



learn

ANNUAL REPORT  
2016 - 17

STRENGTHENING THE ROOTS  
OF INDIAN EDUCATION.  
GROWING WITH THE NATION.



# CONTENTS



About Zee Learn Ltd.	02	05	CEO's Message
Our Brands & Key Initiatives	08	64	Management Discussion & Analysis
Corporate Information	78	79	Notice
Directors' Report	86	106	Secretarial Audit Report
Report on Corporate Governance	109	119	Shareholders' Information
Certification on Financial Statements	128	136	Standalone Financial Statement
Consolidated Financial Statements	166		
			Attendance Slip & Proxy Form



## THINK EDUCATION. THINK ZEE LEARN.

Zee Learn is India's leading company in education segment with the fastest growing chain of K-12 schools and Asia's No. 1 chain of pre-schools in its portfolio.

Zee Learn acts as a consultant to local entrepreneurs who wish to setup K-12 schools, under its brand name Mount Litera Zee School and provides end-to-end education management and advisory services. Mount Litera Zee School is now the second largest chain of schools in the private-unaided category with over 115 schools in 105 cities and is also the fastest growing chain in India.

Zee Learn also runs Asia's No. 1 chain of pre-schools, Kidzee with more than 1,705 pre-schools in 650+ cities. Kidzee is a pioneer in organised and standardised pre-schooling in the country. Kidzee has touched the lives of more than 7,00,000 children since its inception in 2003.

In the wake of the recent increase in disposable incomes in the country and rising awareness of global standards of education amongst parents, there is a demand for international standard pre-schools.

Today's youth is looking for vocational education outside the ambit of traditional higher education. Acknowledging this fact, Zee Learn has developed Zee Institute of Media Arts (ZIMA), a TV and Film training institute in Mumbai that offers diploma courses in Direction, Acting, Sound, Editing, Production and Cinematography.

Another offering from the company, Zee Institute of Creative Art (ZICA) is the nation's first full-fledged Classical and Digital Animation Training Academy that trains youth in classical 2D and modern animation in 17 cities across the country.

From the current year company has started operating, Zee Institute of Teaching Arts (ZITA). It's new offering In Teachers Training that trains women to become pre-school teachers. Company is operating 33 centres across the country.



# Zee Learn Network

State	Kidzee		Mount Litera Zee School		ZICA	ZIMA	ZITA
	Operating Centres	Centres to be operationalised	Operating K-12 schools	K-12 schools under construction	Operating Centres	Operating Centres	Operating Centres
Andaman and nicobar islands	2						
Andhra pradesh	24	5					
Arunachal pradesh	8						
Assam	59	5			1		
Bihar	115	14	10	1			
Chhattisgarh	25						
Dadra and nagar haveli (ut)	1		1				
Daman and Diu (ut)	1						
Delhi	38	1			1	1	1
Goa	11		1				
Gujarat	100	13	3	1	2		3
Haryana	61	4	7				
Himachal pradesh	7	1					
Jammu and kashmir	25	5	3				
Jharkhand	28	1	5		1		1
Karnataka	156	23	6	1	2		7
Kerala	20	3			1		
Madhya pradesh	83	11	8	2	1		
Maharashtra	197	48	7	3	1	1	3
Manipur	1	1					
Meghalaya	3						
Nagaland	1						
Odisha	35	3	4		1		
Puducherry / pondicherry	3						
Punjab	53	9	10				
Rajasthan	86	8	2	1	2	1	3
Sikkim	3	1					
Tamil nadu	169	17	14		1		2
Telangana	70	7	4				3
Tripura	5						
Uttar pradesh	144	39	21	1			3
Uttarakhand / Uttaranchal	22	1	5		1		
West Bengal	155	10	4	3			7
<b>Total</b>	<b>1711</b>	<b>230</b>	<b>115</b>	<b>13</b>	<b>15</b>	<b>3</b>	<b>33</b>
Nepal	10						





# INDIA'S LEADING EDUCATION BRAND OF THE YEAR - 2017



Zee Learn has always excelled in its endeavour to build the brand and added yet another feather in the cap. We are proud to be India's Leading Education Brand of the Year - 2017 by Praxis Media Pvt. Ltd. The wings of our glory are strengthened by our partners, parents and employees' unwavering trust in us.

THANK YOU FOR YOUR SUPPORT IN OUR GROWTH!

# CEO'S MESSAGE



*"We want that education by which character is formed, strength of mind is increased, the intellect is expanded, and by which one can stand on one's own feet," Swami Vivekananda.*

These words by Swami Vivekananda about education are golden words. They were spoken years ago but still hold as true today as they did, then. And they will always be. I am proud today to say that we, at Zee Learn Ltd., are following the same path. We live by these words. We just don't impart education. We make global citizens for the future with a focus on overall growth of the child. Through our various ventures including Early Childhood Care and Education (ECCE), K-12 School Education, Youth and Vocational education, we are setting a benchmark in the Indian education segment which very few can claim to match.

Education industry in India has seen many reforms with improved infrastructure, human resources and increased awareness about the importance of quality education. This has put our

country in the forefront of becoming a knowledge haven, harking back to the days of glory when Indian education was seen as a global example to be followed from the days of Taxila and Nalanda. Efforts from our present government have been vigorous in the recent past to further continue this positive movement for Indian education. We focus and emphasis on crucial sectors such as skill building, technical education, digital learning and education as a whole, which propels players like Zee Learn to out do ourselves and it gives me great pride to say that is exactly what we have done. Zee Learn Ltd. has achieved a net profit for FY17, up by 141% over FY16. On March 31, 2017, the net profit stood at ₹363 mn, up against net profit of ₹151 mn for the corresponding year ending March 31, 2016.

