



S Chand And Company Limited

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

P: +91 11 4973 1800 | F: +91 11 4973 1801 | E: info@schandgroup.com | www.schandgroup.com

Date: August 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-quarter ended June 30, 2021-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 Friday, August 13, 2021 at 1:00 P.M. to discuss the financial results for the quarter ended June 30, 2021 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.

Thanking You.

Yours Sincerely,

For S Chand And Company Limited

Jagdeep Singh

Company Secretary

Membership No: A15028

Address: A-27, 2nd Floor,

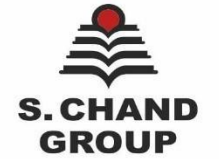
Mohan Co-operative Industrial Estate,

New Delhi-110044

Encl: as above

S. Chand and Company Limited

**Q1 – FY2021-22
Investor Update
12th August 2021**



1.

Key Quarterly Highlights

2.

Digital Business Update

3.

Looking Ahead

4.

S. Chand Ed-Tech Initiatives -
Annexure

1.

Key Quarterly Highlights

Q1 FY21

- India wide lockdown in force during April and May.
- Process of reopening starts from June onwards.
- Schools and Colleges remain firmly closed
- Examinations Delayed.

Q2 FY21

- Process of reopening gathers steam across the country.
- Covid cases are on an upwards trajectory - Wave 1 peaks during September.
- Schools remain physically closed albeit online classes start where possible.
- Remaining Board Examinations cancelled.
- College Admissions delayed to Q3 / JEE and NEET Examinations held.

Q3 FY21

- Covid cases from Wave 1 coming down.
- Schools still wary of physically opening. Online classes continue.
- College Session Starts – First Semester.
- Syllabus for Academic Year for Schools cut by 20%-40%

Q4 FY21

- Schools across India reopened from Jan./Feb. onwards for Class 9-12.
- In Feb, Company all set for a normal sales season until March when the covid cases start rising again in Maharashtra/Kerala leading to schools/colleges taking steps to close physical premises. This impacted our sales season as well.
- College Second Semester compressed.
- Board Examinations Delayed.

Q1 FY22

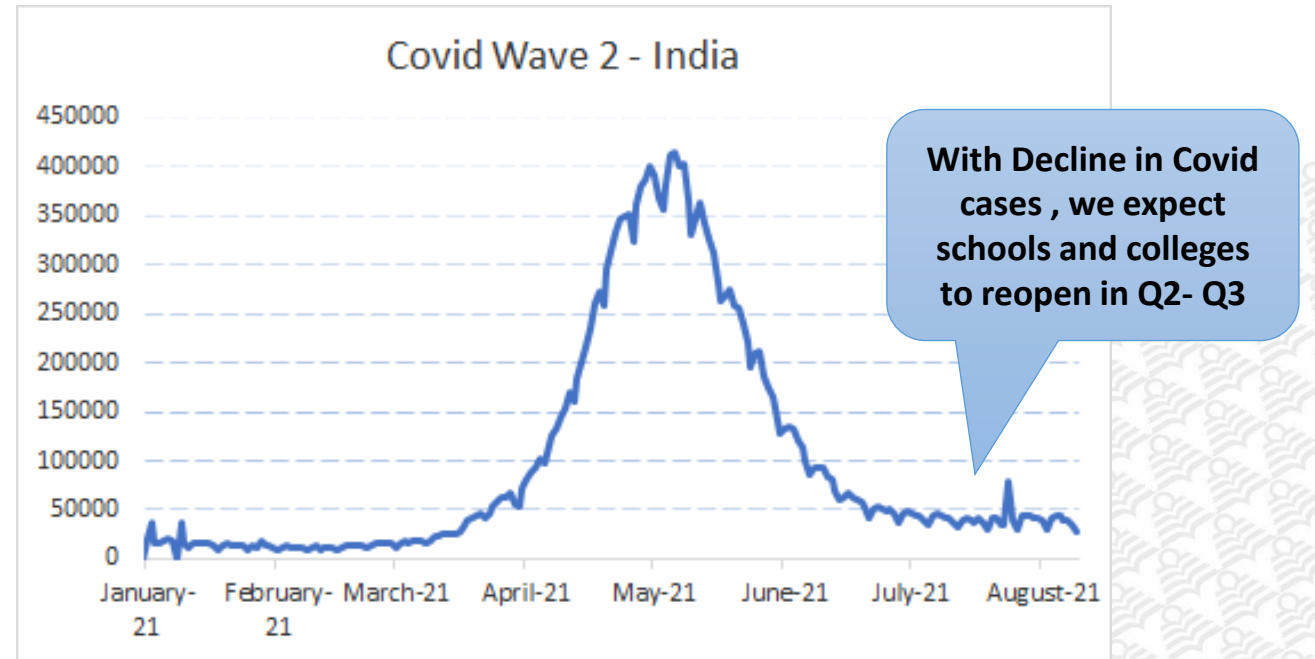
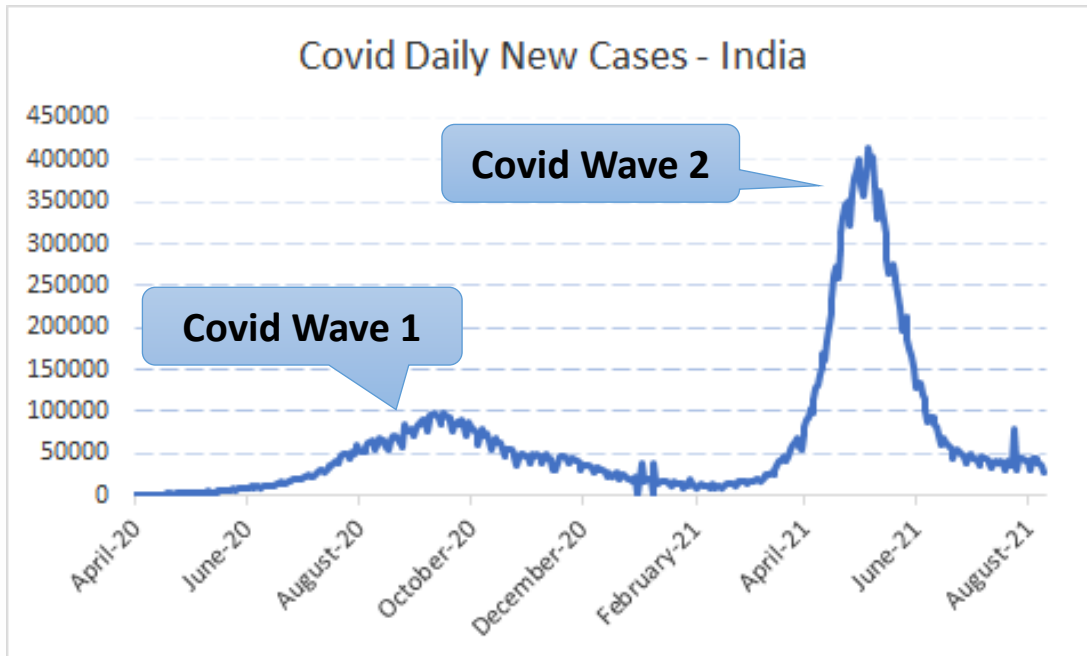
- Educational institutes remained closed on back of Covid Wave 2 across India during the quarter.
- Central and state board Examinations results got announced in July as per announced evaluation criterions.
- Look forward to Educational institutes reopening's during Q2 and Q3 across the country.

- **K-12 Segment**

- Schools and colleges remain physically shut across the country during April – July, 21. Summer holidays were extended till June 2021
- Many states have announced school reopening for senior classes from August, 21 onwards. We expect school openings to gather steam during Q2 as covid cases keep on receding.
- However, the risk remains of wave 3 in the country, though increasing speed of vaccinations do provide some comfort.

- **Higher Education**

- This segment will again be faced with a challenge in starting the academic year for the second year running from its usual start of July/August. We expect entrance exams to happen between September – October and start of new academic session in Q3.



HEAT MAP OF THE STATUS OF PHYSICAL OPENING OF EDUCATION INSTITUTIONS ACROSS INDIA

Sr no.	Break up of Education Institutions across the country	Jan, 21	Feb, 21	March,21 - 1st Half	March,21 - 2nd Half	April,21	May, 21	June, 21	July, 21	Aug, 21	Sept, 21
1	K1- K5	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
2	K6-K8	Green	Green	Green	Red	Red	Red	Red	Red	Green	Green
3	K9-K12	Green	Green	Green	Red	Red	Red	Red	Red	Green	Green
4	Higher Education	Green	Green	Green	Red	Red	Red	Red	Red	Green	Green

- Q1FY22 saw the full impact of Covid Wave 2 as all educational institutes across India remained closed during the quarter. The impact of Wave 2 was higher across the country even impacting online education.
- We have started seeing school openings across the country in August and we expect this to pick up more pace barring a few states like Kerala where covid cases are still being reported in higher numbers.
- Higher Education institutes (Engineering and Medical) would see delayed college admissions for 1st year from October onwards. We expect 2nd Year students to be able to start their new sessions during Q2 itself. This is different from the usual cycle of Higher Education where colleges used to start new sessions in July/August vs. October/November. Humanities and Commerce segment session may start from September since Board exam results have been announced.
- IIT JEE advanced exams have been announced for October* and NEET for Medical entrance would be conducted in September. **

Sources

* <https://www.timesnownews.com/education/article/jee-advanced-2021-exam-date-announced-to-be-conducted-on-oct/790669>

** <https://www.indiatvnews.com/education/news-neet-2021-application-process-exam-dates-syllabus-paper-pattern-how-to-apply-neet-nta-nic-in-725574>

STATUS OF KEY STATES - REOPENING OF EDUCATIONAL INSTITUTES IN Q2



SCHAND
GROUP

Uttar Pradesh

- The schools will be reopened for intermediate students with 50 per cent capacity from August 16 onwards. Classes at higher educational institutes will commence from September 1.

Haryana

- The government and private schools would be opened from Friday with certain restrictions. As of now, only the students of classes IX to XII will be allowed to join schools with the consent of their parents.

Punjab

- Punjab govt has opened schools on August 2nd onwards following covid protocols.

Rajasthan

- Rajasthan Government has formed an expert committee. This committee will draft the SOP's which is to be followed by the schools in view of the global pandemic.

Madhya Pradesh

- Classes 11th and 12th have started from end July with 50 per cent capacity.

Gujarat

- Gujarat to reopen schools for class 12 students and colleges for undergraduate and postgraduate students from July 15. 50 per cent of students will be allowed to attend campuses.

Maharashtra

- Maharashtra schools will reopen on August 17, for Classes 5-12 in rural and for Classes 8-12 in urban areas.

Delhi

- Students of Classes 10 and 12 will be allowed to visit their schools for admission-related work, counselling, guidance and practical related works for the upcoming board exams

Orissa

- Has resumed physical classes for students from Classes 9 to 12 from July.

Karnataka

- Karnataka Schools will reopen on August 23 for Classes 9 to 12.

Tamil Nadu

- Will resume physical classes for students from Classes 9 to 12 from September 1 and allow re-opening of medical colleges from August 16.

