

Date: April 6, 2023

To,

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

Scrip ID: HBEL (542592)

**Subject: Conference Call To Be Organized With Investors On Friday, 7th April, 2023
At 6:00 P.M. IST for discussion on the topic “The story ahead (investor presentation) by
Humming Bird Education Limited” for FY 2023-24.**

Dear Sir/Ma’am,

Intimation pursuant to Regulation 30(6) of the SEBI (LODR), 2015 read with Para A of Part A of Schedule III thereof, is given that the company proposes to hold a conference call to be organized with investors for discussion on the topic **“The story ahead (investor presentation) by HUMMING BIRD EDUCATION LIMITED”** including key growth strategies and future plans for the company in various business segments for FY 2023-24. (Conference call details attached herewith).

You are requested to take the same on records.

Thank You,

For Humming Bird Education Limited

Madhav Kumar Mishra
(Company Secretary & Compliance Officer)

INVESTORS CONFERENCE CALL

HUMMING BIRD EDUCATION LIMITED is inviting you to a scheduled zoom meeting with the senior management team on an Investor Call to be organized on Friday, April 7, 2023.

The call will begin with a management discussion on the topic **“The story ahead (investor presentation) by HUMMING BIRD EDUCATION LIMITED”** including key growth strategies and future plans for the company in various business segments for FY 2023-24. The management discussion will be followed by a Q & A session. You are requested to dial in 10 to 15 minutes before the call start time. The call is scheduled to last for about 1 hour.

TOPIC:

The Story Ahead (Investor Presentation) by Humming Bird Education Limited

CONFERENCE CALL DETAILS:

DATE AND TIME

Friday, April 7, 2023

6:00 PM IST

COMPANY PARTICIPANTS:

Mr. Nitesh Jain - MD

Mr. Piyush Khatri - CEO

JOIN ZOOM MEETING:

<https://us02web.zoom.us/j/83240172174?pwd=aEIJK3lZYmhaazhkNmlGWWlhY2FEdz09>

Meeting ID: 832 4017 2174

Passcode: 848333

(Available all over India)

For further information please

Contact: Mr. Nitesh Jain

(Managing Director)

Humming Bird Education Limited

Tel No : 9999383339

E-mail id

Hummingbirdeducation@gmail.com

Humming Bird

Education Ltd.

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www.olympiads.co.in



THE STORY AHEAD

Investor Presentation



Disclaimer:

