
HELPING *India*
achieve its **POTENTIAL**



From cradle to career, We nurture

the unique potential of children
to improve the human capital
of our country



Mount Litera
Zee School

Great School. Great Future



Mount Litera
World Preschool

KIDZEE
MOUNT LITERA'S PLAYGROUNDS PRESCHOOL



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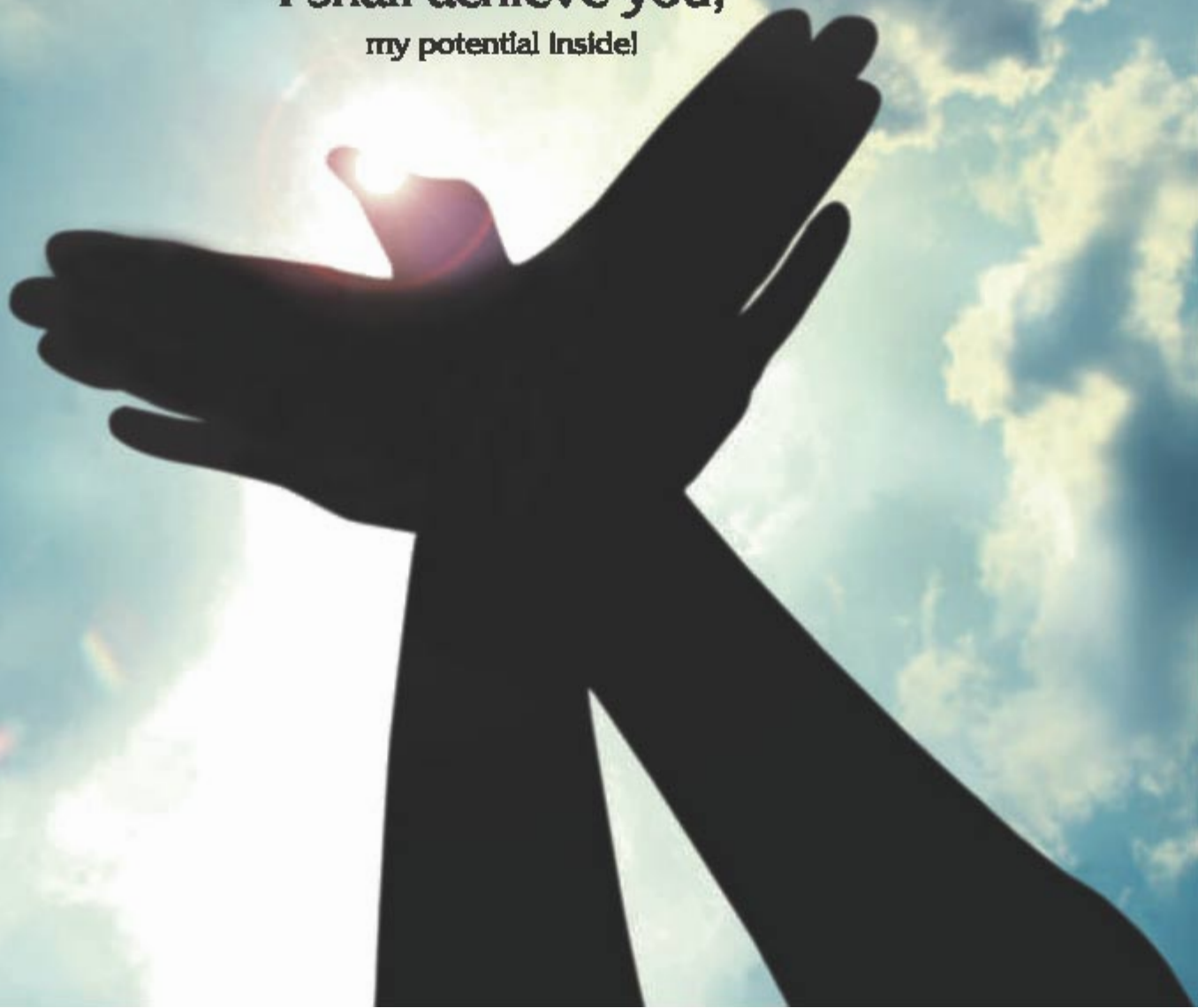
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**You are within me, you are infinite,
You are unique,
my potential inside!**

