

Date: April 8, 2023

To,

BSE SME Platform
25th Floor, P. J. Towers, Dalal Street,
Fort, Mumbai – 400 001
E-mail - corp.comm@bseindia.com

Scrip ID: HBEL (542592)

Subject: SEBI (Listing Obligations and Disclosure Requirements), Regulation 2015-Presentation made to the Investor/Analyst for discussion on the topic “The story ahead (investor presentation) by Humming Bird Education Limited” for FY 2023-24.

Dear Sir/Madam,

This is further to our letter dated **6th April, 2023** wherein we had intimated you of the Investor/Analyst Con-call for discussion on the topic **“The story ahead (investor presentation) by HUMMING BIRD EDUCATION LIMITED” for Financial Year 2023-24** scheduled on **7th April, 2023** in terms of Regulation 30(6) of the SEBI (LODR) Regulations, 2015.

We wish to inform you that the Company conducted Investor/Analyst Con-call for discussion on the topic **“The story ahead (investor presentation) by HUMMING BIRD EDUCATION LIMITED” for Financial Year 2023-24** at Delhi and presentation which was shared them are attached herewith, the con-call followed by questions and answers session at the end of the said presentation.

The Con-call video link is as follows: <https://youtu.be/kxuONLwIca0>

18:03:07 From Nageswara Reddy : yes

18:15:49 From HUMMING BIRD EDUCATION LIMITED : Humming Bird Education Limited is our Biggest Competitor. Having Said so We believe in building the best and delivering the best.

The revenue of the names mentioned are higher than us however we will surpass them by 2026-27 FY. Our focus is to become the biggest Olympiad brand.

Olympiad matlab Humming Bird

18:26:56 From HUMMING BIRD EDUCATION LIMITED : Hello, Due to some Zoom issues, the meeting may end in 6 minutes. I am sharing a Google meet link if by chance the meeting ends. I request you to join the Google meet link if the meeting ends automatically.

18:27:50 From HUMMING BIRD EDUCATION LIMITED : <https://meet.google.com/pss-werj-bkj>

You are requested to take the same on records.

Thanking You.

Yours Faithfully,
For Humming Bird Education Limited

Madhav Kumar Mishra
(Company Secretary & Compliance Officer)

Humming Bird
Education Ltd.

Learn. Discover. Innovate
www.olympiads.co.in



Humming Bird

Education Ltd.

Learn. Discover. Innovate

www.olympiads.co.in



THE STORY AHEAD

Investor Presentation



Disclaimer:

The numbers or the percentages may not be accurate but used in approximations for the explanation.

‘The Story Ahead’ for Humming Bird Education Limited is the story to be converted into reality and the numbers used in the presentation are still a story till they get converted into reality.

Nothing shall be taken as a promise or promoter guidance. The presentation includes the tools and the ways the company plans to grow further. The purpose of the presentation is just to communicate the ways the company plans to achieve its aim.

Story till 2022-23

2010 : Started with losses

2011 : Learned how to grow 100% (*by paying price*)

