



ENTERPRISE ANALYSIS & DESK RESEARCH-114

EDUCATION SECTOR

BYJU'S

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Founder of BYJU'S



Byju Raveendran the founder and CEO of Byju's – the world's leading edtech company. BYJU'S is an Indian multinational education technology company, headquartered in Bangalore, Karnataka, India. BYJU'S The Learning App was founded in 2011 as Think and Learn Pvt. to offer learning programs to students in the K-12 segment with a unique blend of technology, content, and pedagogy.



Vision And Mission

Vision :- We believe in the power of one-to-one learning that addresses every child's learning needs, allows students to be holistically involved in their education and be active, lifelong learners.

Mission :- Our aim is to become one of the most preferred education technology platforms across the globe.

Quality Policy of Byju's

Access to good quality education, bringing quality teachers to every student, video delivery model, engaging content and retention are some quality of BYJUs.



BYJU'S
Map your child's learning journey
with **BYJU'S Education Experts!**

- Assess your child's unique learning style with **diagnostic tools**
- Get a **personalised learning program** to help them learn effectively

Management Structure



Byju's Team Structure

Following slide displays information about the senior management and the founding members that contributes towards company's success. It also includes the responsibilities of each member.

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Byju Raveendran Funder & CEO ◆ Add Qualifications Here ◆ Add Responsibilities Here ◆ Add Experience Here ◆ Add Skills Here	Mrinal Mohit COO ◆ Add Qualifications Here ◆ Add Responsibilities Here ◆ Add Experience Here ◆ Add Skills Here	Ranjit Radhakrishnan Chef Product Officer ◆ Add Qualifications Here ◆ Add Responsibilities Here ◆ Add Experience Here ◆ Add Skills Here	Siddhesh Joglekar Associate VP ◆ Add Qualifications Here ◆ Add Responsibilities Here ◆ Add Experience Here ◆ Add Skills Here	Arjun Mohan Vice President Marketing ◆ Add Qualifications Here ◆ Add Responsibilities Here ◆ Add Experience Here ◆ Add Skills Here	Cherian Thomas Vice President International Business ◆ Add Qualifications Here ◆ Add Responsibilities Here ◆ Add Experience Here ◆ Add Skills Here

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Financial Structure

Authorized Share Capital is INR 110.00cr and the total paid up capital is INR 100.00cr. Byju's has sought more time from its creditors to renegotiate an agreement pertaining to a \$1.2-billion loan that is in breach of covenants, news agency Bloomberg reported, citing sources familiar with the matter. BYJU'S has raised a total of \$5.8B in funding over 27 rounds. Their latest funding was raised on Oct 27, 2022 from a Debt Financing round. BYJU'S is funded by 58 investors. Aakash Educational Services and Qatar Investment Authority are the most recent investors. BYJU'S has acquired 17 organizations.

Byju's On A Fundraising Spree

	Investor	Valuation (in \$billion)
Mar 2021	MC Global Edtech Investment Holdings, B Capital	13
Sep 2020	BlackRock, Sands Capital, Alkeon Capital	11.1
Sep 2020	Silver Lake	10.8
Aug 2020	DST Global	10.5
Jun 2020	Bond	10.5
Jan 2020	Tiger Global, General Atlantic	8
Jul 2019	Qatar Investment Authority (led)	5.75
Dec 2018	Naspers (led)	3.6
Late 2017	Tencent (Led)	1
Sep 2016	Chan Zuckerberg Initiative (Led)	0.5
Jun 2016	Lightspeed, Times Internet Limited	0.27

Source: ET Research

Challenges at the time of Covid faced by Byju's

The outbreak of COVID-19 has not just impacted various industries but also school students. Given the government-led advisory for schools to remain shut to protect students from Coronavirus, online learning app BYJU'S, is offering free access to its complete app to school students till the end of April. 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. With 250 million school-going students in India, it is of paramount importance that their health is protected while also ensuring that their learning does not get interrupted, says the company.

