



S CHAND AND COMPANY LIMITED
Q2 & H1 Results Update
November 2017

empowering
YOUNG MINDS



Q2 & H1 FY18 RESULTS UPDATE

INDUSTRY OVERVIEW

COMPANY OVERVIEW

APPENDIX



**Q2 & H1 FY18
RESULTS UPDATE**

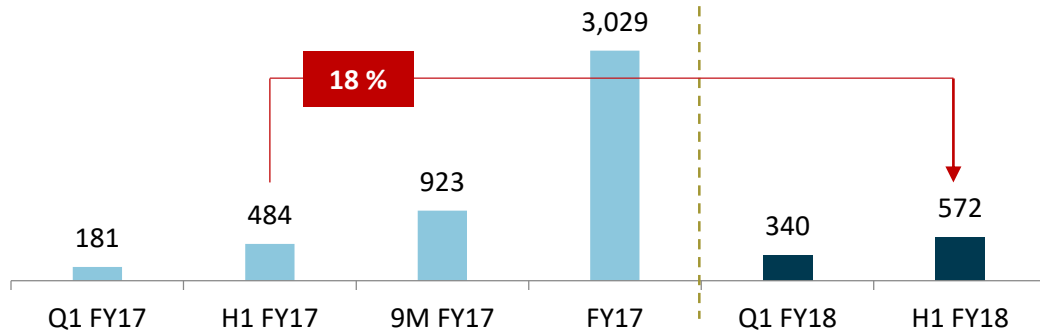


Q2 & H1 FY18 Results Update: Key Highlights *

* Standalone Financials

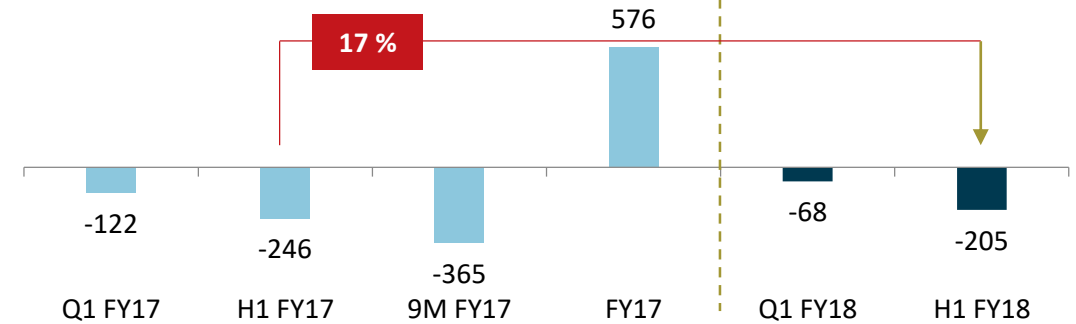
In Rs Mn

Revenues

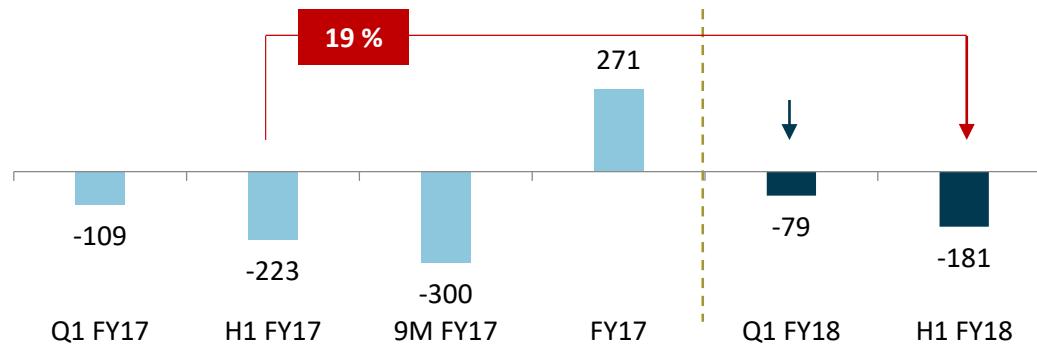


S Chand standalone revenues constitute around 45 % of group revenues

EBITDA



PAT



EBITDA / Profit After Tax for Q1, H1 and 9M period is **negative** due to seasonal nature of business (Q4 contributes ~ 80% annual revenues) and incidence of large proportion of costs on a monthly basis.

Q2 & H1 FY18 Results Update: Profit & Loss Statement *

* Standalone Financials

S Chand and Company Ltd Particulars (Rs Mn)	Standalone			
	H1 FY18	H1 FY17	Q2 FY18	Q2 FY17
Revenue from operations	467	439	174	281
Other income	105	45	59	22
Total Income	572	484	233	303
Material consumed, net of change in inventory	208	227	95	160
Publication expenses	76	51	28	29
Selling and distribution expenses	92	88	46	52
Employee benefit expenses	254	218	125	118
Other expenses	146	146	75	67
EBITDA	-205	-246	-137	-123
Depreciation and amortization	17	28	6	15
Finance costs	57	48	17	25
Profit before taxation	-279	-322	-160	-163
Tax expenses	-99	-99	-58	-48
Profit after taxation	-181	-223	-102	-114
Total comprehensive income for the period/year	-180	-222	-102	-114
Earnings per equity share (INR) (for continuing operations)				
Basic	-5.35	-7.47	-2.95	-3.83
Diluted	-5.35	-7.47	-2.95	-3.83

Q2 & H1 FY18 Results Update: Balance Sheet *

* Standalone Financials

S Chand and Company Ltd Particulars (Rs Mn)	September 2017	March 2017
Assets		
Non Current Assets	6,416	5,216
Inventory	566	577
Receivables	1,368	2,129
Cash And Cash Equivalents	685	144
Other Current Assets	158	168
Total Assets	9,193	8,234

Shareholders Capital	7,920	5,020
Non Current Liabilities	22	21
Borrowings (current liabilities)	510	799
Trade Payables	553	901
Other Current Liabilities	188	1,493
Total Liabilities	9,193	8,234

Debt Profile (Rs Mn)	September 2017	March 2017	
Gross Debt	545	2,129	IPO proceeds used to deleverage.
Net Debt	-140	1,985	Net of cash and bank balance.
Shareholder funds	7,920	5,020	Increased by Rs 3,250 Mn against fresh equity shares issued in IPO.
Net Debt/ Equity Ratio	-	0.39	

Q2 & H1 FY18 Results Update: Key Highlights *

* Standalone Financials

In Rs Mn

Revenue Breakup – Segment wise	H1 FY18	H1 FY17
K-12 @	84	62
Higher Education	383	377
Test Preparation	130	136
College and University/ Technical and Professional	253	241
Total Revenues from Operations	467	439

Revenue Share % - Segment wise	H1 FY18	H1 FY17
K-12	18%	14%
Higher Education	82%	86%
Test Preparation	28%	31%
College and University/ Technical and Professional	54%	55%

@ K-12 segment:

- K-12 sales cycle peaks in Q4 and tapers off in Q1 when new academic session begins in central curriculum (CBSE, ICSE) schools.
- Returns and discounts are provided for mainly in Q2.
- Q2 sales are impacted by one time book returns for product revision. This will be negated in Q3 with product re-distribution.
- K-12 business contributes to around 80% of group revenues on an annualized basis.

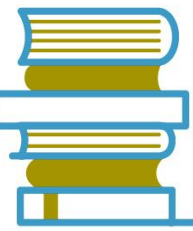
Q2 & H1 FY18 Results Update: Key Highlights

- I. **Half year revenues at Rs 572 Mn, higher by 18% YOY.**
 - H1 is a low revenue period for S Chand, contributed ~ 16% of annual revenues in FY17.
 - Q2 is lowest revenue quarter due to impact of sales returns.
 - S Chand standalone revenues constitute around 45% of group revenues.

- II. **Standalone EBITDA Loss at Rs 205 Mn vs Loss of Rs 246 Mn in H1 FY17.**
 - First half of the year is negative EBITDA due to seasonal nature of business. (historical trend).

- III. **Standalone Net Loss (after taxes) at Rs 181 Mn vs Loss of Rs 223 Mn in H1 FY17.**
 - Higher finance costs due to acquisition loan for Chhaya , which was prepaid in May 2017.

- IV. **Equity funds of Rs 3,250 Mn raised in Q1 (IPO proceeds).**
 - Rs 2,550 Mn utilized to deleverage and reduce interest cost.
 - Rs 419 Mn towards general corporate purpose remains unutilized.