2012 : 100% Growth and saw first profit

2013 : 100% Growth

2014 : 100% Growth

2015 : 100% Growth

2016 : 100% Growth

2017 : 100% Growth

2018 : 100% Growth

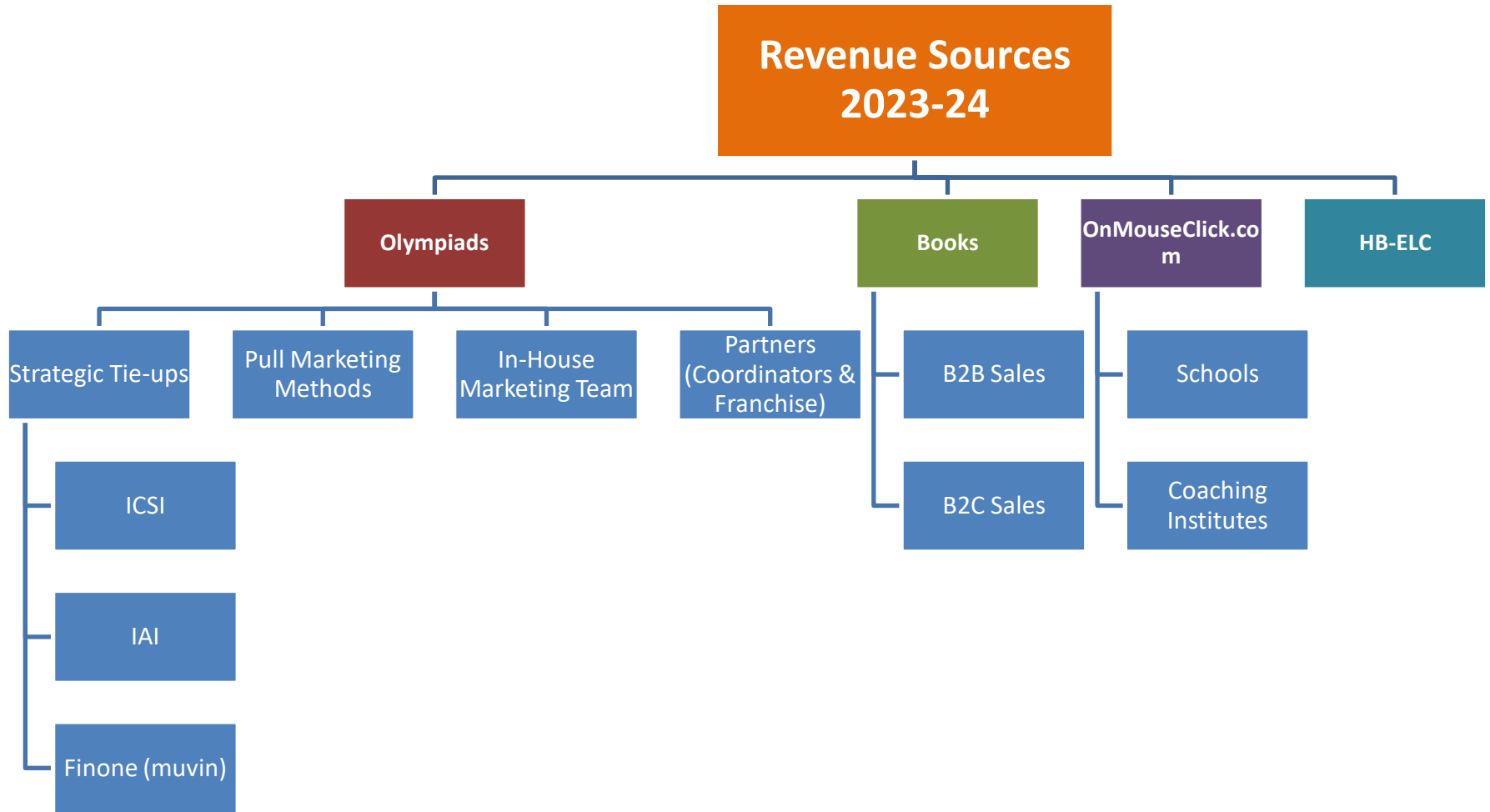
2019 : 100% Growth

2020 & 2021 : Learned how to grow 700%

2022 : 700% Growth

2023 : Implementation of the learning once again.....

