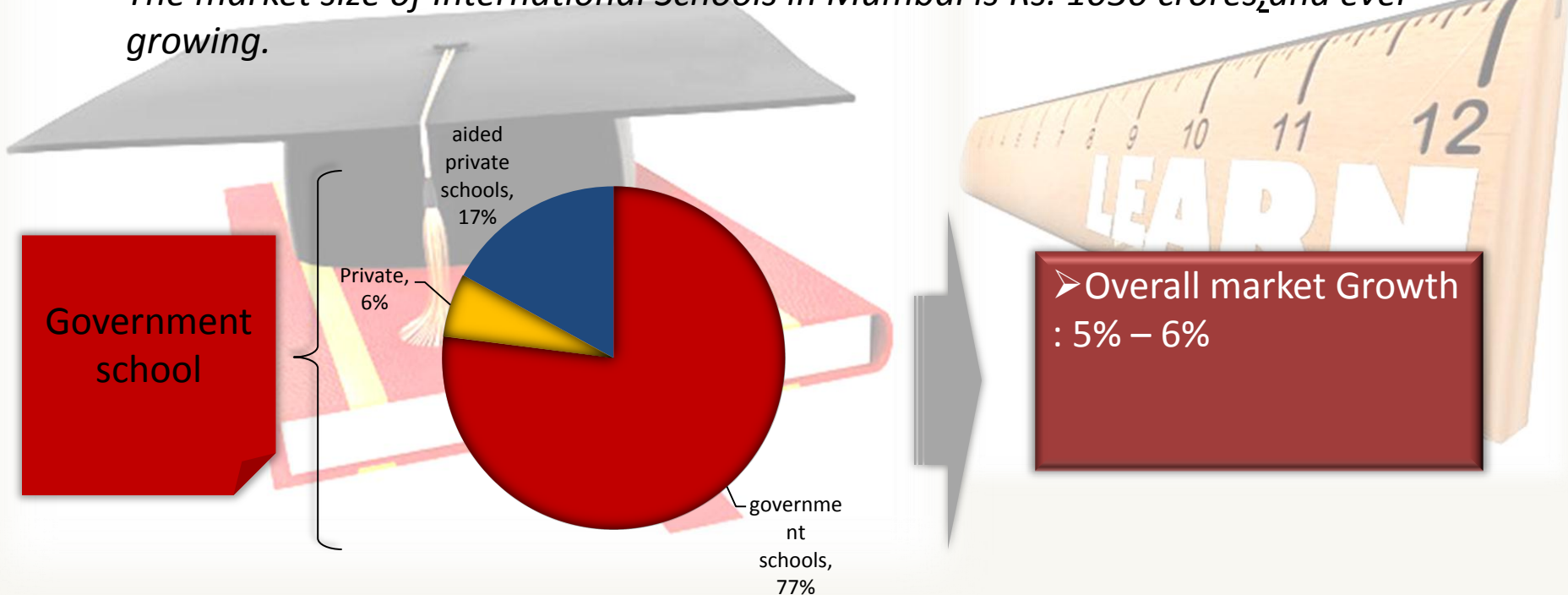




# Research Possibilities in International School Education sector...

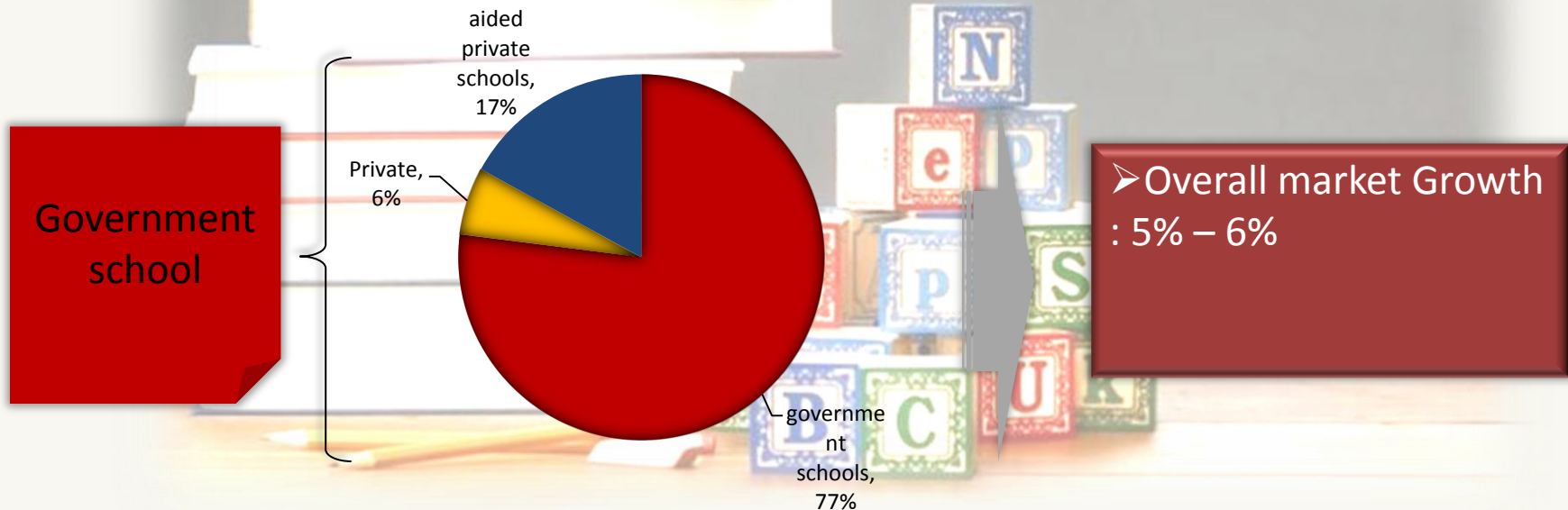
# Education Market in India : Size and Growth

- The education sector market in India is valued at **US \$.25 BILLION**.
