

HBEL/BSE/2019-20/38

Date: 13<sup>th</sup> November, 2019

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: Press Release**

Dear Sir

In terms of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing a press release given today by the Company.

This is for your information and records.

Thanking You,  
Yours faithfully,  
For Humming Bird Education Limited  
**For HUMMING BIRD EDUCATION LTD.**

  
Mayank Pratap Singh  
Company Secretary  
M. No.: A-46666

**COMPANY SECRETARY**

## PERFORMANCE REVIEW 1H FY 2020 AND BUSINESS UPDATE

### Overview

The company ended the first half of the year FY2020 with a strong improvement in performance over the first half of the FY2019.

	1H FY19*	1H FY20*	<i>*Rs. In Lakhs</i> Increase %
<b>Revenue</b>	<b>108.65</b>	<b>174.68</b>	<b>60.8%</b>
<b>EBITDA</b>	<b>50.39</b>	<b>72.54</b>	<b>44%</b>
<b>PAT</b>	<b>36.76</b>	<b>48.46</b>	<b>31.85%</b>

The overall economic slowdown did not stop the company from delivering a good performance thanks to the market recognition of the brand and ever increasing demand of the Olympiads.

### Business Update

Due to delay in our IPO processes, we could not fully utilise IPO proceeds. In its best judgement, management adopted a conservative approach by further investing in alternative channels of marketing and outreach programs fully funded by Internal Accrual.

These new avenues that have now opened up are expected to bear fruits in the next business cycle. Also the management is looking to aggressively increase efficiency in its marketing practices by selectively pursuing those avenues which have proved to be effective this year.

We have been the pioneers of Olympiads in regional languages & we have seen unprecedented success in our Tamil Olympiad. We expect same level of interest in our other regional Olympiads as well. Currently, Humming Bird Education Ltd. is the only Olympiad organisation that provides services in all major regional languages which constitutes 70% of entire Olympiad market.

This year we have been one of the leading organisers of Olympiads in India and have seen good traction in all products specially SPELL BEE in which we are positioned as one of the largest players in Asia.

Humming Bird Education Ltd. has been going through metamorphic transition where we have adopted Gold standard corporate governance practice and we expect this transition to bear fruits in near future.

### FOR HUMMING BIRD EDUCATION LTD.

*Nitesh Jain*  
For HUMMING BIRD EDUCATION LTD.  
**NITESH JAIN**  
MANAGING DIRECTOR

HUMMING BIRD EDUCATION LTD. (CIN No. U80221DL2010PLC207436)

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

Unit No. 705, 7th Floor, GD-ITL Tower, Plot No. B-08, Netaji Subhash Place, Pitampura, New Delhi - 110034

**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 or ANY EXCHANGE**

[Humming Bird Education Ltd](#) (HBEL | 542592 | INE02PC01019)

132.00 0.00 (0.00%)

# EXECUTIVE SUMMARY

## ***COMPANY REGISTRATION***

Humming Bird Education Pvt. Ltd. came into existence in 2010 with Corporate Id U80221DL2010PTC207436 and got converted into Humming Bird Education Ltd. in 2018 with corporate id U80221DL2010PLC207436. The Company has its Registered Office at 1374-1375, Katra Lehswan, Chandni Chowk, Delhi – 110006.

