

Date: August 24, 2023

To Listing Department BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai, Maharashtra 400001	To Listing Department, National Stock Exchange of India Limited Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai, Maharashtra 400051
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Dear Sir,

**Re: Press Release- Release of National Curriculum Framework (NCF) for School Education 2023
- pursuant to Regulation 30 of The SEBI (Listing Obligations and Disclosure Requirements)
Regulations, 2015**

The press release titled "National Curriculum Framework (NCF) for School Education 2023 released. This ushers in a new NCF in School Education after 18 years providing a strong runway of growth for the Company going ahead" is attached herewith.

The Company shall also disseminate the above information on the website of the Company i.e. www.schandgroup.com.

Request you to kindly take note of the same.

Thanking You.

Yours Sincerely,

For S Chand And Company Limited

Jagdeep Singh
Company Secretary
Membership No: A15028
Address: A-27, 2nd Floor,
Mohan Co-operative Industrial Estate,
New Delhi-110044

Encl: as above



PRESS RELEASE

National Curriculum Framework (NCF) for School Education 2023 released. This ushers in a new NCF in School Education after 18 years providing a strong runway of growth for the Company going ahead

New Delhi, August 24th, 2023. The National Curriculum Framework for School Education (NCF SE) has been released by the Hon'ble Union Minister of Education, Skill Development and Entrepreneurship, Shri Dharmendra Pradhan.

This is the first ever integrated Curriculum Framework for children between ages 3-18 in India. It is a direct outcome of the 5+3+3+4 curricular and pedagogical structure that National Education Policy (NEP) 2020 has come out with for School Education. This is in follow up to the NCF of the Foundational Stage (NCF FS) which was released in October 2022.

We are releasing this press release to update investors and all stakeholders on our take of the policy and to give an understanding of how it is going to impact us going ahead.

Impact of NCF going ahead

1. **New Content Creation within CY2023.** With the timely announcement of the NCF for School Education, we look forward to the creation of new content adhering to the new NCF over the next 4-6 months.
2. **FY24 promotion season to see mixture of new and old syllabus content.** The upcoming promotion season of October, 2023 – March, 2024 would see sales from both old syllabus and new syllabus books depending upon the adoption of new curriculum books by schools in phases.
3. **Strong runway of growth for at least 2-3 years.** Since the New Curriculum is being developed after a gap of 15 years, it would substantially reduce the second hand book market, and which would further spur volumes.
4. **Lessons from 2005 NEP/NCF roll out.** During the 2005 NCF announcement, the new syllabus was rolled out over a period of 3 years. We expect 100% adoption of new NCF by schools to happen over a similar time period.

The NCF is a transformative initiative to usher India to prepare itself to meet the challenging demands of a 21st century knowledge society. The NCF SE enables and energizes this

transformation, informed by its aims, principles, and approach. Its objective is to realize the highest quality education for all our children, consistent with realizing an equitable, inclusive, and plural society as envisaged by our Constitution. We at S Chand look forward to be a part of this transformative journey of providing quality educational content to our next generation of learners.

Link for NCF 2023 https://ncert.nic.in/pdf/NCFSE_2023_August_2023.pdf

About S Chand And Company Limited

S Chand And Company Limited is one of the leading education content companies delivering content across the length and breadth of the country. The Company provides content, solutions, and services across the education lifecycle through its presence in three business segments – Early Learning, K 12 and Higher Education. The Company has a strong foothold in the CBSE/ICSE affiliated schools, WBSE affiliated schools with increasing presence in the state board affiliated schools across India. The Company develops and nurtures its relationships with customers by developing quality content and educational innovations, and in recent years have increased focus on investing and improving the digital product offerings in each of the business segments.

The Company has more than 11,000 book titles across competitive exams & reference books, technical & professional books, school books and higher academic books. We have presence and extensive distribution system across India through over 3000+ channel partners. The Company also exports print content to over 20 countries and digital content to 5 countries in SAARC, South Asia, the Middle East, Africa, and other parts of the world. Some of the well known brands include S Chand, Vikas, Madhubun, New Saraswati House and Chhaya Prakashani and digital brands S Chand Academy, Learnflix, Mylestone, SmartK, Testcoach, Destination Success, myStudygear, Madhubun Educate 360 and Ignitor.

For more information please contact:

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