- *The market size of International Schools in Mumbai is Rs. 1030 crores, and ever growing.*



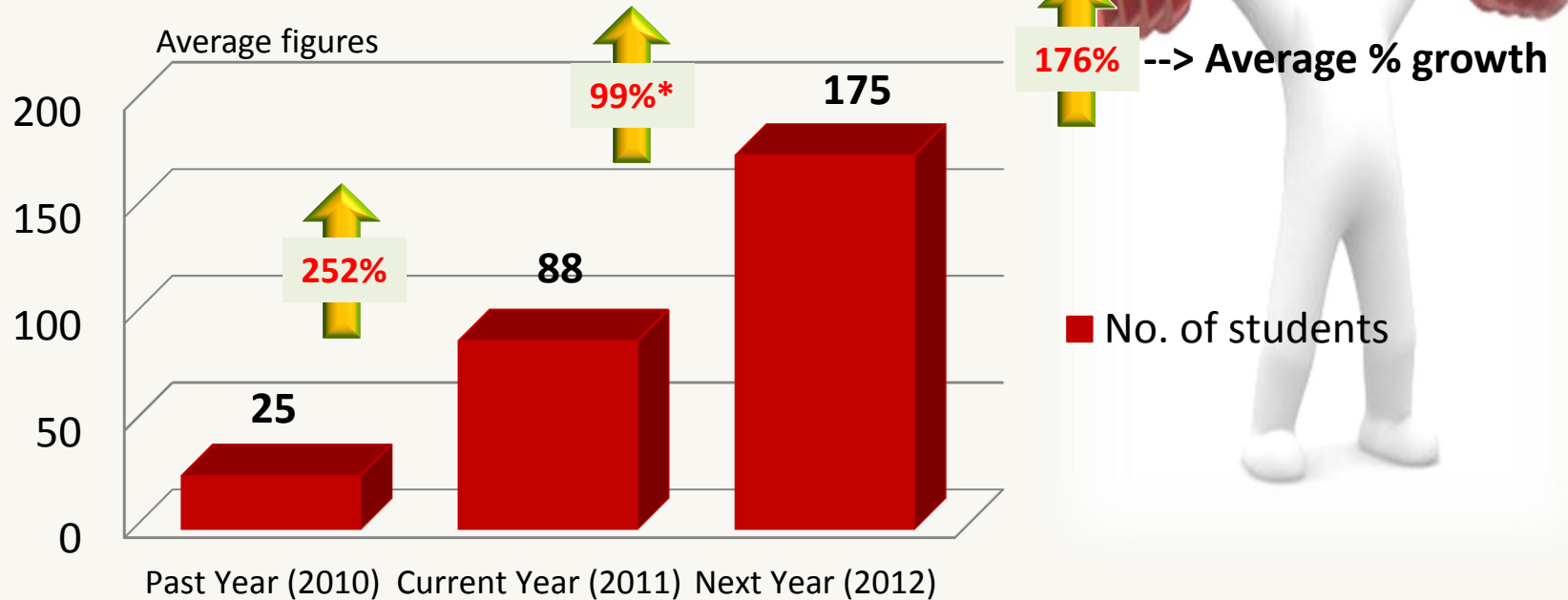
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# Increase In Strength Over 3 Years : Schools Started In The Last 2 Years

