Today’s Agenda

Section 1: Contextualizing our Data

Section 2: Demographic and Geopolitical Trends in Post-Pandemic Recruitment

Section 3: Case Study in the Evolving Indian Market

Section 4: Experiences and Lessons from UT-Dallas

Sasidhar Sista  
Co-founder and COO, GradRight

Ben Galina  
Director, University Partnerships, GradRight
Contextualizing our Data
Our Data Story

Students from 1800 cities and towns

Share of students for United States

67%

Average Work Experience (yrs)

0 0.5 1 1.5 2 2.5

All Courses

Business Courses

60%
For graduate programs

20,000+
Enrolled Students

311
Avg GRE

660
Avg GMAT

103/7
TOEFL/IELTS

40:60
Female:Male

~85% STEM
Graduate Degree

22–28
Age

~3.00/4.00
Avg UG Grade Point
Data Science-Driven
Unbiased Program Selection

Students find the best-matched option that they can afford from 20,000+ programs and directly engage with students on campus and admissions officers.

SelectRight
Students <> Universities

Delivering access to the high-return programs of the world

Advice on best higher education programs

Student Funding (Loans + Scholarships)

World’s First Student Loan Bidding Platform

Admitted students get 15+ credible lenders to compete for them and get the maximum affordable funding for their program in time.

FundRight
Students <> Banks

We Support a Holistic Student Journey
Our Impact In Real Terms

**Students Enrolled/Funded via GradRight**

- 20,000+ enrolled.
- $200 MM+ funded.

GradRight specializes in working with top percentile students and programs around the world.

Winner, Fintech Innovation Challenge ‘Overseas Education’ by HSBC and the Government of India

Top 7 Global Finalist for PIEoneer Awards, ‘21 by PIE News, UK
Cultivate academic excellence by selectively attracting high-achieving international students.

Amplify your brand worldwide with large-scale, international marketing campaigns custom-designed for each program.

Increase your yield and enrollment by cost-effectively de-risking your investment in marketing and operations.
Demographic and Geopolitical Trends in Post-Pandemic Recruitment
Post-Pandemic Trends

- China and India are the two top sources for enrollment to the US
- China remains the top sender of international students to the US in overall terms
- Trends show that the China pipeline is anemic compared to growth from India, which has seen 35% increase YoY
- India has become the leading source of graduate students

<table>
<thead>
<tr>
<th>Rank</th>
<th>Place of Origin</th>
<th>No. of Students</th>
<th>% of Total</th>
<th>% change from previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>China</td>
<td>289,526</td>
<td>27.4</td>
<td>-0.2</td>
</tr>
<tr>
<td>2</td>
<td>India</td>
<td>268,923</td>
<td>25.4</td>
<td>35.0</td>
</tr>
<tr>
<td>3</td>
<td>South Korea</td>
<td>43,847</td>
<td>4.1</td>
<td>7.6</td>
</tr>
<tr>
<td>4</td>
<td>Canada</td>
<td>27,876</td>
<td>2.6</td>
<td>3.2</td>
</tr>
<tr>
<td>5</td>
<td>Vietnam</td>
<td>21,900</td>
<td>2.1</td>
<td>5.7</td>
</tr>
<tr>
<td>6</td>
<td>Taiwan</td>
<td>21,834</td>
<td>2.1</td>
<td>6.6</td>
</tr>
<tr>
<td>7</td>
<td>Nigeria</td>
<td>17,640</td>
<td>1.7</td>
<td>22.2</td>
</tr>
<tr>
<td>8</td>
<td>Japan</td>
<td>16,054</td>
<td>1.5</td>
<td>19.4</td>
</tr>
<tr>
<td>9</td>
<td>Brazil</td>
<td>16,025</td>
<td>1.5</td>
<td>7.6</td>
</tr>
</tbody>
</table>
Declines from China

- A volatile global economy and political climate
- Heightened vigilance on the part of Chinese parents worried about their children’s safety.
- Increased competition, including from regional players
# Layered Growth from India

## 165,936

Indian Graduate Students in the US

<table>
<thead>
<tr>
<th>Open Doors Report Data</th>
<th>2021/22</th>
<th>2022/23</th>
<th>% increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian International students in the United States</td>
<td>199,182</td>
<td>268,923</td>
<td>35%</td>
</tr>
<tr>
<td>Undergraduate students</td>
<td>27,545</td>
<td>31,954</td>
<td>16%</td>
</tr>
<tr>
<td>Graduate students</td>
<td>102,024</td>
<td>165,936</td>
<td>62.6%</td>
</tr>
<tr>
<td>OPT</td>
<td>68,188</td>
<td>69,062</td>
<td>1.3%`</td>
</tr>
</tbody>
</table>
Case Study: The Evolving Indian Market
India’s Ever-Growing Middle Class Population
73% Indian Students Have <$13k Annual Income

- 30% of students' families cannot afford current education loans
- 50% require the support of extended family members to qualify for the loan: such as siblings (47%), spouse (10%), and other family members (43%)
Top Percentile Students Don't Work with Agents

Students ranked by academics → Agent → Do it by themselves → Tier 1 University

Perceived as Tier 2 university
50% of Admissible Aspirants Drop Out for Finances

Usually experienced by universities in their admit to enrollment and yield ratios, i.e. the leaky pipeline

Drop out or choose low-cost, low-return programs because of lack of funds
Brand Building is an Urgent Strategy for Perennial Growth

- **Sea of sameness for all programs.**
  - Need to bring out your USPs in a next-gen friendly manner.

- **DIY journey of students means they are open to engage**
  - Drive with value-based engagements, not just another info session or open house

- **Timing is key. Fast-track brand positioning is key.**
  - 56% started their research 6 months before the deadline

- **Banks need to be educated too!**
  - Outcomes and branding are two important reasons why they fund your students.
Empowering Global Higher Education

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<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Student Registrations</td>
<td>7598</td>
<td>Student Attendees</td>
<td>1753</td>
</tr>
<tr>
<td>Parent Attendees</td>
<td>986</td>
<td>US Universities</td>
<td>12</td>
</tr>
</tbody>
</table>

NJIT

UMCP
Impact of Brand Building

Highest Number of Applications from India after adopting a focused brand-building effort

- End to end ownership of the entire student engagement
- Competitive applicant pool with extensive and relevant work experience
Challenges to Addressing Global Gap in the Higher Ed Space vis-a-vis India

- Right programs aren’t always popular enough
- Surfacing your university to the right students at the right time
- Volume of applications ≠ higher enrollment, i.e. overly leaky pipeline
- Lack of an honest and transparent system for better prediction of your class size
Experiences and Lessons from UT-Dallas
Experiences and Lessons from a Top Destination for Indian Students

Pleased to be joined by

Gaurav Shekhar
Program Director and Assistant Professor,
University of Texas–Dallas
Thank you! + Further Resources

See Data for Your University!

Contact us at bengalina@gradright.com and sasi@gradright.com