

\$29 Bn+

India's Edtech Market Size By
2030

24%

5 Year CAGR Of Market Size (2025–2030)

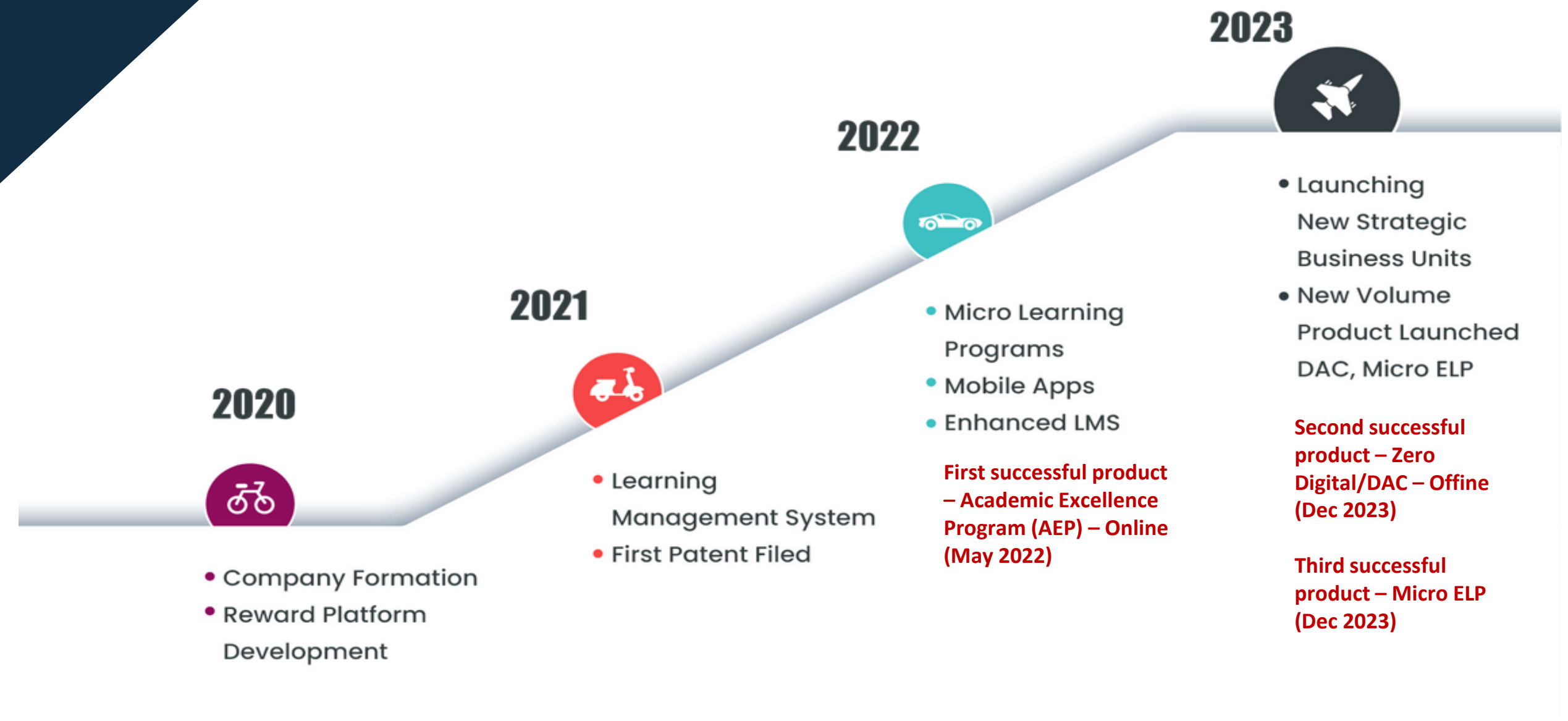
Hybrid Learning

Most Effective Channel Of Edtech
Consumption



About Us

Our History



Continuous “innovation driven” focus in our journey

Vision & Mission:

- ✓ To Impact **positively 100 Million users** Globally per annum (by 2030)
- ✓ To be the **Largest Education Company** globally in next 10 years (by 2034) and in india within next 6 years (by 2030)
- ✓ To become an Unicorn in 4 years (by 2028) and IPO listed in 5 years

