



MAKING

PERSONALIZED

LEARNING

ACCESSIBLE

TO ALL



ALL SET TO SCALE & DISRUPT THE TEST PREP MARKET

Revenue Growth (INR Crs)



**35cr INR
ARR**

**Reduced
CAC from
46% to 26%**

**6.5:1
ARR/Total
Funding Ratio**

**25%
EBIDTA
Margin**

**20,000+
Students
Monthly**

STELLAR TEAM BEHIND THE GROWTH!

#marketer



**AYUSH
AGRAWAL, CEO**

Marketing & Sales

IIT Bombay 2015 | AIR 44

8 Years @Toppersnotes

Founder



#executor



**ARPIT
BANSAL, COO**

Academics

IIT Patna 2017

6 Years @Toppersnotes

Past Company



#techie



**DEVENDRA
DHAKA, CTO**

Technology

IIT Bombay 2016

5 Years @Toppersnotes

Past Companies

NEC J.P.Morgan

We are a team of
& 150+ Skilled and
Committed People.

TEAM STRUCTURE

50+

TEAM MEMBERS

MARKETING & SALES

25+

TEAM MEMBERS

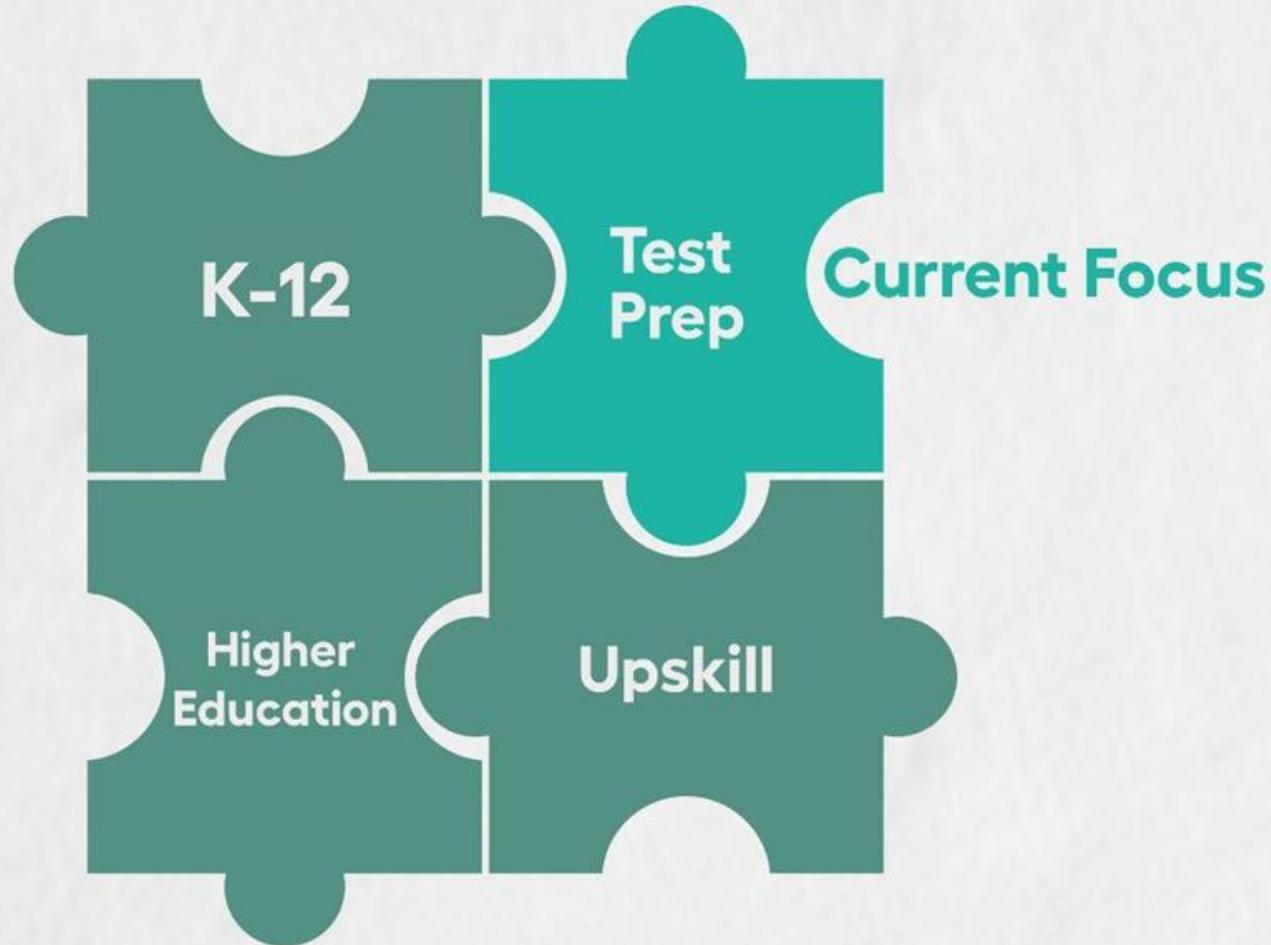
ACADEMICS & TECHNOLOGY

75+

TEAM MEMBERS

CRM ADMIN & OPERATIONS

HUGE MARKET POTENTIAL



TEST PREP MARKET	
STUDENTS	10Cr
EXAM APPEARANCE	50cr+
MARKET POTENTIAL	₹100,000 Cr
EXAMS	1400+
LANGUAGES	10+

Future Scale Options

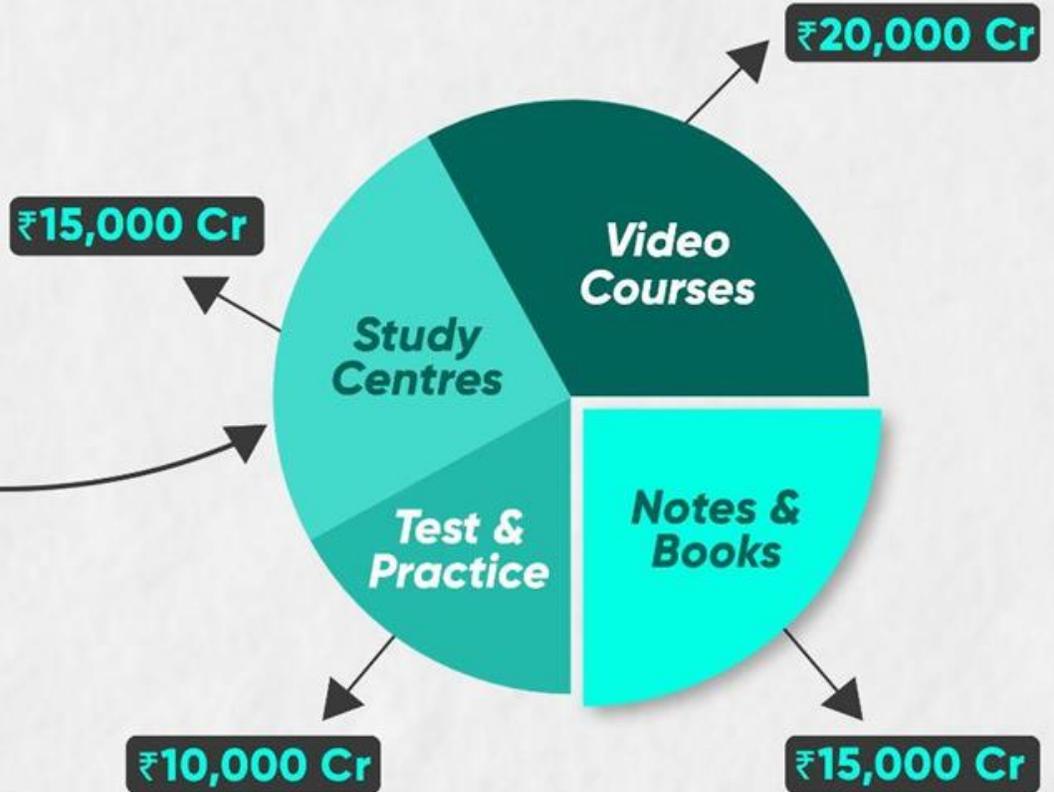
{200 B\$ Indian Education Market}

TEST PREP MARKET

20% Students do Coaching in 1st year

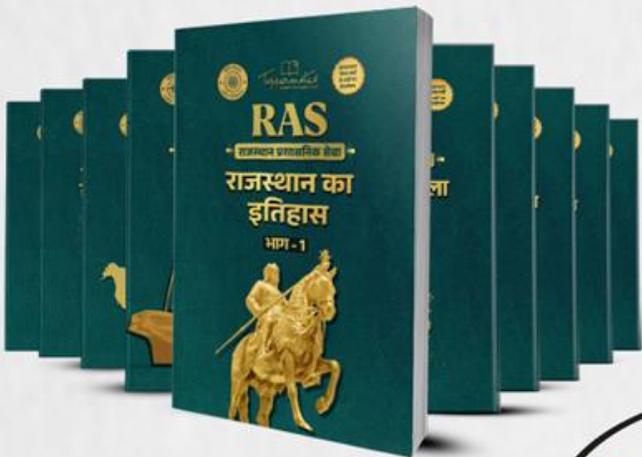


Students self prepare for 2 to 6 years (Appear for 3+ Exams)



TOPPERSNOTES : BOOKS + TEST SERIES + VIDEOS*

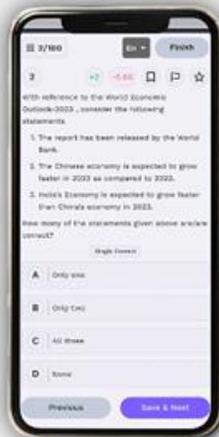
Notes : Revise & Memorize



Personalized Learning Path



Video : Concept Learning



Practice



