



## 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: November 13, 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 and half year ended September 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 Monday, November 15, 2021 at 1:00 P.M. to discuss the financial results for the quarter and half year ended September 30, 2021 is attached herewith.

The Company shall also disseminate the above information on the website of the Company i.e. [www.schandgroup.com](http://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, 2<sup>nd</sup> Floor,

Mohan Co-operative Industrial Estate,

New Delhi-110044

Encl: as above

**S. Chand and Company Limited**

**Q2 – FY2021-22  
Investor Update  
13<sup>th</sup> November 2021**



1.

Key Quarterly Highlights

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2.

Digital Business Update

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3.

Looking Ahead

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4.

S. Chand Ed-Tech Initiatives -  
Annexure

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1.

## Key Quarterly Highlights

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## KEY NUMBERS – STRONG SHOW IN Q2FY22

**42%**

**Increase in  
Revenue  
from  
Operations  
(YoY)**

**154%**

**Increase in  
Gross  
Margins  
(YoY)**

**40%**

**Reduction  
in EBITDA  
losses  
(YoY)**

**13%**

**Reduction  
in PAT  
Losses  
(YoY)**

**Rs122m**

**Cash flow from  
operations in  
H1FY22  
(vs. Rs130m in  
1HFY21 and  
Rs1,076m in  
FY21)**

**Rs653m**

**33% Reduction in  
Net Debt over  
2QFY21**

**Launch of S  
Chand Academy**

**Launched a Youtube  
Channel – “S  
Chand Academy”  
focused on  
Engineering & Test  
Prep segment**

**Revamped S  
Chand’s E-  
Commerce website**

**Launched a new and  
revamped S Chand  
E-Commerce  
website to increase  
focus on direct  
online sales**

**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	Oct, 21	Nov, 21
1	K1- K5	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Green	Green
2	K6-K8	Green	Green	Green	Red	Red	Red	Red	Red	Green	Green	Green	Green
3	K9-K12	Green	Green	Green	Red	Red	Red	Red	Red	Green	Green	Green	Green
4	Higher Education	Green	Green	Green	Red	Red	Red	Red	Red	Green	Green	Green	Green

- Q2 saw strong school openings across all states. We expect primary classes to open during Q3 across the country. The pace of school openings is heartening and increases confidence of a normal sales season.
- We would be going into the sales season on back of strong tailwinds of school re-openings in full swing after 2 years and price hike across our product portfolio.
- Higher Education institutes (Engineering and Medical) are seeing college admissions for 1<sup>st</sup> year during Q3. We saw 2<sup>nd</sup> Year students starting 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 for 1<sup>st</sup> year would start during Q3 as well since Board exam results were announced during Q2.



## Uttar Pradesh

- Schools have opened since September.

## Haryana

- Schools have opened since September.

## Punjab

- Schools have opened since August.

## Rajasthan

- Schools reopened from Class 6<sup>th</sup> onwards with certain restrictions from September.

## Madhya Pradesh

- Schools have opened since September.

## Gujarat

- Schools reopened for Class 6<sup>th</sup> onwards from September. Primary classes likely to reopen by December.

## Maharashtra

- Schools have reopened in October.

## Delhi

- Physical schools to open from November.

## Orissa

- Schools reopened for Classes 9 to 12 from July. Class 8<sup>th</sup> has opened from October.

## Karnataka

- Schools have reopened in August for Classes 9 to 12 and October for Classes 1-5.

## Tamil Nadu

- Has resumed physical classes for students from Classes 9 to 12 from September and Classes 1-8 from November.

## Andhra Pradesh

- Schools have opened since August.

## Assam

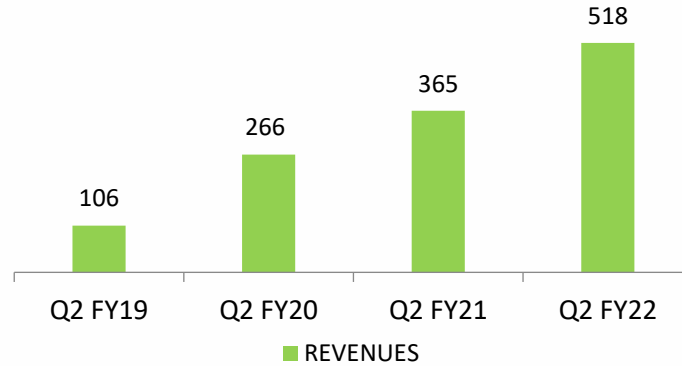
- Schools have reopened from October.

# STRONG Q2, LOOK FORWARD TO A NORMAL SALES SEASON



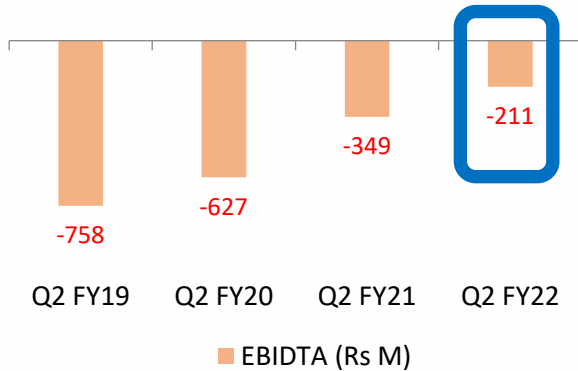
## Q2FY22

### Revenues from Operations (Rs M)



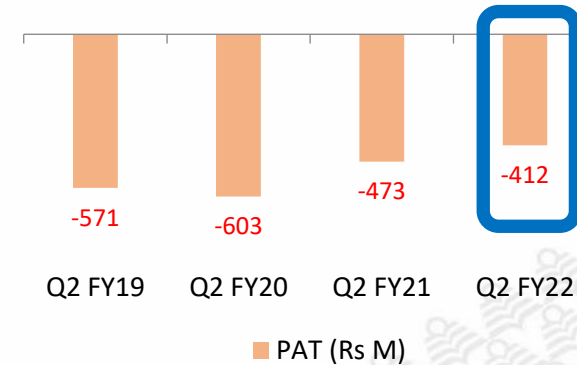
UP 42%  
YoY

### EBITDA (Rs M)



EBITDA Loss lower by  
40% YoY

### PAT (Rs M)

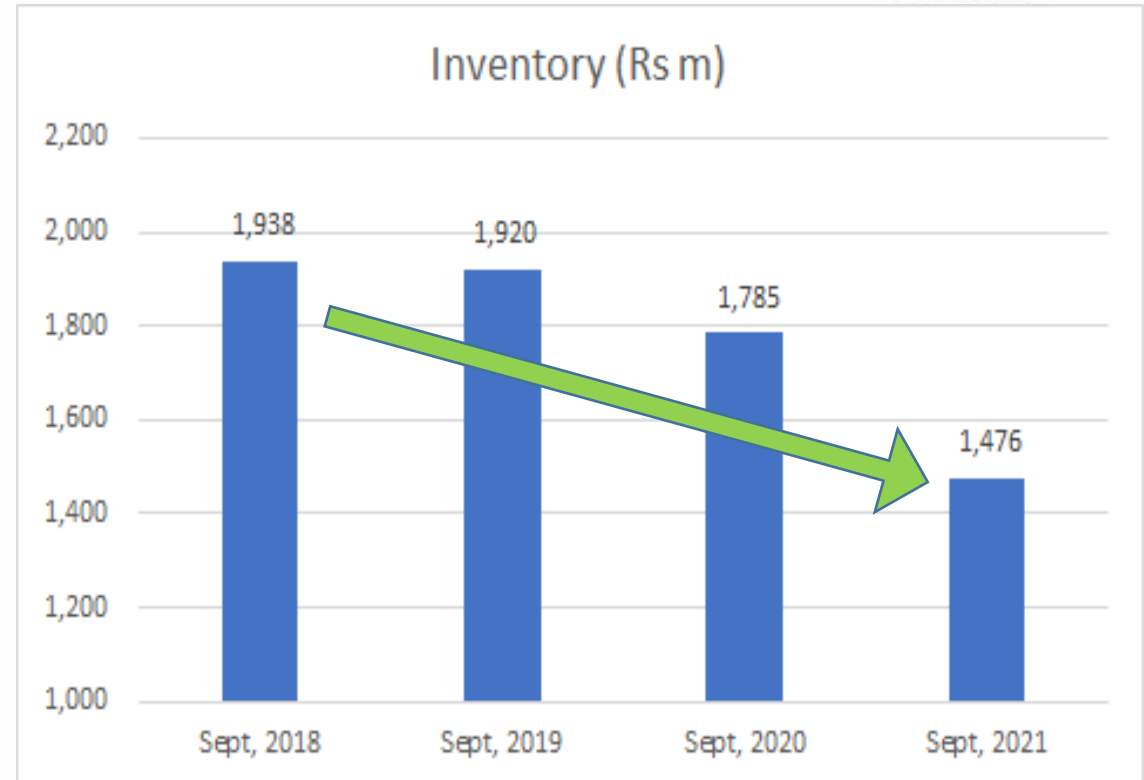
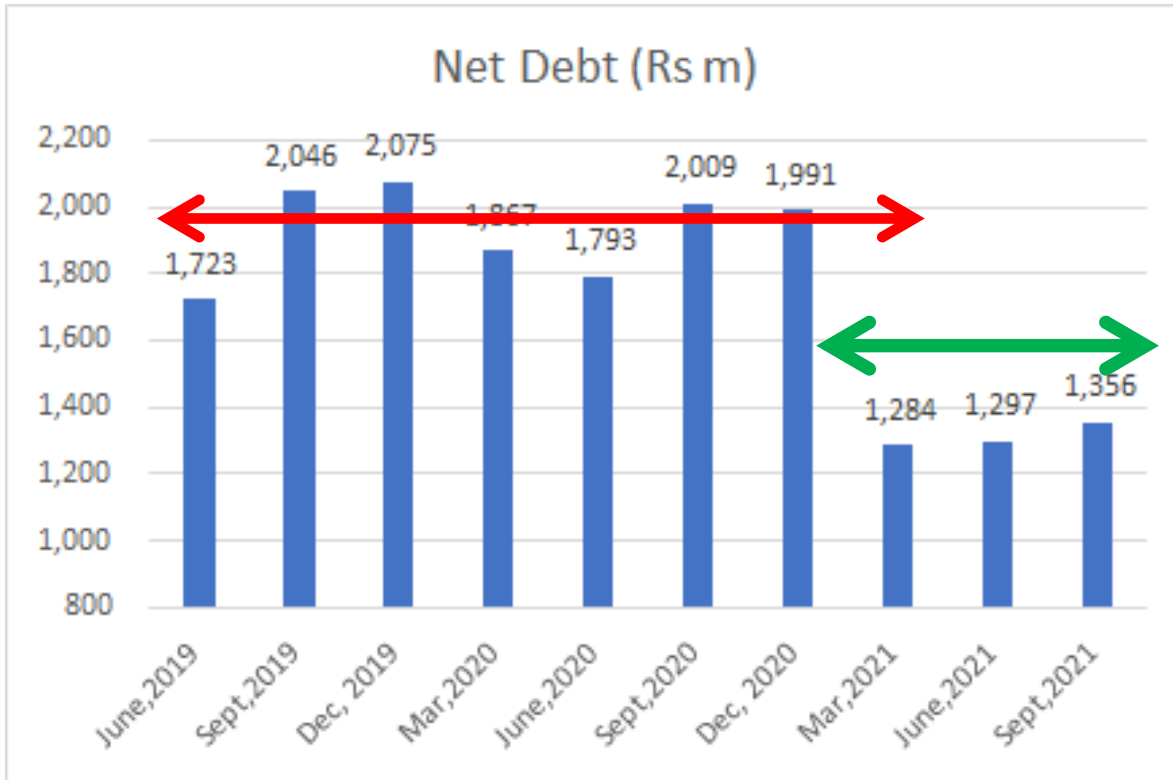


PAT Loss lower  
by 13% YoY

2QFY22 got benefit of school openings across the country. Strong cost rationalization aids in reducing EBITDA and PAT losses over last year. We look forward to a normal sales season in FY22.

