

HBEL/BSE/2019-20/47

Date: 12th December, 2019

To,

BSE SME Platform
25th Floor,
P.J. Towers, Dalal Street,
Fort, Mumbai – 400 001
E-mail - corp.comm@bseindia.com

Scrip ID: HBEL (542592)

Subject: Revised Financial Results for Half Year ended on 30th September, 2019.

Dear Sir

In pursuance to your email dated 03rd December, 2019 for discrepancies in the Financial Results for the half year ended on September 30, 2019 filed on 13th November, 2019, we have removed all discrepancies and we are enclosing herewith revised financial results.

With respect to filing of results in XBRL, details with respect to trade payable was correctly filed in XBRL and there is no discrepancies in the same.

Therefore, we request kindly ignore the earlier results.

This is for your information and records.

Yours faithfully,
For **Humming Bird Education Limited**

For HUMMING BIRD EDUCATION LTD.


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

COMPANY SECRETARY

All figures are in Rs lakhs

Particulars		As at 30th Sep, 2019	As at 31st March, 2019
A			
EQUITY AND LIABILITIES			
1	Shareholder's Funds		
	a) Share Capital	61.30	61.30
	b) Reserves & Surplus	278.94	232.67
		340.24	293.97
2	Share Application money Pending Allotment		
3	Non Current Liabilities		
	a) Long Term Borrowings	-	-
	b) Deffered Tax Liabilities(net)	7.34	7.34
	c) Other long term Liabilities	-	-
	d) Long Term Provisions	-	-
		7.34	7.34
4	Current Liabilities		
	a) Short Term Borrowings	-	-
	b) Trade Payables	-	-
	-Total outstanding dues of micro and small enterprises	-	-
	-Total outstanding dues of creditors otherthan micro and small enterprises	1.81	6.24
	c) Other Current Liabilities	5.60	3.89
	d) Short Term Provisions	18.51	3.32
		25.92	13.45
	TOTAL	373.49	314.76
B			
ASSETS			
1	Non Current Assets		
	a) Property, Plant & Equipments		
	(i) Tangible Assets	6.31	3.06
	(ii) Intangible Assets	0.05	0.12
	(iii) Capital Work In Progress	-	-
	(iv) Intangible Assets under development	-	-
	(v) Fixed Assets held for sale	-	-
		6.36	3.18
	b) Non Current Investments	-	-
	c) Deffered Tax Asset(net)	-	-
	d) Long-Term Loans & Advances	-	-
	e) Other non Current Assets	27.67	31.62
		27.67	31.62
2	Current Assets		
	a) Current Investments	-	-
	b) Inventories	-	-
	c) Trade Receivables	-	1.07
	d) Cash & Cash Equivalents	315.90	256.15
	e) Short Term Loans and Advances	-	-
	f) Other Current assets	23.56	22.74
		339.46	279.96
	TOTAL	373.49	314.76

For HUMMING BIRD EDUCATION LTD.

Nitesh Jain
 Director
 (DIN 03150675)

Nitesh Jain
 MANAGING DIRECTOR

For HUMMING BIRD EDUCATION LTD.

Vaishali Jain
 Director & CFO
 (DIN 08218972)

Vaishali Jain
 CHIEF FINANCIAL OFFICER

Place : New Delhi
 Date : Nov 13, 2019

Particulars	Half Year Ended			2018-19	2017-18
	30.09.2019	31.03.2019	30.09.2018		
	Un-Audited	Audited	Audited	Audited	Audited
1 Revenue from operations	169.01	80.45	108.65	189.10	117.09
2 Other Income	5.66	-	0.00	0.00	- 0.00
3 Total Revenue (1+2)	174.67	80.45	108.65	189.10	117.09
4 Expenses:					
a) Cost of material consumed	-	-	-	-	-
b) Expenses Related to Olympiad Exams	32.65	23.32	26.95	50.27	44.97
c) Changes in inventories of finished goods, work-in-progress and Stock-in-Trade	-	-	-	-	-
d) Employee benefit expense	25.42	17.37	21.69	39.06	28.41
e) Financial costs	-	-	-	-	-
f) Depreciation and amortization expense	5.56	8.74	0.72	9.46	2.26
g) Other expenses	44.06	36.69	9.62	46.31	26.83
Total Expenses	107.69	86.12	58.98	145.10	102.47
5 Profit before exceptional and extraordinary items and tax	66.98	-5.67	49.67	44.00	14.62
6 Exceptional Items	-	-	-	-	-
7 Profit before extraordinary items and tax (5-6)	66.98	-5.67	49.67	44.00	14.62
8 Extraordinary Items	-	-	-	-	-
9 Profit before tax (7-8)	66.98	-5.67	49.67	44.00	14.62
10 Tax expense:					
a) Current tax	18.51	-9.59	12.91	3.32	4.00
b) Deferred tax	-	7.91	-	7.91	-0.21
	18.51	-1.67	12.91	11.23	3.79
11 Profit(Loss) from the period from continuing operations	48.47	-4.00	36.76	32.77	10.83
Balance Carried to Balance Sheet	48.47	-4.00	36.76	32.77	10.83
12 Profit/(Loss) for the period (11)	48.47	-4.00	36.76	32.77	10.83
13 No of equity share outstanding as on the End of the Year	613,000.00	613,000.00	450,000.00	613,000.00	10,000.00
Weighted Average no. of Equity Shares	613,000.00	477,167.00	208,333.00	342,750.00	160,000.00
Earning per equity share:					
(1) Basic	7.90	-0.84	17.64	9.56	6.77
(2) Diluted	7.90	-0.84	17.64	9.56	6.77