Exam Curated

Personalization

One stop Solution

Vernacular

Analysis

Affordable

Recommendations



*VIDEO CONTENT UNDER DEVELOPMENT

OUR LEARNING PACKAGES

NOTES PACKAGES



RPF CONSTABLE

Category: National Exam
Features: 4books + 30 tests
Medium: Hindi/English
Selling Price: INR 1099/-



GUJARAT CONSTABLE

Category: Gujarat State Exam
Features: 3 books
Medium: Gujarati
Selling Price: INR 999/-



UPSC CSE GS PACKAGE

Category: Civil Services Exam
Features: 3 books+ test+CA
Medium: Hindi/English
Selling Price: INR 4099/-

COURSE PACKAGES



UPSC LIVE CLASS PROGRAMME

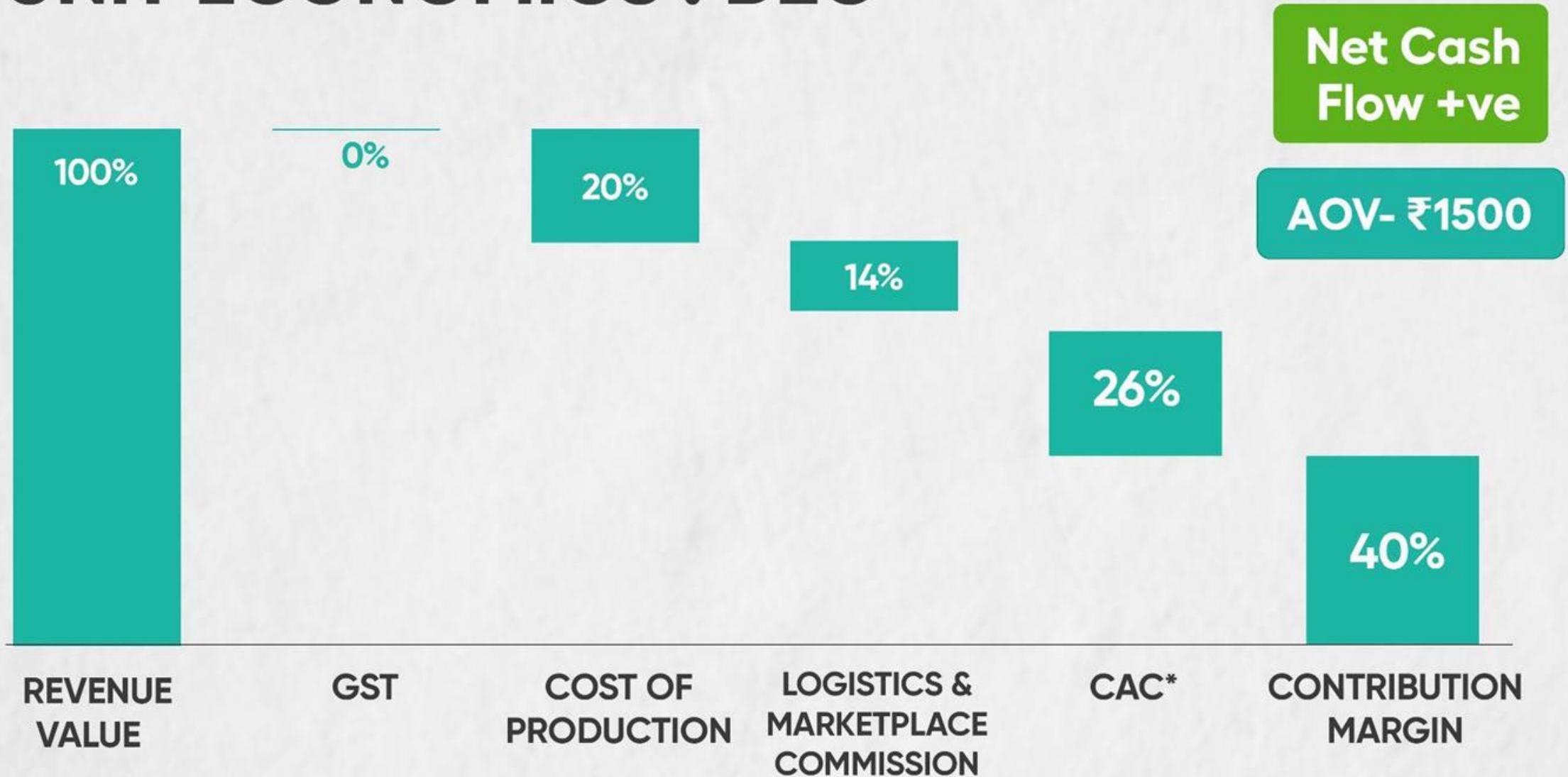
Category: Civil Services Exam
Features: 600+ Hours Live Classes
Medium: Hindi/English
Selling Price: INR 5999/-



