



S Chand And Company Limited

Registered Office: A-27, 2nd Floor, Mohan Co-Operative Industrial Estate, New Delhi - 110044, India.

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Date: February 12, 2021

To Listing Department BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai, Maharashtra 400001	To Listing Department, National Stock Exchange of India Limited Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai, Maharashtra 400051
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Dear Sir,

Re: Investors Presentation-Financial Results for the quarter and nine months ended December 31, 2020-pursuant to Regulation 30 of The SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

The presentation for the analysts and investors for the conference call scheduled to be held on Monday, February 15, 2021 at 1:00 P.M. to discuss the financial results for the quarter and nine months ended December 31, 2020 is attached herewith.

The Company shall also disseminate the above information on the website of the Company i.e. www.schandgroup.com.

Request you to kindly take note of the same.

Yours sincerely

For S Chand And Company Limited

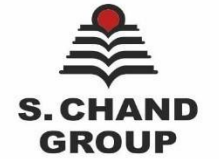

New Delhi

Jagdeep Singh
Company Secretary
Membership No: A15028
Address: A-27, 2nd Floor,
Mohan Co-operative Industrial Estate,
New Delhi-110044

Encl: As above

S. Chand and Company Limited

**Q3 – FY2020-21
Investor Update
12th February 2021**



1.

Q3FY21 & 9MFY21 Highlights

2.

Financials

3.

Looking Ahead

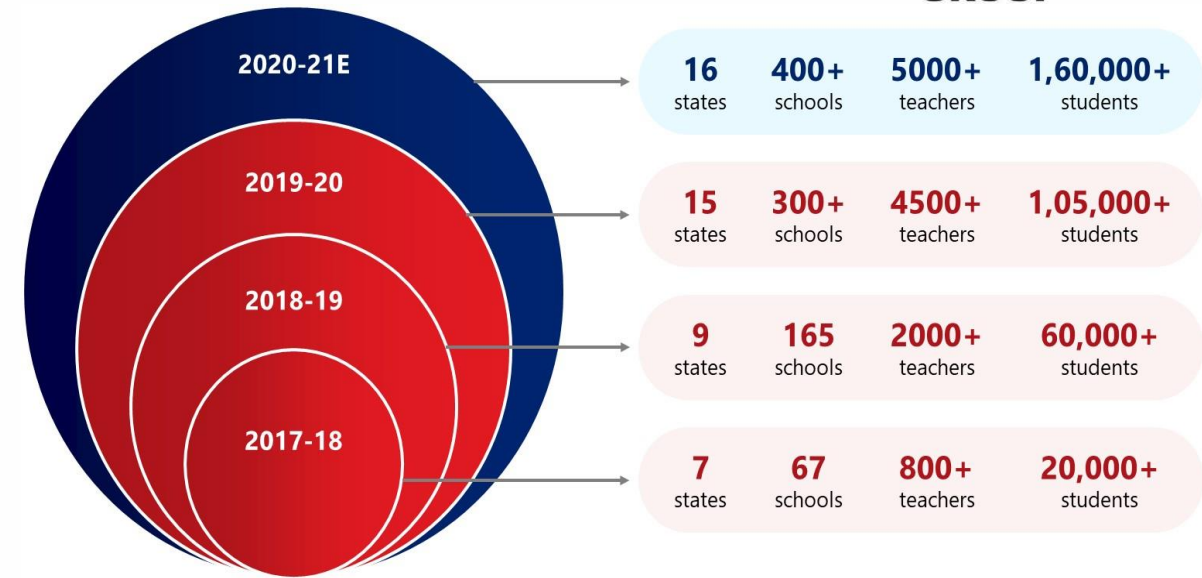
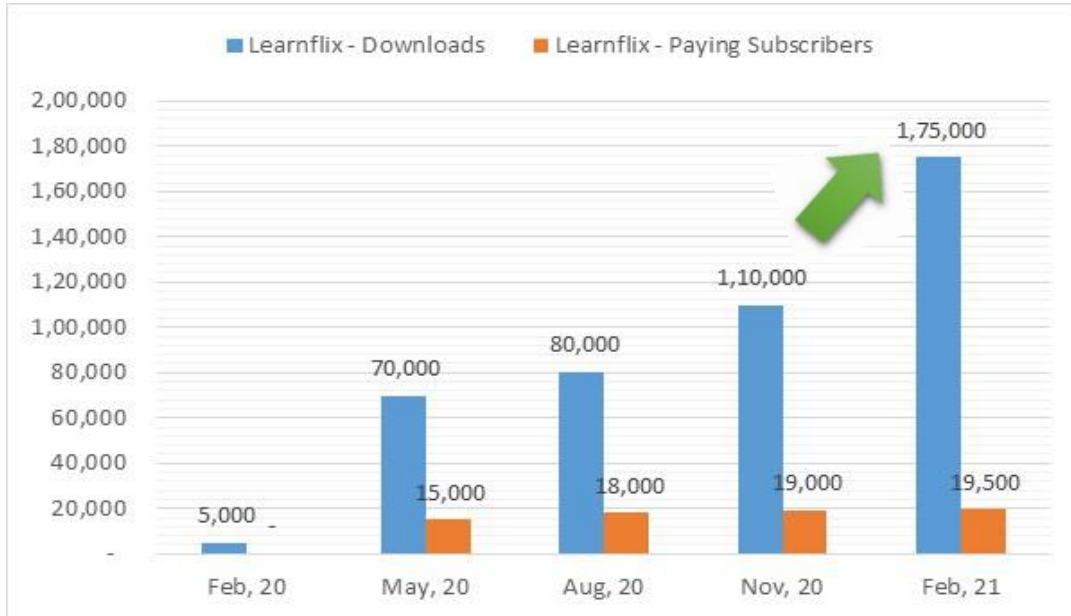
4.

S. Chand Ed-Tech Initiatives -
Annexure

1.

Q3FY21 & 9MFY21 Highlights

- Digital Business Update
 - Company Highlights – Best 9 Month Performance in S Chand's History
-



- Learnflix App (Affordable Personalised Student App) targeted to the Next Half Billion (NHB) audience has got strong response in past 12 months. The current product covers Maths and Science for classes 6th to 10th.
- **Future Outlook:**
 - Adding English and SST as a subject, Classes 11th & 12th and launching Learnflix Bangla by Q2FY22.
 - Schools provided with Free usage during Covid-19 would convert to paying customers in FY22.

- Mylestone: Digitally enabled School Curriculum Solution for the K-8 segment is now ready to grow exponentially.
- **Future Outlook:**
 - Affordable Private Schools would be enabled with this one stop solution for all their curriculum, content, teacher trainings and assessment needs.
 - Enabling Schools with the Mylestone Teacher and Student App will increase the retention.
 - The Solution already takes care of the NEP 2020 requirements.



- **Madhubun Educate360** is the newly conceived K-12 Blended learning solution for enabling schools to conduct online classes, student assessments, e-book support etc. as a response to the Covid-19 crisis. This product is NEP 2020 compliant supporting the recommended pedagogies.
- Completed pilots in over 50 schools on a pan India basis reaching out to over 7,000 students spread over 2 classes and covering 5 subjects.
- **Outlook** - The schools have given very positive feedback and we are hopeful of a strong conversion ratio of pilots to paid subscriptions going ahead , considering that Blended Learning is here to stay.

Product Package

-  Ease of Access
-  Digital Supplements
-  Teacher's Training
-  Teacher's Manual



-  E-book
-  Integrated Platform
-  Assessments
-  Concept Videos

PRODUCT TESTIMONIALS

We are happy to take the pilot of Educate 360 in our school. It has helped us to take online classes without any difficulty. Thank-you Madhubun for coming up with such an innovative product during this difficult time.

– Ms Rajitha K, Educator,
Don Bosco Senior Secondary School,
Emakulam, Kerala

Educate 360 is easy teaching learning platform for the student and especially teachers. It allows children to ask questions and also think beyond the books. With the use of Educate360 the confidence level of the children have increased gradually. Educate 360 is a professional training partner of our school in the true sense.

– Ms Amuthavalli, Educator,
UP Metric Hr.Sec.School, Tamil Nadu



- Process of Carve out of Mylestone and Learnflix initiated, shareholder approval sought though postal ballot and expected to be completed by early March 2021.
- Convergia would house Learnflix and Mylestone. The company is meeting various investors to raise US\$8-10 Mn for the next leg of growth.
- Additional matured Ed-Tech solutions may also be hived into this entity as and when they mature.
- Convergia to be a subsidiary of S Chand only to be diluted through capital raise or ESOP allotment.
- Learnflix Bangla to be launched by Q2FY22 in partnership with Chhaya.

DIGITALLY ENABLED LEARNING
**DESTINATION
SUCCESS**
INSPIRES LEARN



Other Inhouse Digital Offerings

- Destination Success – Enabling Digital classrooms (CBSE/ICSE/IB and State Board Schools).
- Smart K - Early Learning Curriculum solutions (Pre Schools) – B2C package to be launched.
- Test Coach – Focused on govt exams market. Has over 10K app installations. Would look to launch Vernacular versions shortly to cover State examinations.
- Chhaya Learning App – Bengali/English Learning with books with over 500,000 app installations.
- VRX – Virtual Reality with books with over 50,000 + users.

E-Book Sales

- Covid 19 led to a marked increase in subscription of E-Books on back of the lockdown as well as move to online learning. Our total E-Book sales across B2C platforms and B2B sales to Institutions has jumped over 100% on an April-December YoY comparative basis.

eCommerce Channel

- Covid 19 led to a marked jump in ordering of books across eCommerce Platforms. As a channel, eCommerce now accounts for ~8% of Revenues in the first 9 months and continues to show traction month on month.
- The company continues to onboard additional SKUs onto this channel.

- CBSE & ICSE have come out with circulars for schools recently to start the new academic year from April & March respectively subject to state government instructions.
- **Current Status-:**
 - K6-K12 – Schools have opened and students are moving back to on-campus learning.
 - K1-K5 – Expect announcements on opening of schools , how ever blended and online learning to continue.
 - Higher Education – Semesters were delayed but now opening up across India for on-campus learning.