Q2 & H1 FY18 Results Update: Business Updates

Strategic Alliance with PDM Inc. (Affiliate of Sigong Media, South Korea)

- ✓ Foray into comprehensive curriculum market for Early Learning segment (pre-schools) in India.
- ✓ Sigong Media is a leading digital education company of South Korea and provides learning platform, content and curriculum for pre-school and elementary school students.

Inorganic Opportunities

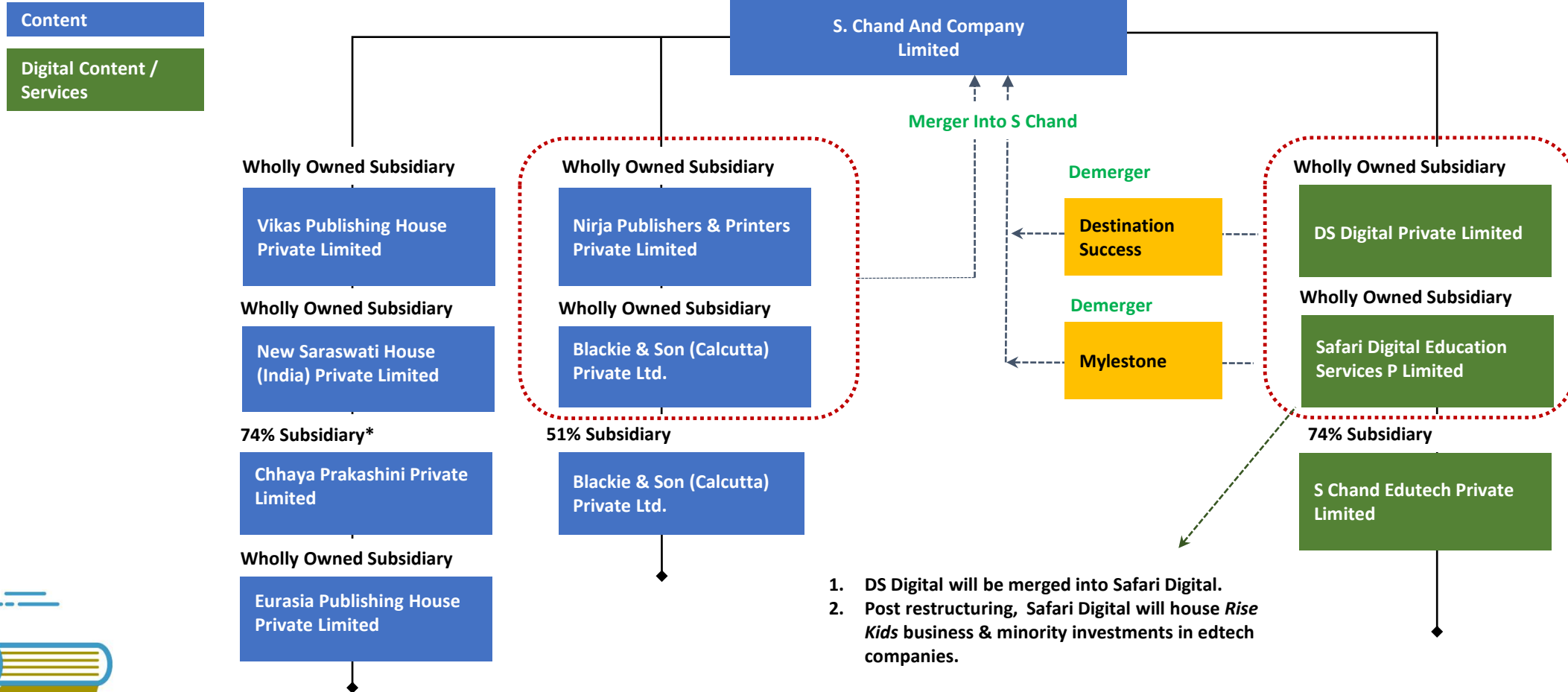
- ✓ In discussion with leading content publishers in regional board markets of West India and South India for joint venture/ acquisition.
- ✓ In discussion with an emerging content publisher catering to international curriculum schools for joint venture/acquisition.

Restructuring

- ✓ Board approved Scheme of Arrangement (Effective Date 01st April 2017) between Blackie & Son (Calcutta) Private Limited, Nirja Publishers & Printers Private Limited, DS Digital Private Limited, Safari Digital Education Initiatives Private Limited, S Chand And Company Limited and their respective shareholders and creditors. *(please refer next slide)*
 - *Destination Success* (digital class solutions) and *Mylestone* (curriculum management) to become part of S Chand And Company Limited.
 - Benefits of tax efficiency, cost rationalization and improved capital allocation.
 - Expected completion by June 2018.



Q2 & H1 FY18 Results Update: Business Updates – Proposed Restructuring



* Agreement to purchase remaining 26% , price linked to reported EBITDA of FY18.
Reference to Chhaya Prakashani Private Limited includes its wholly owned subsidiaries IPPPL and PSPL.
S Chand has minority ownership in 5 edtech companies. These have been excluded from the above structure.

Utilization of IPO Proceeds

Particulars	Amount Rs Mn	Utilized till September 2017 Rs Mn	Remarks
Gross proceeds from IPO : Fresh Issue	3,250		
Objects			
Repayment of loan availed by S Chand utilized towards funding acquisition of Chhaya	1,000	1,000	
Repayment of loan availed by Eurasia Publishing House Private Limited (wholly owned subsidiary of S Chand) utilized towards funding acquisition of Chhaya	504	504	
Repayment of loans availed by S Chand	550	550	Company expects to utilize remaining funds in the next two quarters of FY18.
Repayment of loans availed by subsidiaries of S Chand	496	496	
General Corporate Purposes	491	74	
Share issue expenses	209	209	
Total	3,250	2,833	



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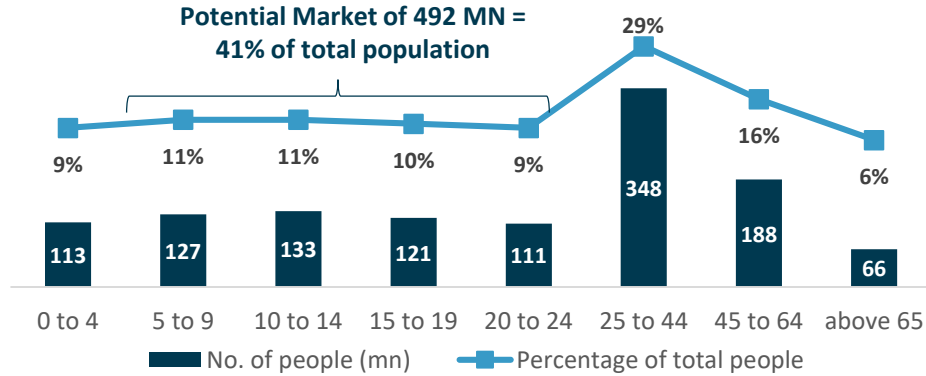
INDUSTRY OVERVIEW



Indian Education Sector : Inflection Point + Strong Potential

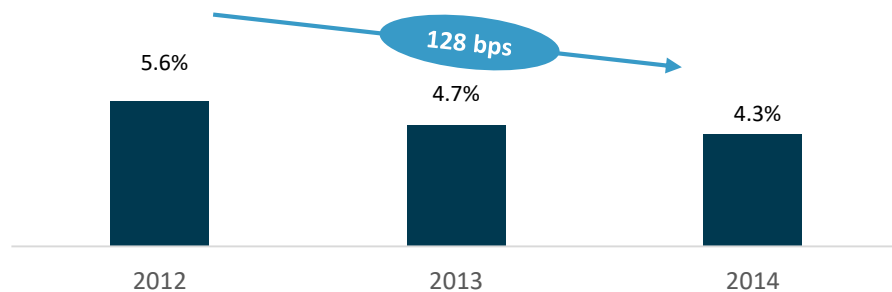
Age-wise population distribution in India : S Chand target market.

(Source: IBEF Report)



Decrease in drop-out rates for primary education in India.

(Source: Nielsen Report)



Literacy rate improving with higher participation from students.

