



Humming Bird

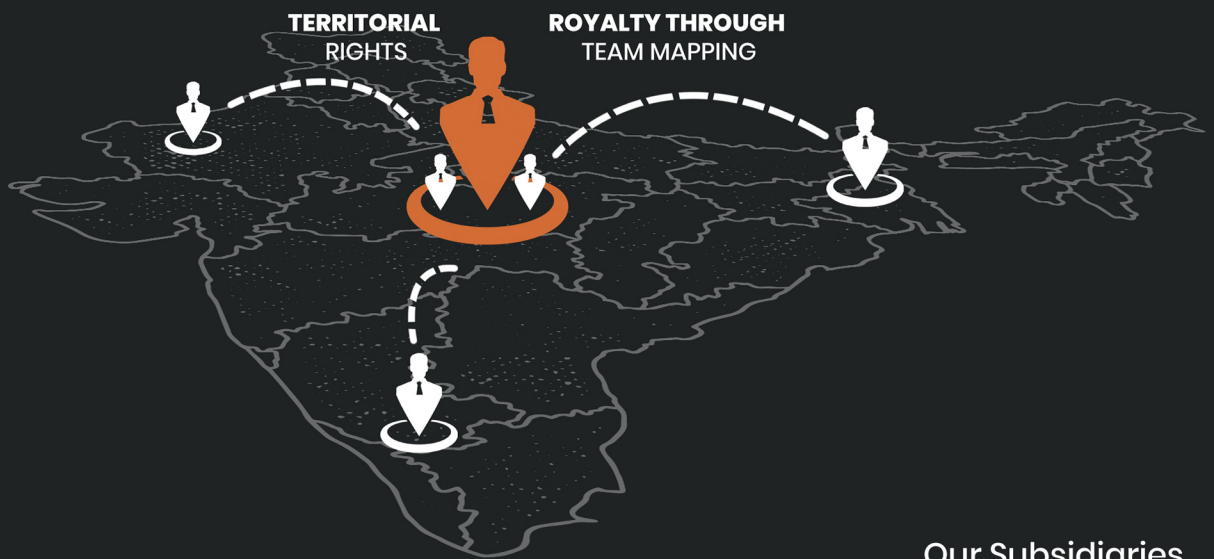
Education Ltd.

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BE AN
EDUPRENEUR
OF A BSE LISTED COMPANY

GET
DUAL ADVANTAGE



1 Million+ Students served
11K Schools Served
11+ Countries presence

*map not to scale. Used as a reference.

Our Subsidiaries



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SCORE. SECURE.

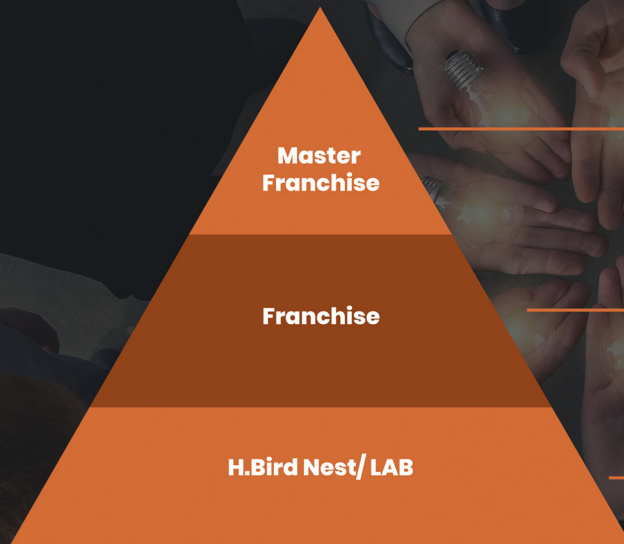
Keys Points to Consider

HBEL – Franchise Benefits

Other Education Franchise

Infrastructure/ Space Required	Not Required	Required
Earning through both Territory & Hierarchy Mapping	Dual Benefit	Limited benefit
Freedom to appoint Channel Partners across India	High Earning through appointment of Franchise / NEST partner	
Multiple product portfolio (Both Online & Offline products).	Yes	No/ Maybe
Company Status & Presence	BSE Listed / 11+ years	Very few with similar status or years of presence.
Operational Cost/ Working Capital	Negligible	Fixed Monthly Cost
Business Service Support	Managed by Company	Managed by Franchisee
Business Channel Hierarchy	Yes – Income from all levels	Income from direct business
Business Outreach	Both B2B & B2C (Need based products)	Mostly forced Sell or with very high competition

License to Appoint



8 Franchise Partner
15 H.Bird NEST / LAB
Unlimited Referral Partners

10 H.Bird NEST / LAB
25 Referral Partners

Access to all the products for B2C sale.
80:20 Revenue Share for all the Olympiad prep Classes.

