

Redefining Recruitment

Tapping Into India's Graduate Student Boom



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



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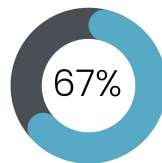
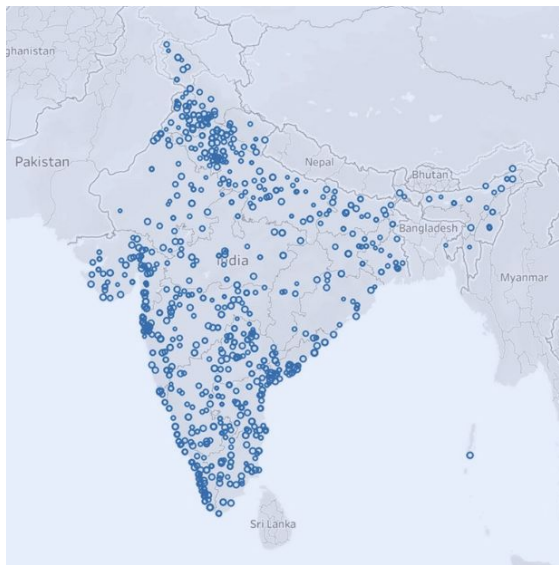
1

Contextualizing our Data



Our Data Story

Students from 1800 cities and towns



**Share of students
for United States**

2.5
2
1.5
1
0.5
0

All Courses

Business
Courses

Average Work Experience (yrs)

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



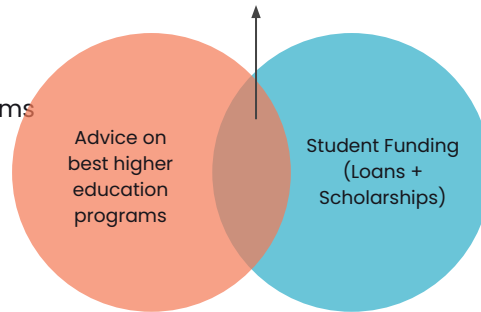
We Support a Holistic Student Journey

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



World's First Student Loan Bidding Platform

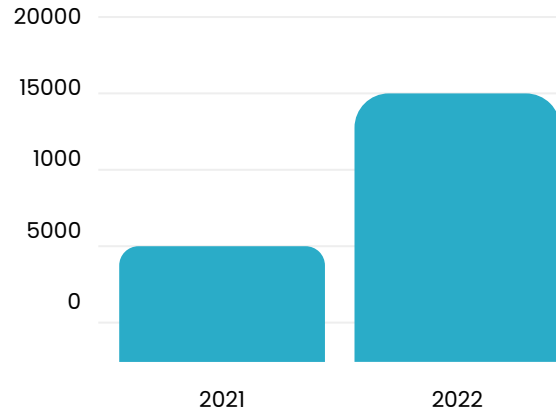
Admitted students get 15+ credible lenders to compete for them and get the maximum affordable funding for their program in time.

FundRight
Students <> Banks



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



Why Universities Partner With Us

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.



2

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

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



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

Open Doors Report Data	2021/22	2022/23	% increase
Indian International students in the United States	199,182	268,923	35%
Undergraduate students	27,545	31,954	16%
Graduate students	102,024	165,936	62.6%
OPT	68,188	69,062	1.3%