**You are the wings, beneath my flight,
You define me,
my potential inside!**

**Today I pledge, with all my might,
I shall achieve you,
my potential inside!**



Board of Directors



Himanshu Mody
Chairman



Surjit Banga
Independent Director



Dr. Manish Agarwal
Independent Director



Sumeet Mehta
Whole-time Director

Senior Management

Arun Kabra
Chief Financial Officer (CFO)

Aman Pal Singh
Business Head - Braincafé

Keshab Goswami
Head HR, Legal & IT

Navneet Anhal
Head - New Businesses

Nitya Ramaswami
Head - Academics & Child Development

Prabhanjan Chapparr
Business Head - Youth

Pradeep Pillai
Business Head - PreK-12

Sindu Aven
Head - Academic Design

Subhadarshi Tripathy
Head - Design



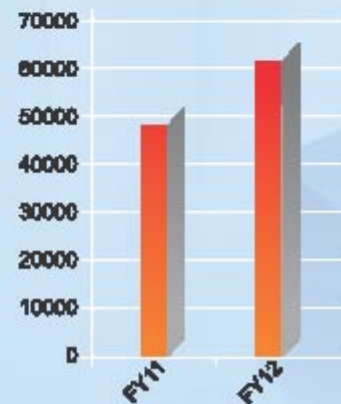
Highlights

■ Kidzee

Kidzee Centre Growth

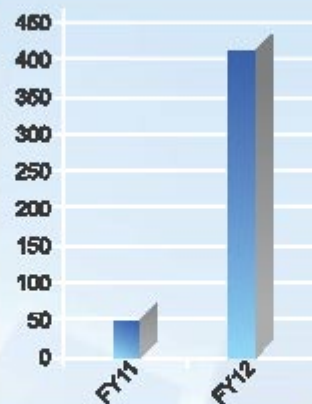


Kidzee Enrolment Growth

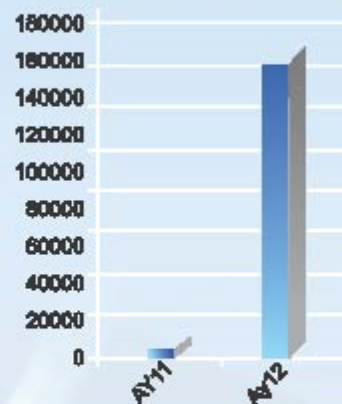


□ Braincafé

No. of Braincafé Learning Centres

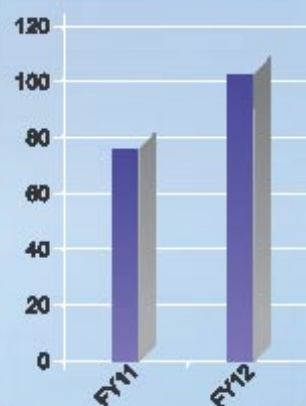


Braincafé Enrolment Growth

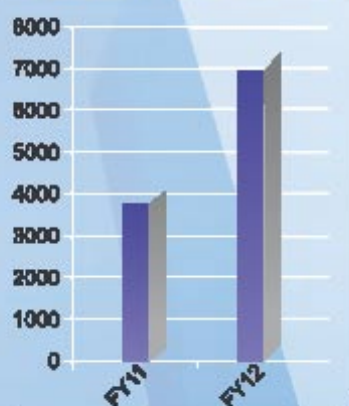


■ Mount Litera Zee School

No. of Mount Litera Zee Schools



MLZS Enrollment Growth



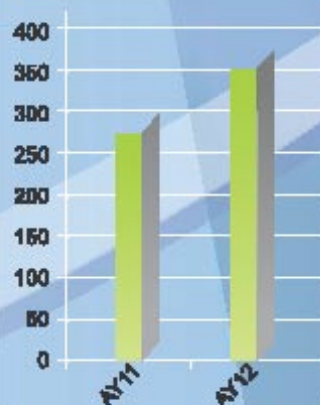
■ ZICA

ZICA Enrollment Growth



■ ZIMA

ZIMA Enrollment Growth



CEO'S message



Dear Shareholders,

The India of the 2020's is currently studying in its preschools and schools. And in order for the country to take its much talked and much anticipated position at the top of the world, its children have to grow up as worthy leaders. We all know that schools are the crucible in which future leadership is nurtured. What we don't know is that even before school years kick in, age 0-6 is the most crucial for a human being. It is in these years that upto 65% of our brain's synaptic connections are made for life. And that is why preschools that provide rich stimuli, diverse peer interaction and trained educators, are equally critical in creating future leaders.

