



Landmark Immigration Consultants Ltd

Investor Presentation - May 2025



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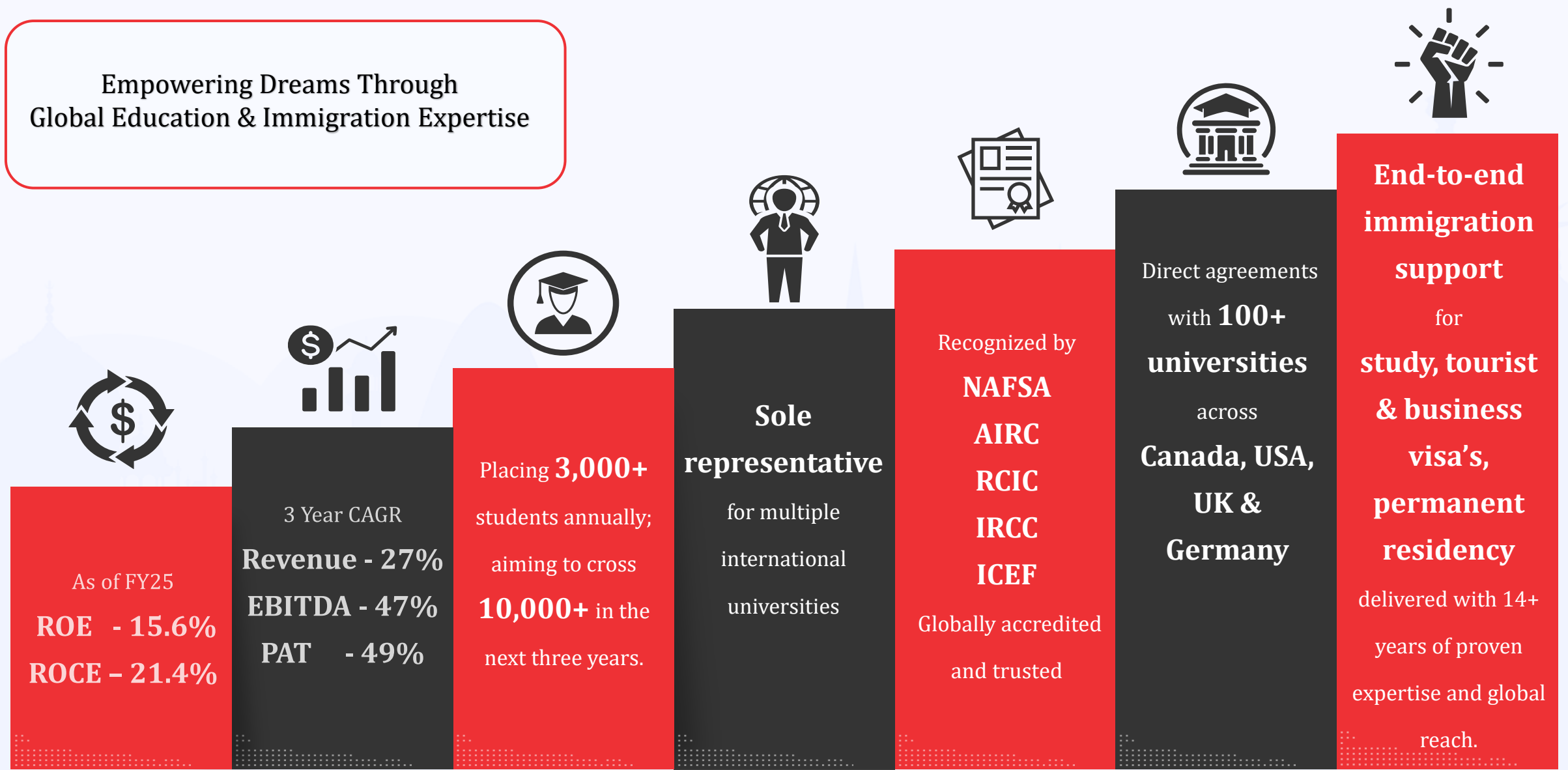
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A photograph of a person with long blonde hair writing in a spiral notebook at a desk. A white coffee cup on a saucer is on the left, and a laptop is partially visible in the bottom left. The entire image is overlaid with a semi-transparent red filter. The text 'Company Overview' is centered in white, bold font.

Company Overview

Landmark at a Glance

Empowering Dreams Through
Global Education & Immigration Expertise



Business Overview

- **Founded in 2010**, Landmark Immigration Consultancy Ltd transitioned into a **Public Limited Company in June 2024**, reflecting its growth and credibility in the global consultancy sector.
- Provides **integrated consultancy services** including **Global Education Consultancy (GEC)** for students and **Immigration Consultancy (IC)** for individuals seeking **tourist, business, or permanent residency visas**.
- Specializing in **international student placements** with services spanning **admissions, scholarships, education loans, and language test preparation**.
- Offers **end-to-end immigration solutions**: visa eligibility assessment, document advisory, travel planning, and post-arrival support for PR or short-term visa categories.
- Currently managing **11 company-owned branches** in North and West India and **4 franchise outlets** in Haryana, Jammu & Kashmir, and Uttarakhand, the company has **inaugurated 3 new branches** in FY 2025-26 and targets launching over **15 more across India**.
- Catering to clients across North and West India, we offer a personalized approach to global mobility and education, **delivering consistently high success rates**.

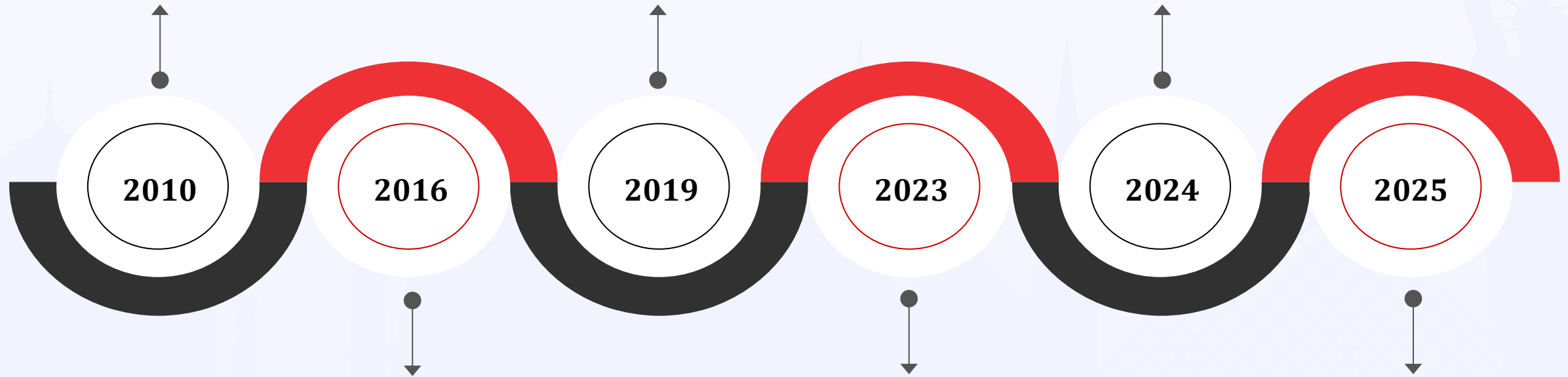


Company Journey

Incorporated as a Private Limited Company under the name Landmark Immigration Consultants Private Limited.

