



EARNINGS RELEASE FOR THE FINACIAL YEAR ENDED MARCH 31, 2011

FY 11 REVENUES OF RS 438.9 MN WITH PBT OF RS 25.42 MN

206 PRE-SCHOOLS AND 33 K-12 FRANCHISEE ADDED DURING FY11

46500+ STUDENTS ENROLLED IN KIDZEE DURING FY11

ZEE LEARN GAKKEN SCIENCE ACADEMY REACHES 25,000+ STUDENTS

FY 2011 HIGHLIGHTS

Zee Learn Limited (BSE: 533287; NSE: ZEELEARN.EQ) had come into existence by de-merger of the Education Business Undertaking of ZEEL on the Appointed Date viz. April 01, 2010. The company has been listed independently on NSE and BSE since December 20, 2010. The Company offers following educational services –

- Pre-school segment through Kidzee – leading preschool chain in India
- K-12 schools through Mount Litera Zee Schools
- Animation training through ZICA and Film & TV training through ZIMA
- School Solutions through Zee Learn Gakken Science academy - a tie up with Gakken Education – a leading education player from Japan.

Kidzee : Kidzee is the leading player in the Pre-school segment with over 750 centres across India. Over 46,500 students enrolled in Kidzee in FY 2011. In 4Q FY11, Zee Learn added 56 Kidzee franchisees into the Kidzee franchise.

Kidzee is a thought-leader pre-school chain with a proprietary & differentiated pedagogy called *Illume* and is a member of OMEP – the World Organization for Early Childhood Education. Illume has been independently researched by MS University Baroda and found to be developmentally appropriate and meaningful for early childhood education in India.

Mount Litera Zee Schools : There are 77 schools signed up under the Mount Litera Zee School brand name, out of which 27 are operational. Most of these 27 schools are in their 1st year of operation and have started building up enrolments. In 4Q FY11, Zee Learn added 12 new Franchisees in the system. All the 27 operational Mount Litera Zee Schools follow CBSE, while there are plans for ICSE, IGCSE and IB schools too for the remaining schools. Mount Litera Zee Schools have developed a pedagogy based on Multiple Intelligence and Constructivism called Litera Octave. This pedagogy is learner centric i.e. it puts the child at the centre of learning. It is a departure from the rote learning prevalent across schools in India and focuses on Higher Order Thinking Skills (HOTS). Litera Octave is delivered through an integrated approach encompassing teacher training, content, assessment, life skills, educational infrastructure and parenting.

School Solutions: In 3Q, Zee Learn entered into the School Solutions segment with Zee Learn Gakken Science Academy - a venture of Zee Learn Ltd and Gakken Educational Co., Japan. It aims to bring the best of Japanese education in the field of science to schools in India. The intention is to improve conceptual understanding and developing scientific temper amongst students by providing hands-on experiment tools. These Science Experiment Classes are based on 'learning by doing' and will bring about a paradigm shift in the way children relate to science in schools in India. Launched in October 2010, ZLGSA has signed up over 50 schools with over 25000 students In FY 11.

Zee Learn is committed to innovations in teaching and learning. The Company is also developing other school solution products that enhance learning of Science, Maths and Languages.

Zee Institute of Creative Art (ZICA) was set up in 1996 to impart 2D and classical animation in India. Since then, it has provided talent to the Animation Industry with some of the top animators in India being ZICA alumni. In FY 2010, the Company began expansion of ZICA through the franchising route and now has signed up 30 ZICAs and offers a 3 year Degree program in Animation in addition to 2 year Diploma and various short term certificate courses. In FY 11, over 1260 students enrolled in ZICA around the country including the Company owned and operated Institute at Mumbai.

Zee Institute of Media Arts (ZIMA) : A Film and TV training Institute set up in Andheri Lokhandwala, Mumbai. It runs various short term courses ranging from 2 months to 24 months in direction, cinematography, sound, production, editing etc. It has been in operations since 2005 and in FY11, 290 students enrolled for various courses in ZIMA.