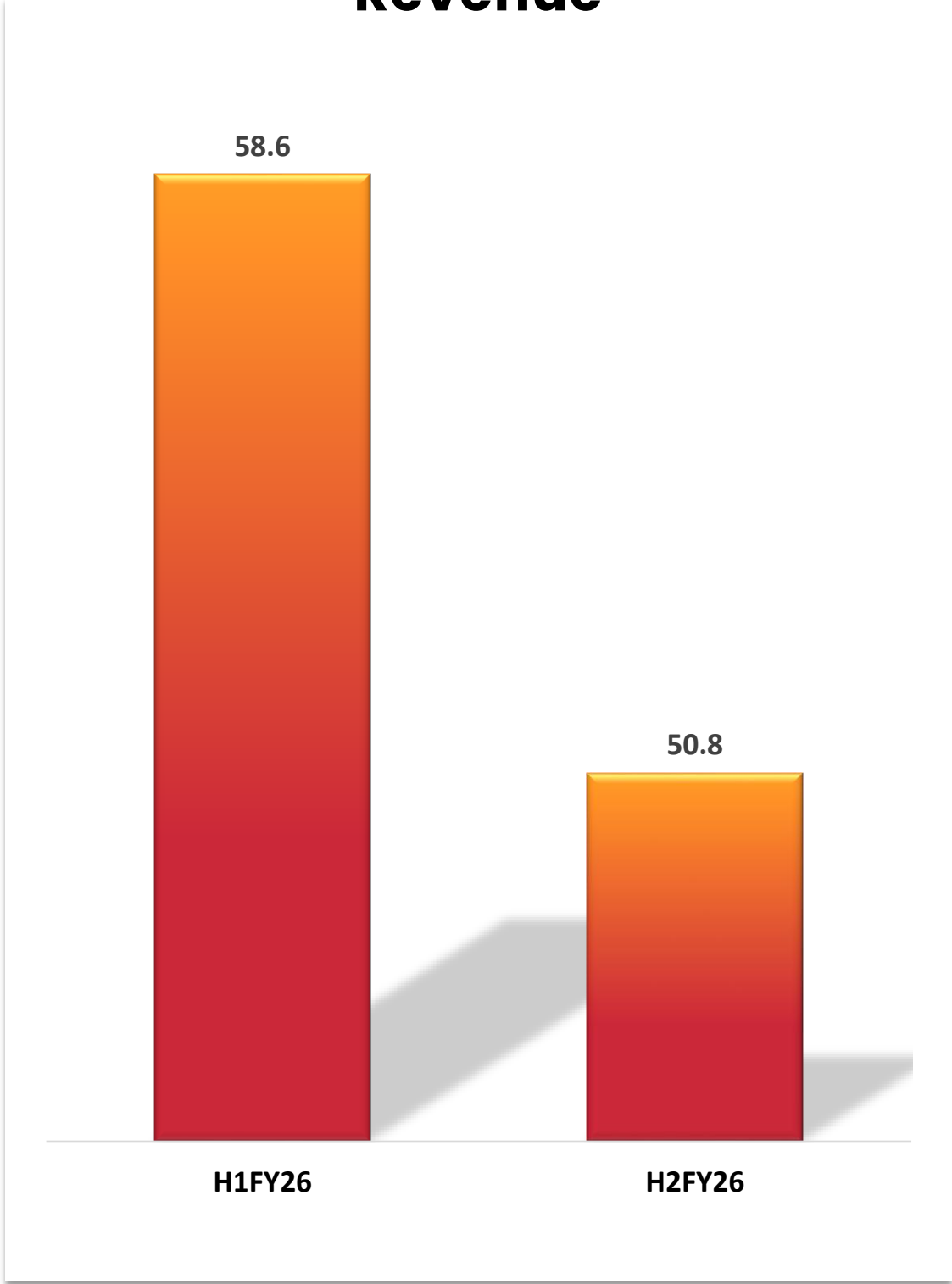
FINANCIAL OVERVIEW