Sr no.	Status of School openings in major Indian states	K1- K5	K6-K8	K9-K12
1	J&K	Not Announced	March	Feb
2	Himachal Pradesh	Not Announced	Feb	Feb
3	Punjab	Feb	Jan	Jan
4	Haryana	Not Announced	Feb	Jan
5	Delhi	Not Announced	Feb	Jan
6	Uttar Pradesh	March	Feb	Jan
7	Uttarakhand	Not Announced	Feb	Feb
8	Rajasthan	Not Announced	Feb	Jan
9	Madhya Pradesh	Not Announced	Not Announced	Dec
10	Bihar	Not Announced	Feb	Jan
11	West Bengal	Not Announced	Not Announced	Feb
12	Assam	Jan	Jan	Jan
13	Gujarat	Not Announced	Not Announced	Jan
14	Maharashtra	Not Announced	Jan	Jan
15	Orissa	Not Announced	Not Announced	Jan
16	Karnataka	Not Announced	Jan	Jan
17	Andhra Pradesh	Feb	Feb	Jan
18	Tamil Nadu	Not Announced	Not Announced	Jan
19	Kerala	Not Announced	Feb	Jan

Source: Media reports



BEST 9 MONTH PERFORMANCE IN COMPANY'S HISTORY - INSPITE OF COVID CRISIS DURING 9MFY21

(Rs m)	9MFY18	9MFY19	9MFY20	9MFY21
Revenue from Operations	1,398	729	975	1,425
Other income	60	74	40	104
Total income	1,457	803	1,015	1,530
Expenses				
Cost of published goods/materials consumed	1,170	1,173	711	395
Purchases of traded goods	55	98	78	36
(Increase)/decrease in inventories of finished goods and work in progress	-668	-1,007	-173	218
Publication expenses	292	221	193	138
Gross Margin	609	318	206	743
Gross Margin (%)	42%	40%	20%	49%
Selling and distribution expenses	454	640	390	159
Employee benefits expenses	1,015	1,127	948	722
Other expenses	498	616	595	454
EBITDA	-1,358	-2,065	-1,726	-592
EBITDA Margin (%)	-93%	-257%	-170%	-39%
Finance cost	179	182	258	243
Depreciation and amortization expense	141	177	271	288
Profit/(Loss) before share of loss in associates, exceptional items and tax	-1,678	-2,424	-2,255	-1,123
Share of gain/(loss) in associates	-10	-19	-20	-2
Exceptional gain/(Loss)	0	-284	0	0
Profit/(Loss) before tax	-1,688	-2,728	-2,276	-1,125
Tax expenses:				
1) Current tax	30	6	23	27
2) Deferred tax	-538	-849	-569	-110
Profit/(Loss) for the period/ year	-1,180	-1,884	-1,729	-1,042
Profit/(Loss) per equity share (in ₹)				
1) Basic	-33.38	-53.45	-49.45	-29.78
2) Diluted	-33.38	-53.45	-49.45	-29.78

Covid-19 Impacted Year proves to be the best ever on back of S Chand 3.0 leading to:

- ✓ Higher and Better Quality Revenues
- ✓ Higher Gross Margin
- ✓ Lower Operational Costs
- ✓ Lower EBITDA loss
- ✓ Lower PAT loss
- ✓ Improved Cash Flows

• Return to profitability on a Calendar Year basis inspite of Covid19 impact in the year.

- ✓ Despite Covid-19 Impact on Calendar Year 2020, on account of Improved Revenue Quality, S Chand 3.0 Implementation , the group returns to Profitability (PBT basis). Huge YoY jump in EBIDTA in CY20 (Rs. 1,009 Mn vs Rs. 143 Mn, ~7X increase)

(Rs m)	CY18	CY19	CY20
Revenue from Operations	7,276	5,467	4,744
Other income	141	82	159
Total income	7,416	5,549	4,902
Expenses			
Cost of published goods/materials consumed	2,349	1,632	1,144
Purchases of traded goods	160	134	46
(Increase)/decrease in inventories of finished goods and work in progress	-240	394	440
Publication expenses	612	420	377
Gross Margin	4,534	2,969	2,895
Gross Margin (%)	61%	54%	59%
Selling and distribution expenses	923	634	362
Employee benefits expenses	1,498	1,332	1,034
Other expenses	767	860	490
EBITDA	1,346	143	1,009
EBITDA Margin (%)	18%	3%	21%
Finance cost	243	348	333
Depreciation and amortization expense	229	331	424
Profit/(Loss) before share of loss in associates, exceptional items and tax	875	-536	252
Share of gain/(loss) in associates	-22	-15	14
Exceptional gain/(Loss)	-284	51	-102
Profit/(Loss) before tax	569	-500	164

CY20 saw full impact of Covid19.

Highest EBITDA margin in a pandemic year

S Chand 3.0 full impact seen in return to profitability in CY20 inspite of Covid19

BEST 9 MONTH PERFORMANCE IN COMPANY'S HISTORY - INSPITE OF COVID CRISIS DURING 9MFY21



- **Turn Cash Flow positive in April to Dec period for the first time ever.** Our strategy of focusing on the cash flows has yielded results with Net cash generated from operations of Rs251m in 9MFY21 (vs. Rs96m in 9MFY20 and Negative OCF of Rs920m in 9MFY19). On an overall basis, we turn cash flow positive for the first time in company's history within April to Dec period. **This represents a Rs538m improvement in cash generated over last year in spite of the pandemic times.**

(In Rs m)	9MFY19	9MFY20	9MFY21
Net cash generated from operating activities (A)	-920	96	251
Net cash used in investing activities (B)	-12	12	-50
Net cash used in/generated from financing activities (C)	334	-590	-146
Net increase/ (decrease) in cash and cash equivalents (A+B+C)	-599	-482	56

- Strong cost control continues – Operating expenses lower by 34% YoY for Q3FY21 and 31% YoY for 9MFY21.

Full benefit of S Chand 3.0 plan visible.

All operational costs to be lower in FY21 vs. FY20

(In Rs m)	Q3FY19	Q3FY20	Q3FY21	Q3FY21 Vs. Q3FY20 (%)	9MFY19	9MFY20	9MFY21	9MFY21 Vs. 9MFY20 (%)	FY20
Revenue from Operations	46	96	346	259%	729	975	1,425	46%	4,294
Selling & Distribution costs	296	149	43	-71%	640	390	159	-59%	592
Employee Costs	403	320	255	-20%	1,127	948	722	-24%	1,260
Other expenses	208	180	133	-26%	616	595	454	-24%	632
Total Operating Expenses	908	650	430	-34%	2,383	1,933	1,335	-31%	2,484
PAT	-815	-748	-464	-38%	-1,884	-1,729	-1,042	-40%	-1,115

2.

Financials

46%

**Revenue from
Operations
(Growth YoY
%)**

260%

**Increase in Gross
Margins
(YoY %)**

66%

**Reduction in
EBITDA losses
(YoY %)**

40%

**Reduction in PAT
Losses
(YoY %)**

Rs 56m

**Turns Overall Cash flow
positive during April –
Dec period for the first
time ever (vs. –Rs482m
in 9MFY20) an
improvement of Rs538m**

31%

**Reduction in Operating
Expenses over last
year**

**Learnflix – India's
Most Affordable
Learning App**

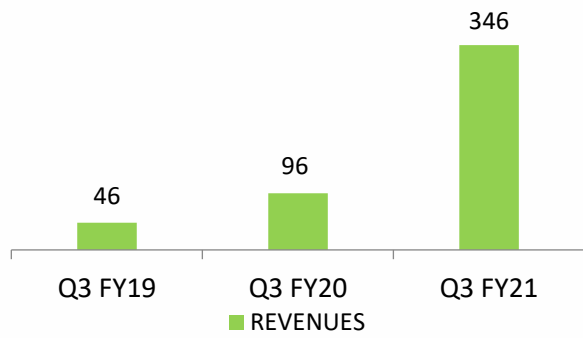
**175K+ downloads and
19K+ paying subs
(Feb, 21)**

CONSOLIDATED FINANCIAL PERFORMANCE



Q3FY21

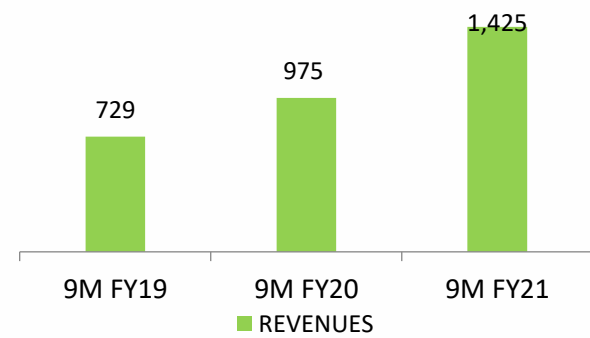
Revenues from Operations (Rs M)



**UP
259%
YoY**

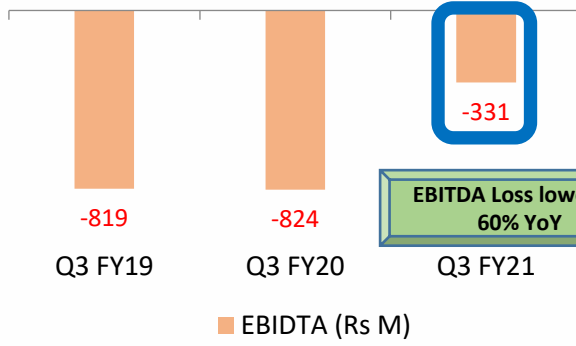
9MFY21

Revenues from Operations (Rs M)



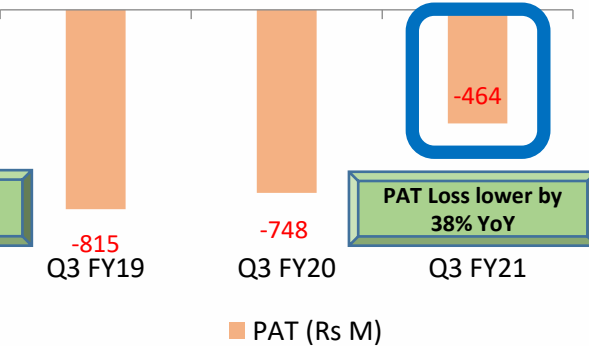
**UP
46%
YoY**

EBITDA (Rs M)



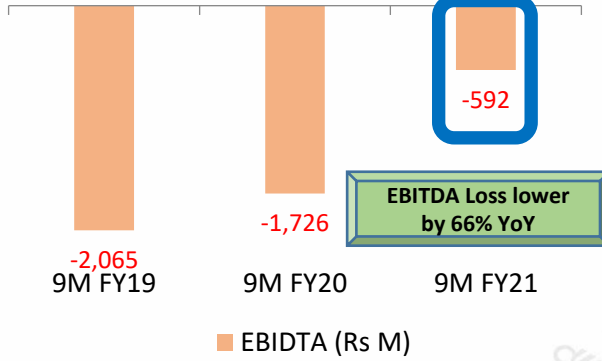
**EBITDA Loss lower by
60% YoY**

PAT (Rs M)



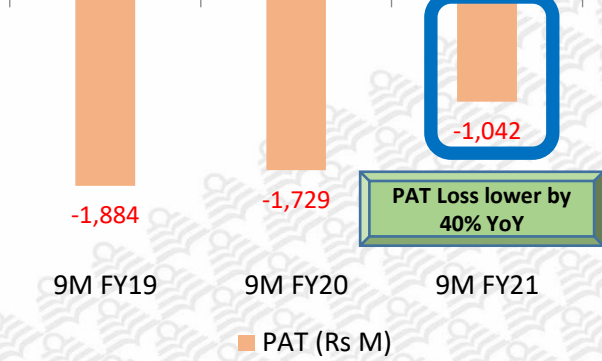
**PAT Loss lower by
38% YoY**

EBITDA (Rs M)



**EBITDA Loss lower
by 66% YoY**

PAT (Rs M)



**PAT Loss lower by
40% YoY**

SUBSTANTIAL REDUCTION IN LOSSES – FY21 seeing full benefits from S Chand 3.0 implementation.