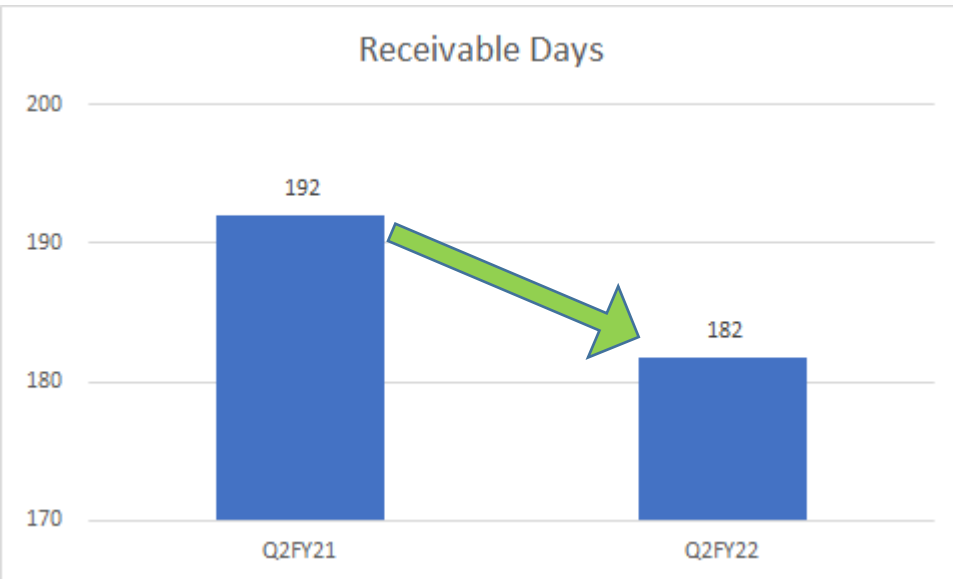
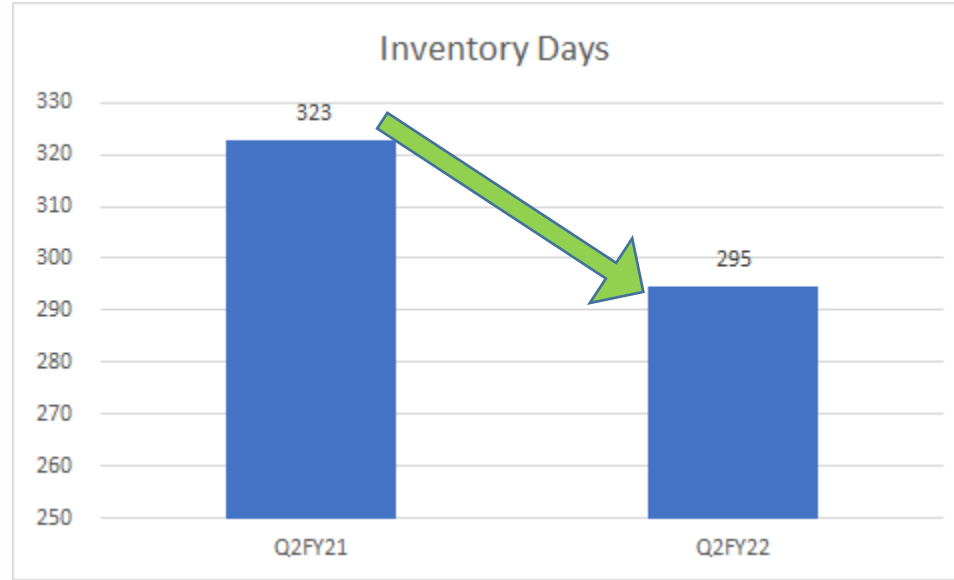


# MOVING TO A STRUCTURALLY LOWER DEBT & INVENTORY LEVELS

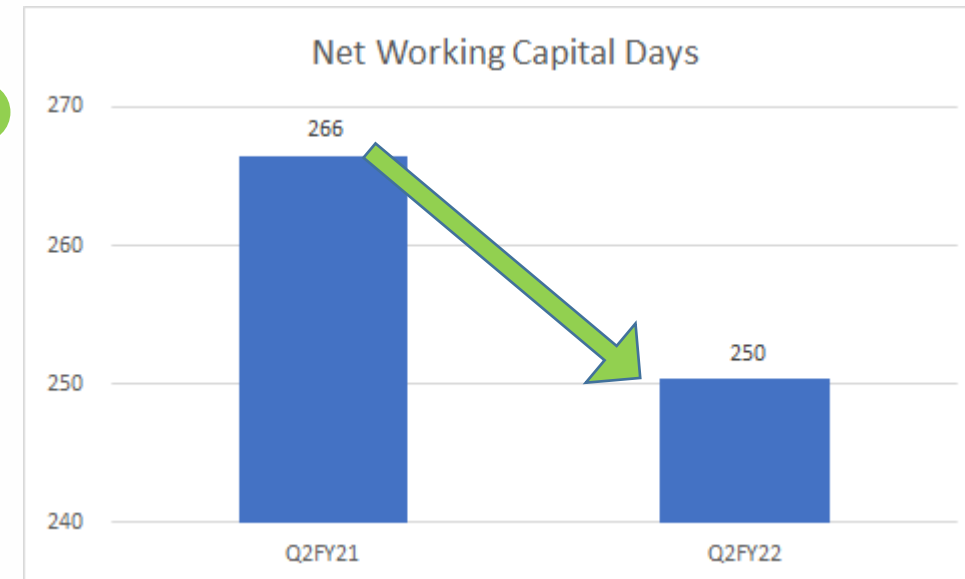


We have moved to a fundamentally lower debt profile for the company. We are looking to reach net debt zero levels by Q4FY23 on back of increased cash flow generation.

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 28 days (YoY).**
- **Receivable days - Down 10 days (YoY).**
- **Net Working capital days – Down 16 days (YoY).**



# CONSOLIDATED FINANCIAL PERFORMANCE

Particulars (₹ in millions)	Q2FY20	Q2FY21	Q2FY22	Year ended FY21	Q2FY22 vs O2FY21 (%)	Q2FY22 vs O2FY20 (%)
Revenue from contract with customers	266	365	518	4,252	42%	95%
Other income	10	14	53	201	274%	434%
<b>Total income</b>	<b>276</b>	<b>379</b>	<b>572</b>	<b>4,453</b>	<b>51%</b>	<b>107%</b>
Cost of published goods/materials consumed	125	109	180	1,000	65%	44%
Purchases of traded goods	13	5	22	86	341%	70%
(Increase)/decrease in inventories of finished goods and WIP	18	92	(4)	486	-104%	-122%
Publication expenses	46	47	55	358	17%	18%
<b>Gross Margin</b>	<b>73</b>	<b>126</b>	<b>319</b>	<b>2,524</b>	<b>154%</b>	<b>335%</b>
<b>Gross Margin (%)</b>	<b>27%</b>	<b>33%</b>	<b>56%</b>	<b>57%</b>		
Employee benefits expenses	313	248	292	993	18%	-7%
Other expenses	387	228	239	784	5%	-38%
<b>EBITDA</b>	<b>(627)</b>	<b>(349)</b>	<b>(211)</b>	<b>748</b>	<b>-40%</b>	<b>-66%</b>
<b>EBITDA Margin (%)</b>	<b>-227%</b>	<b>-92%</b>	<b>-37%</b>	<b>17%</b>		
Finance cost	89	81	62	323	-23%	-30%
Depreciation and amortization expense	90	97	100	416	3%	12%
<b>Profit/(Loss) before share of loss in associates, exceptional items and tax</b>	<b>(805)</b>	<b>(528)</b>	<b>(373)</b>	<b>9</b>	<b>-29%</b>	<b>-54%</b>
Share of gain/(loss) in associates	(3)	1	(1)	(7)	-164%	-82%
Exceptional items			(0)	(2)		
<b>Profit/(Loss) before tax</b>	<b>(808)</b>	<b>(527)</b>	<b>(374)</b>	<b>(0)</b>	<b>-29%</b>	<b>-54%</b>
<b>Tax expenses:</b>						
1) Current tax	8	9	-2	123		
2) Deferred tax	(214)	(63)	39	(58)		
<b>Profit/(Loss) for the period/ year from continuing operations</b>	<b>(603)</b>	<b>(473)</b>	<b>(412)</b>	<b>(65)</b>	<b>-13%</b>	<b>-32%</b>
<b>Profit/(Loss) per equity share (in ₹) (for continuing operations)</b>						
1) Basic	(17.24)	(13.52)	(11.77)	(1.86)	-13%	-32%
2) Diluted	(17.24)	(13.52)	(11.77)	(1.86)	-13%	-32%

# CONSOLIDATED FINANCIAL PERFORMANCE

Particulars (₹ in millions)	H1FY20	H1FY21	H1FY22
Revenue from contract with customers	879	1,080	877
Other income	33	82	89
<b>Total income</b>	<b>912</b>	<b>1,162</b>	<b>966</b>
Cost of published goods/materials consumed	323	260	278
Purchases of traded goods	26	8	39
(Increase)/decrease in inventories of finished goods and WIP	79	160	(6)
Publication expenses	104	91	109
<b>Gross Margin</b>	<b>381</b>	<b>643</b>	<b>546</b>
<b>Gross Margin (%)</b>	<b>42%</b>	<b>55%</b>	<b>57%</b>
Employee benefits expenses	627	467	560
Other expenses	656	438	366
<b>EBITDA</b>	<b>(902)</b>	<b>(262)</b>	<b>(380)</b>
<b>EBITDA Margin (%)</b>	<b>-99%</b>	<b>-23%</b>	<b>-39%</b>
Finance cost	172	164	137
Depreciation and amortization expense	178	193	203
<b>Profit/(Loss) before share of loss in associates, exceptional items and tax</b>	<b>(1,252)</b>	<b>(619)</b>	<b>(720)</b>
Share of gain/(loss) in associates	(8)	(2)	(3)
Exceptional items			
<b>Profit/(Loss) before tax</b>	<b>(1,260)</b>	<b>(621)</b>	<b>(723)</b>
<b>Tax expenses:</b>			
1) Current tax	12	16	7
2) Deferred tax	(291)	(60)	(4)
<b>Profit/(Loss) for the period/ year from continuing operations</b>	<b>(981)</b>	<b>(578)</b>	<b>(725)</b>
<b>Profit/(Loss) per equity share (in ₹) (for continuing operations)</b>			
1) Basic	(28.05)	(16.51)	(20.74)
2) Diluted	(28.05)	(16.51)	(20.74)

- H1FY22 is not comparable with H1FY21 since H1FY21 had sales overflow from Q4FY20 (which was impacted by the national lockdown on 21<sup>st</sup> March 2020)
- H1FY22 as compared to H1FY20 had equivalent sales but lower EBITDA losses by 58% and lower PAT losses by 26%. This shows the impact of our S Chand 3.0 implementation and focus on cash flows during the last 24 months.

