

Career Launcher: A Profile

Career Launcher began its journey in 1995, with a starting capital of Rs 17,000, two employees and one vision to enable individuals realize their potential and make their dreams come true. Since then, CL has established itself as a leading player in the Indian preparatory education market with a strong brand equity among the student community.

The revenue for the first year was a meager Rs 1 lakh, which rose to Rs 2.05 crores during 1998-99. In the same year, CL made a foray into careers after class XII, namely, BBA, fashion, design, law and hotel management.

Growth at CL has been a way of life - growing from teaching 100 students, without any existing center in 1996 to 42,000 enrolments across 90 centers within a span of a decade. Our revenue for the period April - March 2006 was Rs 5400 lakhs and the corresponding figure for April-Mar 2007 was Rs 7000 lakhs.

Over the past 5 years CL has grown at a CAGR of 50% and is expected to grow by more than 35-40% per annum over the next few years. The management has always focused on increasing the footprint of centers, widening their product offerings and making forays in geographies outside India.

With its strong track record, CL has embarked upon an aggressive and ambitious growth plan in its endeavor to become a globally recognized edu-corp providing a comprehensive range of education services targeted at the worldwide student community.

Currently, we are a 400+member strong organization with presence in over 120 locations spread across India, Middle East and the USA. We are a group of high achievers, bound by a passion for education. CL owes its success to its people and the manner in which the management team has succeeded in bringing together a group of young and dynamic individuals, with a flair for innovation.

A firm believer in the inorganic model of growth, we have made seven acquisitions till date that include Law School Tutorials; KITS, the market leader in CET Test-prep from Maharashtra; Lohana's Test Series for training SSC students; Arun Roy Classes for IIT-JEE Test-prep, among others. We also have a 100% owned subsidiary in the US. The initial focus here is the offline and online tutoring markets from Grade 3 till Grade 12. Subsequently, this would expand into the various test-prep options in the US market that include SAT, GRE, etc. in both online and offline modes.

Over the past decade, we have diversified from test-prep and moved into e-learning content development and on-demand online tutoring. Our most recent initiative is in the domain of mainstream education in India. Through our Career Launcher Education Infrastructure & Services (CLEIS) division, we have embarked on setting up a chain of schools under the brand name Indus World School and a chain of playschools called Ananda. The first two Ananda and Indus World Schools are already operational in Hyderabad and Indore. The first standalone Ananda began operation in Noida in 2007.

The focus on technology for superior, boundary-less education is what sets Career Launcher apart from the rest. As a technology-driven organization, we have implemented advanced ERP, e-CRM, workflow and content management solutions for managing our diverse operations.

Team & Management

'CL-ites' are a group of young, like-minded individuals. What binds them together is a passion for education, sincerity of purpose and flair for innovation. Each of us is an enthusiastic contributor towards our core purpose - help students realize their potential and make their dreams come true. So, all CL-ites are encouraged to be inside the classroom to mentor, interact and understand our students.

Over-achievers in their respective fields, CL-ites are selected following a stringent procedure. Here are the names of a few of them who have played a stellar role in taking Career Launcher to where it is today:

Satya Narayanan R, Chairman

Alumnus IIM, Bangalore

'Satya' founded CL in 1995 and has led its dramatic growth from a one-man startup to one of Asia's foremost edu-corporates. A renowned speaker in Indian academic circles, he is the guiding force behind several pioneering initiatives in the Asian education market.

Gautam Puri, Vice-Chairman

Alumnus IIM, Bangalore

'GP' brought a wealth of corporate experience when he joined Career Launcher in 1996. GP's prior experience includes stints at HPCL, Britannia and VAM Organics. He has overseen Career Launcher's rapid expansion, and has been instrumental in creating its unique courseware and delivery methods.

R Shiva Kumar, Director - Research and Development

Alumnus IIT, Madras and IIM, Calcutta

Teaching is 'Shivku's' passion and he has been in charge of all academic activities at Career Launcher. Popular among students, Shivku is widely regarded as the brain behind the "CL way" of cracking exams. He currently heads R&D for all CL businesses. He also plays the role of academic mentor.

Nikhil Mahajan, Managing Director

Alumnus Benares Hindu University and IIM, Bangalore

Over the last 9 years, Nikhil has led teams across functions, not only limited to his area of expertise — finance — but also in HR and Network Management. After his successful tenure as COO, Nikhil has now taken over the mantle of Managing Director.

Sujit Bhattacharyya, Director - Technology and Strategic Alliances

Alumnus IIT, Kharagpur and IIM, Bangalore

After successful stints at Telco and Wipro and his US-based software firm, Dharma Systems, Sujit has been leading the technology initiative at CL. Projects such as the development of the eCRM, Employee Portal and the sophisticated Student Management System have all been developed under his leadership.

Arindam Lahiri, Director – Academics

Alumnus Jadavpur University and IIM, Lucknow

Arindam joined CL in 2000. He heads CL's courseware development team and is responsible for the production and development of all academic content. His other responsibilities include managing the operations for academic support services for all customers.

Sanjay Shivnani, President & CEO

Alumnus REC, Rourkela and IIM, Lucknow

Sanjay has spent several years working at 3M India's sales and marketing functions. He is in charge of maintaining CL's rapid sales growth and has relationships with decision makers in the Asian academic community.

Sharad Awasthi, Chief Operating Officer

Alumnus Benares Hindu University and IIM, Lucknow

Sharad has spearheaded CL's pioneering efforts in distance education using VSAT technology, after which he led the academics of CL's IIT-JEE course. As COO, he heads Marketing, Operations, Finance and Commercials. He is also the Academic Head of all Knowledge Products.

Saugata Ghosh, Associate Vice President – Academics

Alumnus Presidency College and IIM, Calcutta

Saugata has over 14 years of experience in various fields of marketing, across a variety of industries. He is involved as an instructor with the GMAT prep division of Career Launcher, training students to crack the test and get into the top global B-schools.

Aaditya Lohana, Associate Vice President – Lohana's Test Series

Alumnus University of Mumbai

Prof. Aaditya Lohana, B.Com., F.C.A., L.L.B. (Gen.), has over 15 years of experience in training B. Com and CA students. His immense popularity is due to the personal interest that he displays in his students' academic performance and personality development.

Dipanjn Das, Associate Vice President – National Business Head

Alumnus Presidency College, Kolkata and Calcutta University

After working with a Dubai-based education company in Delhi for a year, Dipanjan joined Career Launcher in August 1999. Dipanjan has handled various roles at CL, including Center Manager, and handling sales and marketing for Delhi and Chandigarh.

Himanshu Jain, Associate Vice President – National Business Head (Franchise Operations)

Alumnus Delhi University

Himanshu has over 15 years of experience in sales and marketing, 11 of which have been in the education industry. Having worked with companies such as STG international, SQL International and FIIT-JEE, Himanshu has played a key role in CL since March 2004.

Sachin Malhan, Associate Vice President, Franchise Operations, LST

Alumnus NLSIU Bangalore

Sachin began his career with Amarchand Mangaldas under the tutelage of Senior Partner M.P. Bharucha. Since leaving Amarchand in 2003, Sachin has led Law School Tutorials (LST) and its sister concern Lawstudent.in through a period of robust growth. LST is India's largest law preparatory organization. Sachin enjoys excellent relationships with members of the legal community across the country, both young and old.