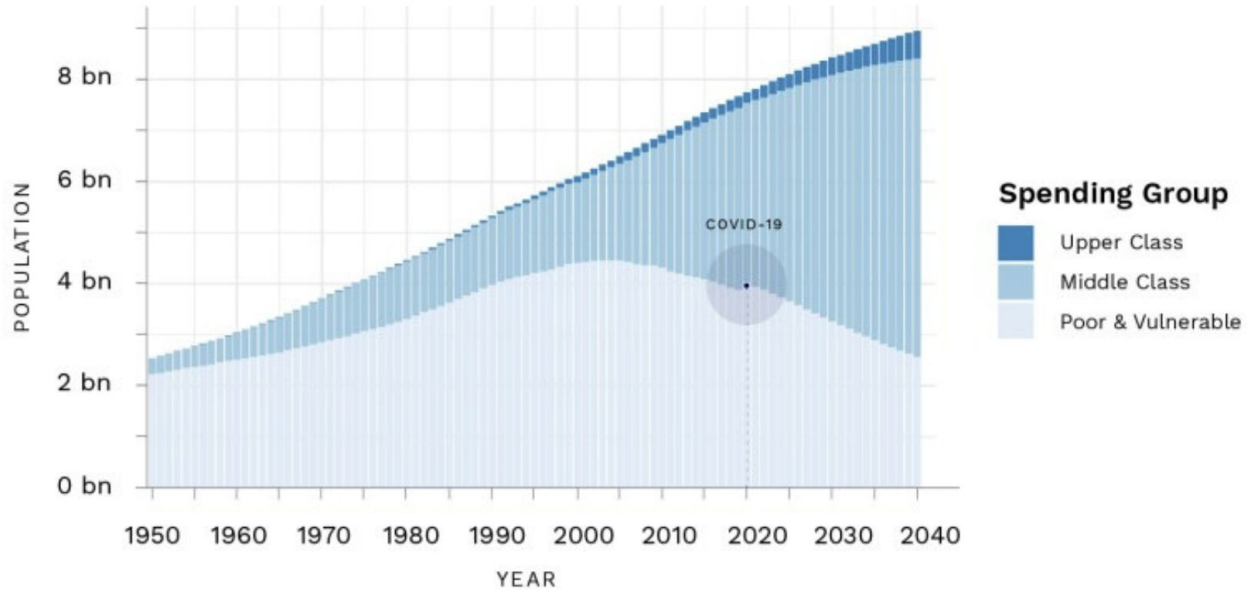


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Case Study: The Evolving Indian Market