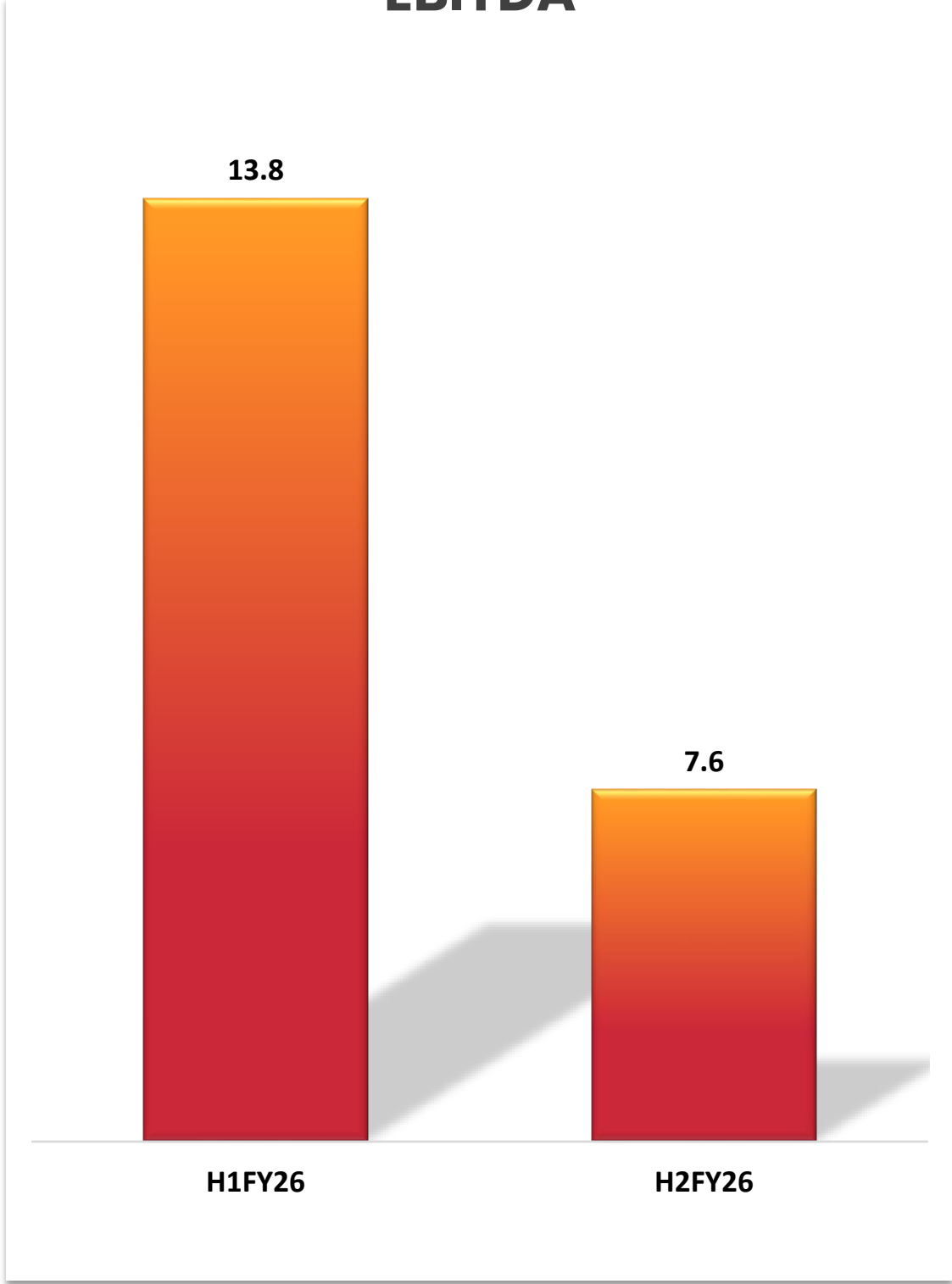
H2FY26 Financial Performance

(in Rs Cr.)