## ***MANAGING DIRECTOR***

NITESH JAIN

## ***CFO***

VAISHALI JAIN

## ***CEO***

PIYUSH KHATRI

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

MAYANK PRATAP SINGH

## ***FRANCHISE***

23 Franchise in India

1 International Franchise in Nigeria

## ***COMPANY OFFICE***

DELHI

# KEY PRODUCTS

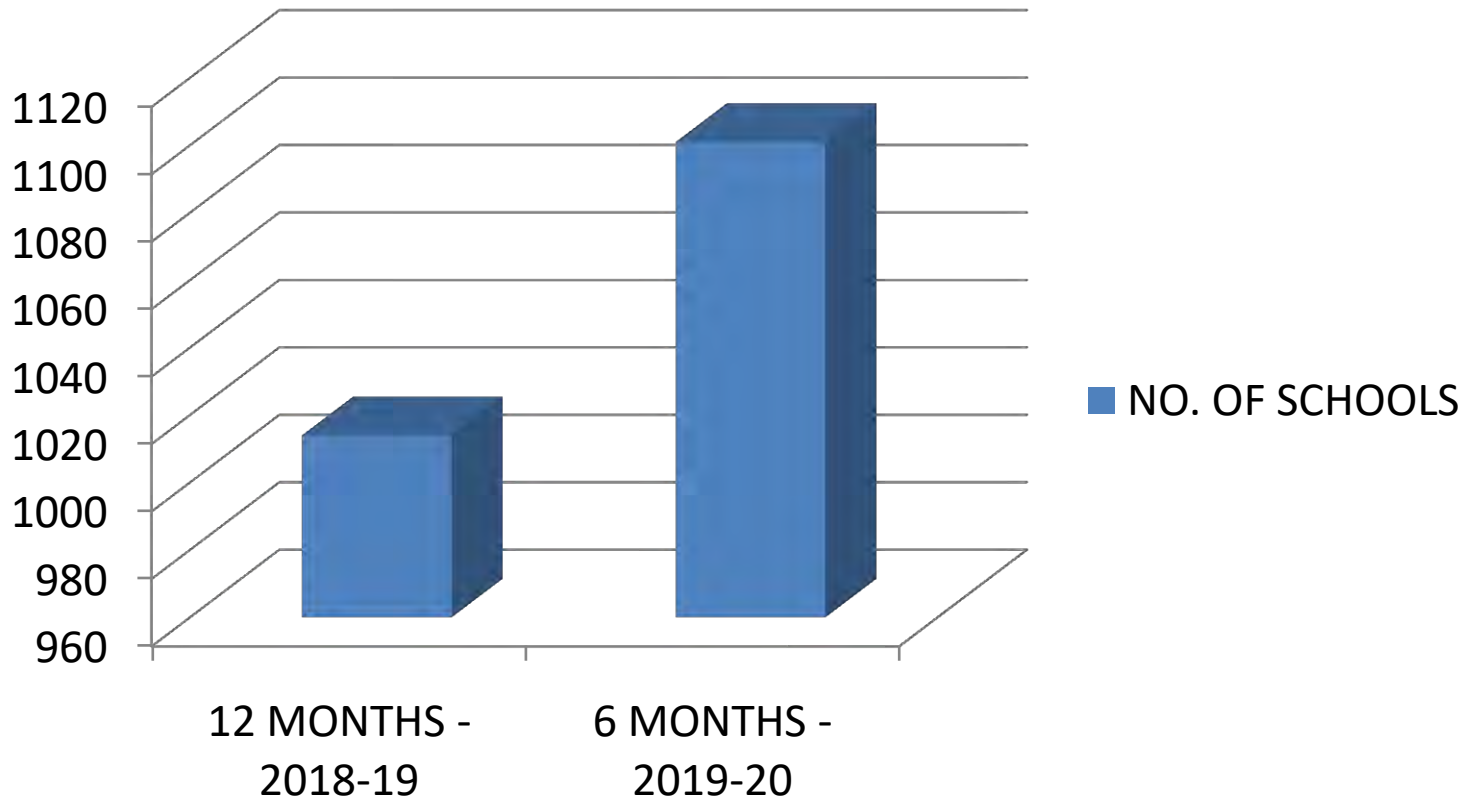


<p><b>HMO</b> HUMMING BIRD MATHEMATICS OLYMPIAD</p> <p>16<sup>th</sup> Nov 2019 04<sup>th</sup> Dec 2019</p>	<p><b>HSO</b> HUMMING BIRD SCIENCE OLYMPIAD</p> <p>13<sup>th</sup> Nov 2019 05<sup>th</sup> Dec 2019</p>	<p><b>HBTSE</b> HUMMING BIRD TALENT SEARCH EXAMINATION</p> <p>30<sup>th</sup> Nov 2019 14<sup>th</sup> Dec 2019</p>	<p><b>SPELL B</b> HUMMING BIRD SPELLING COMPETITION</p> <p>15<sup>th</sup> Nov 2019 03<sup>th</sup> Dec 2019</p>
<p><b>ARC</b> APTITUDE &amp; REASONING OLYMPIAD</p> <p>27<sup>th</sup> Nov 2019 11<sup>th</sup> Dec 2019</p>	<p><b>HCO</b> HUMMING BIRD CYBER OLYMPIAD</p> <p>20<sup>th</sup> Nov 2019 07<sup>th</sup> Dec 2019</p>	<p><b>HMIT</b> HUMMING BIRD MULTIPLE INTELLIGENCE TEST</p> <p>28<sup>th</sup> Nov 2019 12<sup>th</sup> Dec 2019</p>	<p><b>HCC</b> HUMMING BIRD COMMERCE COMPETENCY</p> <p>21<sup>st</sup> Nov 2019 16<sup>th</sup> Dec 2019</p>
<p><b>HEO</b> HUMMING BIRD ENGLISH OLYMPIAD</p> <p>22<sup>nd</sup> Nov 2019 09<sup>th</sup> Dec 2019</p>	<p><b>HIO</b> HUMMING BIRD HINDI OLYMPIAD</p> <p>19<sup>th</sup> Nov 2019 06<sup>th</sup> Dec 2019</p>	<p><b>EFO</b> Entrepreneurship &amp; Finance Olympiad</p> <p>20<sup>th</sup> Nov 2019 13<sup>th</sup> Dec 2019</p>	<p><b>HGO</b> HUMMING BIRD G.K. OLYMPIAD</p> <p>26<sup>th</sup> Nov 2019 10<sup>th</sup> Dec 2019</p>

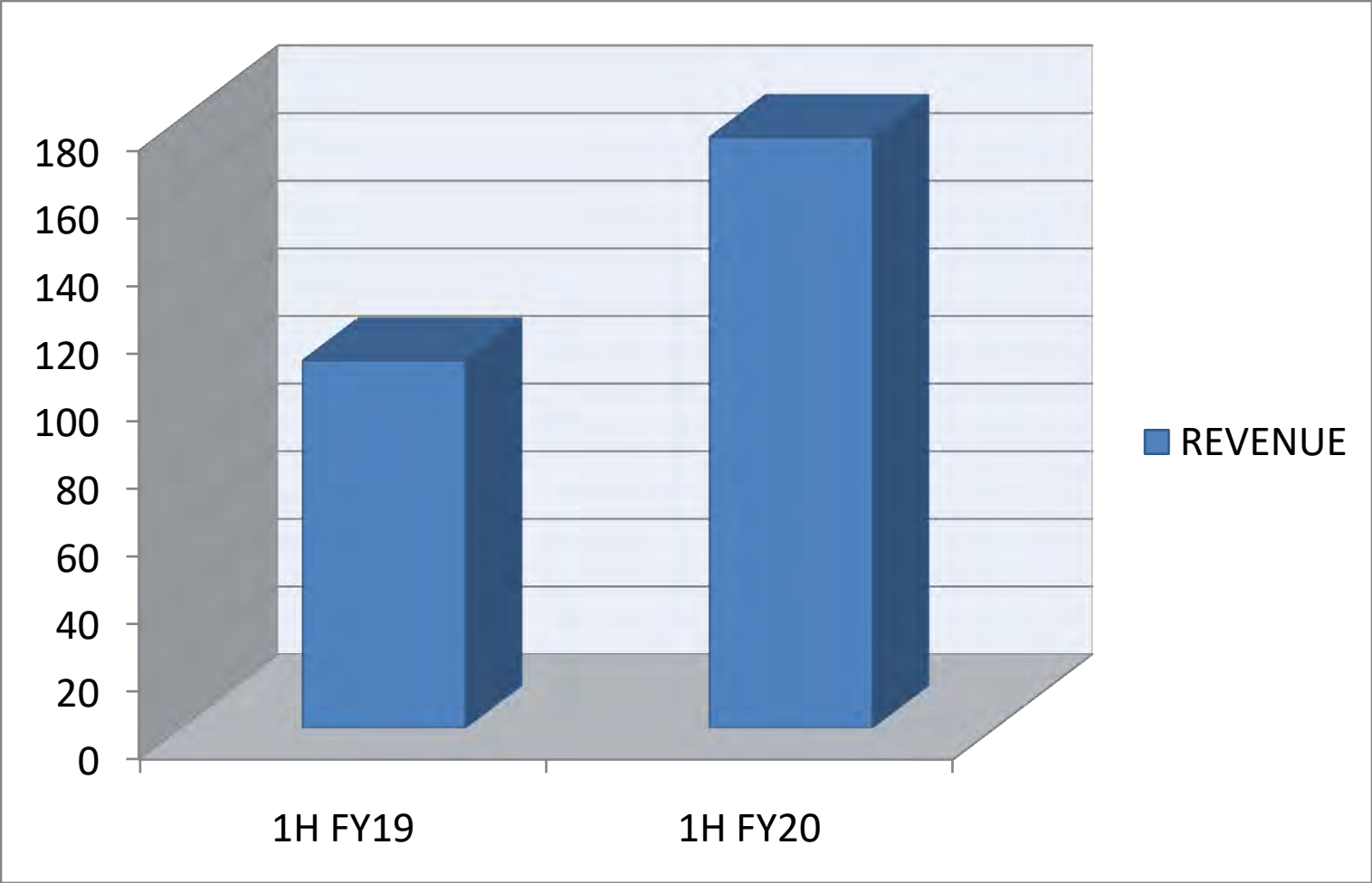
- ✿ Class: 1 to 12  
(Only HCC is for Class 11 & 12)
- ✿ Fee: Rs. 150/- per student per olympiad
- ✿ Free Preparatory Books to all participants
- ✿ Free Android App with A/V Tutorials & Question Bank to all
- ✿ Performance Analysis Reports
- ✿ Intelligence Reports
- ✿ Optional Concept Building Books available for HMO, HSO & Spell Bee @ Rs. 120/-