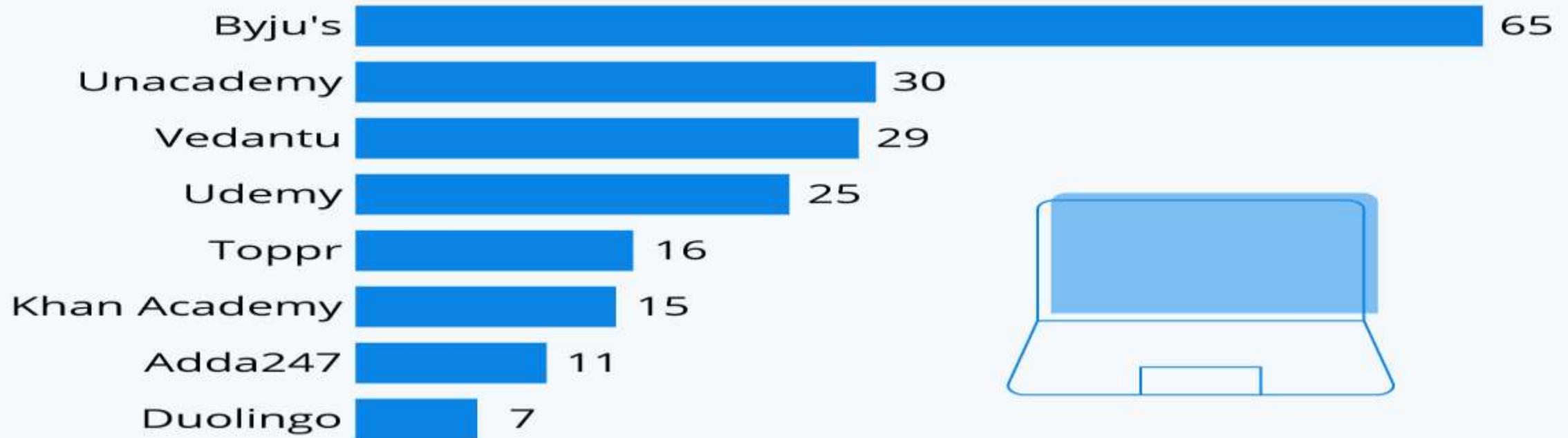
Sales Forecasting at the time of Covid

The coronavirus crisis may have plunged the world into deep recessionary times, but it has also served as an inflexion point for online education. With 1.5 billion students grounded almost overnight as cities locked down and schools closed, the growth of e-learning platforms has been one of the most prominent narratives of the pandemic.

BYJU'S India's earliest and most valuable edtech startup, saw 7.5 million new users on its platform since it started offering free access to content. In April alone, the Bengaluru-based firm grossed Rs 350 crore in revenue.

Byju's Is the Most Popular E-Learning Tool in India

Share of Indian parents who said their children were using the following e-learning platforms (in percent)



Representative survey of Indian adults carried out June 16-22, 2020

Source: YouGov



Sales of BYJU'S in Post Covid

The company's revenue fell 3 percent year on year to Rs 2,428 crore on a consolidated basis, down from Rs 2,511 crore the previous year, according to the FY21 results. Byju's reported a Rs 4,589 crore loss in FY21, nearly 20 times the adjusted loss of Rs 231.69 crore loss in FY20 (2019-20).



Navigating Covid-19,

Together



Government Support to Byju's

The School Education Department of Andhra Pradesh has partnered with ed-tech platform Byju's to provide quality content to government school students from classes 4-10. School Education Commissioner S Suresh Kumar and Byju's vice-president Sushmit Sarkar signed an MoU in the presence of Chief Minister Y S Jagan Mohan Reddy, Education Minister Botsa Satyanarayana and Special Chief Secretary B Rajsekhar. The state government has also decided to distribute tablet devices, at a cost of Rs 500 crore, to 4.7 lakh students of class 8 to aid in digital learning. Byju's content would be incorporated in all textbooks for these classes from next year in both Telugu and English.





THANK YOU