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RESEARCH PROJECT ON
Marketing strategy of Byju's during covid

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UNDER THE GUIDANCE OF

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CERTIFICATE FROM FACULTY GUIDE

This is to certify that the project report on “Marketing Strategy of Byjus during Covid” has been prepared by Priyam Pranjali, Puru Bhardwaj and Qamarwish Sayeedi under my supervision and guidance. The Project report is submitted towards the partial fulfilment of 3-year, full time Bachelor of Business Administration.

Name and Signature of Faculty

Prof. Dr Ranjul Rastogi

Sign:

Date:

ACKNOWLEDGMENT

This project has been made possible through the direct and indirect co-operation of various person, we wish to express our appreciation and gratitude.

We are extremely grateful to respective Prof. Dr. Ranjul Rastogi, whose guidance, constant support and encouragement was the corner stone in the completion of this project. Through his valuable guidance I have gained a tremendous insight and knowledge. I take this opportunity to express my profound gratitude and deep regards to my guide for his exemplary guidance, monitoring and constant encouragement throughout the course of this thesis. The successful completion of my report is entirely due to his encouragement and persuasion.

I would also like to take this opportunity to thanks all those our intellectual department is to all the faculty Department who have contributed significantly in writing this project.

Priyam Pranjali
Puru Bhardwaj
Qamarwish sayeedi

DECLARATION

I Priyam Pranjal (19GSOB1010010) along with my team members Puru Bhardwaj (19GSOB1010004) and Qamarwish Sayeedi (19GSOB1010471) student of BBA of School of Business, Galgotias University, Greater Noida, hereby declare that the project report on “Marketing Strategy of Byjus during Covid” is an original and authenticated work done by us.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

Abstract

This study is about impact of Covid 19 on BYJUS and the changes happen in the marketing strategy. The online learning app BYJU's is offering free access to its complete app as schools remain shut due to a government-led advisory to protect children from coronavirus. BYJU'S says that according to a report by UNESCO, education of over 290 million students across 13 countries will be interrupted because of the COVID-19 crisis. The agency has also suggested that learning platforms will help students access quality education remotely during times like these.

There are two methods is used in completion of the project. One is secondary method and another being primary method. Although primary method one is used minorly and only to know changes in the situation of students due to Covid 19.

TABLE OF CONTENTS

Introduction	1
Literature Review	2-3
Strategies	3-4
History	5-6
Industry Goals	6
Legal Challenges	7
Business Models	8-9
Research Methodology	10
Marketing Journey	10
Objectives	11
Hypothesis	11
Findings	12-17
Conclusion	18
Reference	19
Appendices	20

Introduction

BYJU'S is an Indian multinational educational technology company, headquartered in Bangalore. It was founded in 2011 by Byju Raveendran and Divya Gokul Nath as of December 2021. It is an education tutoring app that runs on a freemium model, with free access to content limited for 15 days after the registration. There are well structured and personalized videos, modules, and other forms of learning content. The marketing strategy of Byju's is bridging the gap between the Gen Z and Millennials generation as they are the target users of Byju's. To pitch to the Gen Z generation, Byjus has come up with an early learning app and offering them a great experience. The brand is offering immersive content like interactive videos, Disney stories, fun educational games. Byjus targets grown-up students who are aspiring to crack competitive or entrance exams as well. By offering them a way of reaching their dream to crack the exams, Byjus pitches the young generation. It also targeted the parents by making them believe how the gadgets their children stick to these days can be a learning platform for them. It is also making the parent-children relationship better.

The Covid-19 crisis has affected the worldwide education system. Classes were cancelled in India, schools shut down and examinations postponed in the Covid-19 pandemic. The majority of academic facilities in India come from online learning and schools adapted online teaching to continue education during the crisis. In this severe education situation, Byju's app makes a social initiative by providing high-quality education through their app, for children residing in underprivileged areas during the pandemic situation. However, in India, around 250 million children have lost connection to education, referring to a recent report by UNESCO. Also In relation, another 28 million pre-school children in Anganwadi centers were affected by the COVID-19 pandemic. Byju's application became a valued e-learning app after the COVID-19 outbreak, and its valuations reached \$10.5 billion.