Andhra Pradesh

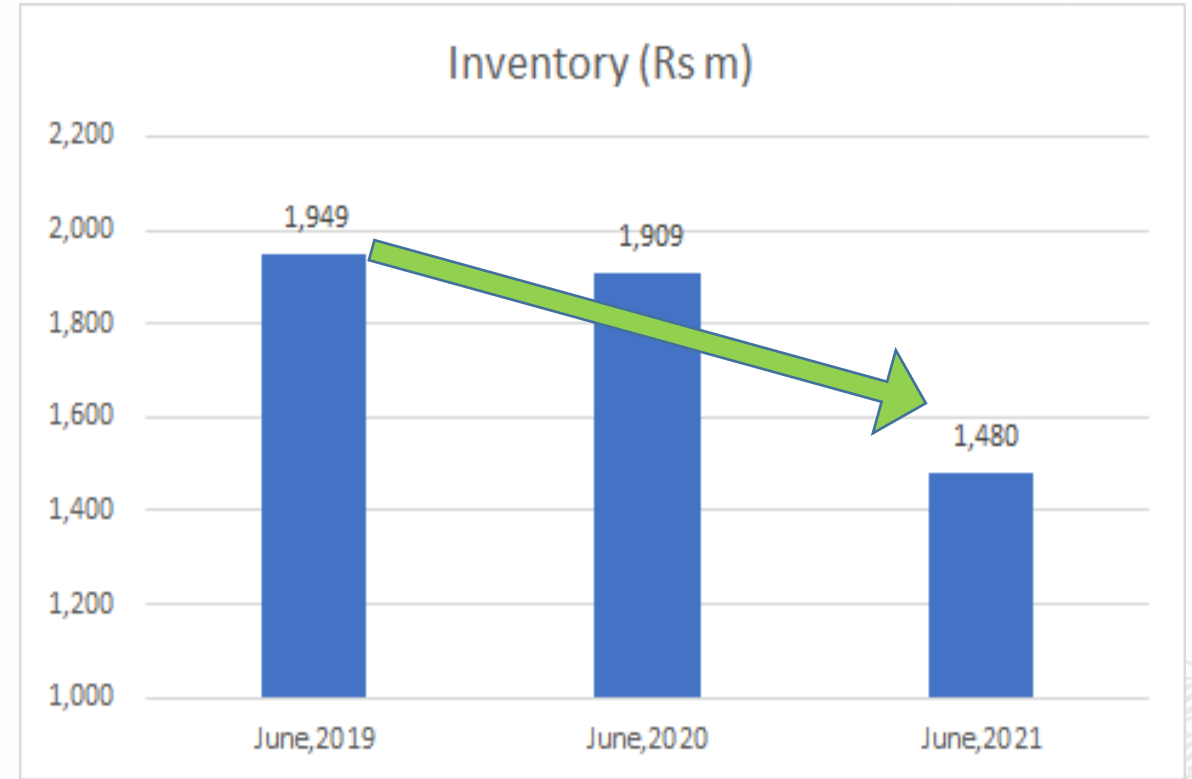
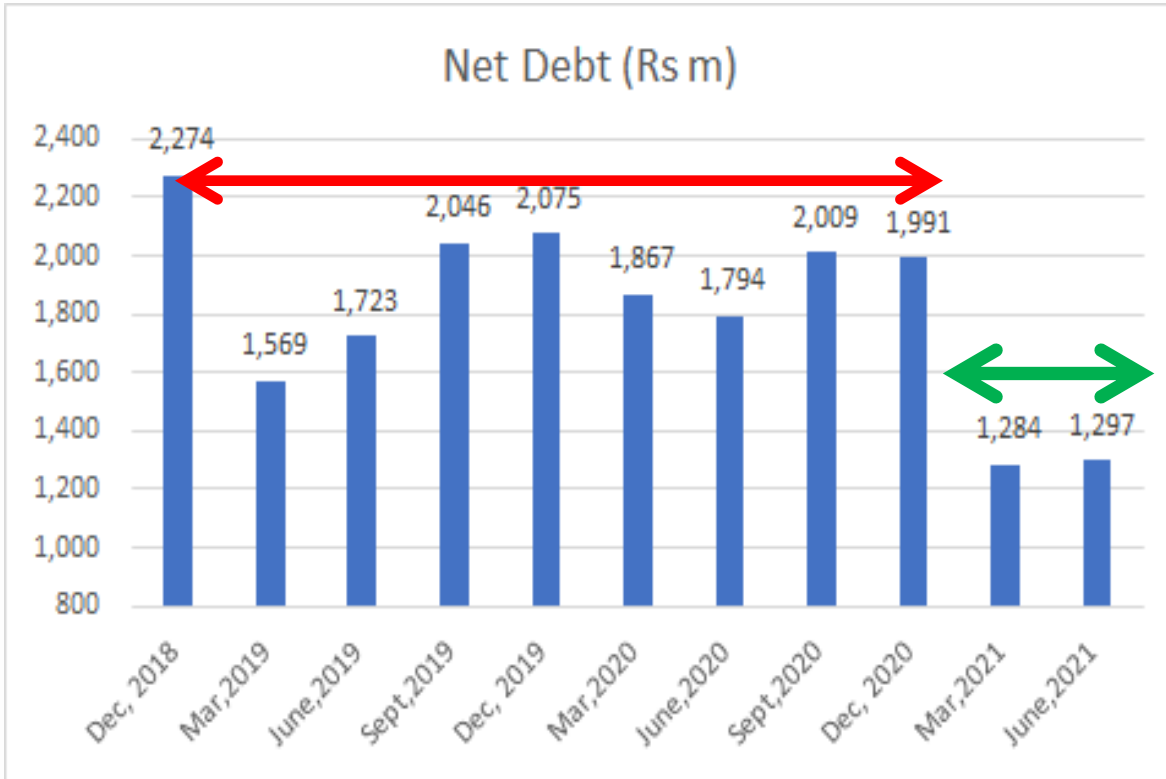
- The Andhra Pradesh Government has decided to reopen schools in offline mode for intermediate second-year students from August 16, 2021.

Assam

- Assam schools would reopen from September 1.

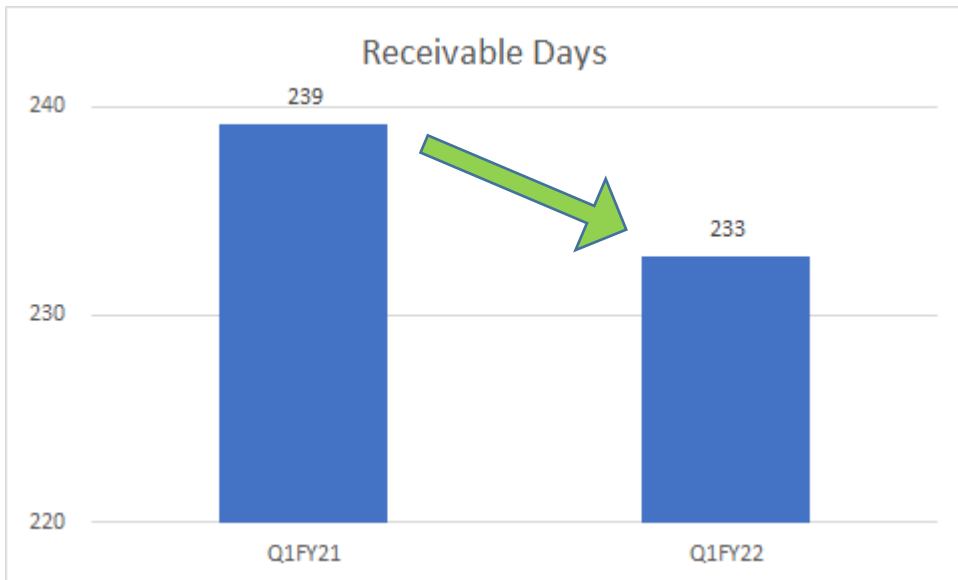
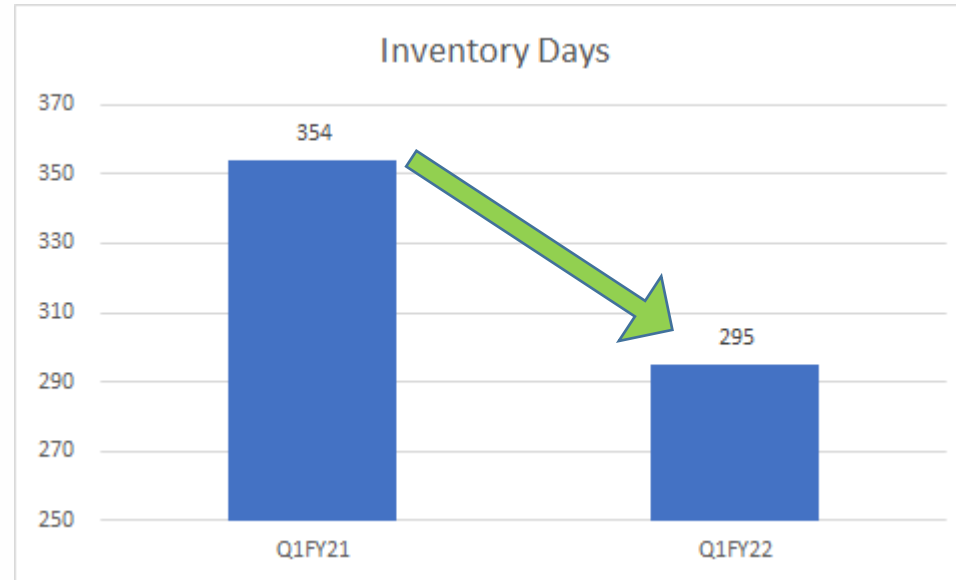
Sources: NDTV, Financial Times, News career 360, DNA India, Economic Times

MOVING TO A STRUCTURALLY LOWER DEBT & INVENTORY LEVELS

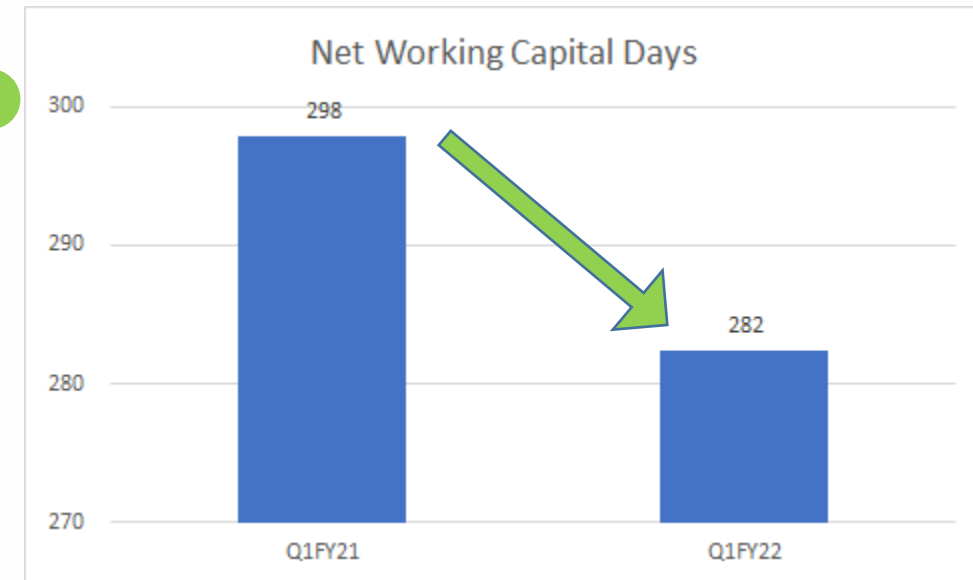


We have moved to a fundamentally lower debt profile for the company. We are looking to reach net debt zero levels by Q4FY23 on back of increased cash flow generation.

We are moving to a structurally lower inventory levels in the company. We are targeting Rs800m-Rs1,000m inventory by FY22 year end.



- **Inventory days - Down 59 days (YoY).**
- **Receivable days - Down 6 days (YoY).**
- **Net Working capital days – Down 16 days (YoY).**



Particulars (₹ in millions)	Q1FY20	Q1FY21	Q1FY22
Revenue from contract with customers	613	714	358
Other income	24	68	36
Total income	637	783	395
Cost of published goods/materials consumed	198	151	98
Purchases of traded goods	13	3	17
(Increase)/decrease in inventories of finished goods and WIP	61	67	(2)
Publication expenses	57	44	55
Gross Margin	307	517	227
Gross Margin (%)	48%	66%	57%
Selling and distribution expenses	105	47	45
Employee benefits expenses	314	219	268
Other expenses	164	163	83
EBITDA	(276)	88	(169)
EBITDA Margin (%)	-43%	11%	-43%
Finance cost	84	83	74
Depreciation and amortization expense	88	96	103
Profit/(Loss) before share of loss in associates, exceptional items and tax	(447)	(92)	(346)
Share of gain/(loss) in associates	(4)	(3)	(2)
Exceptional items	-	-	-
Profit/(Loss) before tax	(452)	(95)	(349)
Tax expenses:			
1) Current tax	4	7	4
2) Deferred tax	(77)	3	(40)
Profit/(Loss) for the period/ year from continuing operations	(378)	(105)	(314)
Profit/(Loss) per equity share (in ₹) (for continuing operations)			
1) Basic	(10.81)	(2.99)	(8.97)
2) Diluted	(10.81)	(2.99)	(8.97)

- Q1FY22 Sales impacted due to Covid Wave 2 related lockdowns across India and extension of School vacations till June end. We expect shifting of revenues to Q2.
- Q1FY22 is not comparable with Q1FY21 since Q1FY21 had sales overflow from Q4FY20 (which was impacted by the national lockdown on 21st March 2020)
- Q1FY22 as compared to Q1FY20 has lower EBITDA losses by 38% and PAT losses by 17%.