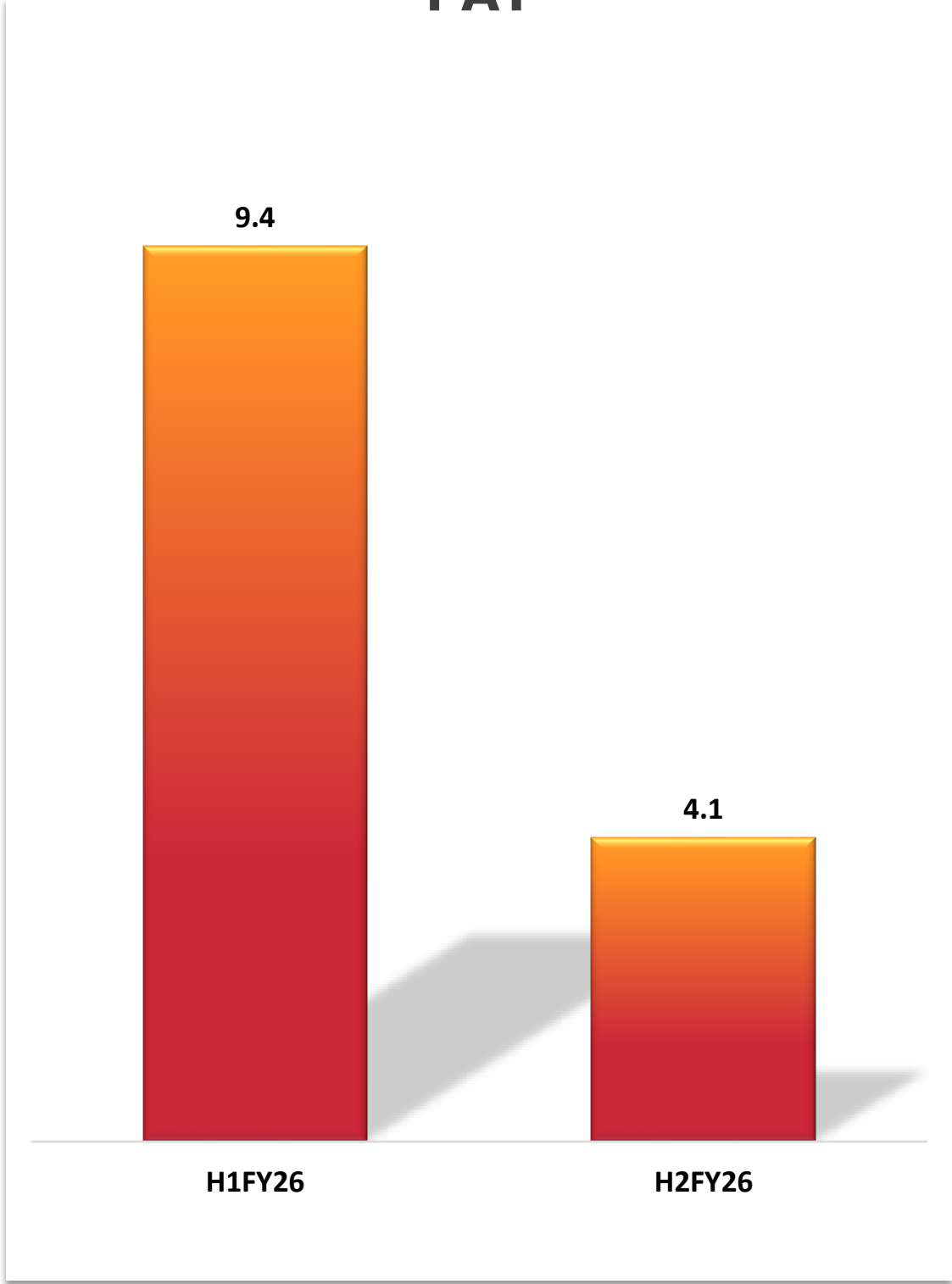
Revenue



EBITDA

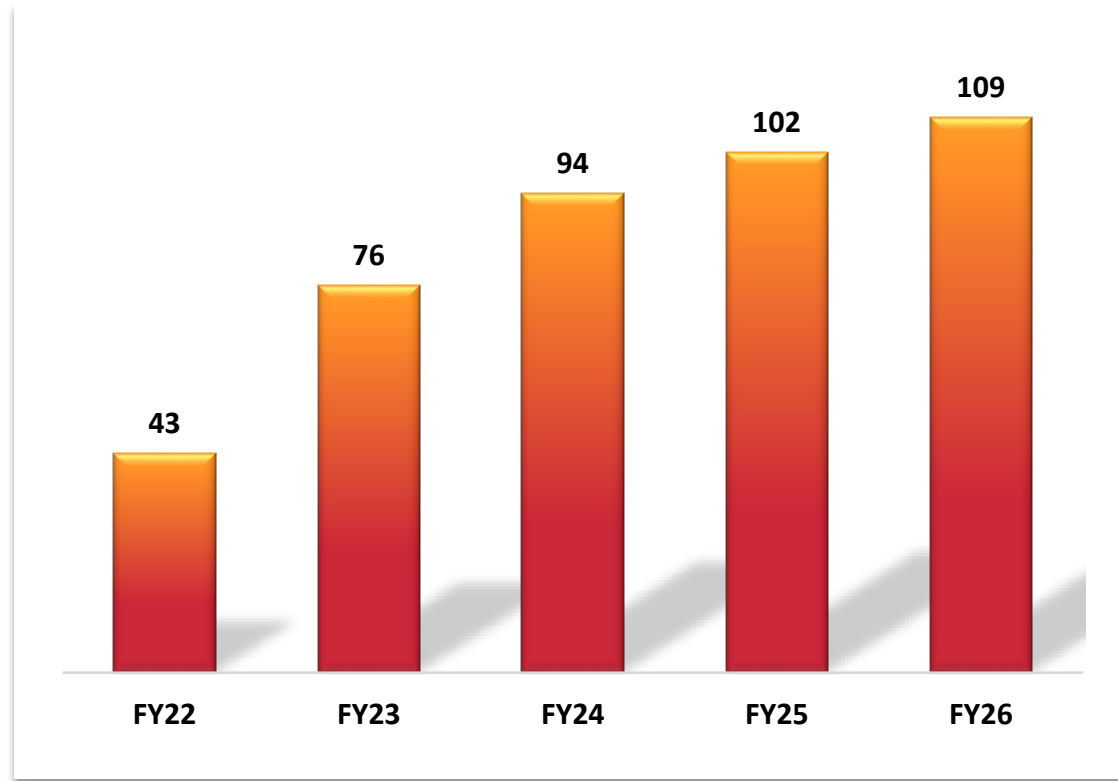