CONSOLIDATED FINANCIAL PERFORMANCE



(Rs m)	Q3FY20	Q3FY21	Q3FY21 vs. Q3 FY20	9MFY20	9MFY21	9MFY21 vs. 9MFY20	FY20
Revenue from Operations	96	346	259%	975	1,425	46%	4,294
Other income	7	22	231%	40	104	160%	94
Total income	103	368	257%	1,015	1,530	51%	4,388
Expenses							
Cost of published goods/materials consumed	388	135	-65%	711	395	-44%	1,460
Purchases of traded goods	52	28	-47%	78	36	-54%	89
(Increase)/decrease in inventories of finished goods and work in progress	-252	58	na	-173	218	-226%	49
Publication expenses	89	47	-48%	193	138	-28%	432
Gross Margin	-175	100	na	206	743	260%	2,358
Gross Margin (%)	-170%	27%		20%	49%		54%
Selling and distribution expenses	149	43	-71%	390	159	-59%	592
Employee benefits expenses	320	255	-20%	948	722	-24%	1,260
Other expenses	180	133	-26%	595	454	-24%	632
EBITDA	-824	-331	-60%	-1,726	-592	-66%	-126
EBITDA Margin (%)	-801%	-90%		-170%	-39%		-3%
Finance cost	86	78	-9%	258	243	-6%	348
Depreciation and amortization expense	93	95	1%	271	288	6%	408
Profit/(Loss) before share of loss in associates, exceptional items and tax	-1,003	-503	-50%	-2,255	-1,123	-50%	-881
Share of gain/(loss) in associates	-13	0	-100%	-20	-2	-90%	-4
Exceptional gain/(Loss)				0	0		-102
Profit/(Loss) before tax	-1,016	-503	-50%	-2,276	-1,125	-51%	-987
Tax expenses:							
1) Current tax	11	11	2%	23	27	18%	74
2) Deferred tax	-278	-51	-82%	-569	-110	-81%	54
Profit/(Loss) for the period/ year	-748	-464	-38%	-1,729	-1,042	-40%	-1,115
Profit/(Loss) per equity share (in ₹)							
1) Basic	-21.40	-13.26	-38%	-49.45	-29.78	-40%	-31.87
2) Diluted	-21.40	-13.26		-49.45	-29.78		-31.87

9MFY21

Revenue from Operations:
Up 46%

Operating expenses:
Down 31%
YoY

EBITDA Loss:
Down 66%
YoY

PAT Loss:
Down by 40%



CONSOLIDATED FINANCIAL PERFORMANCE

(Rs m)	Q3 FY21	FY20	(Rs m)	Q3 FY21	FY20
Assets			Equity and liabilities		
Non-current assets			Equity		
Property, plant and equipment	884	959	Equity share capital	175	175
Capital work-in-progress	3	1	Other equity		
Goodwill	3,558	3,383	- Retained earnings	514	1,519
Right to use assets	512	623	- Other reserves	6,491	6,491
Other intangible assets	845	918	Equity attributable to equity holders of the parent	7,180	8,185
Intangible assets under development	60	25	Non- controlling interests	-1	28
Investment in associates	26	184	Total equity	7,178	8,213
Financial assets			Non-current liabilities		
- Investments	40	40	Financial liabilities		
- Loans	51	56	- Borrowings	853	608
- Other financial assets	11	14	- Trade payables	-	-
Income tax assets (net)	128	205	- Lease Liability	268	366
Deferred tax assets (net)	652	541	- Other financial liabilities	1	-
Other non-current assets	93	96	Net employee defined benefit liabilities	71	68
Total non-current assets	6,862	7,045	Other non-current liabilities	1	1
			Total non-current liabilities	1,194	1,043
Current assets			Current liabilities		
Inventories	1,703	2,014	Financial liabilities		
Financial assets			- Borrowings	1,281	1,114
- Investments	148	167	- Trade payables		
- Loans	54	60	Trade payables of micro enterprises and small enterprises (refer note 3)	149	173
- Trade receivables	2,044	3,349	Trade payables other than micro enterprises and small enterprises	667	1,410
- Cash and cash equivalents	154	98	- Lease Liability	112	126
- Other financial assets	19	20	- Other financial liabilities	319	640
Income tax assets (net)	5	9	Other provisions	35	34
Other current assets	96	147	Net employee defined benefit liabilities	9	8
Total current assets	4,221	5,863	Other current liabilities	138	146
			Total current liabilities	2,711	3,652
Total assets	11,083	12,908	Total equity and liabilities	11,083	12,908



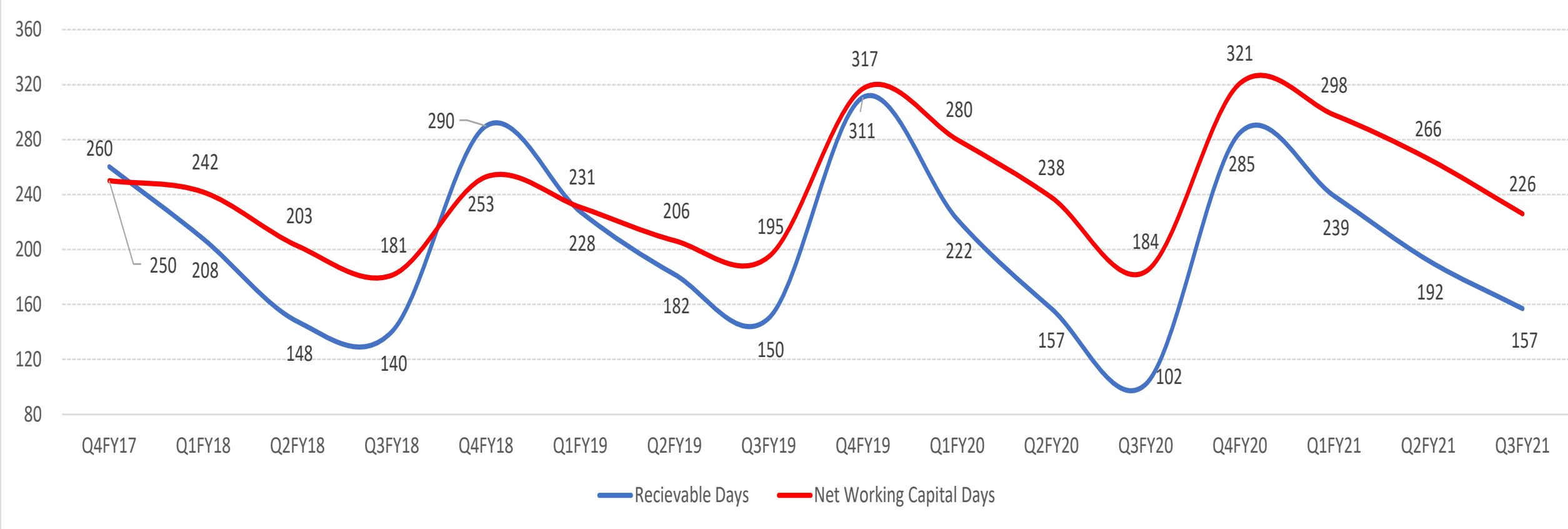
CONSOLIDATED FINANCIAL PERFORMANCE

(Rs m)	(₹ in millions) As of 31 Dec. 2018	(₹ in millions) As of 31 Dec. 2019	(₹ in millions) As of 31 Dec. 2020
A. Cash flow from operating activities			
Profit before tax	-2,728	-2,276	-1,125
Adjustment to reconcile profit before tax to net cash flows			
Depreciation and amortisation expenses	177	271	288
Loss on sale of property, plant & equipment (net)	0	-1	2
Interest income	-13	-4	
Net income on deemed disposal of associate	-2	-	(8)
Miscellaneous amount written back	-26	-13	-35
Net gain on sale of current investments		-16	-8
Share of loss in associate	19	20	2
Interest paid on borrowings	172	251	215
Foreign exchange difference		1	
Employee stock option expense	2	1	
Provision for bad debts and advances	78	229	233
Bad debt written off	2	18	
Operating profit before working capital changes	-2,317	-1,519	-436
Movement in working capital:			
(Increase)/ Decrease in inventories	-1,264	-315	310
Decrease/ (Increase) in trade receivable	3,346	2,667	1,072
(Increase)/ Decrease in loans and advances	-30	-57	11
(Increase)/ Decrease in other financial assets	-64	101	29
Increase in provisions	18	2	22
(Decrease)/ Increase in trade payable	-210	-792	-732
Increase in current liabilities	45	83	-105
Increase/ (Decrease) in other financial liabilities	-	-	-
Cash generated from operations	-476	169	171
Direct taxes paid (net of refunds)	-445	-73	80
Net cash generated from operating activities (A)	-920	96	251

(Rs m)	(₹ in millions) As of 31 Dec. 2018	(₹ in millions) As of 31 Dec. 2019	(₹ in millions) As of 31 Dec. 2020
B. Cash flows from investing activities			
Purchase of property, plant & equipment (including assets acquired)	-337	-195	-88
Acquisition of subsidiaries, net of cash acquired	-	-	-21
Investment in non current investments (including investments acquired)	-23	-0	
Purchase in current investments	-98	-9	-56
Proceed from sale of current investments	424	190	83
Proceed from sale of property, plant and equipment	10	15	9
Dividend received	13	-	
Interest received	-	11	22
Net cash used in investing activities (B)	-12	12	-50
C. Cash flows from financing activities			
Interest paid on borrowings	-172	-261	-211
Amortization of ancillary borrowing cost	1	6	
Proceed from long term borrowings	-	-21	
Repayment of long term borrowings	92	-63	-27
Proceed/(repayment) from short term borrowings	477	-149	167
Lease Rental Payment	-	-103	-74
Dividend paid on equity share	-52	-	
Tax on equity dividend paid	-11	-	
Net cash generated from financing activities (C)	334	-590	-146
Net increase in cash and cash equivalents (A+B+C)	-599	-482	56

- **Turn overall Cash Flow positive of Rs56m in April to Dec period for the first time ever in company's history.** Our strategy of focusing on the cash flows has yielded results with Net cash generated from operations of Rs251m in 9MFY21 (vs. Rs96m in 9MFY20 and Negative OCF of Rs920m in 9MFY19). On an overall basis, there is **a Rs538m improvement in cash generated over last year in spite of the pandemic times.** We expect FY21 to be a much stronger year vs. FY20 from a cash generation perspective.