Over the last year, we have grown significantly in numbers, reaching the milestone of over 1,700 Kidzee (pre-school chain) centres and 115 Mount Litera Zee Schools by the end of FY 2017. It is our solemn commitment to ensure that the best Early Childhood Care and Education (ECCE) and K-12 education are accessible to more children in India. Towards fulfilling that promise, Zee Learn is rapidly expanding in tier 2 and tier 3 cities. It is a matter of pride for Zee Learn to grow at

this rate. On an average, we are adding 300-400 Kidzee and 10-15 Mount Litera Zee Schools every year to our portfolio. This is an extraordinary level of growth in the education segment, an achievement every Zee Learn Ltd. employee is proud of.

As last year, 2017 has also been a promising year for Zee Learn with consolidated revenue from operations for the year ending at March 31, 2017 at ₹1,789.13 mn, up against ₹1,515.66 mn for the corresponding year ending March 31, 2016. Consolidated EBITDA for the year ending March 31, 2017 stood at ₹623.28 mn, up against ₹432.67 mn for the corresponding year ending March 31, 2016, showing a 44% growth over the last year. These numbers tell a story of a dynamic brand that is rapidly growing in the Indian education system.

The Indian education segment is all set to grow to almost double at \$180 billion by 2020, buoyed by the rapid expansion of the digital learning market and the emergence of the world's largest population in the age bracket of 6 to 17 years. The digital learning market is expected to reach \$5.7 billion by 2020 as the number of internet users is increasing. However, digital learning cannot replace the conventional brick and mortar model of education.

But it can supplement it by filling in the existing need gaps. Keeping this in mind, our focus should be on expanding the chain of schools across the nook and the corners of the country. Private companies along with Govt. can achieve the feat of providing quality education to the students of India if we work together. This is where we, as pioneers of quality education and creators of future citizens come in.

We are also catering to another huge area where we need to focus the most as country. Kids below the age of 5 or 6. India has 158.7 million children in the age group of six years and below category as per the Census 2011, and addressing the Early Childhood Care and Education needs of these children is a question of child rights. Science has proven that the brain develops upto 90% of its potential till the age of 5 so the education imparted during these years is critical for the future of the nation. Zee Learn is broadening offerings in this segment to serve as many age groups and requirements as possible. To that end, we launched an innovative offering, Kidzee Learning Tablet in 2016. We have taken the amalgamation of learning and technology a notch higher and have created a learning tablet with content curated by academicians and child development experts.

The learning platform and the apps on the tablet are suitable for age-appropriate easy learning and assessment. In the coming future which is clearly going to be a digital age, only creativity and creative solutions to the problems would hold an edge! We know that and we are preparing our students for such a future from the very beginning. Along with providing education, Zee Learn has also been empowering aspiring entrepreneurs by enabling them with the required tools through the franchising business model. Zee Learn as a brand believes in developing the community to grow itself. Flexible timings, mid-size investment, advanced academics, training, technological and logistical backing along with operational autonomy are key reasons for women to start a Kidzee centre and be self-reliant by actively contributing towards nation building.

With Asia's largest preschool chain, Kidzee, and one of the fastest growing network of K-12 schools in the private-unaided category, Mount Litera Zee School, the way forward for Zee Learn is stable and exciting. Zee Learn has been a pioneer in terms of pedagogy, use of technology, offering engagement platforms for parents and teachers, seminars and workshops to create awareness on child related

issues, etc. In the skill development sector, Zee Institute of Creative Art (ZICA) and Zee Institute of Media Arts (ZIMA) are known to offer best media and arts related vocational courses in the industry. A good number of our alumni are working on prestigious projects with the best people in the media industry.

I believe that we have the potential to accomplish much more than what we have today. Together we can be the market leader and biggest education provider out there. We are growing by the day, and are constantly working towards an inclusive growth by collaborating with society and other organisations striving to drive change. I look forward to your continued support to create an organisation that would be the benchmark in the Indian education sector for the years to come.

Best Regards,

**Debshankar Mukhopadhyay**  
**CEO, Zee Learn Ltd.**

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# OUR BRANDS & KEY INITIATIVES



**WHERE KIDS LOVE TO LEARN**

The pre-school industry is still in its nascent stage in India with approximately 3% penetration. Considering the average enrolment in a pre-school is 75 kids per centre, 113 mn kids would require over 15 lakh centres. However, as of today, India has a severe shortage of pre-school centres due to low awareness of Early Childhood and Care Education (ECCE). As a market leader, Kidzee has made it a mission to create greater awareness about ECCE through seminars, conducted across the length and breadth of India. To augment, over 400 seminars were conducted and there has been a significant digital drive for the same.

Kidzee strongly believes in filling this void by expanding its footprint of new pre-schools across cities and towns in India. This year, company has thrown open 276 centres and signed up 327 new centres. The number of students enrolled has increased to 10% in Kidzee centres across India. Moving the growth curve upwards, our aim will be to empower every child with quality pre-school education within its reach. Having started 1,705 centres in 650+ cities spread across the depths of India, Kidzee is contributing to the task by educating children in the remotest of places. Apart from this, Kidzee is doing something extraordinary for the

country. It is giving wings to the dreams of women entrepreneur in India by offering them an opportunity to start their own business. All Kidzee centres are run by women, strategically making the brand an important element in the women empowerment story of the country.

Additionally, all facilitators and support staff are also women thereby providing them an opportunity to be recognised for their efforts and be even more productive for the nation's growth.