LITERATURE REVIEW

- 1) Singh and Sangeeta, 2015: - In the constructive learning process students do not sit idly remain as passive gainers of knowledge but are active constructors of “knowledge through experience, observation, documentation, analysis and reflection,”
- 2) Bada and Steve, 2015: -Constructivist teachers encourage students to constantly assess their understanding. Students in a constructivist classroom attain expertise in learning through the act of self-questioning and analyzing the strategies they undergo.
- 3) Shumaila Bhutto and Imran Umer Chhapra,2013: - In the paper, "Educational Research on Constructivism - An Exploratory View," opines that teacher who are part of the constructive process “should receive appropriate training with awareness of overall progress and the quality and quantity of support and practical suggestions”.
- 4) Dr. Sunita Singh and Sangeeta Yaduvanshi,2015: - In the paper, “Constructivism in Science Classroom: Why and How,” propounded that “Constructivism is helpful in the learning of Science in true sense i.e., not only as a body of knowledge but also as a process for making sense of surroundings,”
- 5) Nayak, 2013: -Students’ learning through Constructivist approach “did have some impact on their performance in Mathematics in terms of their understanding and applicability and that they were able to integrate their learnt concepts to construct knowledge,”. Constructive techniques ensure that students learn difficult subjects with effectiveness and ease. Constructivism enhances the students to be critical learners.
- 6) Renu Yadav 2016: - In "Role of Constructivism in Learning," opines that in the Constructive classroom, scaffolding helps the students to “develop the ability of reflection, “It enhances their capacity to develop “critical voice and shared vision” which helps to increase their academic output and also helps them to develop leadership qualities and enhance “socio-emotional learning,” In the modern education scenario, M-learning has a serious impact on the teaching-learning process.
- 7) Adnan Majeed 2015: - In the paper, "Survey Paper on Mobile Learning and Education," explicates that Mobile Learning transforms the entire educational scenario and it has lot of business and education applications. Students increasingly use smartphones, tablets, iPads, PDAs, online education apps to improve productivity in their studies. “Mobile learning apps can be very useful in the higher education environment,”
- 8) Ansari, 2017: - Studies show that students have adequate knowledge, awareness and know-how of mobile technology and the Internet. Students highly agree that mobile learning apps are very important for their learning and research purposes. Modern educational scenario expects that learners and instructors should prepare themselves for the next generation of teaching and learning. Teachers should have the technical skills to impart knowledge in an effective manner which can be easily comprehensible to the students. M-learning can help both the students and teachers to solve the problems of “traditional learning system,”
- 9) Sarrab, Laila and Hamza, 2012: -M-learning access as a handy system that interact with the learner and teacher and facilitates teaching-learning process. Both teachers and students need a proper and handy system to interact with each other and facilitate the teaching-learning process. “M-learning systems are not to replace the traditional classrooms, but they can be

used to complement the learning process in our schools and universities,”

- 10) Ann Marie Casanova,2018: - In her paper, "Case study - Cultivating a love of learning in K 12, BYJU's: How a Learning App is Promoting Deep Conceptual Understanding that is Improving Educational Outcomes in India (English)," elucidates that Byju's App “wants to revolutionize the way millions of students think and learn” effectively. The App ensures that it cultivates a generation of learners who have a curiosity present in them to learn more, dream more, and become more.

Strategies and Different type of Strategies

- **What is Strategies?**

Strategy is an action that managers take to attain one or more of the organization’s goals. Strategy can also be defined as “A general direction set for the company and its various components to achieve a desired state in the future. Strategy results from the detailed strategic planning process”. A strategy is all about integrating organizational activities and utilizing and allocating the scarce resources within the organizational environment so as to meet the present objectives. While planning a strategy it is essential to consider that decisions are not taken in a vacuum and that any act taken by a firm is likely to be met by a reaction from those affected, competitors, customers, employees or suppliers.

- **What are different types of strategies?**

1. Competitive Strategy: The competitive strategy consists of business approaches and initiatives. It undertakes a company to attract clients and deliver. Superior values to them through fulfilling their looking forward as well as to strengthen its market position.
2. Corporate Strategy: Corporate strategy is a type of strategy in strategic management. It draws up at the top level by the senior management of a diversified company.
3. Business Strategy: The business strategy covers all the activities and tactics for competing in denial of the competitors. And behavior management addresses various strategic matters.
4. Functional Strategy: The functional strategy is concerned with developing the right stuff to provide a business unit with a competitive advantage. Each business unit has its own set of departments, and every department has a functional strategy. Functional strategies adapt to support a competitive strategy.
5. Operating Strategy: the operating strategy is the fifth type of strategy in strategic management. It gives form to the operating units of an organization. A company may develop an operating strategy. As an instance, for its sales zones. An operating strategy is put across at the field level, usually to achieve on-hand objectives.

Strategies of Byjus

BYJU'S follows a freemium business model, so most of the revenue is incurred from the subscription amount which is paid by the students for learning. Byju' focused more on teaching students how to learn rather than just making them solve hundreds of questions which makes it so successful. Byjus switched to traditional marketing channels like TV ads. Through TV ads, they raised awareness among parents (buyers) and students (users) both. Check out their TV commercial below. In 2018, the company planned an on-street approach to reach out to individual potential customers in the small cities. The idea was traditional and very simple, with a strong team of 1000 employees, BYJU'S planned to visit home-to-home and pitch-in their product to the customer.