Receivable Days and Net Working Capital Days



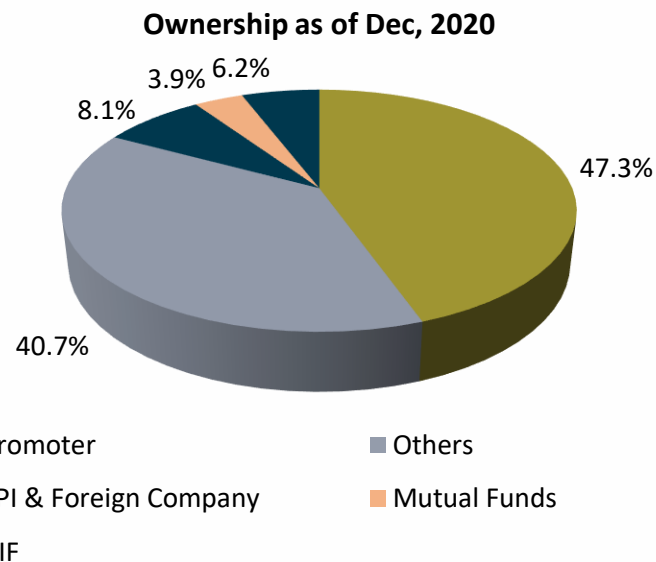
On back of the covid crisis and lockdown witnessed during April – December 2020, we expect a shift of working capital cycle between quarters and lumpiness of collections in the 4Q of the year.

- **Operating Parameters**
 - **Trade Receivables reduced** to Rs2,044m during Q3FY21 vs. Rs3,349m as of Q4FY20. Do keep in mind, this receivables balance currently includes 9 month sales of Rs1,425m as well. **Thus, in terms of March receivables, we have collected major portion of the receivables.** In terms of receivable days, it stood at 157 days (vs. 285 days in Q4FY20), a reduction of 128 days during 9MFY21.
 - **Inventory reduced** on a quarterly basis to Rs1,703m (vs Q3FY20: Rs2,363m). We usually see an increase in inventory levels during Q3 but we have prudently optimised and managed the inventory. Additionally, this inventory level includes raw material paper inventory of Rs201m (vs Q3FY20 : Rs355m).
 - **Net Working Capital reduced** to 226 days (vs. 321 days in Q4FY20) which is a reduction of 95 days during 9MFY21.
- **Net Debt: Rs1,991m (vs. Rs2,075 in Q3FY20) and Gross Debt: Rs2,292m (vs. Rs2,247m in Q3FY20)**
 - We are at a comfortable Debt to Equity ratio and we expect debt levels to reduce going ahead on back of higher free cash flow generation from business.

Market Data	As of 11th February, 2021
Market Capitalization (Rs Mn)	2,290
Price (Rs)	66
No. of shares outstanding (Mn)	34.95
Face Value (Rs.)	5.0

Key Institutional Investors - As of Dec 2020	% Holding
International Finance Corporation	8.0%
TrustLine Holdings	2.7%
HDFC Mutual Fund	2.6%
Volrado Venture Partners Fund	2.4%
Blue Diamond Properties	2.0%
Sundaram Mutual Funds	1.3%

Other Institutional Investors holding less than 1% - As of Dec 2020
Aadi Financial Advisors
Geojit Financial Services
Geecee Holdings
Jhelum Investment Fund
VEC Investments
Polaris Banyan Holding



(Source: www.bseindia.com)



We cordially invite you to the Earnings Call with

S Chand and Company Ltd.

Bloomberg Code: SCHAND IN | Reuters Code: SCHA.BO

to discuss the Q3FY21 Results

Represented by:

Mr. Himanshu Gupta – Managing Director

Mr. Saurabh Mittal – Chief Financial Officer

Mr. Atul Soni – Head – Investor Relations, Strategy and M&A

Monday, February 15, 2021, at 13:00 hrs IST
15:30 hrs SGT & HK / 07:30 hrs GMT / 03:30 hrs EDT / 12:30 hrs PDT

Dial-In Numbers:

Universal Access Number: +91-22- 6280 1360 / 7115 8261

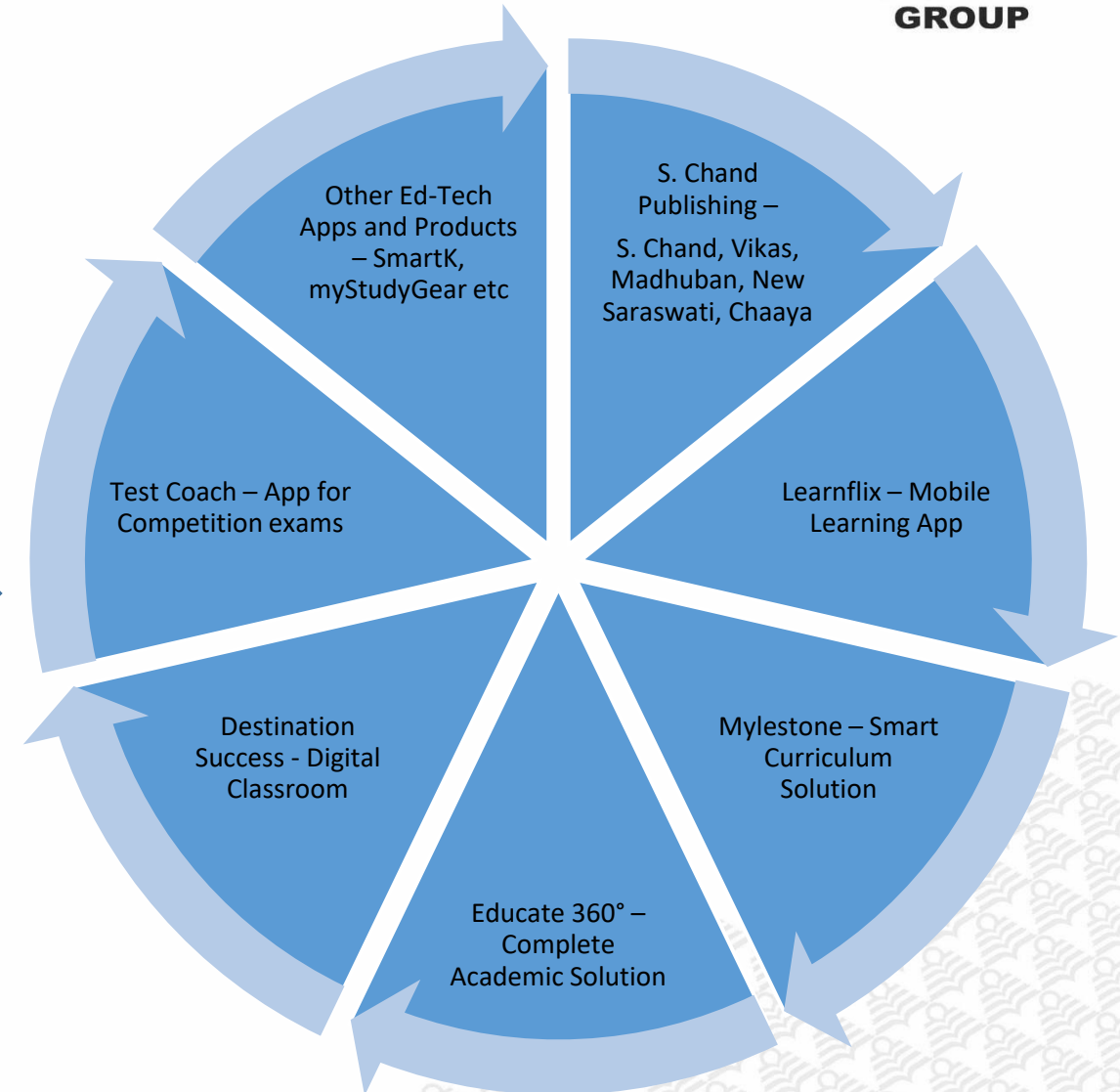
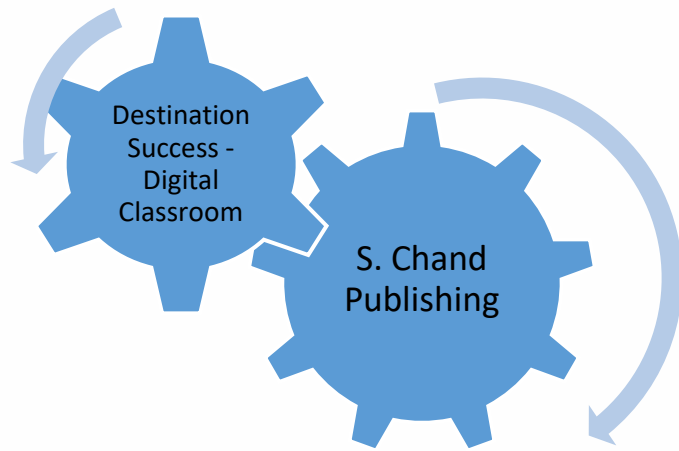
Local Access Number: +91-7045671221

USA: 1 866 746 2133 | UK: 0 808 101 1573

Singapore: 800 101 2045 | Hong Kong: 800 964 448

3.

Looking Ahead



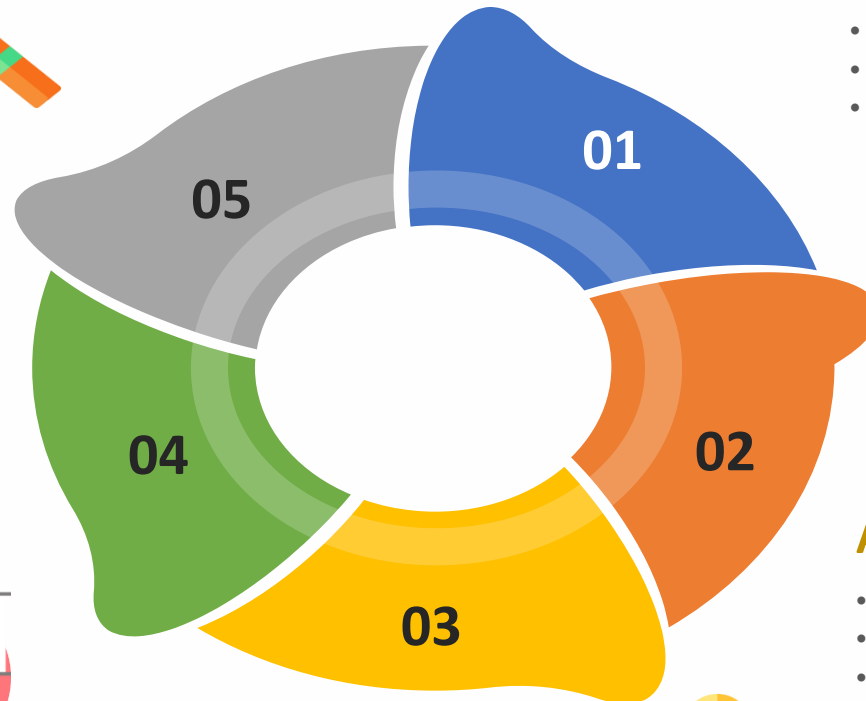


Analytics and Insights

- Student
- Teacher
- School
- Parent

Teacher Connect

- Teacher published content
- Notifications
- Doubts
- Teacher aids
- Lesson plans



Digital Content

- Textbooks
- Multimedia
- Practice Tests

Live Classes

- Video conferencing platform
- Calendar scheduling
- Recorded classes



Assessments

- Homework
- Assignments
- Objective tests
- Subjective Tests



S. Chand group's suite of products and solutions cater to the complete education paradigm across K-12, Higher Education and Competition.