(Source: Technopak's Outlook on India Schooling Segment)

Level of Education	Estimated Population			
	% 2017 (MN)	% 2022 (MN)	% 2017 (MN)	% 2022 (MN)
Illiterate	20%	269	18%	250
Literate but no formal schooling	2%	27	1%	14
School - Up to 5th standard	35%	471	36%	501
School - Up to 10th standard	18%	242	18%	250
School - Up to 12th standard	11%	148	11%	153
Some college but not graduate	5%	67	5%	70
Graduate	6%	81	7%	97
Postgraduate	3%	40	4%	56
Literate	80%	1076	82%	1141
Total	100%	1345	100%	1391

S Chand well positioned to benefit from sector tailwinds.

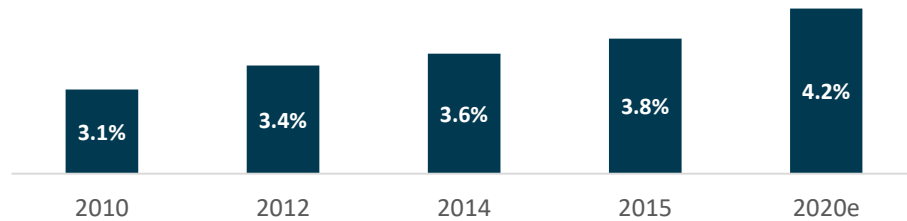
- ❖ Gross enrolment ratio and students completing primary & secondary education gradually improving in India.
- ❖ Falling dropout rates and increased girls participation led to improvement in literacy rate.
- ❖ Government promoting education through various schemes with budgetary support.

Increasing Household Expenditure On Education

Investment in India's Education Sector.

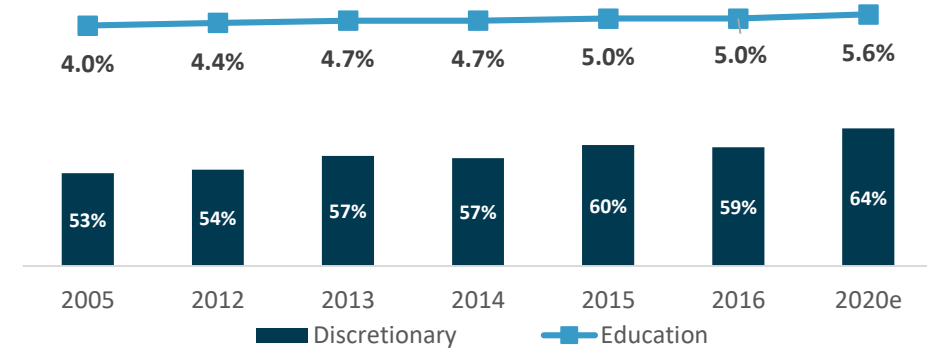
(Source: IBEF Report)

As a percentage of GDP



Higher share of education in discretionary spend.

(Source: Technopak Research Report)

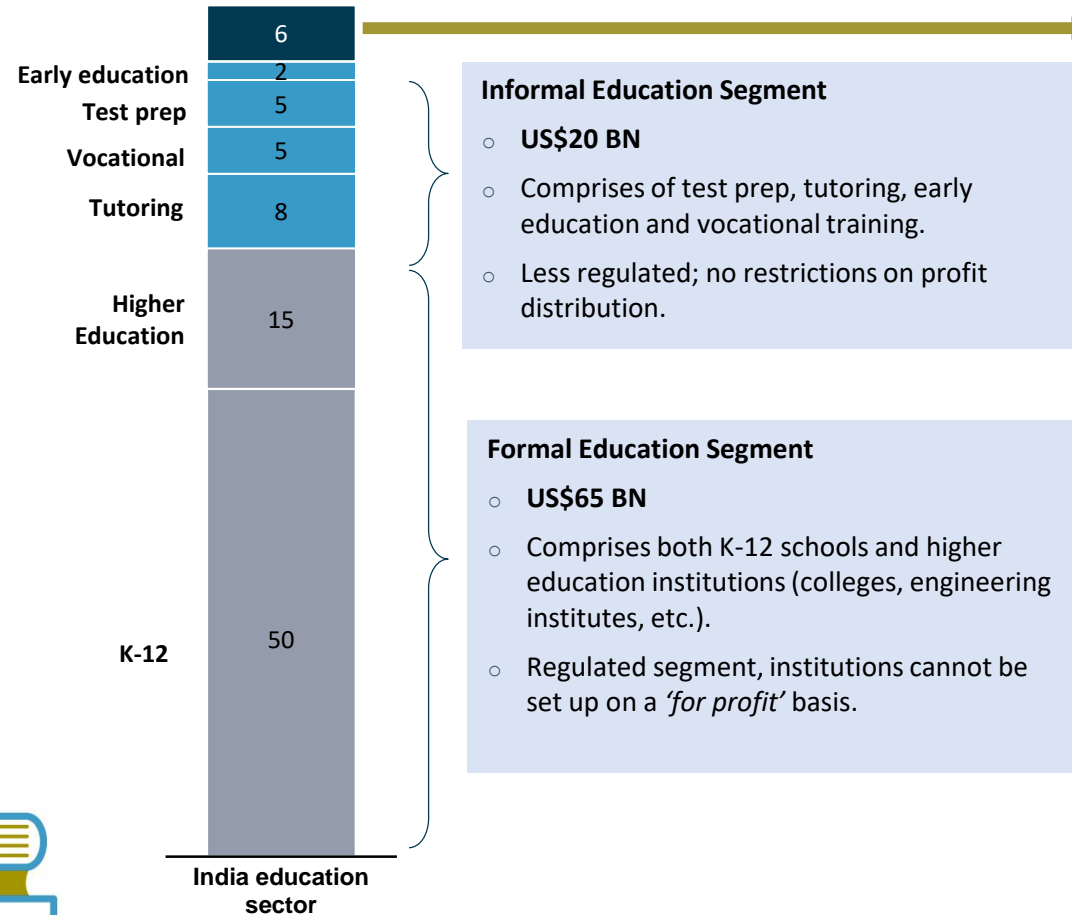


Education sector poised for sustainable growth for the long term.

- Education and related expenses gradually increasing with rising affluence and discretionary spend. Books and stationery constitute a small % of education spend.
- Allocation towards education @ 5.6 % of discretionary spend is amongst lowest in the world.
- Average price of education books in India significantly lower at around US\$ 3 vis-à-vis emerging economies.
- Inelastic demand for education content.

Large Addressable Opportunity

US\$90 Bn Market Size for the Indian Education Sector

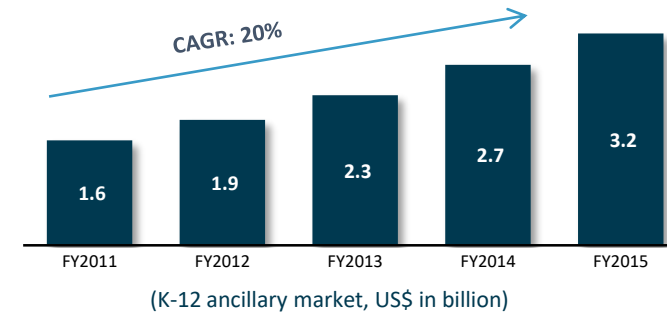


(Source: Technopak Research Report. Technopak Outlook on India's Schooling Segment June 2017. Nielsen: India Book Market Report 2015)

US\$6 BN Ancillary Education Segment

S Chand operates in this segment (K-12/ Higher Education content).

- Supports formal and informal education segments.
 - Comprises of content, digital content & services like curriculum management.
 - Mostly caters to K-12 & higher education institutions.
- Less regulated; no restrictions on profit distribution.
- K-12 ancillary market is fast growing with ~20% CAGR during 2011-15.

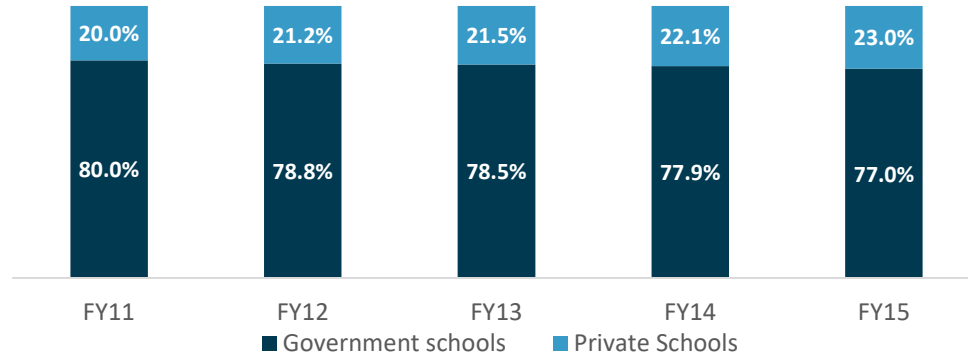


- Robust growth drivers.
 - Eligible K-12 population of about 296 MN students in age group 6 to 17 years.
 - Private unaided schools increased at average rate of 10.4% during 2011-15.
 - India has largest education system in the world with over 750 Universities & 35,000 colleges.
- Highly fragmented segment providing room for growth.

