



ZEE SCHOOL – THE FASTEST GROWING CHAIN OF SCHOOL IN INDIA

Chennai, 8th April '10: To celebrate its success of setting-up more than 50 schools across India in 1yr; Zee School organized a press conference in Chennai which was graced by Mr. Subhash Chandra, Chairman, Essel Group. Zee School now is the second largest chain of schools in the private-unaided category with 55 schools across 48 cities.

With a mission to improve the Human Capital of India, Zee School pledge's to provide quality education with the help of its unique pedagogy, Litera Octave. Zee School strongly believes that if each student realizes her unique potential, collectively India will realize its true potential of a world super power.

Commenting on the occasion, Mr. Subhash Chandra, Chairman, Essel Group, "With more than 50 Zee Schools already setup across the country, we are taking a strong step towards improving the human capital of the country by helping each Zee school child realize his/her unique potential"

South being an educational hub, Zee School currently has 15 schools in 13 cities making it the largest zone. The company had laid out investments of Rs.350cr in 2008 towards setting up new schools and continuous innovation on learning content.

Zee School aims to reach the 300 school mark across the country by 2015. South being a promising region for P12 school segment, Zee School targets to expand its presence.

Mr. Sumeet Mehta, CEO, Zee Learn expressed, "Since its launch on 17th December 2008, Zee Schools has reached more than 50 in number and is the fastest growing school chain in the country. Also, Zee Schools is now the second largest chain of schools in the private-unaided category. Accounting for 40% of the overall growth for 2009-10 and 300% YoY growth for Zee Schools, south is a very attractive market which has shown tremendous response to our endeavors.

Insights on the education sector

Zee schools unique, proprietary education model - Litera Octave provides students with the opportunity to achieve their true, unique potential. Litera Octave is an integrated educational model that has been honed over years of research and development. It integrates various pillars such as content, infrastructure, classroom design, assessment and systems that impact the child during his/her learning and development in school.

About Zee Learn:



Zee Learn is the education division of ETC Networks Ltd. Zee Learn's purpose is to Improve Human Capital via quality education and development. We help individuals (children & youth) realize their unique potential through our chain of Pre-schools, Schools, Youth Institutes and Online ventures.

Zee Learn runs India's No. 1 chain of pre-schools; Kidzee has 700 pre-schools in more than 311 cities. Kidzee is a pioneer in organized and standardized pre-schooling in the country. Zee Learn has India's 2nd largest chain of private-unaided schools with 55 schools coming up in 48 cities. It has a unique pedagogy, called Litera Octave that helps each child achieve his/her unique potential. This is different from the 'one size fits all' approach taken in a lot of schools.

In the Youth division, Zee Learn runs Zee Institute of Creative Arts – it's premier Animation & Creative Design training institutes. There are over 20 ZICA spread across the country now. It also runs Zee Institute of Media Arts (ZIMA) - a TV and Film training institute in Lokhandwala, Mumbai that offers diploma courses in Direction, Sound, Editing, Cinematography, & Autodesk's Smoke.

PURPOSE

To Improve Human Capital by helping individuals realizes their unique potential through quality Education and development.

VISION

To help 1 million students achieve their unique potential by 2015.