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

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

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

Story till 2022-23

2010 : Started with losses

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

2012 : 100% Growth and saw first profit

2013 : 100% Growth

2014 : 100% Growth

2015 : 100% Growth

2016 : 100% Growth

2017 : 100% Growth

2018 : 100% Growth

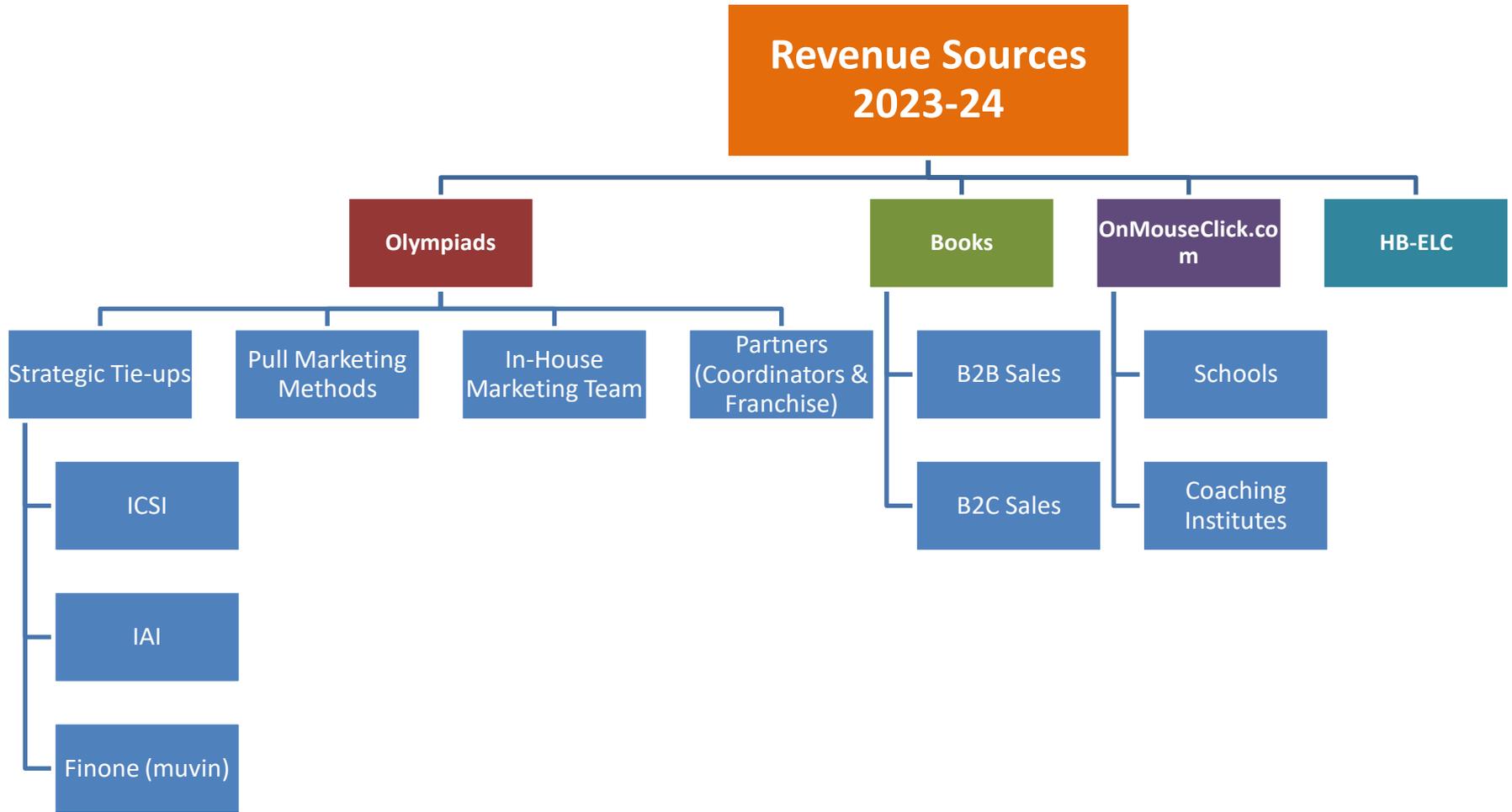
2019 : 100% Growth

2020 & 2021 : Learned how to grow 700%

2022 : 700% Growth

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

The Planning & Implementation



Olympiads



In Association With



(Under The Jurisdiction Of MINISTRY OF CORPORATE AFFAIRS)



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

(Under The Jurisdiction Of MINISTRY OF FINANCE)



Presents

14th Edition (NEP 2020 Enabled) Of

NATIONAL & INTERNATIONAL LEVEL OLYMPIADS & SPELL BEE



SpellBee
Humming Bird
Spelling Competition

₹200
28th Nov & 11th Dec
Class 1 To 12



**STEM
OLYMPIAD**

STEM by Humming Bird

₹200
27th Nov & 8th Dec
Class 1 To 12



**APTITUDE &
REASONING**

ARO by Humming Bird

₹150
23rd Nov & 6th Dec
Class 1 To 12



**MATHEMATICS
OLYMPIAD**

HMO by Humming Bird

₹150
21st Nov & 4th Dec
Class 1 To 12



**SCIENCE
OLYMPIAD**

HSO by Humming Bird

₹150
22nd Nov & 5th Dec
Class 1 To 12



**ENGLISH
OLYMPIAD**

HEO by Humming Bird

₹150
29th Nov & 12th Dec
Class 1 To 12



**GENERAL
KNOWLEDGE**

HGO by Humming Bird

₹150
24th Nov & 7th Dec
Class 1 To 12



**CYBER
OLYMPIAD**

HCO by Humming Bird

₹150
2nd Dec & 15th Dec
Class 1 To 12



**COMMERCE
OLYMPIAD**

CCO by Humming Bird

₹150
1st Dec & 14th Dec
Class 11 & 12



**TAMIL
OLYMPIAD**

HTO by Humming Bird

₹150
1st Dec & 14th Dec
Class 1 To 12



**HINDI
OLYMPIAD**

HHO by Humming Bird

₹150
30th Nov & 13th Dec
Class 1 To 12



₹150
21st Nov & 4th Dec
Class 9 To 12



**FINANCE
OLYMPIAD**

by Muvvin

₹200
02nd Dec & 15th Dec
Class 3 To 12

Strategic Tie-ups



COMMERCE OLYMPIAD



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



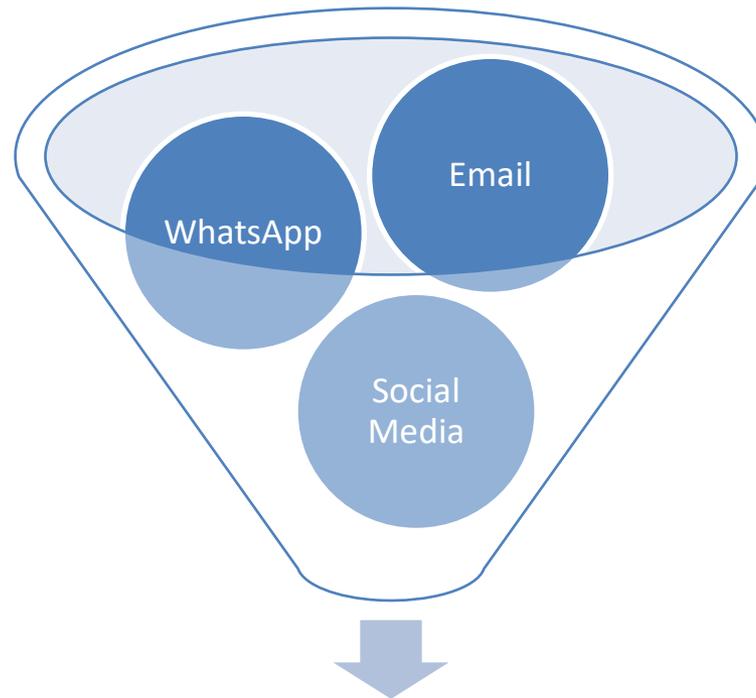
Institute of Actuaries of India
Statutory body established under an Act of Parliament



by **Muvin**



Aggressive Pull Marketing Methods



For a min. 100% growth

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

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

In-House Marketing team



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

Coordinators & Franchise (Partners)

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



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

Books

Increased the number of books from 8 to 12.

B2B Sales:

Through Schools

Through ELC

B2C Sales:

Amazon

Flipkart

ELCs



COMPREHENSIVE BOOKS

Name of the Series: **COMPREHENSIVE BOOKS**

Price: ₹ 80/- per book

Classes: 1 to 10

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

Description:

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



WORKSHEETS BOOK

Name of the Series: **WORKSHEETS BOOK**

Price: ₹ 120/- per book

Classes: 1 to 10

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

Description:

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

School/ Institution Management Software

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



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

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

Introducing

Experiential Learning Centre



Coaching | Olympiads | Experiential Learning

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

Olympiad
matlab
Humming Bird



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