The marketing strategy of Byju's is bridging the gap between the Gen Z and Millennials generation as they are the target users of Byju's. To pitch to the Gen Z generation, Byjus has come up with an early learning app and offering them a great experience.

History

- Byju's is a Bangalore-based multinational technology company which was founded by 'Byju Raveendran and Divya Gokulnath' in 2011 and runs on a freemium model. It is India's largest ed-tech company and is recognized as the creator of India's most popular and appreciated school learning app.
- The ed-tech company was launched in 2015 after four (04) years of development and offers personalized and effective learning programs for classes 1-12 (K-12), and aspirants who prepare for competitive exams such as IIT-JEE, NEET, CAT, GRE, and GMAT. Byju's app provides services and helps lakhs of students to learn in unique ways rather than relying on traditional learning methods.
- The app was developed by Think and Learn Private Limited, the parent company of Byju's. By the end of 2018, the company had 15 million users, including 0.9 million paid subscribers.

About Byjus Raveendran

- Byjus Raveendran, the founder of the ed-tech giant, was born in 1981 in a village in Kerala. Byjus has a B. Tech (mechanical engineering) from a government engineering college in Kerala and before starting Byju's, he was working as a service engineer in a multinational shipping firm.
- In 2003, during his vacations, Byjus started helping his friends to prepare for the CAT exam. Along with preparing his friends for CAT entrance, he also gave the entrance exam and scored 100%.
- He then started taking mathematical workshops for which he did not charge initially.
- In 2009, he started to record his videos of the workshop he conducted.
- In 2011, along with his wife, Divya Gokulnath, he founded Byju's.
- In 2021, he was awarded the 'Forbes India Leadership Award (FILA) Entrepreneur for the Year'.

About Divina Gokulnath

- Divya Gokulnath, the Co-founder and Director of the ed-tech giant, was born in Bengaluru. She has a Bachelor of Technology in Biotechnology from RV College of Engineering in Bengaluru.
- Byjus encouraged her to become a teacher and her career started in 2008.
- In 2021, she was awarded 'Entrepreneur of the Year'.
- At Byju's, Divya manages content, user experience, and brand marketing.

Industry Goal

The primary goal of BYJUs is to bridge the gap between the Indian education system and help the students fall in love with what they learn. The teaching content is delivered to the students in various forms such as quizzes, exercises, visualizations and much more than just the theoretical knowledge.

BYJUs motive doesn't only focus on the students who are interested and motivated to learn instead focuses on everyone, being unbiased. It is trying to create a situation where students take the initiative of learning instead of content being spoon-fed to them in order to gain more score which happens in 99 percent of the cases in the country.

How it works

Initially, the student has to provide all the personal details. Then a free trial period of 15 days is given to the users in order to try the services. After the trial period, if the payment is done, the students get access to more advanced levels of learning.

Stage 1: Students are asked to attend the classes they have enrolled in using the app

Stage 2: Then they are asked to take up multiple tests with personalized feedback.

Stage 3: Classroom sessions are conducted by IIT/IIM graduates at the center near them. Currently, this service is being provided in Gurgaon, Pitampura, Janakpuri, Noida, Rohini, etc.

Stage 4: One-to-one mentoring & doubt clearing by experts is done.

Stage 5: Access to in-depth analysis and a real time feedback is given to the parents using the parent app.

Stage 6: After the completion of the above stages, a complete revision of the whole content is done again in-order to gain better understanding.

The company is successful because it has exactly targeted the perfect audience-students and has provided them the support for better clarity on the topics which will be helpful to them clear the entrance examinations in a simpler and interesting way by a single click of the mouse along with a travel free experience and has given them the freedom to learn at their own pace.

Legal Challenges: -

Byju's have faced many legal challenges/issues

Whitehat Jr's defamation suit:

Byju's acquired Whitehat Jr in August, 2020 and in November, 2020, Karan Bajaj, the founder of Whitehat Jr, filed a Rs. 20 crore defamation case against a software engineer in Delhi High Court. The court ordered the engineer to remove specific URLs, his tweets commenting about the company's teachers and their qualifications and restrained him from using his YouTube channel. On May 4, 2021, the company withdrew its defamation suit.

It was alleged in the suit that:

- The software engineer was defaming the company and spreading misinformation about the company.
- The software engineer was infringing trademarks and copyright of properties owned by the Company using a YouTube handle.
- The engineer owned a YouTube handle "Whitehat's" where he offered the same curriculum as the Company.

