

SMARTLINX
KNOWLEDGE BEYOND BOUNDARIES



Strategic Partner **BSNL**
Connecting India



Smartlinx - Multiplying Knowledge World Wide

Smartlinx provides online learning platform for students in India and abroad by connecting the tutor and student using the "Live Tutor" platform. Live Tutor is in strategic partnership with **Bharat Sanchar Nigam Limited**, the largest telecom company in India and 7th largest telecom company in the world.

Delivery Modes

- One on One
- One to Many
- ICT@Schools Program
- Value Added Services

Future Services

- Connecting universities
- Network of learning centers

Learning solutions for

- K12 Students
- Higher Education Students
- Professionals
- Schools
- Colleges
- Universities
- Professional Training Organizations

Projected Revenues (million.\$)



Revenue projected of \$137 in the fifth year

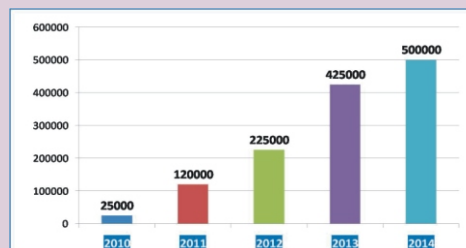
Projected PAT (million.\$)



PAT of \$ 10.85 million in the fifth year.

Profit making in 2nd year of operations

Number of Users - Projected



Customer base of 500,000 in five years across all demographic segments i.e. K12 students, college students and working professionals

Strategic Partnership with Bharat Sanchar Nigam Limited

In partnership with Bharat Sanchar Nigam Limited (BSNL) 7th largest Telecommunications Company in the world providing comprehensive range of telecom services in India: Fixed Wire line, CDMA Mobile, GSM Mobile, Internet, Broadband, Carrier service, MPLS-VPN, VSAT, VoIP services, IN Services etc. Live Tutor is marketed as Value Added Service of BSNL Broadband India. The partnership with BSNL gives Smartlinx instant presence, network traction in all states and districts of India.



Operations from 24 State Telecom Circles and 2 Metro District Circles

Wired Exchanges: 38,231

Rural Connectivity: 5.93 million villages

Rural Exchanges covered under Rural Broadband Service: 27,789.

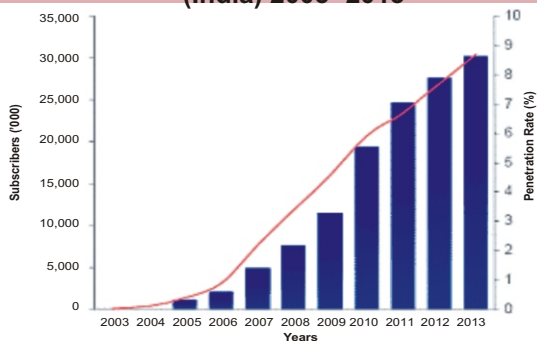
Total Customers: 95 million.

Broadband Connections: 3.5 million

Targeted Broadband Connections: 7 million by 2010

DOT- Rural Broadband Scheme: Agreement with DOT to connect 8.65 million users with broadband service by 2014

Broadband Access Services market Subscribers Base and Penetration Rate Forcates (India) 2003 -2013



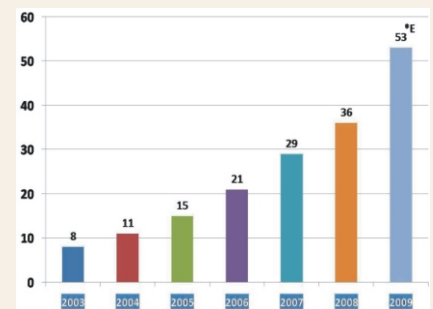
India: Internet Usage

53 million internet users

45% YOY growth between 08-09

5.3 million Broadband users

DOT target 20mn by 2010



Government of India Schemes and Policies

Rural Broadband Connectivity

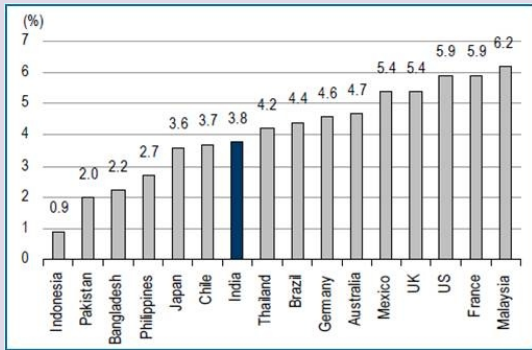
Connect the rural areas with broadband
Minimum bandwidth of 512 kbps "Always On"
Capability to deliver data, voice and video services
To connect Common Service Centers set up by Department of Information Technology, Local Civic Bodies (Gram Panchayats), Higher Secondary Schools, Public Health Centers and Individual users
Agreement with BSNL to connect 8.65 million users before 2014