K12 Market

POST COVID – Two Set of Schools (from K12 segment) in India emerge

Digital “OK” to Students

- ✓ Online Homework
- ✓ Online Learning & Test



20%

Digital “Not OK” to Students

- ✓ Zero Online Homework or Assignment/Test/learning



80%

Most Edtech market players cater only to “Digital”...and only

WeXL has innovative products catering both “Digital” and “Non Digital”

- ❖ Approx. no. of Private Schools (in India): 3,50,000
- ❖ Approx no. of K12 Students: 100 Million
- ❖ NEP (National Education Policy) – mandated direction towards Digitization

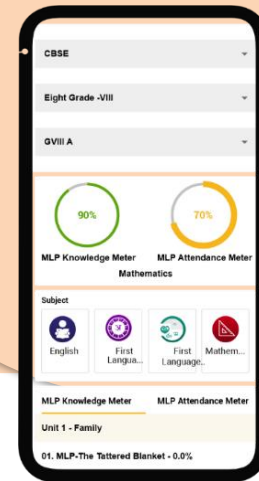
Our Products offerings

Our “market first” Innovative products focus around assured Academic excellence and Language proficiency

Academic Excellence Program – Online (Product 1)

This Program assures a **minimum 50% increase in class average performance** from current baseline

30 Mins per Day – Digital Access Needed



Academic Excellence Program – Offline (Product 2)

This program focuses around **E2E Exam management (by subject, chapter) via automated (OMR, LMS & ERP)** – Offline

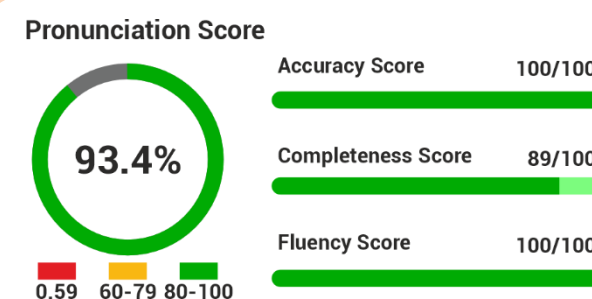
No Digital Access Needed for Students



Micro Language Proficiency Program – LSRVG (Product 3)

This program focuses around **augmenting AI Powered English/ Arabic/ other languages proficiency** of students

Student Digital Access: Only 30 mins in 15 Days



Other Offerings

- ☐ Learning Management System (LMS)
- ☐ Publisher Product
- ☐ Technology enabler for other Ed Tech Companies

Competition and TAM

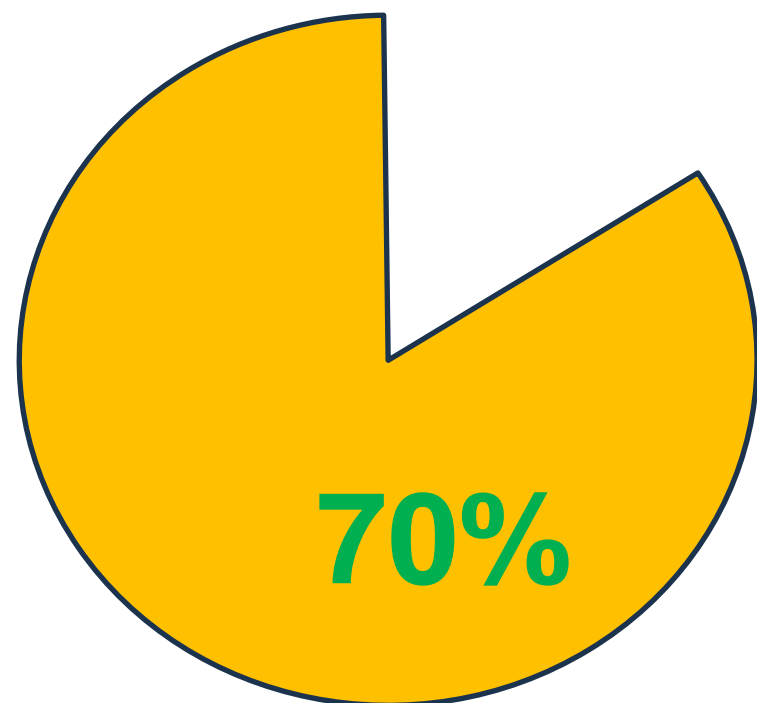
WeXL has Target Addressable Market (TAM) much higher than competition in B2B space (K12 segment)

EduTech Companies in India market (K12 – Digital to Students) – Each Valued over Rs 4000 Crores (USD500M)