# CONSOLIDATED FINANCIAL PERFORMANCE

(₹ in millions)	As at 30 Sept 2021	As at 31 March 2021
<b>Assets</b>		
<b>Non-current assets</b>		
Property, plant and equipment	840	869
Right-of-use asset	407	481
Capital work-in-progress	2	3
Goodwill	3,381	3,381
Other intangible assets	1,164	1,249
Intangible assets under development	37	22
Investments accounted for using the equity method	34	22
<b>Financial assets</b>		
- Investments	38	38
- Loans	2	3
- Other financial assets	48	55
Deferred tax assets (net)	674	674
Other non-current assets	94	76
<b>Total non-current assets (A)</b>	<b>6,721</b>	<b>6,872</b>
<b>Current assets</b>		
Inventories	1,476	1,377
<b>Financial assets</b>		
- Investments	242	258
- Trade receivables	2,017	3,221
- Cash and cash equivalents	256	419
- Bank balances other than cash and cash equivalents	65	66
- Loans	18	16
- Other financial assets	33	21
Other current assets	124	108
<b>Total current assets (B)</b>	<b>4,231</b>	<b>5,486</b>
<b>Total assets (A+B)</b>	<b>10,952</b>	<b>12,359</b>

(₹ in millions)	As at 30 Sept 2021	As at 31 March 2021
<b>Equity and liabilities</b>		
<b>Equity</b>		
Equity share capital	175	175
Other equity	7,305	8,008
- Retained earnings	747	
- Other reserves	6,558	
Non-controlling interests	173	189
<b>Total equity (C)</b>	<b>7,653</b>	<b>8,371</b>
<b>Non-current liabilities</b>		
<b>Financial liabilities</b>		
- Borrowings	756	760
- Trade payables		
- Lease liability	180	249
- Other financial liabilities	-	
Other non-current liabilities	-	
Provisions	70	65
<b>Total non-current liabilities (D)</b>	<b>1,007</b>	<b>1,074</b>
<b>Current liabilities</b>		
<b>Financial liabilities</b>		
- Borrowings	1,196	1,271
- Lease liability	91	102
- Trade payables		
- micro enterprises and small enterprise	153	223
- other than micro enterprises and small	562	956
- Other financial liabilities	125	155
Other current liabilities	91	117
Provisions	73	90
Net employee defined benefit liabilities		
Other provisions		
<b>Total current liabilities (E)</b>	<b>2,293</b>	<b>2,914</b>
<b>Total equity and liabilities (C+D+E)</b>	<b>10,952</b>	<b>12,359</b>



# CONSOLIDATED FINANCIAL PERFORMANCE

Particulars (₹ in millions)	Sept 30th 2020	Sept 30th 2021
	Unaudited	Unaudited
<b>Cash flow from operating activities</b>		
Loss before tax	(723)	(621)
Adjustment to reconcile profit before tax to net cash flows		
Depreciation and amortisation expense	203	193
Loss on sale of property, plant and equipment (net)	2	2
Finance costs	137	162
Interest income	(18)	(14)
Net income on deemed disposal of associate	(15)	(8)
Amounts written-back	(17)	(32)
Fair value gain on financial instruments at fair value through profit or loss	(4)	-
Rent concession and gain on de-recognition of lease liability	(1)	-
Net gain on sale of current investments	(0)	(4)
Share of loss in associate	3	2
Unrealised foreign exchange gain (net)	0	(1)
Employee stock option expense	5	-
Provision for expected credit loss and advances	45	178
Bad debt written off	46	-
<b>Operating profit / (loss) before WC changes</b>	<b>(338)</b>	<b>(143)</b>
<b>Movements in working capital:</b>		
(Increase) / decrease in inventories	(99)	229
Decrease in trade receivables	1,114	822
(Increase) / decrease in loans and advances	(1)	13
(Increase) / decrease in other assets	(8)	32
(Decrease) / increase in provisions	(9)	9
Decrease in trade payables	(463)	(686)
Decrease in other liabilities	(38)	(156)
<b>Cash generated from operations</b>	<b>158</b>	<b>120</b>
Direct taxes paid (net of refunds)	(37)	10
<b>Net cash generated from operating activities (A)</b>	<b>122</b>	<b>130</b>

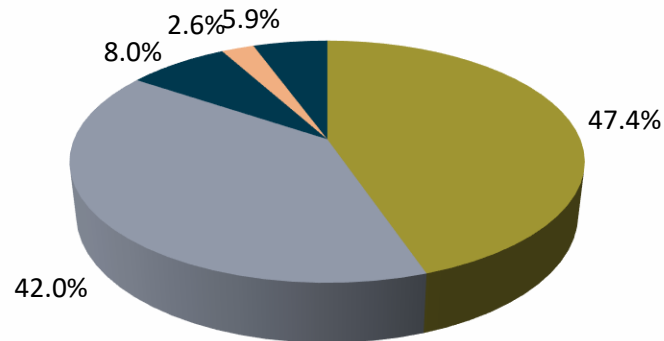
Particulars (₹ in millions)	Sept 30th 2020	Sept 30th 2021
	Unaudited	Unaudited
<b>Cash flows from investing activities</b>		
Purchase of property, plant and equipment including intangible assets and capital work-in-progress	(40)	(32)
Purchase of non-current investments	-	-
Acquisition of subsidiary, net of cash acquired	-	-
(Purchase)/sale of non current investments (including investments acquired on acquisition)	-	-
Purchase of current investments	(125)	(30)
Proceeds from sale of current investments	146	48
Proceeds from sale of property, plant and equipment	8	8
Interest received	21	16
Loans to related parties (net)		
<b>Net cash generated from investing activities (B)</b>	<b>10</b>	<b>10</b>
<b>Cash flows from financing activities</b>		
Interest paid on borrowings	(118)	(140)
Amortization of ancillary borrowing cost	0	0
Proceed from non-current borrowings	104	-
Repayment of non-current borrowings	(116)	(39)
(Proceeds)/ repayment of current borrowings (net)	(66)	124
Payment of lease liabilities	(98)	(74)
<b>Net cash used in financing activities (C)</b>	<b>(295)</b>	<b>(129)</b>
<b>Net increase/ (decrease) in cash and cash equivalents (A+B+C)</b>	<b>(163)</b>	<b>11</b>

- **Receivables:** Strong collection in H1 over comparable period last year in spite of covid Wave 2 represents better quality of sales achieved in FY21.
- **Inventory:** Increase in inventory of Rs99m is on back of raw material addition over March, 21.

- **Working Capital Metrics**
  - **Trade Receivables reduced** to Rs2,017m during Q2FY22 vs. Rs3,221m as of Q4FY21.
    - In terms of receivable days, it stood at 182 days (vs. 276 days in Q4FY21), **a reduction of 94 days during 1H.**
  - **Inventory was lower at** Rs1,476m (vs Q2FY21: Rs1,785m), **Down 17% 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 Rs228m (vs. Rs133m in Q4FY21).
    - In terms of inventory days, it stood at 295 days (vs. 323 days in Q2FY21), **a reduction of 28 days on a YoY basis.**
  - **Net Working Capital reduced** to 250 days (vs. 266 days in Q2FY21) which is a reduction of 16 days on a YoY basis.
- **Gross Debt: Rs1,952m (vs. Rs2,271m in Q2FY21) and Net Debt: Rs1,356m (vs. Rs2,009m in Q2FY21)**
  - **Gross Debt has reduced by Rs319m on a YoY basis.**
  - **Net Debt has reduced by Rs653m 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 <sup>th</sup> Nov, 2021
Market Capitalization (Rs Mn)	4,420
Price (Rs)	126
No. of shares outstanding (Mn)	34.95
Face Value (Rs.)	5.0

**Ownership as of Sept, 2021**



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

Key Institutional Investors - As of Sept 2021	% 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%

*(Source: www.bseindia.com)*

Other Institutional Investors holding less than 1% - As of Sept 2021
Aadi Financial Advisors
VEC Investments
Winro Commercial
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 Q2FY22 Results

### Represented by:

*Mr. Saurabh Mittal – Group Chief Financial Officer*

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

Monday, November 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 / +91-22- 7115 8261

### International Toll Number:

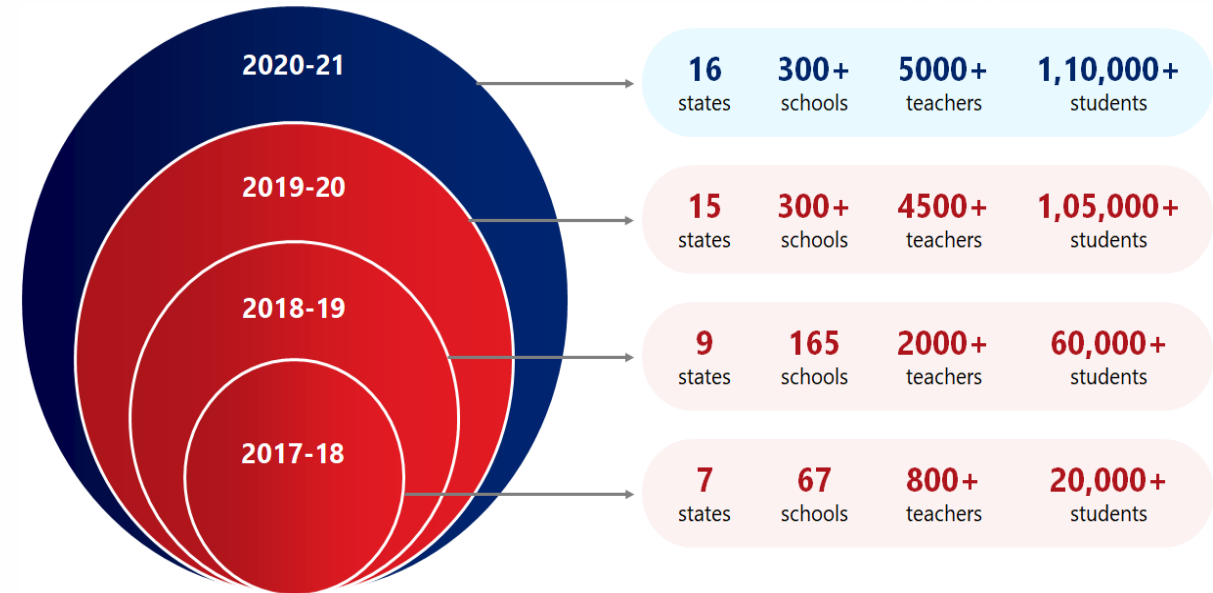
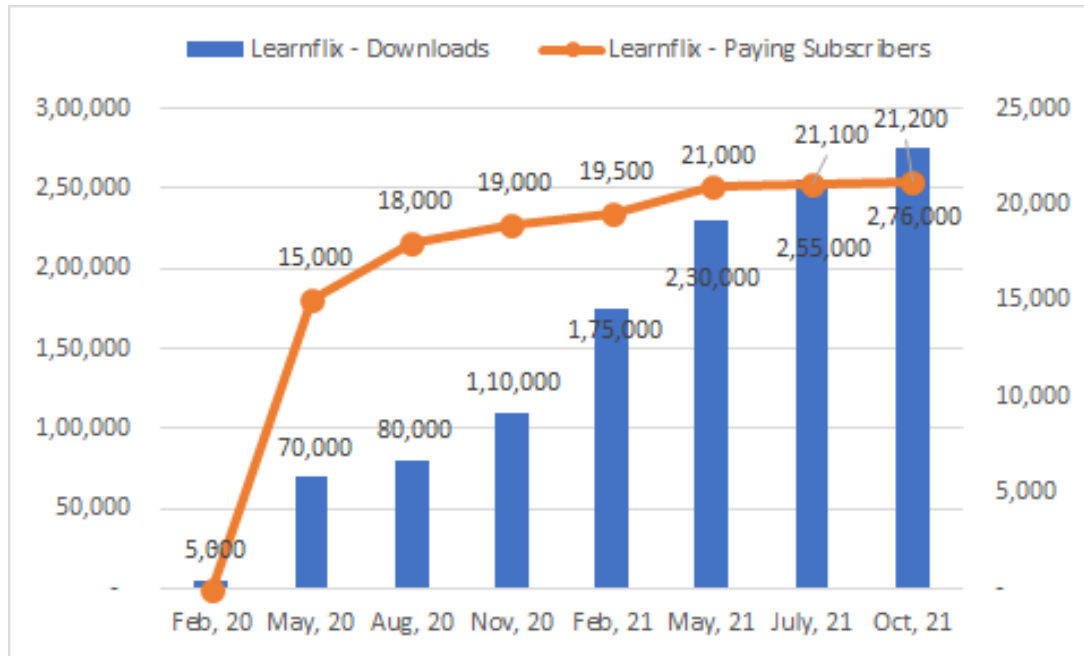
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Singapore: +65 31575746 | Hong Kong: +852 30186877

2.

## Digital Business Update

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- **Learnflix App** (Affordable Personalised Student App) targeted to the Next Half Billion (NHB) audience has got strong response in since launch. The current product covers Maths and Science for classes 6<sup>th</sup> to 10<sup>th</sup>.
- **Future Outlook:**
  - Adding English and SST as a subject, Classes 11<sup>th</sup> & 12<sup>th</sup> and launching Learnflix Bangla during Q3FY22.
  - Schools provided with Free usage during Covid-19 would convert to paying customers in FY22.

- **Milestone:** 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 25 schools for FY22.**
- **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 funds 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 during Q3FY22 in partnership with Chhaya.