The Planning & Implementation



Olympiads



In Association With



Presents

14th Edition (NEP 2020 Enabled) Of

NATIONAL & INTERNATIONAL LEVEL OLYMPIADS & SPELL BEE



Humming Bird
Spelling Competition
₹200
28th Nov & 11th Dec
Class 1 To 12



STEM OLYMPIAD
STEM by Humming Bird
₹200
27th Nov & 8th Dec
Class 1 To 12



APTITUDE & REASONING
ARO by Humming Bird
₹150
23rd Nov & 6th Dec
Class 1 To 12



MATHEMATICS OLYMPIAD
HMO by Humming Bird
₹150
21st Nov & 4th Dec
Class 1 To 12



SCIENCE OLYMPIAD
HSO by Humming Bird
₹150
22nd Nov & 5th Dec
Class 1 To 12



ENGLISH OLYMPIAD
HEO by Humming Bird
₹150
29th Nov & 12th Dec
Class 1 To 12



GENERAL KNOWLEDGE
HGO by Humming Bird
₹150
24th Nov & 7th Dec
Class 1 To 12



CYBER OLYMPIAD
HCO by Humming Bird
₹150
2nd Dec & 15th Dec
Class 1 To 12



COMMERCE OLYMPIAD
HCO by Humming Bird
₹150
1st Dec & 14th Dec
Class 11 & 12



TAMIL OLYMPIAD
HTO by Humming Bird
₹150
1st Dec & 14th Dec
Class 1 To 12



HINDI OLYMPIAD
HHO by Humming Bird
₹150
30th Nov & 13th Dec
Class 1 To 12



OASIS
₹150
21st Nov & 4th Dec
Class 9 To 12



FINMANIA
FINANCE OLYMPIAD
by Muvvin
₹200
02nd Dec & 15th Dec
Class 3 To 12



Strategic Tie-ups



COMMERCE OLYMPIAD



**THE INSTITUTE OF
Company Secretaries of India**
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament



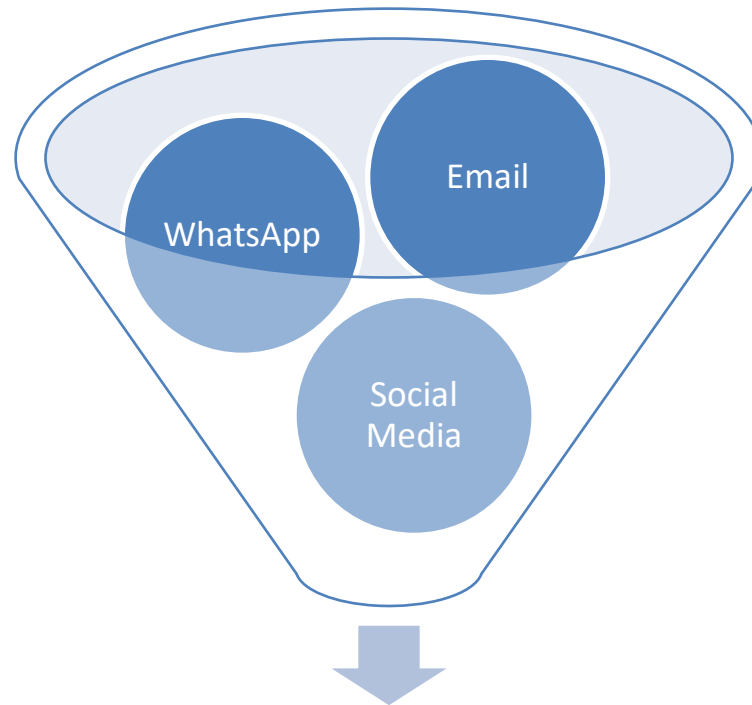
Institute of Actuaries of India
Statutory body established under an Act of Parliament

MUVIN
PRESENTS
FINMANIA
FINANCE
OLYMPIAD

by **MUVIN**



Aggressive Pull Marketing Methods



For a min. 100% growth

Exponentially increased the direct database of Mails and Whatsapp for pull marketing.

Will be targeting the TG on Social Media with a dedicated resource.

In-House Marketing team



Increased our Marketing team from **2 to 20** with hard core focus on Sales and the customer relationship

Coordinators & Franchise (Partners)

- Delhi
- Noida
- Assam (North-East)
- West Bengal
- Bihar
- Odisha
- Tamil Nadu (10)
- Andhra Pradesh (2)
- Maharashtra
- Gujarat (4)
- Chhattisgarh
- Varanasi to Lucknow
- Jaipur
- Chandigarh
- Jalandhar



To Increase the direct outreach to Schools, the physical presence through partners have increased now from **3 to 28**.
One International Partner in Nigeria is still continuing.

Books

Increased the number of books from 8 to 12.

B2B Sales:

Through Schools

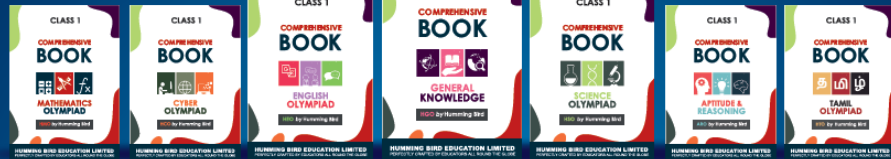
Through ELC

B2C Sales:

Amazon

Flipkart

ELCs



COMPREHENSIVE BOOKS

Name of the Series: **COMPREHENSIVE BOOKS**

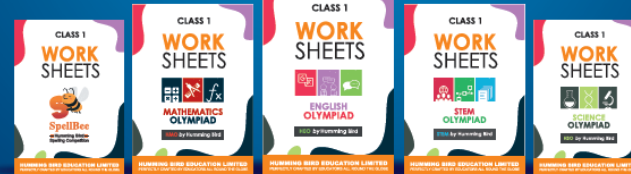
Price: ₹ 80/- per book

Classes: 1 to 10

Subjects: Mathematics, Science, Computer, English, General Knowledge, Reasoning, Hindi & Tamil

Description:

Each book contains comprehensive preparatory material engineered by the Authors and the Educators. The book aims at strengthening the concepts, speed and accuracy of the students leading to their better performance in Olympiads & Academics. These books act as a strong practice tool for the students.



