



HBEL/BSE/2020-21/40

Date: 15<sup>th</sup> February, 2021

To,

**BSE SME Platform**

25<sup>th</sup> Floor, P.J. Towers, Dalal Street,  
Fort, Mumbai – 400 001  
E-mail - corp.comm@bseindia.com

**Scrip ID: HBEL (542592)**

**Subject: SEBI (Listing Obligations and Disclosure Requirements), Regulation 2015-  
Presentation made to the Investor/Analyst.**

Dear Sir/Madam,

This is further to our letter dated 09<sup>th</sup> February, 2021 wherein we had intimated you of the Investor/Analyst Con-call for discussion of the future plans for the Financial Year 2021-22 scheduled on 13<sup>th</sup> February, 2021 in terms of Regulation 30(6) of the SEBI (LODR) Regulations, 2015.

We wish to inform you that the Company conducted Investor/Analyst Con-call for discussion of the future plans for the Financial Year 2021-22 at Delhi and presentation which was shared them are attached herewith, the con-call followed by questions and answers session at the end of the said presentation.

The Con-call video link is as follows: <https://youtu.be/-LbUPFgBZn4>

Kindly take the same on record.

Thanking You,

Yours faithfully,

**For Humming Bird Education Limited**

For HUMMING BIRD EDUCATION LTD.

  
COMPANY SECRETARY

**Mayank Pratap Singh**  
Company Secretary

HUMMING BIRD EDUCATION LTD. (CIN No. U80221DL2010PLC207436)

REGD. OFFICE: 1374-1375, 2<sup>ND</sup> FLOOR, KATRA LEHSWAN, CHANDNI CHOWK, DELHI - 06

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# Humming Bird

Education LTD.

India's Most Innovative Olympiads

[www.olympiads.co.in](http://www.olympiads.co.in)



LISTED ON  
**BSE**  
EXPERIENCE THE NEW

**THE ONLY OLYMPIAD COMPANY LISTED ON  
BOMBAY STOCK EXCHANGE.**

Our Subsidiaries -





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# EXECUTIVE SUMMARY

## ***COMPANY REGISTRATION***

Listed on **Bombay Stock Exchange (BSE)** with registration number 542592

Registered with **Ministry of Corporate Affairs** with Corporate ID - U80221DL2010PLC207436.