Notes:

- The Financial results were reviewed by the audit committee and approved by the Board of Directors as its meeting held on November 13, 2019.
- There were no investor complaints received /pending as at 30th September, 2019
- The company does not have more than one reportable segment in terms of AS-17 issued by ICAI. Hence segment wise reporting is not applicable.
- The figures for the corresponding previous period have been regrouped /reclassified wherever considered necessary.

For HUMMING BIRD EDUCATION LTD.

Nitesh Jain
 Director
 (DIN 03150675)

Nitesh Jain
 MANAGING DIRECTOR

Place : New Delhi
 Date : Nov 13, 2019

For HUMMING BIRD EDUCATION LTD.

Vaishali Jain
 Director & CFO
 (DIN 08218972)

Vaishali Jain

CHIEF FINANCIAL OFFICER

HUMMING BIRD EDUCATION LIMITED
CASH FLOW STATEMENT FOR THE PERIOD ENDED 30th SEPTEMBER, 2019

(IN RUPEES)

	Particulars	Period ended September 30,2019	Period ended March 31,2019
A.	CASH FLOW FROM OPERATING ACTIVITIES		
	Profit/(-)Loss Before Tax & after Extraordinary Items	6,697,850	4,399,891
	Adjustment for :		
	- Interest Paid	-	-
	- Interest Received	(566,235)	(50)
	- Depreciation and Amortization	556,339	946,243
	Operating Profit Before Working Capital Changes	6,687,954	5,346,084
	Adjustment for :		
	- Increase /(Decrease) in Trade Payables	(442,681)	884,713
	- Increase /(Decrease) in Other Current Liabilities	169,462	-
	- Increase /(Decrease) in Short term Provisions	1,519,740	-
	- (Increase) /Decrease Trade Recievables	106,586	229,414
	- (Increase) /Decrease Short term Borrowings	-	-
	- (Increase) /Decrease Inventories	-	-
	- (Increase) /Decrease in Short term Loans and Advances,Other Assets	-	(5,856,931)
	- (Increase) /Decrease in Other Current Assets	(81,820)	-
	Cash Generated from Operations	7,959,241	603,280
	- Tax (paid) / Refund	(2,071,299)	(1,145,287)
	NET CASH INFLOW/(OUTFLOW) FROM OPERATING ACTIVITIES-(A)	5,887,942	(542,007)
B.	CASH FLOW FROM INVESTING ACTIVITIES		
	- Sale of Tangible Assets	-	-
	- Purchase of Capital Asset	(479,038)	(66,177)
	- Interest Received	566,235	50
	NET CASH INFLOW/(OUTFLOW) FROM INVESTING ACTIVITIES-(B)	87,197	(66,127)
C.	CASH FLOW FROM FINANCING ACTIVITIES		
	- Proceeds from share capital	-	4,530,000
	- Proceeds from long Term Borrowings	-	-
	- Proceeds from Securities Premium	-	19,886,000
	- Interest Paid	-	-
	NET CASH INFLOW/(OUTFLOW) FROM FINANCING ACTIVITIES-(C)	-	24,416,000
	Net changes in Cash & Cash equivalents (A+B+C)	5,975,139	23,807,866
	Cash & Cash equivalents - Opening Balances	25,615,134	1,807,268
	Cash & Cash equivalents - Closing Balances	31,590,273	25,615,134

NOTES:	
1.	Figures in Brackets indicate cash outflows
2.	Previous Year Figures Have Been Re-grouped,Re-arrange Where It Is Necessary To Do So For Presentation
3.	The above Cash Flow Statement has been prepared under the 'Indirect Method' as set out in Accounting Standard 3, "Cash Flow Statements", prescribed under Section 133 of the Companies Act, 2013 read with Rule 7 of the Companies (Accounts) Rules, 2014.

For HUMMING BIRD EDUCATION LTD.

MANAGING DIRECTOR

For HUMMING BIRD EDUCATION LTD.

