



## PRESS RELEASE

### **S Chand to acquire minority stake in AI/Data Sciences focussed Ed Tech Startup – iNeuron Intelligence**

**New Delhi, December 1, 2021.** S Chand And Company Limited (“S Chand”) along with its subsidiaries has agreed to acquire a minority stake in iNeuron Intelligence Private Limited. The round also includes investments from Mukesh Sharma Family Trust, Directors of S Chand, Key Managerial Personnel of S Chand and others. The co-Investor Mr. Mukesh Sharma is a serial entrepreneur and educationist who has founded multiple companies including QA InfoTech (now a Qualitest company), one of the leading software testing and quality assurance companies. His latest endeavour in the field of education includes Prometheus School, a state-of-the-art education facility located in the heart of Noida which is an authorized IB World School for Primary Years, Middle Years and Diploma Programmes.

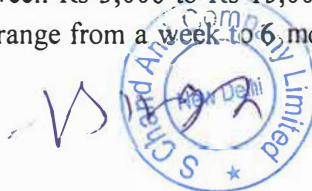
**iNeuron Intelligence Private Limited** was founded on August 2019 in Bangalore, India. The Company offers affordable online courses, live projects, support, and placements for college students and working professionals in the field of Data Sciences, Artificial Intelligence, Machine Learning, Cloud etc. They are also expanding Tech and other courses in K-12 segment with the motto “Education as a Service”.

The **Investment Rationale** for the investment is as follows:-

- a. **Addressable market opportunity is large.** The online education space is exploding in a post covid world. The courses are for **emerging technologies** which will make the learners more employable now and in future.
- b. **Experienced team with a proven business model.** The team is pedigreed and has done well to scale business to this level with minimum investments and has been profitable for the first two years of operation. There is no cash burn in the business.
- c. **The Company** has a low customer acquisition cost (CAC) and investments in new courses / team / marketing / support and placements would increase enrollments.
- d. Strategic **collaboration with S Chand** for B2B distribution in both Higher Education and School segment for emerging technologies.

Some of the key strengths for iNeuron Intelligence are as follows:-

1. **Pricing.** Most of their courses are priced between Rs 3,000 to Rs 15,000 + GST which makes them affordable vs. competition. The courses range from a week to 6 months with live projects and placements.



2. **Highly Scalable Model.** This model is hugely scalable since once the course is prepared there is no incremental costs based on the number of enrollments.
3. **Founding team.** iNeuron was founded by Mr Sudhanshu Kumar and Mr Krish C. Naik who have strong professional experience in well-known companies like Wipro, HCLT, Sapient, Honeywell, E&Y etc. They have a strong presence on social media as well.
  - a. **LinkedIn**
    - i. <https://www.linkedin.com/in/-sudhanshu-kumar/>
    - ii. <https://www.linkedin.com/in/naikkrish/>
  - b. **Youtube**
    - i. <https://www.youtube.com/user/krishnaik06>
    - ii. <https://www.youtube.com/c/sudhanshukumarall>
4. **Robust Social Media Presence.** iNeuron has over 46K LinkedIn followers, 36K YouTube subscribers and a Google review rating of 4.9/5. One of the founders, Krish C Naik, has over 450K subscribers on Youtube with over 37m views for his content.
5. **Strong Financials.** The Financials for last two years are as under:

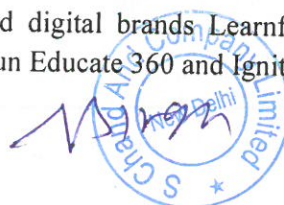
(In Rs Cr)	FY 19-20	FY 20-21
Revenues	1.5	7.2
PAT	0.3	1.8
Net Worth	0.5	2.3

6. **Usage of Fund raise.** The team is looking to expand by launching new Tech courses and the fund raised would be utilized for content creation, marketing, incubation center etc.

#### About S Chand

S Chand 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.



The Company has minority investments in two other successful EdTech start-ups Testbook Edu Solutions Private Limited and Smartivity Labs Private Limited which have businesses in Online Test Preparation and STEM Learning.

For more information please contact:

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