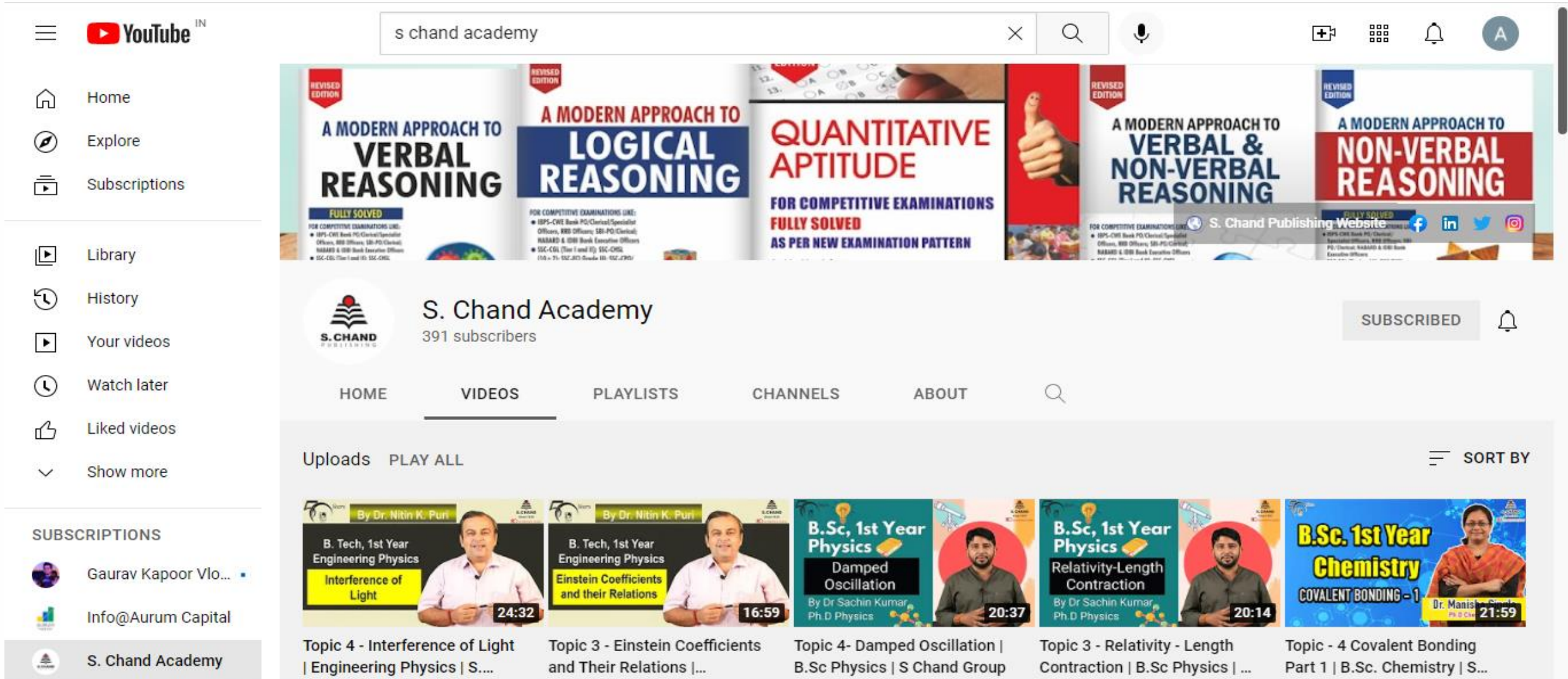
DIGITALLY ENABLED LEARNING  
**DESTINATION  
SUCCESS**  
INSPIRES LEARN



### 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 crossed 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.
- S Chand Academy – Youtube channel launched during Q2FY22 focused on Higher Education.
- Launched a new and revamped S Chand Publishing website during Q2FY22.

## Launch of “S Chand Academy” channel on Youtube for Test Prep and Engineering segment



**YouTube**™

s chand academy

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SUBSCRIPTIONS

Gaurav Kapoor Vlo...  
Info@Aurum Capital  
S. Chand Academy

**S. Chand Academy**  
391 subscribers

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Uploads PLAY ALL SORT BY

By Dr. Nitin K. Puri  
**B. Tech, 1st Year Engineering Physics**  
Interference of Light  
24:32  
Topic 4 - Interference of Light | Engineering Physics | S....

By Dr. Nitin K. Puri  
**B. Tech, 1st Year Engineering Physics**  
Einstein Coefficients and their Relations  
16:59  
Topic 3 - Einstein Coefficients and Their Relations |...

By Dr. Sachin Kumar, Ph.D Physics  
**B.Sc, 1st Year Physics**  
Damped Oscillation  
20:37  
Topic 4- Damped Oscillation | B.Sc Physics | S Chand Group

By Dr. Sachin Kumar, Ph.D Physics  
**B.Sc, 1st Year Physics**  
Relativity-Length Contraction  
20:14  
Topic 3 - Relativity - Length Contraction | B.Sc Physics | ...

By Dr. Manish  
**B.Sc. 1st Year Chemistry**  
COVALENT BONDING - I  
21:59  
Topic - 4 Covalent Bonding Part 1 | B.Sc. Chemistry | S...

**A MODERN APPROACH TO VERBAL REASONING**  
FULLY SOLVED  
FOR COMPETITIVE EXAMINATIONS LIKE:  
• IAS-CWE Bank PO/Clarical/Specialist Officers, RBI Officers, SBI-PO/Clarical, NABARD & IIBI Bank Executive Officers  
• SSC-CGL (Tier I and II) SSC-CSE (10 + 2) SSC-JTS Grade 10, SSC-JRS

**A MODERN APPROACH TO LOGICAL REASONING**  
REVISED EDITION  
FOR COMPETITIVE EXAMINATIONS LIKE:  
• IAS-CWE Bank PO/Clarical/Specialist Officers, RBI Officers, SBI-PO/Clarical, NABARD & IIBI Bank Executive Officers  
• SSC-CGL (Tier I and II) SSC-CSE (10 + 2) SSC-JTS Grade 10, SSC-JRS

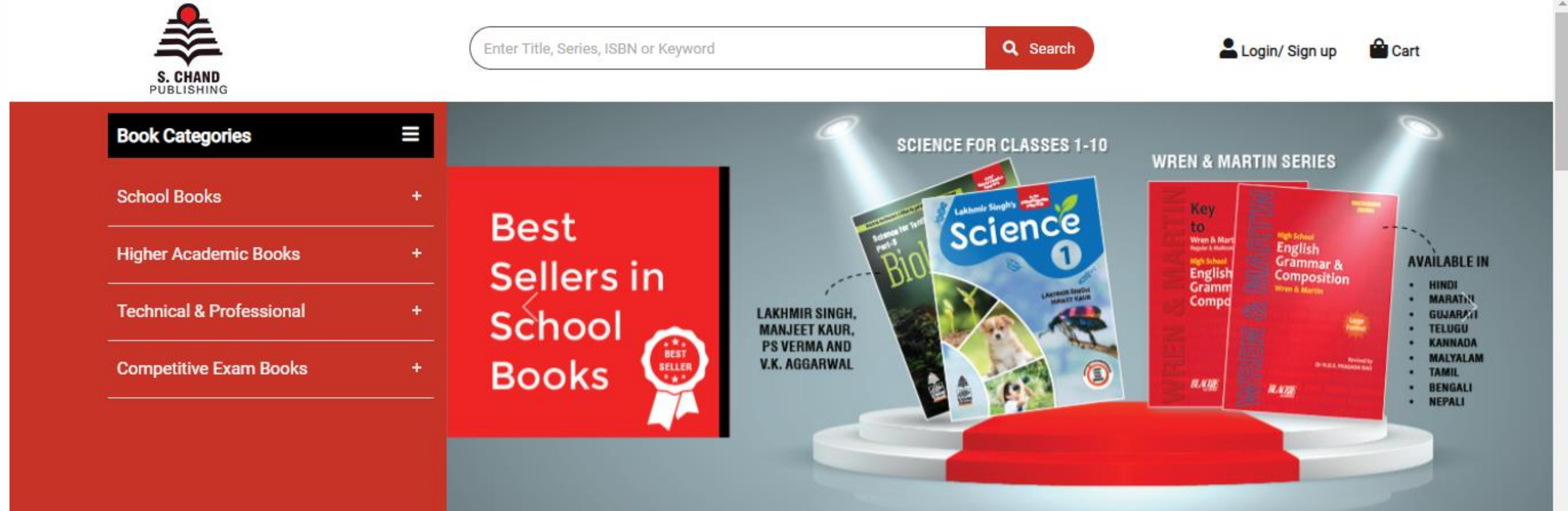
**QUANTITATIVE APTITUDE**  
REVISED EDITION  
FOR COMPETITIVE EXAMINATIONS  
FULLY SOLVED  
AS PER NEW EXAMINATION PATTERN

**A MODERN APPROACH TO VERBAL & NON-VERBAL REASONING**  
REVISED EDITION  
FOR COMPETITIVE EXAMINATIONS LIKE:  
• IAS-CWE Bank PO/Clarical/Specialist Officers, RBI Officers, SBI-PO/Clarical, NABARD & IIBI Bank Executive Officers

**A MODERN APPROACH TO NON-VERBAL REASONING**  
REVISED EDITION  
FULLY SOLVED  
FOR COMPETITIVE EXAMINATIONS LIKE:  
• IAS-CWE Bank PO/Clarical/Specialist Officers, RBI Officers, SBI-PO/Clarical, NABARD & IIBI Bank Executive Officers

S. Chand Publishing Website

## Launch of revamped S Chand website for driving higher E-Commerce sales



The screenshot shows the S. Chand Publishing website interface. At the top left is the S. Chand Publishing logo. A search bar in the center contains the text "Enter Title, Series, ISBN or Keyword" and a red "Search" button. To the right are links for "Login/ Sign up" and a "Cart" icon. A left sidebar titled "Book Categories" lists: School Books, Higher Academic Books, Technical & Professional, and Competitive Exam Books, each with a plus sign. The main content area features a "Best Sellers in School Books" banner with a "BEST SELLER" badge. Below this is a "SCIENCE FOR CLASSES 1-10" section displaying books by Lakhmir Singh, Manjeet Kaur, PS Verma, and V.K. Aggarwal. To the right is the "WREN & MARTIN SERIES" section, including a "Key to Wren & Martin High School English Grammar & Composition" book, with a list of languages it is available in: Hindi, Marathi, Gujarati, Telugu, Kannada, Malayalam, Tamil, Bengali, and Nepali.



**Quick Delivery**  
Deliver all orders on time



**Pay Online**  
Easy process on purchase



**Wren & Martin  
Grammar**



**Lakhmir Singh  
Science**



**R. S. Aggarwal  
Books**

NEW DEAL

### New Release



## 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. **They are looking to raise funds over the next 3 months at a much higher valuation than the last round.**
- 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.



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 strong 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.*

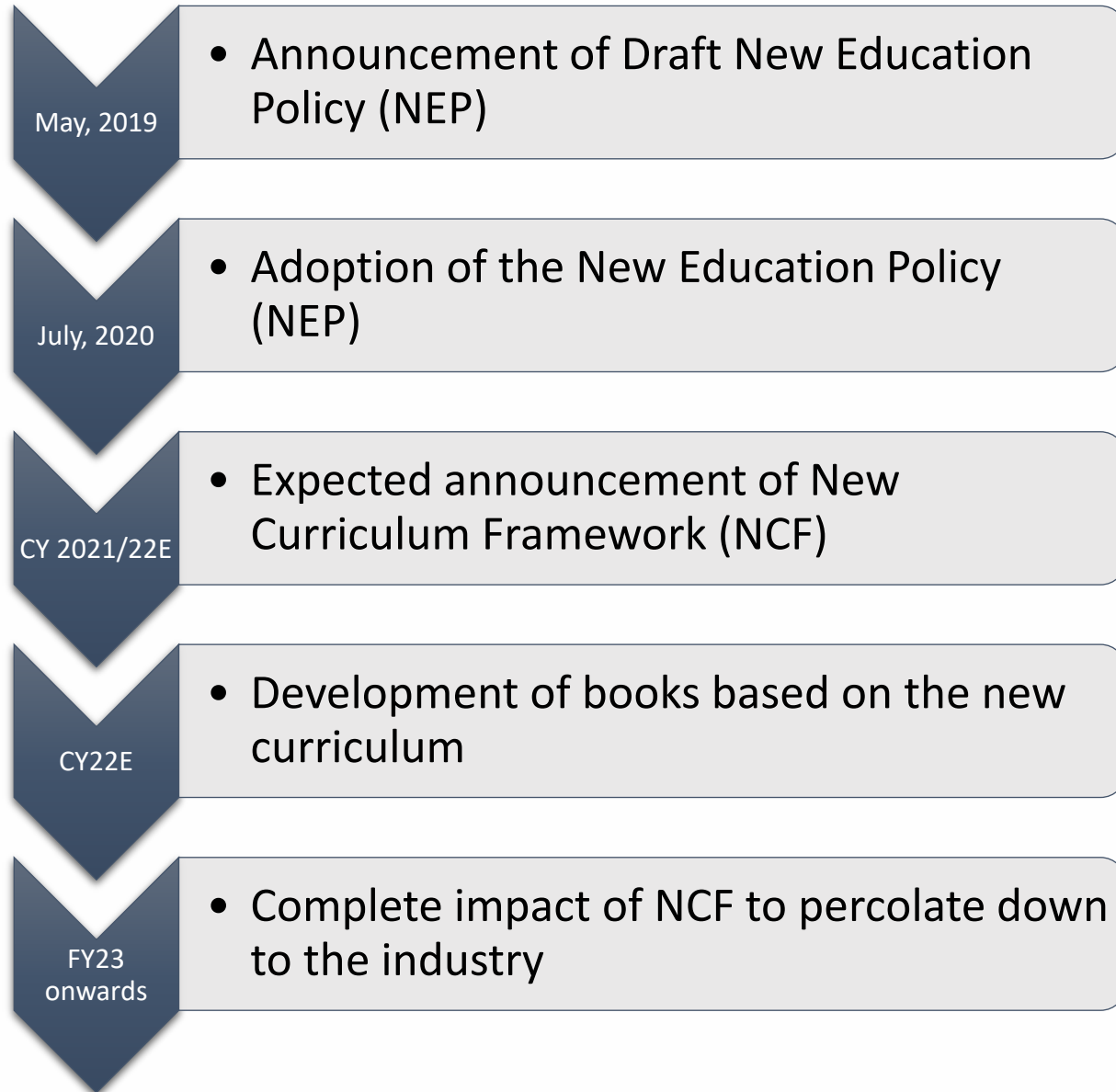
*Development of new content based on the National Curriculum Framework (NCF).*