CHIEF FINANCIAL OFFICER

SANMARKS AND ASSOCIATES

Chartered Accountants



B-504, IIND FLOOR, NEHRU GROUND, N.I.T.
FARIDABAD HARYANA 121001
Ph. 9818443900, 129-4080433

Limited Review report on Half Yearly Unaudited Standalone Financial Results of HUMMING BIRD EDUCATION LIMITED pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

To
Board of Directors
HUMMING BIRD EDUCATION LIMITED

1. We have reviewed the accompanying statement of Standalone Unaudited Financial Results of the HUMMING BIRD EDUCATION LIMITED (the "Company") for the half year ended 30th September, 2019 attached herewith, being submitted by the Company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligation and Disclosure Requirement) Regulation 2015 as amended by SEBI circulars CIR/CFD/FAC/62/2016 dated July 5, 2016.
2. This Statement, which is the responsibility of the Company's Management and approved by the Company's Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in applicable Accounting Standard, 'Interim Financial Reporting' prescribed under Section 133 of the Companies Act, 2013, as amended, read with relevant rules issued there under and other accounting principles generally accepted in India. Our responsibility is to express a conclusion on the Statement based on our review.
3. We conducted our review of the statement in accordance with the Standard on Review Engagements (SRE) 2410, 'Review of Interim Financial Information Performed by the Independent Auditor of the Entity' issued by the institute of Chartered Accountants of India. This Standard require that we plan and perform the review to obtain moderate assurance as to whether the statement is free of material misstatement. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Standards on Auditing and consequently does not enable us to obtain assurance that we could become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion
4. Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the recognition and measurement principles laid down in the applicable Accounting Standards specified under Section 133 of the Companies Act, 2013, as amended, read with relevant rules issued there under and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in terms of Regulation 33 of the Listing Regulations, including the manner in which it is to be disclosed, or that it contains any material misstatement.

Place: Faridabad
Date: 13/11/2019

For M/s Sanmark & Associates
Chartered Accountants
FRN: 003343N



Sanjay Kumar

CA. Sanjay Kumar Gupta
(Partner)

Membership No. 500642

UDIN: 19500642AAAED5629

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*	*Rs. In Lakhs Increase %
Revenue	108.65	174.68	60.8%
EBITDA	50.39	72.54	44%
PAT	36.76	48.46	31.85%

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
NITESH JAIN
MANAGING DIRECTOR

MANAGING DIRECTOR

HUMMING BIRD EDUCATION LTD. (CIN No. U80221DL2010PLC207436)

REGD. OFFICE: 1374-1375, 2ND 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



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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

