



## FOR IMMEDIATE RELEASE

### **Matrix Partners India invests 30 crores in Tree House Education**

**Mumbai, India— August 20, 2008:** Matrix Partners India has invested Rs. 30 crores as the sole investor in the first round of funding of Tree House Education and Accessories Pvt. Ltd. The company is the largest non-franchised, branded pre-school educator in the country and currently operates more than 45 pre-schools across India.

*“The pre-school education market is upward of a billion dollar size in India. It is largely fragmented and there is huge scope to scale the company. Also, there is a great need for standardized quality education in the pre-school segment at an affordable price, with a clear focus on early childhood care. In Matrix we see a committed long term partner who shares our vision of making Tree House the leading brick-and-mortar educational institution in the country.”* said **Rajesh Bhatia, MD, Tree House Education.**

*"Education is a large, attractive market opportunity in India characterized by significant growth and price inelasticity. We have been impressed by Rajesh Bhatia's passion and vision to make Tree House a leader in education and look forward to being his partner as he looks to scale the business"* said **Rishi Navani, co-founder & Managing Director, Matrix India.**

#### ***About Tree House Education:***

Tree House, founded in June 2003, is the largest chain of pre-schools in Mumbai and the largest non-franchised pre-school company in India. Tree House has revolutionized the concept of pre-school pedagogy in India through the use of innovative teaching methods and child-focused personalized care. Tree House now plans to expand and open centers all over the country.

#### ***About Matrix Partners India:***

Matrix Partners India is a venture and growth capital investment firm with \$450 million under management. The firm invests in private and public companies primarily targeting the Indian domestic market with a sector independent investment strategy focused on generating exceptional returns. The firm invests up to INR 200 crores in a company depending on its stage of development and has invested in several companies including BMI, Itzcash Card, Seventymm, Tree House and Yo! China. The fund's investors include leading US university endowments and family foundations. Further information is available at [www.matrixpartners.in](http://www.matrixpartners.in)