Products Covered

Olympiads & Spell Bee

- Covering all key subjects & skills based Olympiads for the entire K12 spectrum
- Option for Regional Language Olympiads
- Online, Offline & Hybrid Exam mode available
- Awards at School, Zonal & National/Intl. Levels

PrepLad (Mock Test Series)

- Online mock test series with access to 5 subjects (Mathematics, Science, English, Computer & General Knowledge)
- Unlimited mock test with complete One-year subscription.
- Regular updated on Question Bank & Analysis Report post every test.

School ERP & LMS Solutions

- 100% customized & complete white-label application.
- Highly affordable with Per Student Per Month cost & Annual Subscription model
- 30+ module with access to 300+ reports
- Cloud implementation with 24x7 service support
- Unlimited customization (With no additional cost)

Coding Classes (School License)

- Brand of International repute.
- Complete access to Coding platform, Curriculum & Teacher training for the school
- Covering the students of Class 3rd till 12th. Access to students' community for national & international collaboration.
- Easy integration and regular service support

Olympiads Prep. Books

- Comprehensive Learning Material & 10 Years Model Test Series
- Option for both Hard copy & E format available

Additional Benefit

SIBIL products offering with Multi-Level Referral Income & Lifelong Royalty earning option.

Earning Avenues

Unique Hybrid Business Model with the potential to earn via Hierarchy & Territory/ Client Mapping.

Earn through

- Appointment of New Channel Partner
- Sale of Product & Services

Appointment of New Channel Partner

For Master Franchise

Option	Direct Closure	Mapped Region	Company
• Franchisee			
• Nest/ LAB Partner	40%	40%	20%

For Franchisee

Option	Direct Closure	Can appoint the NEST/LAB Centers across India
• Nest/ LAB Centers	40%	

If appoints same or above level franchise partner (across India), in such case the existing partner will be entitled for 20% of the Franchise Fee as a referral commission.

Sale of Product & Services (B2B Business)

For Master Franchise

	TERRITORY	HIERARCHY (DIRECT)	OLYMPIADS	PREPLAD	SCHOOL ERP	CODING CLASSES	OLY. PREP. CLASSES
Master Franchise	YES	YES	8%	8%	8%	8%	5%
	YES	NO	80% OF THE ABOVE SLAB				
	NO	YES	20% OF THE ABOVE SLAB				

For Franchisee

	DIRECT CLIENT	HIERARCHY	OLYMPIADS	PREPLAD	SCHOOL ERP	CODING CLASSES	OLY. PREP. CLASSES
Franchisee	YES	N.A	15%	22.50%	30%	25%	5%
	NO	YES	20% OF THE ABOVE SLAB				

Referral Partner

NEST/LAB CENTER OR Referral Partner	DIRECT CLIENT	HIERARCHY	OLYMPIADS	PREPLAD	SCHOOL ERP	CODING CLASSES	OLY. PREP. CLASSES
	YES	N.A	10%	15%	20%	15%	5%

For Corporate Deal / Chain Schools (Olympiads / Academic Excellence Package)

- 15% of the Net Revenue* to the Direct partner
- No Share on Hierarchy, Only Territory Mapping share to Master Franchise will be applicable.

*Net Revenue – Product Cost minus GST & School Honorarium Amount.

Sale of Product & Services (B2C Business)

B2C Sales	DIRECT CLIENT	OLYMPIADS	PREPLAD	SCHOOL ERP	CODING CLASSES	OLY. PREP. CLASSES
	YES	RS. 40/-	RS. 20/-	N.A	RS. 300/-	N.A

***This amount will be paid additionally apart from the above slabs as per Territorial or Hierarchy rights.**

Prerequisite for Association

- Comfortable to visit the schools in his/her region
- Good Communication & Inter personal Skills.
- Investment towards Franchise Fee.

	Master Franchise	Franchisee	NEST/LAB Center	Referral Partner
Franchise Fee	Rs. 250000/-	Rs. 50000/-	Rs. 10000/-	NIL
Duration*	2 Years	2 Years	2 Years	1 Year
License to Appoint	<ul style="list-style-type: none"> • 8 Franchise Partner • 15 H.Bird NEST / LAB • Unlimited Referral Partners 	<ul style="list-style-type: none"> • 10 H.Bird NEST / LAB • 25 Referral Partners 	<ul style="list-style-type: none"> • Access to all the products for B2C sale. • 80:20 Revenue Share for all the Olympiad prep Classes. 	<ul style="list-style-type: none"> • Revenue share only on Direct Sale.
License Renewal Fee	Rs. 1,50,000	Rs. 25,000	Rs. 5000	N.A

THE POWER OF KNOWLEDGE & EXPERIENCE



Listed on BOMBAY STOCK EXCHANGE

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Awarded as ASIA'S GREATEST LEADERS pr by PwC

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