Getting ready for increased adoption of our Ed-Tech solutions in post Covid world

FY21

Medium Term

Looking forward to a normal sales season for print business.

Strong adoption of Learnflix & Mylestone during FY21.

Post Pilot phase, full roll out of 'Educate-360', our new online learning platform for schools.

Development of new content based on the National Curriculum Framework (NCF) in FY22.

Debt free in 3 years through focus on free cash flows.

Increasing the share Ed-Tech revenues to 20-25% over the next 3 years.

Target over 5m users across S. Chand Ed-Tech properties.

May, 2019

- Announcement of Draft New Education Policy (NEP)

July, 2020

- Adoption of the New Education Policy (NEP)

April – May,
2021

- Announcement of New Curriculum Framework (NCF)

CY2021

- Development of books based on the new curriculum

FY22
onwards

- Complete impact of NCF to percolate down to the industry

- **The New Education Policy (NEP) was formally adopted by the Union Government in July, 2020.**
- Expected release of the New National Curriculum Framework (NCF) after taking inputs from all stakeholders by April-May 2021.
- **Strong runway of growth for at least 2-3 years.** Since the New Curriculum is being developed after a gap of 15 years, it would eliminate sale of second-hand books and would lead to strong growth for at least 2-3 years.
- **Lessons from 2005 NEP/NCF roll out.** During the 2005 NCF announcement, the new syllabus was rolled out over a period of 3 years with 5 grades moving to the new syllabus in Year 1, another 5 grades moving to new syllabus in year 2 and 2 grades moving to new syllabus in year 3.
- Impact of NEP 2020 on the company financials expected to be from FY22 onwards.

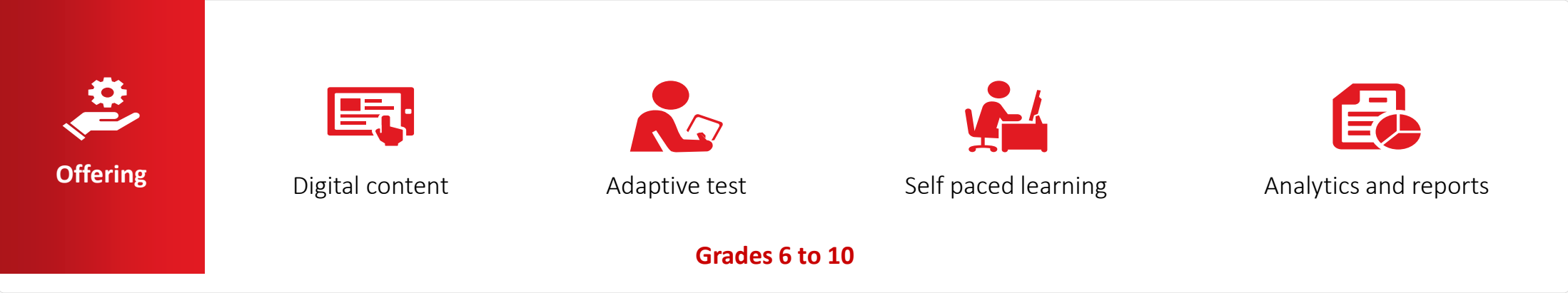
4.

Major Ed-Tech Initiatives - Annexure

2.1 Learnflix

2.2 Mylestone

2.3 Educate 360°



Channel

B2B2C: Distributing through schools and channel partners

B2C: Distributing directly to students



Sales & Marketing

- A strong sales team that connects with schools and channel partners to reach out to the students
- Lead generation through social media campaigns and other marketing activities
- Team of telecallers who convert the leads



Support

Tele-counselors team who prompt students to continue the usage and address their support issues

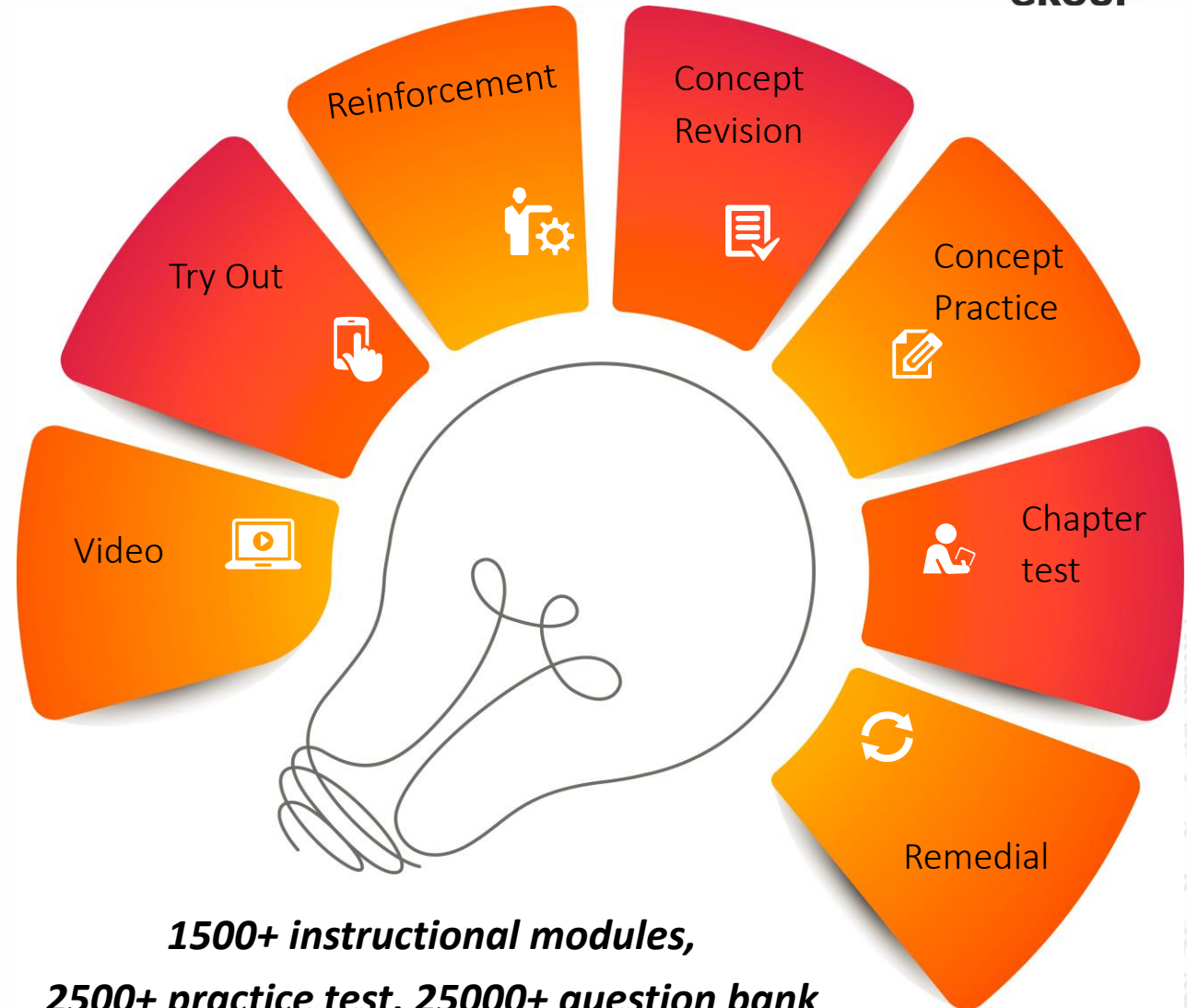


Revenue model

Annual subscription fee in the range of ~ RS2000

Takes learning one step ahead by providing advanced individualized learning

- Currently available for grades 6th to 10th for maths and science subjects
- The Spiral Learning Pedagogy ensures all concepts are well learnt, revised, practiced and assessed
- One of its kind product with teacher analytics and report built in



**1500+ instructional modules,
2500+ practice test, 25000+ question bank**

Flexibility to choose the time, place and pace of learning



Reinforcement of previous learning at every step



Seek help from ebooks for concept clarity

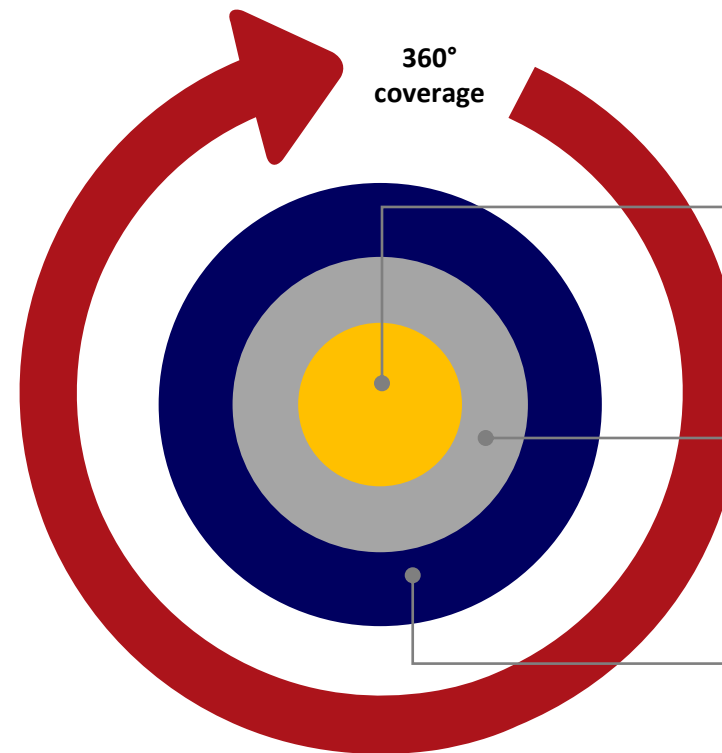


Practice through unlimited practice exercises and tests



Learn from to-the-point revision summaries

Extremely focused and guided analytics to help students, teachers and parents to monitor performance



360°
coverage

Test level analytics

- Score, Accuracy, Questions, attempted, average time taken per question
- Review test
- Key focus areas with remedial to revisit the concept again