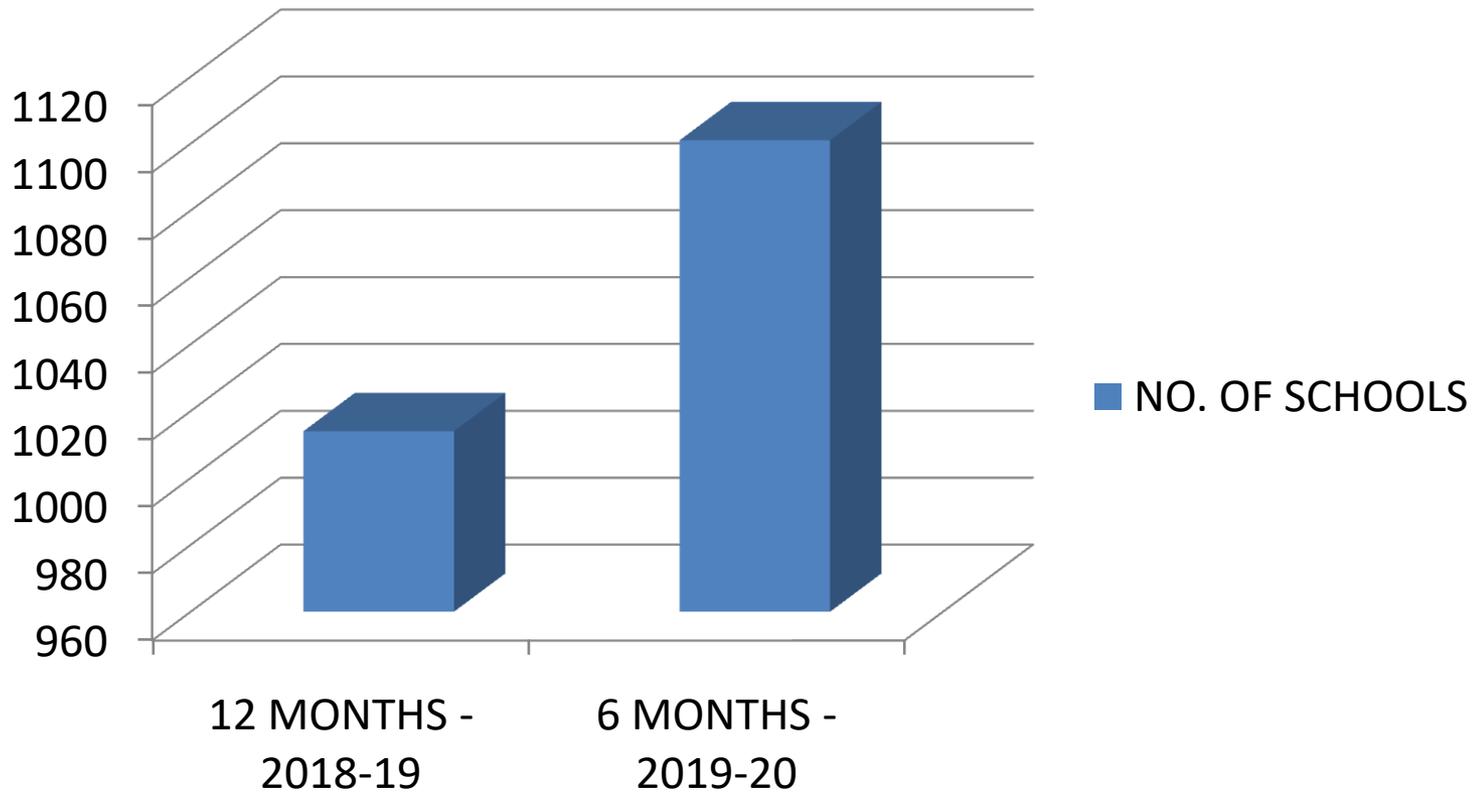


<p>HMO HUMMING BIRD MATHEMATICS OLYMPIAD 16th Nov 2019 04th Dec 2019</p>	<p>HSO HUMMING BIRD SCIENCE OLYMPIAD 13th Nov 2019 05th Dec 2019</p>	<p>HBTSE HUMMING BIRD TALENT SEARCH EXAMINATION 30th Nov 2019 14th Dec 2019</p>	<p>SPELL B HUMMING BIRD SPELLING COMPETITION 15th Nov 2019 03th Dec 2019</p>
<p>ARC APTITUDE & REASONING OLYMPIAD 27th Nov 2019 11th Dec 2019</p>	<p>HCO HUMMING BIRD CYBER OLYMPIAD 20th Nov 2019 07th Dec 2019</p>	<p>HMIT HUMMING BIRD MULTIPLE INTELLIGENCE TEST 28th Nov 2019 12th Dec 2019</p>	<p>HCC HUMMING BIRD COMMERCE COMPETENCY 21st Nov 2019 16th Dec 2019</p>
