



S Chand And Company Limited

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Date: June 17, 2019

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: Press Release-Impact of New Education Policy

The draft New Education Policy 2019 (NEP 2019) was announced on 31st May, 2019 by the Ministry of Human Resource Development, Government of India. The Press Release regarding impact of this New Education Policy on the Company and the overall industry is attached herewith.

The Company shall also disseminate the above information on the website of the Company i.e. www.schandgroup.com.

Request you to kindly take note of the same.

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

PRESS RELEASE

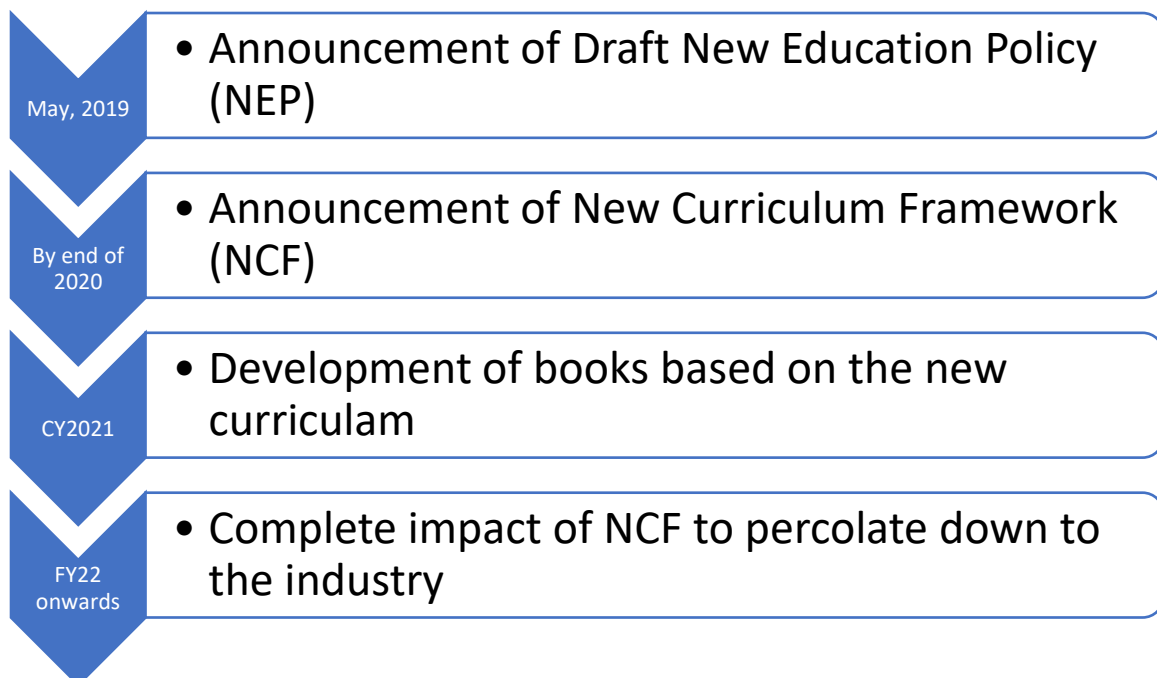
- On expected lines, the Draft New Education Policy 2019 (NEP 2019) was announced on 31st May, 2019.
- Expected release of New National Curriculum Framework after taking inputs from all stakeholders by end of CY2020.
- Impact of NEP 2019 on the company financials to be from FY21 at the earliest and fully baked in from FY22 onwards.
- We present the key highlights of the policy and share how we perceive the impact of this policy would be on our company and the overall industry.

New Delhi, June 17th, 2019. The draft of the New Education Policy 2019 was submitted to the Honourable Union Human Resource Development Minister, Mr. Ramesh Pokhriyal 'Nishank' and Honourable Minister of State for HRD, Mr. Sanjay Shamrao Dhotre on 31st May, 2019. This draft policy comes after extensive consultations undertaken across multiple levels ranging from village, block, urban local bodies, district, state, zonal and the national level stakeholders.