Chapter level analytics

- Time spent on a chapter
- Concept wise coverage with information of incomplete concepts
- Chapter tests completed with information of unattempted tests
- Strong and weak concepts

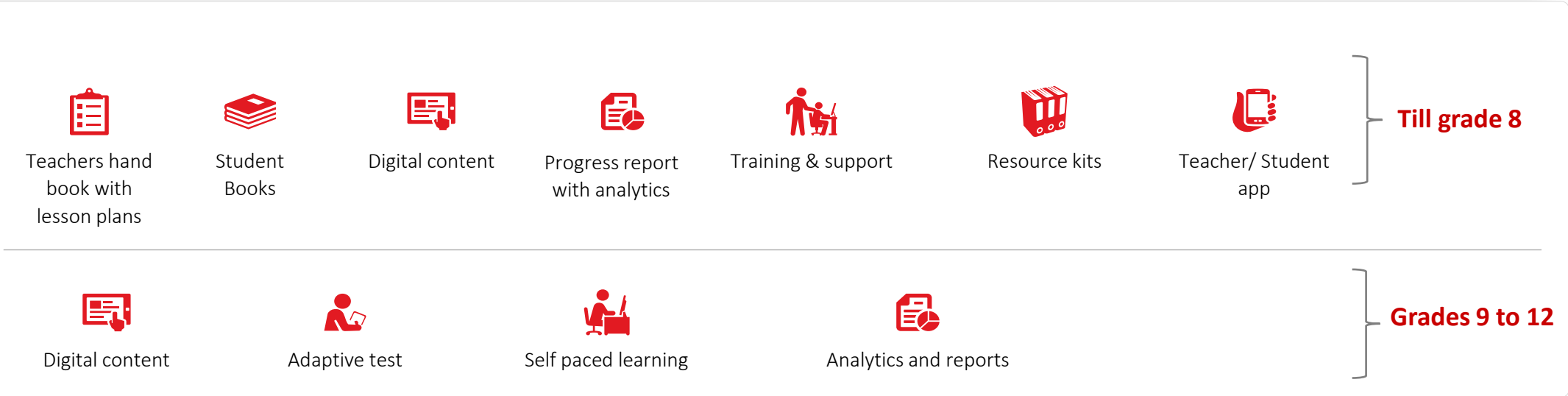
Subject level analytics

- Time spent on a subject
- Chapter wise coverage

mylestone
Runway to the Future



Offering



Channel

B2B: Affordable private schools that needs holistic solution to manage academics



Sales & Marketing

- A strong sales team that works closely with schools to do their need assessment and pitch the solution to them.
- Existing network of more than 40,000 schools that is leveraged for the sale



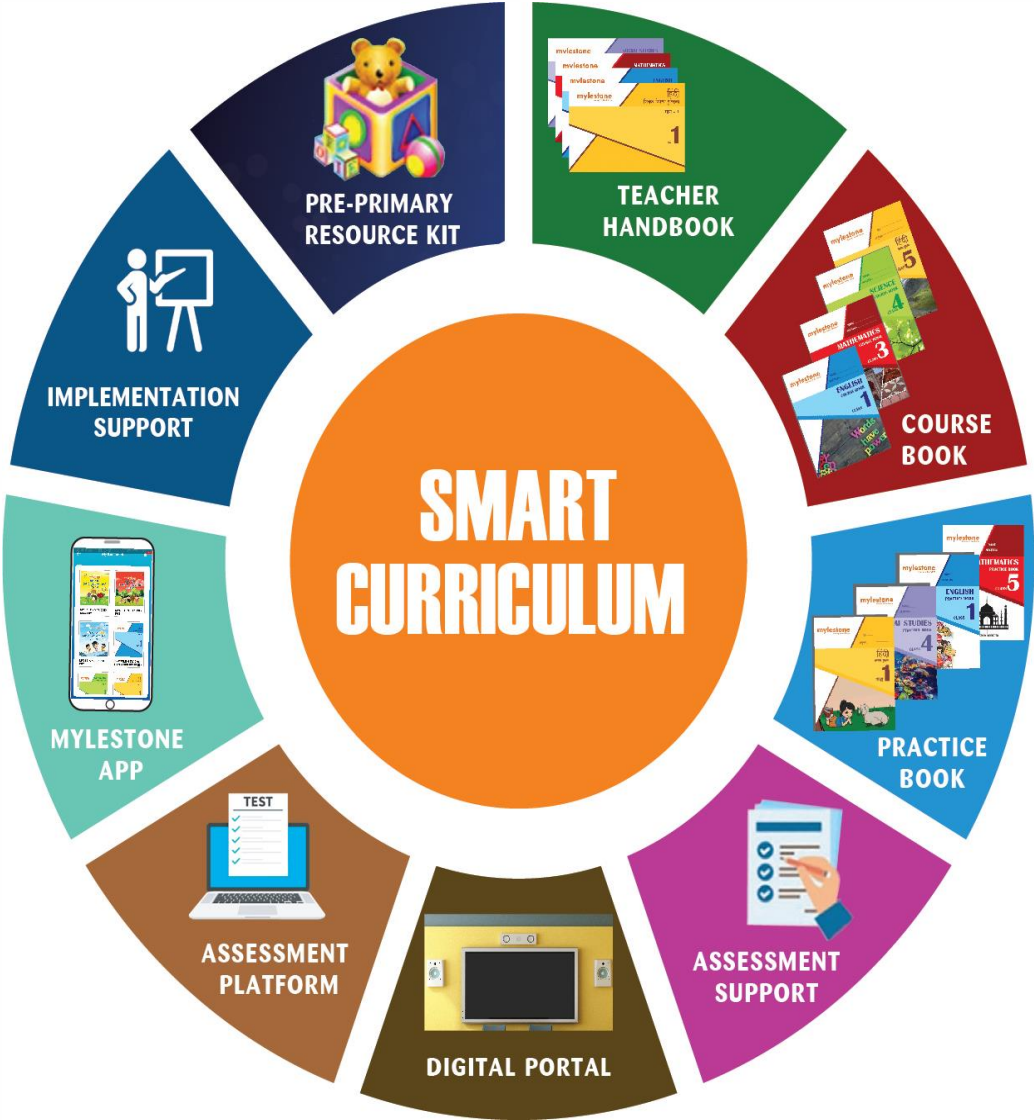
Support

A team of academic counselors that supports the school with implementation through year long interventions



Revenue model

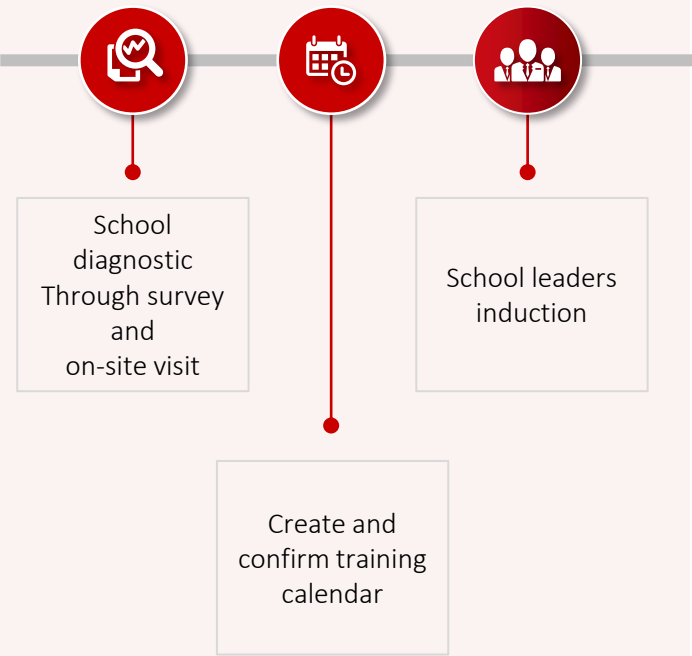
Subscription fee that varies by grade level. The fee ranges from RS 800 to 5000 (PN to G12)



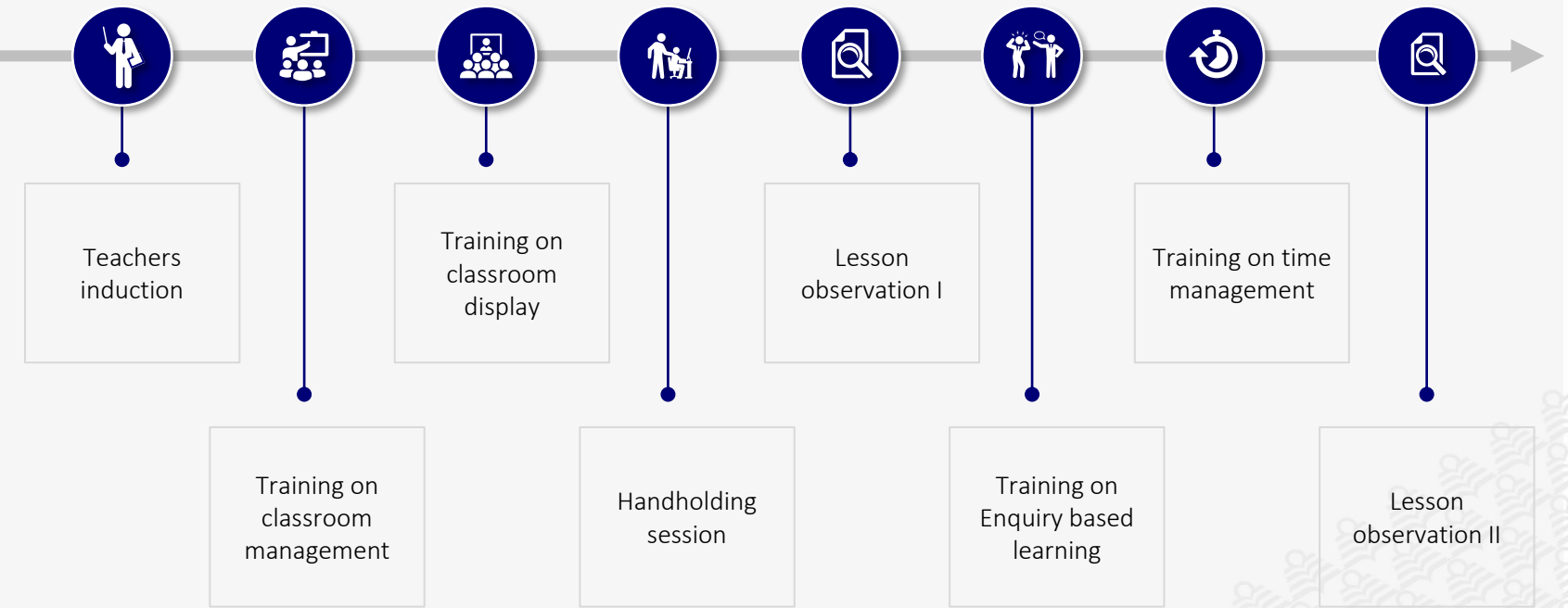
MYLESTONE – STRONG PROCESS IN PLACE TO ASSIST THE SCHOOL WITH IMPLEMENTATION



Pre-implementation



Post-implementation



*Additionally multiple webinars hosted during the year that the school can opt in form