20%

WeXL Addressable Market Size (TAM): **70%**



| S.No | PRODUCT NAME | TAM |
|------|------------------------------------------------------------------------------|------------------------------|
| 1 | AEP (Academic Excellence Program) – Guaranteed Jump by 50% - Digital Product | 20% |
| 2 | AI Powered - Micro ELP (English Language Proficiency) – Digital Product | 70% (Budget & Rural Schools) |

| S.No | PRODUCT NAME (Non Digital) | |
|------|-------------------------------------------------------------------------|-----|
| 1 | Zero Digital (Schools need - Computer with Internet, Printer & Scanner) | 50% |

Our Market opportunity

WeXL DIGITAL PRODUCTS

| S. No | Product Name | Competition | Market Size |
|-------|---------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| 1 | AEP (Academic Excellence program) – 50% Jump Guaranteed | B2B Edu Companies ✓ Adoption – Very Low ✓ Expensive | ✓ 20% of K12 Private Schools (70,000) |
| 2 | LMS (Learning Management System) | Many (Moodle etc) ✓ Low on Flexibility ✓ Low on Service | ✓ Colleges/Universities |
| 3 | Tech Platform for Ed Tech Companies | Minimal | |
| 4 | Micro ELP (AI Powered) ✓ Massive Opty | ✓ Highly Expensive ✓ Not Suitable to Rural & Budget schools ✓ Teacher Dependent | ✓ 70% of K12 Private Schools (210,000) |
| 5 | Publisher Products – K12 ✓ Massive Opty | None (@ Enterprise Class Level) | ➤ 5000 K12 Publishers ➤ Very Low/None On Digital |

WeXL Non DIGITAL PRODUCTS

| S.No | Product Name | Competition | Market Size |
|------|----------------------------------|-------------|-------------------------------------------------------------------------------------|
| 1 | ZERO Digital Academic Excellence | None in K12 | ✓ 50% of K12 Private Schools (175,000) ✓ Blue Ocean (Massive Opty) |

❑ Tail wind – India Govt Schools (Market Size: 10,50,000 approx.), Global (Private + Govt Schools)

New Clientele

FY 24-25 (Till Aug'24)

| Sl No | Institute Name | Month of Agreement | No Of Users | Value (in INR) |
|-------|---------------------------------------------|--------------------|---------------|-------------------|
| 1 | DPS and Pallavi Group of Schools | Apr'24 | 27,402 | 4,268,136 |
| 2 | Sagar Diocessan Service Society | Jun'24 | 12,125 | 7,056,750 |
| 3 | Gillco International School Mohali (Punjab) | Jun'24 | 1,280 | 1,280,000 |
| 4 | Stepping Stone Schools Chandigarh (MP) | Jul'24 | 1,144 | 500,000 |
| 5 | Vidyanjali High School | May'24 | 1,000 | 400,000 |
| 6 | Chanakya School Wanaparthi | Jun'24 | 1,375 | 210,000 |
| 7 | TNSDC Naan Mudlvaan (Phase 1) - pipeline | Aug'24 | 100 | 480,000 |
| 8 | TNSDC Naan Mudlvaan (Phase 2) - pipeline | Oct'24 | 5,000 | 24,000,000 |
| 9 | Kakatiya Group of Schools (renewal) | Jun'24 | 5,000 | 750,000 |
| 10 | MGCV (renewal) | Jul'24 | 1,400 | 1,800,000 |
| 11 | Mahajana Public School (renewal) | Jul'24 | 375 | 531,000 |
| | | | 56,201 | 41,275,886 |

Note: TNSDC(Project Funded By **UNICEF**) With Total Business Opportunity Of **1500 Crores** In Multiple Phases

Some of Our Esteemed Clients (1/4)



Academic Excellence Program (AEP) - Digital



M G C Vidyalaya,
Trichy (Tamil nadu)



Kakatiya Group of Schools,
Telangana



Neelakanth Vidyapeeth,
Hyderabad



St claret school
medchal



KBN College
Vijayawada



Mahajana Institutions
Mysore (Karnataka)



NTR Junior & Degree
College,
Hyderabad



Ashok memorial Chanakya
school, Hyderabad



Sri Triveni School
Hyderabad



Keshava Reddy Group of
Schools
Telangana and AP



Pallavi Model Schools
Hyderabad



Oxford School
Guntur (AP) and
Bangalore (Karnataka)



Neo Gitanjali School
Hyderabad (Telangana)