ICT at Schools

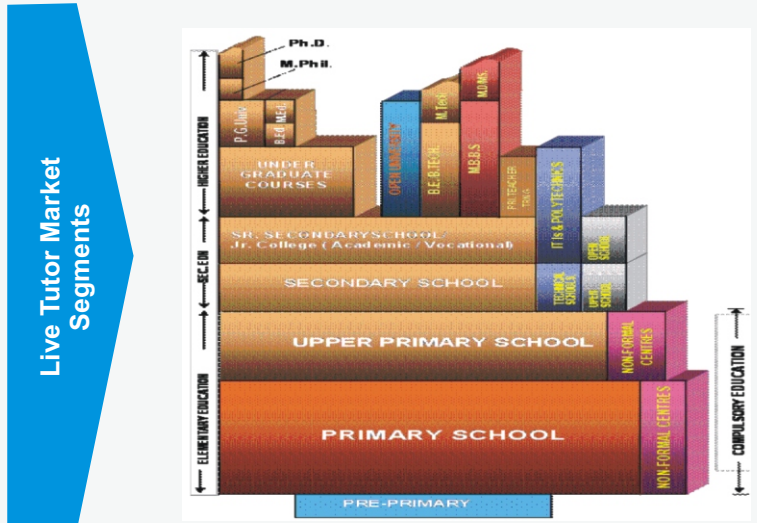
100000 Government schools to be connected through broadband
Computers and Power Back up provided
\$ 5 billion of budgetary allocation under the 11th Five Year plan
\$ 400 million allocated in 2009-10 budget

Education Services Opportunity & Market Snap Shot

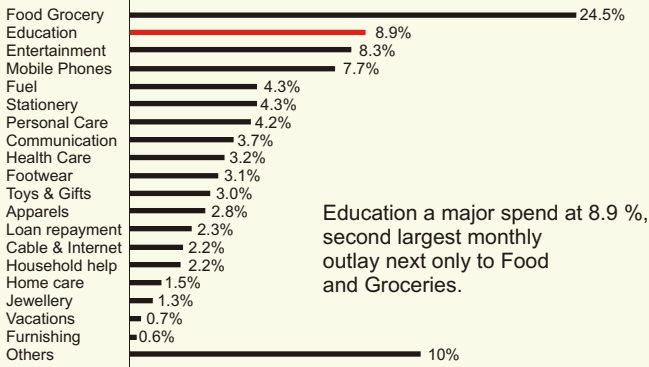
India: Education Spend % of GDP



India: Education Structure

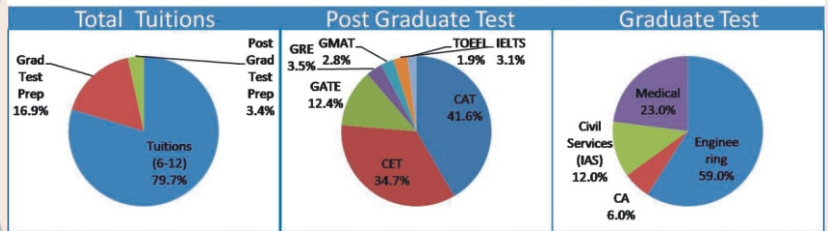


India: Household Spend on Education



Source: CLSA Asia Pacific Markets

India: Coaching Classes Market

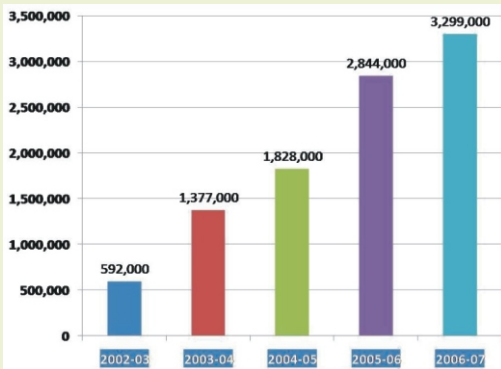


Source: IDFC SSKI - India Education

India is one of the largest markets for education services with 1.5 million schools and 250 million students enrolled. Estimated 20 million students attend after school tuition/supplementary education. Education services market is estimated between \$ 50 - 60 billion and market size of tuitions/supplementary education is estimated at \$ 5.3 billion growing at 15% yoy. Education is the major monthly spend for India Middle Class second only to food and groceries spend. Government spends around 4% of the GDP on Education.

