



HBEL/BSE/2021-22/14

Date: 09<sup>th</sup> July, 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: Press Release about new initiatives**

Dear Sirs,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the press release on the subject.

This is for your information and record.

Thanking You,  
Yours faithfully,

**For Humming Bird Education Limited**

For HUMMING BIRD EDUCATION LTD.





  
COMPANY SECRETARY

**Mayank Pratap Singh**  
Company Secretary and Compliance Officer

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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09<sup>TH</sup> JULY 2021

## **PRESS RELEASE**

Humming Bird Education Limited which had a complete B2B business model initially got its operations converted into B2B and B2C in 2020.

The Initial traction was low due to change in education related sentiments in 2020 however Year 2021 has been a total change over 2020.

Humming Bird Education Limited in lieu of spreading its wings in the B2C segment, is now working aggressively and is getting amazing response from the Students all over the Globe.

The Company has tied up with various major platforms for the pure selling and even cross selling opportunity. The company has even started to bring up celebrity endorsements the first one being from Bollywood & TV Actor 'Kiku Sharda'.

The video of Kiku Sharda can be seen from the link mentioned below:

<https://youtu.be/4smaXHdv6B0>

The list of the tieups is mentioned in the next page.

The company is hopeful to regain its hold in the market with various initiatives and is committed to assist the students with the building up of factual, conceptual, logical and reasoning skills in them.

Nitesh Jain, Managing Director of the Company, all its clients with the best of the quality & services & strongly grow even in the current time of global crisis. 'The plans made pre-pandemic for the growth of the company will go as per the schedule and the targets meant for 2022-23 financial year will be met as planned in pre-covid era' as stated by him on the growth of the company.

# Humming Bird

Education Ltd.

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## 2021-22 CORPORATE TIE-UP'S

