

## Firefly e-ventures Ltd.

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### Abstracts

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Netscribes' latest company profile of 'Firefly e-Ventures Ltd.' provides insights into the company's business and performance, with special focus on its education portal, HT Campus. The report contains basic facts about the company such as contact details, year of incorporation and its brief history, among others. An analysis of the company's different lines of business and its geographic reach has been included. Information on the company's management and Board of Directors has also been provided.

HT Campus is an education portal run by Firefly e-Ventures Ltd. Details on the main offerings of the portal and its major strengths and weaknesses have been analyzed in the report. Moreover, the future opportunities for growth as well as threats that it can face have also been discussed.

The report also covers the financial profile of Firefly e-Ventures Ltd. including the balance sheet, profit and loss account and key financial ratios depicting the company's overall financial performance over the past few years. An industry analysis has also been included that provides a top level understanding of the higher education sector in India, in which HT Campus operates.

The competitive landscape section identifies the key competitors of HT Campus drawing comparisons based on parameters such as their presence and service offerings, along with brief descriptions of their lines of businesses and operations.

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## About

### Brief Description

Firefly e-Ventures Ltd. is a wholly-owned subsidiary of the Company 1

It is the Internet arm of Company 1

It was incorporated in Jun 20-- and in Nov 20—it acquired Company 2, a social networking website

It focuses on creating and building brands and businesses in the Internet media space

It operates a number of brands such as Business 1, Business 2, Business 3 and Business 4

Firefly combines Company 1's experience as one of the largest and most respected names in India's media industry, with innovation and energy required to operate in the Internet space

Compelling product ideas, creative use of designs and intuitive user interface, along with a knowledgeable sales force and customer service team, continue to be the main hallmarks of the company

### Indian Higher Education Market – Overview

- Indian higher education sector has emerged as one of the largest in the world, with 'p' mn students enrolled in over 'q' institutions
- Number of higher education institutions has grown at a CAGR of 'w'%
- Student enrollment in the higher education sector has grown at a CAGR of 'z'%
- Gross Enrollment Ratio (GER) currently stands at about 'y'%
- Indian education sector has seen investment by both government and private

investors

- Government of India spent approximately 'u'% of the GDP on education between 20xx-yy
- It has set itself a highly aggressive target of achieving 'v'% GER by 20zz which translates into enrolment of Y mn students in the higher education sector
- Higher education sectors suffer from imbalanced growth across the country
- Rural areas have just "k'% of the total professional colleges
- Similarly, about 'h'% of all Higher Education Institutions are located in the — region of India

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