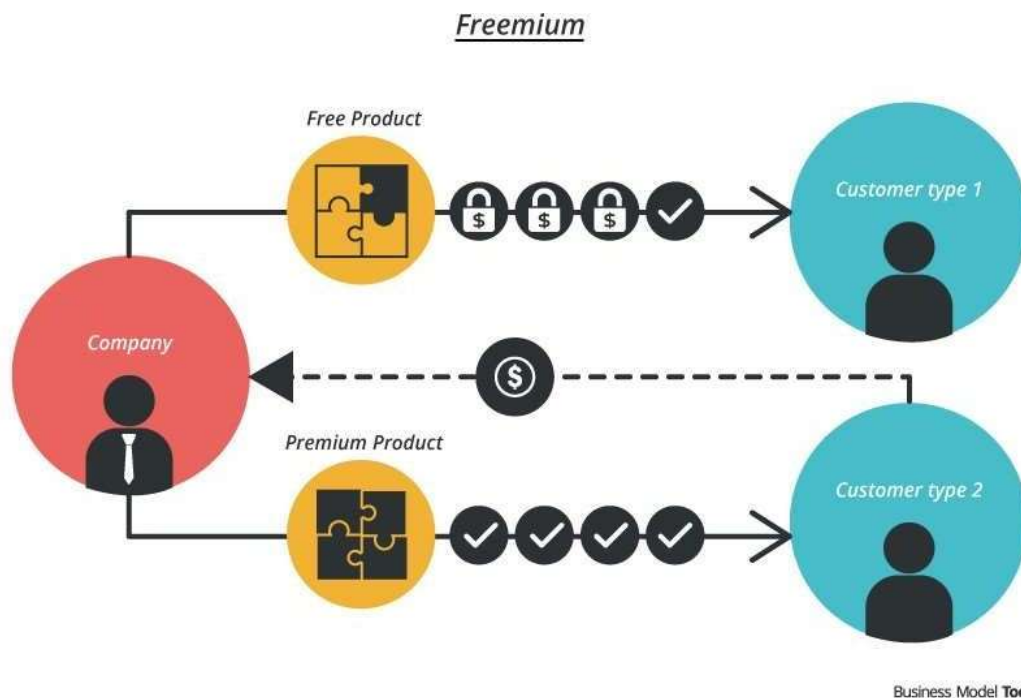
Another challenge Byjus faces is in finding a partner who will help him with the international distribution of this model. He is not just looking at partners from a financial perspective, but those with access to good technology for distribution.

How is it different from the rest?

Other educational websites and apps just provide the content to the user in the form of videos, tutorials and so on. But when a student chooses BYJUs for one's learning, one gets a personalized experience using their 'knowledge graph' feature and can proceed with their own pace.

Also, the platform provides a free counselling session at the doorstep and then the student can understand and select the course of one's interest more confidently.

Understanding its business model



The business model of BYJU's is a freemium business model where the communication is done from business-to-consumer (B2C).

Future Plans

BYJU's has just captured the Indian market with his impressive teaching and marketing techniques on education. It now has greater goals, greater challenges, and greater team support. It is looking to expand its market to the US, UK, South Africa and other African and Commonwealth markets. It is already present in the Middle East.

Key Partners

Key partners are the relationships that you have with other business, governmental, or non-consumer entities that help your business model work. Several companies such as Tencent, Chan-Zuckerberg initiative, LightSpeed Venture Partner were impressed by BYJU's and have become key partners in it by investing huge amount of money in it.

Key Activities

Key activities consist of the activities that lead the company towards their goal with ease. The key activities of BYJU's include platform development, data center operations management, IT infrastructure operations and managing the learning community.

Key Resources

Key Resources act as a building block describing the most important assets needed to make a business model work. The technology infrastructure, interactive graphics technology, lecturers, servers, IT infrastructure are some of the key resources of BYJUs.

Value Propositions

Value Propositions are the services or features or their innovations that make their product look attractive to the customers. Access to good quality education, bringing quality teachers to every student, video delivery model, engaging content and retention are some value propositions of BYJUs.

Customer Relationships

Customer Relationships describe the ways that a company will engage with its customers to improve the customer experience. BYJUs establishes customer relationships through a mobile app, online virtual classes, direct meetings, and calls.

Customer Segments

The customer segmentation is the practice of dividing a customer base into groups of individuals that are similar in specific ways. The customer segments include students, parents, teachers and other competitive exams.

Channels

Channels are through which the company provides its service to the customers. BYJUs channels its content from YouTube, Facebook page, web, and mobile app.

Cost Structure

Cost structure refers to the types and relative proportions of fixed and variable costs that a business incurs. BYJU incurs the cost of web development, maintenance, data center, business development and operations, marketing and sales, general and administrative and media development costs.