RAS 60 DAYS PRELIMS COURSE

Category: Civil Services Exam
Features: 180+ Hours Videos & 75 Tests
Medium: Hindi/English
Selling Price: INR 3999/-

UNIT ECONOMICS : D2C



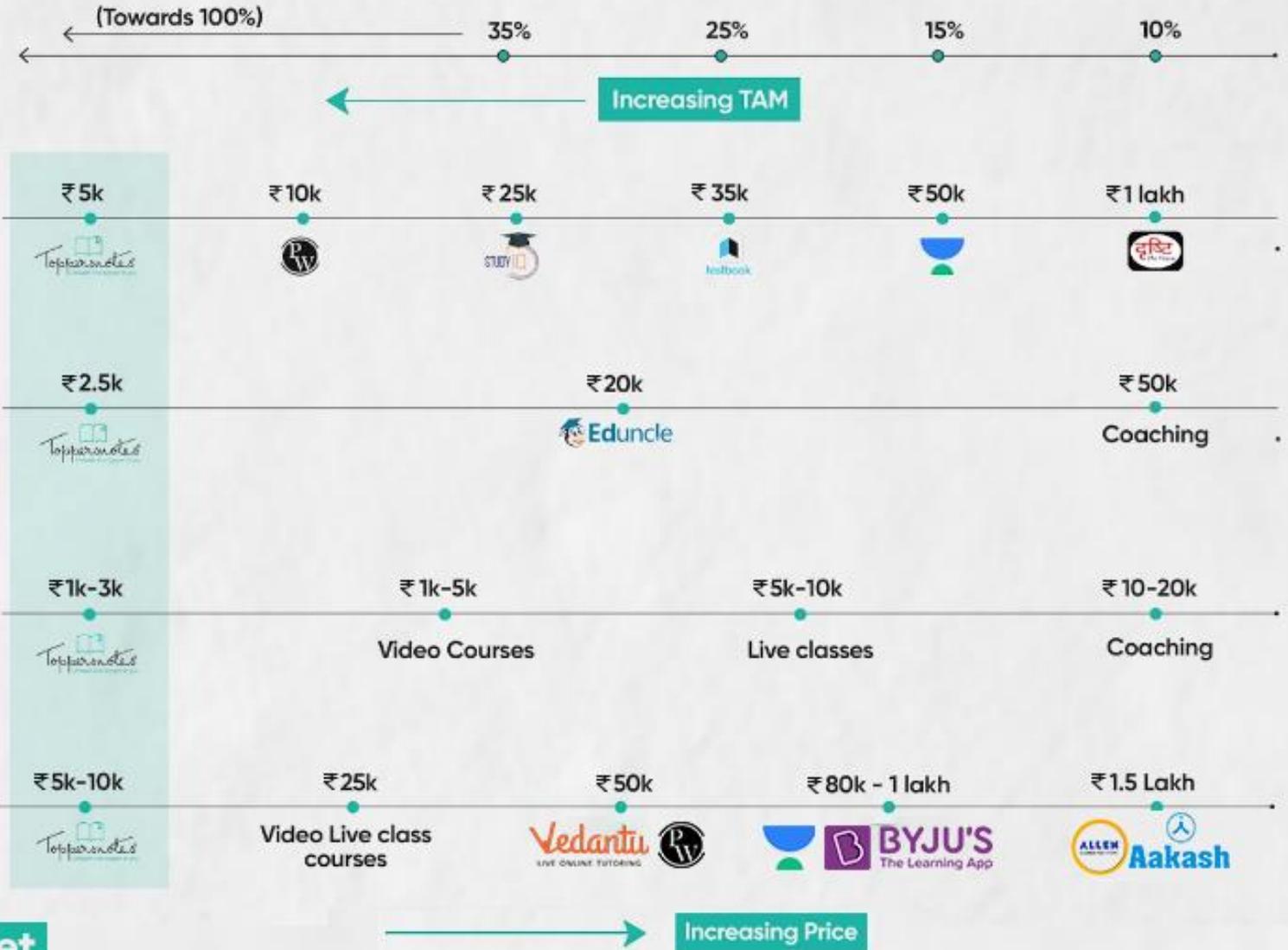
*CAC- Variable cost due to performance marketing expenses only