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

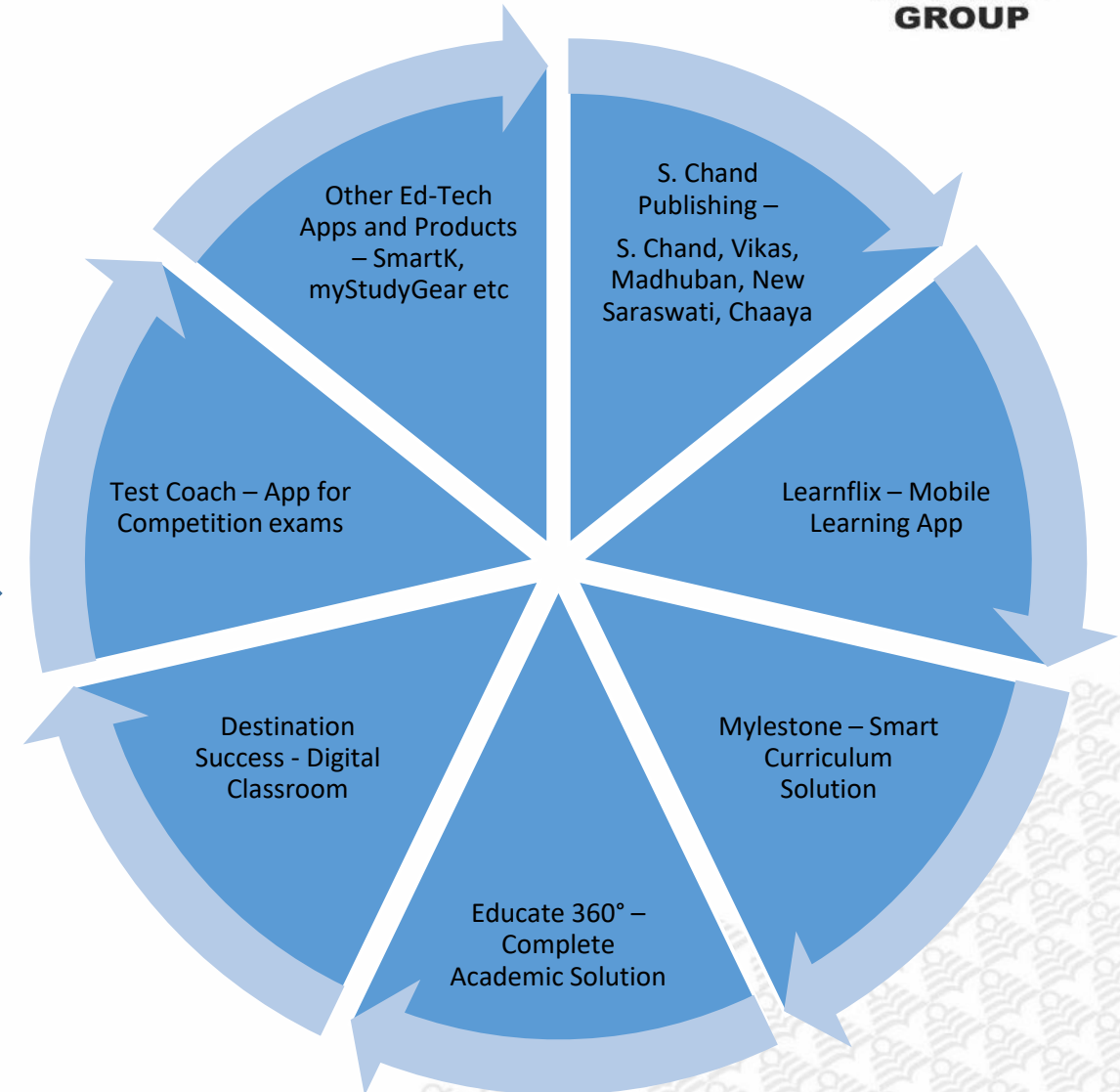
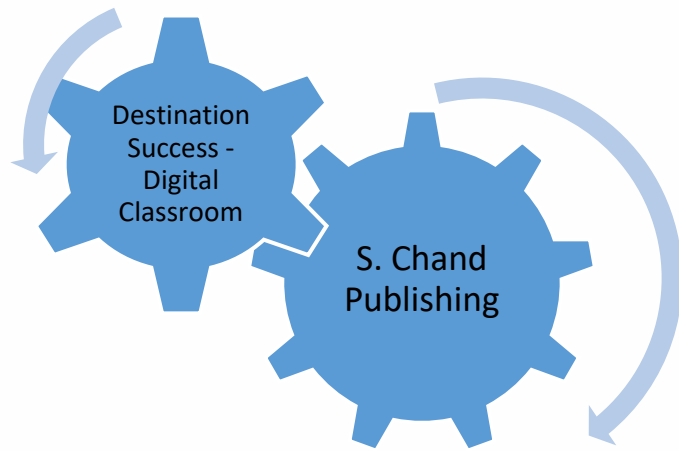
*Increasing the share of Ed-Tech revenues to 20-25% over the next 3 years.*

*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.



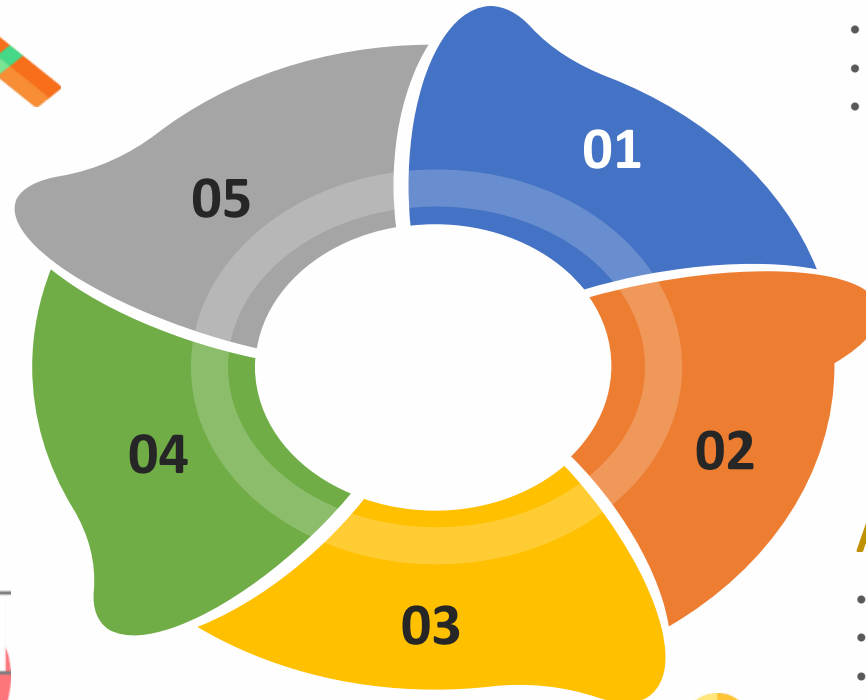


## Analytics and Insights

- 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.**

4.