Revenue Streams

A revenue stream is a source of revenue of a company or organization. In business, a revenue stream is generally made up of either recurring revenue, transaction-based revenue, project revenue, or service revenue. BYJUs follows a freemium business model, so most of the revenue is incurred from the subscription amount which is paid by the students for learning. BYJU also earns from product purchase from its website, offline career counselling, offline coaching, and revenues from API.

Research Methodology: -

This report titled “Marketing strategy of Byju’s during covid” uses Quantitative Methodology of research to analyses data collected through questionnaires which were sent through Google Forms.

The objectives of the study include:

- To identify how Byju’s app acts as a facilitator.
- To investigate the students’ transformation from traditional learning to technology based modern learning.
- To find out how far Byju’s app promotes learning.

The study has been conducted from the theoretical perspective of Constructivist Pedagogy, and its effectiveness in a technology assisted self- learning process, using Descriptive methodology of analysis. The questionnaire comprised of 10 multiple choice questions in order to find the responses from random learners who are currently subscribed to Byju’s app. Questions were asked inorder to comprehend the effectiveness, easiness, comfort, interactivity, and personalized experience of using the app. Personal data of the respondents too were collected. The statistics was analyzed and computed into pie charts. The respondents answered to the multiple-choice questions and they chose their answers based on their individual perceptions.

Sampling Design

- **Collection of data:** - The data is collected through questionnaire created in google forms.
- **Target Audience:** - The target audience for collection of data are Parents and Students.
- **Location:** - As we spread the link through online platform, the location is Pan India.
- **Sample Size:** - The sample size is of 120 members.
- **Way of Collection:** - The data is collected randomly.

BYJU’S Marketing Journey:

The marketing journey of India’s No 1 Edtech brand has been a rollercoaster with many successful marketing campaigns gaining a prodigious amount of business for BYJU’S and even some failed campaigns which have some important learning for every marketer.

BYJU’S goes Feet-on-Street:

In 2018, the company planned an on-street approach to reach out to individual potential customers in the small cities. The idea was traditional and very simple, with a strong team of 1000 employees, BYJU’S planned to visit home-to-home and pitch-in their product to the customer.

The top digital marketing company in Gurgaon finds it to be an unusual approach, especially by an internet based company, which in most scenarios depend on the online platforms to drive sales while tapping into the customer’s data.

This campaign began from the streets of Bengaluru and later extended to the cities of Hubballi, Dharwad

and Mysore in Karnataka. BYJU'S executives were successful in generating up to 50% conversions through these counselling sessions.

According to the digital agency in Gurgaon, any marketing strategy is always based around the behavior of the targeted audience, but interestingly, BYJU's has to create its marketing plan to win the hearts of two completely different sets of audiences: 'Students and Parents'. This is because the students are the ones who will be eventually engaging with the platform and parents will be the ones paying for the subscription.

Hence, the marketing journey for the brand has been an inspirational one, which made its way to the top. Let's dig into how BYJU's successfully cracked its audience and garnered a huge subscription base.

Understanding the Target Audience:

It is a real challenge for one marketing campaign to target two really different audiences of a different age group and thinking process, but BYJU's surely managed to find that link which drives decision-making among its audience. Here is how the company did/does it.

Targeting the Student Community:

Being the actual users of the platform, the students are majorly concerned about the experience they will receive. Hence, their opinion about the app is hugely impacted by their learning journey with the app.

To earn the support of the learners, BYJU's left no stones unturned, and targeted this audience group very smartly. Firstly, the company came up with an early learning app for the students. Also, partnered with Disney to make the learning experience more interactive for the kids and created trademark Disney stories, educational games and digital worksheets which led their path to success amongst the students.

Targeting the Parent Community:

You must have heard or watched a video from the campaign "Come Fall in Love with Learning"

This was a phenomenal Video Marketing Campaign and it left a lasting impact on the minds of parents and broke one of the biggest myths about technology. This campaign shed light on how the modern devices can help their kids in learning and can offer rich and interactive content for the students.

Mrinal Mohit, COO, BYJU'S commented, "At BYJU'S, creating quality and seamless learning experiences for students has been our key focus area. Parents often think that children use smartphones for entertainment only. This campaign has been crafted to help parents understand the importance of learning through smart devices and how the concept of using smartphones as a learning device is becoming widely popular. In fact, the TV commercial depicts real-life scenarios that students learning from smart devices would have gone through at some point or the other. We are confident that this new campaign will help us install trust in the fact that better learning experiences enable students to become self-learners and learn for the love of learning, rather than the fear of exams."

BYJU'S 'Keep Learning' Campaign:

Clearly BYJU'S understands India's love for cricket and knows how to use it in their favour very well. The 'Keep Learning' campaign is a concept by Spring Marketing Capital launched in 2019.