GO TO MARKET STRATEGY



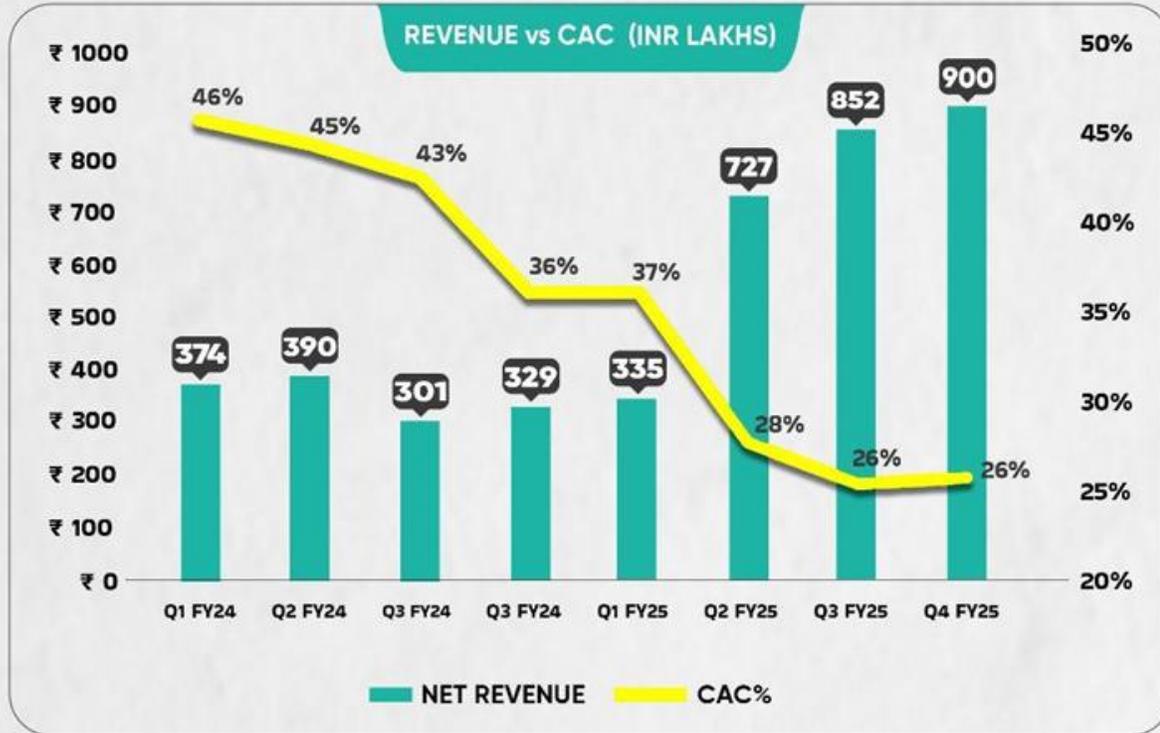
COMPETITION LANDSCAPES (EXAM CATEGORIES & PRICE POINTS)