Awarded for Education & Career Fair participation by Dainik Bhaskar

Award of Excellence by Seneca Polytechnic University, Canada

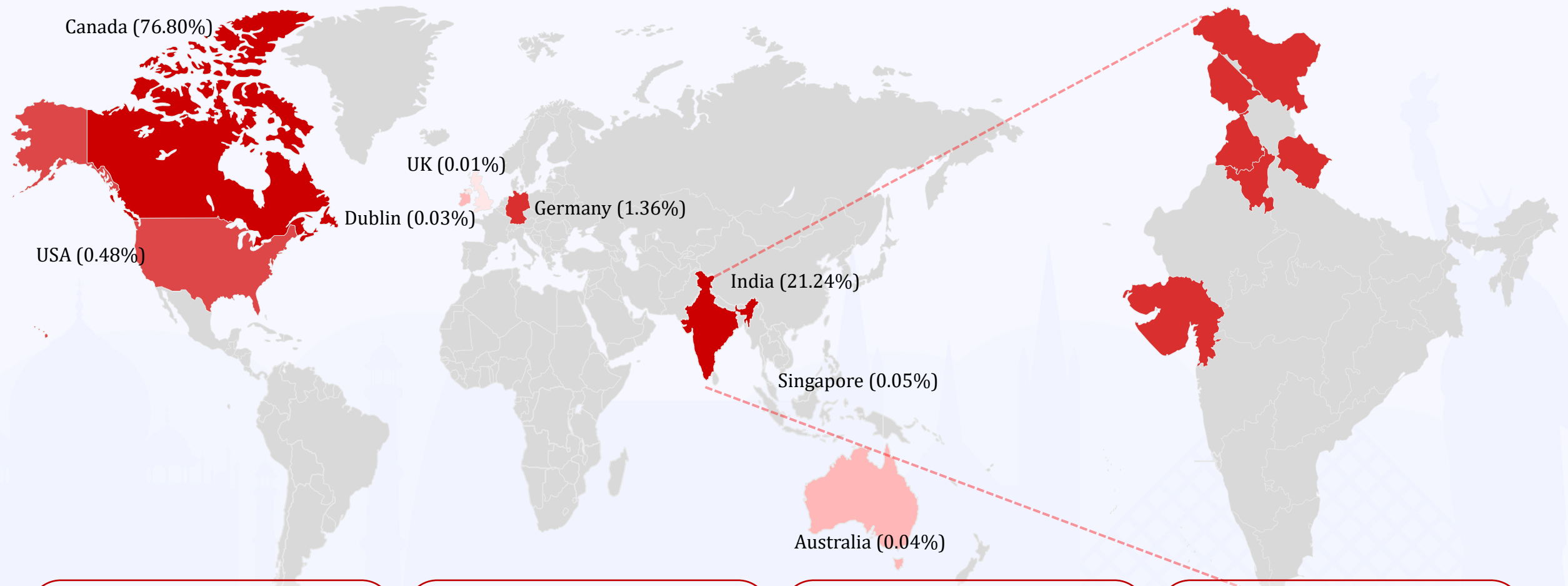


Awarded as Best Performer of the Year in India at Educo International Group

Awarded as "Star Performer Award Year 2022-2023" at WSFX GlobalPay

- Listed on the BSE SME Platform under the name Landmark Immigration Consultants Limited.
- Proudly participated as the Diamond Sponsor at APAI.
- 3 New Branches in New Delhi, Ahmedabad and surat.

Expanding Geographic Coverage & Revenue Contribution



Operational Footprint

We currently operate **11 company-owned** branches across North and West India, along with **4 franchise** locations:

- 2 in Haryana
- 1 in Jammu & Kashmir
- 1 in Uttarakhand

Expansion Strategy

As part of our growth roadmap, we plan to launch **15 new branches** across India. **3 new branches** have already been opened.

Global Presence

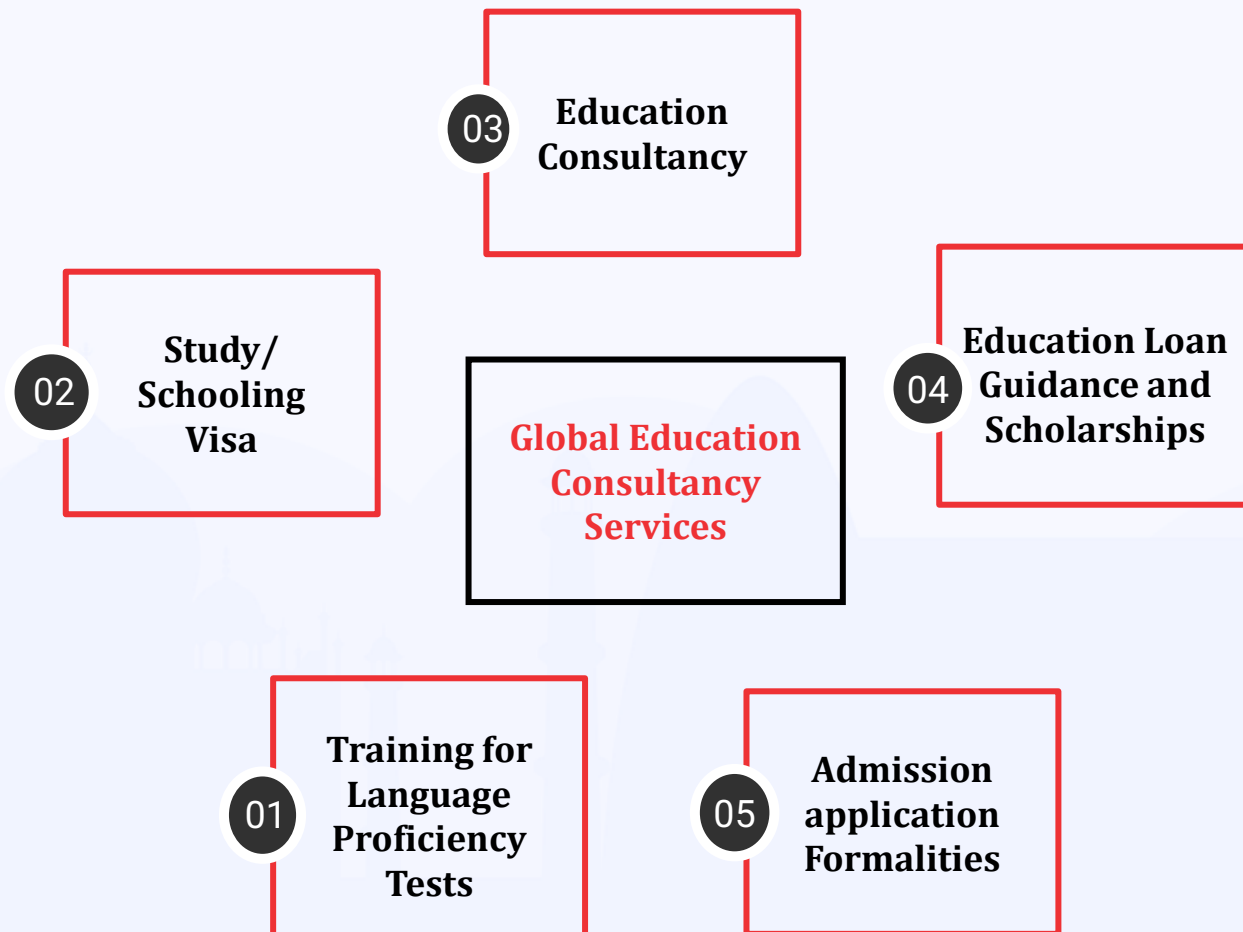
We are expanding internationally with upcoming branches in **Dubai** and **Canada**, marking our entry into global markets.