Preference Shifting Towards Private & Central Curriculum Schools

Private schools market share increasing every year

(Source: IBEF Report)



Indian K-12 education infrastructure

(Source: Technopak's Outlook on India's Schooling Segment)

Number of Schools: 1.5 MN	
Government: 1.1 MN	Private: 0.4 MN
Number of Students: 260 MN	
Government: 150 MN	Private: 110 MN
No. of Teachers: 9 MN	
Government: 5 MN	Private: 4 MN
Annual Intake: 18 MN	
Government: 10 MN	Private: 8 MN
Additional Capacity Required: 36 MN	
Additional Requirement of Teachers: 2 MN	
Additional Resources: USD 55 BN	

CBSE & ICSE increasing faster amongst affiliated board schools

Board	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	CAGR
CBSE	11,349	12,337	13,898	14,778	15,933	17,474	19,446	9.4%
ICSE	1,461	1,565	1,678	1,798	1,927	2,181	2,295	7.8%
State Boards	13,16,401	13,63,862	14,47,487	14,65,871	14,60,455	NA	NA	NA
Total	13,29,211	13,77,764	14,63,063	14,63,447	14,78,315	NA	NA	NA

(Source: Nielsen Research Report, School Board reports, DISE)

Preference towards private schools continue to rise

- Student share of private schools increasing consistently despite subsidised fees and free meals/ books in government schools.
- Government schools losing favour even amongst the rural and not so affluent population.
- CBSE and ICSE schools are preferred for their superior curriculum and better pedagogy.
- S Chand is a key beneficiary of increasing number of CBSE and ICSE schools, being the leading content provider to such schools amongst the private publishers.

COMPANY OVERVIEW



Leading Indian Education Content Company

Delivering content, services and solutions...

...across the education continuum

- Offerings spanning entire the education spectrum
 - Early learning
 - K-12
 - Higher education



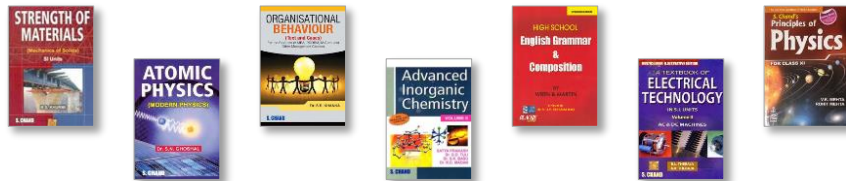
...with Pan India reach

- Pan-India sales and distribution network driving deep market reach.
- Presence in Central (CBSE, ICSE) and State Board affiliated schools across India.

- Long operating history of over seven decades.
- High brand equity across multiple brands.
- Strong author relationships.
- Keeping pace with time - transition from print into digital content and services.

75+ Years of operating history ⁽¹⁾	9,500+ Active book titles ⁽²⁾	48 MN Books sold in FY2017 ⁽⁴⁾
~ 2,400 Author relationships ⁽³⁾	31% Revenue CAGR FY2012-17	55 TPD Print Capacity in number of sheets

Strong content, multiple best-sellers.



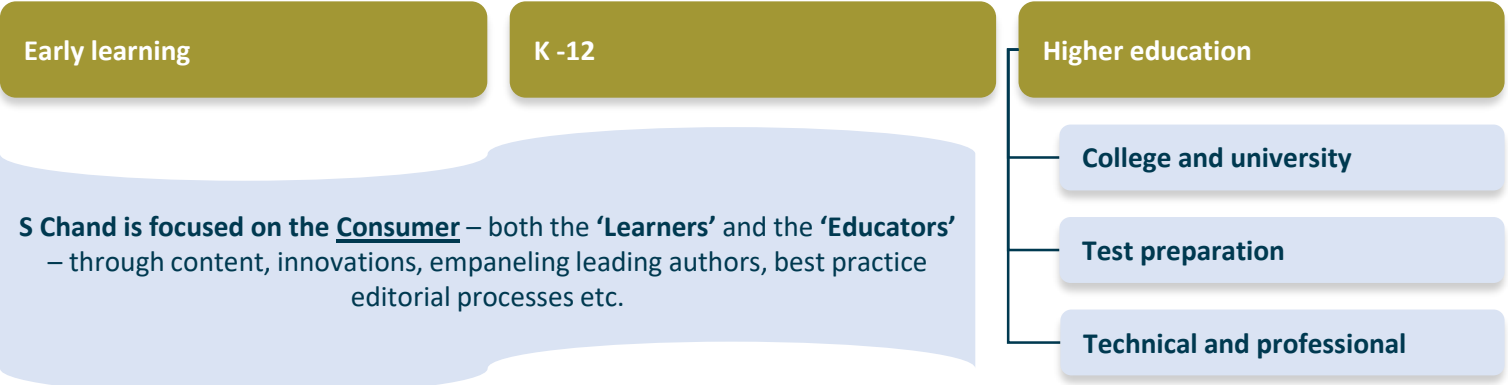
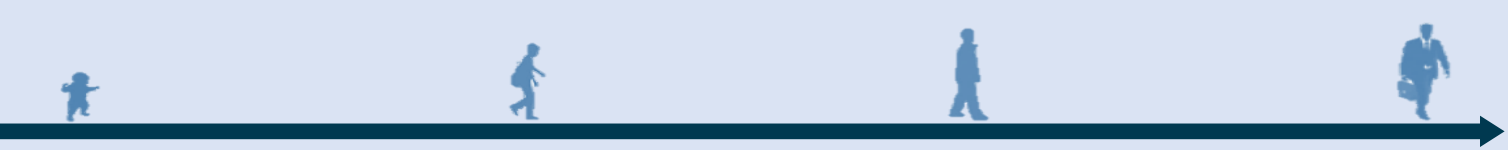
Portfolio of brands focused on print / digital content.



(1) S. Chand & Co. has been in operation since 1939 which was later taken over by S. Chand & Company Private Limited which was incorporated in 1970.
 (2) Includes Early learning, K-12 & higher education active titles.
 (3) Author relationships as on March 31, 2017
 (4) Denotes gross number of copies of all titles sold during the year.

Comprehensive Lifecycle Focused Education Content Player

Lifecycle stages addressed by S. Chand products



Factors that allow S. Chand to be present across lifecycle

- 75+ years of operating history.⁽¹⁾
- 48+ million books sold in FY2017.⁽²⁾
- 2,434 author relationships.⁽³⁾
- Pan-India player in the education sector
- Bridging portfolio gaps through investments



















Key benefits associated with lifecycle presence

- ✓ Large addressable market
- ✓ Enhanced brand recall
- ✓ Long student lifetime value
- ✓ Lower customer acquisition cost due to high brand equity
- ✓ Strong consumer connection
- ✓ High revenue visibility

Generating recurring revenue - throughout students' lives

(1) S. Chand & Co. has been in operation since 1939 which was later taken over by S. Chand & Company Private Limited which was incorporated in 1970
 (2) Denotes gross number of copies sold.
 (3) Author relationships as on 31.03.2017.

