

**Date: December 9, 2024**

To,  
BSE Limited  
Corporate Relationship Department,  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai-400 001

The National Stock Exchange of India Limited  
Exchange Plaza,  
Block G, C-1, Bandra-Kurla Complex,  
Bandra (East),  
Mumbai-400 051

**BSE Scrip Code: 533287**

**NSE Symbol: ZEELEARN**

**Sub: Press Release for launch of Mount Litera Zee School's new brand identity and Unveiling of the Revolutionary 'Litera Nova' Pedagogy Across Schools.**

Dear Sir/Ma'am,

In compliance to the provisions of Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a Press Release issued by Zee Learn Limited ('the Company') on the captioned subject, the content of which is self-explanatory

We request you to kindly take the aforesaid information on record.

Thanking you.  
Yours faithfully,  
For ZEE LEARN LIMITED

**ANIL GUPTA  
COMPANY SECRETARY &  
COMPLIANCE OFFICER**



## **Mount Litera Zee School Unveils the Revolutionary ‘Litera Nova’ Pedagogy across schools**

### **➤ *Launches its New Brand and Visual identity***

**National, XY December 2024** – Mount Litera Zee School (MLZS), Zee Learn Limited’s flagship brand and a pioneer in the field of K-12 education, marked a significant milestone today with the introduction of its transformative curriculum, Litera Nova. The LiteraVerse unveiling marked the dual launch celebration of innovation, symbolizing the institution’s commitment to shaping future-ready learners through cutting-edge pedagogy. Zee Learn also unveiled new brand and visual identity of MLZS, keeping in mind the changing times & requirements of the sector.

The LiteraVerse event showcased the philosophy behind Litera Nova - a unique curriculum, an innovative pedagogy and a feature-laden and adaptive learning app that empowers learners to unleash their potential and shine as stars in their respective domains. The launch at the LiteraVerse event was received with applause by all the business partners of the network who said they were privileged to be a part of history being created, symbolizing the spirit of Litera Nova. The word “Nova,” derived from Latin, signifies “new” and reflects the transformative journey of an individual toward brilliance, akin to a star radiating newfound energy.

**Mr. Manish Rastogi, CEO and Whole-Time Director, Zee Learn Limited shared his enthusiasm,** “Litera Nova is more than a curriculum—it’s a movement which draws inspiration from the needs of society in the coming future. It equips every Mount Literian with the tools to discover their unique potential and to shine brightly in an ever-evolving world.” **He also added** “Our new brand and visual identity represents not just a visual change but a commitment to our vision of the future of education. It embodies our belief that every learner is unique and has the potential to shine as a star in their unique light.”

### **The Brand Identity and Visual Identity: A Symbol of Aspiration**

The redesigned brand identity of Mount Litera Zee School encapsulates the vision of a modern, learner-centred education system. It symbolizes uniqueness, unity, growth, and the boundless potential within every child. With its sleek and dynamic design, the brand identity aligns with the institution’s mission to create an environment where learners are inspired to excel in all dimensions of life.



The visual identity of the Mount Litera Zee School has also been transformed to create a campus that makes a statement. Ergonomically designed classrooms and furniture foster an environment of comfort and happiness. The vibrant ambience of the various facilities like the cafeteria, music/art room, swimming pool, basketball court, football field and more unleashes creativity and energy paving the way for unrelenting champions and superstars.

**Mr. Anish Shah, CFO, Zee Learn Limited said,** “The rebranding exercise was undertaken keeping in mind the changing times and requirements of the sector. Litera Nova’s most striking feature is that it places learners at the center of their educational journey by leveraging equitable education and brain-based learning principles. With diagnostic tools grounded in neuroscience, the curriculum identifies a student’s Unique Learner Profile (ULP), enabling personalized learning pathways that nurture each child’s unique talents and aspirations.”

This innovative curricular and co-curricular program offering has positioned us as a one-stop learning solution provided for our partners, parents and students. Programs like leadership skills, language fluency, motion animation, cricket, robotics and AI/coding and human skills development are aimed at nurturing the well-rounded personality of every learner.

Aligning with Zee Learn’s overarching vision, the Litera Nova pedagogy is a leap forward in redefining education. It equips learners not just to thrive academically but to become empathetic, innovative, and socially responsible leaders of tomorrow. As Mount Litera Zee School embarks on this exciting journey, it reaffirms our commitment to transforming education and empowering learners to create a brighter future.

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