



Date: September 03,2025

To,
Listing & Compliance Department
National Stock Exchange of India Limited
Exchange Plaza,
Plot No. C-1, Block- G,
Bandra Kurla Complex, Bandra (East)
Mumbai - 400051

Ref :- NSE Symbol : CHETANA

ISIN: INEOU1T01012

Subject: Outcome of the Investor(s)/Analyst(s) Meet held on September 02, 2025.

Dear Sir/Madam,

Pursuant to Regulation 30 read with Para A of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulation 2015, please find enclosed the key highlights of the investor(s)/analyst(s) meet for financial performance and strategy update held on September 02, 2025

Further, please note that this key highlights is also available on the website of the Company: <https://chetanaeducation.com/>

We request you to take the aforesaid on records.

Thanking you,

Yours Truly

FOR CHETANA EDUCATION LIMITED

Anil Jayantilal Rambhia

Managing Director

DIN: 00332241

Encl: Key highlights of the Investor(s)/ Analysts(s) meet

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Chetana Education Limited

On 2 September, 2025 conducted a group meeting for the investor at its registered office from 03:00 p.m. to 06:00 p.m. The session was attended by 14 key investors of the company. The meeting focused on strong financial performance with consistent revenue and profit growth. The company outlined its strategic focus on geographic expansion, entry into new business segments, and leveraging market opportunities across emerging states. Management remains optimistic about long-term growth driven by innovation, operational efficiency, and sectoral tailwinds.

The investor meet followed a Question & Answer format.

The discussion was based on publicly available information and no unpublished price sensitive information was shared in the meeting.

Herein are the detailed key takeaways from the investor meet.

Key Takeaways

1. Company Background

- **Founded:** Evolved into a trusted K-12 content publisher over 47 years.
- **Innovative Product Portfolio:** Publishing for **CBSE & Maharashtra State Board** aligned with **NEP 2020 & NCF 2022**.
- **Revenue Share :** **45%** is CBSE & **55%** State Board.
- **Innovation:** Pioneered **QR-enabled books – Phygital Model** (physical + digital) with over 30,000 videos
- **Scale:** 700–750 titles
- **Authors:** 400+ Contractual Authors, supported by an in-house team of 30+ experienced Editors & Designers.
- **Workforce:** 480 employees
- **Reach:** 20,000+ schools across India

2. New Business Segments

DIJAA OTT Platform (Growth Lever) through a 100% owned subsidiary

- **SaaS-based personalized OTT ecosystem** for schools. (**Subscription – Per student/year**).
- **Features:**
 - Login-based student/teacher access.
 - Custom-branded, ad-free & Rich educational and allied content
 - Schools can upload their own content.
 - Channels stream live and asynchronous content
 - Upload, monitor, schedule and analyze content consumption for insights
- **Traction:** **184 schools** onboarded in 4 months. Target **2,000 schools** by next year
- **Focus:** Asset-light, IP-driven growth, not printing-intensive.
- **Linked:** This will boost sale of Chetana Books as the object will encourage Schools to purchase more books.

3. Financials

- **FY25 Revenue:** ₹102.8 crore.
- **FY25 PAT:** ₹13.5 crore (PAT margin ~13%).
- **FY26–27 Outlook :** Topline growth around 20% CAGR.

4. Market Landscape & Our reach

- **Industry Size:** Approx ~₹10,000+ crore (Organized ~₹3,000 crore | Unorganized ~₹7,000+ crore).
- **Regional Stronghold:** one of leading Publisher in Maharashtra (~₹2,000 crore state board market).
- **Expansion in States:** Company is planning to penetrate further its reach in existing states.

5. Industry Drivers

- **NEP (National Education Policy):**

- Major syllabus changes as the NEP will be adopted, hence eliminating second-hand market → boost new book sales in upcoming year
- Due to NEP , Change in syllabus has been implemented in phase manner from current year and same is expected to be completed in upcoming 3 years.
- Encourages tech-enabled hybrid content in primary & secondary education
- **Tailwinds:** NEP + hybrid adoption = strong 20–25% growth potential.

6. Growth Strategy

- **Shift from Unorganised → Organised:** Actively capture market share in line with the industry shift to organized players
- **DIJA OTT Expansion**
- **Curriculum Diversification:** Expanding beyond State Board & CBSE into ICSE & IB Boards.
- **Tier 2 & 3 City Focus:** Driving scale and adoption in geographies to increase penetration.

7. Experienced Management & Leadership

- **Leadership Depth:** Decades of publishing and education industry experience.
- **Operational Discipline:** Blending efficiency with increased sales & marketing execution.
- **Strategic Focus:** Driving scalable, cost-efficient growth while transforming into a **phygital content + EdTech company**.

8. Key Takeaways

- **Chetana Education (NSE: INE0U1T01012; Mcap: ₹157Cr)** – 3rd listed Publisher, expanding nationally.
- **DIJA OTT = core growth lever** – scalable, high-margin, asset-light SaaS model.
- **NEP reforms provide strong tailwinds** – Eliminate second-hand market, drive hybrid adoption.
- **Next 3 years:** Topline Growth , expanding margins, transforming from pure publisher to hybrid EdTech + content player.

Disclaimer: Some of the statements in this communication may be “forward looking statements” within the meaning of applicable laws and regulations. These forward-looking statements are based on currently available information, current assumptions and expectations and projections about future trends, which are inherently subject to risks and uncertainties that may cause actual results to differ substantially from those expressed or implied in those statements. Such risks and uncertainties include, but are not limited to, general industry and market conditions, changes in industry structure, changes in Indian political and economic environment, domestic demand and supply conditions, changes in tax regimes, government regulations, import duties, exchange rate fluctuations, corporate actions including acquisitions, litigation or regulatory proceedings and labour relations. Investors are advised to exercise caution and not place undue reliance on any forward looking statements. The Company does not undertake to update, amend or revise any forward- looking statement, whether as a result of any new information, subsequent development, future events or otherwise.