PAT

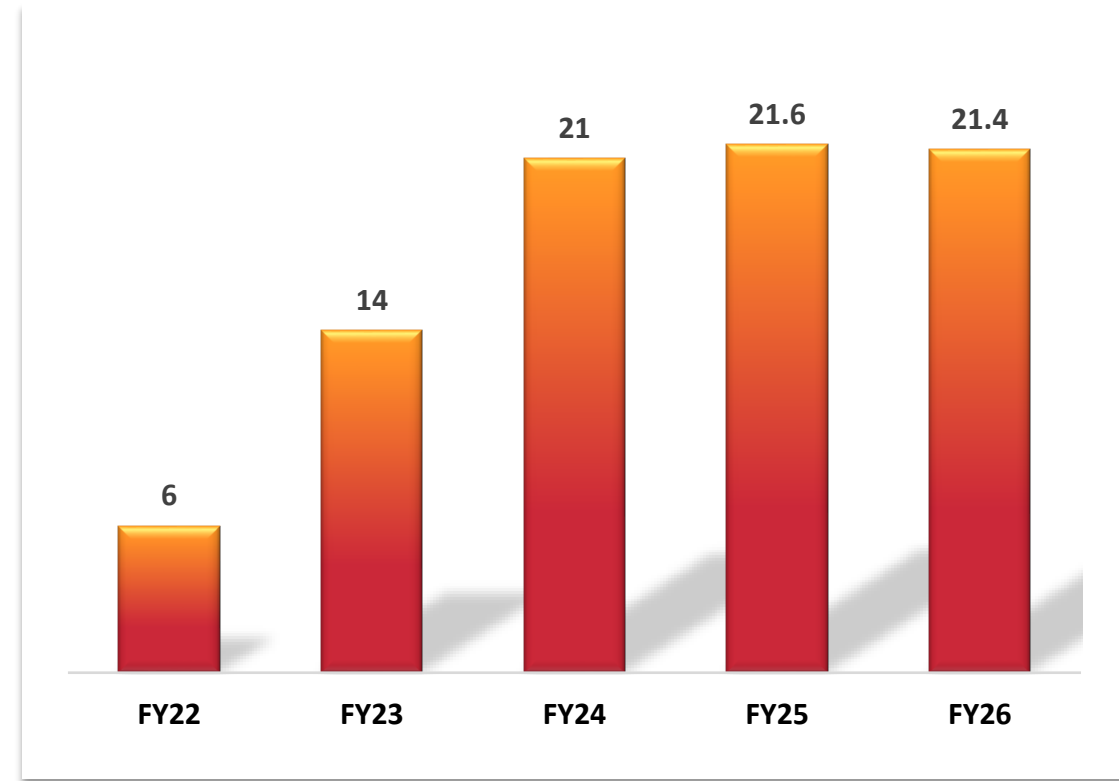


Strong Growth Trajectory