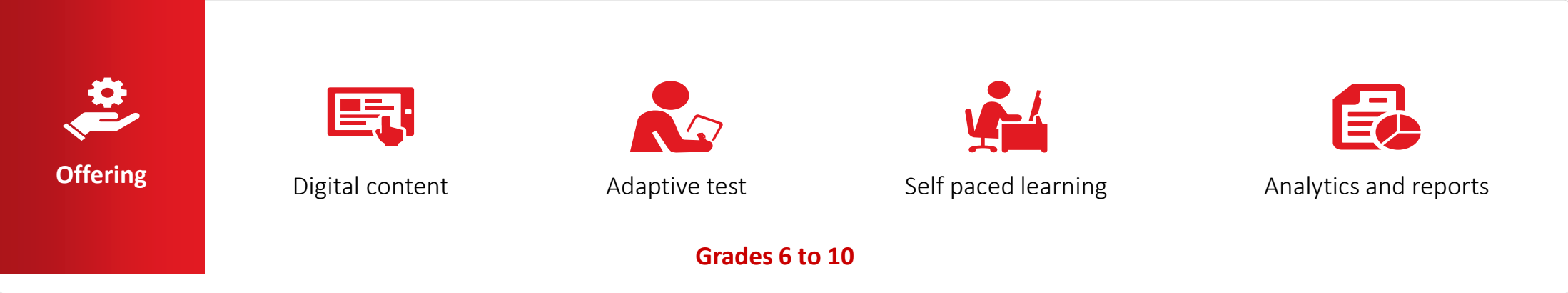
## Major Ed-Tech Initiatives - Annexure

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

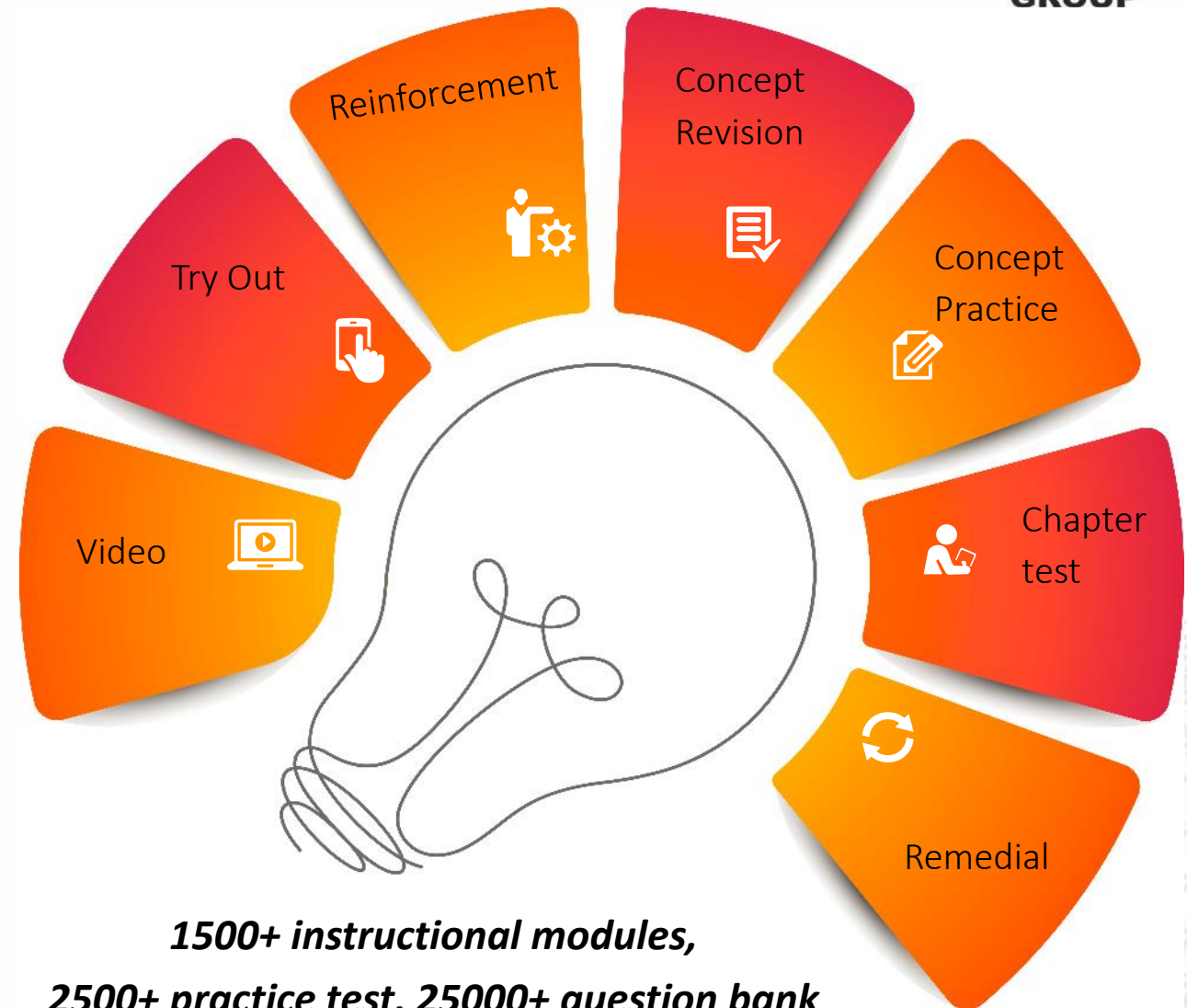


**Revenue model**

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

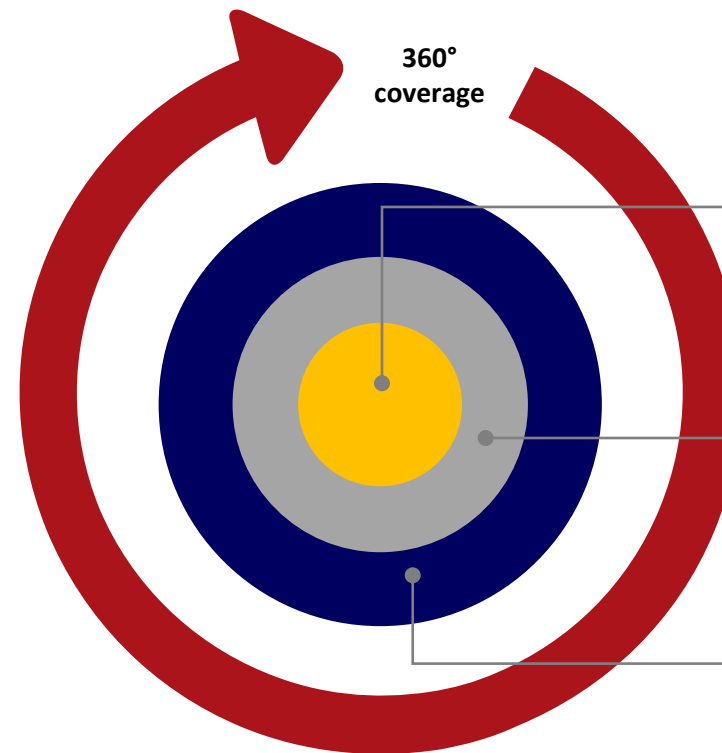


Practice through unlimited practice exercises and tests



Learn from to-the-point revision summaries

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



### 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

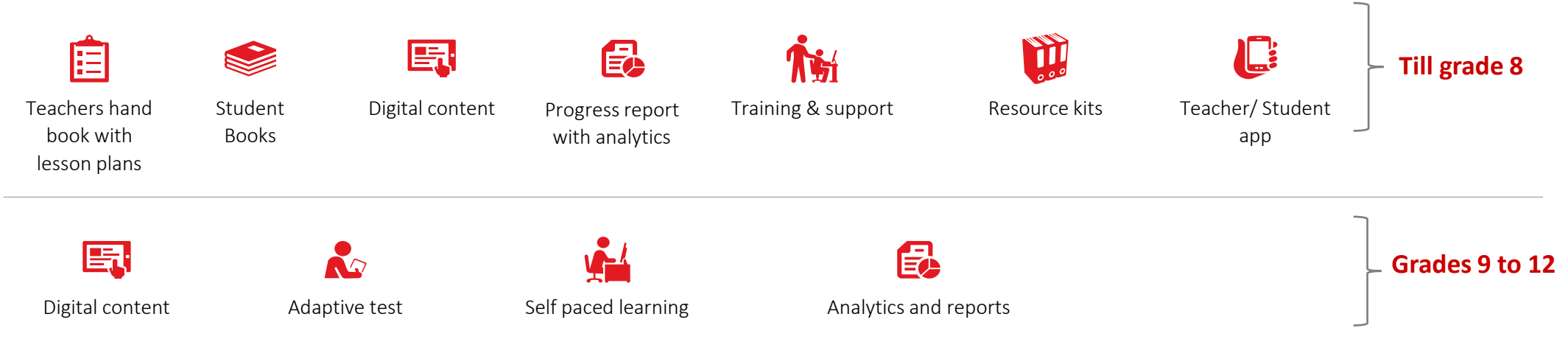
### Subject level analytics

- 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



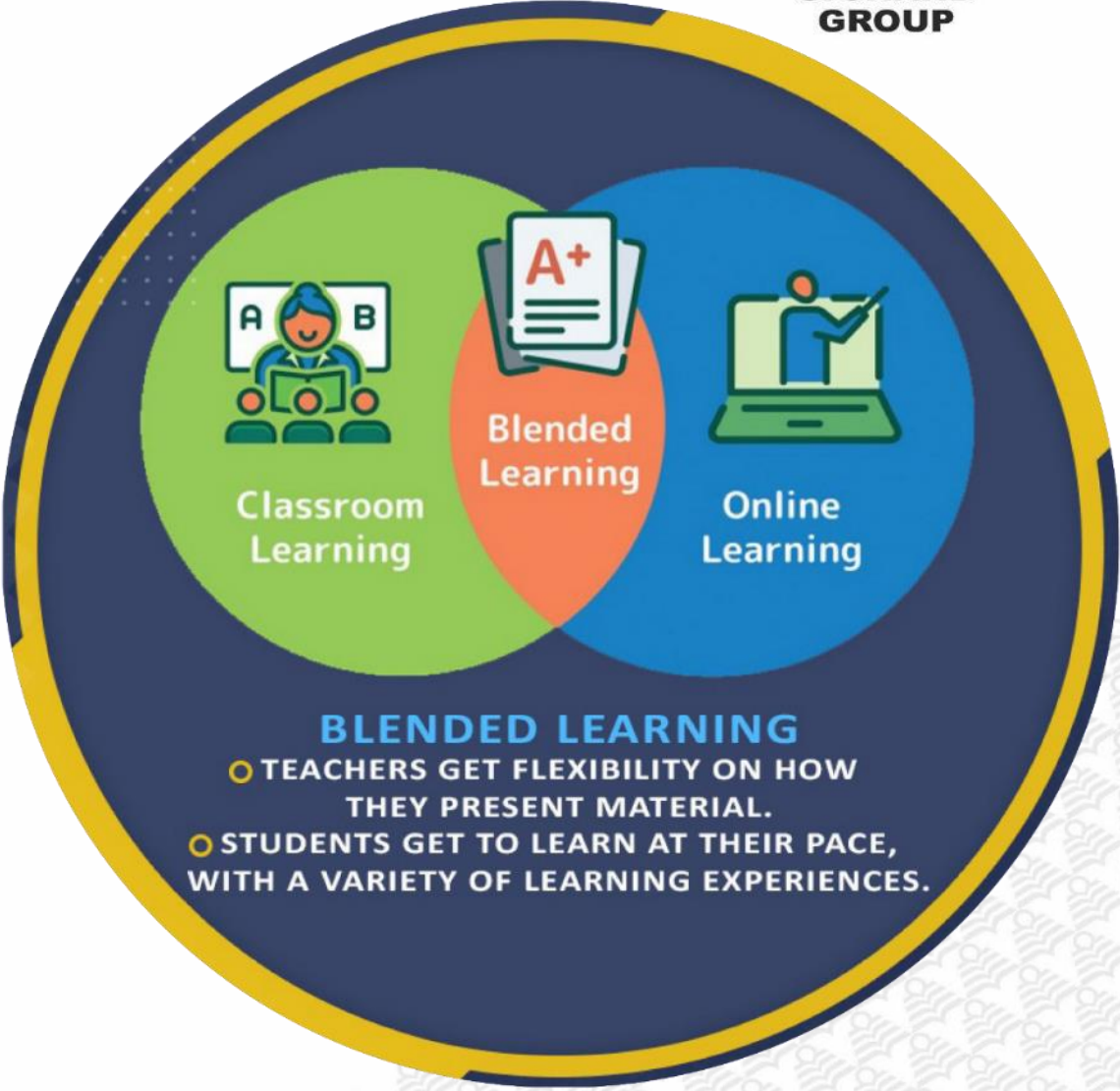
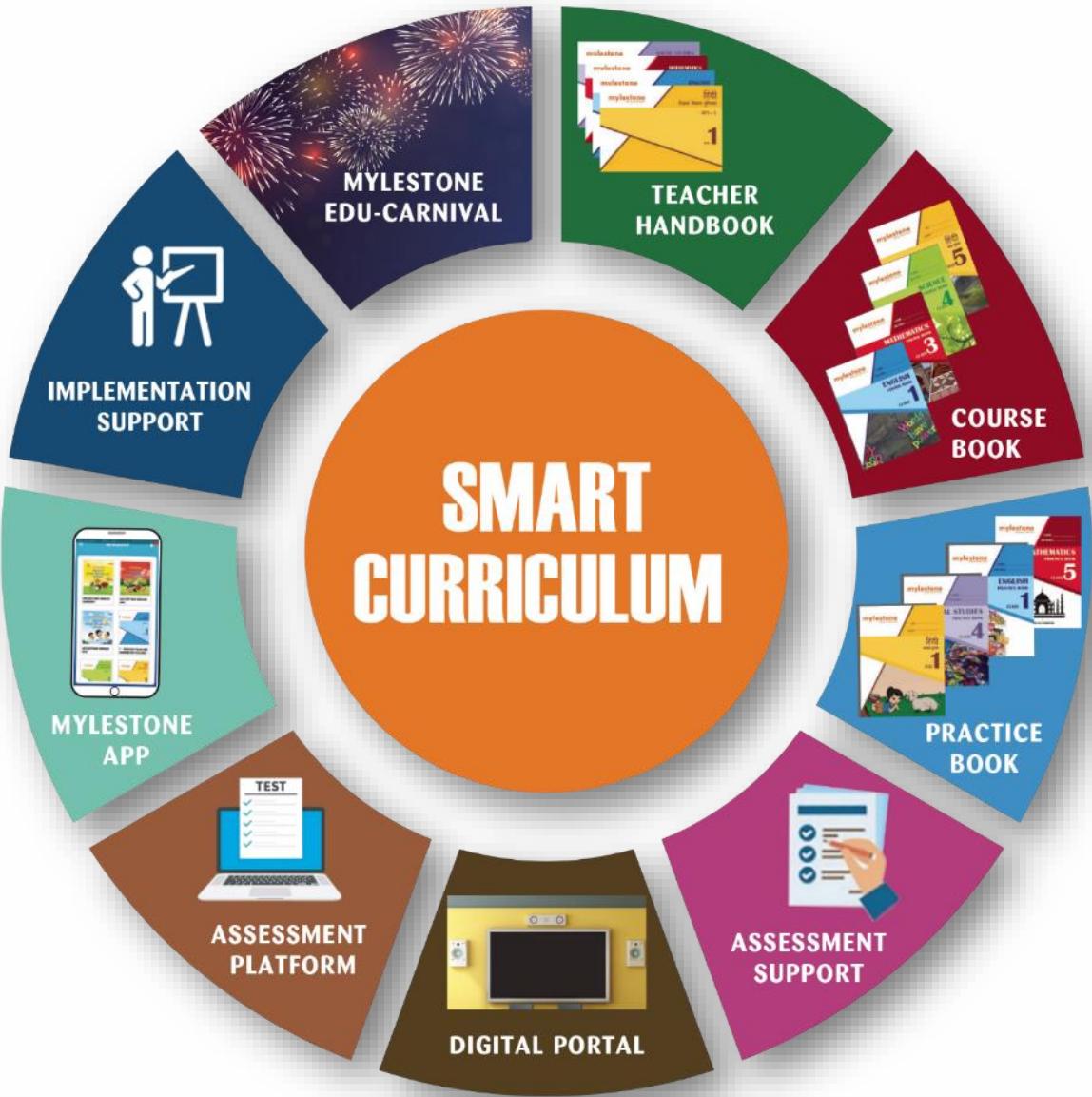
**Support**