CONSOLIDATED FINANCIAL PERFORMANCE

(₹ in millions)	As at 31 March 2021	As at 30 June 2021
Assets		
Non-current assets		
Property, plant and equipment	869	849
Capital work-in-progress	3	2
Goodwill	3,381	3,381
Other intangible assets	1,249	1,202
Intangible assets under development	22	29
Right to use assets	481	491
Investment in associates	22	34
Financial assets		
- Investments	38	40
- Loans	45	70
- Other financial assets	13	6
Deferred tax assets (net)	674	711
Other non-current assets	76	83
Total non-current assets	6,872	6,897
Current assets		
Inventories	1,377	1,480
Financial assets		
- Investments	258	325
- Trade receivables	3,221	2,485
- Cash and cash equivalents	419	204
- Bank balances other than cash and cash equivalents	66	36
- Loans	41	23
- Other financial assets	4	46
Other current assets	99	101
Total current assets	5,486	4,700
Total assets	12,359	11,597

(₹ in millions)	As at 31 March 2021	As at 30 June 2021
Equity and liabilities		
Equity		
Equity share capital	175	175
Other equity		
- Retained earnings	1,455	1,152
- Other reserves	6,553	6,554
Equity attributable to equity holders of the parent	8,183	7,881
Non- controlling interests	189	180
Total equity	8,372	8,061
Non-current liabilities		
Financial liabilities		
- Borrowings	760	685
- Lease Liability	249	261
Provisions	65	66
Total non-current liabilities	1,074	1,012
Current liabilities		
Financial liabilities		
- Borrowings	1,057	1,022
- Lease Liability	102	104
Trade payables of MSME	223	125
Trade payables other than MSME	956	826
- Other financial liabilities	369	296
Other current liabilities	117	75
Provisions	90	75
Total current liabilities	2,914	2,524
Total equity and liabilities	12,359	11,597



CONSOLIDATED FINANCIAL PERFORMANCE

Particulars (₹ in millions)	June 30th 2020	June 30th 2021
	Unaudited	Unaudited
A. Cash flow from operating activities		
Profit before tax	(95)	(349)
Adjustment to reconcile profit before tax to net cash flows		
Depreciation and amortization expense	96	103
(Profit)/loss on sale of fixed assets (net)	(0)	0
Interest income	(10)	(4)
Net income on deemed disposal of associate	(8)	(15)
Net gain on sale of current investments	(4)	(0)
Provision for doubtful receivables	103	15
Bad debt written-off	2	-
Advances written off	(1)	(9)
Employee stock option expense	-	1
Share in Loss of Associate	3	2
Interest expense	82	71
Unrealized foreign exchange gain	(2)	(1)
Operating profit before working capital changes	166	(184)
Movement in working capital:		
Decrease/(increase) in inventories	104	(103)
Decrease/(increase) in trade receivables	365	721
Decrease/(increase) in loans and advances	(17)	(7)
Decrease/(increase) in other financial assets	18	(34)
Increase/(decrease) in provisions	8	3
Increase/(decrease) in trade payables	(379)	(219)
Increase/(decrease) in current liabilities	(109)	(56)
Cash generated from operations	157	121
Direct taxes paid (net of refunds)	20	(23)
Net cash from operating activities	177	99

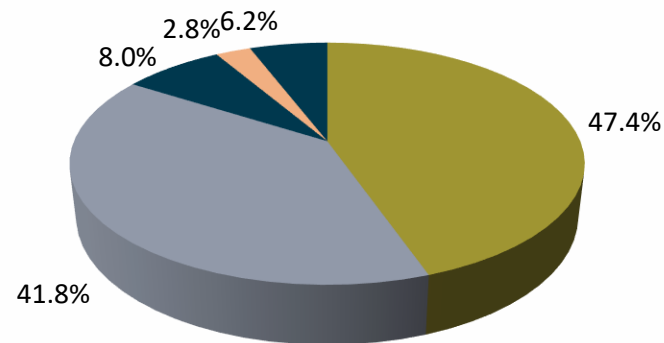
Particulars (₹ in millions)	June 30th 2020	June 30th 2021
	Unaudited	Unaudited
B. Cash flows from investing activities		
Purchase of fixed assets including capital advances, capital creditors and capital work-in-progress	(13)	(6)
Purchase of non-current investments	(1)	(3)
Purchase of current investments	(21)	(66)
Proceeds from sale of current investments	(18)	-
Interest received	12	4
Net cash used in investing activities	(41)	(72)
C. Cash flows from financing activities		
Lease Rental Paid	(37)	(32)
Interest paid on borrowings	(67)	(71)
Amortization of ancillary borrowing cost	0	-
Repayment of long term borrowings	(6)	(134)
Proceed (Repayment) of Short Term borrowings	44	(35)
Net cash used in financing activities	(66)	(212)
Net increase in cash and cash equivalents	70	(246)
Effects of exchange differences on cash and cash equivalents held in foreign currency	2	1
Cash and cash equivalents at the beginning of the year	98	485
Cash and cash equivalents at the end of the year	170	240

- **Receivables:** Strong collection in Q1 over comparable period last year in spite of covid Wave 2 represents better quality of sales achieved in FY21.
- **Inventory:** Increase in inventory of Rs103m is on back of raw material addition over March, 21 on account of delay in raw material delivery.
- **Debt:** Strong reduction in borrowings achieved in Q1FY22

- **Working Capital Metrics**
 - **Trade Receivables reduced** to Rs2,485m during Q1FY22 vs. Rs3,221m as of Q4FY21. In terms of receivable days, it stood at 233 days (vs. 276 days in Q4FY21), **a reduction of 43 days during the quarter.**
 - **Inventory reduced** to Rs1,480m (vs Q1FY21: Rs1,909m), **Down 29% on a YoY basis.** This improvement in inventory is driven by various steps that we took in controlling print runs and optimizing book titles. Additionally, this inventory includes raw material paper inventory of Rs234m (vs Q1FY21 : Rs258m).
 - In terms of inventory days, it stood at 295 days (vs. 354 days in Q1FY21), **a reduction of 59 days on a YoY basis.**
 - **Net Working Capital reduced** to 282 days (vs. 298 days in Q1FY21) which is a reduction of 16 days on a YoY basis.
- **Gross Debt: Rs1,862m (vs. Rs2,190m in Q1FY21) and Net Debt: Rs1,297m (vs. Rs1,794m in Q1FY21)**
 - **Gross Debt has reduced by Rs328m on a YoY basis.**
 - **Net Debt has reduced by Rs497m on a YoY basis.**
 - 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 12 th Aug, 2021
Market Capitalization (Rs Mn)	4,400
Price (Rs)	126
No. of shares outstanding (Mn)	34.95
Face Value (Rs.)	5.0

Ownership as of June, 2021



- Promoter
- FPI & Foreign Company
- AIF
- Others
- Mutual Funds

Key Institutional Investors - As of June 2021	% Holding
International Finance Corporation	8.0%
Trust Line Holdings	2.7%
HDFC Mutual Fund	2.6%
Volrado Venture Partners Fund	2.4%
Blue Diamond Properties	2.0%

(Source: www.bseindia.com)

Other Institutional Investors holding less than 1% - As of June 2021
Aadi Financial Advisors
VEC Investments
Sundaram Mutual Fund
Jhelum Investment Fund
Polaris Banyan Holding
Singularity Holdings



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 Q1FY22 Results

Represented by:

Mr. Himanshu Gupta – Managing Director

Mr. Saurabh Mittal – Chief Financial Officer

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

Friday, August 13, 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 / +91-22- 7115 8261

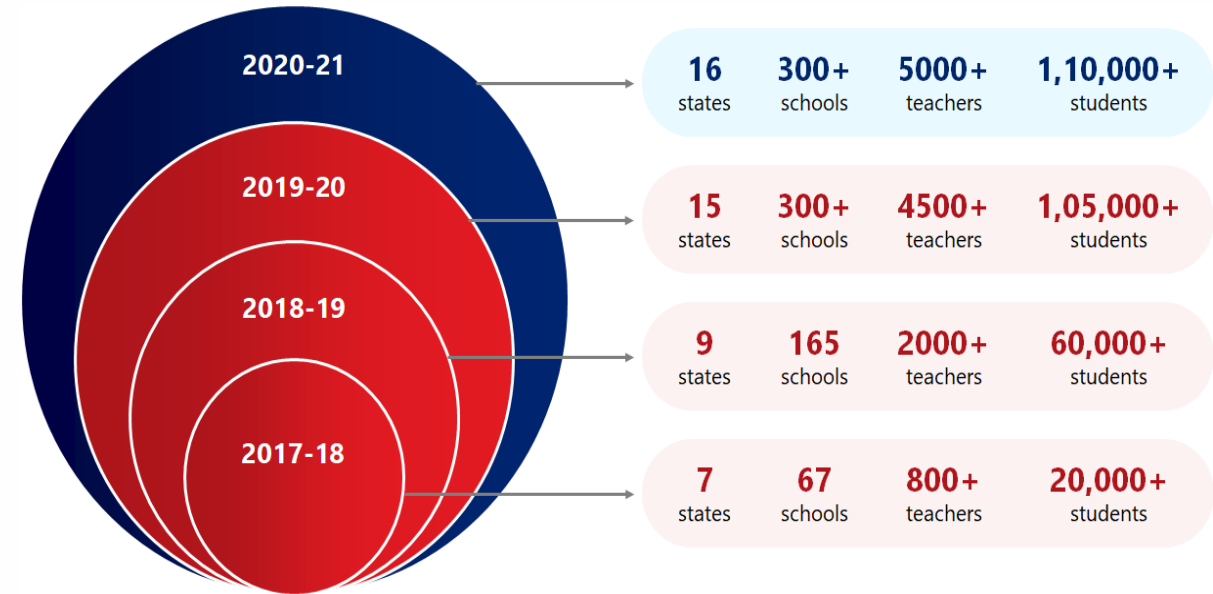
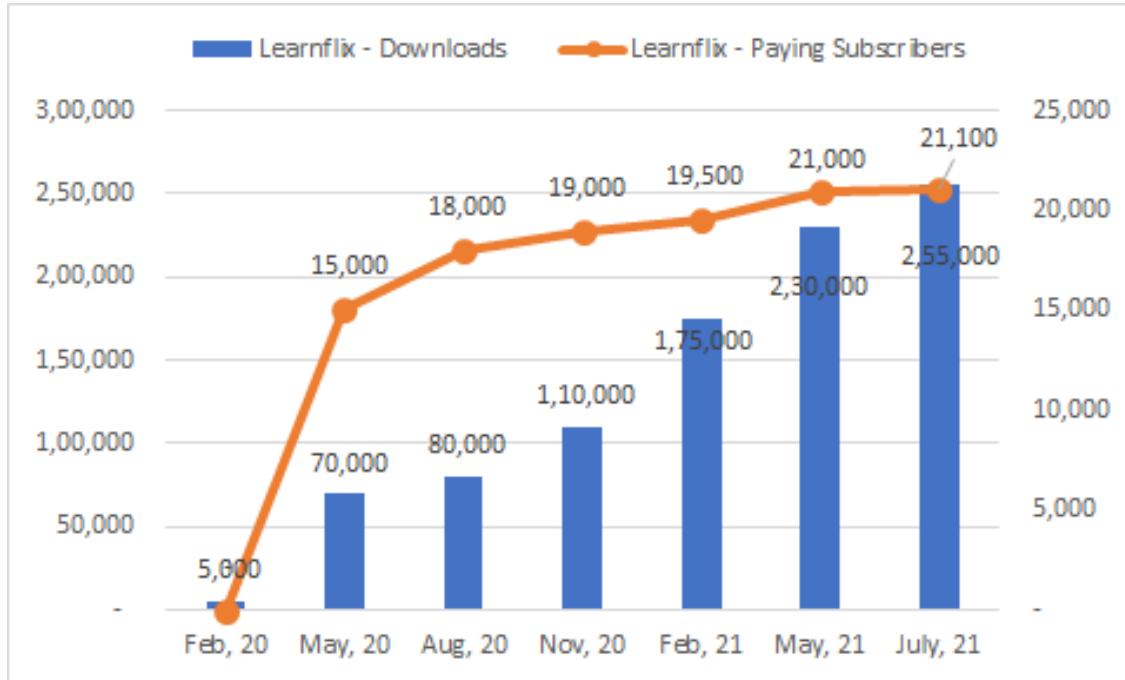
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2.