The TV commercial features the Indian Cricket team unveiling their new jersey showcasing the BYJU'S logo on it. In the TVC, the team walks to the pitch while sharing their emotions and inspirations from it to continue learning while staying on the path of growth each day.

This campaign proved to be a huge success for the company and attracted a commendable amount of attention on the brand with over 8 million views just on YouTube.

BYJU'S brings opportunity for Student amidst COVID-19 Lockdown:

According to the BYJU'S team, students do not care about the product, they care about the problem it solves for them. Hence the ed-tech company planned to solve one of the biggest problems for the students during the time of crisis and offered a free-access to the live classes from the best teachers on BYJU'S.

The user just has to select their preferred subject and time slot, and they are ready to get back to their curriculum for free. These online classes were backed with interactive videos, revisions and practice tests.

With this campaign, the learning app successfully gave a flavour of the seamless learn-from-home experience to the students.

In response to schools being shut down due to Covid-19, Byju's made content on its learning app free for all students. It also introduced live classes to further student engagement. This probably got Byju's a new wave of users enabling it to add further 13.5 million consumers in March and April, according to analysts.

“This crisis has brought online learning to the forefront and has helped parents, teachers and students alike to experience and understand the value of it,” said Byjus Raveendran, founder and CEO of Byju's. He said that the 'Classrooms of Tomorrow' would have technology at the core, empowering students to cross over from passive to active learning. The result would be a combination of the best of both online and offline educational offerings.

Objectives: -

- To understand the history of Byju's learning App.
- To study the business model and strategy of Byju's learning app.
- To understand the new techniques that are used to deal with challenges faced by competition.
- To understand the reasons that helped become BYJU's app a national success.
- To understand the impact made by the Byju's app on students during COVID 19 pandemic.
- Use SWOT analysis for Byju's app performance evaluation.

Hypothesis

Online courses are gaining recognition and many users, especially professionals, are interested in getting an online certification course. They enroll in online courses for a variety of reasons such as skills development, getting a better job, new opportunities, etc.

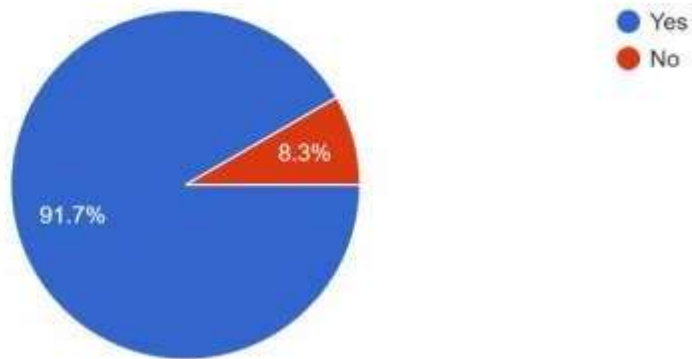
From the above discussion we analysis that the amination system of Byjus is helpful till class 10, then after it is not helpful for Class 11&12, because after 10th there will be more practical papers and there are different streams as it not easy to frame the entire subject as a story teller.

FINDINGS

Based on the above discussion we have conducted a survey through questionnaire on Customer Review on BJJUS and here are the result.

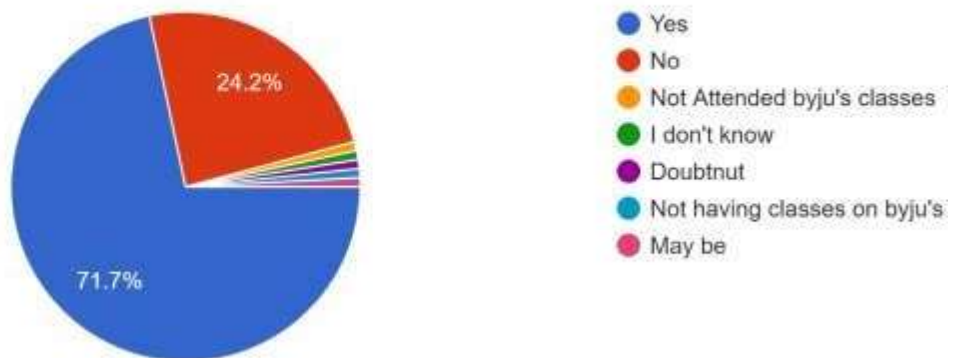
Have you ever attend online classes

120 responses



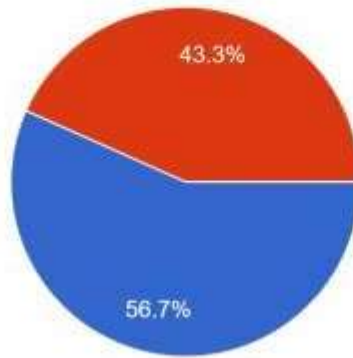
Byju's classes is/was helpful for you?

