



## S Chand And Company Limited

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

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Date: December 01, 2021

To Listing Department BSE Limited 25 <sup>th</sup> 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 personalized learning app-"**Learnflix Bangla**" for the West Bengal Board of secondary education ("**WBBSE**"). The application covers Math and Science subjects for Class 9<sup>th</sup> and Class 10<sup>th</sup>. This application offers numerous high-quality videos, revision notes, assessments, sample papers based on WBBSE Syllabus.

The other details of the product launch 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, 2<sup>nd</sup> Floor,  
Mohan Co-operative Industrial Estate,  
New Delhi-110044

Encl: as above

**Annexure-I**

**Details of product launch**

<b>Name of the product</b>	Learnflix Bangla
<b>Date of launch</b>	November 30, 2021
<b>Category of the product</b>	Education - Learning Mobile Application for the Vernacular market
<b>Whether caters to domestic/international market</b>	Domestic
<b>Name of the countries in which the product is launched (in case of international)</b>	Not applicable





PRESS RELEASE

**S Chand launches 'Learnflix Bangla' focused on West Bengal Market**

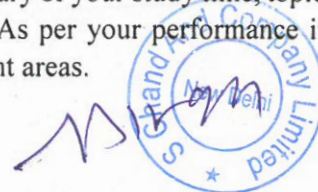
**New Delhi, December 01, 2021.** S Chand And Company, India's leading education content company has launched vernacular version of its digital learning mobile app Learnflix – '**Learnflix Bangla**' targeted at the West Bengal Board students. Learnflix Bangla is initially being launched for Classes IX & X with Math and Science subjects. It includes numerous high-quality videos, series of figures (SOF), revision notes, assessments, sample papers based on WBBSE Syllabus. Content for classes XI and XII will be released by March - April 2022. We have plans to add other subjects in due course as well.

The target market has over 4 million students in classes IX to XII. Chhaya as a brand already reaches out to around 3.5 million learners in this segment being the largest provider of supplementary content for students. The Company expects to onboard 20K users by March 2023 and 100K users over the next year and ahead.

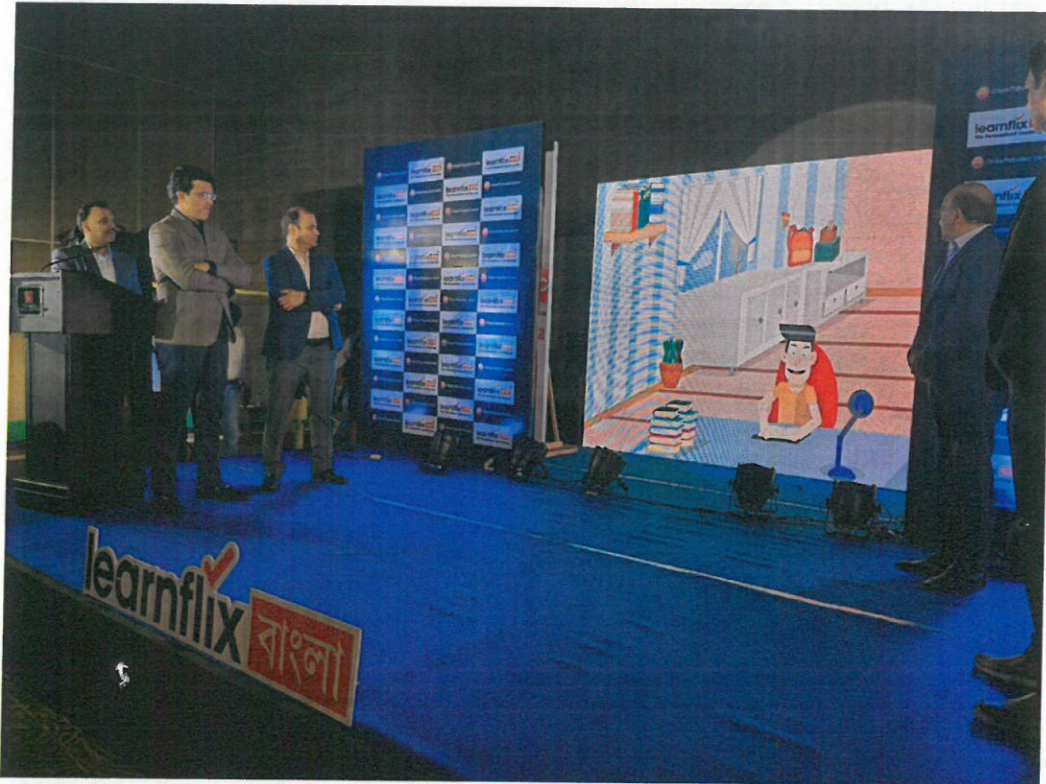
'**Learnflix Bangla**' has been created with a Spiral Learning Pedagogy that ensures all concepts are well learnt, revised, practiced, and assessed. The application has been launched currently with a free trial period for the current academic session and would offer highly affordable prices for the next academic session.

Some of the key features of Learnflix Bangla are as follows:-

- **One subscription, access to everything.** Learnflix Bangla has developed several insightful Math and Science videos with the help of experienced educators. The app allows easy and quick understanding of Math and Science subjects. The core idea of facilitating learning through Learnflix Bangla is to help students learn at their own pace. And provide access to all the essential material to rightfully build the concepts, to be able to face examinations fearlessly.
- **Spiral Learning Pedagogy - Learn, revise, practice, and assess.** The objective behind introducing the Spiral Learning Pedagogy method is to help students learn better each time a topic is reviewed and encountered. Learnflix Bangla enables this through engaging videos, assessment tests, focused analytics, progress analysis reports and remedial.
- **Learn anytime, anywhere.** Learnflix Bangla is designed to complement learnings at the school. It enables learning anytime anywhere at your pace. You may browse through the app to view inclusive learning material available for Math and Science subjects.
- **Engaging videos.** The app provides engaging videos for enabling you to understand the concepts.
- **Focused and Actionable Analytics.** Learnflix Bangla generates and delivers focused analytics that requires action by the user. It will show you the summary of your study time, topics revised through videos, the number of questions attempted etc. As per your performance in quiz or practice tests, you will be notified about your improvement areas.



Please find below some pictures from the launch event and the local media coverage received.



*M. M. Khan*  
Citigroup Bank Limited  
New Delhi

**About S Chand And Company**

S. Chand and Company is one of the leading education content companies delivering content across the length and breadth of the country. The Company provides content, solutions, and services across the education lifecycle through its presence in three business segments – Early Learning, K-12 and Higher Education. The Company has a strong foothold in the CBSE/ICSE affiliated schools, WBSE affiliated schools with increasing presence in the state board affiliated schools across India. The Company develops and nurtures its relationships with customers by developing quality content and educational innovations, and in recent years have increased focus on investing and improving the digital product offerings in each of the business segments.

The Company has presence and extensive distribution system across India through over 3000+ channel partners. The Company also exports print content to over 20 countries and digital content to 5 countries in SAARC, South Asia, the Middle East, Africa, and other parts of the world. The strength lies in the efforts of its 1900+ dedicated team, some having more than 20 years of experience, who help in reaching out to our customers and maintaining market share. Some of the well-known brands include S Chand, Vikas, Madhubun, New Saraswati House and Chhaya Prakashani and digital brands Learnflix, Mylestone, SmartK, Testcoach, Destination Success, myStudygear, Madhubun Educate 360 and Ignitor.

For more information please contact:

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