Exams	Differentiated Product	Price Advantage
UPSC & State PSC	✓	✓
UGC & PG Exam	✓	✓
Regional Exams	✓	✓
Entrance Exams	✓	✓



**Lowest Price Points In The Market
Largest Possible TAM**

LAST 8 QUARTERS TRACTION



- BROUGHT CAC DOWN FROM 46% TO 26%
- SCALED REVENUES BY 2.5X IN LAST 3 QUARTERS

ACHIEVED ~25% EBIDTA

OUR TRACTION

62%+

CAGR

90%+

REVENUE FROM RURAL

₹36^{CR}

ARR

167+

EXAMS COVERED

10^{LAKH+}

APP INSTALLS

3^{LAKH+}

STUDENTS

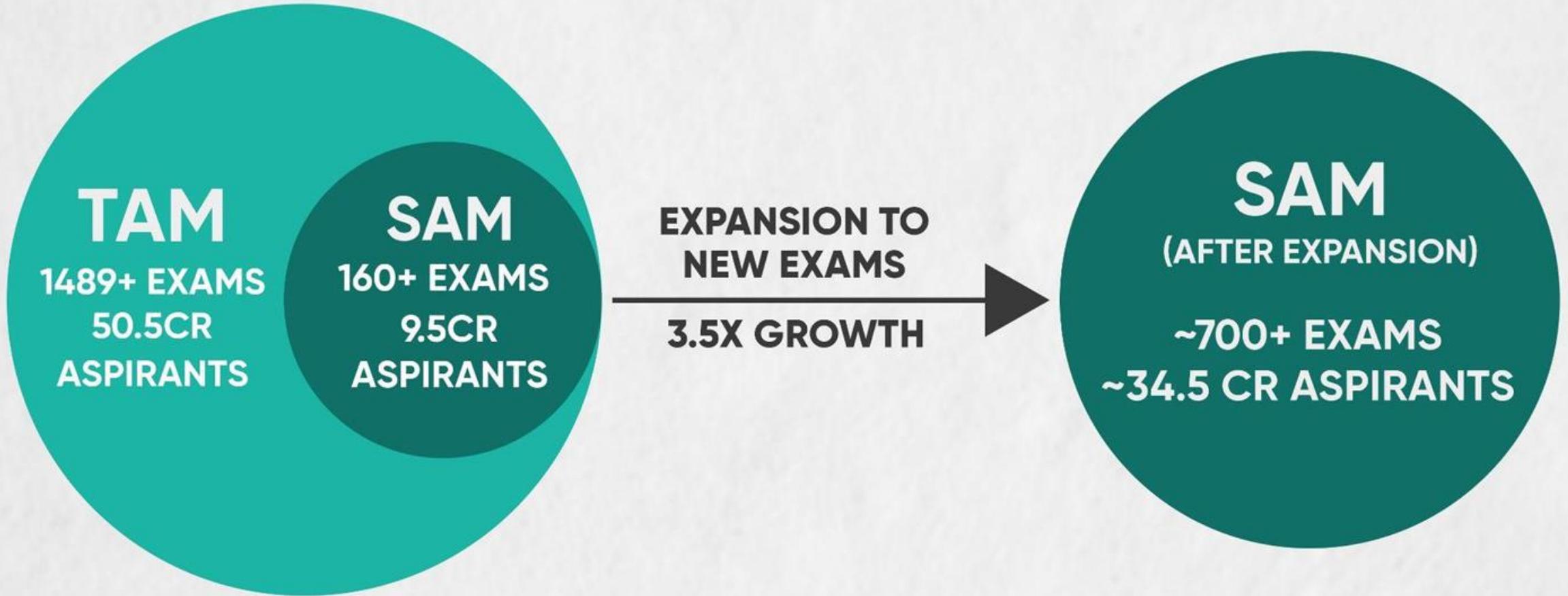
Revenue Growth (INR Crs)