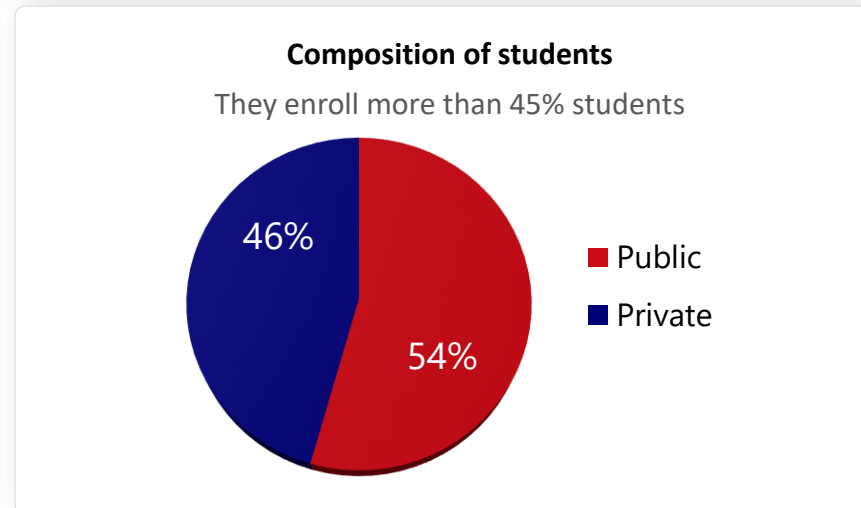
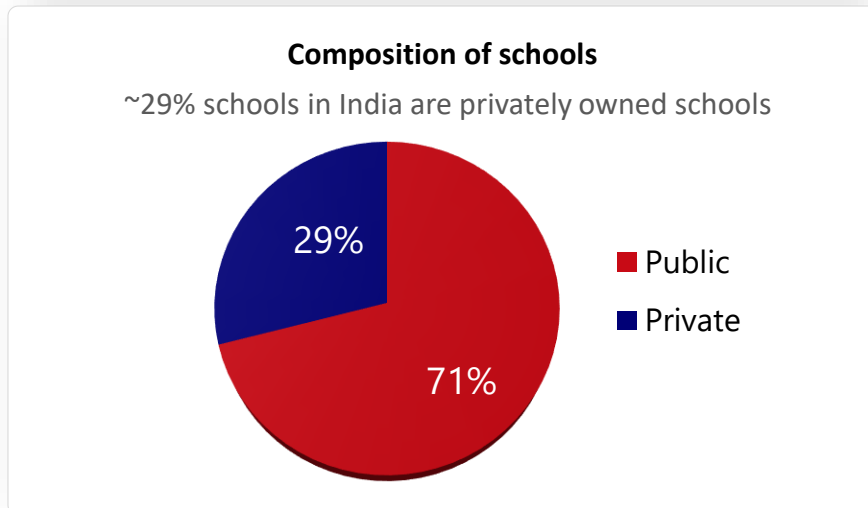
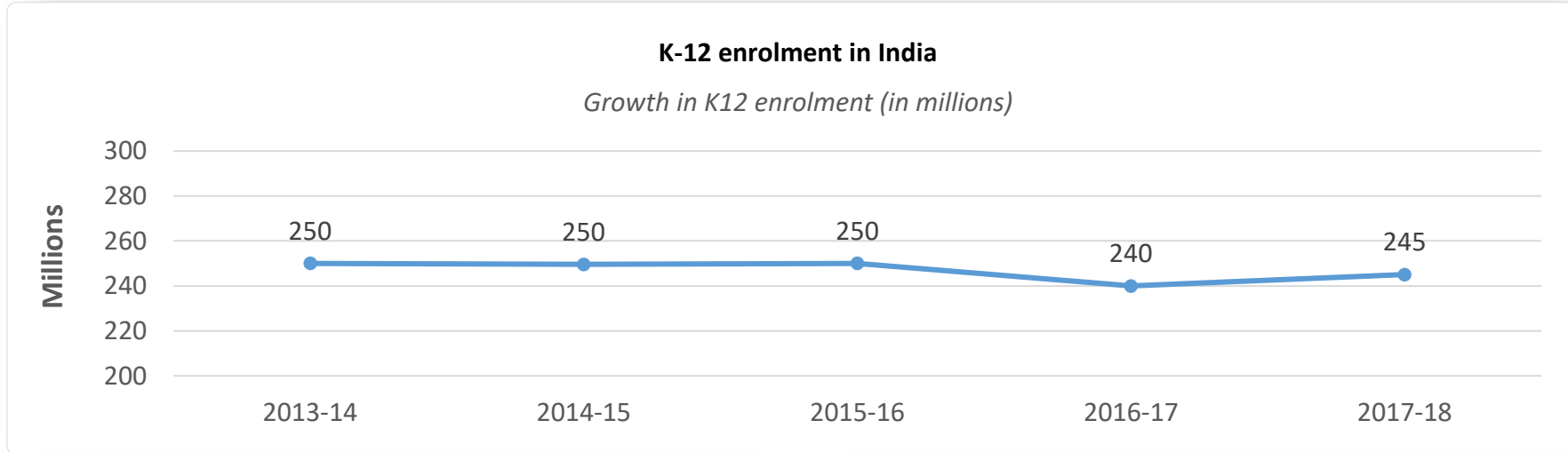
1 academic counselor for 20 schools

6 trainings per year

2 class observations per year

Web based support for teachers

India is amongst the world's largest K12 markets with strong preference for private schools



- With over 245Mn K-12 enrollments India is one of the largest k-12 markets
- Over the years, there has been a significant rise in enrollments in private schools
- ~29% of India's schools are privately owned and run and they enroll more than 45% of students

Source: [Central Square Foundation](#) | [U-DISE](#)

MYLESTONE – WHY THE NEED EXISTS?

- Affordable private schools can be defined as schools charging annual fee in the range of 12k to 60k. Schools charging below 12k fees can be termed as low fee schools
- According to DICE report, around 79% of private schools charge less than 5000Rs per month. That is around 230,000 schools
- Out of which around 40% can be estimated to charge annual fee in the range of INR12,000 to INR60,000. That is around 92,000 schools
- According to ACER report as of 2017-18, an average private unaided school has ~300 students on their rolls



~230,000¹

schools charging less than
RS60,000 annually

~92,000¹

schools have fees in the range of
RS12,000 to RS60,000 annually
(Affordable private schools)

~27.6Mn¹

students enrolled in
affordable private
schools

~ ₹4000²

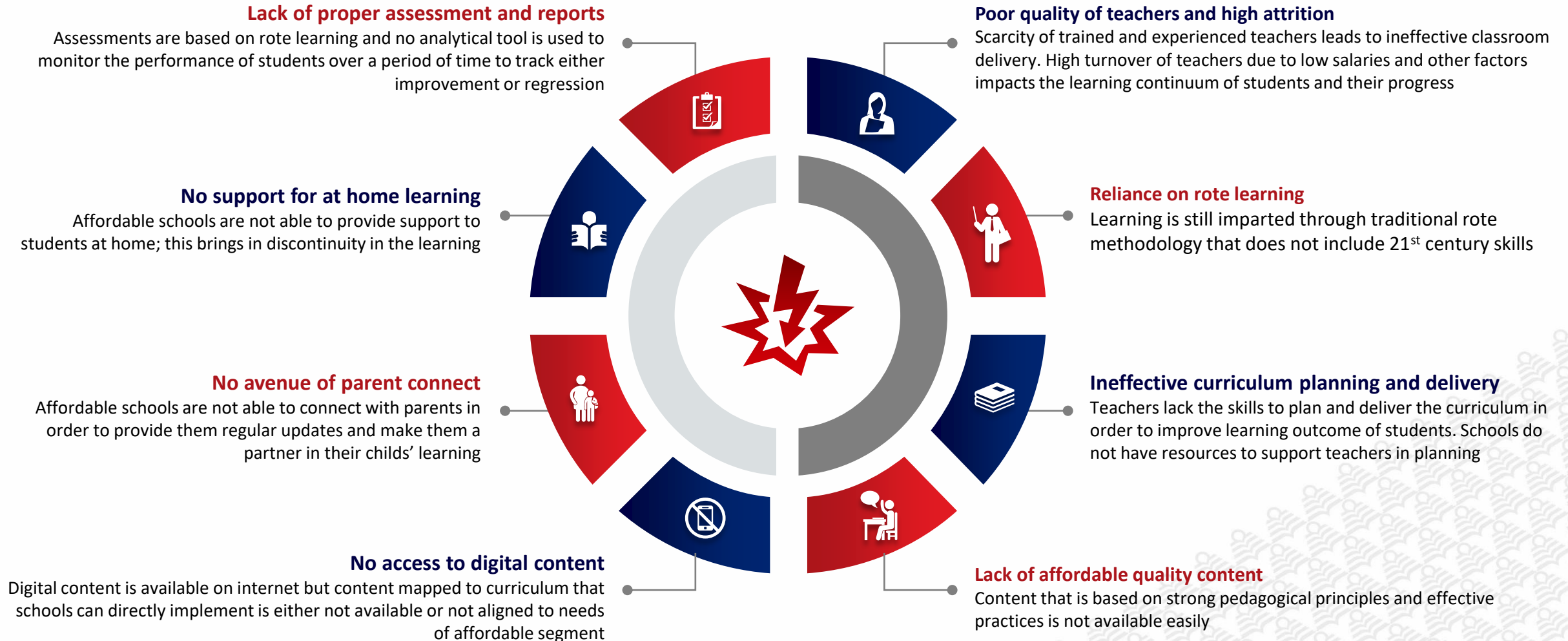
spend on learning
resources annually

~ ₹110 Bn

market size

Source: 1- [FACES OF BUDGET PRIVATE SCHOOLS IN INDIA Report 2018](https://www.centurysquarefoundation.org/school-education-in-india-data-trends-and-policies-2020/) ; <https://www.centurysquarefoundation.org/school-education-in-india-data-trends-and-policies-2020/> ;
2- Internal research

Affordable private schools face multiple challenges that negatively impacts learning outcome