ISTA group of
Institutions,
Hyderabad (Telangana)



Gayathri College
Kandukur (AP)



St. Francis High School
Vanasthalipuram (Telangana)



St Francis Xavier Inter
College Kanpur (UP)



GCSR College, Rajam
(AP)



Pudami group of School, Hyderabad
(Telangana)



Awasthi group of
Institutions (Himachal
Pradesh)



Global High School,
Hyderabad (Telangana)



St Conrad Inter
College, Agra (UP)



Sai Senior Secondary
School, Rampur (UP)

Some of Our Esteemed Clients (2/4)



Zero Digital Academic Excellence



Sudandira Matric Hr
Secondary School
(Tiruttani, Tamil Nadu)



ArvintreeSchool,
Karimnagar (Telangana)



Mahajana Institutions
Mysore (Karnataka)



MNR group of schools
(Telangana)



Sri Triveni School
Hyderabad (Telangana)



Kakatiya Group of Schools,
Telangana



SRK group of Schools,
Hyderabad (Telangana)



Awasthi group of institutions,
(Himachal Pradesh)



Vethathri Maharshi Matric Hr
Secondary School (S V G
Puram, Tamil Nadu)



Bhagvathi EM School,
Karimnagar (Telangana)



GCSR College, Rajam
(AP)



Adya Foundation
Begusarai (Bihar)



MS Education
Hyderabad (Telangana)



Creathics Public School,
(UP)



Gayathri College,
Kandukur (AP)



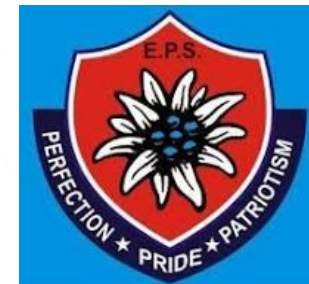
St Conrad Inter
College, Agra (UP)



Sai Senior Secondary
School, Rampur (UP)



Gurukula Vidya Mandira
Kudur (Karnataka)



Edelweiss Public School,
Rudrapur (Uttarakand)

Some of Our Esteemed Clients (3/4)



Micro ELP (AI Powered)

| | | | | | | | |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |  |  |  |
| Victoria School Kanchipuram (Tamil Nadu) | St Joseph High School Hyderabad (Telangana) | St Francis Xavier Inter College Kanpur (UP) | Neo Gitanjali School Hyderabad (Telangana) | Sangamitra School Dubbacherla (AP) | Mahajana Institutions Mysore (Karnataka) | Shiv Convent School, Rampur (UP) | Frobel Garden High School, Hyderabad (Telangana) |
|  |  |  |  |  |  | | |
| Gayathri College, Kandukur (AP) | Sai Senior Secondary School, Rampur (UP) | Chanakya High School Wanaparthi (Telangana) | St John Residential School, Karuvelil (Kerala) | Global High School, Hyderabad (Telangana) | Mom's Pride School, Rudarpur (Uttarakand) | | |

Some of Our Esteemed Clients (4/4)



Publisher Products – K12



Planet Media Publishers (PMP)



S R Publications



Vikram Publications



Nischals



Pudami Publications

Tech Platform (for Edtech companies)



Life Skills Mentoring Academy (CRTP)



After my School



Prose Edu (Online schooling for sports students)



Flutter based eCommerce buyer app

LMS and Global services



GMR Engineering College - LMS



Abu Dhabi University - DMS

The Leadership Team



Naveen Kumar Linga
CEO & MD

An alumnus of IIT- Kanpur with over 24 years of experience as a senior leader (Vice President) at Infosys. He was responsible for a team of 4000 people & had over 300 clientele. He is also a topper at All India Engineering Services (IES).



Kiran Srinivas Atmakuru
CSO and COO

A Post Graduate in Industrial Engineering from IIM – Mumbai (NITIE) and has over 25 years of deep experience in consulting & IT working for BIG 4 Consulting firms (Accenture, Deloitte, Capgemini, E&Y). He is an university topper and ALL India GATE Topper.



Bharat Akkinipalli CTO

A true techie and developer at heart. He has over 18 years of leadership experience at companies like Infosys and Thought Works. A strong advocate and contributor of open source software. He has worked with many fortune 500 companies.



Jagan Mohan Rao
Head of Academic

He has over 15 years of experience in the field of education industry, and he is considered a pioneer in this industry. He is quite sure that he along with WeXL can contribute more to society.



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Thank You