SEGMENT WISE MARKET OPPORTUNITY & BLENDED GROWTH POTENTIAL

	TEST PREP MARKET		TOPPERSNOTES PENETRATION			VERTICAL & HORIZONTAL SCALING		
	NUMBER OF EXAMS	NUMBER OF ASPIRANTS (TAM) (CR)	CURRENT TOPPERSNOTES EXAMS	NUMBER OF ASPIRANTS (SAM) (CR)	MARKET PENETRATION	EXAM EXPANSION	IF MARKET SHARE IS 1%	BLENDED SCALE POTENTIAL
NATIONAL & STATE LEVEL EXAMS	1280	46	138	8	.17%	5.7X	5.8X	33X
CIVIL SERVICES EXAM	40	1.4	11	0.44	.49%	3.2X	2X	6.4X
UG ENTRANCE	16	0.7	3	0.31	.0.3%	2.2X	33X	72X
PG ENTRANCE & OTHERS	155	2.4	11	0.7	.25%	3.4X	4X	13.6X
TOTAL	1489	50.5	163	9.45	.21%	5.3X	4.7X	25X

HORIZONTAL EXPANSION: FROM 160 TO 700+ EXAMS



VERTICAL EXPANSION: INCREASING MARKET PENETRATION & LTV



1 IN 500 ASPIRANTS
CURRENTLY BUY
TOPPERSNOTES

.21%

MARKET PENETRATION

~5X GROWTH
VERTICAL SCALING

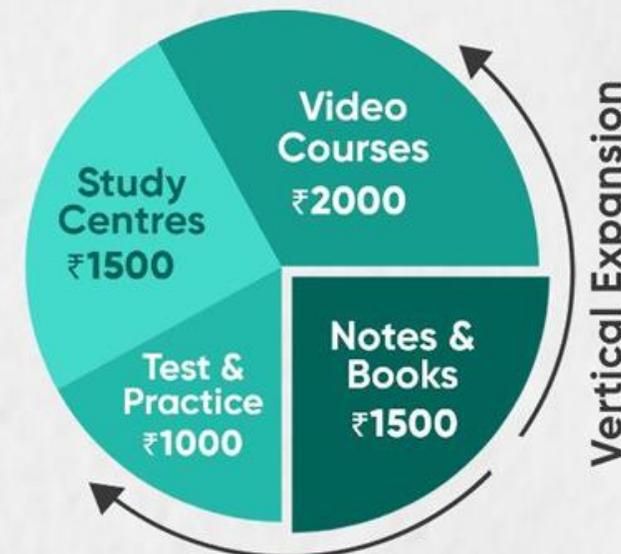


1 IN 100 ASPIRANTS
WILL BUY
TOPPERSNOTES

1%

MARKET PENETRATION

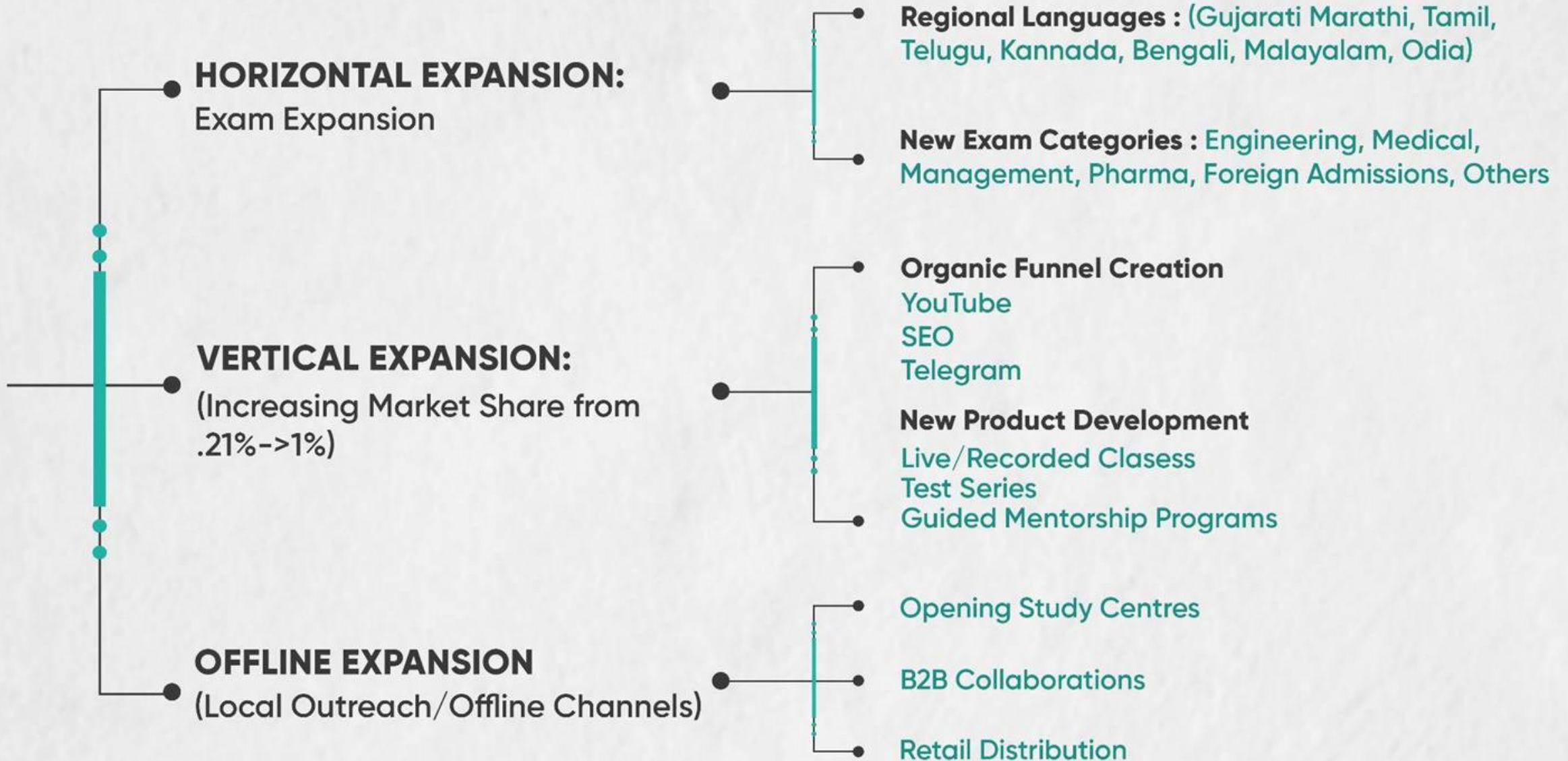
**ANNUAL SPEND ON
SELF STUDY ₹6000**



Vertical Expansion

↑ LTV
↑ MARKET PENETRATION

HOW WILL WE SCALE TOPPERSNOTES?



FROM ₹28 CR TO ₹510 CR: REVENUE UPSIDE ACROSS SEGMENTS