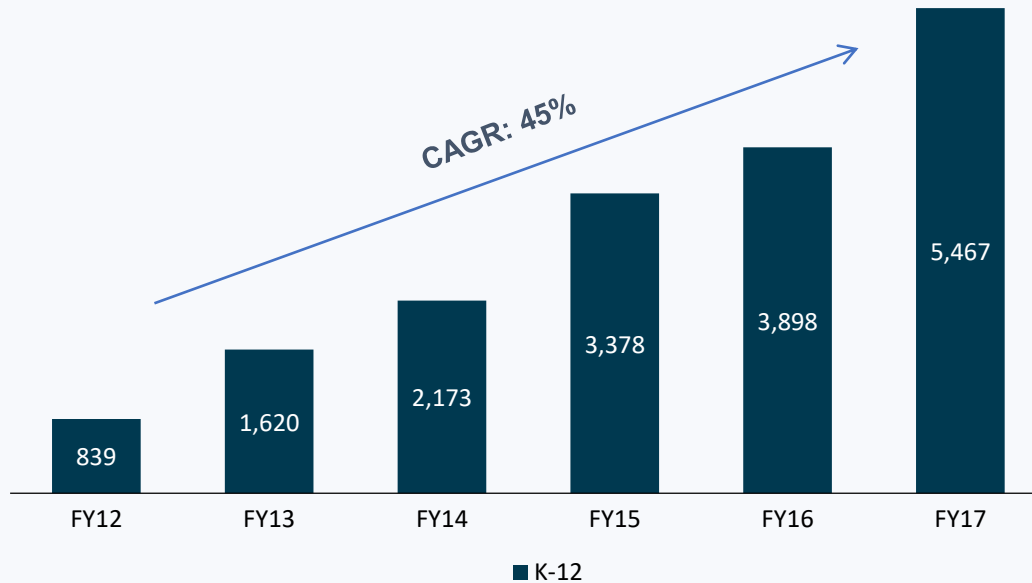
Business Segments

	K-12	Higher Education	Early Learning
Revenue contribution	80% of FY2017 revenues ⁽¹⁾ 45% revenue CAGR ⁽⁴⁾	18% of FY2017 revenues ⁽²⁾ 8% revenue CAGR ⁽⁴⁾	2% of FY2017 revenues ⁽³⁾
Target Segment	School students (4 -18 years)	Test prep (>18 years) College students / professionals	Children (2-5 Years)
Description / Highlights	<ul style="list-style-type: none"> ➤ Schools affiliated to Central / State Board. ➤ Largest K-12 content player in India. <ul style="list-style-type: none"> ○ Dominant presence in Central Board affiliated schools. ○ Increasing presence in State Board affiliated schools. ➤ Offers print content (books) and digital / hybrid content and solutions. 	<ul style="list-style-type: none"> ➤ Colleges and universities (arts, science & commerce degrees). ➤ Test prep for competitive exams (engineering, government jobs). ➤ Offers books, e-books, web and mobile delivery of content. 	<ul style="list-style-type: none"> ➤ STEM based learning. ➤ Children books, educative games, activity based modules (<i>experiential learning</i>). ➤ Also operates 6 pre-schools under 'RiseKids' brand.
Digital / Hybrid Contribution	<ul style="list-style-type: none"> ➤ Around 25% revenue contribution from hybrid offerings and ~ 5% revenue contribution from pure digital offerings in FY2017. 		
Strategy	<ul style="list-style-type: none"> ➤ Consolidate leadership position in Central curriculum schools as preferred content partner. ➤ Increase presence in large regional markets. 	<ul style="list-style-type: none"> ➤ Exam oriented content for test preparation. ➤ Institutional partnerships. 	<ul style="list-style-type: none"> ➤ Focus on digital to expand reach and product offering. ➤ Complete presence across student lifecycle.
Brands	         	    	  

(1) Financials do not consolidate Edutor & Flipclass.
 (2) Financials do not consolidate Edutor, Test book, OnlineTyari.
 (3) Financials do not consolidate Smartivity.
 (4) Revenue CAGR for the period FY2012 - 17

Strong Position In K-12 Segment

S. Chand's growth anchored by leadership in K-12 Segment.



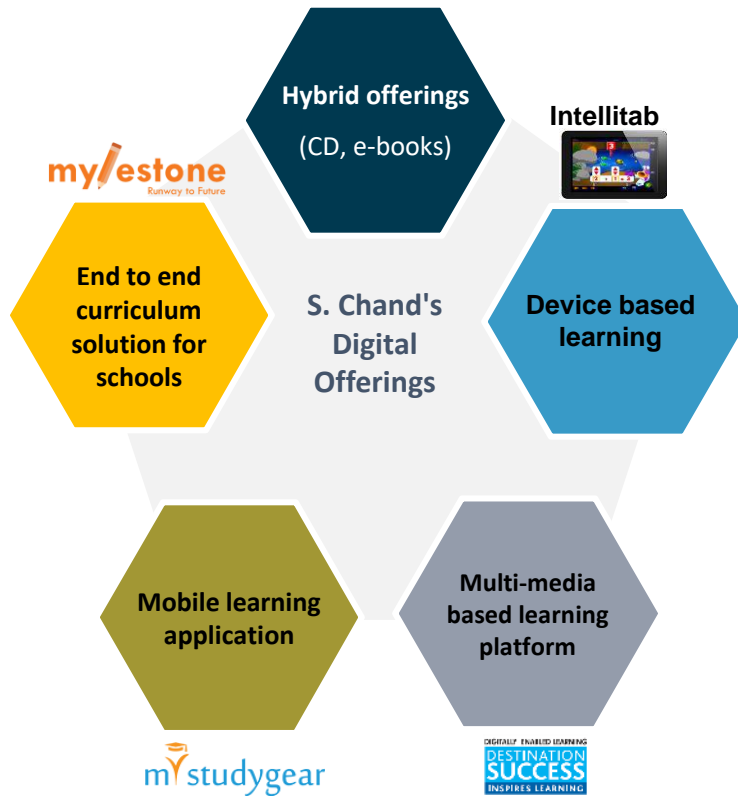
- ✓ Best selling titles in core subjects (mathematics, science, English, Hindi) .
- ✓ Hybrid offerings provide more value per unit to student compared to pure print content

Growth Strategy

- ❖ Consolidated leadership in CBSE/ ICSE schools as preferred content provider.
- ✓ More offerings in K-12 through multiple brands.
- ✓ Curriculum management.
- ❖ Geographical diversification in large regional markets/ state board schools.
- ✓ Acquisitions/ Joint Ventures.
- ❖ Higher share of education spend with enhanced content offerings.
- ✓ Digital/ hybrid offerings.
- ❖ Continuous content development

Digital & Services Platform : At Forefront of Innovative Education Delivery

In-house Digital/ Service Platforms



Digital Investments (Inorganic)

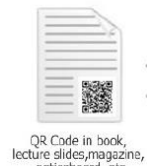


Growth in digital / services platform will supplement existing strength in K-12 and Test Prep domains.

Digital Enablement Has Become Our Key Differentiator

Learning material combined with digital support helps S.Chand differentiate its offerings vis-à-vis smaller unorganized publishers and increases customer stickiness and loyalty.

Short Multi-media / videos to better illustrate difficult topic to students.



Scan the code



Decode the code



- Extensive support to teachers for better understanding of particular topics.
- Teacher can seek support from S Chand.



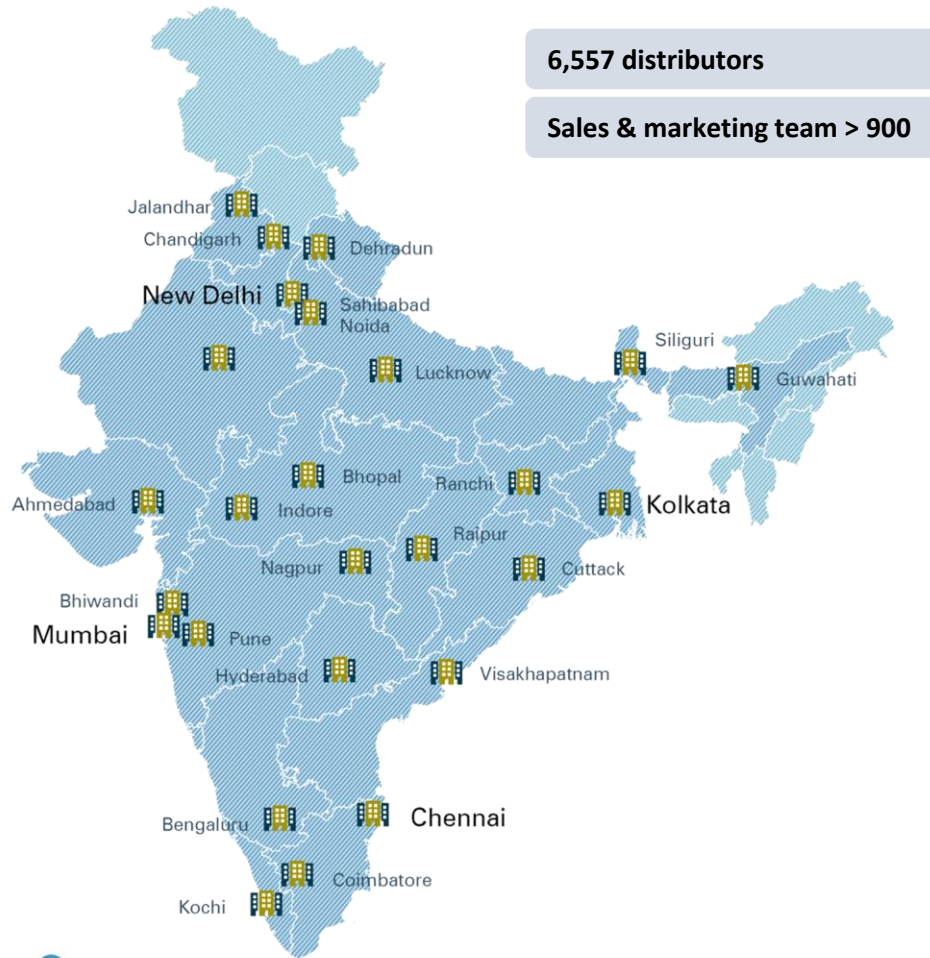
- Test preparation and simulated papers for learners to test their understanding.
- Students can gauge their performance and better prepare for exams.