We are releasing this press release to update investors and all stakeholders on our take of the policy and to give an understanding of how it is going to impact us going ahead.

Timeline for Implementation

The Draft NEP has called for announcement of New Curriculum Framework (NCF) by end of CY2020. Post the release of the NCF, the publishers would start to develop content and then publish books adhering to the new curriculum.



Impact of NEP Going ahead

We see the following impact arising from the changes suggested in the draft NEP. Do keep in mind that this NEP is a draft and the final version can have changes to these draft provisions.

- **Partial impact in FY21, Full impact from FY22 onwards.** If the NCF is announced by end 2020 then we, at S Chand, being a leader in the space with inhouse content development teams would be able to cater to demand for new books from the Academic year 2021-22 itself. However, we foresee a scenario where a huge part of the industry would not be able to deliver content pertaining to the new curriculum in Academic year 2021-22 due to the paucity of time for developing and publishing new content. Thus, there can be a situation where a lot of schools would be able to adopt the new framework books from Academic year 2022-23 onwards. This means that on the sales front we can see an uptick in FY21 from partial sales of new curriculum books but the complete impact would be felt from FY22 onwards.
- **Strong runway of growth for at least 2-3 years.** Since the New Curriculum is being developed after a gap of 15 years, it would remove the second hand book market completely and would lead to very strong growth for at least 2-3 years.
- **Lessons from 2005 NEP/NCF roll out.** During 2005 NCF announcement, the new syllabus was rolled out over a period of 3 years with 5 grades moving to the new syllabus in Year 1, another 5 grades moving to new syllabus in year 2 and 2 grades moving to new syllabus in year 3.

Key changes proposed in draft New Education Policy 2019 (NEP 2019)

The draft policy is a comprehensive 484-page document. (Link given at the end of press release for the complete policy). We are summarising some of the key changes that the policy is proposing for the education sector going ahead:-

- In school education, a major reconfiguration of curricular and pedagogical structure with Early Childhood Care and Education (ECCE) as an integral part of school education is proposed.
- Restructuring school curriculum and pedagogy in a new 5+3+3+4 design.
- No hard separation of learning areas in terms of curricular, co-curricular or extra-curricular areas and all subjects, including arts, music, crafts, sports, yoga, community service, etc will be curricular.
- Exposure to three or more languages in schools and have flexibility in the choice of languages. A two-year relevant course on a classical language in Grades 6-8 with the option to continue through secondary education and university.
- Introduction of course on critical issues facing the community, the country, and the world for all students in Grades 7-8 and course on current affairs for all students in Grades 9-12.
- Following the shrinking of the curriculum content in each subject to its core, NCERT textbooks will be revised to first contain only the essential core material in each subject, keeping in mind a constructivist, discovery-based, analysis-based, engaging, and enjoyable style of learning in accordance with the revised NCF.
- Census examinations in Grades 3, 5, and 8 in addition to board examinations in 10th & 12th.
- Restructuring of Board examinations to eliminate the “high stakes” aspect of Board Examinations, all students will be allowed to take Board Examinations on up to two occasions during any given school year.
- Moving towards a higher educational system consisting of large, multidisciplinary universities and colleges

Opportunities from Draft NEP 2019

- Mandate for regional variations means new content opportunity from customisation for “local flavours”.
- Enlargement of market for workbooks and side books on languages and maths in 1 to 5 for “writing hour”, puzzle solving etc.
- Development of new series for art integration and 21st century learning subjects.
- New market would be developed with focus on classical languages.
- Larger market for regional languages adoption in schools.
- Many new courses to be introduced - Languages of India, Vocational Skills and Crafts, Ethics and Moral Reasoning.
- Many extracurricular subjects to move to core subjects should lead to higher adoption rates - Sports/Yoga, Music, Dance, Art etc.
- Fixed syllabus for pre-primary would help regularise this segment for us.

Media Links

- <https://mhrd.gov.in>
- https://mhrd.gov.in/sites/upload_files/mhrd/files/Draft_NEP_2019_EN_Revised.pdf

About S Chand

S. Chand 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 40 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:

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