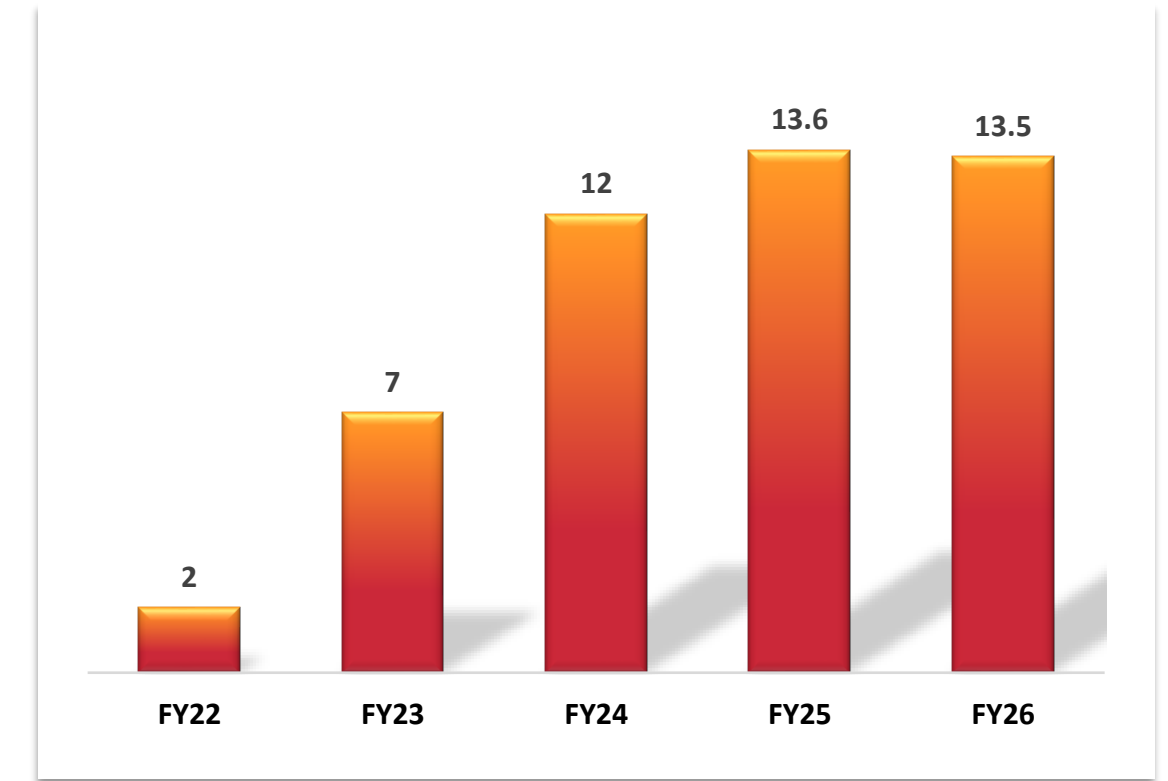
Revenue (in Rs Cr)



EBITDA (in Rs Cr)



PAT (in Rs Cr)

