

# Tree House Education & Accessories Ltd.

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August 22, 2014

To,  
**Bombay Stock Exchange Ltd.**  
PhirozeJeejeebhoy 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

Dear Sirs,

**Sub.: Press Release-Tree House acknowledged as India's Most Trusted Pre-School Brand dated August 22, 2014**

**Ref.: Ref.: Scrip Code: 533540 / Symbol: TREEHOUSE**

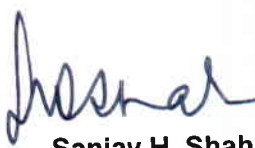
We are attaching a copy of the 'Press Release' in connection with the captioned matter.

We request you to kindly take it on your records.

Thanking you,

Yours truly,

For Tree House Education & Accessories Limited



**Sanjay H. Shah**  
Compliance Officer and Chief Financial Controller



August 22, 2014

## Tree House acknowledged as India's Most Trusted Pre-School Brand

Tree House Education & Accessories Limited (Tree House), a leading educational service provider operating the largest number of branded self-operated pre-schools in India, today announced that it has been listed among the country's most trusted educational institutes. In the first ever study conducted by TRA Research Private limited (formerly Trust Research Advisory), Tree House received the highest rank for any pre-school in India.

*Commenting on this, Mr. Rajesh Bhatia, Managing Director of Tree House, said "Over the last ten years, the Tree House team has focused on creating a high quality knowledge platform for Indian children, with the belief that education is one of life's most important investments. It is our sincere endeavour to inspire and nurture young talent to grow and accomplish great things. This accolade of being India's most trusted pre-school brand recognizes our commitment and accomplishments in the field of education."*

The report was based on findings from 7 million data points from surveys conducted across 40 cities and 8,000 respondents, modelled on a research methodology developed with the Indian Statistical Institute, making it the largest and most comprehensive such exercise in India's educational sector. The study covered educational institutions across every genre and offers novel insights for parents and students to make informed choices based on a neutral, unbiased framework.



**About us:**

Tree House is the largest self-operated pre-school chain in India, known for qualified and experienced teachers, standardised curriculum and quality education. Tree House has 505 preschool centres as on June 30, 2014 across 67 cities. The Company offers play group, nursery, junior kindergarten (KG), senior KG, vacation camps, hobby classes, teacher training, day care facilities and teacher training courses at its pre-school centres. The Company is also present in the K-12 school segment, with 24 operational schools.

**For further information please contact:**

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