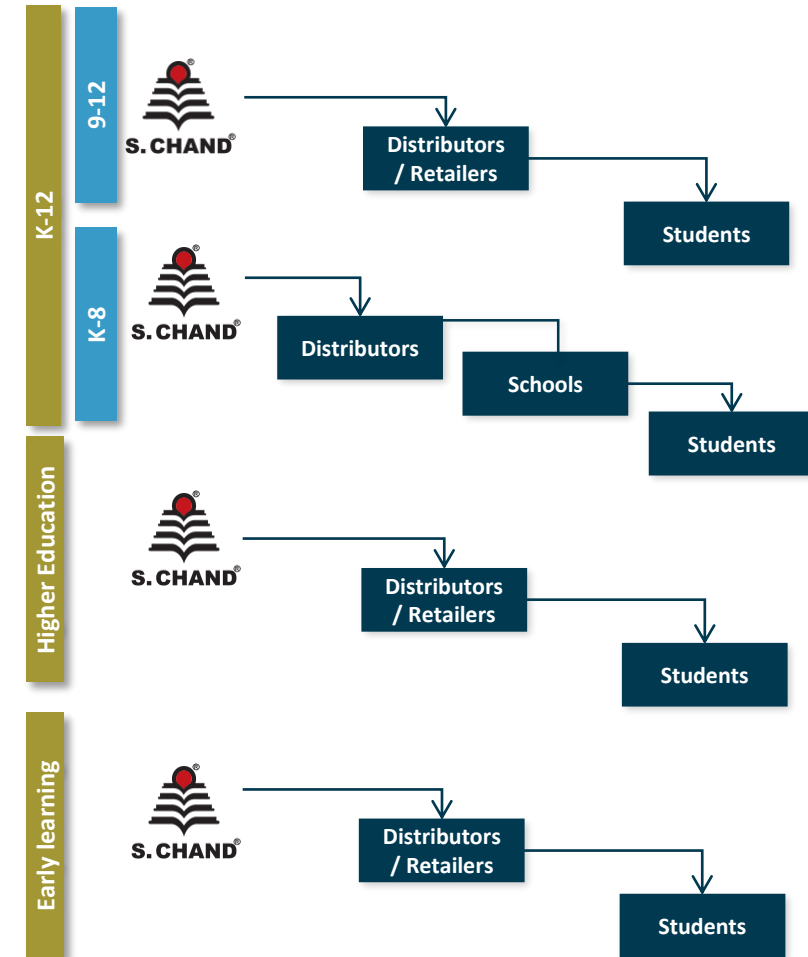
- More content in form of animations/ videos through digital media/ device apps.
- Online digital library accessible to students.

Wide Geographical Reach Across the Country

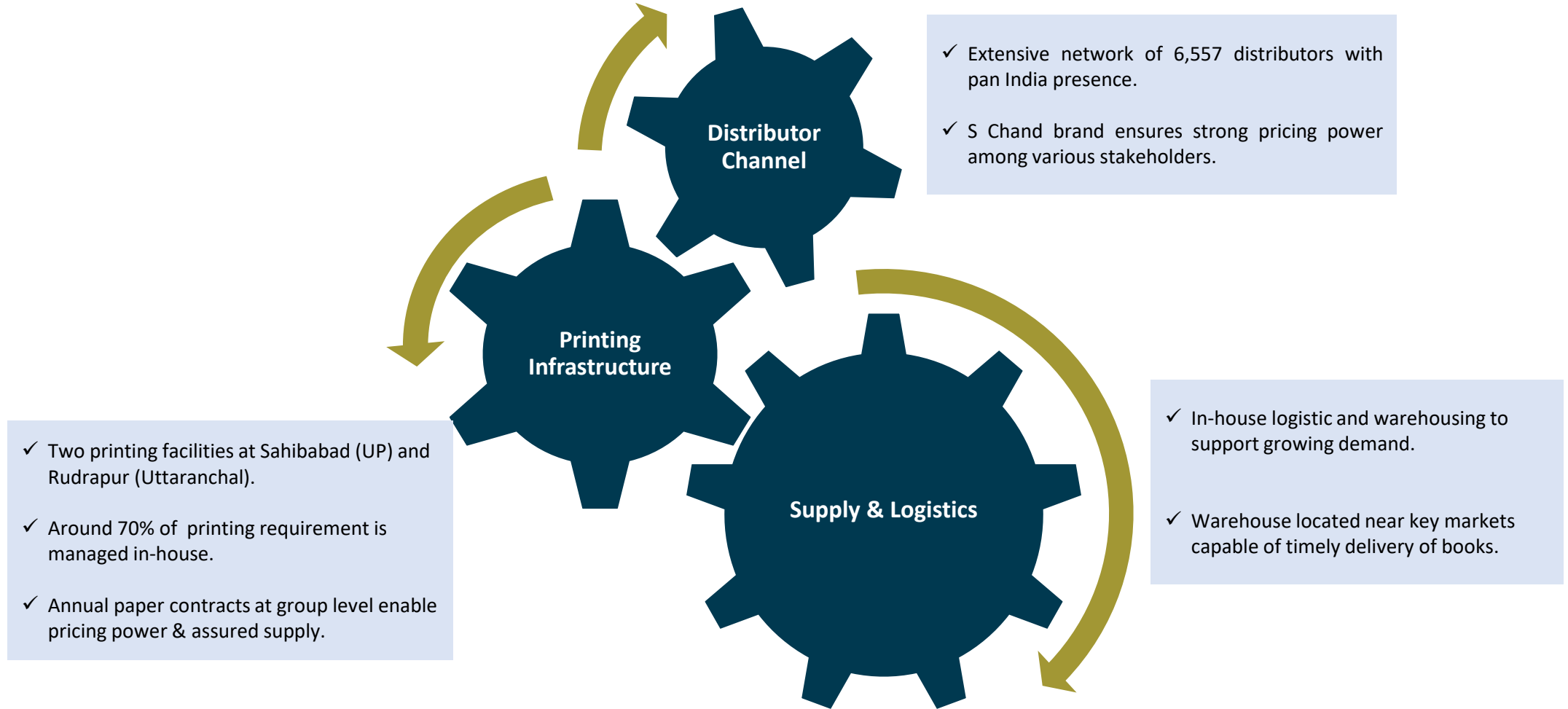
Pan-India presence of sales and distribution network