*100% plus growth in number of students*

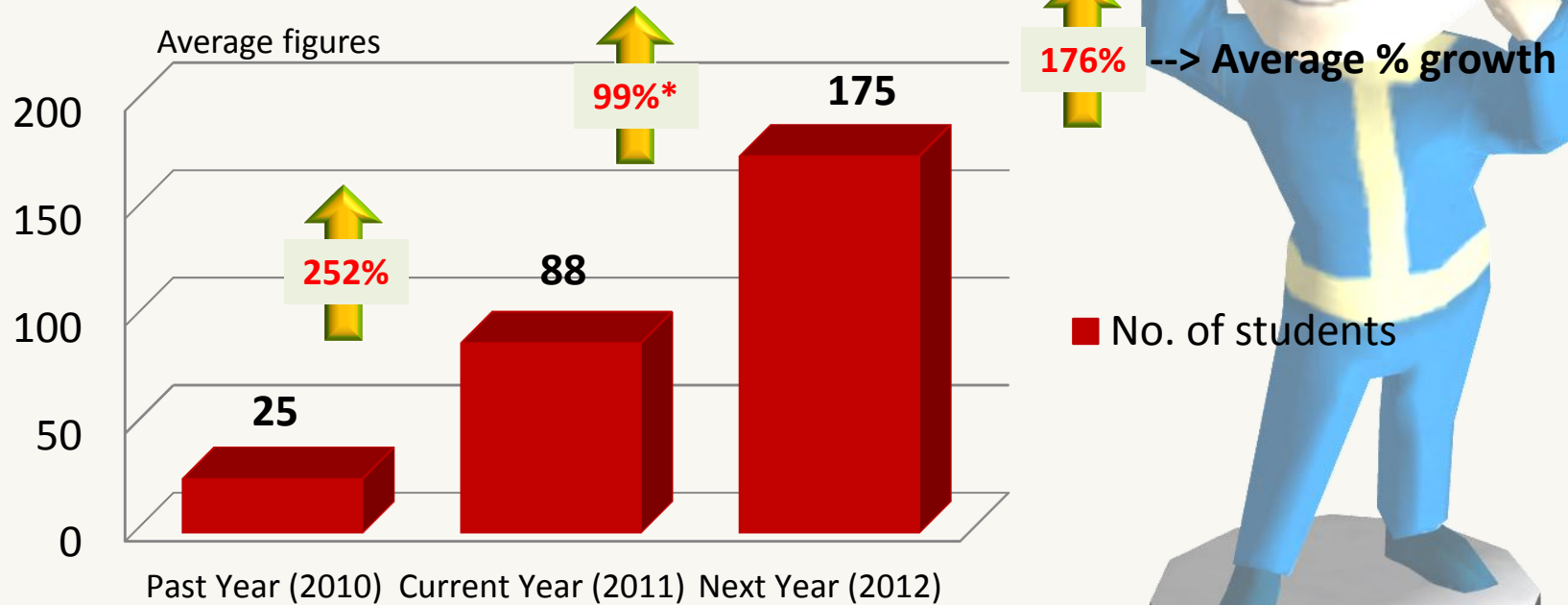


Source : Qualitative Depth Interviews

\* Projected

# Increase In Strength Over 3 Years : Schools Started In The Last 2 Years

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# Parameters for deciding an International school



# Growth Drivers for the Education Industry

## **Customer willingness as well ability to pay:**

**152% increase in consumer spends** on education in urban India between 1999 and 2011.

A high **7.5% of household Income** is spent on education – the highest among BRIC economies.