Core Services

We specialize in global education and immigration counseling, assisting students and professionals with:

- Overseas education planning
- Permanent residency
- Business and tourist visa services

Empowering Futures Through Global Education



Comprehensive Service Portfolio

A one-stop destination offering study abroad consultation, visa processing (student, business, tourist), and immigration services under one roof.

Established Institutional Network

Strong collaborations with reputed educational institutions, enhancing credibility and providing diverse opportunities for students.

Expert Team of Counsellors

A highly skilled and professional counseling team focused on delivering personalized and quality-driven services.

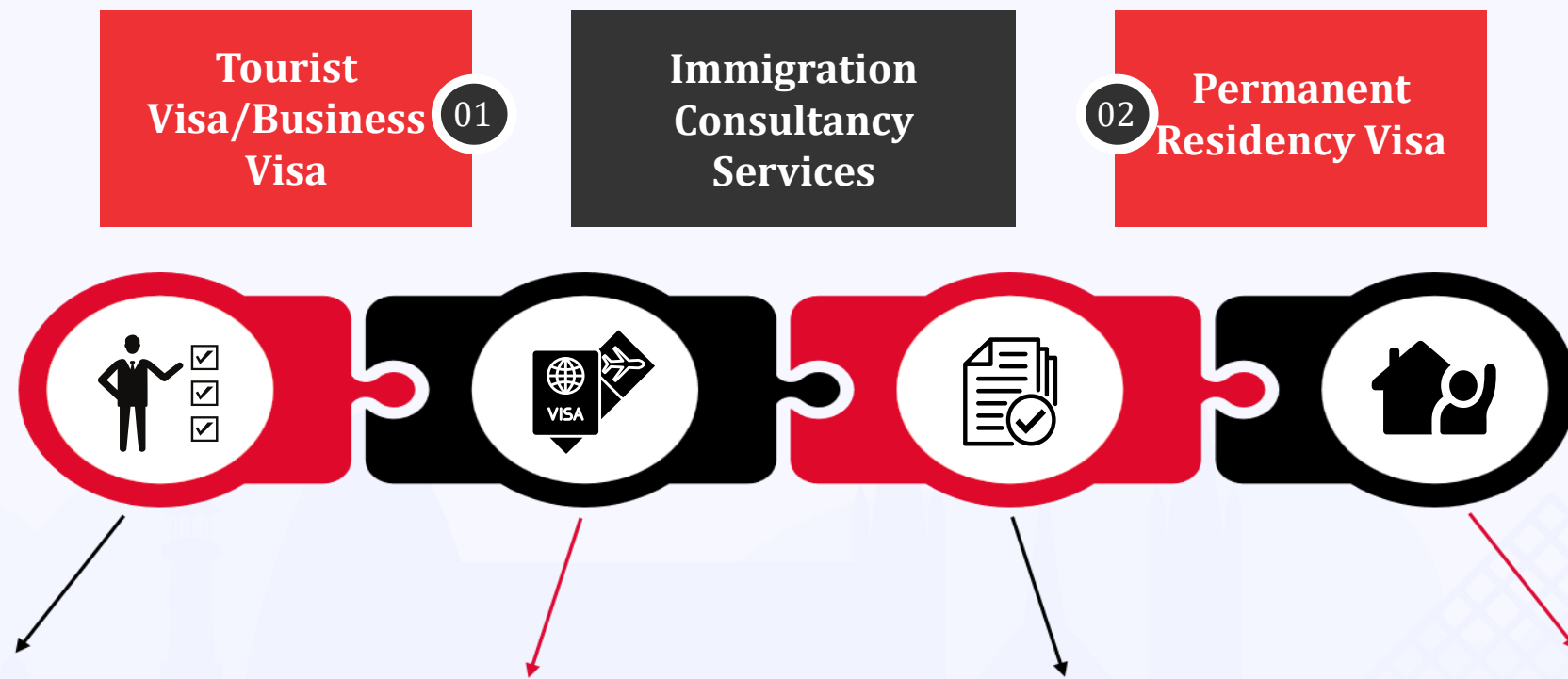
Widespread Operational Presence

Multiple branch offices across Punjab, Gujarat, and beyond, enabling access to a wider client base across India.

Enhanced Service Offerings

Introducing services like language training and skill development programs to cater to evolving client needs and add value to our consultancy solutions.

From Visa to PR: Guiding You Every Step of the Way



Tailored Client Guidance

We offer personalized assistance aligned with each client's unique profile, ensuring a focused and efficient approach to visa applications.

Comprehensive Travel & Visa Planning

Our support includes identifying the optimal time to travel, suitable destinations, and advising on visa categories such as tourist, business, and permanent residency.

Hassle-Free Documentation Process

We simplify the process by managing paperwork, document preparation, and administrative tasks, reducing the burden on our clients.

PR Application Support

We assist clients exploring Permanent Residency options with clear guidance on eligibility, documentation, and application submission.

Key International Partners Contributing to Our Success



Global Credentials



Recognitions & Achievements

Awarded by SITAA Awards for pioneering efforts in international education



Awarded for Education & Career Fair participation by Dainik Bhaskar



Award of Excellence by Seneca Polytechnic University, Canada



Awarded as "Star Performer Award Year 2022-2023" at WSFX GlobalPay



Awarded in recognition of continued collaboration with Niagara College Canada



Honored by Vidya Jyoti Eduversity for impact in education.





Mr. Jasmeet Singh Bhatia
Chairman & MD

With 22 years of experience, including 16 in global education and immigration, Mr. Bhatia leads the company's growth, sales, and international strategy. He holds degrees in Computer Science & Software Technology & has been CMD since February 2024.



Ms. Richa Arora
Whole-Time Director

A founding director with 17+ years of experience in education & immigration. She holds a B.A. degree from Punjab University. Leads internal operations across HR, finance & student services.

A photograph of a person with long blonde hair writing in a spiral notebook at a desk. A white coffee cup on a saucer is on the left, and a laptop is partially visible in the bottom left. The entire image is overlaid with a semi-transparent red filter. The text 'Strategic Overview' is centered in white, bold font.