Digital Business Update



- **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.
 - Expecting strong growth in FY22 on back of school openings and increased adoption of digitally enabled solutions by schools.



- **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.
- **Increased paid implementations to 21 schools for FY22.**
- We had done 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 during 2HFY21.
- **Outlook** - The schools have given very positive feedback and we are hopeful of a more conversions going ahead through the year.

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



- Convergia houses Learnflix and Mylestone. Various formalities with regards to Convergia and business transfer are completed. The company is meeting various investors to raise US\$8-10 Mn for the next leg of growth.
- Convergia is a subsidiary of S Chand only to be diluted through capital raise or ESOP allotment.
- Additional Ed-Tech solutions may also be hived into this entity as and when they mature.
- Look forward to launching Learnflix Bangla 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 reached 100K app installations.**
- Chhaya Learning App – Bengali/English Learning with books with over 500,000 app installations.
- VRX – Virtual Reality with books with over 100,000 + users.
- **Learnflix Bangla to launch in Q2**

Our major investee companies raised capital and did well during these times as well



- Testbook was founded in 2014 with focus on online test preparation for government competitive exams like Civil services, Banks, Govt departments like railways, defense, police etc.
- We had invested approx. Rs 25m in 2016.
- Their last round of funding was done in January, 2020 at a valuation of Rs2,580m. S Chand holds ~8% stake in the company. There are media reports of additional funding rounds being announced soon*.
- Testbook is one of our most promising investee companies. Other marquee investors include Matrix Partners, Iron Pillar etc.
- At per the last valuation round, our investment is valued at approx. Rs200m.



- Smartivity was founded in 2015 with focus on S.T.E.M. Learning and DIY Kits.
- We have Angel funded approx. Rs20 m in the company across various funding rounds.
- Their latest round of funding was done in April 2021 at a valuation of approx. Rs100cr. S Chand holds ~16% stake in the company.
- Other marquee investors include Ashish Kacholia (26% stake), Hemandra Kothari (8% Stake) in the company.
- At per the last valuation round, our investment is valued at approx. Rs150m.

* Source: <https://www.thehindubusinessline.com/markets/stock-markets/s-chand-backed-testbook-plans-to-tap-pe-funds/article34792289.ece>

3.

Looking Ahead

Twin Growth Drivers in place -: (1) NEP based new curriculum for print business, (2) Increased adoption of our Ed-Tech solutions in a post Covid world

FY22

Medium Term

Looking forward to a normal sales cycle for print business on back of increased vaccinations and school reopening's.

Strong adoption of Digital Offerings during FY22.

Relentless focus on cost control to continue.

Implement a price hike across portfolio on back of increased raw material cost.

Expect shifting of portion of Q1 revenues to Q2 due to Covid Wave 2.

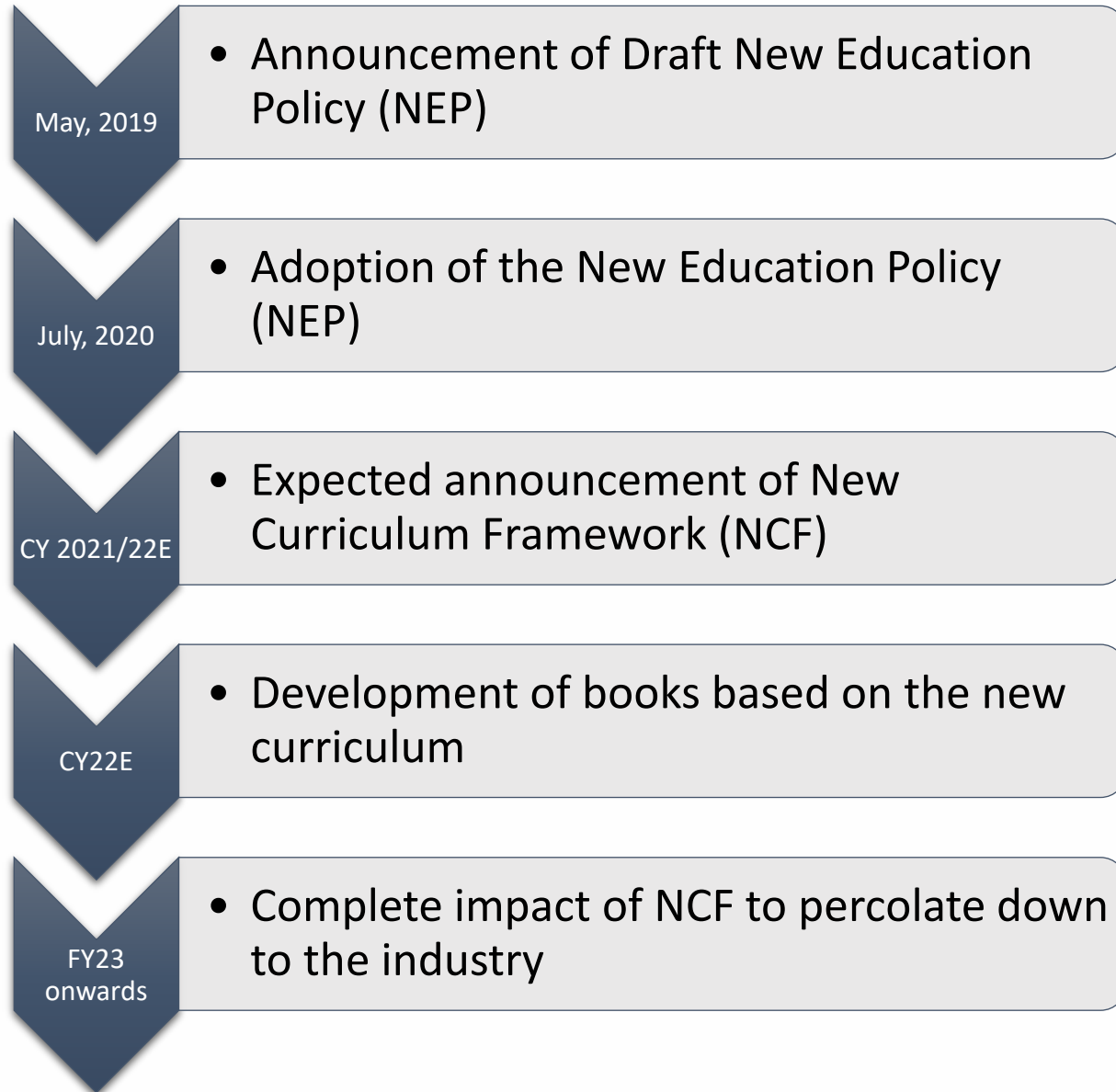
Development of new content based on the National Curriculum Framework (NCF).

Debt free in 2 years through focus on free cash flows.

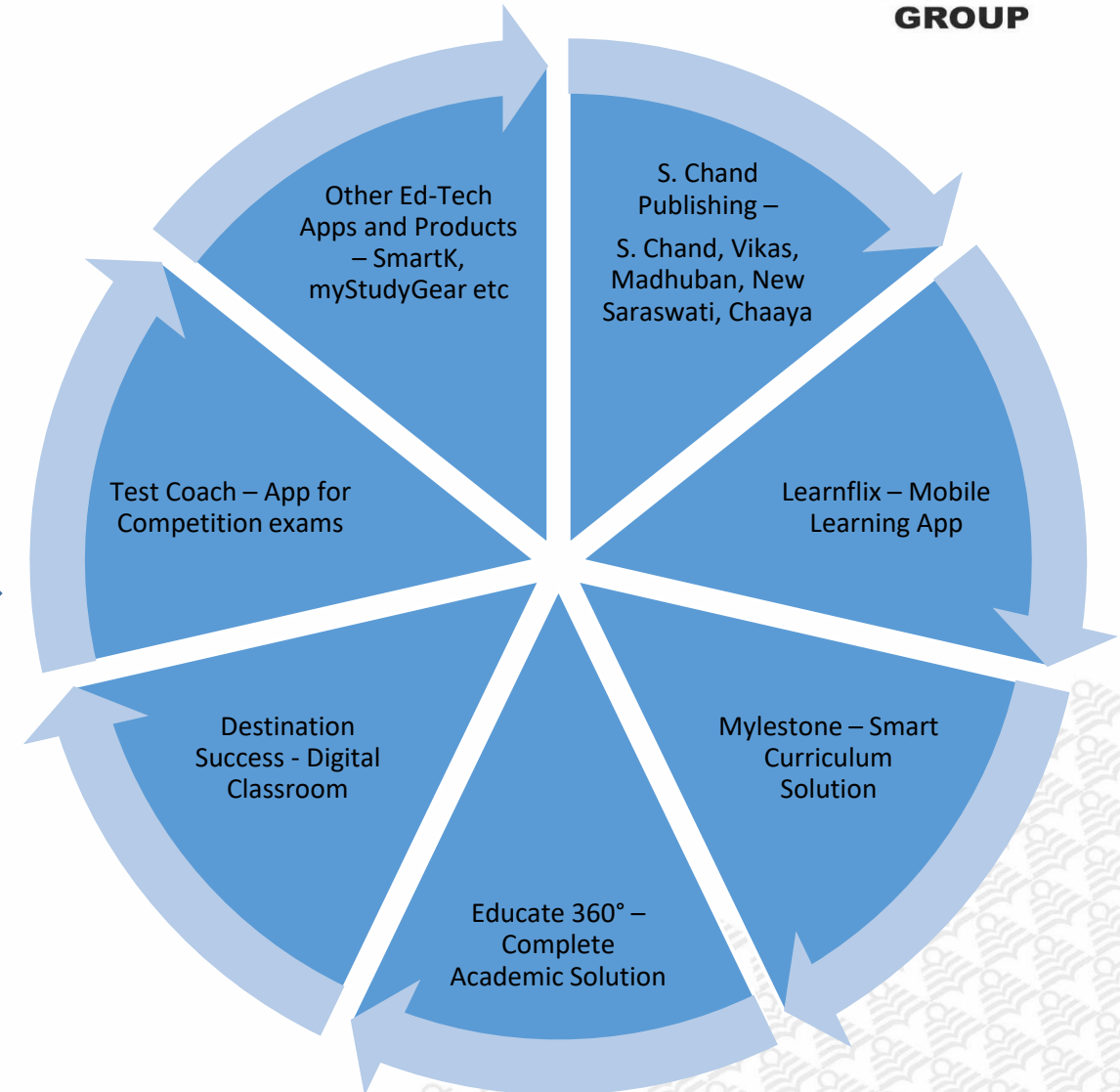
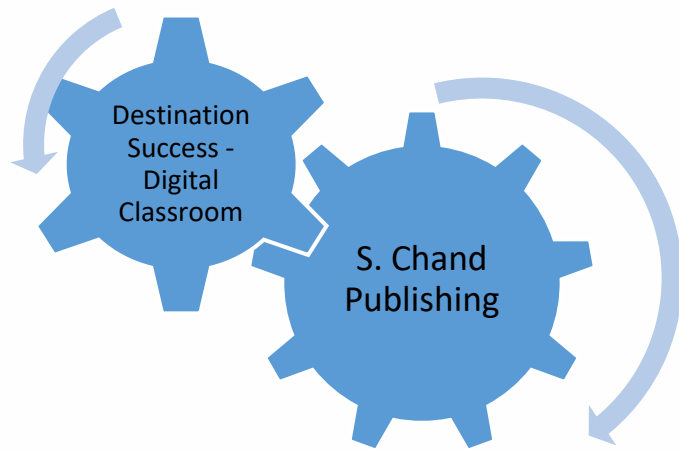
Increasing the share of Ed-Tech revenues to 20-25% over the next 3 years.

