

Tree House Education & Accessories Ltd.

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Registered Office:
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Date: February 14, 2014

To, Bombay Stock Exchange Ltd. Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai-400 001	To, National Stock Exchange of India Ltd. Exchange Plaza, Plot no. C/1, G Block, BKC, Bandra (E), Mumbai - 400 051	To, MCX Stock Exchange Ltd. Suren Road, Andheri (East), Mumbai - 400 093
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Sub.: press release dated February 15, 2014
Scrip Code: 533540 / Symbol: TREEHOUSE

Dear Sir,

Please see enclosed press release dated February 15, 2014.

We request you to kindly acknowledge the receipt of the same and update the same on your record.

Thanking You,
For **Tree House Education & Accessories Limited**


Deepali Hanchate
Compliance Officer

Encl.: As Above



Press Release dtd: February 15, 2014

Tree House kids celebrate Valentine's Day as Grandparents' Day across India

Thousands of grandparents and parents attend across Tree House Centres

Unique celebration of love and affection by tiny tots and senior citizens

Mumbai, February 14, 2014: Continuing the unique way of celebrating the meaning of LOVE, Tree House Education & Accessories Limited, India's largest self-operated pre-school chain, today celebrated Valentine's Day as "Grandparents' Day". This celebration of love across all Tree House pre-schools in the country makes it the biggest celebration of love and bonding between grandparents and their grandchildren. Thousands of grandparents and parents attended the mega event across Tree House **centres** in India.

Children studying at Tree House institutions across the country welcomed their grandparents (*Dada - Dadi / Nana-Nani*) to this unique "celebration of love and affection" and entertained them through various activities such as singing, dancing and games. The main attraction of the event was the 'ANTAKSHARI' followed by dance and music programs, in which grandparents and children participated together.

Mr. Rajesh Bhatia, Promoter and Managing Director of Tree House Education & Accessories Ltd., said, "In most families, both parents are working and hence it is the grandparents who with their unconditional love, help in bringing up the children. Children are attached to their grandparents and are excited to show them their school. We continue to celebrate Valentine's Day differently with a view to honour and recognize the countless contributions and sacrifices senior citizens have made throughout their lives to families, communities and the nation. This also helps foster the special bond that exists between grandparents and their grandchildren. We give them an opportunity to be together on this day of love, making it a day they cherish forever. Tree House, which inculcates traditional values of love and family relationships similar to the Gurukul concept, strongly believes that such initiatives will help imbibe the traditional Indian values in the young and fresh minds right from a very young age."

Mr. Bhatia added, "Tree House is keen to make the younger generation connect to the senior one, so the generation gap gets reduced and bonds get strengthened. Senior citizens have a very special place in the family; hence they should never be ignored."



It was a memorable day which will be etched in the minds of our toddlers, grandparents and staff.

About Tree House Education & Accessories Limited

Treehouse Education & Accessories Limited (NSE code: TREEHOUSE; BSE code: 533540; MCX code: TREEHOUSE) runs quality preschools and also provides educational services to K-12 schools throughout the country. Treehouse has revolutionized the concept of pre-school pedagogy in India through the use of innovative teaching methods and child-focused personal care.

For day to day updates on what's happening at our centers, follow us on Facebook at www.facebook.com/treehouse.playgroup

For more updates and information on the Company, please log on to www.treehouseplaygroup.net

