

● **Sundaram Multi Pap Ltd.**

CIN L21098MH1995PLC086337

Manufacturer of Exercise Book & Paper Stationery



Books for Success...

Date: 01-10-2018

To,  
BSE Limited  
P. J. Towers, Dalal Street  
Mumbai-400 001  
Ref: Scrip Code: 533166

To,  
National Stock Exchange of India Limited  
Exchange Plaza, Plot No. C/1, G Block,  
BKC, Bandra (E), Mumbai- 400 051  
Ref: Symbol: SUNDARAM

Dear Sir/Madam

**SUBJECT: - PRESS RELEASE BY M/S. E-CLASS EDUCATION SYSTEM LIMITED (SUBSIDIARY OF SUNDARAM MULTI PAP LIMITED) FOR "E-CLASS IS EXPANDING ITS ROOTS ACROSS MAHARASHTRA ALONG WITH CREDIT TIE-UPS"**

With reference to the above mentioned subject and pursuant to the regulation 30 of SEBI (LODR) Regulations, 2015 please find attached herein with press release for "E-Class is expanding its roots across Maharashtra along with Credit Tie-ups."

Kindly take the same in records and do the needful.

For Sundaram Multi Pap Limited

*AP Shah*  
Amrut P. Shah  
Chairman & Managing Director





## PRESS RELEASE

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**Sub: Sundaram Multi Pap Ltd's 51% subsidiary E-Class Education System Ltd (E-Class) is expanding its roots across Maharashtra along with Credit Tie-ups.**

E-class has recently opened its new corporate marketing offices in Thane, Dombivali, Kolhapur, Pune, Pimpri to cater to the digital educational products demand.

E-class is an education technology powerhouse. The company aims to make customized education accessible to one and all. Each student has a unique way to learn and the same concept extends to academics too. This is why E-class offers smart products solutions. State-of-the-art technology-driven products are available using offline devices.

E-Class provides digital content for Maharashtra State Board for K-10 segment. The company provides complete offline digital educational videos aimed at increasing the learning levels of the students. With over 650+ school tied up and over 1,00,000+ students subscribed, E-class aims at making a mark on the digital upgrade. Maharashtra Board has over 1.8 crore students learning in around 1.10 lacs schools, making it the largest board in the country. The company provides on field counselors to help parents get educated about the digital upgrade.

The company has recently opened offices in various parts of Maharashtra, and has now man power strength of over 200+ employees spread across the state. The company aims at opening over 10+ offices in prime districts in this year covering more ground. The market for such products is growing at a huge rate and the company aims at covering maximum market share in this field. The products are available offline and online and are aimed at making learning a fun activity. A recent company event by the company attracted over 1200+ parents and students showing huge interest in the company's products.

E-Class has also tied up recently with Bajaj Finance to provide its credit facilities to customers. The average package per student is about Rs.20,000 and often parents want EMI schemes for the same. The company has tied up with Bajaj Finance to provide these facilities in turn helping sales grow. Now the customers do not have to worry about the one-time payment and can easily purchase the product with EMI schemes. The company gets its payment instantly by Bajaj after deduction of some charges. "We are confident this will help grow sales substantially as many parents today want good financial help in payments and now with the help of Bajaj we can provide that" says Hardik Shah, Whole-time Director of E-class.

India has the largest K-12 education system in the world, with over 260 million enrolments to date, Learning driven by fear of exams and a one-size-fits-all approach are among the main reasons why India consistently ranks low in all global education indexes. We have been working continuously to address these by developing products that can be adapted to the unique learning style of every student by offering them personalized lesson recommendations and adaptive assessments, says Hardik Shah.

Sundaram Multi Pap Ltd, listed on NSE and BSE is the market leader in the field of paper stationery products since the last 32 years. Its subsidiary, E-class is an emerging education technology powerhouse. The company aims to make customized education accessible to one and all. Each student has a unique way to learn and the same concept extends to academics too and hence we offer smart products solutions. State-of-the-art technology-driven products are available using the power of the internet through [www.e-class.in](http://www.e-class.in).

**Disclaimer:**

Some of the statements in this press release may be forward-looking statements or statements of future expectations based on currently available information. Such statements are naturally subject to risks and uncertainties. Factors such as the development of general economic conditions, future market conditions, unusual catastrophic loss events, changes in the capital markets and other circumstances may cause the actual events or results to be materially different from those anticipated by such statements. Sundaram Multi Pap Limited does not make any representation or warranty, express or implied, as to the accuracy, completeness or updated status of such statements. Therefore, in no case whatsoever will Sundaram Multi Pap Limited and its affiliate companies be liable to anyone for any decision made or action taken in conjunction with the information and/or statements in this press release.