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

Monetization of S Chand's Ed-Tech Investments.



- **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 during CY2021/22E.
- **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 NCF on the company financials dependent on the timing of the NCF announcement by the government.



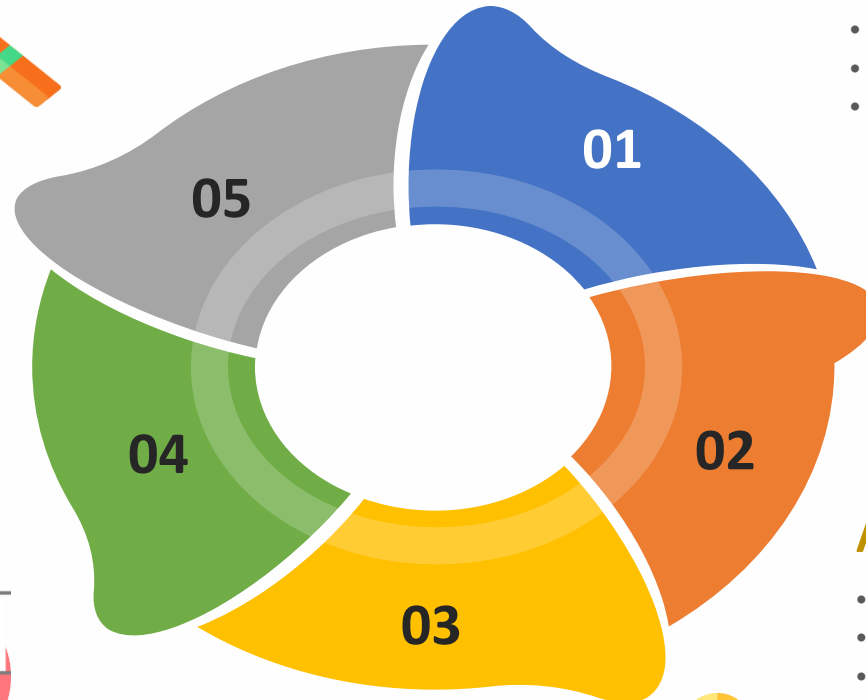


Analytics and Insights

- 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.

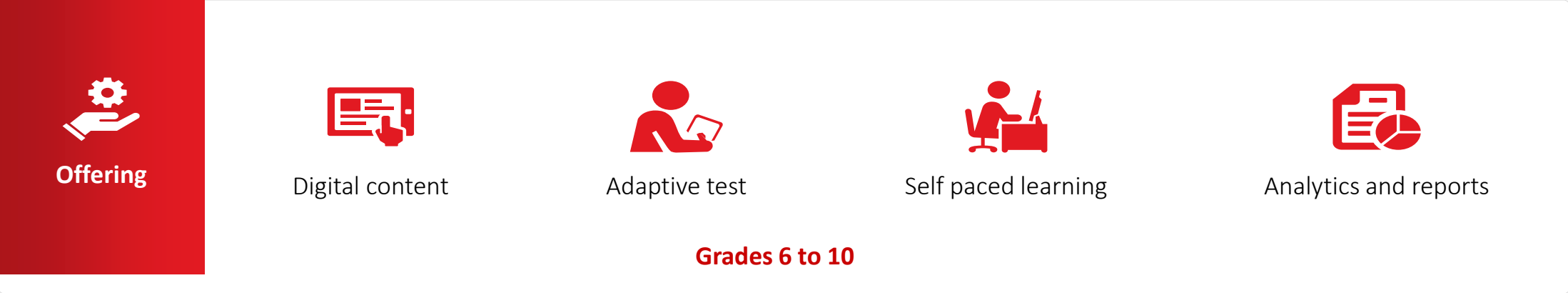
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Major Ed-Tech Initiatives - Annexure

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

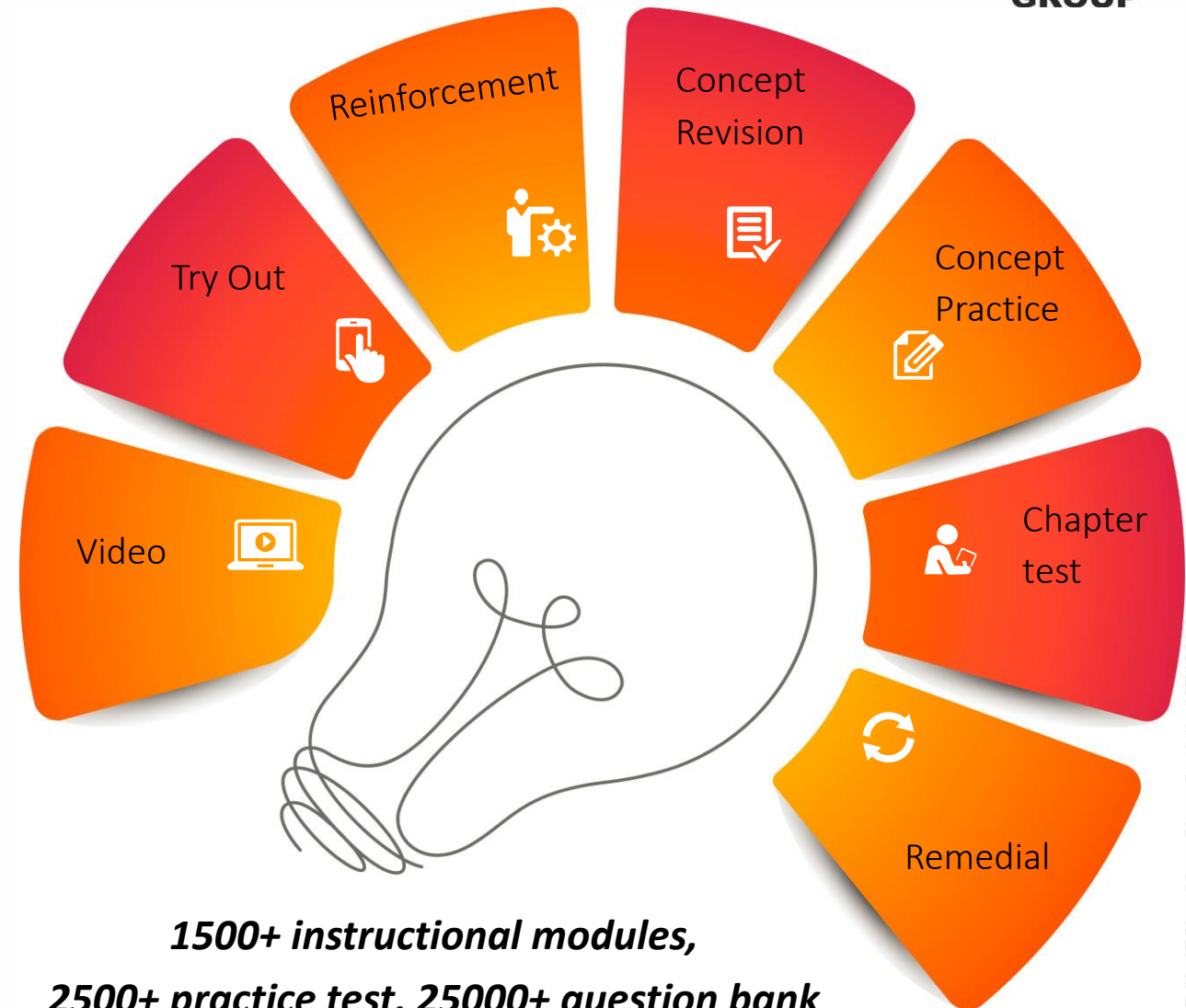


Revenue model

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

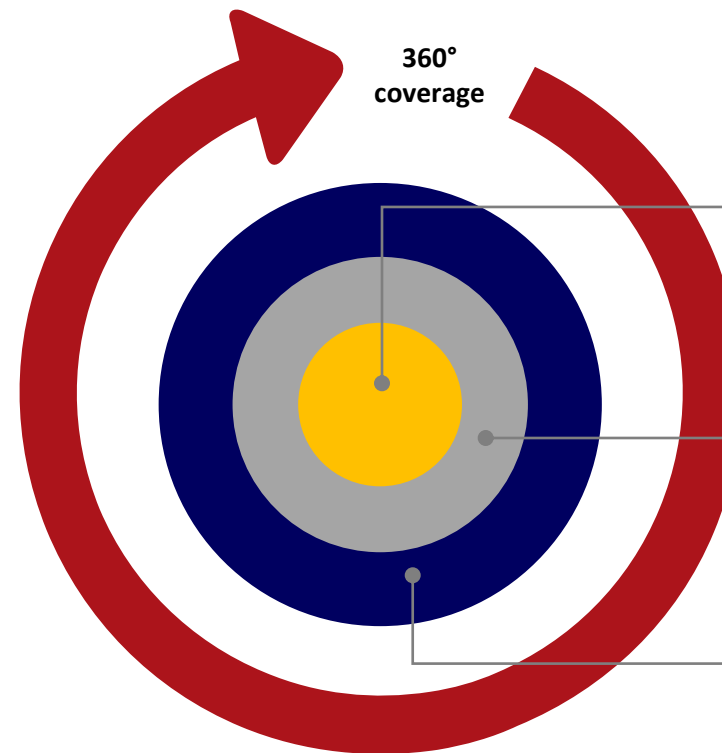


Practice through unlimited practice exercises and tests



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

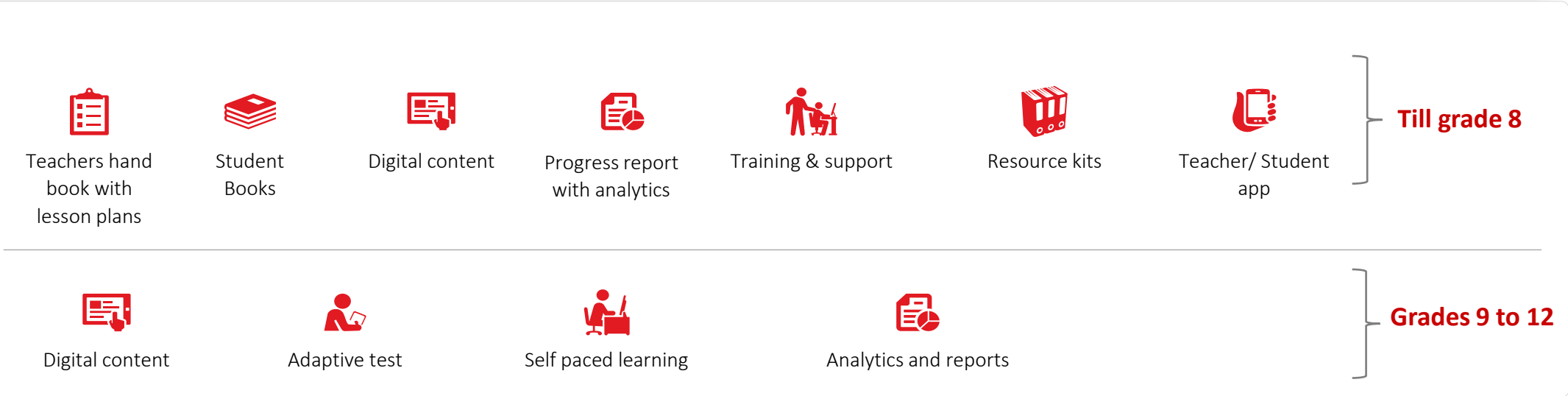
- Time spent on a chapter
- Concept wise coverage with information of incomplete concepts
- Chapter tests completed with information of unattempted tests
- Strong and weak concepts