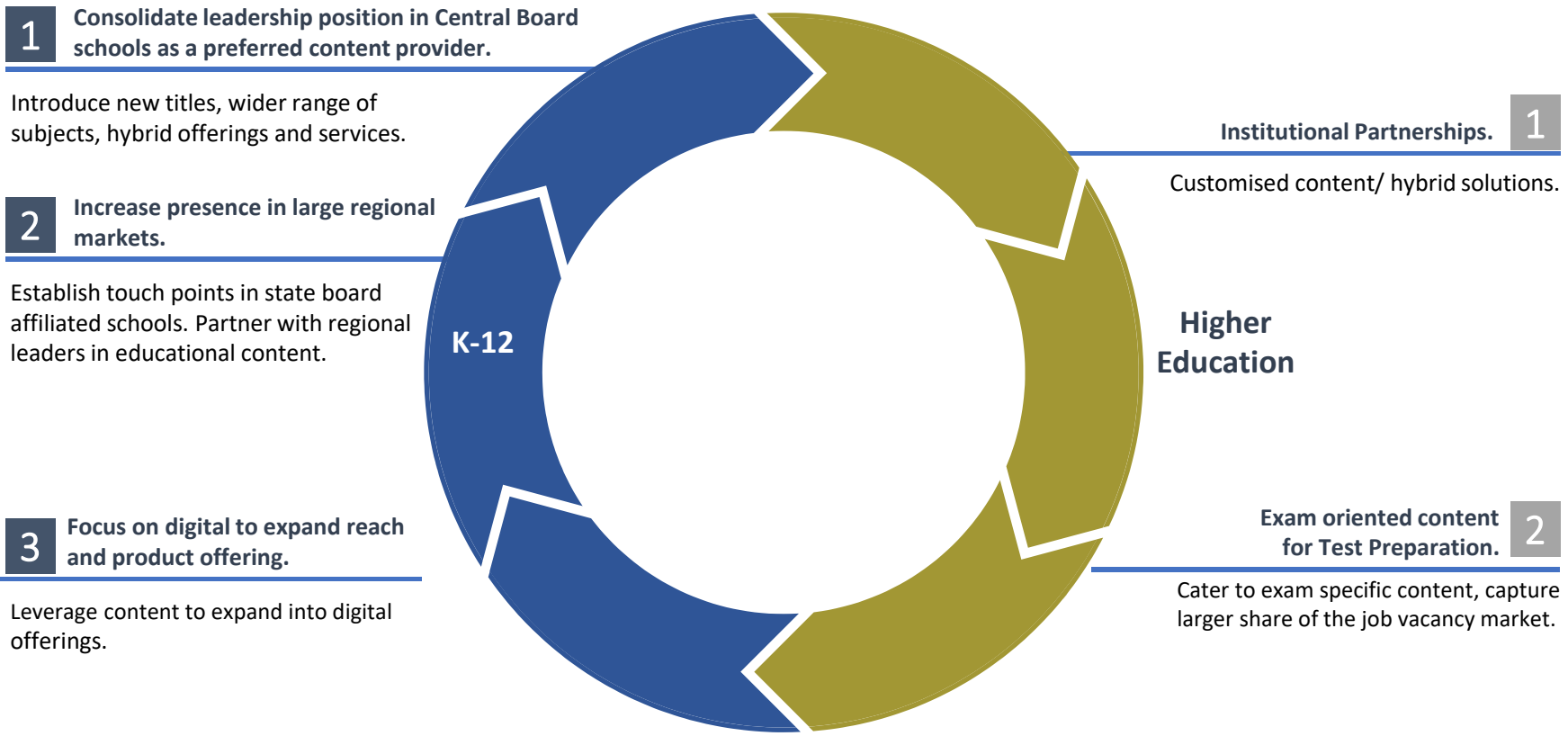


Distribution channel / sales



Robust Infrastructure To Cater Growing Demand



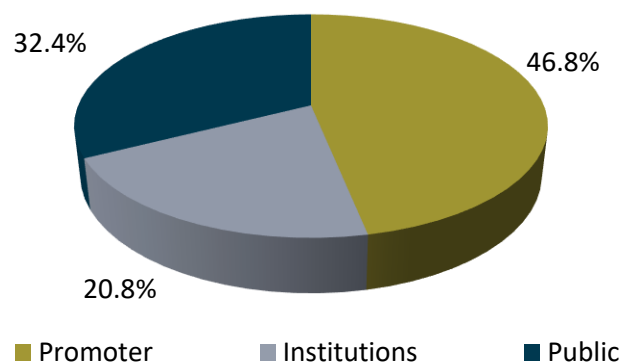


Shareholding Pattern

Market Data	On 17.11.2017
Market Capitalization (Rs Mn)	16,470
No. of shares outstanding (Mn)	34.84
Face Value (Rs.)	5.0
52 week High-Low (Rs.)	425 - 707

(Source: www.bseindia.com)

Ownership As On September 2017



(Source: www.bseindia.com)

Key Institutional Investors - September 2017	% Holding
Everstone Capital Partners II LLC	9.5%
International Finance Corporation	8.1%
HDFC Prudence fund	3.3%
Nomura Trust And Banking Co. Ltd.	3.0%
Volrado Venture Partners Fund	2.7%
Aadi Financial Advisors LLP	1.4%
HSBC Global Investment Funds	1.3%
Indus India Fund	1.2%

(Source: www.bseindia.com)

APPENDIX



Quarterly Business Cycle

**7% - 8% Revenues
Negative WC**

Q1 April - June

- Last leg of K-12 sales for new academic session and delivery of books to distributors/ schools.
- New academic session commences in April for CBSE/ ISCE schools.
- Annual paper contracts negotiated.
- Finalisation of titles catalogue for next academic year (new titles/ revisions).
- Sales performance review. (regional/ branches)
- HE (college/ technical content) sales builds up.

**4% - 5% Revenues
Negative WC**

Q2 July - September

- Content revision/ development by editorial team in collaboration with authors.
- Engagement with schools & teachers. (training sessions, workshops, etc.).
- Sample distribution. (September)
- Return of unsold stock from distributors as per contractual agreement.
- Test preparation sales based on government vacancy examinations.

**8% - 9% Revenues
Peak Inventory**

Q3 October - December

- Sample distribution and evaluation by schools.
- Printing of back list and best seller titles.
- Final reconciliation and closure of distributor accounts before commencement of season sales.
- Order visibility from schools starts building up.
- Significant sales quarter for HE segment.

**77% - 80% Revenues
Peak Receivables**

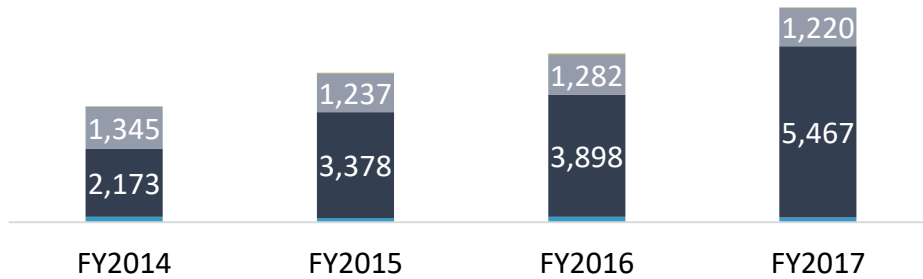
Q4 January - March

- Printing of front list titles.
- Additional printing runs for back list / best seller titles based on demand.
- K-12 season sales and delivery to distributors/ schools. (Peak Season)

Historical Performance Trend

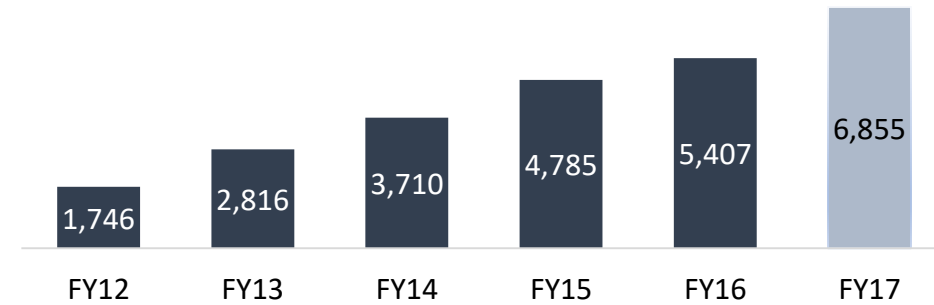
Contribution of K-12 to Group Revenues Increasing ...