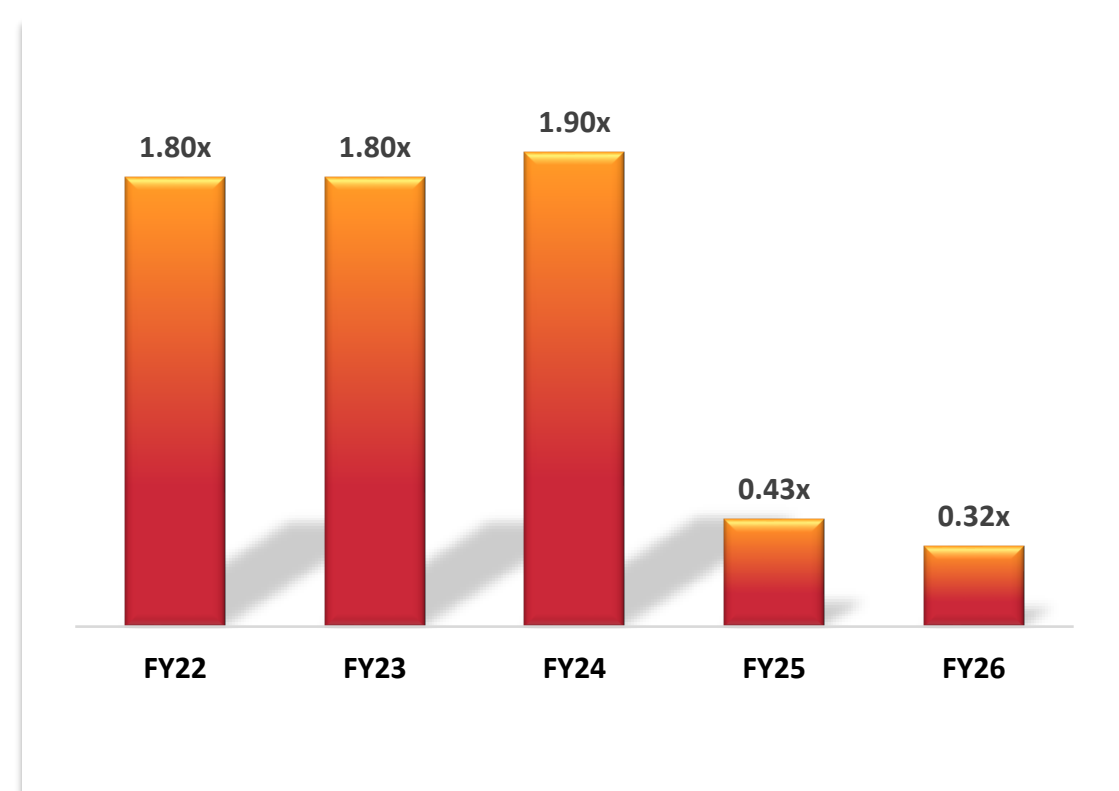


Working Capital

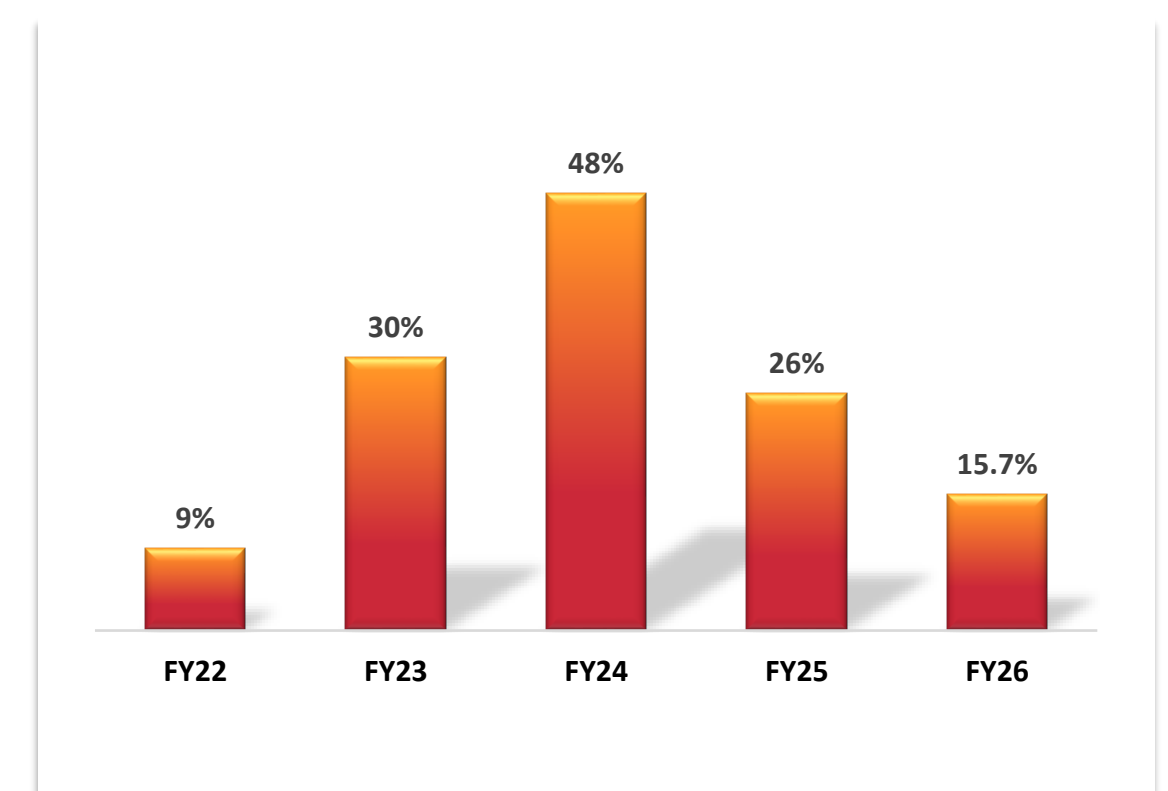
Receivable Days



Net Debt/Equity



ROE



Profit & Loss Statement

(in Rs Cr.)

Particulars	FY25	FY26
Revenue from operations	102.5	109.3
Other income	0.3	0.1
Total Income	102.8	109.4
Cost of materials consumed	43.2	38.7
Changes in inventories of finished goods, work-in-progress and stock - in - trade	(1.8)	(4.15)
Employee benefits expenses	21.7	24.3
Other Expenses	18.1	20.3
EBITDA	21.6	21.4
Margin	21.1%	19.6%
Finance costs	2.2	1.8
Depreciation and amortisation expenses	0.9	1.1
PBT	18.5	18.5
Net Current Tax Expenses	4.9	5.1
PAT	13.6	13.5
Margin	13.3%	12.4%

Balance Sheet



(in Rs Cr.)

Particulars	FY 22	FY 23	FY24	FY25	FY26
Equity and Liabilities					
Shareholders' Fund					
Share capital	19.50	22.80	15.00	20.40	20.40
Reserves and surplus	-	-	10.00	58.60	72.10
Networth	19.50	22.80	25.00	79.00	92.50
Non-Current Liabilities					
Long term borrowings	5.40	6.70	4.70	1.00	0.80
Other non current liabilities	0.50	0.60	0.40	0.30	0.30
Current liabilities					
Short term borrowings	33.40	36.30	47.30	21.20	26.30
Trade payables	11.80	10.30	13.00	8.26	4.09
Other current liabilities	5.50	6.50	6.50	7.88	8.81
Total Equity & Liabilities	76.10	83.20	96.90	117.60	133.40

Particulars	FY 22	FY 23	FY24	FY25	FY26
Assets					