Strategic Overview

Landmark's Strategic Strengths



01. Specialized Counselling Teams

Our dedicated teams of country-specific counsellors and education advisors provide personalized guidance for study abroad, immigration, and tourism-related needs, ensuring seamless client experience.



02. Accredited by Global Institutions

The Company holds certifications from reputed bodies like USATC and CCEA and maintains official representation from institutions such as the University of Nebraska-Lincoln and Niagara College, Canada.



03. Comprehensive Visa & Immigration Services

We offer end-to-end visa support tailored to each client, covering everything from travel planning and documentation to visa filing for tourism, business, and permanent residency.



04. Experienced Leadership

Led by promoters with 17-22 years of industry experience, our senior management brings strategic insight, international exposure, and deep domain expertise to drive sustainable growth.



Our Strategic Vision for Global Impact

1

Branch & Market Expansion

Expanding into new geographies to increase reach and student enrolments.

Adding branches in current markets while expanding internationally to Dubai and Canada soon.

Exploring acquisitions and joint ventures to scale operations
Targeting complementary businesses to diversify services and enter new regions.

Planning to acquire nursing and engineering colleges within India.

Strategic Partnerships & M&A

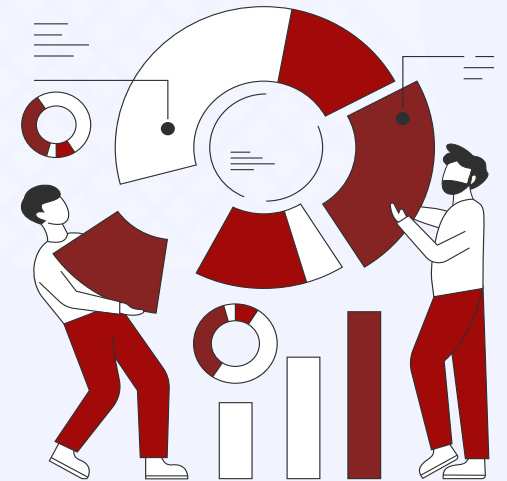
2

3

Brand Strengthening

Investing in marketing and service quality to boost brand visibility

Aligning brand efforts with expansion to build trust in new markets



External Seminars & Student Engagement Events



- **Backed by a 15-20-day marketing campaign** including newspaper ads, pamphlet distribution, and targeted invitations to schools and coaching centers
- **Special offers** (e.g., NIL processing fees, free embassy fees) to encourage sign-ups
- **Post-event follow-up** by call center team to convert leads into enrollments
- Conducted in collaboration with **25-30 foreign college representatives**
- Each representative is allocated a **dedicated information counter**
- Students and parents receive **direct guidance** on courses, colleges, and career paths
- Hosted at **premium hotel venues with dedicated conference spaces**

Expert-Led Internal Seminars

Internal seminars are led exclusively by our expert Destination Managers and Senior Counsellors.

These sessions are conducted independently, without the involvement of college representatives.

Students and parents receive **comprehensive guidance** on institutions, courses, and career pathways.



A photograph of a person with long blonde hair, wearing a blue top, sitting at a wooden desk and writing in a spiral notebook with a black pen. To the left of the notebook is a white mug on a saucer. In the foreground, a laptop keyboard is visible. The entire image is overlaid with a semi-transparent red filter. The text "Industrial Overview" is centered in white, bold, serif font.

Industrial Overview

Education Consultancy Industry – India Focus

Global

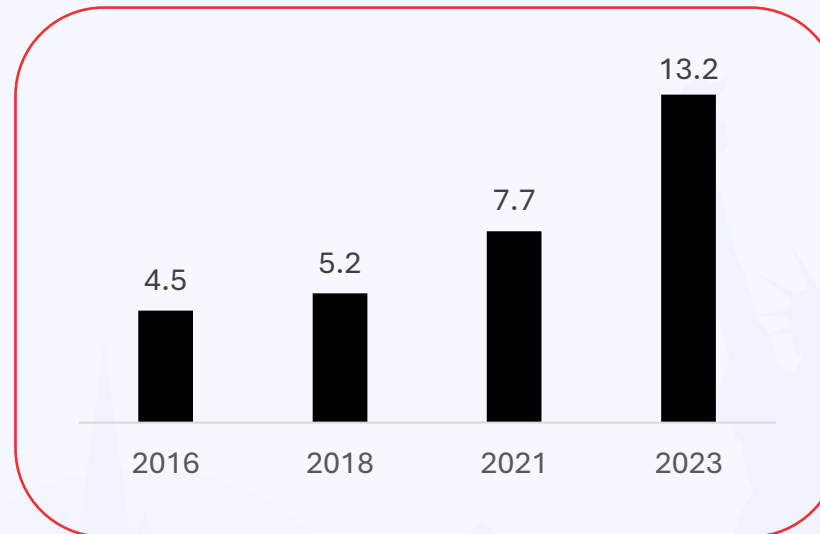
Education Sector Highlights

- International student mobility market to reach **USD 450 billion by 2030**.
- Top hosting countries:
 - US (950k+)
 - Canada (800k+)
 - UK (680k)
 - Australia (600k+)
- Each additional year of schooling raises earnings by **~9% globally**.

Post-COVID Shifts

- Preference for STEM and tech-focused programs.
- Hybrid/online learning.
- Visa-linked work rights.
- Emphasis on destination ROI (work rights, PR options).

Indian Students Studying Abroad (in lakhs)



India

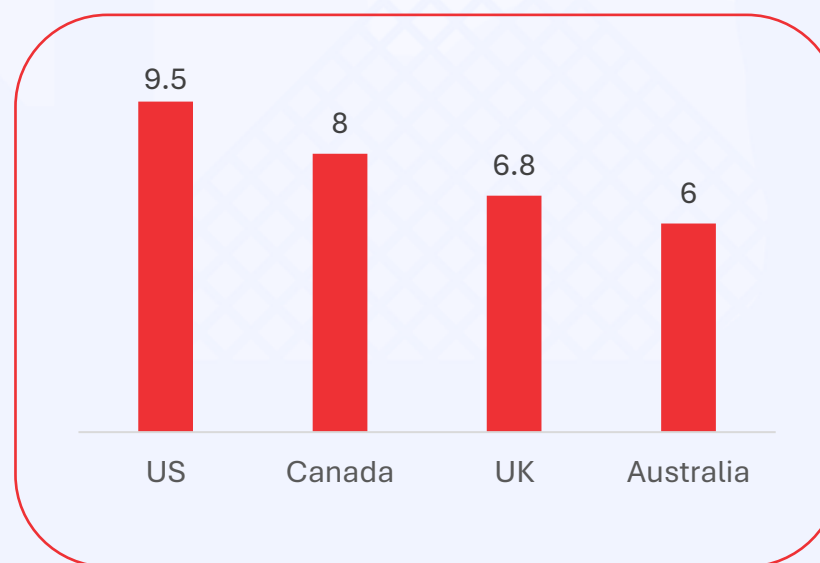
Market Landscape

- India's education sector projected to reach **USD 225 billion by FY25** (from USD 117B in FY20).
- **580 million Indians** are in the 5–24 age group – world's largest demographic for education demand.
- Study abroad market in India is expected to grow to **USD 30 billion by 2027**.
- Over **1.3 million Indian students studied abroad in 2023**, a 68% increase over pre-pandemic levels.