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

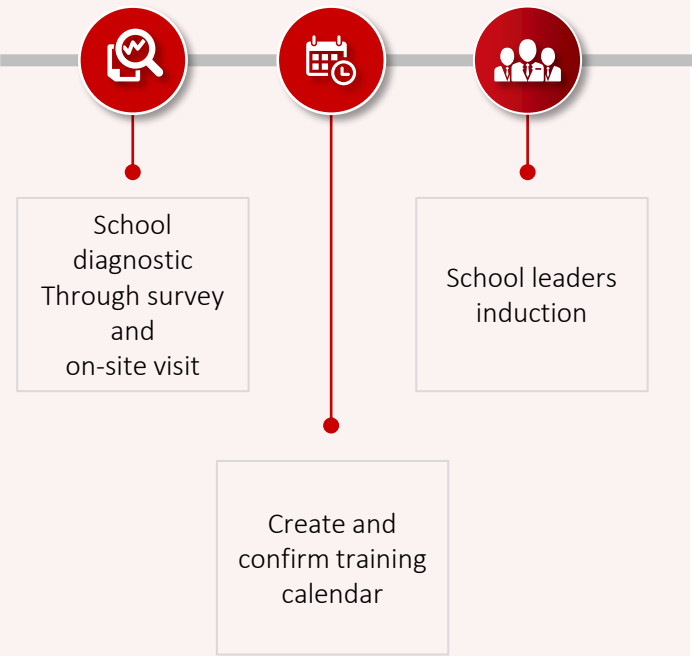
## DIGITAL RESOURCES



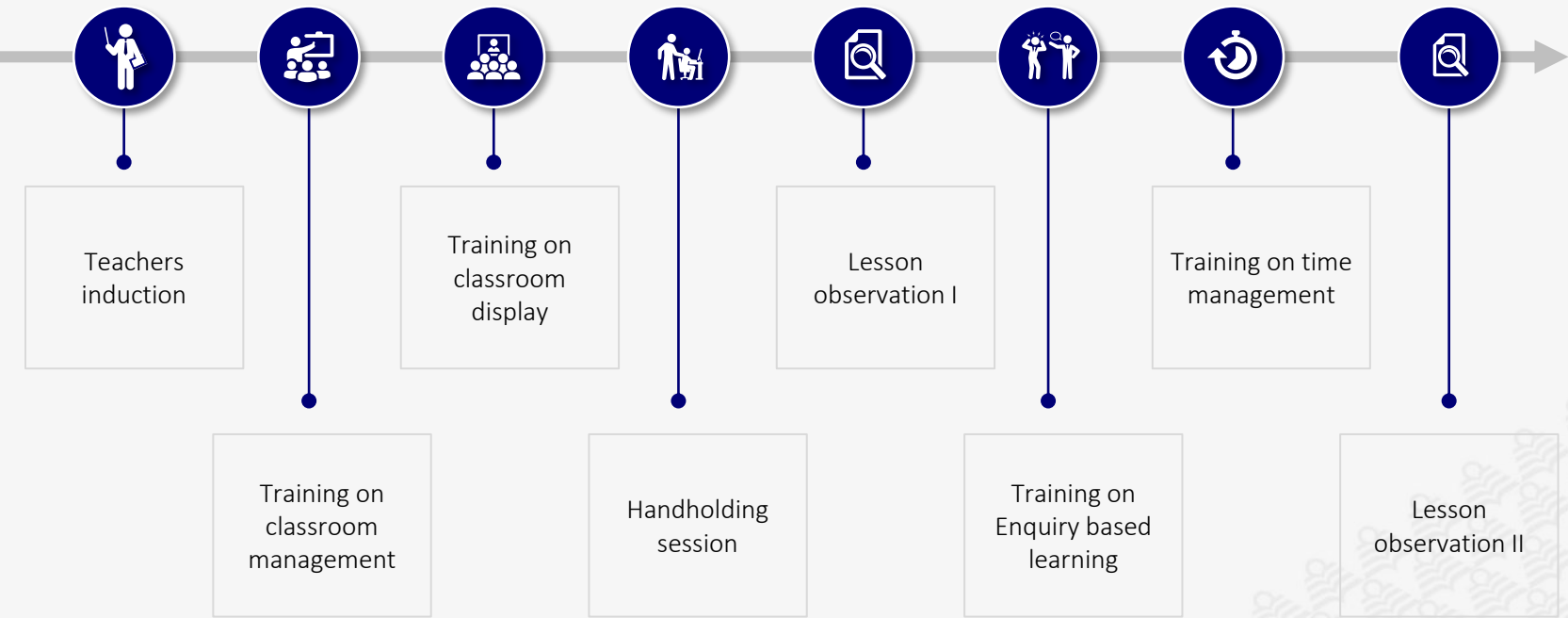
# MYLESTONE – STRONG PROCESS IN PLACE TO ASSIST THE SCHOOL WITH IMPLEMENTATION



## 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



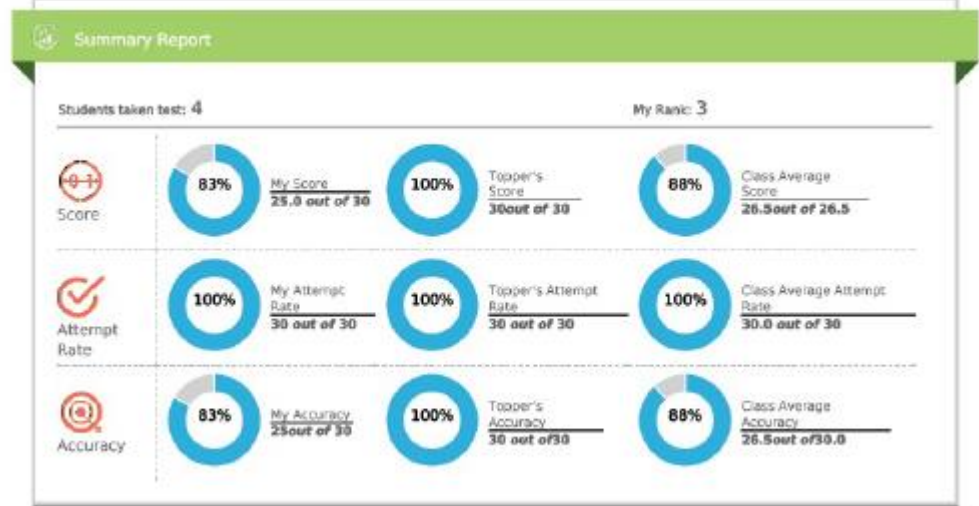
## STUDENT WEB/APP

- ▶ 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 M210016C1A01	USER NAME M210016C1A01	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](#)

**TESTING**

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 Sets**

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](#)

**ADDD**

Asset Type: audio

Created on: 28/06/2021

[PUBLISH](#)

**88**

Asset Type: audio

Created on: 28/06/2021

[PUBLISH](#)

**Investment Plans**

Asset Type: worksheet

Created on: 25/06/2021

[PUBLISH](#)

**88**

Asset Type: audio

Created on: 22/06/2021

[PUBLISH](#)

**Ch 2 - A bath to remember**

Asset Type: video

Created on: 21/06/2021

[PUBLISH](#)

**88**

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

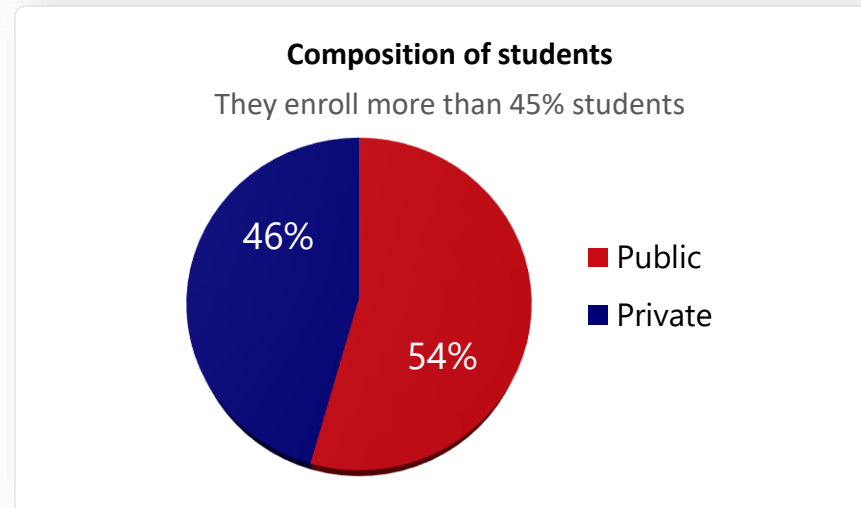
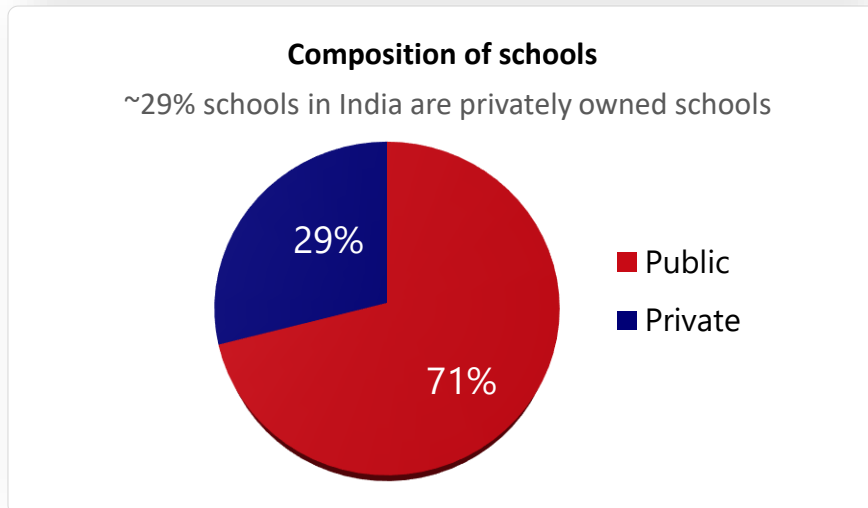
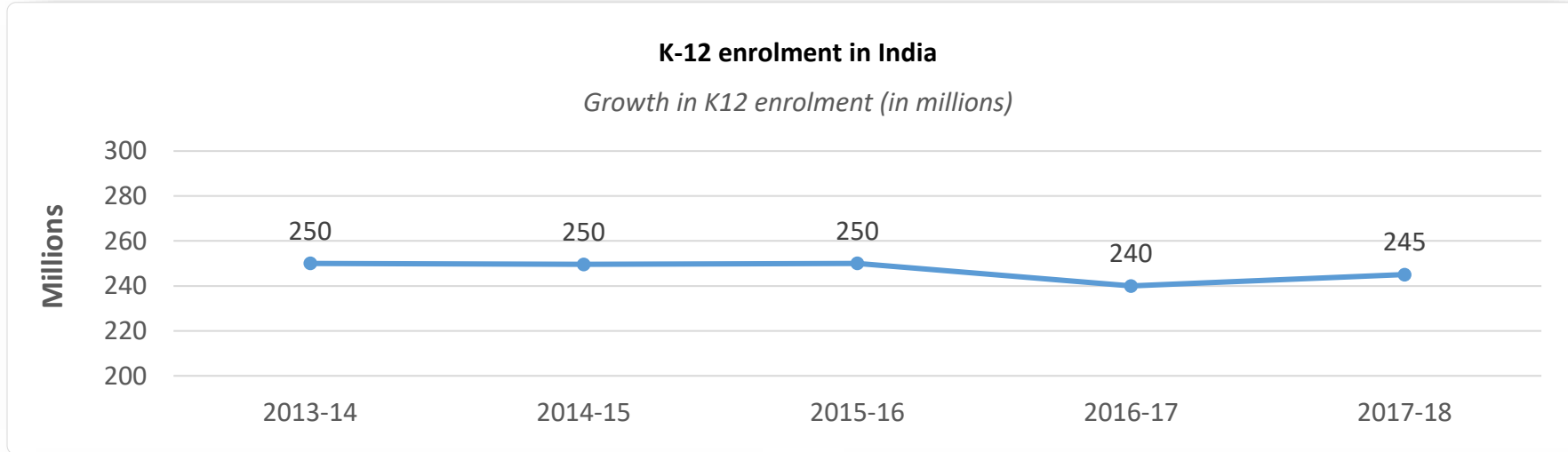
[26-pick\\_QB\\_001.pdf](#)