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



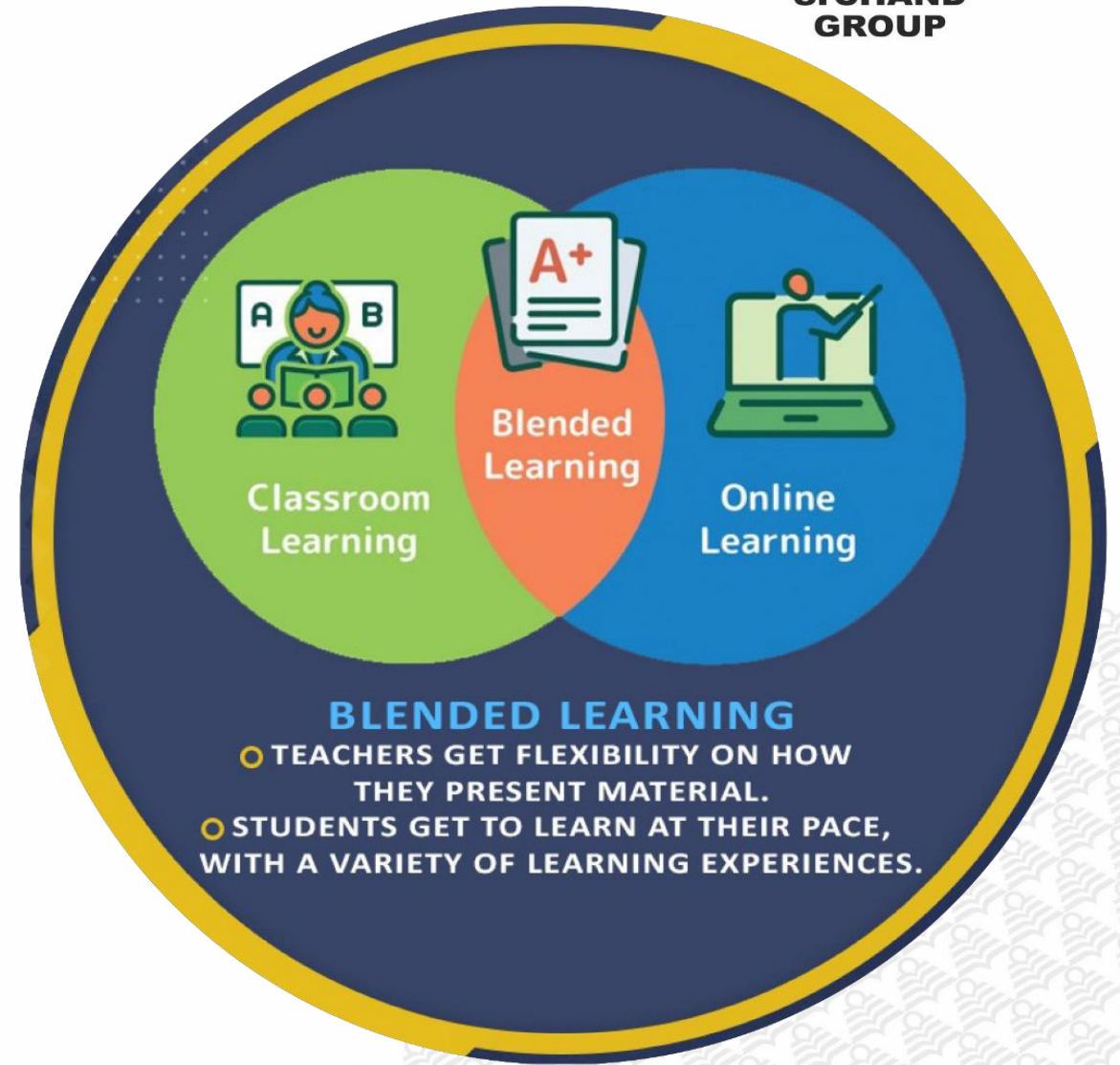
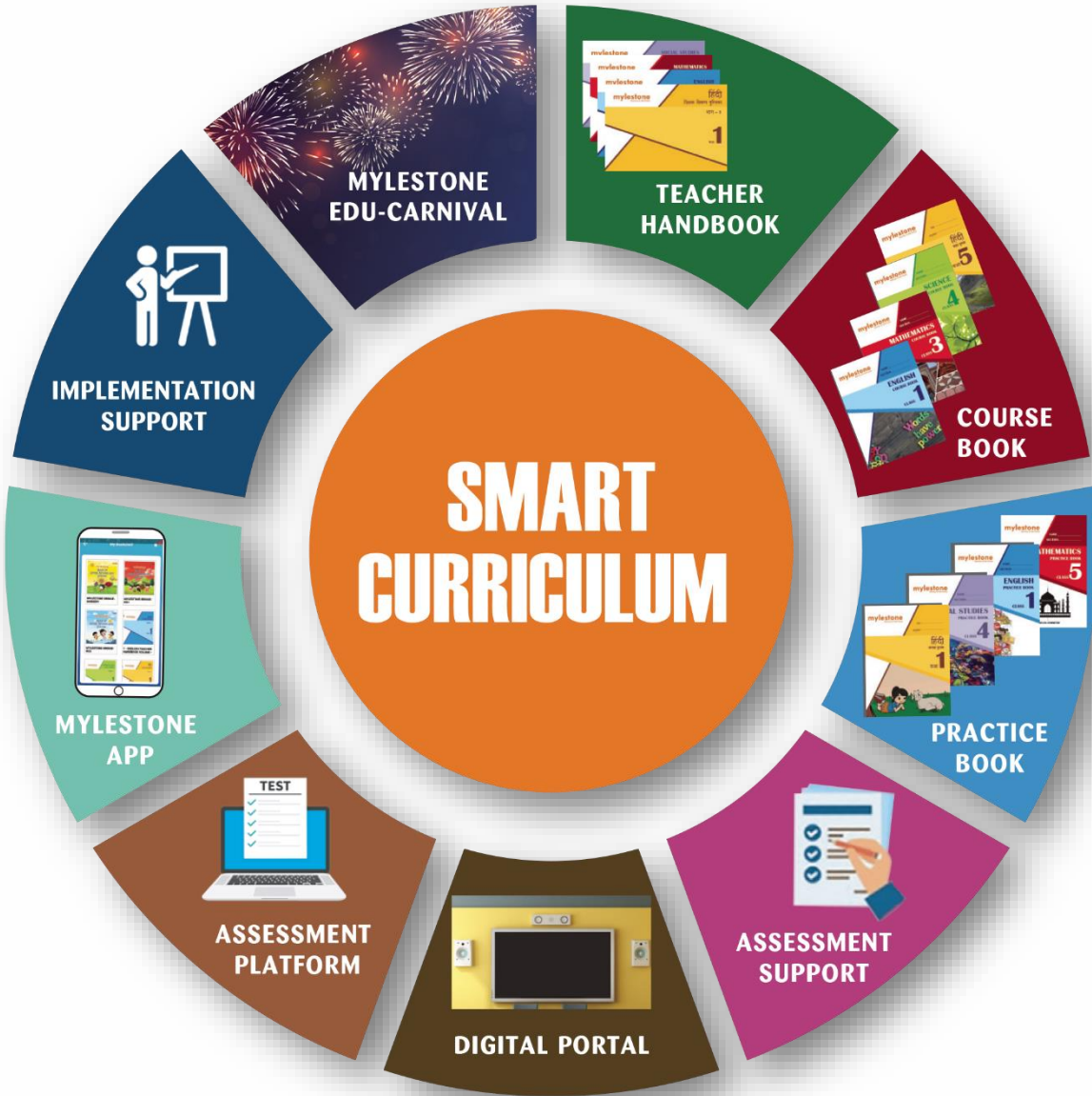
Support

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)



- Teacher Handbook
- Course Book
- Practice Book
- Mylestone Digital Resources

LEARN/TEACH



- Quiz – MCQ based
- Assignment – Objective + Subjective question based

HOMEWORK



- Online – MCQ based
- Pen and Paper – Objective and Subjective question based

ASSESSMENT



Live Classes – Integrated with Zoom, MS teams, Google Meet, Other

LIVE CLASSES



- Communication and alerts

NOTIFICATION



- Students assessment and assignment reports
- Syllabus completion reports

ANALYTICS



- Teacher created digital resources
- PDF
- MP3/MP4
- Web links

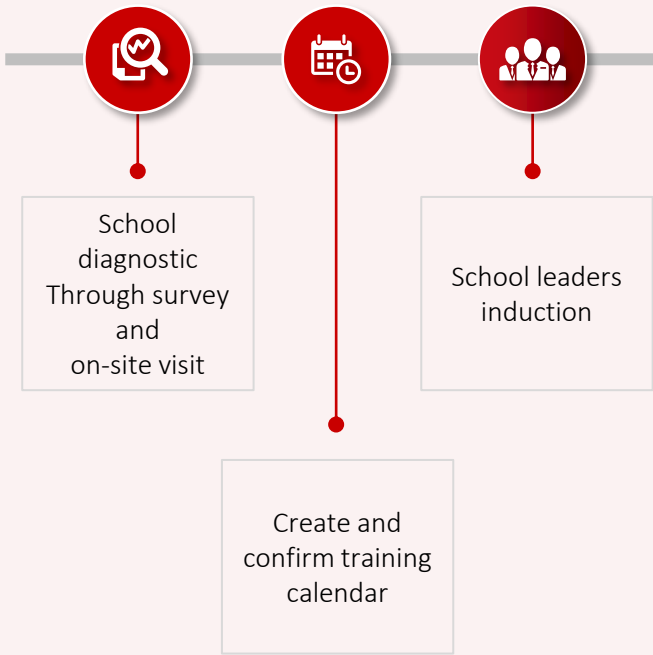
DIGITAL RESOURCES



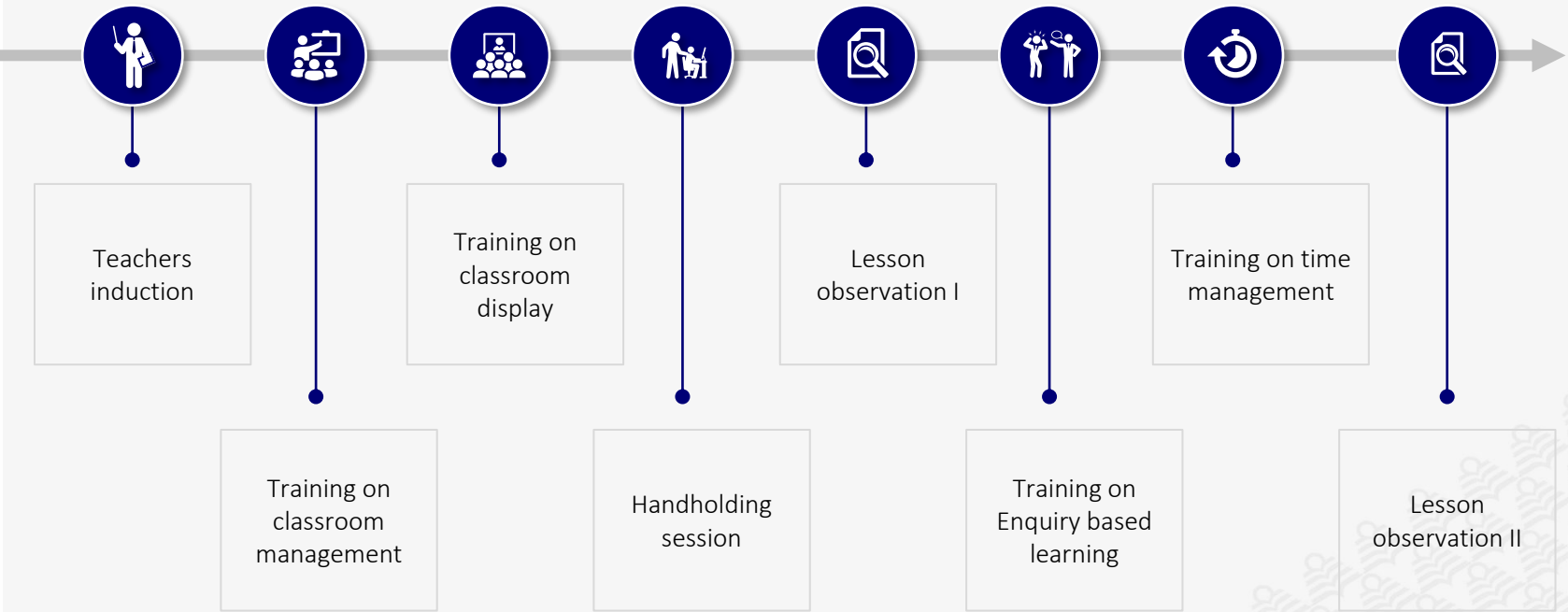
MYLESTONE – STRONG PROCESS IN PLACE TO ASSIST THE SCHOOL WITH IMPLEMENTATION



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



TEACHER WEB PORTAL

- ▶ LIVE classes integrated with online platforms
- ▶ Online Homework and Assessments with analytics
- ▶ Mark Attendance and share Recorded class
- ▶ Teacher created digital resources
- ▶ Downloadable assessment and student performance report
- ▶ Downloadable Syllabus completion reports
- ▶ Usage summary and analytics
- ▶ Chapterwise content consumption and students progress
- ▶ Notifications
- ▶ E-Books and digital lesson plans



