



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: January 29, 2020

To Listing Department BSE Limited 25 th Floor, 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: Disclosure under Regulation 30 of The SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”)

The Company has launched an affordable digital learning app-“Learnflix” for Class 6th to Class 10th for Maths and Science. This application provides learning to the students through 28,000+ videos, quizzes, revision notes, assessments, samples and e-books from some of India’s most renowned authors including Lakhmir Singh, Manjit Kaur, Anubhuti Gangal etc.

The other details of the product launch as required as per schedule III of Listing Regulations read with SEBI Circular CIR/CFD/CMD/4/2015 dated September 09, 2015 is enclosed herewith as **Annexure-I**. The press release for the digital learning application is attached as **Annexure-II**.

Request you to kindly take note of the above.

Thanking you,
For S Chand And Company Limited

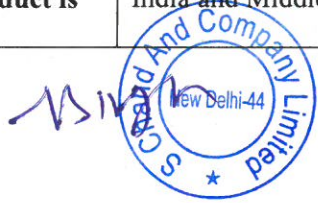
Jagdeep Singh
Company Secretary & Compliance Officer
Membership No. A15028
Address: A-27, 2nd Floor,
Mohan Co-operative Industrial Estate,
New Delhi-110044

Encl: as above

Annexure-I

Details of product launch

Name of the product	Learnflix
Date of launch	January 28, 2020
Category of the product	Mobile Learning Application
Whether caters to domestic/international market	Both
Name of the countries in which the product is launched (in case of international)	India and Middle East





PRESS RELEASE

S Chand launches its affordable digital learning mobile app – ‘Learnflix’

New Delhi, January 29th, 2020. S Chand & Company, India’s leading education content and book publisher has launched its affordable digital learning mobile app – ‘Learnflix’. The application includes over 28,000 student assistances including videos, quizzes, revision notes, assessments, samples and ebooks from some of India’s most renowned authors including Lakhmir Singh, Manjit Kaur, Anubhuti Gangal etc.

Learnflix is targeted at students from Class 6th to Class 10th for Maths & Science. The application has been launched at highly affordable introductory prices. Please see below the full-page advertisement launching Learnflix in Time of India, NCR edition for your reference.

THE TIMES OF INDIA

learnflix
S. CHAND GROUP
a knowledge corporation
Since 1939

Making Digital Education Affordable

learnflix
The Personalised Learning App
Classes 6th - 10th | Math & Science

Register for Free Trial

Hello Priya!
What do you want to learn today?

Physics Chemistry
Biology Math

Learn from 28000+ • Videos • Quizzes • Revision Notes • Assessments • Sample Papers
• NCERT Solutions • eBooks from Renowned Authors (Lakhmir Singh, Manjit Kaur, Anubhuti Gangal and many more...)

Classes 6th - 8th ₹ 1,999/- per class per year	Classes 9th - 10th ₹ 2,499/- per class per year
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INTRODUCTORY OFFER
VALID TILL 27 FEB 2020
Get current class & next class at
₹ 999/- only
Classes 9th - 10th available at ₹ 1,499/- only
Apply Coupon Code LFX1000 to avail the offer

Available on
Download **learnflix** on the **App Store** or **Google Play**



Let's Learnflix!

28000+

- Videos • Quizzes • Revision Notes
- Assessments • Sample Papers • NCERT Solutions
- eBooks from Renowned Authors

(Lakshmi Singh, Margit Kaur, Anubhuc Gangul and many more...)

Based on latest CBSE syllabus & useful for ICSE & other State Boards

Videos

Engaging Animated Videos
Learn every concept with engaging videos for better understanding

Components of Air

Personalized Learning Journey
Learn at your own pace anytime anywhere

Results

Remedial
Remedial at every step to master your development areas

FOCUS AREA
Components of Air
3 Incorrect

Unlimited Practice & In-depth Analysis
Succeed with unlimited practice, tests & focused actionable analytics

Concepts Covered 85
Chapter Tests Completed 18
Conceptual Understanding Components of Air

S. CHAND GROUP
a knowledge corporation
Since 1939

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Contact us: info@learnflix.in | 1800 100 7011 | www.learnflix.in

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About S Chand & Company

S. Chand & Company is a leading education content company delivering content across the length and breadth of the country. We provide content, solutions and services across the education lifecycle through our presence in three business segments – Early Learning, K-12 and Higher Education. We have a strong foothold in the CBSE/ICSE affiliated schools, with increasing presence in the state board affiliated schools across India. We develop and nurture our relationships with customers by developing quality content and educational innovations, and in recent years have increased our focus on investing and improving our digital offerings in each of our business segments.

With over 35 branches, marketing offices and extensive distribution system across India, our content reaches all the 29 states and 7 union territories. We also export our printed content to over 20 countries and digital content to 5 countries in Asia, the Middle East, Africa and other parts of the world. Our strength lies in the efforts of our 1800+ employees, some having more than 20 years of experience, who help us in reaching out to our customers and maintaining our growth. Our prestigious



brands include some of the best-selling and popular print content, such as S Chand, Vikas, Madhubun, New Saraswati House and Chhaya Prakashani.

For more information please contact:

Atul Soni

Head – Investor Relations, Strategy and M&A

Contact Number: +91 11 4973 1800

Email: asoni@schandgroup.com