Trends Driving Growth

- Rising middle-class aspirations and income.
- Limited quality seats in Tier 1 Indian institutions.
- NEP 2020 encouraging global academic collaboration.
- Popular destinations: **US, Canada, UK, Australia (highest student intake from India)**.
- Increased preference for industry-specific degrees and online programs is reshaping the higher education landscape.

Top Countries Hosting Intl. Students (in Lakhs)



Immigration Consultancy Industry – India Focus

Global

Industry Size & Momentum

- Global immigration consultancy market expected to exceed USD 15 billion by 2027.
- Driven by:
 - Aging populations in the West.
 - Shortage of skilled labor.
 - Political shifts creating new demand corridors.

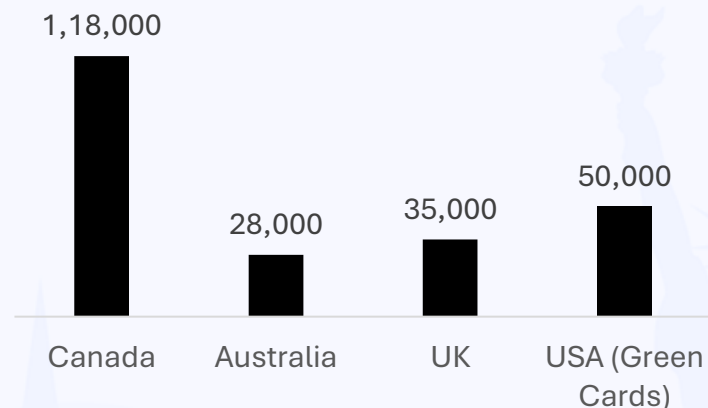
Top PR/Work Migration Destinations

- **Canada:** 500K+ PRs planned annually.
- **Australia:** Skilled migration cap lifted to 190K in FY24.
- **UK:** 300K+ skilled work visas in 2023 (majority from India).

Tech & Compliance Trends

- Use of AI in visa processing.
- Growing regulatory scrutiny – consultants need certifications (e.g., CCEA in Canada, MARA in Australia)

Indian PR Grants by Country



Market Scope

- India is the top source of immigrants for countries like Canada, Australia, and UK.
- Canada: ~1 in 3 new PR holders in 2022 were Indian.
- Visa and PR consultancy in India is a fragmented \$1.5–2 billion industry, growing at 15–18% CAGR.

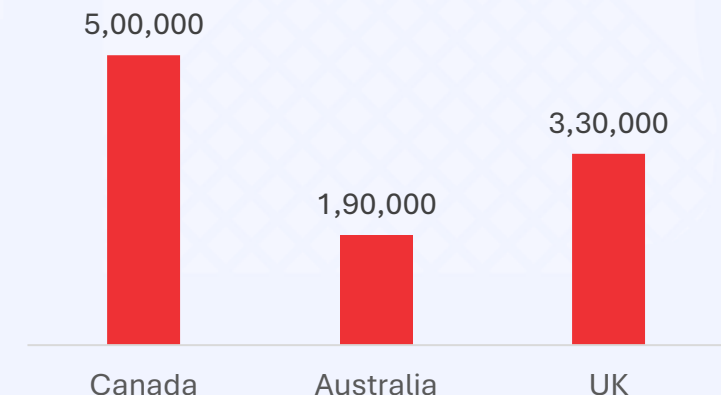
Challenges Driving Need for Consultancy

- Complex documentation, point-based assessments.
- Language tests (IELTS, TOEFL).
- Need for interview prep, SOPs, and visa coaching.

Popular Immigration Programs

- **Canada:** Express Entry, PNPs, AIPP.
- **Australia:** Subclass 189/190, GTI, Employer-Sponsored.
- **UK & EU:** Skilled Worker visas.

PR Targets of Major Countries



India

Education Consultancy – Key Differentiators

Feature/Metric	Landmark Immigration	Typical Competitors
University Tie-ups	190+ global institutions (esp. Canada-focused)	20–50 global institutions
End-to-End Service	Counselling → Admission → Visa → Loan Assistance	Usually stop at admissions or visa guidance
Success Rate	90%+ student visa success rate	Industry average ~65–70%
Tech Integration	CRM-driven lead management and follow-ups	Manual or Excel-based
IELTS & Language Prep	In-house training centres	Outsourced or unavailable

Immigration Consultancy – Competitive Edge

Feature/Metric	Landmark Immigration	Typical Competitors
PR Process Support	Full-spectrum: ECA, IELTS, SOPs, Interview Prep	Partial services only
Visa Categories	Student, Tourist, PR, Business, Dependent, etc.	Limited to 1–2 categories
Global Accreditation	Certified with CCEA (Canada), USATC (USA)	Few hold formal certifications
Volume & Experience	1,000+ PR clients handled annually	Often <200 per year
Compliance & Documentation	Legal vetting, document review, SOP drafting	Incomplete or unverified processes