PRODUCT PACKAGE



E-Book



Printed Book



Digital Supplements



Integrated Platform



Concept Videos



Teacher's Manual



Teacher Training



Assessment



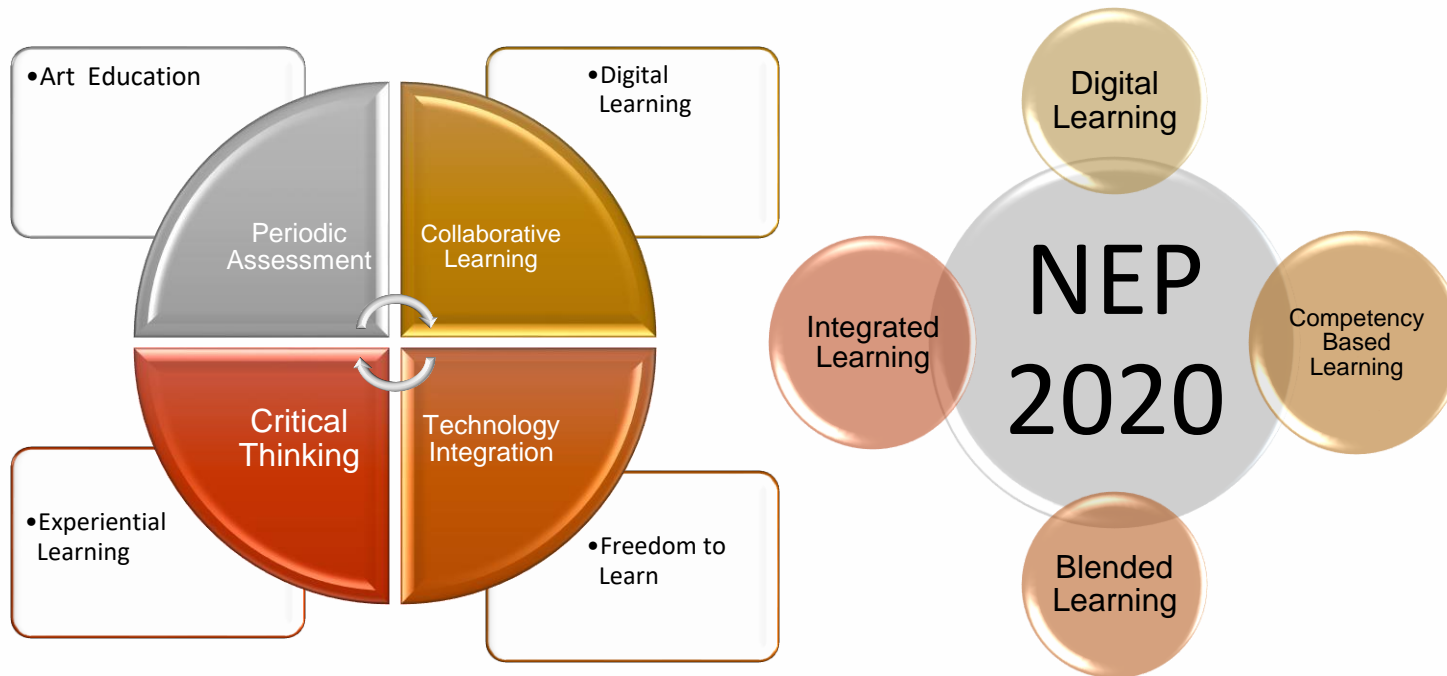
Internet Links

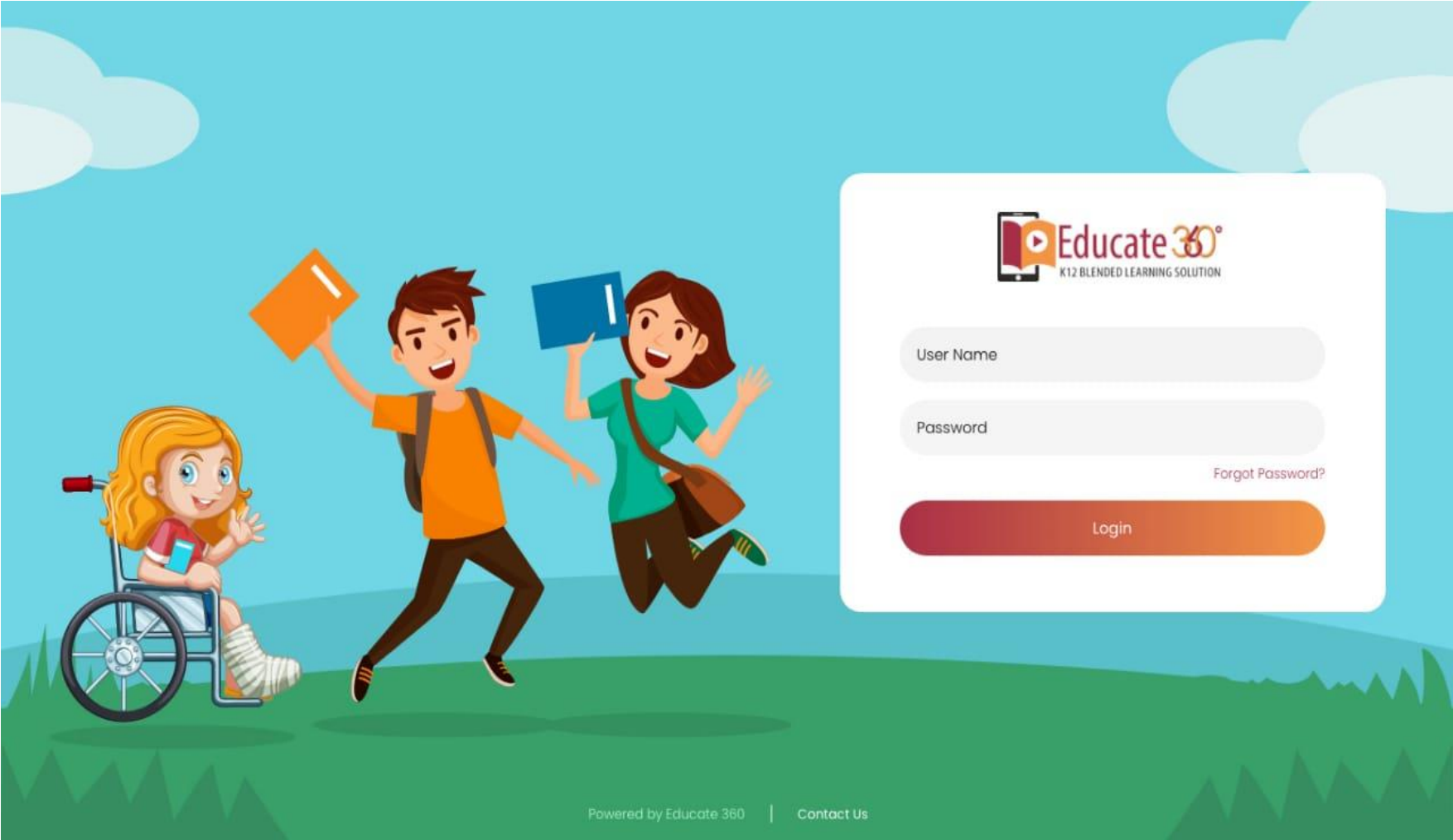


Ease of Access

In Sync with the National Education Policy (NEP) 2020

Focusses on developing 21st Century Skills





The illustration shows a login interface for Educate 360°. On the left, three cartoon characters are running happily: a girl in a wheelchair with a cast on her leg, a boy with a backpack, and a girl with a bag. They are holding up books. The background is a bright blue sky with clouds and a green field. On the right, a white login box contains the Educate 360° logo (a play button icon next to the text 'Educate 360° K12 BLENDED LEARNING SOLUTION'), a 'User Name' input field, a 'Password' input field, a 'Forgot Password?' link, and a 'Login' button with a gradient from purple to orange.

Powered by Educate 360 | [Contact Us](#)



Home

Assessments

Homework

Live Classes

Notifications

Teacher's Desk

Profile

Powered by  Educate 360°
K12 BLENDED LEARNING SOLUTION

Hello Shilpa!

Hello Shilpa! What would you like to do today?



Assign Test



Assign Homework



Share Content



Start Live Class

Due Today

PHYSICS | X | OBJECTIVE

End Term Assessment

Aug 05, 2020 | 15:10 PM to 16:10 PM

Marks: 10

Questions: 20

Time: 40 mins

Assign

PHYSICS | X | OBJECTIVE

End Term Assessment

Aug 05, 2020 | 15:10 PM to 16:10 PM

Marks: 10

Questions: 20

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Assign

PHYSICS | X | OBJECTIVE


End Term Assessment

Aug 05, 2020 | 15:10 PM to 16:10 PM


PHYSICS | X | OBJECTIVE

End Term Assessment


Aug 05, 2020 | 15:10 PM to 16:10 PM





XYZ Public
International
School









ASSESSMENTS

Notifications 

Objective 

Subjective 

Available	Upcoming	Completed
<div><h3>Test 1</h3><p>Question: 20 Duration(min.): 25 Marks: 3</p><p> Aug 05, 2020 15:10 PM to 16:10 PM</p><p>Review</p><p>Analytics</p></div>	<div><h3>Test 1</h3><p>Question: 20 Duration(min.): 25 Marks: 3</p><p> Aug 05, 2020 15:10 PM to 16:10 PM</p><p>Review</p><p>Analytics</p></div>	<div><h3>Test 1</h3><p>Question: 20 Duration(min.): 25 Marks: 3</p><p> Aug 05, 2020 15:10 PM to 16:10 PM</p><p>Review</p><p>Analytics</p></div>
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Learn


Live Classes



Assessments








Homework


Dashboard

Profile

Powered by  Educate 360°
K12 BLENDED LEARNING SOLUTION

 XYZ Public International School 

-  Home
-  Assessments
-  Homework
-  Live Classes
-  Notifications
-  **Teacher's Desk**
-  Profile

Powered by  **Educate 360°**
K12 BLENDED LEARNING SOLUTION

TEACHER'S DESK Notifications

Centre: All | Class: All | Section: All | Subject: All

 **12**
Live Classes Conducted

 **72**
Objective Test Published

 **22**
Subjective Test Published

 **54**
Homework Quizzes Assigned

 **9**
Homework Assignments Published

 **220**
Content Assets Shared

Live Classes



Period	Live Classes
1	12
2	16
3	9
4	16
5	9

Objective Test Published




Period	Objective Tests
1	60
2	80
3	45
4	15
5	45



HOMEWORK

Notifications 

Quiz 

Assignment 

Available

Upcoming

Completed

Quiz Test 03

 Due on Aug 03, 2020

Start

Review

Quiz Test 03

Name appears

 Due on Aug 03, 2020

Start

Review

Quiz Test 03

 Due on Aug 03, 2020

Start

Review

Quiz Test 03

 Due on Aug 03, 2020

Start

Review

Quiz Test 03

 Due on Aug 03, 2020

Start

Review

Quiz Test 03

 Due on Aug 03, 2020

Start

Review

Quiz Test 03

 Due on Aug 03, 2020

Quiz Test 03


 Due on Aug 03, 2020

Quiz Test 03

 Due on Aug 03, 2020

 Learn

 Live Classes

 Assessments

 Homework

 Dashboard

 Profile

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K12 BLENDED LEARNING SOLUTION



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