



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: August 31, 2020

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: Disclosure under Regulation 30 of The SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations")

This is to inform you that Safari Digital Education Initiatives Private Limited (wholly owned subsidiary of the Company) has raised its stake from 45% to 54.86% in Edutor Technologies India Private Limited ("Edutor"). Accordingly, Edutor has become a subsidiary of Safari and will also be classified as a subsidiary of the Company. The Company would make further investments in Edutor to help build the platform for all its verticals.

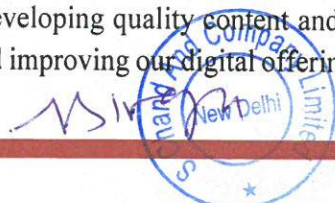
Edutor was incorporated in 2009 in Hyderabad and has been involved in the business of providing digital education solutions through its platform 'Ignitor', an online Learning Management System (LMS), enabling students to achieve academic success. 'Ignitor' is a mobile learning platform helping educational institutes deliver courses on mobile devices and tablets. The Company boasts of strong relationships with multiple publishers and leading schools and educational institutions across India.

From a financial perspective, Edutor finished FY20 with an operating revenue of Rs. 52 millions and a profit of Rs. 5.30 millions.

The Company's affordable digital learning mobile app - 'Learnflix' is also on the 'Ignitor' platform. Ignitor also powers the Higher education vertical with a platform for distribution of e-books to colleges and universities which has gained traction during Covid-19. The 'Ignitor' platform has strongly supported the 'Learnflix' app since its launch which includes over 28,000 student assistances namely videos, quizzes, revision notes, assessments, samples and e-books from some of India's most renowned authors. Learnflix is targeted at students from Class 6th to Class 10th for Maths & Science. Currently, 'Learnflix' has over 80,000 downloads and over 18,000 paid subscribers.

Edutor is also key in development of "Learn 360", an online platform which includes live classes, scheduling, e-books, digital resources, assessments, analytics etc. which is being launched by Madhubun (S Chand brand) shortly.

S Chand And Company Limited 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.

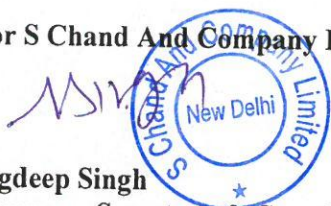


With over 30 branches, marketing offices and extensive distribution system across India, our content reaches all the 29 states and 7 union territories. We also export our printed content to over 20 countries and digital content to 5 countries in Asia, the Middle East, Africa and other parts of the world. Our strength lies in the efforts of our 1900+ 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 and digital brands Learnflix, Mylestone , SmartK , Testcoach , Destination Success, myStudygear , Learn 360.

Request you to please take note of the same.

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