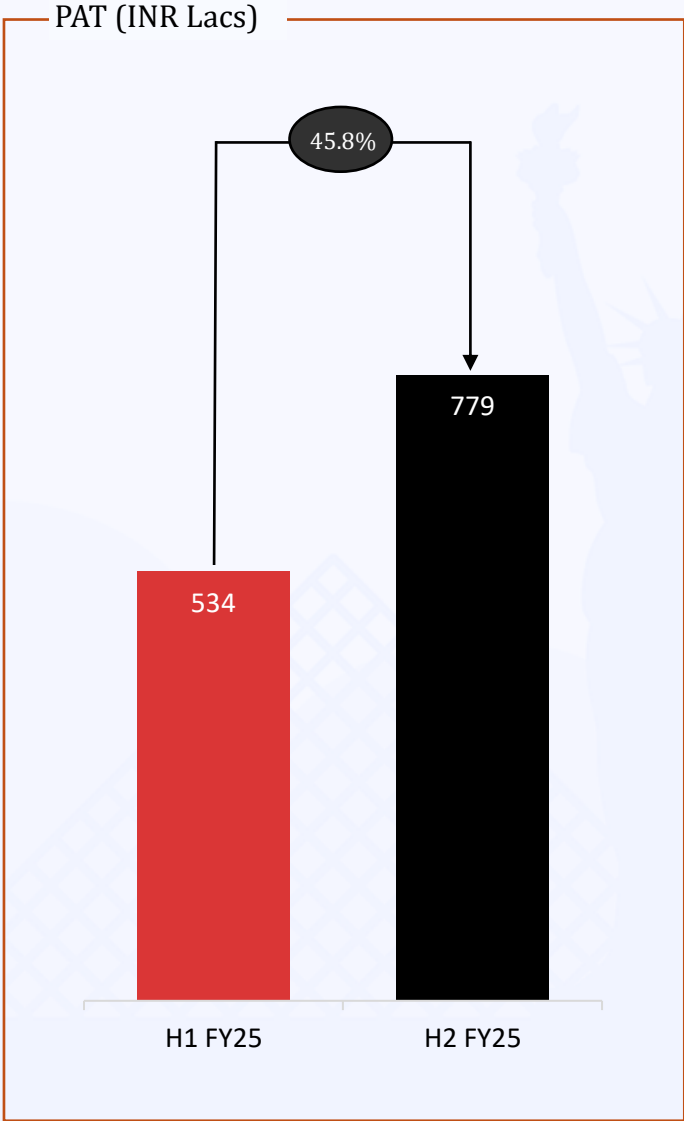
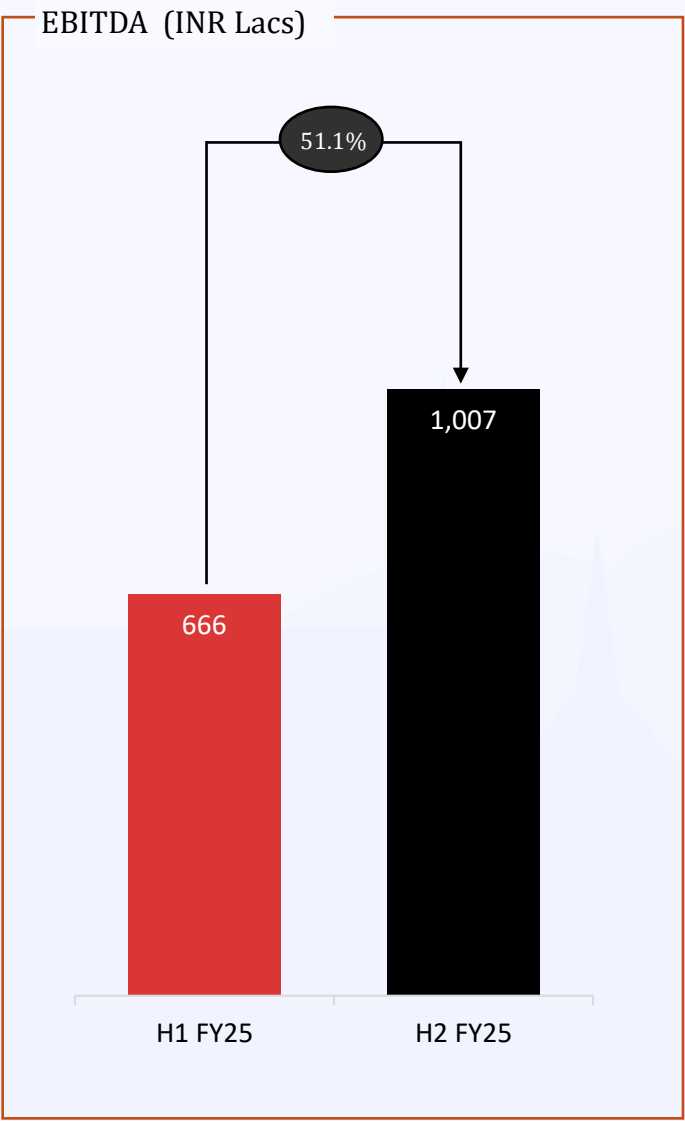
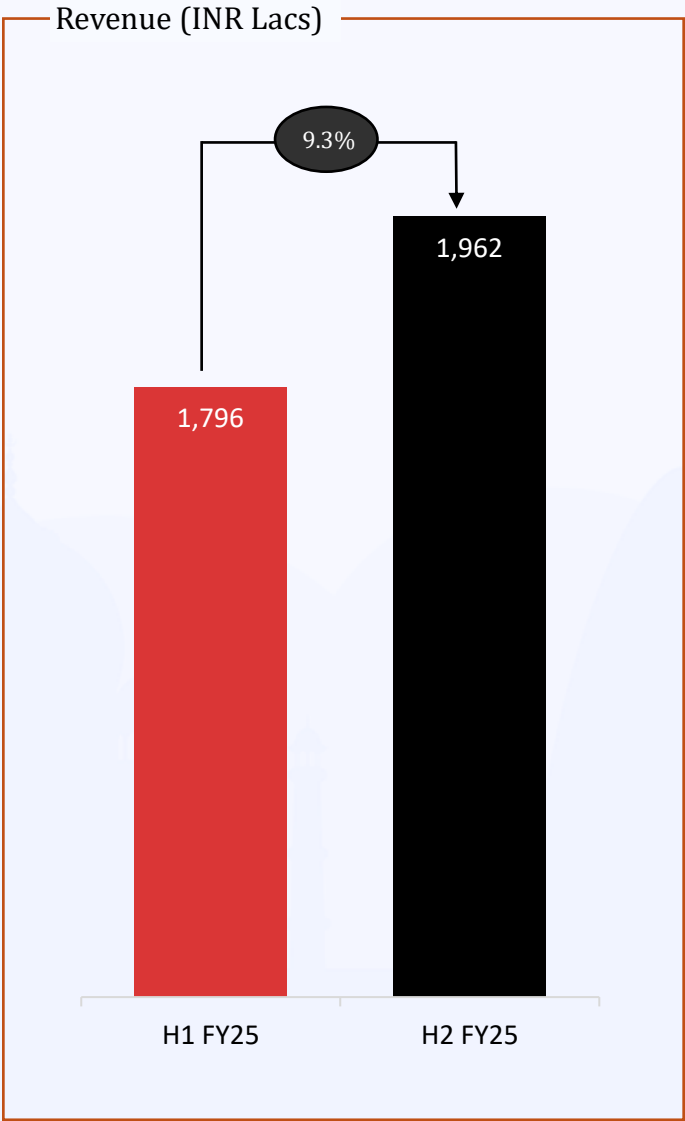
Half-Yearly Financial Overview



A person with long blonde hair is sitting at a desk, writing in a spiral notebook with a black pen. On the desk, there is a white mug on a saucer, a laptop, and another notebook. The scene is overlaid with a semi-transparent red filter. The text "Half-Yearly Financial Overview" is centered in white, bold font.

Half-Yearly Financial Overview

Key Financial Metrics



Particulars (Rs. Lacs)	H2 FY25	H1 FY25	H-o-H	FY25	FY24	Y-o-Y
Revenue from Operations	1,962.3	1,795.5	9.3%	3,757.8	3,488.9	7.7%
Employee Expenses	330.8	487.0		817.8	846.4	
Other Expenses	624.7	642.1		1,266.8	1,153.4	
EBITDA	1,006.8	666.4	51.1%	1,673.2	1,489.1	12.4%
EBITDA Margin (%)	51.3%	37.1%	+ 1419 Bps	44.5%	42.7%	+ 185 Bps
Other Income	103.9	129.3		233.1	218.2	
Depreciation	56.1	54.7		110.8	105.0	
EBIT	1,054.5	741.0	42.3%	1,795.6	1,574.1	14.1%
EBIT Margin (%)	53.7%	41.3%	+ 1247 Bps	47.8%	45.1%	+ 266 Bps
Finance Cost	12.3	10.7		23.1	26.0	
Profit before Tax	1,042.2	730.3	42.7%	1,772.5	1,548.2	14.5%
Tax	263.6	196.2		459.9	421.8	
Profit After Tax	778.6	534.1	45.8%	1,312.6	1,154.5	21.5%
PAT Margin (%)	39.7%	29.7%	+ 993 Bps	35.9%	31.9%	+ 408 Bps
EPS (As per Profit after Tax)	4.9	3.6		8.2	7.7	