# 2019 TRACTION

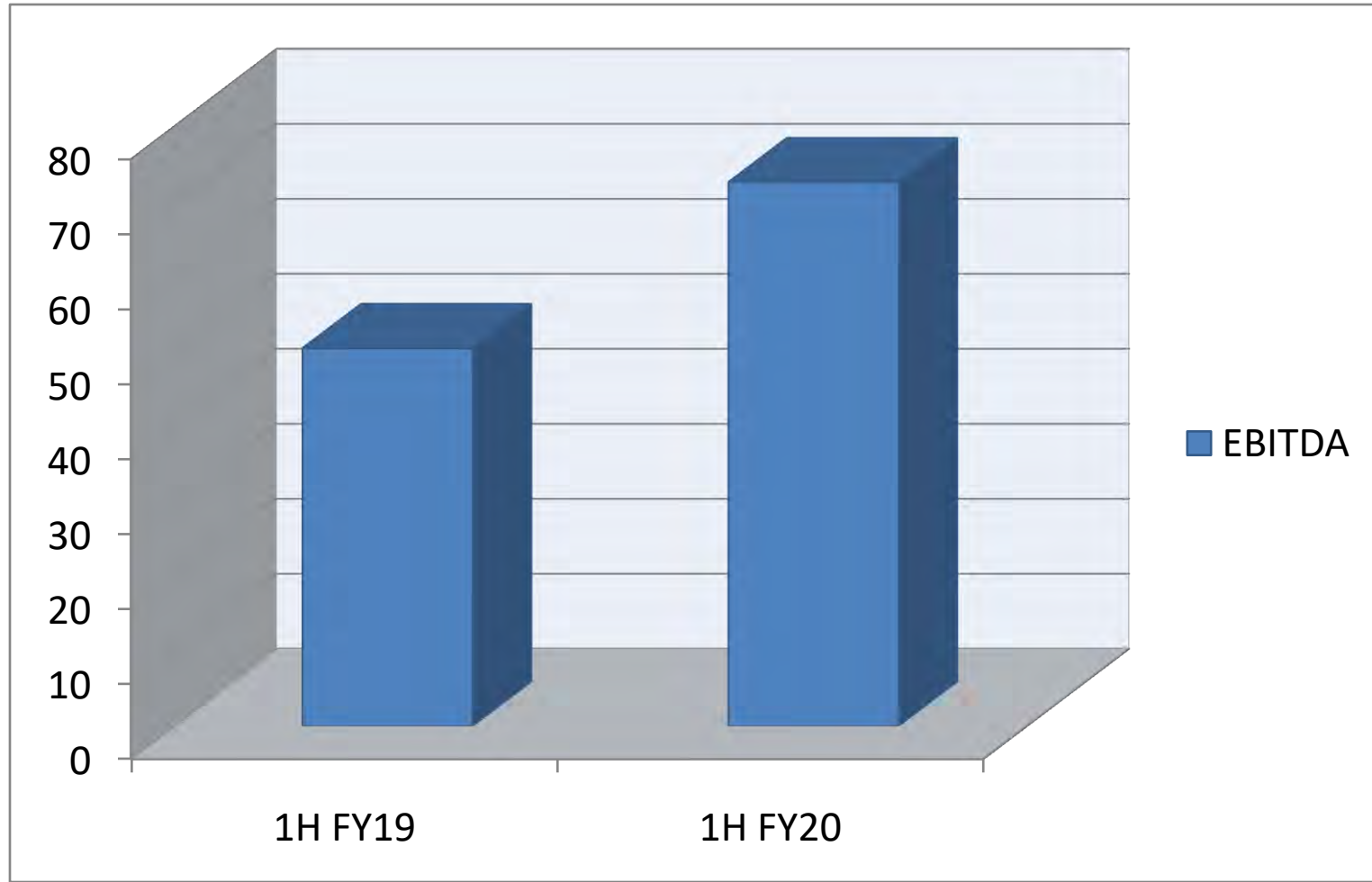
## NO. OF CLIENTS



# REVENUE

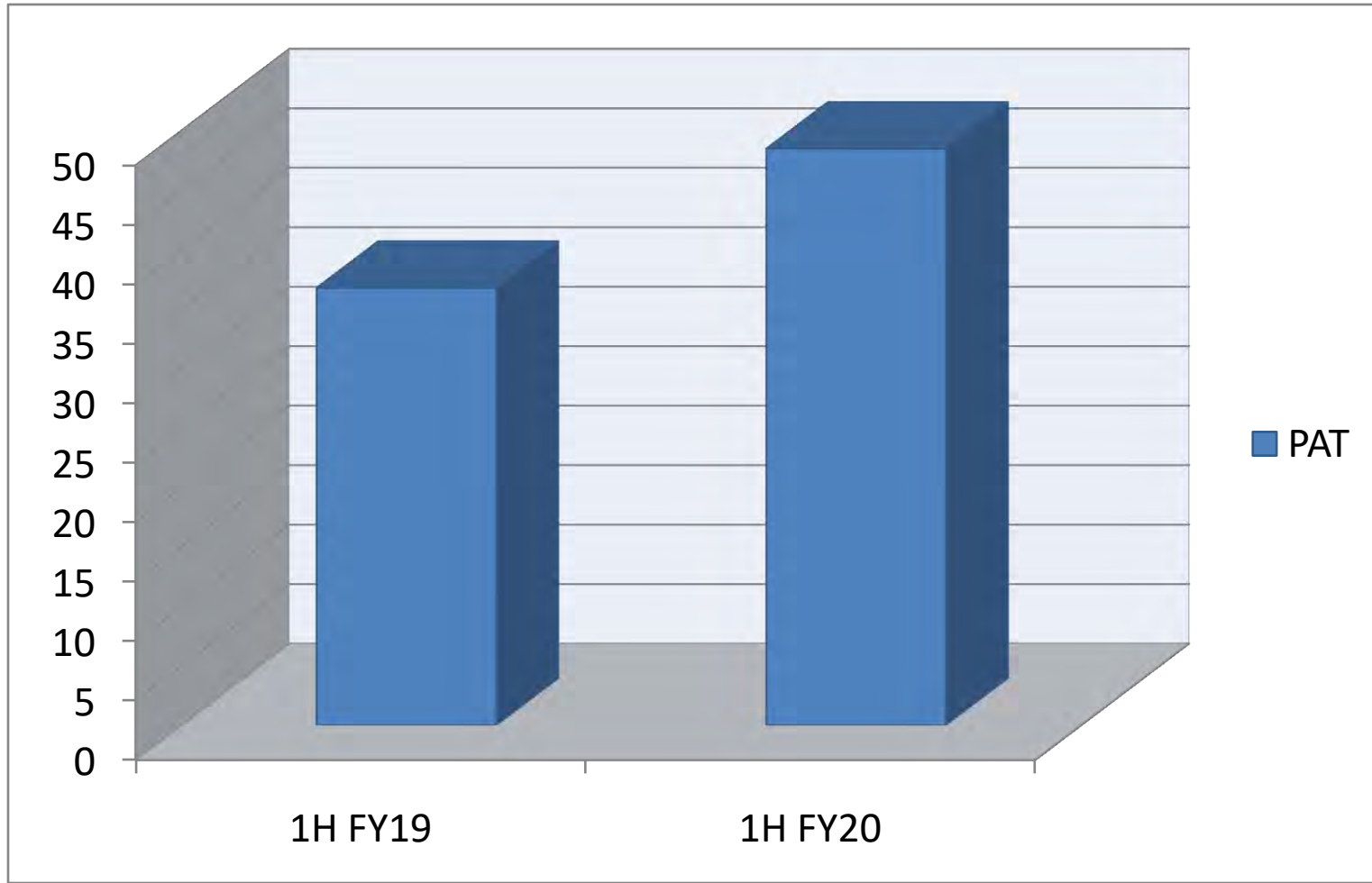


# EBITDA





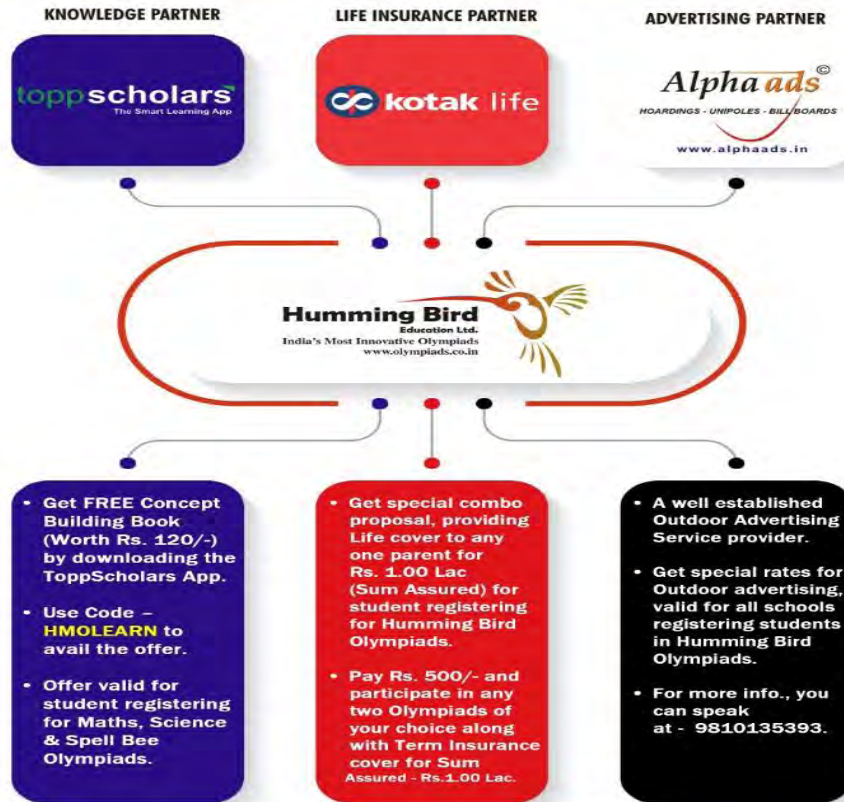
# PAT



# CORPORATE TIE-UPS IN "2019"

Registering for Olympiads.... Now get more advantageous  
**GET EXCLUSIVE DEALS**

(In-association with our Corporate Tie-up's)



- Kotak Life
- Alpha Ads
- ToppScholars

These are exclusive deals offer for the schools & students appearing for Humming Bird Olympiads.  
For more information, please feel free to speak with our National Coordinator – Mr. Manish Dutta at +91-9953777349 or mail at manish@hummingbirdeducation.com / info@hummingbirdeducation.com



www.hummingbirdeducation.com | +91 99994 24000

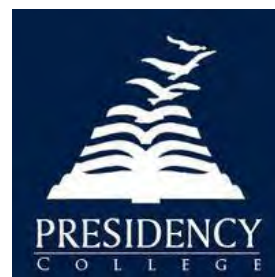
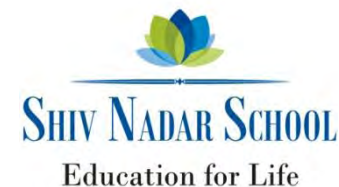
705 7th Floor, B-08, GD-ITL Tower, Nataji Subhash Place, Pitampura, New Delhi.

**HUMMING BIRD EDUCATION LTD.**  
**www.hummingbirdeducation.com**

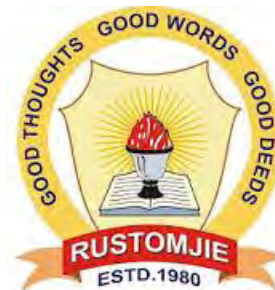
**Awarded with 'PRIDE OF INDIAN EDUCATION AWARD' as 'Leading Olympiad Company organising Olympiads for School Children' by Bollywood personality & Social Worker 'DIA MIRZA'**



# Few of our Clients