120 responses



Price of Byju's is affordable

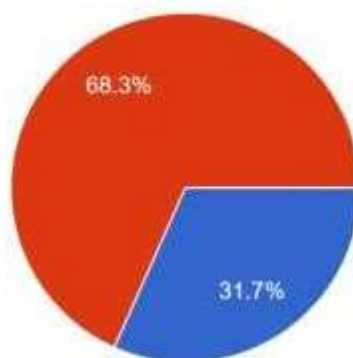
120 responses



- Agree
- Disagree

What do you mostly prefer

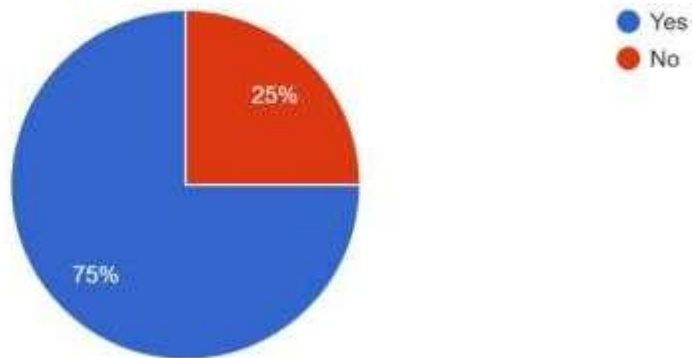
120 responses



- Online classes
- Offline classes

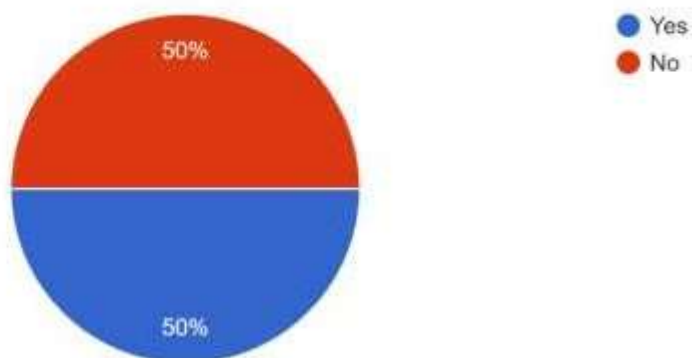
Are you happy with Byju's services

120 responses



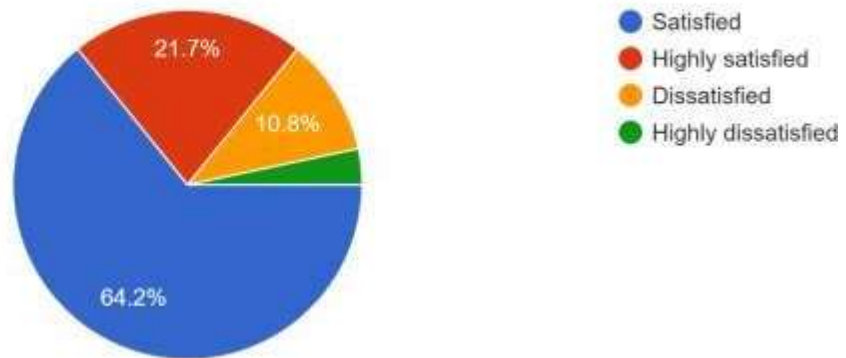
Will you like to purchase Byju's services?

120 responses



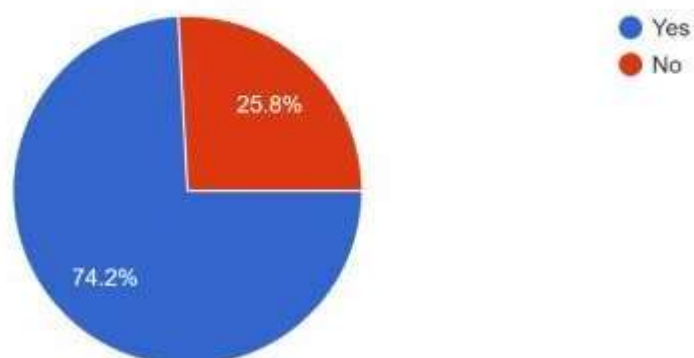
Is the study material provided by Byju's helpful to complete the syllabus?