US SES Program

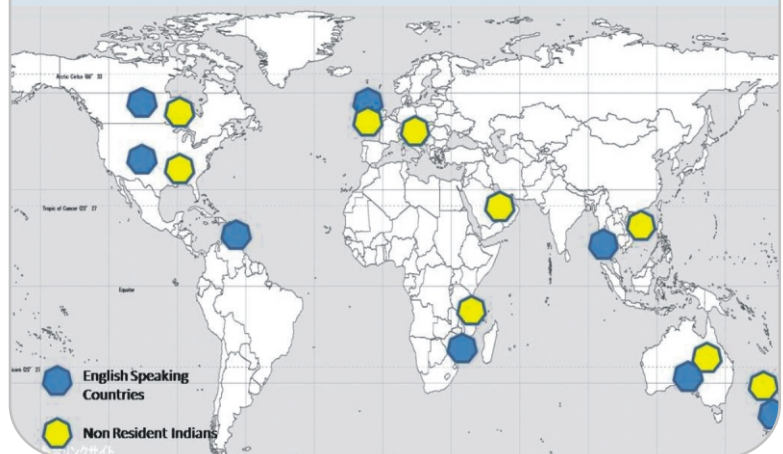
- Number of Students 3.3 million
- Six fold increase between 02-03 and 06-07
- Number of Schools increased from 1300 to 7254 between 02-03 & 06-07
- SES Service providers tripled to 3235 from 887 between 02-03 & 06-07



Source: US Department of Education

Global Markets

Supplementary Education services for students in English Speaking Countries and children of Non Resident Indians



Management Team

Abraham Joy, President & CEO

Abraham Joy is a business graduate with more than 10 years experience in international project development in Europe, India, West Africa and the Middle East. He has been a consultant and board member of listed companies in Germany and India.

Mr. Joy started his career at Time Warners "Warner Bros. Movie World, Germany" in the Human Resources Training department.

Nyayapathi Sunder Raj, Director

Mr. Sunder Raj N (Executive Director) – As Co-Founder, Executive Director & CEO of C S Software he was involved in Analysis, design, development and implementation and maintenance of several software prototypes, products and solutions for both internal and external clients. Application domains included Utilities, eLearning/Virtual Learning, Education, eGovernance, and Telecommunications. He has done Bachelor of Engineering in Electrical and Instrumentation Engineering from Osmania University, Hyderabad, in 1983 and Master of Technology in Electrical Engineering with specialization in Control System Engineering from Indian Institute of Technology, Kharagpur, India in 1985

Job Thomas Thekkekkara, Director

Mr. Job Thomas T (Director & COO) - brings with him over 25 years of professional IT exposure for having worked at various managerial positions in Companies like Electronic Technology Company Pvt Ltd, Funskool India Limited , MRF Limited and Coca-Cola India in the Information Technology function. Prior to joining Smartlinx he was the Region Business Systems Manager for Hindustan Coca-Cola Bottling Company Limited, India. During his tenure he has been instrumental in introducing technology as a driver for business process improvement and an enabler for defining way to market and revenue growth management. He has managed almost three ERP implementation and many IT infrastructure projects during his career. He has done B. Sc (Mathematics) from Calicut University, Kerala in 1983 and a PG Diploma (Personnel Management & Industrial Relations) from ST Joseph's College of Business Administration, Bangalore in 1985 .

Key Success Factors

Ability to leverage on the brand, widespread data and geographical network of BSNL.

Partnership with BSNL makes us the only fully legal real-time video based learning provider.

Ability to attract strategic partners (channel, content and delivery) across the value chain.

Sound business strategy addressing clear cut market segmentation for marketing effectiveness.

Sound financial backing for sustainable long term operations.

Robust delivery platform, custom-built for Indian conditions.

Content Partner agnostic offering.

Competitive Edge

Availability, Accessibility and Affordability

BSNL network providing access to all areas of India

First mover advantage for the service targeted at semi-urban and rural areas of India

Fully Legal Service

Experience as VVoIP (Voice and Video over IP) service provider.

Corporate Information

SmartLinx VOIP Networks Private Limited is a subsidiary of the SmartLinx Inc., whose shares are listed in New York (SMLK.OB) and Berlin (7CV1).

59,085,000 shares outstanding, Free float of 16.2 million shares.

Address:

3rd Floor, My Home Sarovar Plaza,
Secreteriat Road, Saifabad, Hyderabad - 004, India.
Phone: + 91 40 2343 7993, USA: +1 201 751 0602
www.smartlinx.co.in, bsnl.livetutor.in