



HBEL/BSE/2020-21/12

Date: 18th May, 2020

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: Letter from Managing Director's Desk

Dear Sirs,

With reference to the above, please find the enclosed herewith copy of a message from the desk of our Managing Director to the shareholder's of the Company.

This is for your information and record.

Thanking You,
Yours faithfully,

For Humming Bird Education Limited

For HUMMING BIRD EDUCATION LTD.


COMPANY SECRETARY

Mayank Pratap Singh
Company Secretary and Compliance Officer

HUMMING BIRD EDUCATION LTD. (CIN No. U80221DL2010PLC207436)

REGD. OFFICE: 1374-1375, 2ND FLOOR, KATRA LEHSWAN, CHANDNI CHOWK, DELHI - 06

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Respected Shareholders,
Greetings of the day!!

I hope you and family are safe and following all preventive measures to beat COVID19. Under the esteemed leadership of Honourable Prime Minister Shri Narendra Modi, the government has initiated several measures to tackle this hazard.

As our Prime Minister has guided, Humming Bird Education Ltd. is also looking forward to convert this crisis time into time of opportunity.

The Education sector is one of the worst hit sectors since the Children are involved in the same. Running the physical schools normally is a challenge at least for a few months. It has led to the direct impact on our traditional offline Olympiads business as well.

Considering the current scenario and the possible future scenario, we have stepped up to the problem and decided to beat it in style. Following are the few major steps taken by us to minimise the expenses & further enhance the revenue opportunity:

- CEO has announced 60% Salary cut till the company is profitable. MD & CFO has taken a 48% cut in their salaries. All other employees have also volunteered with 50% salary cut.
- The Promoters have decided to not to take any dividend for themselves and the AOA has been amended accordingly through EGM.
- The B2C Online Olympiads announced in February to be promoted aggressively.
- We have created Online Olympiads platform for B2B business as well. Currently we are the only ones offering Online Olympiads in B2B thus increasing the chances to cover self clients and take over a percentage of the competitors' clients.
- Designed a LIVE CLASSES & Online Examination Software in collaboration with our subsidiary OnMouseClick.com Pvt. Ltd. that converts any Physical School into an ONLINE School within few minutes.
- Promoting a package 'SAMPOORNA' that has the power to resolve almost all the problems faced by the Schools in the current times.

We are ready and are launching all the above mentioned products & services on 18th May 2020.

The company has faced such business crisis situation at least 4 to 5 times in the past as well however we have always stood up to the challenge and converted the things in our favour. I invite you to be part of this exciting experience where our team is going to convert all stones into milestones. I am sure you are going to be proud on your Humming Bird team.

I wish to extend my thanks to all of you for your support & solidarity during this time of crisis. God Bless You.

Stay Home, Stay Safe, See your Humming Bird grow.

Yours Sincerely,

Nitesh Jain
Managing Director
Humming Bird Education Ltd.