



MEG announces investment in MeritTrac *Picks up majority stake through the deal*

Bangalore, 28th May 2007: Manipal Education Group (MEG), an acknowledged leader in higher education and related education services, has announced a significant strategic investment in MeritTrac, India's Largest Skills Assessment/Testing Company – and a pioneer in this space in India. With this investment, MEG will acquire the stake of the existing financial investor - HAV2 (Mauritius) Limited, advised by HSBC Private Equity (Asia) Limited, and will infuse additional equity into MeritTrac, leading to a majority stake of over 70%. The valuation of MeritTrac amounts to around Rs. 75 crores.

This transaction will also see the merging of Manipal's Pariksha Online Assessment/Testing with MeritTrac. The combined entity will continue to be known as MeritTrac and will be the clear leader in the assessment spaces in both off- and on-line formats right across the spectrum. With a total workforce of over 450 people, the combined entity would now have executed over 2 million tests.

As the majority stake holder, MEG will play a strategic role and will join the Board of Directors of MeritTrac, and support its growth into newer markets. MeritTrac will operate as an independent assessments/testing service provider, and will continue to be led by the founding team of Madan Padaki, Murlidhar.S and Mohan Kannegal.

Manipal Education Group (MEG) to have over 70% stake in MeritTrac

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MEG's 'Pariksha' to merge with MeritTrac

The combined entity will continue to be known as MeritTrac

Speaking on this occasion Dr. Ranjan Pai, CEO, Manipal Education and Medical Group (MEMG) said, "Manipal Group believes in leveraging strategic tie-ups & investments for our growth. This investment in MeritTrac is consistent with that philosophy, and would fuel faster growth of this sector in India. This transaction also affirms our leadership in the area of higher education and related education services."

Speaking about MEG's investment in MeritTrac, Mr. Anand Sudarshan, MD and CEO, Manipal Education, said, "MeritTrac and Pariksha have been significant players in the assessment/testing space. We have always believed that assessments service is a key link in the entire education value-chain and hence we see this investment in MeritTrac as a way forward to consolidate the overall leadership position in the market. We both have been innovative in our approach in this sector and we also see synergies accruing through this move. Further, we have found in the leadership team of MeritTrac, kindred spirits who believe in & echo our values & guiding principles."



“We are very excited to begin a new phase in the history of MeritTrac. Manipal Education Group brings in high credibility. Between MeritTrac & Pariksha there are tremendous complementarities, which will lead to significant achievements and result in creating a much larger platform for meeting the demands of the fast-growing assessments/testing market. We will also be able to leverage on MEG’s existing network operations across India and globally.” says Madan Padaki, Co-Founder and Director of MeritTrac.

The Assessments/Testing market has witnessed a significant growth in the last few years and is poised to grow even faster in the coming years. Professional Assessment today has reached the stage where there is an opportunity to address several emerging areas beyond what has been prevalent in the last few years – which was essentially pre-recruitment testing. Today, the fledgling market has grown to early maturity stage, with the assessment market spanning the entire lifecycle of an individual: right from school education, to career entry, and to career progression. This has opened up increasing opportunities for innovative application of assessment/testing methodologies, tools and technologies , not only in India, but also on a global scale.

MeritTrac’s focus will now be on expanding its range of offerings across both the corporate & education segments, expanding its retail offerings, as well as entering newer segments. MeritTrac has the vision of “ A Test in Everyone’s Life” - expanding its suite of tests across verticals and having a test delivery mechanism to reach the length & breadth of India in the next few years.

About MeritTrac:

Founded in 2000, MeritTrac is India's Largest Skills Assessment Company having assessed over 1.5 million candidates for over 150 customers As a neutral assessment organization that provides quantitative inputs on the talent pool and helps in measuring competencies for specific roles, MeritTrac designs and delivers assessments for both corporate & individuals customer. A validated suite of tests in over 250 areas spanning communication skills, general abilities, domains, technologies and personality profiling, have been delivered both online using OnTrac, an ASP based online testing engine and offline (paper – pencil mode) across 67 locations in India.

MeritTrac has established a market leadership over its 7-year history with marquee customers across verticals, its Intellectual Property in the form of tests and test methodologies, and a robust delivery network.



Positioned as an Independent Assessment firm, MeritTrac currently tests around 80,000 candidates monthly across IT, BPO, BFSI, Retail, and Engineering & Education verticals. Its' clientele include some of the India's Most Respected & Admired companies. With TracSkills, its Individual Certification program, MeritTrac also partners several academic institutions like Bharathiar University, Viswesvaraya Technological University, etc. for assessing students on industry-readiness.

Headquartered in Bangalore, MeritTrac has 375+ fulltime employees and over 1000 part-time certified test administrators on its rolls. MeritTrac operates through offices in Bangalore, Hyderabad, New Delhi, Mumbai, Pune, Chennai, Kolkata and Coimbatore.

About Pariksha

Manipal's Pariksha has been a leader in online assessment/testing. MEG has invested an estimated Rs.15 crores in establishing 19 state-of-the-art online examination centers across India. Christened "Parkisha Online" Centers, each centre is equipped with latest technology to conduct online entrance exams in a secure and user friendly manner. Pariksha has been providing online assessment services to several leading academic and corporate clients. Over the last 18 months, Pariksha has administered over 400,000 tests from its 19 centres across the country.