

HBEL/BSE/2019-20/54

Date: 03rd March, 2020

To,

BSE SME Platform
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Scrip ID: HBEL (542592)

Subject: Press Release for Online Olympiads

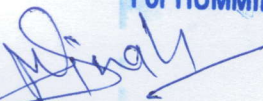
Ref: Regulation 30 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations 2015

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 records.

Yours faithfully,
For Humming Bird Education Limited

For HUMMING BIRD EDUCATION LTD.


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

COMPANY SECRETARY

03rd March, 2020

PRESS RELEASE

Humming Bird Education Ltd, the first & only BSE listed company in Olympiads have now started a new B2C segment in Olympiads. The company is offering olympiads on <http://olympiads.co.in> where in the participants may get upto 100% cash back on Paytm.

This is for the first time any company in India or in the whole world has launched such an initiative where in students get their complete fee back.

The operation's has been started from 1st March 2020 and already have started getting a good traction from all over India.

The Olympiad is a National Level platform where the students get in-depth knowledge of the subject through assessments and the ranks at the National Level. This further helps the students to prepare better for future in a smart manner.

The Company has also made sure that the B2C segment does not impact its existing B2B segment. B2C (Online Olympiads) segment is launched to reach the maximum students in every hook & corner of the country so that the students can get the maximum benefit out of the Olympiads.

Nitesh Jain, MD of Humming Bird Education Ltd., has assured that the company will strongly grow all its segment aggressively in India & in foreign markets.

Humming Bird Education LTD. India's Most Innovative Olympiads www.olympiads.co.in

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