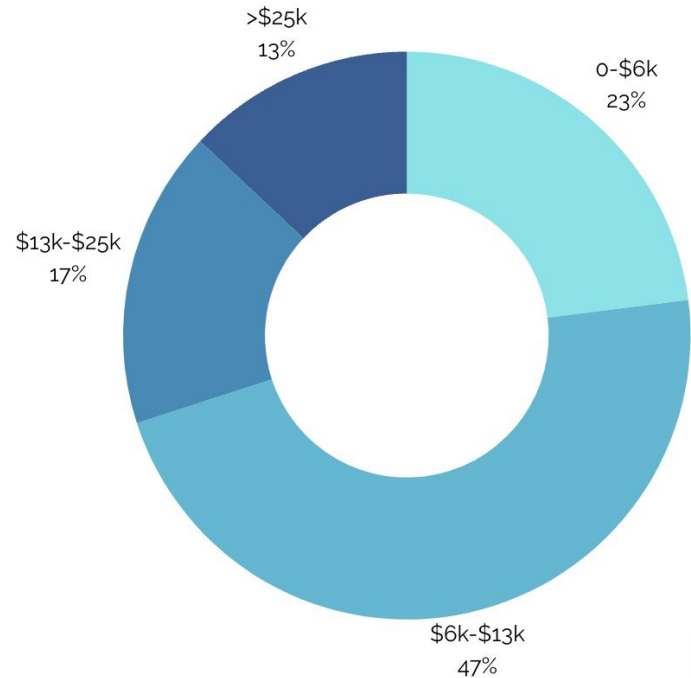


India's Ever-Growing Middle Class Population

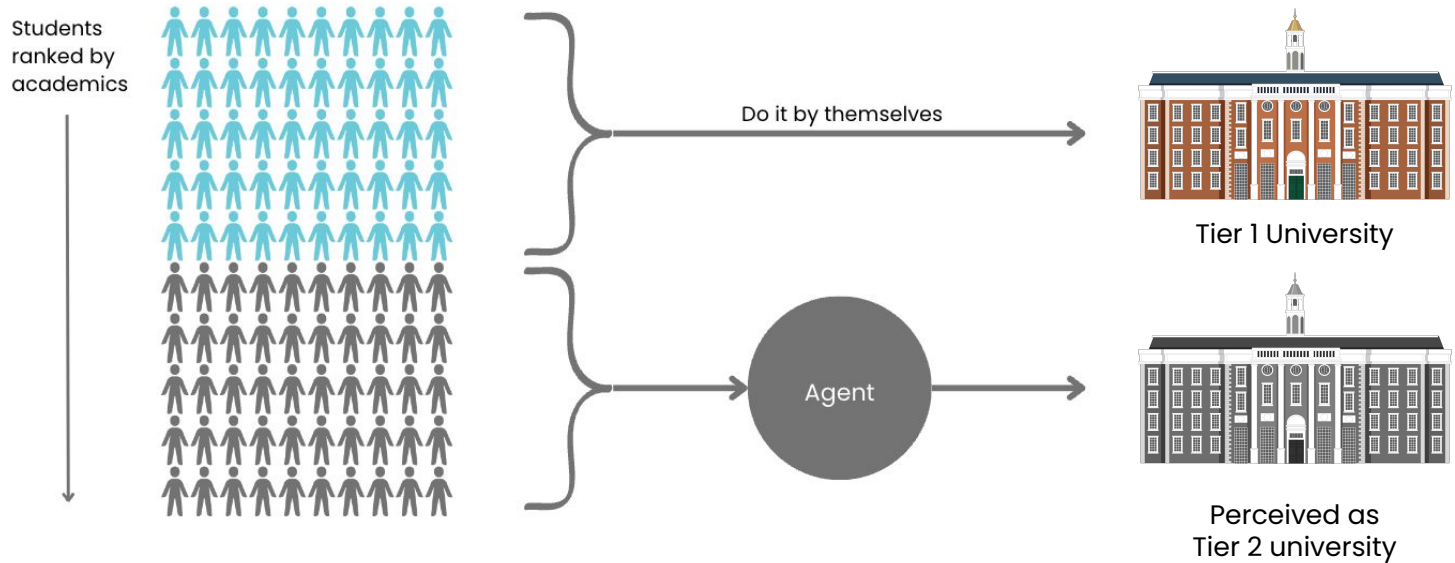


>73% Indian Students Have <\$13k Annual Income

- 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%)

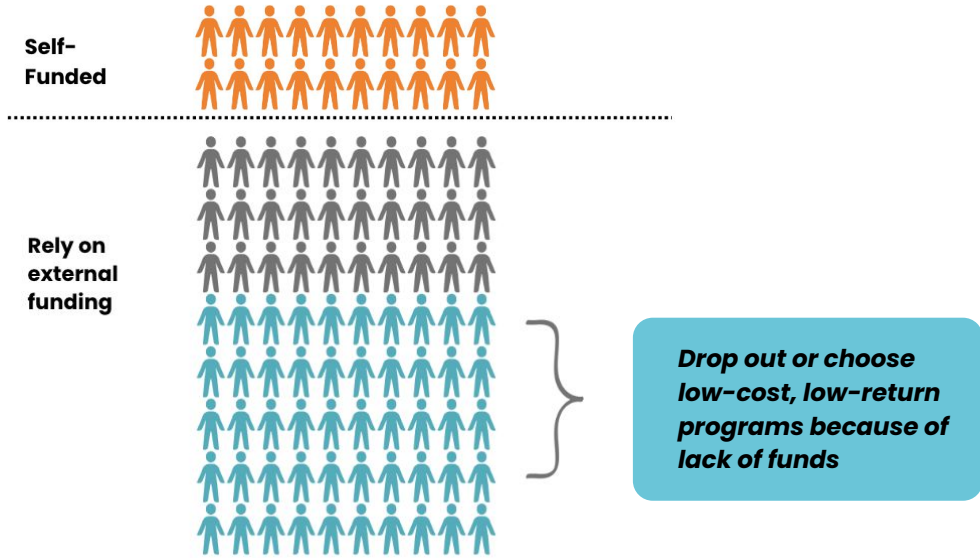


Top Percentile Students Don't Work with Agents



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



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.





ShiftED

Powered by  GradRight

Empowering Global Higher Education

7598

Student Registrations

1753

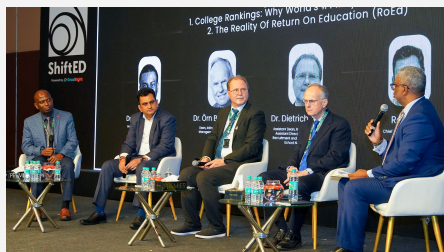
Student Attendees

986

Parent Attendees

12

US Universities



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 \neq higher enrollment, i.e. overly leaky pipeline
- Lack of an honest and transparent system for better prediction of your class size



4

Experiences and Lessons from UT-Dallas



Experiences and Lessons from a Top Destination for Indian Students

Pleased to be joined by

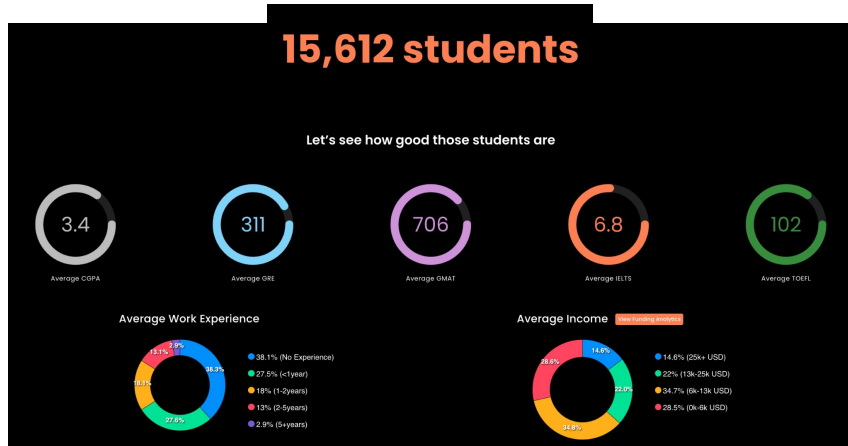


Gaurav Shekhar

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

