

ABOUT START UP

COMPANY INTRODUCTION

Altius Investech
Pre IPO | Private Equity

Network partner
Altius Investech

EDUGORILLA™ ASK ANYTHING

**India's largest vernacular
Online Mock Test series**

EduGorilla edutech platform provides India's largest vernacular Online Mock Test series with an emphasis on State Competitive Exams like State Police Exams, State Forest Department Exam, State Public Service Commission Exam, State Highcourt Exam, State Teacher Selection Board Exam, State Public Service Commission Exam etc. covering 1200 Exams out of 4000 Exams. The company services a demand in a market that is highly unorganized, and unpredictable via a comprehensive app and website.



ABOUT THE FOUNDER

Founded in December 2016 by Rohit Manglik, a graduate from NIT Surathkal. Prior to starting EduGorilla, his previous stints were several Fortune 500 companies such as Oracle, Morgan Stanley, The D.E. Shaw group and more whereby he worked in different roles.

KEY REFERNECES

Lucknow
Headquartered

1200+
Competitive Exams
Covered

05
Vernacular
Regional Languages



REASONS TO CHOOSE



Behemoth Market

Huge massive market opportunity - \$7bn. EduGorilla caters the need of applicants who give State Level Competitive Exams which is highly unexplored market. 7.5cr applicants give these exams every year, of which 93% of targeted audience are from rural areas who barely know English.



Fastrack Delivery

EduGorilla uses Predictive Analysis, AI & ML based Test Improvement has overcome one of the critical roadblocks facing State Level Competitive Exams, enabling its consumer to access test series within 4 days of a new exam notification.



Already Shown Traction

EduGorilla has shown significant growth traction - some of the key metric are - Total registered users - 14.6lac, Daily Active Users - 20k, Renewal Rate - 37%, EduGorilla selection rate - 2.7%. More than 100% QOQ growth in revenues. 1QFY21 revenue stands at INR 0.60cr vs Q4FY20 of INR 0.32cr.



Biggest Content Provider

With providing 4x content than other user in market in speedy manner in just 4 days, with affordable rates of INR 99/month, greater reliability ratio of question coming in exams and easy access of availability of this content and test series makes EduGorilla the largest vernacular online test series to guide students to success.



Future Oriented

They have vision to cover 98% of the exams given by students by year 2023. Also, they have various plans to get into Remedial Learning, Live doubt solving which will push up the Revenue Per User.

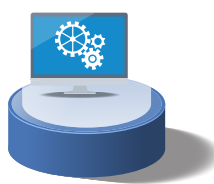
REVENUE MODEL



70% - B2C - App and Website (Payment Gateways), E-Commerce (Amazon, Flipkart, Snapdeal)



20% -B2B2C - Publishers, Ed-tech companies, Influencers



10% - B2B - Coaching (Sales Team in 5 cities)



All exams are categorized within 25 bundles. Users can give unlimited tests to a subscribed bundle.



Affordable Price points between INR 99/month to INR 199/month. Very affordable bundles.



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USERS METRICS

Total App Downloads	16.8lac
Total registered users	14.6lac
Total Paid Users	65k
Daily Active Users	20k
Monthly Active Users	3 lac

PORTAL METRICS

Conversion Ratio (Visted to paid)	3.20%
Renewal Rate	37%
EduGorilla selection rate	2.7%
Average time spend on site	5min
Average test rating	4.23
Test completed per day	5,500
Test available	35k
Questions	2.8mn

MARKET

- Number of Students giving State level competitive exams every year – **7.5cr**
- Average student participates – **21 exams every year**
- Average student prepares for these exams for **3-4yrs**
- 4000 exams** happens every year

YEARLY TRACTION & PROJECTION (INR CR)

Particular	FY20	FY21	FY22	FY23	FY24
Revenue	0.84	8.66	36.23	130.5	326.3
EBITDA	(0.60)	(3.2)	6.50	24.71	61.78

MARKET OPPORTUNITY:

- Total available Market : **\$7bn**
- Service available market (SAM): **\$2.1bn with CAGR of 30%**
- Share of Market (SOM): **\$400mn**

PREVIOUS INVESTOR

Previous Investor	Date of Funding	Amount Raised	Previous Round Valuation
Round 1 –Seed	July'17	INR 37.5 Lakhs	INR 2.5cr
Round 2 - Angels	Apr'18	INR 1.62cr	INR 10cr
Pre Series A Current	Current	INR 4 cr	INR 20 cr

Current Fund Requirement and Usage

Total Fund Requirement	Soft Commitment Secured	Balance Fund Requirement
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INR 4cr INR 3.5cr (Auxano, InnovationQore, SucSEEd and other angels) NR 0.50cr

Fund Usage – Marketing, Sales, Tech, Operational

ADVANTAGE OVER COMPETITORS

Head	EduGorilla	Pariksha (Direct Competitor)	TestBook (Indirect Competitor)	Adda247 (indirect)	OnlineTyari (indirect)	GradeUp (Indirect)
Focus	State Vernacular Market	State Vernacular Market	Central Exams	Central Exams	Central Exams	Central Exams
Coverage of tests taken by students every year	61%	27%	33%	32%	24%	35%
Exams Covered	1200+ Exams	148 Exams	163 Exams	151 Exams	134 Exams	162 Exams
Predictive Analysis	Yes	No	No	No	No	No
AI Based Test Improvement	Yes	No	No	No	No	No
White Label	Yes	No	Yes	No	Yes	No
Disruptive Android, Ecommerce and YouTube strategy	Yes	No	No	No	No	No
Vernacular (Regional Language)	Yes	No	Yes	No	Yes	No



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