	CURRENT REVENUE (CR)	CURRENT MARKET PENETRATION	ASPIRANT TARGET (SAM) IN NEXT 2 YEARS (CR)	REVENUE AFTER EXAM EXPANSION (INR CR)	REVENUE AT 1% MARKET SHARE
NATIONAL & STATE JOB EXAMS	18	.35%	30	62.8	380
CIVIL SERVICES EXAM	6.5	0.49%	1.4	20.6	42
UG ENTRANCE	0.6	0.03%	0.7	1.3	47.4
PG ENTRANCE & OTHERS	3	0.25%	2.4	10.2	40.8
TOTAL	28.1	0.21%	34.5 (70% COVERAGE)	95.2	510.2

WHY TOPPERSNOTES: 5 PILLARS FUELING MASSIVE GROWTH

PRICE PMF

- Huge Penetration in rural market (80% of Aspirants)
- Price PMF in all exam categories

HUGE GROWTH POTENTIAL

- Tapping just .04% of Test Prep Market

ASSET LIGHT MODEL

- D2C Business Model with Content Development as the only capex

MARKETING EXPERTISE

- Agile & Profitable Growth in a Dynamic Market
- Scaled Revenue by 2.5X, Reduced CAC from 46% to 26%

PROVEN TRACK RECORD

- Market Leader in Notes Category
- 80+ Cr Revenues so far with just 6 Cr raised in funding
- 6.5 : 1 ARR : Funding ratio
- 4 Lakh + Students Served



THANK YOU

We would love to hear you at

ayush@toppersnotes.com

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