WORKSHEETS BOOK

Name of the Series: **WORKSHEETS BOOK**

Price: ₹ 120/- per book

Classes: 1 to 10

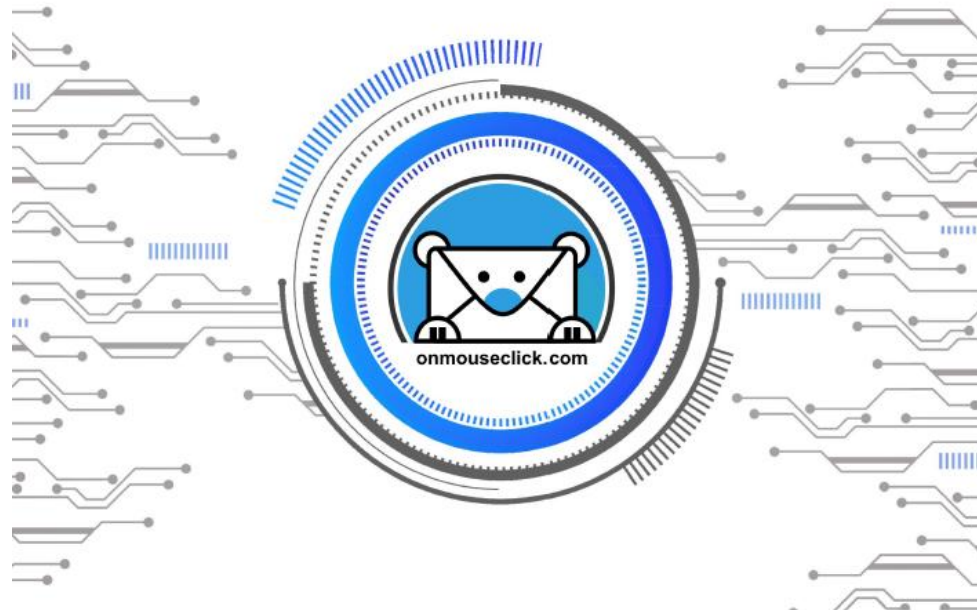
Subjects: Mathematics, Science, English, Spell Bee & STEM

Description:

As the name suggests, the Practice Worksheets are compiled smartly into books to create students' keen interest in the subject by highlighting the ways to solve the problems. These worksheets help to stimulate imagination, light up new ideas, improve focus & memory and make students smarter by enhancing their logical, factual, conceptual, analytical and problem solving skills.

School/ Institution Management Software

Upgrade to the **Error-Free**
Digital **Administrative** Solution



- ✓ Paperless Administration
- ✓ 24*7 Support
- ✓ 100% Customisable & Flexible
- ✓ 100% Whitelabelled
- ✓ Easiest Erp To Learn & Use
- ✓ Convert Your Hours Of Workload Into Seconds
- ✓ All Major Modules On Androids/ios App
- ✓ Work Across Platforms
- ✓ Zero Maintenance
- ✓ Data Security
- ✓ Personalised & Role Based Access
- ✓ Fastest & Easiest Implementation
- ✓ Error Free Accounting Processes
- ✓ Tally Ready Finance Management

Launched a new version of School ERP for coaching institutes as well. Focus on cross selling the ERP through Olympiads.

Introducing

Experiential Learning Centre



Coaching | Olympiads | Experiential Learning

- Certification
- Revenue through Olympiads
- Revenue through Books
- Revenue through Software Service
- ELCs as resellers in their area
 - B2B sales of Olympiads, Books & Software Services
- Branding of Humming Bird in every hook and corner of India
- Centralized data of Students in focus
- Ecosystem of Schools/ Colleges/ Career

Olympiad
matlab
Humming Bird



HUMMING BIRD EDUCATION LIMITED
A 95/3, Second Floor, Wazirpur Industrial Area, Delhi – 110052
9999383339; 7982314463
info@hummingbirdeducation.com