<p>HEO HUMMING BIRD ENGLISH OLYMPIAD 22nd Nov 2019 09th Dec 2019</p>	<p>HIO HUMMING BIRD HINDI OLYMPIAD 19th Nov 2019 06th Dec 2019</p>	<p>EFO Entrepreneurship & Finance Olympiad 29th Nov 2019 13th Dec 2019</p>	<p>HGO HUMMING BIRD G.K. OLYMPIAD 26th Nov 2019 10th Dec 2019</p>

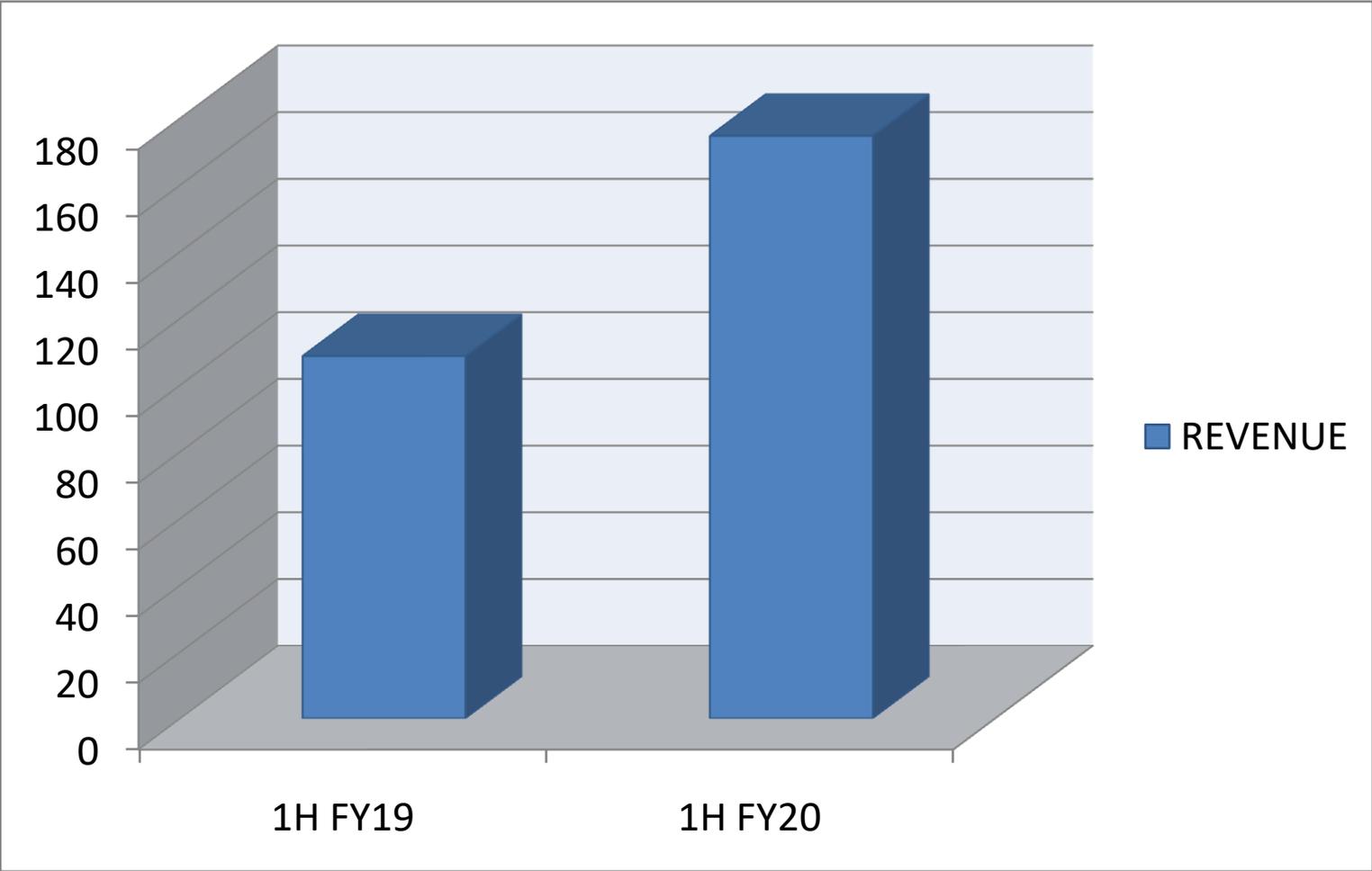
- ✿ Class: 1 to 12
(Only HCC is for Class 11 & 12)
- ✿ Fee: Rs. 150/- per student per olympiad
- ✿ Free Preparatory Books to all participants
- ✿ Free Android App with A/V Tutorials & Question Bank to all
- ✿ Performance Analysis Reports
- ✿ Intelligence Reports
- ✿ Optional Concept Building Books available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