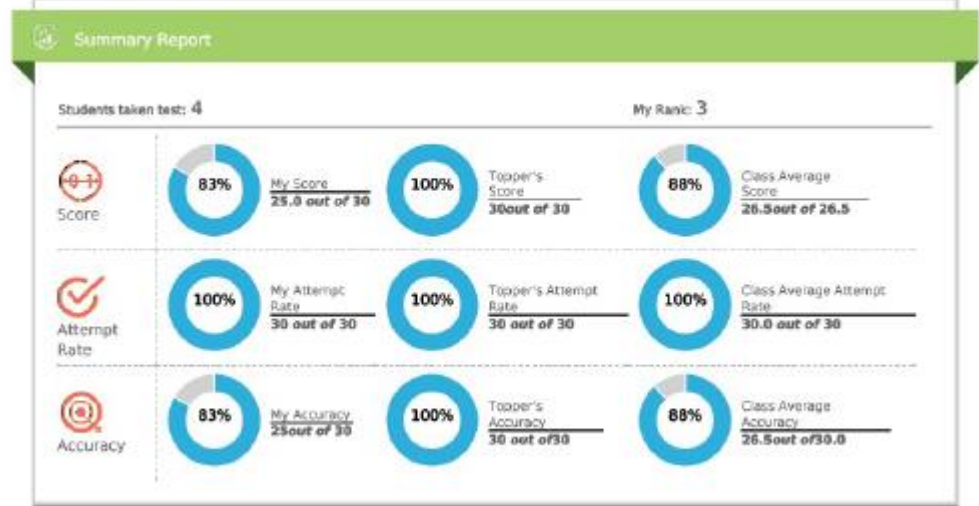
STUDENT WEB/APP

- ▶ LIVE classes with class recordings
- ▶ Quiz and Assignment based Homework
- ▶ Notification
- ▶ Mylestone digital learning resources
- ▶ MCQ, Worksheet and Revision Assignments
- ▶ Teacher created digital resources
- ▶ Online and Pen and Paper based assessments
- ▶ Assessment and homework with analytics, feedback and score
- ▶ Real-time updates for parents



SCHOOL ADMIN PORTAL

- ▶ Web based Admin portal
- ▶ Syllabus completion report
- ▶ Class and section-wise teacher dashboard
- ▶ Downloadable assessment reports
- ▶ Student usage summary and analytics
- ▶ Class and section comparative report
- ▶ Subject comparative report
- ▶ Teacher comparative report
- ▶ All reports in downloadable and printable format



Assessment Report

Student Profile

NAME M210016CBA01	USER NAME M210016CIA01	SCHOOL ID Aliyah Public School
CLASS C1	CENTER Aliyah Public School	
SECTION A		

Assessment Details

ASSESSMENT NAME 24 410	DURATION 30	NUMBER OF CORRECT ATTEMPTS 25
SUBJECT Mathematics	NUMBER OF QUESTIONS 30	NUMBER OF WRONG ATTEMPTS 5
TOTAL MARKS 30.0	NOT ATTEMPTED 0	

MYLESTONE APP – FEATURES



LIVE CLASSES

TODAY UPCOMING COMPLETED

Science

Digestion demoqat1

🕒 15/03/2021 13:31 to 15/03/2021 13:35

[Join](#) [Class Recording](#)

Maths

Fractions demoqat1

🕒 15/03/2021 21:30 to 15/03/2021 22:30

[Join](#)

Science

Digestion demoqat1

🕒 16/03/2021 10:00 to 15/03/2021 10:30

[Join](#)

Science

Digestion demoqat1

🕒 15/03/2021 09:10 to 16/03/2021 10:10

[Join](#)

ASSESSMENTS

Online Pen & Paper

Available Upcoming Completed

TESTING

Ques: 9 Duration(M): 10 Marks: 9

🕒 Oct 21 2020 16:36 to Oct 21 2020 16:35

[REVIEW](#)

QA Sess

Ques: 6 Duration(M): 10 Marks: 6

🕒 Oct 19 2020 14:38 to Oct 19 2020 14:40

[REVIEW](#)

testing

Ques: 2 Duration(M): 10 Marks: 2

🕒 Oct 12 2020 12:50 to Oct 12 2020 13:10

[REVIEW](#)

QA Sess

Ques: 10 Duration(M): 10 Marks: 10

🕒 Oct 09 2020 13:02 to Oct 14 2020 13:02

[REVIEW](#)

DIGITAL RESOURCES

Create Digital Resources

Unpublished (25)

Hello Everyone

Asset Type: video

Created on: 13/07/2021

[PUBLISH](#)

Project work

Asset Type: pdf

Created on: 13/07/2021

[PUBLISH](#)

ADD

Asset Type: audio

Created on: 28/06/2021

[PUBLISH](#)

Hi

Asset Type: audio

Created on: 28/06/2021

[PUBLISH](#)

Investment Plans

Asset Type: website

Created on: 25/06/2021

[PUBLISH](#)

Hi

Asset Type: audio

Created on: 22/06/2021

[PUBLISH](#)

Ch 2 - A bath is the river

Asset Type: video

Created on: 21/06/2021

[PUBLISH](#)

Hi

Asset Type: pdf

Created on: 16/06/2021

[PUBLISH](#)

HOMEWORK

QUIZ ASSIGNMENT

Available Upcoming Completed

test2

Due on Oct 22 2020

[SOLUTION](#)

[MY SUBMISSION](#) [FEEDBACK](#)

test2

Due on Oct 22 2020

[SOLUTION](#)

[MY SUBMISSION](#) [FEEDBACK](#)

testing

Due on Oct 14 2020

[SOLUTION](#)

[MY SUBMISSION](#) [FEEDBACK](#)

test

Due on Oct 09 2020

[SOLUTION](#)

[MY SUBMISSION](#) [FEEDBACK](#)

NOTIFICATIONS

All With Attachments

OLDER

TEST

Holiday

🕒 2 JUL 1:12 PM

School will remain closed on sunday

TEST

30th pdf

🕒 30 JUN 9:22 PM

c

[26-pick_QB_001.pdf](#)

TEST

test

🕒 30 JUN 7:35 PM

class test

TEST

28th pdf

🕒 28 JUN 4:36 PM

sample

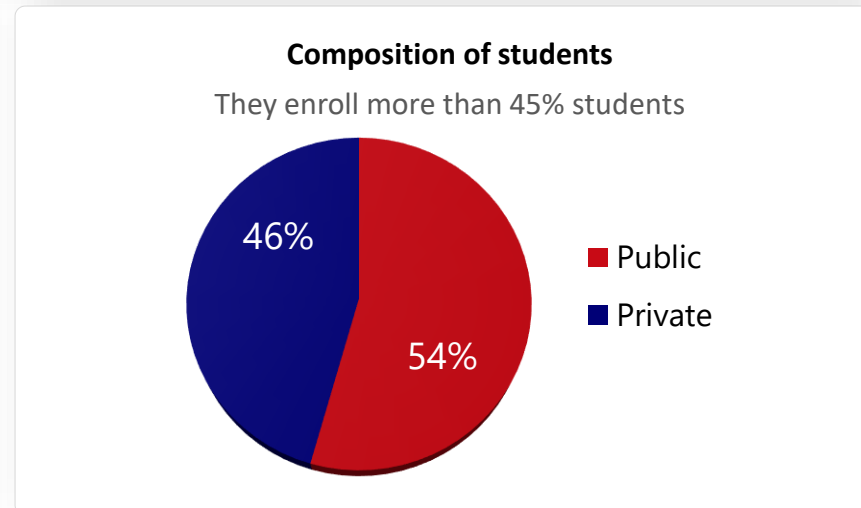
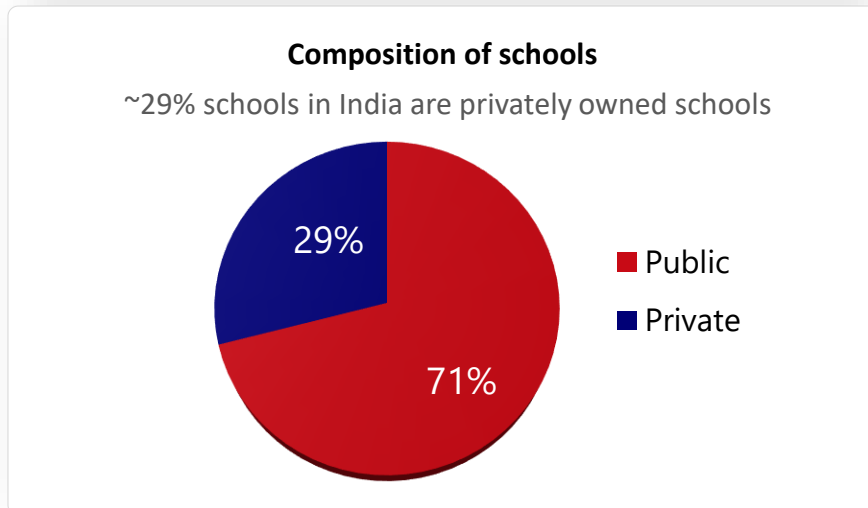
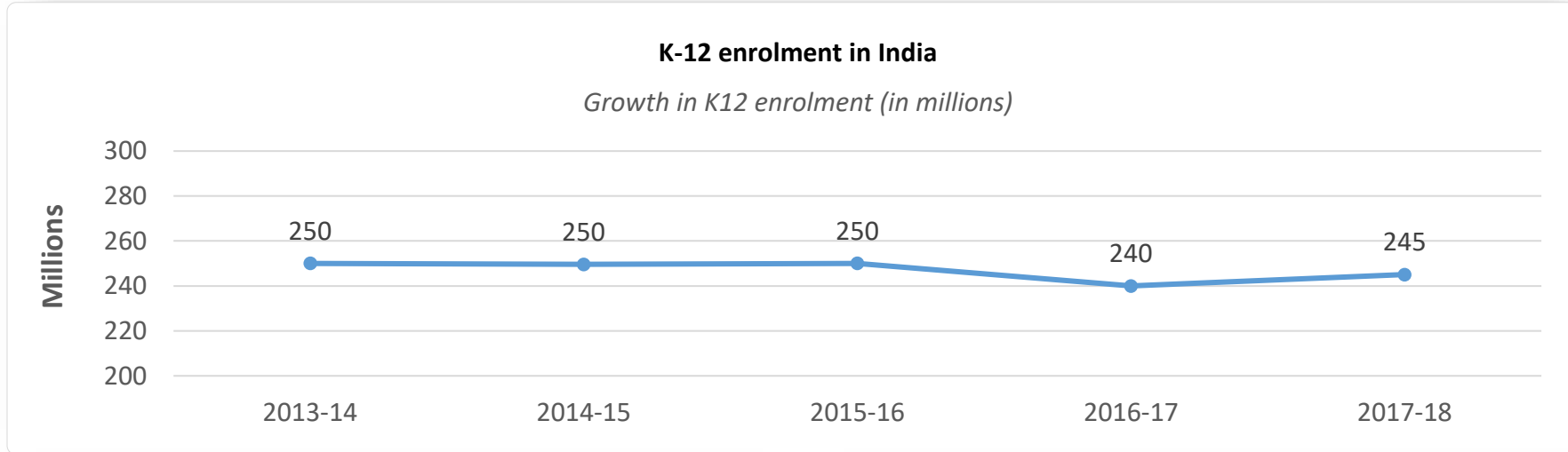
[26-pick_QB_001.pdf](#)