Non current assets					
Property, plant, equipment	0.68	2.10	2.60	2.52	2.15
Intangible assets	0.33	0.34	0.30	0.30	1.50
Capital WIP	-	-	-	0.53	0.15
Other Noncurrent Assets include loans and advances	0.07	0.07	0.10	2.50	2.61
Current assets					
Inventories	21.25	24.60	32.40	36.90	38.80
Trade receivables	35.30	42.90	52.50	66.80	81.70
Cash and bank balances	3.90	1.90	3.70	0.20	0.12
Other current assets	14.60	11.30	5.30	7.90	6.40
Total Assets	76.10	83.20	96.90	117.60	133.40

Historical Income Statement



(in Rs Cr.)

Particulars	FY22	FY23	FY24	FY25	FY26
Revenue from operations	43.10	75.60	93.50	102.50	109.30
Other Income	0.03	0.05	0.20	0.30	0.10
COGS	19.80	37.00	39.90	41.30	42.80
Gross Profit	23.30	38.50	53.50	61.20	66.50
Gross Profit Margin %	54%	51%	57%	60%	61%
Employee Benefit expenses	10.00	14.90	18.50	21.70	24.30
Other expenses	7.20	9.70	13.90	18.00	20.30
Total Expenses	36.90	61.70	72.30	81.10	87.40
EBITDA	6.10	14.00	21.20	21.60	21.40
EBITDA Margin %	14%	18%	23%	21%	19%
Depreciation and Amortisation	0.40	0.40	0.80	0.90	1.10
EBIT	5.80	13.50	20.40	20.50	20.30
EBIT Margin %	13%	18%	22%	20%	19%
Finance cost	2.90	2.70	3.60	2.20	1.80
PBT	2.90	10.80	17.00	18.60	18.50
PBT Margin %	7%	14%	18%	18%	16%
Tax	1.20	4.00	5.00	5.00	5.10
PAT	1.70	6.80	12.00	13.60	13.50
PAT Margin %	4%	9%	13%	13%	12%
EPS	1.12	4.57	8.02	7.27	6.60



THANK YOU!