2019 TRACTION

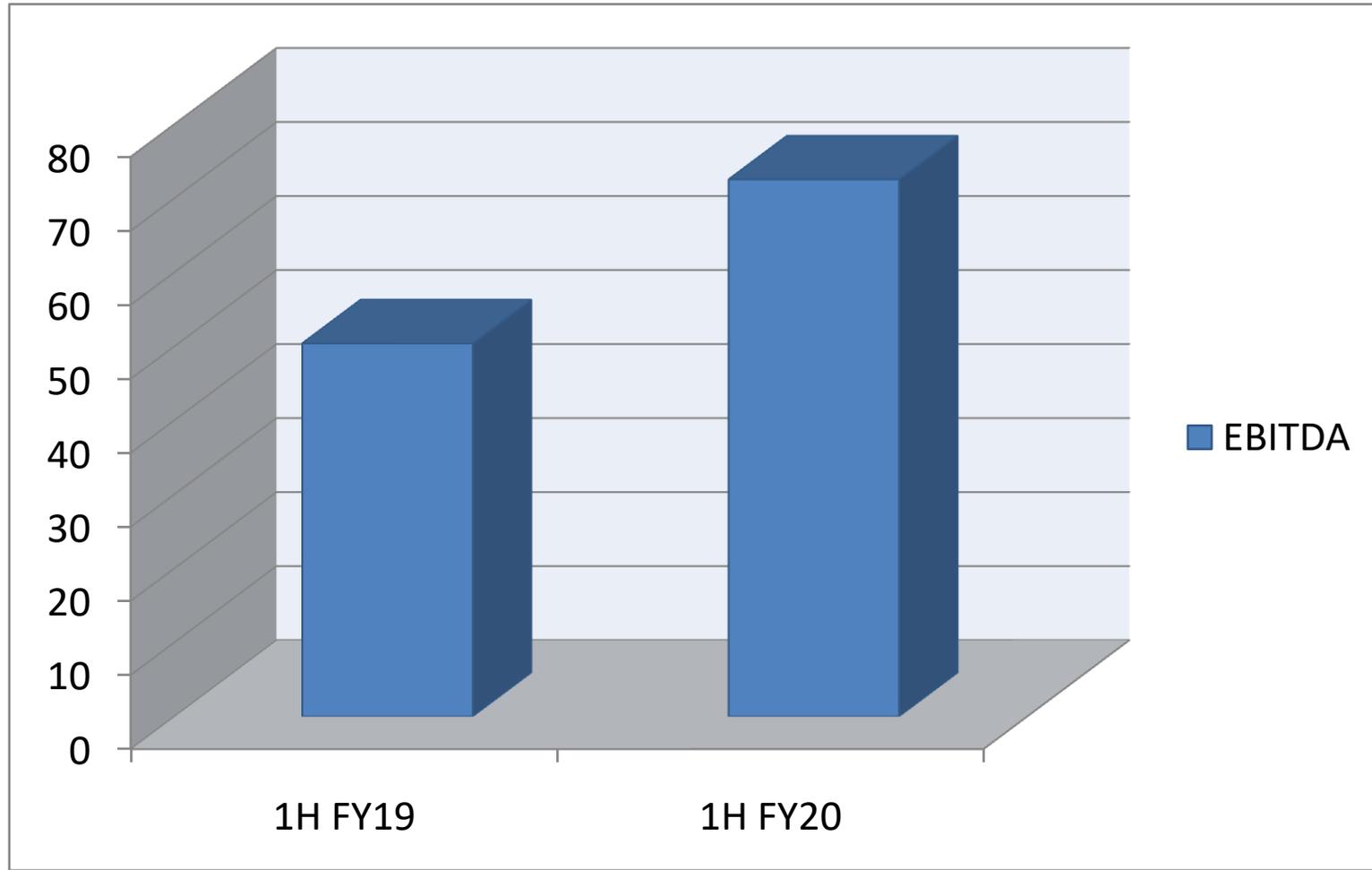
NO. OF CLIENTS



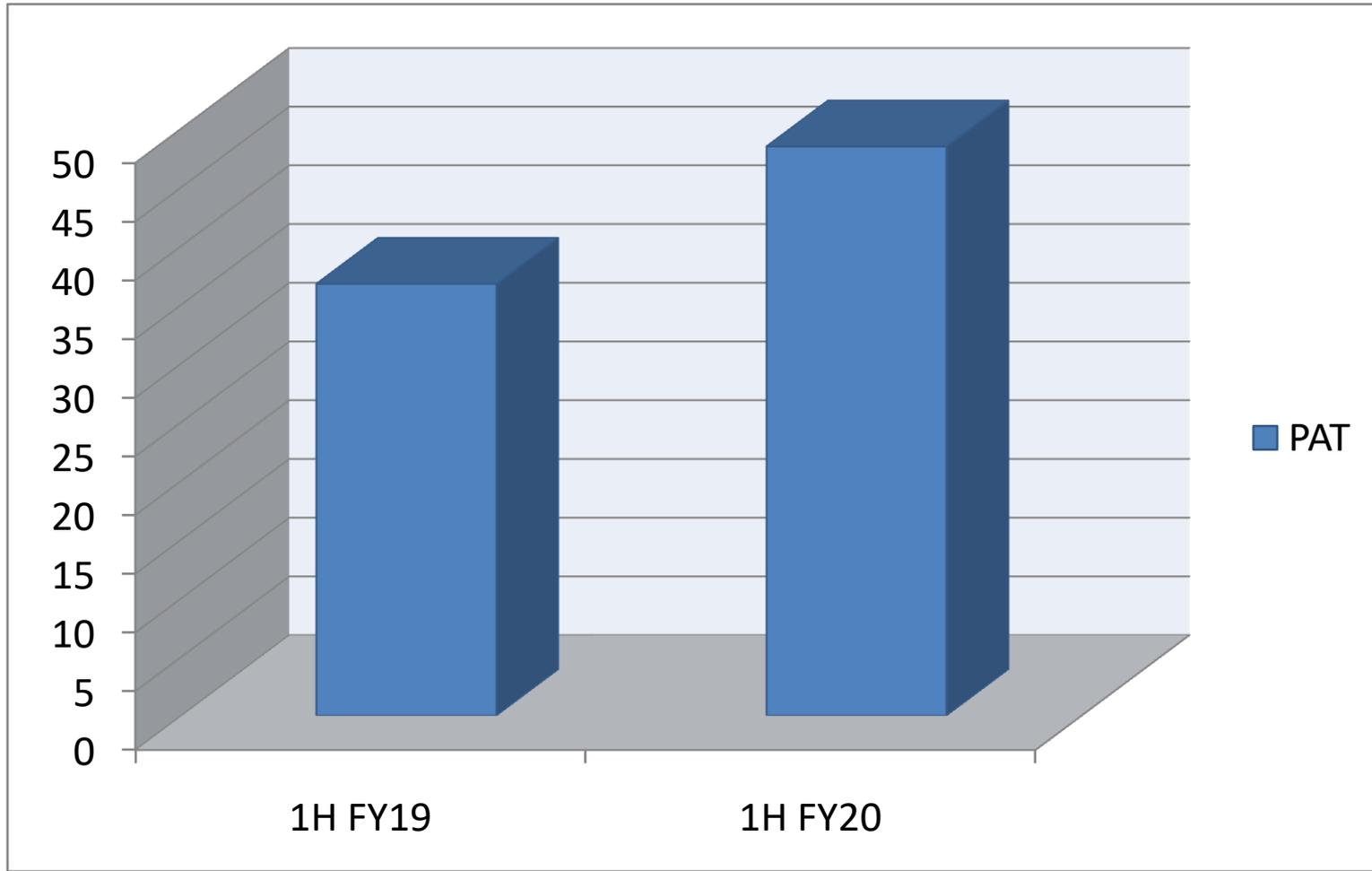
REVENUE



EBITDA



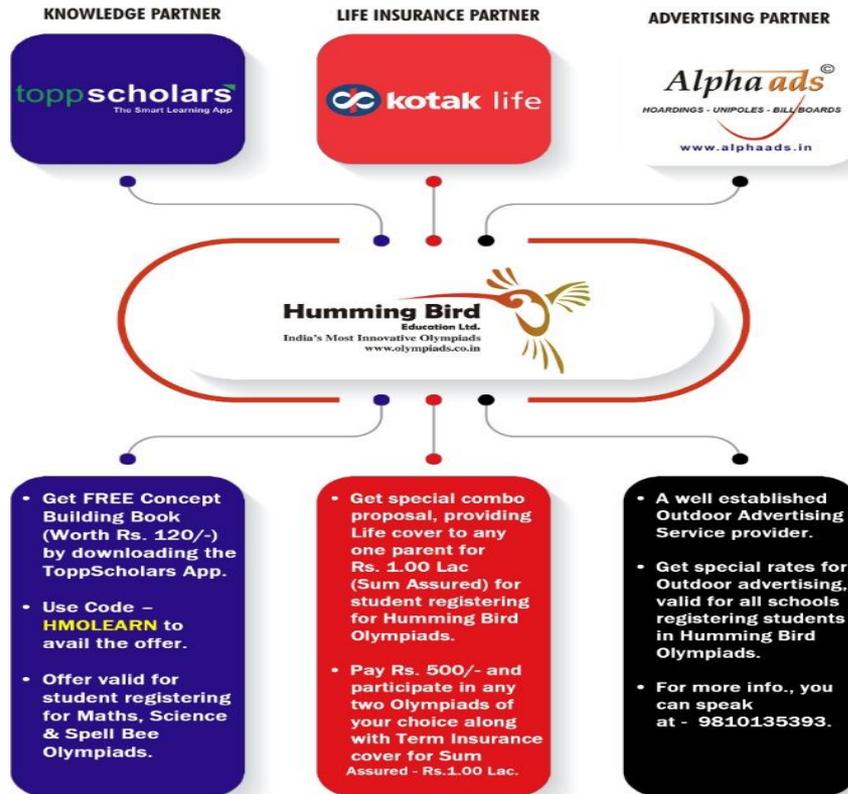
PAT



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

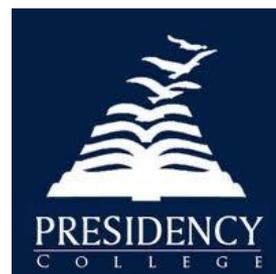
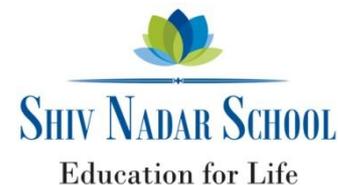
705 7th Floor, B-08, GD-ITL Tower, Nataji Subhash Place, Pitampura, New Delhi.

HUMMING BIRD EDUCATION LTD.
www.hummingbirdeducation.com

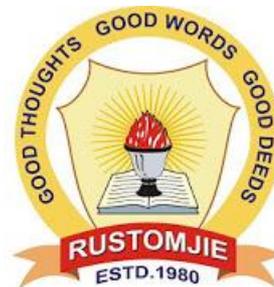
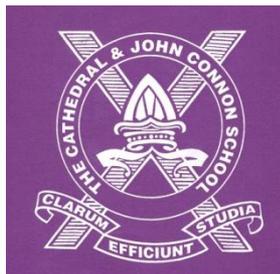
Awarded with 'PRIDE OF INDIAN EDUCATION AWARD' as 'Leading Olympiad Company organising Olympiads for School Children' by Bollywood personality & Social Worker 'DIA MIRZA'



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



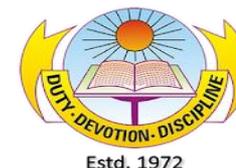
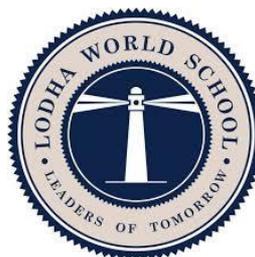
समन्तो मा ज्योतिर्गमय
SARALA BIRLA PUBLIC SCHOOL
 (SARALA BIRLA GROUP OF SCHOOLS)



VELAMMAL VIDHYASHRAM



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

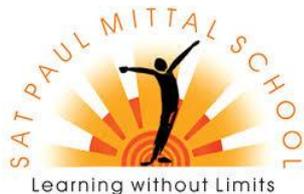
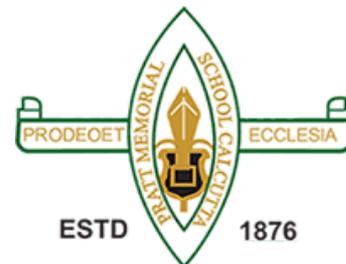


Estd. 1972
Sunbeam
 Group of Educational Institutions

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

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. Faizrahman Kassenov
Minister-Consular, Kazakhstan
Embassy in Singapore

2ND EDITION ASIA'S GREATEST LEADERS 2017



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

Dermatoglyphics Multiple Intelligence Test.

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

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 build 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 complaint 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

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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 Pvt. Ltd.

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

Renowned 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 the teachers are able to shed 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

Covered By Newspapers all over India

THE TIMES OF INDIA, MUMBAI
FRIDAY, JULY 6, 2012

MERIT MATTERS

At least a dozen copies of Class X topper's notebook were used by various boards of school to copy, according to those on state education website. P.K. Mohan in Patna on 7/11/2012

World No Tobacco Day
Jagran

To save the future

... (text continues) ...

आज
शुक्रवार, 6 जुलाई, 2012

मेधावी छात्र-छात्राएं हुए सम्मानित

... (text continues) ...

THE TELEGRAPH, KOLKATA, 12.07.2012

Little space greets toppers

... (text continues) ...