ANALYTICS - STUDENT (M210016C1A15) SUMMARY

Usage Summary

Class Coverage

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

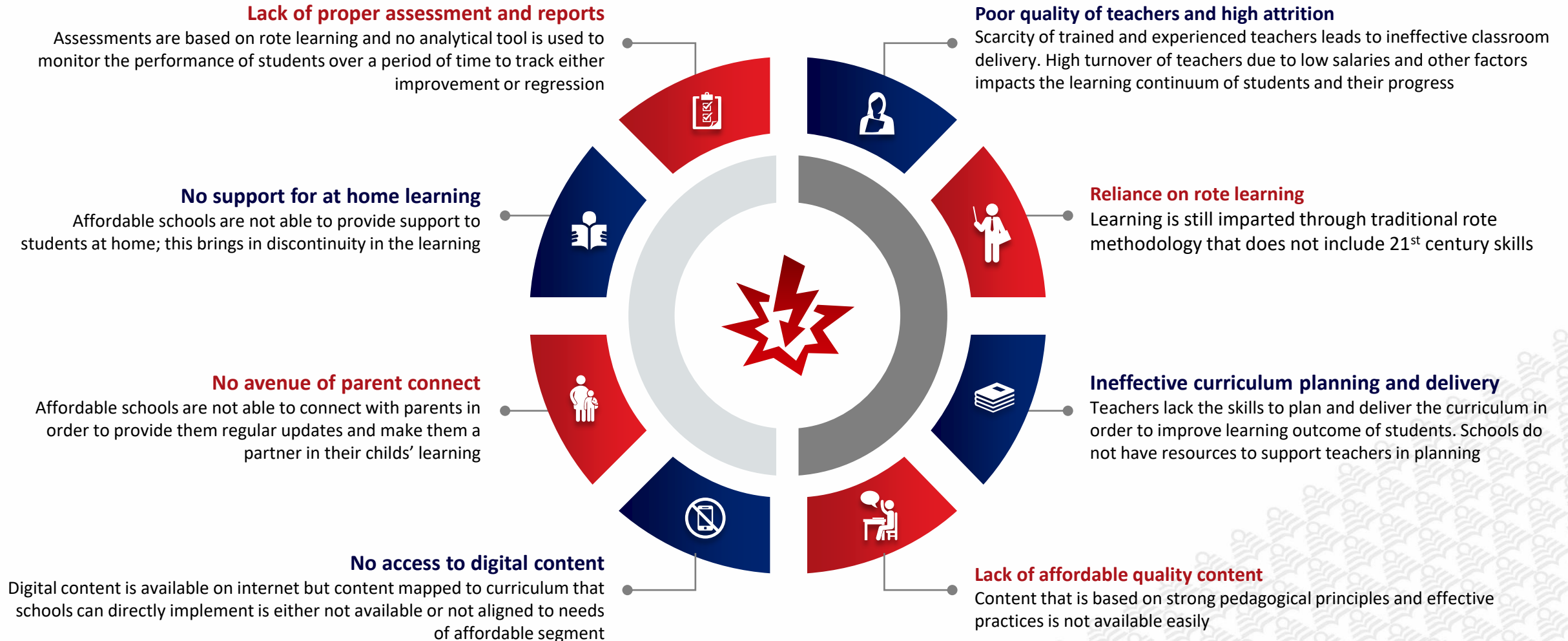
spend on learning
resources annually

~ ₹110 Bn

market size

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



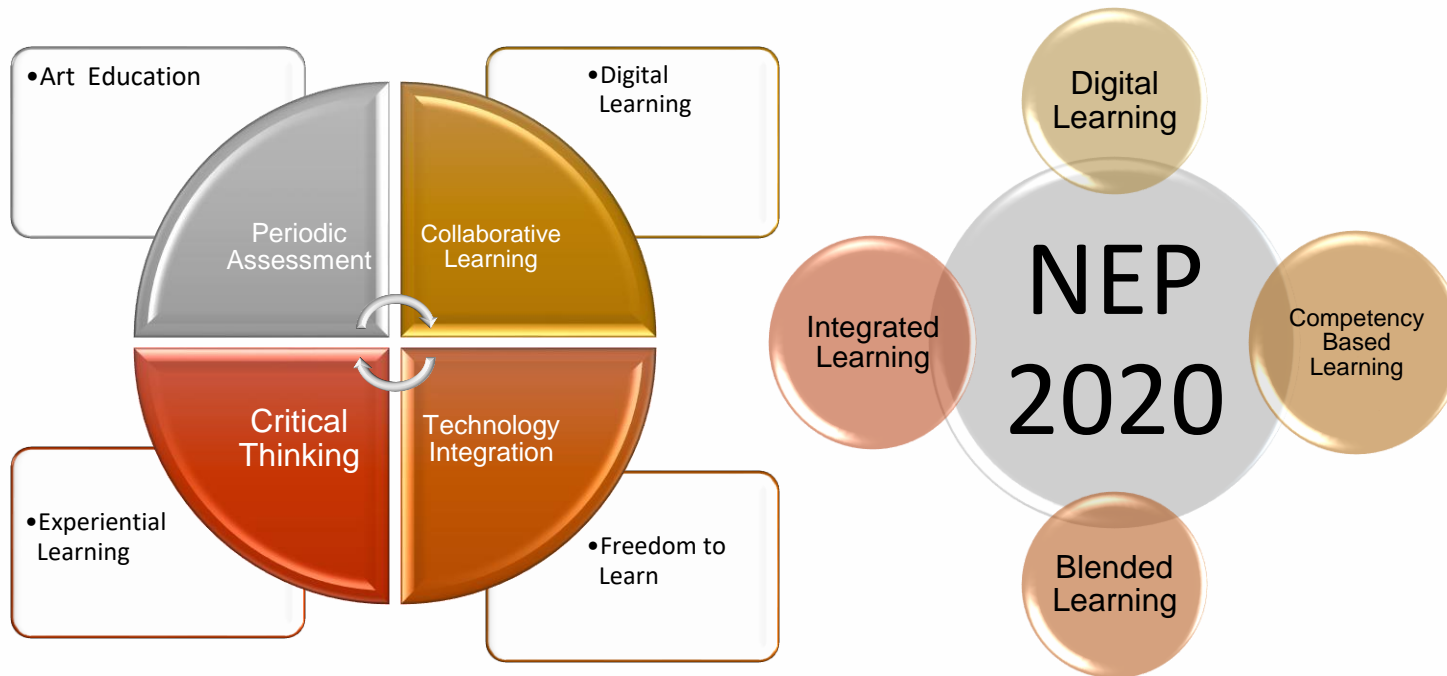
Internet Links

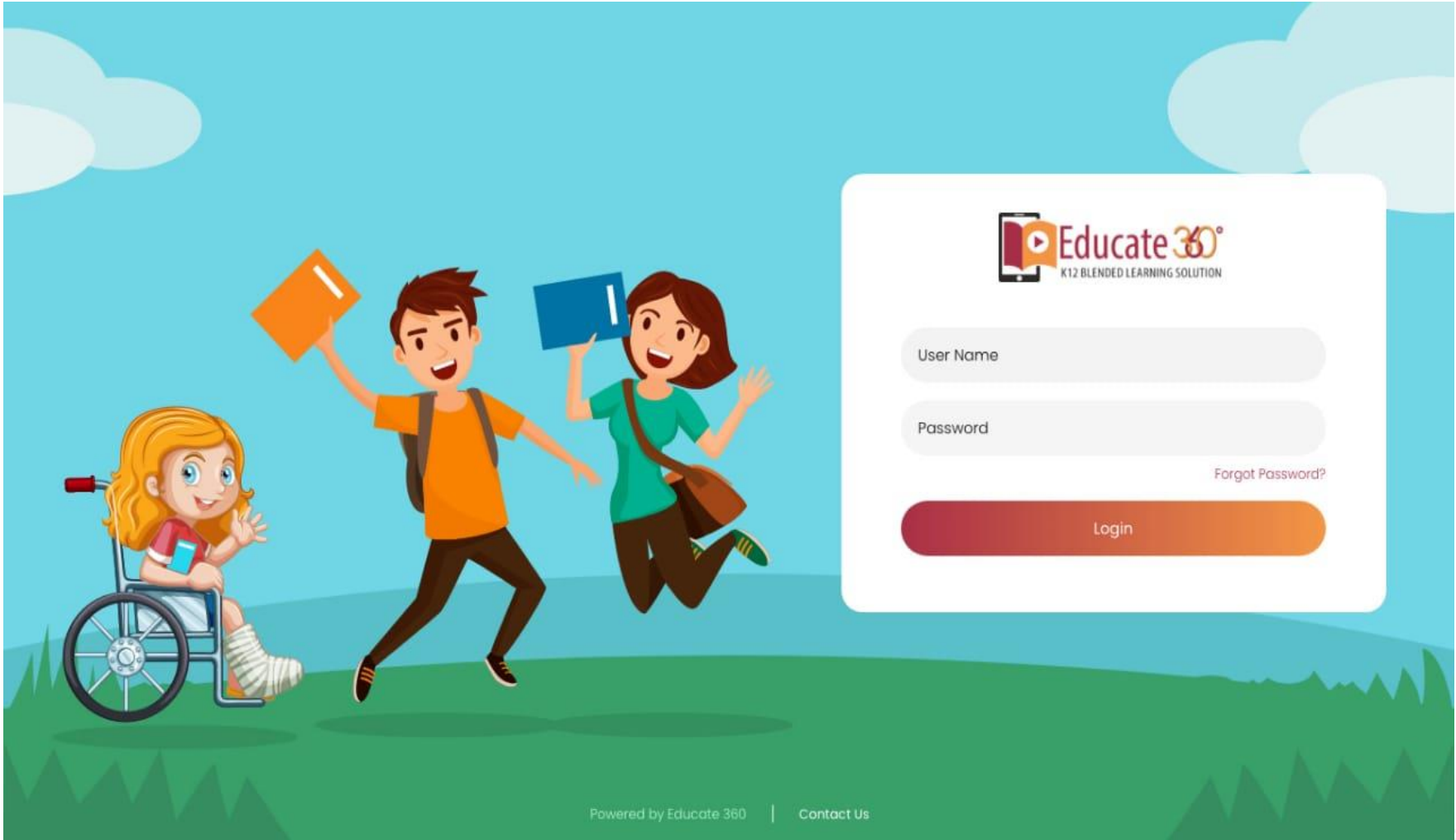


Ease of Access

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, a boy with a backpack, and a girl with a bag. The background is a bright blue sky with clouds and a green field. The login form is a white rounded rectangle on the right, containing the Educate 360° logo, input fields for 'User Name' and 'Password', a 'Forgot Password?' link, and a 'Login' button. At the bottom of the illustration, it says 'Powered by Educate 360 | Contact Us'.

Educate 360°
K12 BLENDED LEARNING SOLUTION

User Name

Password

[Forgot Password?](#)

Login

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**

Time: **40 mins**

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

Powered by  Educate 360°
K12 BLENDED LEARNING SOLUTION



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