



**Date: January 3, 2025**

**To,**  
**National Stock Exchange of India Limited**  
The Listing Department  
Exchange Plaza, C-1, Block G,  
BandraKurla Complex, Bandra (East),  
Mumbai-400051 (Maharashtra)

**NSE SYMBOL: CHETANA**  
**ISIN: INE0UIT01012**

**Sub: Outcome of Knowledge Session**

**Dear Sir/Madam,**

In accordance with the applicable requirements and regulations of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, and other applicable Regulations, if any, we wish to inform you about the successful completion of the Knowledge Session (Virtual Interaction) for Investors held on Thursday, January 2, 2025, organized by Go India Advisors on behalf of the Company.

**During the session, the Company discussed the following:**

**HISTORY:**

- Began as Chetana Book Depot in Mumbai, shifting from college to K-12 publishing.
- Pioneered affordable QR-enabled learning solutions for schools, addressing digital education needs post-COVID.

**CURRENT OPERATIONS:**

- Revenue split: Maharashtra State Board (55%) and CBSE (45%), aiming for 50-50 by FY25.
- Products: Workbooks for MH Board; textbooks for CBSE (Grades 1-8).
- Reach: 30,000 schools, strong dealer network, and 200+ sales team (expanding to 275 by FY26).
- Digital: AI-powered platform, 1.5L active users, and a 40,000-subscriber YouTube channel.
- Financials: 20-23% EBITDA margins, seasonal sales cycles, and amortized author costs.

**FUTURE GUIDANCE:**

- Capitalize on NEP reforms with Nursery-Grade 2 content by FY26-27.
- Expand into new states and grow sales force for geographic diversification.
- Enhance digital offerings and maintain leadership in organized publishing.

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**CIN No.** L58111MH2024PLC417778  
**'B' Block, 'E' Wing, 4th Floor, Trade Link,**  
**Kamala City, Lower Parel, Mumbai : 400 013.**  
**Tel. : +91-22-6121 6000**  
**E-mail : [inquiry@chetanaeducation.com](mailto:inquiry@chetanaeducation.com)**  
**Visit us at : [www.chetanaeducation.com](http://www.chetanaeducation.com)**

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No unpublished price-sensitive information (UPSI) was shared during the interaction, adhering strictly to regulatory compliance.

We thank all the participants for their active engagement and insightful queries during the session.

We request you to take the above information on record..

Thank You,  
**For Chetana Education Limited**

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**Anil Jayantilal Rambhia**  
**Chairman & Managing Director**  
**DIN: 00332241**

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