winning top positions at International Level in 2018-19



# Few of our Clients winning top positions at International Level in 2018-19



# Few of our Clients winning top positions at International Level in 2018-19



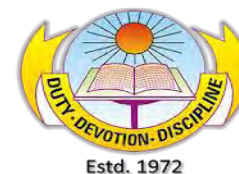
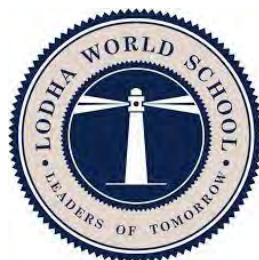
# Few of our Clients winning top positions at International Level in 2018-19



SARALA BIRLA  
PUBLIC SCHOOL  
(SARALA BIRLA GROUP OF SCHOOLS)



**DALIMSS SUNBEAM SCHOOL**  
GROUP OF EDUCATIONAL INSTITUTIONS  
Dr. Amrit Lal Ishrat Memorial Sunbeam School & Hostel  
Affiliated to CBSE, New Delhi, School Code - 09252 | Affiliation No.- 2130458



Estd. 1972  
**Sunbeam**  
Group of Educational Institutions

# Few of our Clients winning top positions at International Level in 2018-19



The Shri Ram  
Universal School





# Few of our Clients winning top positions at International Level in 2018-19



**L. P. Savani**  
INTERNATIONAL SCHOOL

CBSE AFFILIATION NO.: 430178

CBSE



The  
**Millennium**  
School



**MERIDIAN SCHOOL**  
Connecting the Mind and Heart



**HILLWOODS ACADEMY**  
Senior Secondary School  
C.B.S.E affiliated

and thousands of other prestigious clients whose logo are not here.....