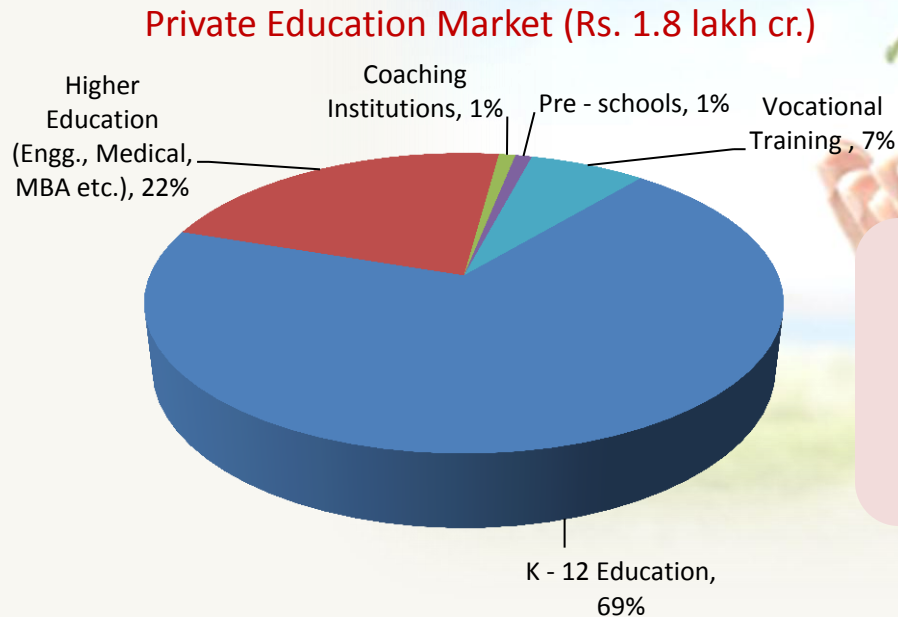
## ***Demand for Quality Private Education***

**30,000** private schools (educating **36 million children**) charge fees of **15,000/- or more** With an estimated **400%** increase in Number of households earning **3,00,000/- or more** per annum (**From 14 mn to 64 mn**), there will be demand for **45,000 additional** such schools by 2014.



## Growth drivers continue.....

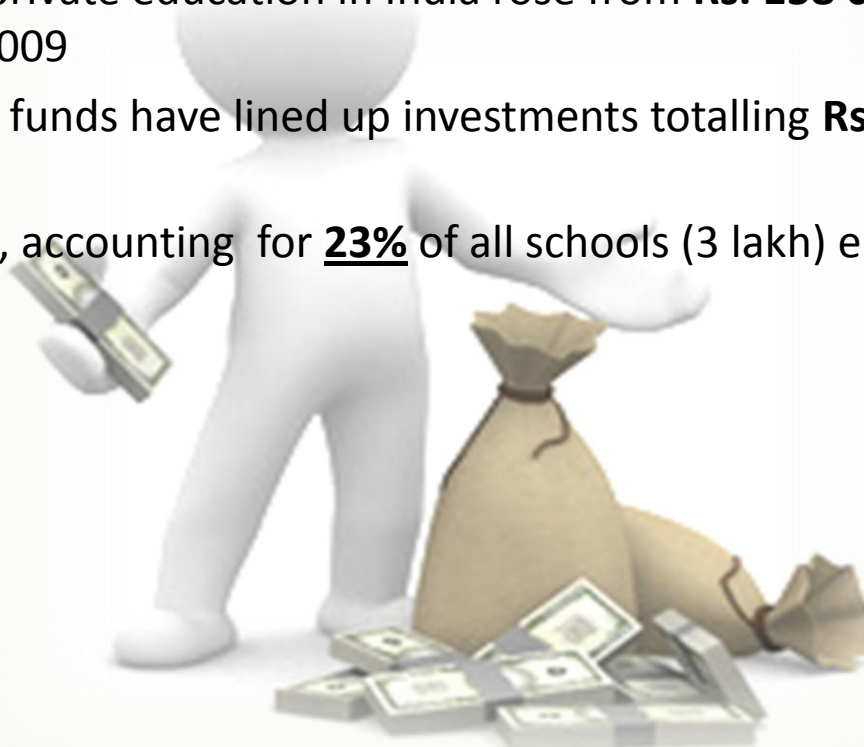
- Makes private K-12 education (Rs. 1.2 lakh crores) a lucrative market