■ Early learning ■ K12 ■ Higher Education ■ Other Revenue



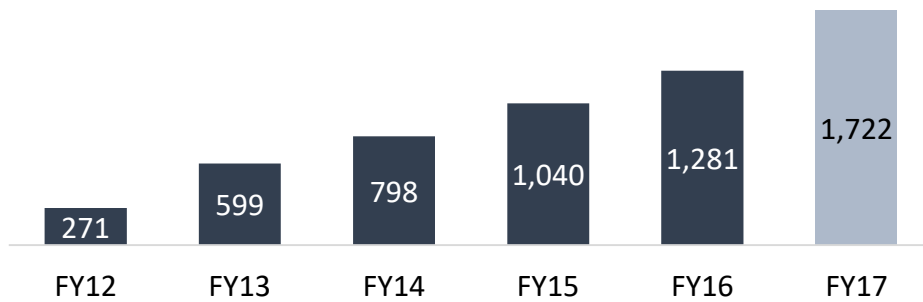
Revenue Growth = Mix of Organic + Acquisitions

5 Year CAGR : 31%



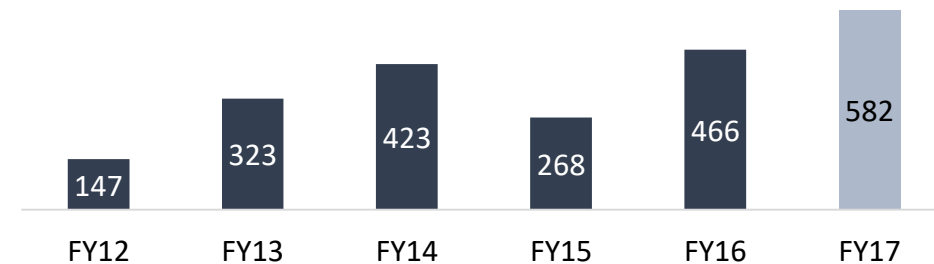
EBIDTA Growing At Faster Pace

5 Year CAGR : 45%



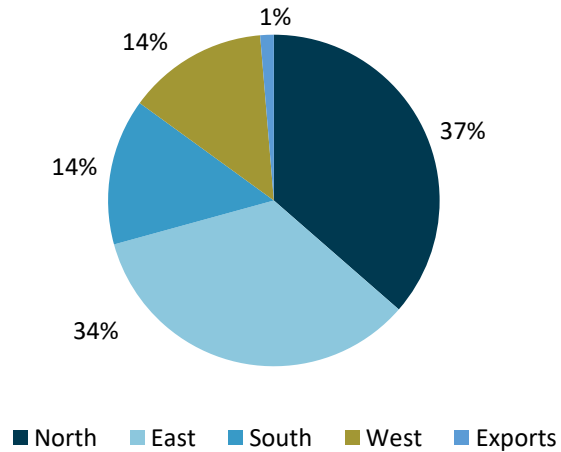
Net Profit (After Minority) Growth

5 Year CAGR : 32%

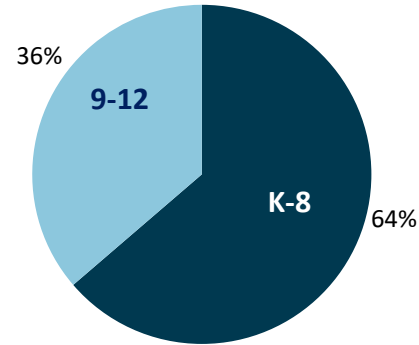


Fiscal 2017 Revenue Analysis

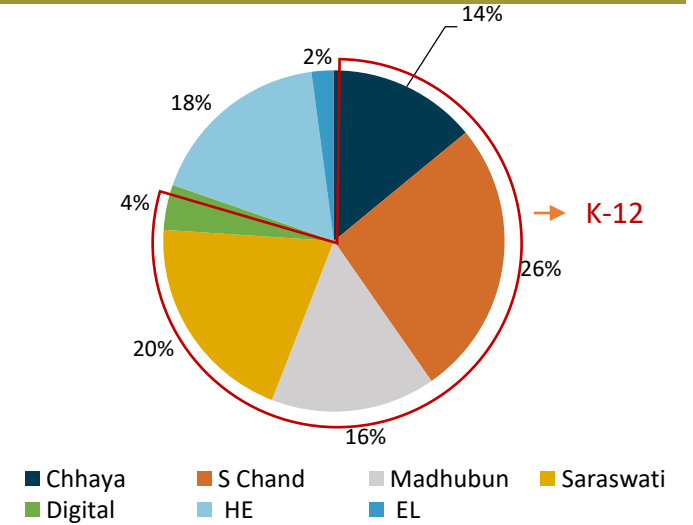
Group Revenues : Geography



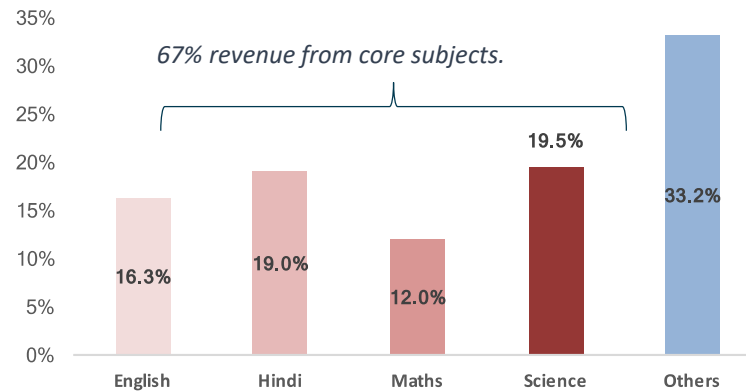
K-12 Revenue : Primary vs Secondary



Group Revenues : Segmental

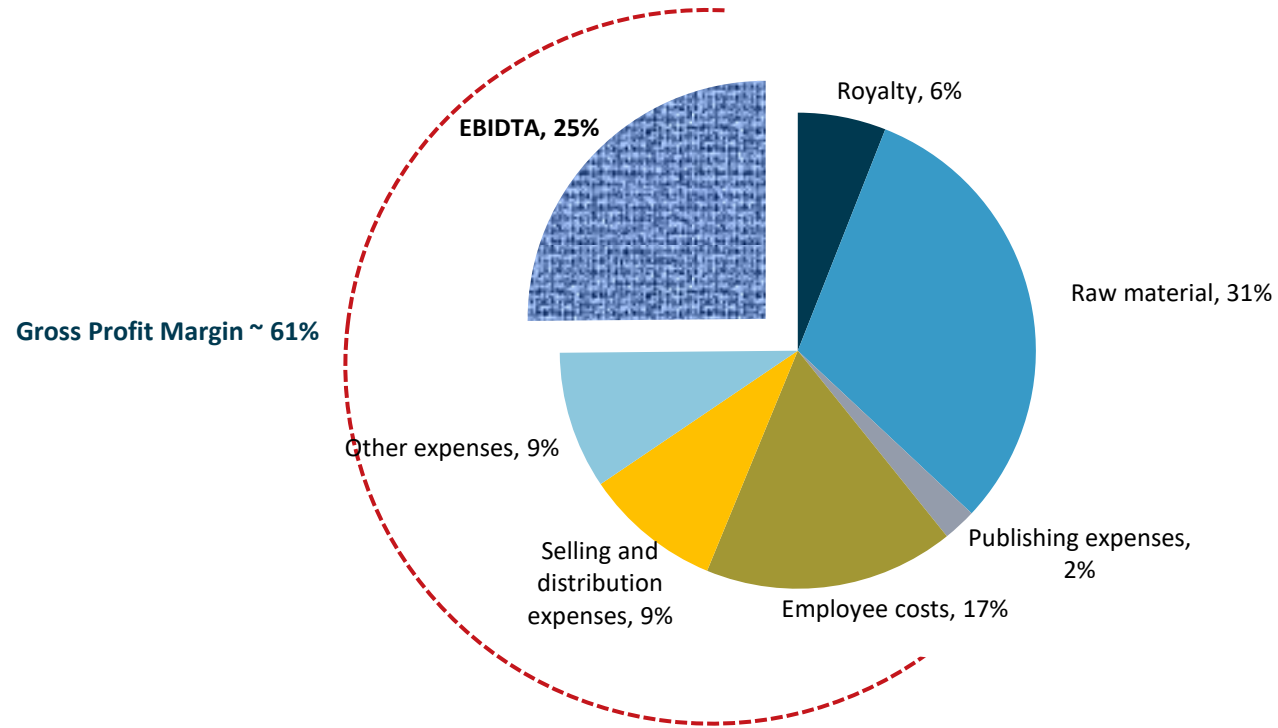


K-12 : Revenue from Core Subjects



Fiscal 2017 Margin Analysis

Positive Impact On Ebidta Margins With Increasing Contribution of K-12 Revenues



- Paper is the key raw material , constitutes ~ 22% of net revenues.
- Royalty costs have reduced to 6% (structural change) on account of lower royalty from new titles and increasing contribution from in-house titles.
- EBIDTA impacted by digital business which is at a growth stage with negative (net) margins.

For Further Queries -



Samir Khurana

Group Head (Strategy & Investments)

Contact No : + 91 11 4973 1800

Email : skhurana@schandgroup.com

Saurabh Mittal

Chief Finance Officer

Contact No : + 91 11 4973 1800

Email : smittal@schandgroup.com



Nilesh Dalvi

IR Consultant

Contact No : + 91 9819289131

Email – nilesh.dalvi@dickensonir.com

Ravindra Bhandari

IR Consultant

Contact No: 9283614197

Email: ravindra.bhandari@dickensonir.com

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