# STRATEGIC CHANGES

- Introduction of new level of management.
- More Aggressive approach towards the product refinement
- Taking the whole system from excels/ manual working to ERP thus simplifying the processes
- Created cross- selling opportunities through Corporate Tie-ups
- Served the clients with much better & effective services thus ensuring the retention of clients in the successive years
- Maintenance of growth of Bottom Line

# OUR VISION APPROACH IN YEAR 2020.

- We will bring the paradigm shift from being one of the Olympiad conducting company to be an “**scholastic evaluators**” working from elementary to higher education segment.
- Creating a niche & relevance for the evaluation score which will be given to students getting assessed on our Olympiads and their academic performance in a specific year.
- Developing a business network which go far beyond a conventional coordinator & franchise sales channel & creates benefits for all stakeholders.
- To include B2C market by opening up the registrations for Individual students as well. This may create endless growth opportunities.
- Introduction of Olympiads in Pre-Schools which is a completely open market.
- Introduction of Olympiads in Colleges

# WHY OLYMPIADS ARE THE FUTURE?

Social  
 सभी नवनिर्वाचन प्राइमरी > गाँव दिल्ली > 3 नवंबर 2019 > पृष्ठ 14

Front

## बच्चे को कराएं ओलिंपियाड की तैयारी, एडमिशन में मिलेगी मदद

### नई शिक्षा नीति के ड्राफ्ट में की गई है यह सिफारिश

**आज की बात**  
 क्या के लिए

Nandra.Mishra@timesgroup.com



**नई दिल्ली :** मोदी सरकार की प्रस्तावित नई शिक्षा नीति में स्कूल स्तर पर ओलिंपियाड जैसे परीक्षाओं को प्रमोट करने की मजबूत सिफारिश की गई है। ऐसे परीक्षाओं को ज्यादा प्रोत्साहित देने की बात कहते हुए इसका विस्तार करने की भी कहा गया है। क्वॉलिटी ऑफ एजुकेशन के लिए इसे पूरे देश में प्रचलित और इसमें मिले अंकों को एडमिशन खातिर तमाम जगहों पर परजीव देने की सिफारिश भी की गई है। जबकि ज्यादा से ज्यादा स्टूडेंट्स को इसमें शामिल होने के लिए प्रेरण मिले। अलग-अलग कक्षाओं के स्तर पर किसी खास विषय में ओलिंपियाड परीक्षा देना स्तर पर होनी है। मालूम हो कि सरकार की नई शिक्षा नीति का अंतिम ड्राफ्ट तैयार कर उसे मंजूरी के लिए कैबिनेट के पास भेजा जा चुका है। नीति को अंतिम रूप देने से पहले सरकार ने कहा कि पूरे देश में सभी वर्गों से राम योगकर शिक्षा व्यवस्था में बच्चे को जल्दतौरों के शिक्षण से फायदा होने के लिए कई सिफारिशों की गई हैं। ऐसे परीक्षाओं का कैलेंडर एक साथ जारी कर देश के सभी स्कूलों के नेटवर्क से जोड़ने की सिफारिश की गई है। इसके अतिवाहन परीक्षा भी शुरू करने का प्रस्ताव दिया गया है। कॉलेज में एडमिशन के समय इसके बेहतर अंक से अतिरिक्त लाभ मिलेगा।

**ड्राफ्ट तैयार**

- नई शिक्षा नीति में ओलिंपियाड के संदर्भों को कई जगह पर जोड़ देने की सिफारिश की गई है
- एसी परीक्षाओं का कैलेंडर जारी कर सभी स्कूलों को इससे जोड़ने पर विचार कर रही सरकार

**एक साथ करें परीक्षा**

नई शिक्षा नीति में यह भी कहा गया है कि इंजुनक्शन में स्टूडेंट्स को एडमिशन और आदर्श दोनों विषय लेकर परीक्षा देना सख्त कर साबित है। मलायम जहाँ स्टूडेंट्स मेंज विषय इतिहास लेकर इंजुनक्शन का संकेत है तो अन्य में इंजुनक्शन में नेशनल विषय रखा जाएगा। इसके अतिवाक चर स्तर की परीक्षा में कई मैट्रिक पर उसे जोड़ने का विकल्प दिया जाएगा।

**वोकेशनल स्टडी को लॉन्च करने की सिफारिश**

नई शिक्षा नीति में वोकेशनल स्टडी के मौजूद सिस्टम पर सुझाव उठाते हुए इसे नए सिरे से रिलॉन्च करने की भी अनुशंसा की गई है। इसमें कहा गया कि अभी तक वोकेशनल स्टडी को मूल रूप से कमांडर स्टूडेंट के लिए पर्याय के विकल्प के रूप में ही प्रचारित किया गया। इसमें न सिर्फ इसकी गुणवत्ता प्रभावित हुई बल्कि इसका उद्देश्य भी भटक गया। प्रस्ताव के अनुसार 2025 तक सभी स्कूलों में वोकेशनल एजुकेशन का व्यवस्था अतिवर्ष रूप से लागू की जाएगी। वारेरिआ हीं भी कि लगभग सभी स्टूडेंट्स इसका लाभ उठाए। स्थिति नियंत्रण में ही दिशा में इसे बहा कर मन रखा है। सरकार यह चाह है कि स्कूलों शिक्षा पूरी करने के जब कोई स्टूडेंट बहर निकले तो वह किसी न किसी एक विद्यालय की वोकेशनल ट्रेनिंग ले चुक ले।

# Awarded with 'ASIA's GREATEST BRAND 2017-18' & 'ASIA's GREATEST LEADERS 2017-18' pr by PRICE WATER HOUSE COOPERS P.L.

*Venue – Marina Sands Bay Hotel, Singapore dated 30 January 2018*



**Mr. Faizrakhman Kassenov**  
Minister-Consular, Kazakhstan  
Embassy in Singapore

## 2<sup>ND</sup> EDITION ASIA'S GREATEST LEADERS 2017



asia one  
Research by: United Research Services  
Process Reviewers: PricewaterhouseCoopers P.L.

EMERGING

## Nitesh Jain

Converting Visualizations into Reality

Thinking way ahead of his times and taking crucial inputs from the top academicians & experts to direct his initiatives, Nitesh Jain is counted among only a handful of leaders who stand against the mists of glacier to craft unmatched aesthetics, utilizing well his expertise of transforming any idea into actuality to bring forth the most innovative and unique concepts to the education sector

### CREATING EXTRAORDINARY FRAMEWORKS

Having polished his pragmatic approach with his impressive educational experience, and employing his innate entrepreneurial acumen, Nitesh Jain added the formula of dedication and talent into his enthusiastic efforts, and emerged phenomenally successful in his professional and personal lives. Immensely gifted, he is a man of several hats, as with his B.Tech and MBA he not only holds a remarkable academic record, but is also a known author with some bestselling books, and is an educationist, academician and philanthropist.

His infectious passion rubs onto others, as within a decade since he launched his Humming Bird Group, he has written incredible stories of growth and success, with his able leadership, and today his dream is shared zealously by thousands of his teammates and millions of students all across the globe.

Having always dreamt of creating a framework of education where the students learn translating information

into knowledge, knowledge into learning and learning into wisdom, he has been following a mission to bring students all over the world together on the same platform and assess them on the 6 Quotients - IQ, AQ, EQ, CQ, SQ & HQ.

### INSPIRED & INSPIRING

Driven by the vision and a white heat of desire exhibited by Nitesh Jain, Humming Bird Education Pvt. Ltd. has grown spectacularly to 29 offices in India and abroad with a team of over 600.