ఆంధ్రప్రదేశ్
సిటీ జోన్

12. జూలై 2012

రవీంద్ర భారతి విద్యార్థుల ప్రతిభ

... (text continues) ...

బుధవారం 12 జూలై 2012

ఒరిస్సాలో రవీంద్రభారతి జాతీయస్థాయి ర్యాంకులు

... (text continues) ...

జాతీయ స్థాయి విద్యార్థుల జాతీయస్థాయి ర్యాంకులు

... (text continues) ...

The Telegraph

... (text continues) ...

हमें जन्म हुआ।

वाराणसी

... (text continues) ...

శ్రీభారతి విద్యార్థులకు ర్యాంకులు

... (text continues) ...

Covered By Newspapers all over India

गणित ओलंपियाड में सैकड़ों बच्चों की भागीदारी

दिल्ली में आयोजित गणित ओलंपियाड में सैकड़ों बच्चों की भागीदारी का आयोजन किया गया। इस कार्यक्रम में देश भर के बच्चों ने भाग लिया।

उत्कृष्टता से ओलंपियाड में भागीदारी

गणित ओलंपियाड में भागीदारी के लिए बच्चों को उत्कृष्टता से चुना गया।

हर्षवर्द्धन ने दो लाख छात्रों को पछाड़ा

दिल्ली में आयोजित गणित ओलंपियाड में सैकड़ों बच्चों की भागीदारी का आयोजन किया गया।



निची तकलों पर लड़ी तिराग तो सतत शाकाश में हैं दलकी तोर

ओलंपियाड बढ़ाता है ज्ञान : जैन

ओलंपियाड में भागीदारी के लिए बच्चों को उत्कृष्टता से चुना गया।



अंतर्राष्ट्रीय ओलंपियाड में विजयी बच्चे सम्मानित

अंतर्राष्ट्रीय ओलंपियाड में विजयी बच्चों को सम्मानित किया गया।



अंतर्राष्ट्रीय ओलंपियाड में विजयी बच्चों को सम्मानित किया गया।

पार में जन्म हुआ। वाराणसी

न्यूज कॉर्नर

ओलंपियाड से परखते हैं प्रतिभा

ओलंपियाड से परखते हैं प्रतिभा का आयोजन किया गया।

श्रीभारती विद्यार्थुलकु शैक्षिक स्टाफ़ लोकोत्पादक कार्यक्रम

श्रीभारती विद्यार्थुलकु शैक्षिक स्टाफ़ लोकोत्पादक कार्यक्रम का आयोजन किया गया।



श्रीभारती विद्यार्थुलकु शैक्षिक स्टाफ़ लोकोत्पादक कार्यक्रम का आयोजन किया गया।

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DASTAK
PRABHAT

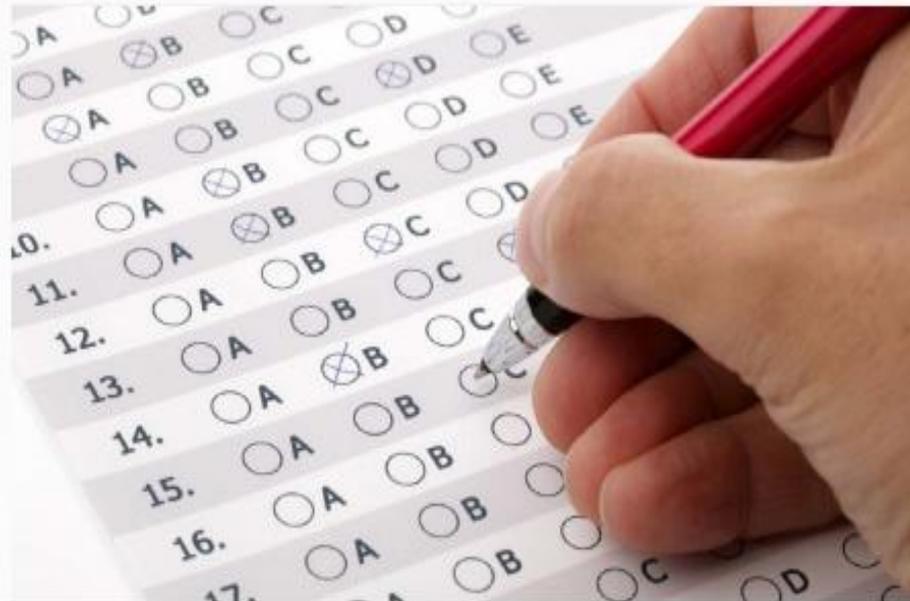
Interviewed by Leading Websites

COMPETITION BUZZ 2018-08-02

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 there 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	TOTAL OUTLETS:	28	EXPECTED RETURN ON INVESTMENT:	100%
YEAR OF INITIATING FRANCHISING:	2016	INVESTMENT REQUIRED:	Rs 1 -10 Lakhs	EXPECTED BREAKEVEN:	8-12 months

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

Humming 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 listed 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'.

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Franchise
India as
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Franchising
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2019**

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

2

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

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.



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".

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.

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.

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