### 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



**~230,000<sup>1</sup>**

schools charging less than  
RS60,000 annually

**~92,000<sup>1</sup>**

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

**~27.6Mn<sup>1</sup>**

students enrolled in  
affordable private  
schools

**~ ₹4000<sup>2</sup>**

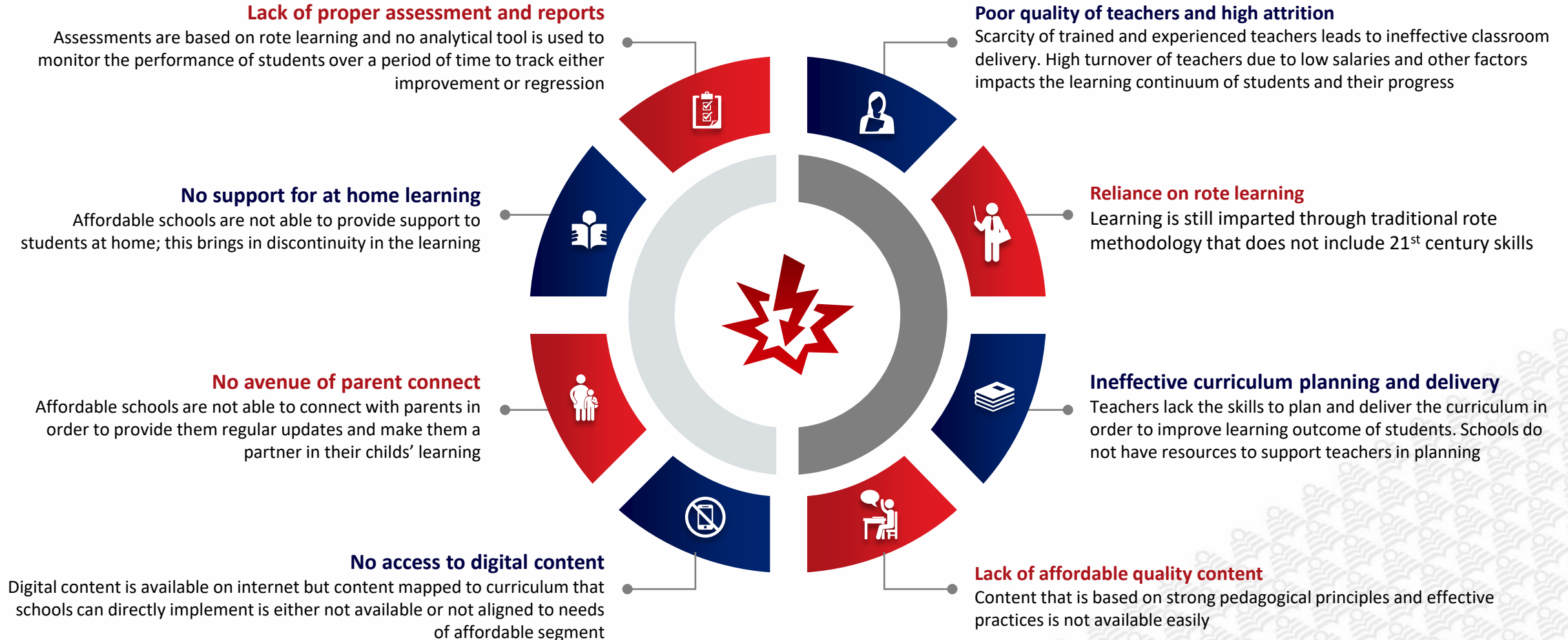
spend on learning  
resources annually

**~ ₹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



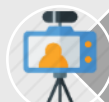
Printed Book



Digital Supplements



Integrated Platform



Concept Videos



Teacher's Manual



Teacher Training



Assessment



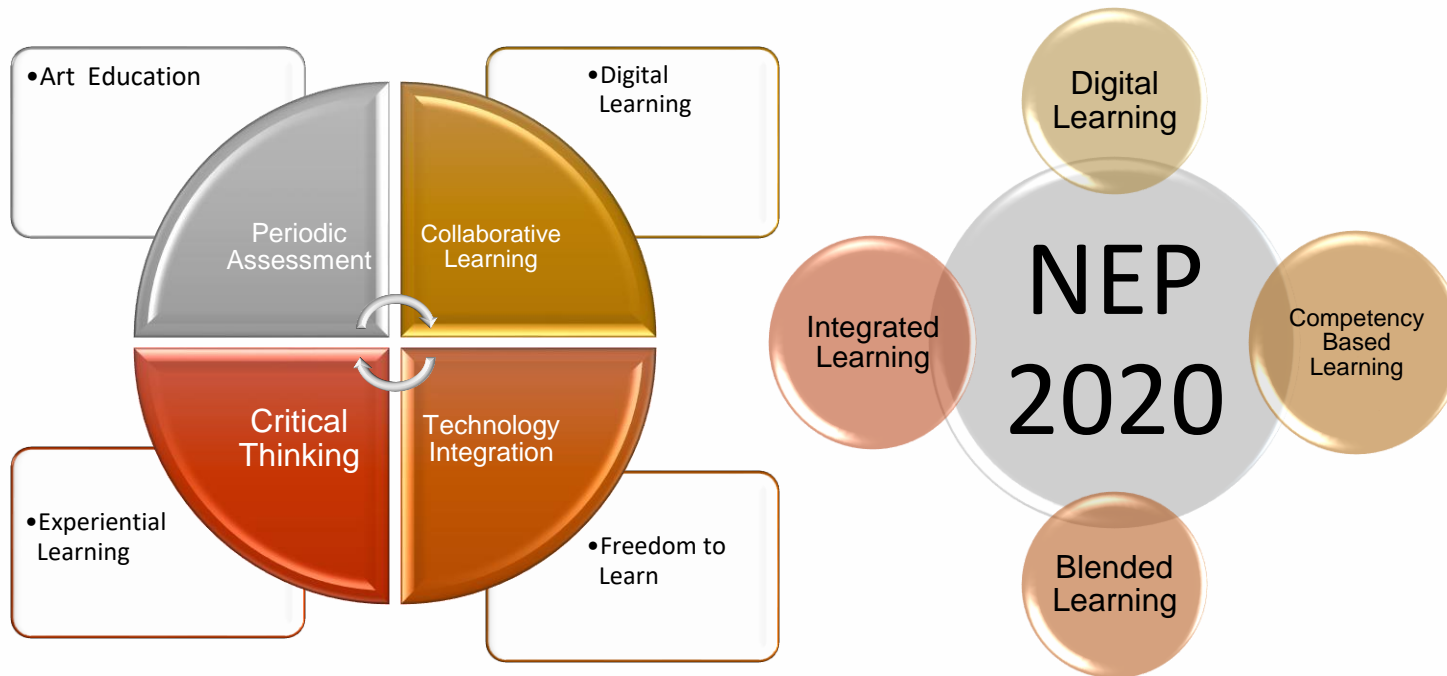
Internet Links

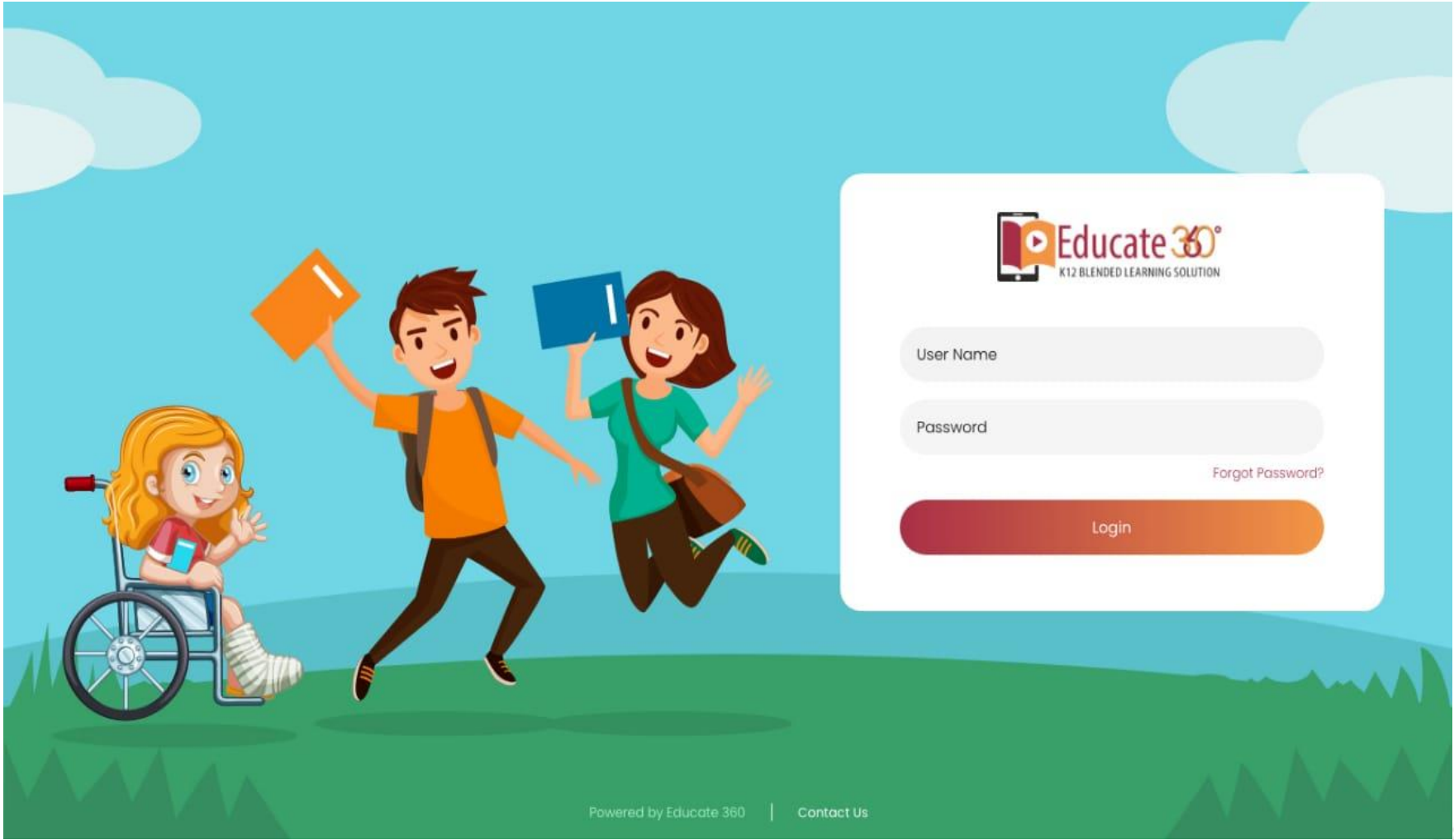


Ease of Access

## In Sync with the National Education Policy (NEP) 2020

## Focusses on developing 21<sup>st</sup> Century Skills





The illustration shows a login interface for Educate 360°. On the left, three cartoon characters are running happily on a green field under a blue sky with clouds. One character is a girl in a wheelchair, another is a boy with a backpack, and the third is a girl with a bag. They are holding books. 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

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
<p><b>Test 1</b> Question: 20    Duration(min.): <b>25</b> Marks: <b>3</b> Aug 05, 2020 15:10 PM to 16:10 PM</p> <p><a href="#">Review</a> Analytics</p>	<p><b>Test 1</b> Question: 20    Duration(min.): <b>25</b> Marks: <b>3</b> Aug 05, 2020 15:10 PM to 16:10 PM</p> <p><a href="#">Review</a> Analytics</p>	<p><b>Test 1</b> Question: 20    Duration(min.): <b>25</b> Marks: <b>3</b> Aug 05, 2020 15:10 PM to 16:10 PM</p> <p><a href="#">Review</a> Analytics</p>
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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	Count
1	12
2	16
3	9
4	16
5	9

### Objective Test Published




Period	Count
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

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Quiz Test 03

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