Half-Yearly Balance Sheet

ASSETS (Rs. Lacs.)	Mar-25	Mar-24
Non - Current Assets		
Property, plant and equipment	1,464.8	1,363.8
Financial Assets		
(i) Investments	3,907.2	890.5
(ii) Trade receivables	-	-
(iii) Deferred Tax Assets	24.7	19.5
(iv) Loans	597.9	677.1
(v) Other Non-Current Assets	44.2	34.3
Total Non - Current Assets	6,038.9	2,985.1
Current Assets		
Financial Assets		
(i) Investments	8.6	-
(ii) Trade receivables	1,350.7	506.4
(iii) Cash and cash equivalents	959.2	704.7
(iv) Bank balances other than (iii) above	-	-
(v) Short term loans and advances	335.2	111.5
Other current assets	458.3	122.6
Total Current Assets	3,112.0	1,445.1
Total Assets	9,150.9	4,430.3

EQUITY AND LIABILITIES ((Rs. Lacs)	Mar-25	Mar-24
Shareholders Fund		
(a) Equity share capital	2,061.0	1,501.0
(b) Other equity	6,338.5	2,173.0
Total Equity	8,399.5	3,674.0
Non - Current Liabilities		
Financial liabilities		
(i) Borrowings	-	45.5
(ii) Other Financial Liabilities	-	-
Provisions	11.6	10.3
Other Non Current Liabilities		
Total Non - Current Liabilities	11.6	55.8
Current Liabilities		
Financial liabilities		
(i) Borrowings	-	28.2
(ii) Trade payables		
(a) Dues of micro enterprises and small enterprises	37.2	48.3
(b) Dues of creditors other than micro enterprises and small enterprises	22.6	15.9
(iii) Other financial liabilities	-	-
Other current liabilities	214.0	200.5
Provisions	465.9	407.6
Total Current Liabilities	739.8	700.4
Total Equity and Liabilities	9,150.9	4,430.3

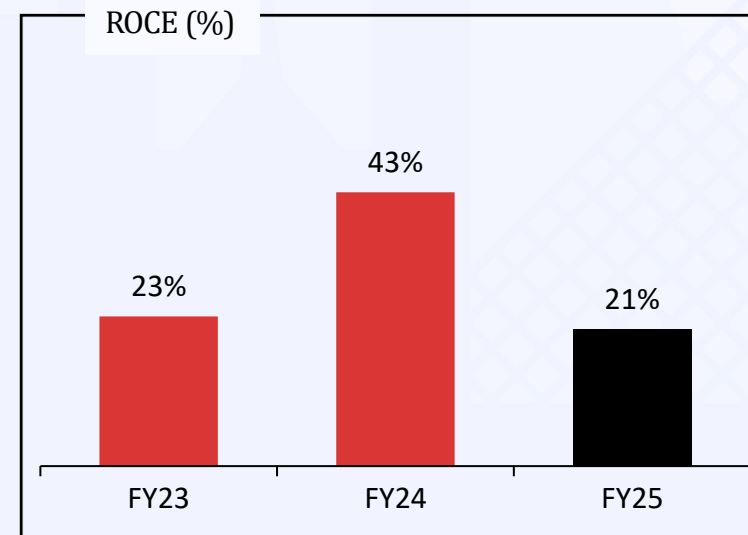
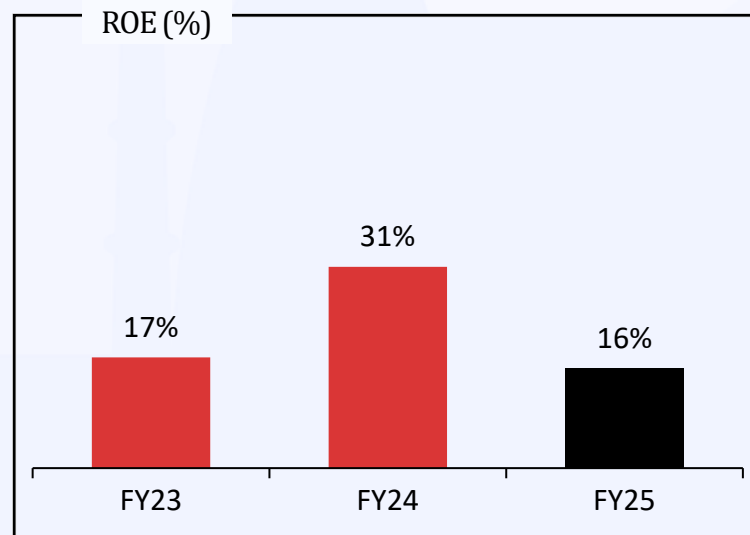
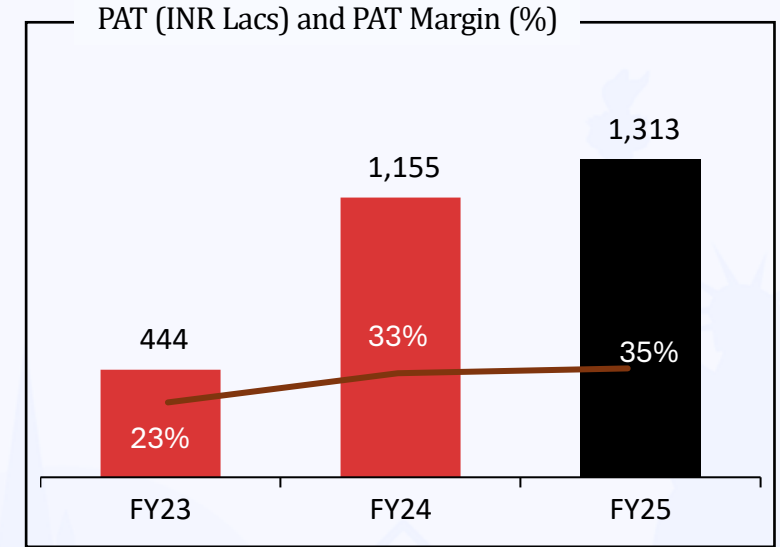
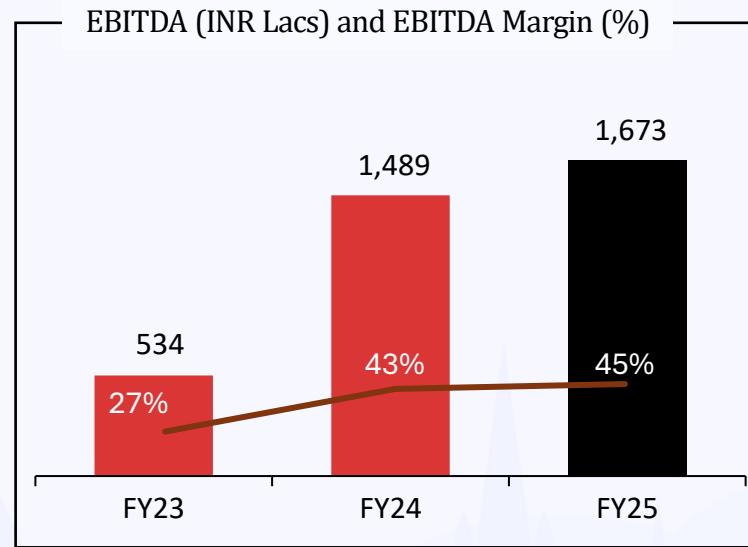
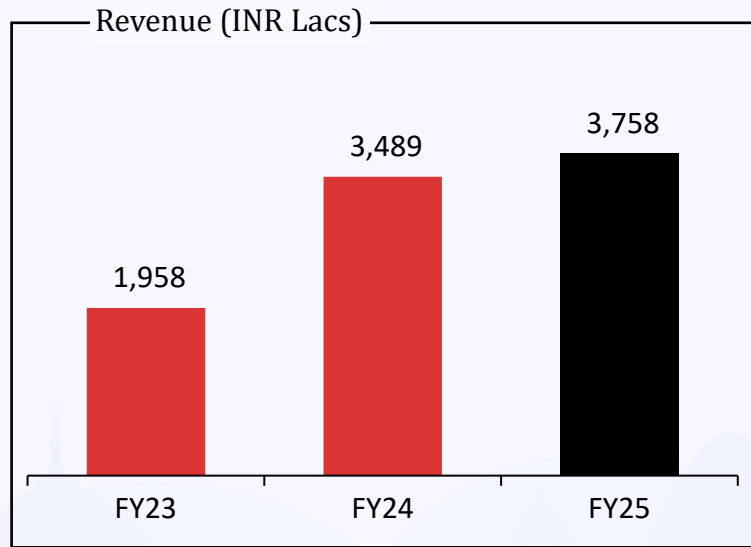
Half-Yearly Cashflow Statement