120 responses



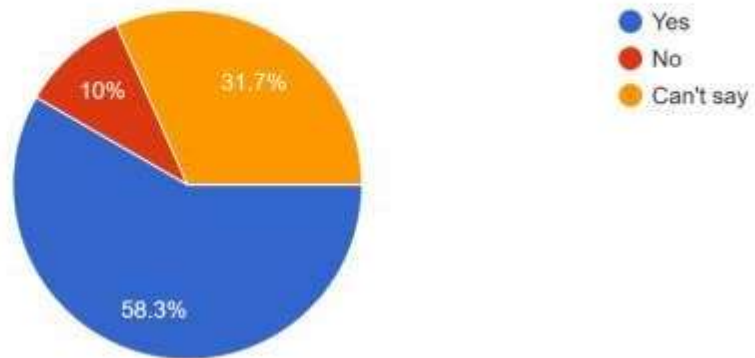
During Covid -19 ,did the company gave a seamless study from home experience?

120 responses



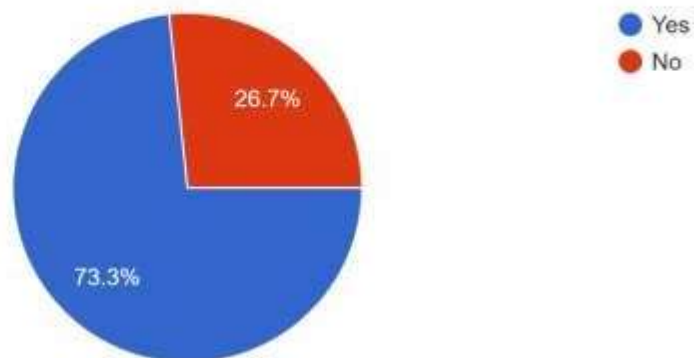
Do the advertisements done by byjus's attract the customers?

120 responses



Do all courses have live- problem solving classes?

120 responses



CONCLUSION

“We’ve created students who are addicted to learning, and therein lies the secret to our success”

-Byju Raveendran

The Byju’s App is known for its self-paced learning experience by enabling the students crack down difficult concepts. The app uses a host of modern techniques like web-based learning, visual graphics, video-based instruction, etc. to provide an immersive learning experience. These innovations are highly helpful for the students to understand basic concepts and enable them to prepare for exams. From this study, it is clear that Byju’s app has transformed Indian education scenario by effectively incorporating Constructive methods of teaching and learning. Most of the respondents agree that the app is interactive, comfortable and effective. But the study also finds that some users are not able to effectively use this App for personalized learning as they are not regular subscribers of the app. regular subscription is on the expensive side for average Indian students. Byju's App is striving hard to transform education scenario and will surely reach to a mass audience if it can become more affordable.

When the whole world was suffering from the ongoing pandemic situation and schools were shut down in different parts of India, Byju’s made the Byju’s app free for the students till April 2020. As a start-up, the concept of Byju’s is quite innovative and has earned massive success in the industry. The Company along with its presence in the Indian market has captured and established its presence in the Middle East as well. The main objective of the ed-tech giant is to bridge the gap between the Indian education system and help students fall in love with what they learn. It is creating a place where students can take the initiative of learning themselves rather than being spoon-fed. As per Forbes list of India’s 100 Richest People (2020), Byju is India’s youngest billionaire with a net worth of \$3.05 billion. On June 21, 2021, Byju’s raised another \$50 million from India Finance Limited (IIFL) and Maitri Edtech. From being born in a village in Kerala, Byju has taken the company to great heights and now the ed-tech giant’s current valuation stands at \$16.5 billion, making it one of the most valuable startups ever.

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APPENDIX

I require a few minutes of your's and request you to fill this questionnaire which is a part of my academic research on, "Customer review on Byju's

*Required

1. Have you ever attend online classes *

- Yes
- No
- Other

2. Byju's classes is/was helpful for you? *

- Yes
- No
- Other:

3. Price of Byju's is affordable *

- Agree
- Disagree

4. What do you mostly prefer? *

- Online classes
- Offline classes

5. Are you happy with Byju's services *

- Yes
- No

6. Will you like to purchase Byju's services? *

- Yes
- No

7. Is the study material provided by Byju's helpful to compete the syllabus? *

- Satisfied

- Highly satisfied
- Dissatisfied
- Highly dissatisfied

8. During Covid -19, did the company gave a seamless study from home experience? *

- Yes
- No

9. Do the advertisements done by byjus's attract the customers? *

- Yes
- No
- Can't say

10. Do all courses have live- problem solving classes? *

- Yes
- No

RESULTS



Completed: 100% Checked



Plagiarism

Unique



**Sentence
Wise Result**



**Document
View**



**Matched
Sources**

Abstract

Background/Purpose: Byju's e-learning App is one amongst the foremost used on-line learning mobile applications in India. Byju's app operations began in 2011. it's launched by 2 business entrepreneurs Byju Raveendran and Divya Gokulnath. The Company' head workplace is in Bengaluru, India. The app shibboleth is "Fall