A matured individual who has always been humble with his great achievements and equally great rewards, Nitesh Jain has been leading his company dynamically towards a future of growth with commendable profits earned every year. His decisions are always courageous, firm and insightful, and his vision is always imposing, an illustration of which is his successfully setting up an Olympiad organization with a single-handed operation, with no physical office and with the power of only one dream.

### POSSESSING PRODIGIOUS PROWESS

Nitesh Jain is not a man of limitations, and spreading his arms beyond the boundaries of one business, he is also the Executive Director of OnMouseClick.com, which is globally famous for its School Management ERP and

Dermatoglyphics Multiple Intelligence Test.

Using his natural core proficiency of education and writing, he has been offering maximum output to a team of skilled authors, has created a team that aligns with his vision for the institution and its stakeholders, and has invested into their training and upgradation in accordance with the 21st century skills, keeping them abreast with and equipped for the changing paradigms in the sphere of technology.

Though he is into the education sector, displaying sharp entrepreneurial skills, he follows the pattern of not directing his team with his beliefs but lets everyone grow together with shared ideas. Having built a robust base of learnings from his varied experiences and roles, he vehemently follows and encourages people around him thus: "Don't be a pessimist and complain about the winds, don't be over optimistic and expect it to change, rather, believe in yourself and adjust the sail."

*"He has always dreamt of creating a framework of education where the students learn translating information into knowledge, knowledge into learning and learning into wisdom"*

# Featured in Asia One Magazine as Asia's Greatest Brands 2017-18

URS  
**asia one**

APR-MAY 2018 / VOL.16 / ISSUE 5 THE ONLY PAN ASIA BUSINESS & NEWS MAGAZINE www.asiaone.co.in/me

**GLOBAL ASIAN**  
*of The*  
**YEAR 2017**

**100 ASIA'S GREATEST BRANDS 2017**  
p 98

**India-UAE Bilateral Ties**  
CREATING STRATEGIC DEPTH IN TOWERING RELATIONS  
p 36

INDIA INR 200 | UAE AED 30  
SINGAPORE S\$ 15  
HONG KONG HK\$ 15  
QATAR QAR 30 | KUWAIT KWD 2.0  
OMAN OMR 1.5  
BANGLADESH BDT 500  
SRI LANKA LKR 500  
INDONESIA IDR 50000

EMERGING EDUCATION! 

## Humming Bird Education

TOWARDS ZENITH CONSISTENTLY

A corporate registered under the Ministry of Corporate Affairs, Government of India, Humming Bird Education (P) Ltd has, within 8 years, become the most innovative organization in competitive examinations due to their premium services to schools and quality material for the students

**R**enowned for promoting and popularizing competitive spirit among students, Humming Bird Education is committed towards motivating and helping students understand the in-depth knowledge of the subject as well as towards enhancing their factual, conceptual, reasoning, logical, analytical & problem solving skills.

**PHENOMENAL JOURNEY**  
Established by Mr. Nitesh Jain about a decade back, and now led by academicians & educators all over the globe, the journey of Humming Bird has been incredible, as it started with just one person without any office, and one dream whose strength and size was so immense that all challenges kept on turning into opportunities until the current extraordinary level of success was achieved.

Creating innumerable success stories in the process, Humming Bird has created innovative and powerful platforms for education and learning, and innovative learning methodologies, which the students across the globe are using to develop their scientific temperament and attitude.

**SPECTACULAR SOFTWARE**  
One of its exemplary achievements is The School management software, which is the fastest and the most advanced software running in thousands of schools in India and abroad. With the School Mgt. ERP, Humming Bird has empowered the parents and teachers with the technology on their fingertips, and making optimum use of time their entire burden on the ERP, utilizing their precious time in enhancing the academic development of students as they are able to focus on each and every student in a much better way.

It also helps the parents who can keep track of their children's attendance, class work, home work, results, notice, announcements, and other communications from school.

Having been awarded time & again because of its extraordinary contribution to education, Humming Bird has proved that the world-class educational services can be availed in the most economical manner, and riding on the trust of all schools, teachers and parents, its committed to create leaders of future.



ASIA ONE | APRIL-MAY 2018

# Appreciated by many M.P.s and M.L.A.s

HRANGAN LAL MANDAL



The Minister, Education,  
New Delhi, India

Ministry of Education,  
101, Connaught Place,  
New Delhi - 110028

Dated: 20/04/2011

Page No. 177/Ans. 101

To Whomsoever It may Concern

I have great pleasure in informing that the Ministry of Education, New Delhi, has taken steps to give a premier status and a 'Forerunner' to education sector by providing quality educational services and integrating them with the innovative Computer aided system. The decision regarding the use of Computerized quality system has been taken possible due to the high regard given to education by the Hon. Members.

The Government is engaged in the various fields and will do a special visit of computerized system, that the country is offering free the secondary levels and the computerized system has been started with the following steps:

I have also been informed that the company has a link up with the quality oriented Skill Acquisition Program (SAP) in training the teachers, schools for the Computerized system and the same after the training. The computerized system is also integrated with the Computerized Quality System (CQS) started by the Government and officials.

The Government of India has decided in the programme that every student is motivated and they all must be encouraged to continue in the school system as a career and thereby provide good education to each aspirant and thereby the respected teachers and their other staff in the school.

Therefore, I requested to the worthy concerned authorities to assist the use of computerized system of the company & get associated in order to provide a link up with the system in the computer and its accessories.

*Manoj Kumar Yadav*  
(M. ANJAN KUMAR YADAV)

M. ANJAN KUMAR YADAV



The Minister,  
Education,  
New Delhi, India

TO WHOMSOEVER IT MAY CONCERN

Date: 18/04/2011

I am glad to learn that the Ministry of Education has started a revolution in the field of Computers & Education. Today IT is the Biggest Employment Sector in India. May be it's for development or support function; it has opened the door for Employment opportunities for the youth of the Nation.

Parents of the students are sending thousands of letters to the Computer Education to improve the future prospects of their wards. The spending can be made much more intelligent with the Ministry of Education's Package that offers Computer Courses and many other IT Services in a very sensitive cost.

Moreover, the Ministry of Education award the Talented Students with National & Cash Prizes. This brings a huge motivation among the winners and consistency among all the students. I congratulate them for their initiative and wish their high success for their future endeavours.

Yours Sincerely

(M. ANJAN KUMAR YADAV)

101, Connaught Place, New Delhi - 110028

सुखदेव शर्मा



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LETTER OF APPRECIATION

Education in India has come in 1980s but from 1980s to 1990s there is no change. The Government has always been the progress and innovation in education has always been the one and foremost way of educating the Indian child.

Having first education in India, we see in the future that is nothing as a revolution in our India. The Government of India has taken the first step in the IT revolution but also the Government has decided to provide the Indian children.

My best wishes to the Hon. Member of the House of Education, New Delhi, India, for their noble work of spreading education.

*Manoj Kumar Yadav*  
(M. ANJAN KUMAR YADAV)

शक्ति का 'सुर'



The Minister,  
Education,  
New Delhi, India

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WHOMSOEVER IT MAY CONCERN

The Education in India has a great significance but unfortunately not every child in India is getting the benefits of Education. Therefore, the Government has decided to provide the Indian children with the Computerized Quality System (CQS) and the same after the training.