Particulars (Rs. Lacs)	Mar-25	Mar-24
Cash Flow from Operating Activities		
Profit before Tax	1,772.5	1,576.3
Adjustment for Non-Operating Items	-24.8	6.6
Operating Profit before Working Capital Changes	1,747.7	1,582.9
Changes in Working Capital	-1,265.7	-190.2
Cash Generated/Used from Operations	482.0	1,392.7
Less: Direct Taxes paid	-569.3	-468.8
Net Cash from Operating Activities	-87.3	923.9
Cash Flow from Investing Activities	-3,071.8	-339.7
Cash Flow from Financing Activities	3,413.7	-202.9
Net Increase/(Decrease) in Cash and Cash equivalents	254.6	381.4

A person with long blonde hair is sitting at a desk, writing in a spiral notebook with a black pen. On the desk, there is a white mug on a saucer, a laptop, and another notebook. The scene is overlaid with a semi-transparent red filter. The text "Historical Financial Overview" is centered in white, bold, serif font.

Historical Financial Overview

Key Financial Metrics



Particulars (Rs. Lacs)	FY23	FY24	FY25
Revenue from Operations	1,958.3	3,488.9	3,757.8
Employee Expenses	631.3	846.4	817.8
Other Expenses	793.1	1,153.4	1,266.8
EBITDA	533.9	1,489.1	1,673.2
EBITDA Margin (%)	27.3%	42.7%	44.5%
Other Income	204.3	218.2	233.1
Depreciation	80.5	105.0	110.8
EBIT	657.8	1602.3	1795.6
EBIT Margin (%)	33.6%	45.9%	47.8%
Finance Cost	43.6	26.0	23.1
Profit before Tax	614.2	1576.3	1772.5
Tax	170.7	421.8	459.9
Profit After Tax	443.5	1,154.5	1,312.6
PAT Margin (%)	22.6%	33.1%	34.9%
EPS (As per Profit after Tax)	2.95	7.69	8.18

Historical Balance Sheet

ASSETS (Rs. Lacs.)	Mar-23	Mar-24	Mar-25
Non - Current Assets			
Property, plant and equipment	1,299.2	1,363.8	1,464.8
Financial Assets			
(i) Investments	-	890.5	3,907.2
(ii) Trade receivables	-	-	-
(iii) Deferred Tax Assets	25.5	19.5	24.7
(iv) Loans	922.5	677.1	597.9
(v) Other Non-Current Assets	-	34.3	44.2
Total Non - Current Assets	2,247.3	2,985.1	6,038.9
Current Assets			
Financial Assets			
(i) Investments	-	-	8.6
(ii) Trade receivables	34.3	506.4	1,350.7
(iii) Cash and cash equivalents	906.7	704.7	959.2
(iv) Bank balances other than (iii) above	-	-	-
(v) Short term loans and advances	296.3	111.5	335.2
Other current assets	140.8	122.6	458.3
Total Current Assets	1,378.0	1,445.1	3,112.0
Total Assets	3,625.3	4,430.3	9,150.9

EQUITY AND LIABILITIES ((Rs. Lacs)	Mar-23	Mar-24	Mar-25
Shareholders Fund			
(a) Equity share capital	1.0	1,501.0	2,061.0
(b) Other equity	2,562.5	2,173.0	6,338.5
Total Equity	2,563.5	3,674.0	8,399.5
Non - Current Liabilities			
Financial liabilities			
(i) Borrowings	158.1	45.5	-
(ii) Other Financial Liabilities	-	-	-
Provisions	8.0	10.3	11.6
Other Non Current Liabilities			
Total Non - Current Liabilities	166.1	55.8	11.6
Current Liabilities			
Financial liabilities			
(i) Borrowings	92.6	28.2	-
(ii) Trade payables			
(a) Dues of micro enterprises and small enterprises	28.1	48.3	37.2
(b) Dues of creditors other than micro enterprises and small enterprises	102.6	15.9	22.6
(iii) Other financial liabilities	-	-	-
Other current liabilities	453.1	200.5	214.0
Provisions	219.5	407.6	465.9
Total Current Liabilities	895.7	700.4	739.8
Total Equity and Liabilities	3,625.3	4,430.3	9,150.9

Particulars (Rs. Lacs)	Mar-23	Mar-24	Mar-25
Cash Flow from Operating Activities			
Profit before Tax	614.2	1,576.3	1,772.5
Adjustment for Non-Operating Items	93.5	6.6	-24.8
Operating Profit before Working Capital Changes	707.7	1,582.9	1,747.7
Changes in Working Capital	-330.2	-190.2	-1,265.7
Cash Generated/Used from Operations	377.5	1,392.7	482.0
Less: Direct Taxes paid	-125.2	-468.8	-569.3
Net Cash from Operating Activities	252.4	923.9	-87.3
Cash Flow from Investing Activities	72.7	-339.7	-3,071.8
Cash Flow from Financing Activities	-395.4	-202.9	3,413.7
Net Increase/(Decrease) in Cash and Cash equivalents	-70.4	381.4	254.6

Company



Landmark Immigration Consultants Ltd

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Thank You