India today is at a critical juncture. With more than 50% of its population under 25 years, it can look forward to decades of having an able workforce to fuel the growth of the nation. At the same time, if this young population does not find productive work, it can very well lead to anarchy.

Recent data from ASSOCHAM shows that 70% of MBA's and 90% of engineers are found unemployable. The seeds of this are sowed in the early years. But Indian education seems divorced from real world and relies completely on rote learning and examinations. Schools are churning out children every year without really ensuring that these children have developed real understanding, gained life skills and imbibed values to lead a successful life.

There is a crying need for quality education. And that's the need that your company is trying to fulfill. At 12%, India has one of the lowest preschool gross enrolment ratios in OECD countries. More developed countries are at 70-90%. Moreover, with parents becoming more aware and with incomes rising, there is a demand for quality preschools, not mom & pop centers. This augurs well for Kidzee, which is already India's largest preschool chain and is set to ride the growth trajectory of preschools in India. Kidzee has

“We are also working on various initiatives for the future to keep up the innovation stream in education. Our mantra remains - ‘Grow, with the child at heart’.”

set itself apart from other preschools by developing a proprietary pedagogy - iLLUME - for an Indian context. It has been validated by MS University, Vadodra and Kidzee has been chosen to be the India representative of OMEP - an international body of early childhood educators.

The need for good school education is well understood. However, there is a dearth of good quality schools with some estimates indicating that India needs about 200,000 schools. Mount Litera Zee Schools aim to be the top school of their city/locality and thereby become a chain of top quality schools in the country. With their emphasis on developing Knowledge, Life Skills and Values, Mount Litera Zee Schools aspire to develop leaders of the 21st century. We have been very successful in attracting local trusts and education entrepreneurs who want to partner with us for our pedagogy, curriculum, brand and teacher training. There are over 100 Mount Litera Schools coming up all over the country now making it one of the largest organized K-12 school chains.

There are over 1.2 million schools in the country and every child in these schools needs a helping hand to achieve her true potential. With this in mind, we decided to go beyond our own schools and preschools and introduced Braincafé Learning Centres. Braincafé provides activity based learning programs to children so that they can really understand what they cover in books. We now reach out to 418 schools in 6 states and help over 1.6 lakh

students gain a better understanding of science. This initiative has the potential to transform how children learn science irrespective of whichever school they go to.

Zee Learn now has a 3-legged strategy for growth with its 3 brands - Kidzee, Mount Litera and Braincafé. Each of the 3 brands is at different life cycle stages. While Kidzee is well established and growing profitably, Mount Litera is fast gaining scale. Braincafé is in inception mode and as it builds scale over the next 2 years, we'll have all 3 brands contribute handsomely to our bottom line. Till then, we'll continue to invest in building strong brands and strong teams for aggressive growth. FY 12 was the first year in which we saw significant spends in brand building and setting up a full channel sales team for the rapid expansion of Braincafé.

We are also working on various initiatives for the future to keep up the innovation stream in education. Our mantra remains - ‘Grow, with the child at heart’. I thank you for your continued support and patronage and look forward to a long journey with you in improving the human capital of this country!



Sumet Mehta
Chief Executive Officer
Zee Learn Limited



Company Information

BOARD OF DIRECTORS

Himanshu Mody
Chairman

Surjit Banga
Independent Director

Dr. Manish Agarwal
Independent Director

Sumeet Mehta
Whole-time Director

COMPANY SECRETARY

Samir Raval

AUDITORS

M/s MGB & Co.
Chartered Accountants

BANKERS

Axis Bank Limited
ICICI Bank Limited
State Bank of India

REGISTERED OFFICE

Continental Building, 135, Dr. Annie
Besant Road, Worli, Mumbai-400 018.

REGISTRAR AND SHARE TRANSFER AGENT

Sharepro Services (India) Private Limited
13 AB, Samhita Warehousing Complex,
2nd Floor, Sakinaka Telephone Exchange Lane,
Off Andheri-Kurla Road, Sakinaka, Andheri(East),
Mumbai - 400 072, India.

CORPORATE OFFICE

Level 6, Fun Republic, Off. New Link Road,
Andheri (West), Mumbai - 400 053.