K-12 market worth Rs. 1,20,000 crores plus\*



- Investment in private education in India rose from **Rs. 158 crores** in 2008 to **Rs. 486 crores** in 2009
- 350 PE and VC funds have lined up investments totalling **Rs. 45,000 crores** over 2010-2011.
- Private schools, accounting for **23%** of all schools (3 lakh) enrol ~ **40%** of students (200 mn plus).



# Leading business house stands out; mixed views on the fees

*"Leading business firm/business house"*

*"Good because providing transportation facility"*

*"IGCSE Curriculum"*

*"Rs. 2.5 lakh fees"*

*"Fees structure is very high"*

## Initial Reaction to the Concept?

*"Might send my child to the school after taking the views of other parents"*

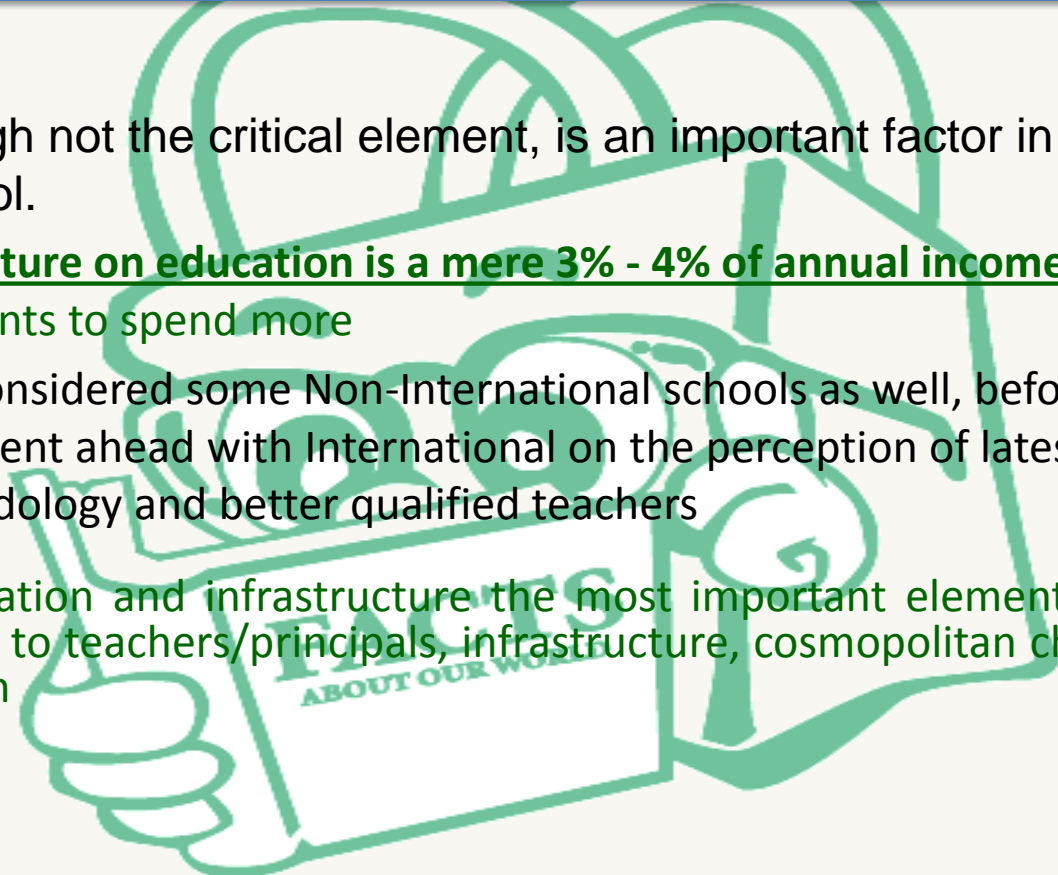
*"Fees is reasonable"*

*"New school on the western line"*

Base : All Respondents - NI Schools  
Source : Quantitative Interviews

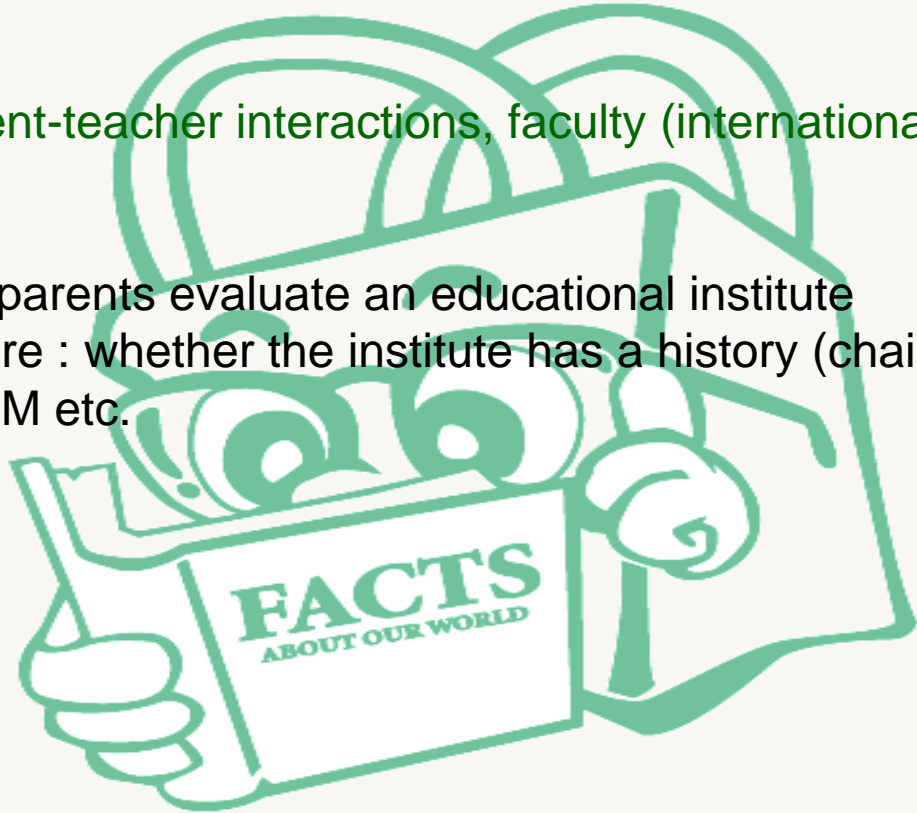
## Some facts about Indian International school Education Sector

- Location, though not the critical element, is an important factor in the final choice of school.
- **Current expenditure on education is a mere 3% - 4% of annual income**; there is a cushion for parents to spend more
- Some parents considered some Non-International schools as well, before admission but went ahead with International on the perception of latest/more scientific methodology and better qualified teachers
- Academic reputation and infrastructure the most important elements in choice, and accessibility to teachers/principals, infrastructure, cosmopolitan character etc. drive satisfaction



## Continue.....

- Parents value regular parent-teacher interactions, faculty (international), child's peers etc.
- The parameters on which parents evaluate an educational institute (especially a pre-school) are : whether the institute has a history (chain), teacher: student ratio, WOM etc.



For Details or Inquiries, Contact



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