There is a feeling that is getting working on the computer. The Company with the name 'Manoj Kumar Yadav' is a new venture and has started with an Computerized Quality System (CQS) and the same after the training.

The objective of this program is to give a link up with the quality oriented Skill Acquisition Program (SAP) in training the teachers, schools for the Computerized system and the same after the training.

The Government of India has decided in the programme that every student is motivated and they all must be encouraged to continue in the school system as a career and thereby provide good education to each aspirant and thereby the respected teachers and their other staff in the school.

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Yours Sincerely

(M. ANJAN KUMAR YADAV)

कुलवन्द 'राधा'



The Minister,  
Education,  
New Delhi, India

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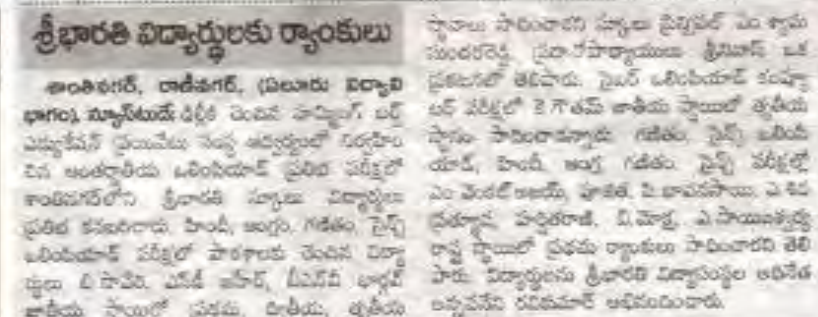
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(M. ANJAN KUMAR YADAV)



# Covered By Newspapers all over India



# Covered By Newspapers all over India

## गणित ओलंपियाड में सैकड़ों बच्चों की भागीदारी

बच्चों की ओर से जो उत्साह था वह देखकर सब लोग हैरान रह जाते थे। गणित ओलंपियाड में भागीदारी करने वाले बच्चों की संख्या बहुत अधिक थी। इन बच्चों में से कुछ को प्रथम पुरस्कार भी मिला।

**उत्कृष्टता से ओलंपियाड में भागीदारी**  
 ओलंपियाड में भागीदारी करने वाले बच्चों की संख्या बहुत अधिक थी। इन बच्चों में से कुछ को प्रथम पुरस्कार भी मिला।

ताइवान ओलंपियाड में देशवार जो लाखों अग्रणी छात्रों, दिल्ली में विद्यार्थी छात्रों का स्वागत

## हर्षवर्द्धन ने दो लाख छात्रों को पछाड़ा

हर्षवर्द्धन ने दो लाख छात्रों को पछाड़ा। इन छात्रों में से कुछ को प्रथम पुरस्कार भी मिला।



निजी स्कूलों पर लक्ष्य विद्यार्थी तैयार तो सतत शाकाशा में हैं दलकी तोर

## ओलंपियाड बढ़ता है ज्ञान : जैन

ओलंपियाड बढ़ता है ज्ञान : जैन। इन छात्रों में से कुछ को प्रथम पुरस्कार भी मिला।



## अंतर्राष्ट्रीय ओलंपियाड में विजयी बच्चे सम्मानित



अंतर्राष्ट्रीय ओलंपियाड में विजयी बच्चों का सम्मान। इन छात्रों में से कुछ को प्रथम पुरस्कार भी मिला।

## श्रीशारदा विद्यार्थी संस्थान का उत्कृष्ट प्रदर्शन

श्रीशारदा विद्यार्थी संस्थान का उत्कृष्ट प्रदर्शन। इन छात्रों में से कुछ को प्रथम पुरस्कार भी मिला।

## पार में जन्म हुआ। वाराणसी

व्यूज कॉर्गेट ओलंपियाड से परखते हैं प्रतिभा। इन छात्रों में से कुछ को प्रथम पुरस्कार भी मिला।

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## Covered by News Channels



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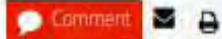
# Interviewed by Leading Websites

COMPETITION BUZZ 2017

## This Education Brand Is Preparing Indian Students Competition Ready Via Franchising

For an overall growth of a student, only finishing the syllabus is not enough but he/she should be a subject matter expert to face competition in career and everywhere.

BY Nibedita Mohanta  
Senior Sub-Editor



### The emergence of Olympiads World

The education sector is expected to grow at an average annual rate of over 18 per cent to reach Rs 232,500 crore (US\$ 34.87 billion) in next 10 years.

Nitesh Jain, Spokesperson, Humming Bird Education (P) Ltd, says, "Humming Bird Education (P) Ltd, originated 10 years back as there was a vacuum in the industry and no one was looking beyond Maths or Science. We started by offering multiple subjects and today offering Olympiads in 12 subjects."

He adds, "Our innovative approach was well appreciated by the market and we receive a response from schools across India. Last 5 years have been really enriching as we have gone international in our reach, added more products to our kitty & in 2017 have been featured & awarded as Top 100 Asia Greatest Brand by Asia One Publication."

### Engaging Programs

For an overall growth of a student, only finishing the syllabus is not enough but he/she should be a subject matter expert to face competition in career and everywhere.

Jain says, "Olympiads are the well structured competitive exams for school going children's, providing a competitive comparison of a similar age group of students across India, monitored & coordinated by Humming Bird Education (P) Ltd. In so many years, Olympiads have established themselves as of the preferred extracurricular activity at the school level. In the last few years the market has grown quite well and now Olympiads are conducted in all major subjects from Class 1 to 12."

### Franchising Opportunities

Jain says, "Our model is very unique as we offer exclusive franchise opportunity at District & State level across India. Moreover, it doesn't require any infrastructural investment. We are looking for people who are passionate about education for kids and ready to dedicate few hours of their morning schedule to us."

He adds, "For all of our products we majorly target schools - thus the core nature of our business is B2B, despite its students who are our actual consumers. We keep on adding value through product & innovation which keeps school satisfied and keeps their associations for subsequent years also. Potential is huge, as the markets at Tier-II & III cities are yet to be explored."



#### FRANCHISE FACTS

YEAR OF ESTABLISHMENT: 2008	2016	EXPECTED REVENUE (IN LAKHS PER YEAR): 10000
PERIOD OF INVESTMENT: 3 MONTHS	TOTAL OFFICES: 29	EXPECTED BREAK-EVEN: 8-12 months
	INVESTMENT REQUIRED: Rs 1-10 lakhs	

## Flying high for a long flight

Humming Bird Education Limited, with its expertise in the Olympiad structure, has an ambitious plan to set up 100 franchise partners across India before March 2020.

**H**umming Bird Education Ltd. originated nearly a decade ago with the aim to revolutionize the common assessment examination (Olympiad) structure and provide a holistic approach towards academic evaluation. "Understanding the vacuum in the education industry for educating Math or Science, we started offering multiple subjects and today conduct Olympiads in 12 subjects," says Nitesh Jain, Director, Humming Bird Education.