## ***MANAGING DIRECTOR***

NITESH JAIN

## ***DIRECTORS***

SAVISHESH RAJ

VIPUL KHANDELWAL

ARIHANT JAIN

SONAM MANGLA

TINA JAIN

## ***CFO***

VAISHALI JAIN

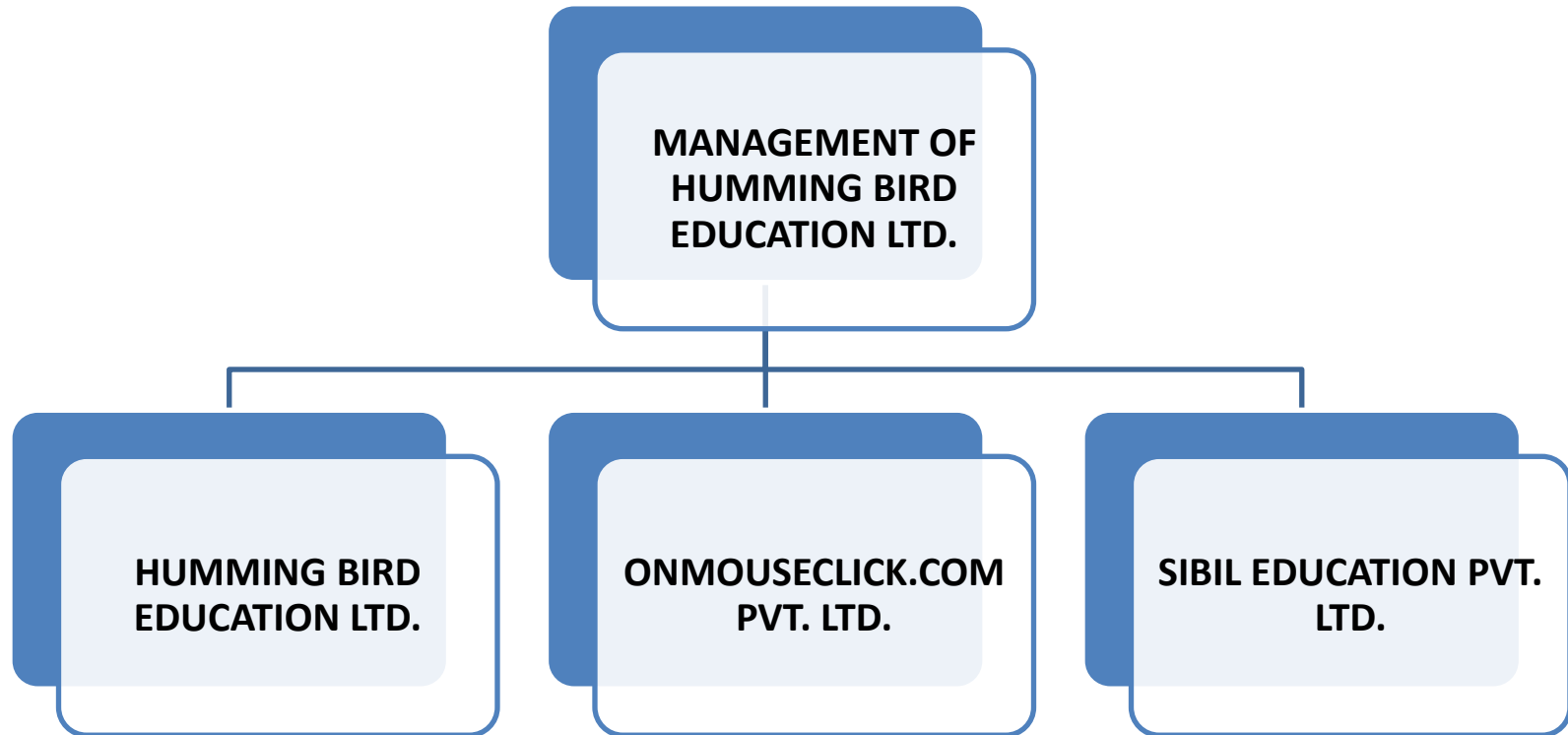
## ***CEO***

PIYUSH KHATRI

## ***COMPLIANCE OFFICER/ COMPANY SECRETARY***

MAYANK PRATAP SINGH

# ORGANISATIONAL STRUCTURE & SUBSIDIARIES



# Business Summary

## **Pre & Post IPO Outreach –**

- We were at 650 Schools when we planned to proceed ahead with our IPO.
- With encouragement & support we proceed ahead by Mar'2020 we were at 1350 Schools.

## **Focus Points –**

- Create an effective organization structure to move towards automated processes.
- Focus on Profile building with aggressive branding & marketing drive to larger pool of Schools across India.
- To ensure fresh school acquisition with special promotional drive

## **Key Takeaways –**

- Create an effective organization structure to move towards automated processes.
- Were able to build better outreach & visibility
- Impacted on our overhead cost & margin reduced on fresh acquisitions.
- In comparison to our Pre & Post IPO working, our Top-line Increased.

# Business Summary

## Pre-pandemic approach & action plan for 2020-21

To further build on the momentum & outreach which we had build in previous year, we were ready with an extensive outreach plan, corporate tie-ups & had our physical collaterals also in place by Feb'2020 to cover 2000+ schools.

## Covid Crisis & Lockdown

In Mar'2020, the lockdown was put in place & schools were abruptly shutdown. All standard operations processes were completely hampered.

## Options available with Humming Bird Team

Switch off all operations to curtail cost/ loss  
"Loser Approach"



Move Ahead with a  
"Fighter Approach"



# Business Summary

## **Our Approach (During Covid19 period) –**

To realign the process & move ahead, Humming Bird focused on developing the Online Platforms for our core products and start the marketing with the totally fresh approach.

## **We develop & started –**

- Online Olympiads (Opening doors to B2C market also)
- Live Classes Platform (Covered more than 2 Lakh + Hours of Online Learning)
- SIBIL - Online Education & EdTech Aggregator ( Officially launched in Dec'20 & already have 1100+ Sibillions (Direct Sellers) on board across India.)

## **To ensure that we curtail on our overall Expenses, we took necessary actions –**

- Realignment of the staff force.
- Salary restructuring for core team.
- Moved out of the Marketing Office
- Limited & focused marketing outreach.



# HUMMING BIRD CURRENT PORTFOLIO

- **Olympiads & Spell Bee Competition**

- i) Offline
- ii) Online

- **Tech Solutions**

- i) School Management Software
- ii) Live Classes Platform
- iii) Online Examination Platform

- **Online Education**

- i) SIBIL Online Courses
- ii) SIBIL Examination
- iii) SIBIL Academy (Aggregator Platform)

*Committed to provide  
innovative platforms to  
enrich the process of*

**learning.**



# Moving Ahead (2021-22)

## Action Plan for Year 2021-22 –

- **Offline & Online Olympiads in both B2B & B2C structure.**

- i) Online marketing & promotion to reach out to existing & new schools. Plan to cover **2000+** Schools.
- ii) Special drive for Principal Meet with 500+ schools by the core team.
- iii) Targeting individual students registration of 30000+ Students

- **Onmouseclick ( Product Expansion)**

- i) Automated Solutions for Schools/ Colleges
- ii) Expansion on While Labelled & Channel Partner tie-ups

- **Franchise & Channel Development**

- i) Placement of new franchisees - Targeting 20+ new franchise partners in FY2021-22.
- ii) Use blended approach to ensure optimum utilization of the existing connect & channel to promote all products together.

- **Sponsorship & Corporate Tie-up's**

- i) Reach out & connect with the brands having the same set of target audience.
- ii) Tie-up with promotional & brand agency for activation campaign.

(Cont.)

# Moving Ahead (2021-22)

## SIBIL Expansion -

### • Network

- i) To grow regional leaders across India & target minimum 10000+ active Sibillions.
- ii) Use the Direct Seller & Active Sibillion Network to cross-sell.

### • SIBIL Academy -

- i) Expand Product Portfolio through Aggregator tie-up's.
- ii) Tie-up with 500+ Educators to create content on key topics.
- iii) Influencer Engagement with long term connect.



### • SIBIL Club -

- i) An online community for Learners, ensuring easy doubt clearing support.
- ii) Platform to create digital engagement with various brands.



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$$[1.00]^{365} = 1.00$$

Doing nothing at all

**Vs**

$$[1.01]^{365} = 37.7$$

Small consistent  
efforts



“ The big changes in life are always linked with the small consistent efforts that we do ”