#### BUSINESS MODEL

The brand's approach towards the business is to keep innovating with new ideas and concepts. Since 3-4 years they have been really enriching their international reach and have added more products to their kitty, thus helping the brand to evolve and stay ahead of the competition. "The aim is to make Humming Bird



"Our innovative approach was well-appreciated by the market and we have received a positive response from schools across India."

**Nitesh Jain, Director,**  
Humming Bird Education

Education a defined benchmark in Olympiads and school software and be a preferred choice of school authorities and students alike. We are the first company of its kind in our category which is coming up with an IPO and before completion of this financial year we will list on the BSE Emerge. The expansion of our product portfolio and our wide reach through franchising are the keys to our success," says Jain.

#### FRANCHISE OVERVIEW

In 2016, the brand started franchising, a move that has worked in their favour. "Our business requires presence at the grassroot level and expanding through the franchise model was the preferred option as it allows us to expand much faster and provide the much needed local networking and connect through our franchisees," Jain says. The target is to open franchises in all the major districts across India and set up 100 franchise partners before March 2020. "From the very beginning we wanted a business model which provides ample earning opportunities and is low on cost. More importantly, the role allows our franchisees to act as our exclusive territorial partners, which safeguards their long-term business interest," Jain informs. The brand strongly believes in long-term sustainable growth through its philosophy of 'success goes hand in hand'.

**Covered by  
Franchise  
India as  
India's Top  
100  
Franchising  
opportunity  
2019**

# Covered by Magazines (Brainfeed Magazine – India's leading educational magazine)

2

Brainfeed had talked to Mr. Srinivas Kalluri of Unified Council and Mr. Nitesh Jain of Humming Bird Education (P) Ltd. - the two leading Olympiad examination conductor's on Olympiad exams.

Management. Every question paper has different levels of questions in them which are scattered throughout the question paper unevenly. Some questions are easy and some are difficult while the remaining are tricky. We expect the student to attempt the complete question paper and not to get stuck at any difficult question.

Many agencies are conducting classes for Olympiad exam right from 3rd standard. Do you think it is needed?

Srinivas: The concept is very useful for the young students to think the subject from different angle.

Nitesh: The Olympiad is prepared from the syllabus that the student reads in his class. The Olympiad examinations should be conducted for the students right from Class 1 in my opinion. This will help them build a strong base right from their first step of their education.

Don't you think that Olympiad exam has been commercialized – a money minting activity?

Srinivas: Popular organizations are doing worthy service.

A few organization are doing as a money spinning activity.

Nitesh: If a student makes a purchase of a pencil or a pen for writing in a notebook, will it be considered ONLY as a money minting activity by a pencil/ pen manufacturer?

The Olympiads are a complete process of one Year where in extreme efforts are made to bring the students onto 'One National' platform to compete.

This process requires financial support.

The fee for the Olympiads is not more than ₹ 100 per student and the EWS students are given the Olympiads free of cost.

Is there any authority to oversee the activities of Olympiad training institutes and schools?

Srinivas: Government organizations like Homi J. Bhabha Centre for Science Education and Maths Teachers associations conduct these Olympiads. There is no govt. body for overseeing these activities.



**Nitesh Jain** is the founder & Board member of Humming Bird Education (P) Ltd.

Nitesh: No. At present the Olympiads are themselves taking different certifications to show their credibility. In my personal opinion, there should be an authority to control activities of the Olympiads as there may be certain companies or NGO's which may spoil the name of Olympiad by certain wrong practices. The school unions like Sahodayas etc. would be perfect for this role.

You have been conducting these exams – are the schools giving the relevant training to students who take your exam?

Srinivas: The beauty of our tests is – these are grade & subject specific. We test the students' fundamental understanding and application skills. Our tests do not require any special training. The student has to understand the subject thoroughly.

Nitesh: It actually depends on the school. However, if a student is attempting the Olympiad in true spirit then he/she will receive everything what the Olympiads wish to deliver.

In a class of 30 students is it necessary that all of them should appear for the exam or only a group can participate?

Srinivas: It is always better for

the entire class participation. We are giving an excellent in – depth analysis of the all participating students. The report is useful for every school and student.

Nitesh: The Olympiads are not mandatory; however, it is preferred for all the students. The school or the Olympiad companies can only guide the students regarding importance of Olympiads.

In your opinion what needs to be done to make the Olympiad exam help the student community to crack highly rated exams conducted internationally?

Srinivas: Rote learning dominates our teaching-learning systems. We must move from what to why, when to how. In short, the need of the hour is to shift from remembering

to understanding, accepting to questioning and reading to reflecting. Students need to understand basic concepts, but they also need to think, reflect and enquire. Schools should focus on these areas.

Nitesh: First of all, the schools & students must follow the Olympiads from a good Olympiad company that is using a blend of quality and innovations.

The Olympiads should not be selected on the basis of the number of participants but the selection should be on the basis of quality of question paper & the authors who prepare them. The students should follow the academics of the school and implement the knowledge in the Olympiads.

## Views of Students who have taken the Olympiad Exam



**Hari Prasanna A.** A student of class tenth, says that her thinking levels have improved because of the Olympiad exams she had taken. She wishes that if only she could take part in more of these Olympiad exams it would be good for her.

And that she will be able to understand new topics very easily. But she is not sure whether by taking the Olympiad exam, will help her get into IIT. A Hari Prasanna's father – Mr. Srinivas, an IT professional says that he had seen a lot of difference in his daughter after she started taking the Olympiad tests. The difference he says was that she has started explaining

about different topics to him and is showing more interest in her subjects and trying to learn more through reading different books and browsing the internet. On being asked whether he felt any financial burden due to his daughter taking part in the Olympiad exams – he said it was not.



With my own interest I am taking these Olympiad exams says P Vijai Krishna Reddy and goes on to add that

you cannot force all the students to take these exams. A teacher should choose students who want to improve their ability to answer all the questions in a competitive examination.

Appearing for the exam should be an independent decision of the student, parents should not force their children to take it, in spite of the students lack of interest in it.

**D.S. Vaishnavi** a tenth standard student says that by taking part in the Olympiad examination she was able to know where she stands in a particular subject in comparison to other students from different schools.

She adds "as the questions that are being asked in the examination are different from what they come across in their regular school study, she finds them very interesting and challenging".

## Cover Story

What is the purpose of conducting the Olympiad exam for school students?

Srinivas: The purpose is to strengthen their fundamental knowledge and competitiveness.

Nitesh: The purpose of Olympiads is to prepare the student for their future competitive national examinations. The Olympiad's platform at the national and international level enables the student overcome his nervousness of competing in a national competition.

Will these exams enhance their knowledge about a subject?

Srinivas: Yes, these exams are very useful for students to hone their skills in different subjects.

Nitesh: The Olympiad is not an academic subject but a competitive examination. The Olympiads are conducted to show them the right way to use their subject knowledge in a pressure situation.

What are the skills they will gain from this exam? What are you expecting from the students?

Srinivas: The students will enhance their application skills and problem solving skills.

Nitesh: The most important skill a student will gain is Time

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