

EDUCATION SECTOR COMPANY - PHYSICS WALLAH

**NAME OF STUDENT - ADITYA PATIL
GUIDED BY – POOJA GAWANDE**

ABOUT -



Physics Wallah is an EdTech startup **founded in 2014 by Alakh Pandey**. It is an e-learning platform that offers quality learning experiences at an affordable cost. This startup provides lectures and solutions on various subjects for students between classes 6 and 12, JEE, NEET, and various other entrance exams. Physics Wallah presents both live and scheduled lectures along with doubt-solving sessions, and structured materials and helps students evaluate themselves through tests.

Started as a YouTube Channel, Physics Wallah, as of today, has mentored over **6 million students** and has over **13,700 video lectures** on its platform. Offering both free and paid batches, Physics Wallah has gained the reputation of lakhs of students through experienced and quality coaching.

FOUNDER -

Name - **Alakh Pandey**

Co-founder & CEO - **Physics Wallah**

Education – Engineering dropout from HBTI, Kanpur

Awards- Times 40 under 40, 2022

Rising Edtech Startup of India, 2021

Education Excellence Award



- Physics Wallah is an EdTech startup founded in 2016 by Alakh Pandey.
- It is an e-learning platform that offers quality learning at affordable cost.
- This startup provide lectures and solutions on various students between classes 6 & 12, JEE,NEET and various other entrance exams They present both live & scheduled lectures along with doubt solving

FUNDING & INVESTOR -

Physics Wallah was bootstrapped until 2022 for six years since its inception as a YouTube channel. In fact, Alakh Pandey used his revenue from YouTube to register the company and develop the PW app in 2020. Physics Wallah's finances worked this way until a breakthrough happened in June 2022. The startup went through **Series A funding** on 7th June 2022 and received **\$100 million** from **Westbridge Capital** and **GSV Ventures**. This maiden funding round made Physics Wallah a **Unicorn** and its valuation reached **\$1.1 billion** post-funding.

Vision – “Education for all, regardless of their socio-economic status”

Mission – “To provide premium education at affordable cost”

COMPETITORS -



USP of physics Wallah - **Provides affordable and comprehensive learning experience to students of classes 6 to 12 and those preparing for JEE and NEET exams.**

CHALLENGES FACED -

During the launch of the Physics Wallah app in May 2020, the app crashed due to heavy traffic. The sudden hit of more than 2 lakh students into the app created this crash. As the web traffic continued, it took weeks for the technical glitch to be fixed. Alakh Pandey was afraid that the students might feel cheated as they have paid for the classes. But the reputation he had earned during the years made the students trust him and come back once everything was fixed.

The next challenge arose in 2021 when the rivals started throwing stones at the company. Unacademy offered Rs 75 crore to Alakh Pandey which he immediately refused. Then the rivals started poaching the PW staff and a lot of them left the company within a short period of time. Then with the support of students and his never-give-up attitude, Pandey came back strong and took the company to a Unicorn status following Byju's, Unacademy, Vedantu and a few more in the EdTech industry.

MANAGNMENT STRUCTURE -

PhysicsWallah Board

Name	Representing	Role
Alakh Pandey	PhysicsWallah	Co-Founder, Chief Executive Officer & Board ...
Gaurav Choudhary	PhysicsWallah	Category Manager-Operations & Board Mem...
Prateek Boob	Self	Board Member
Rajat Pandey	Self	Board Member

FINANCIAL STRUCTURE -

Here is a summary of financial information of PHYSICSWALLAH PRIVATE LIMITED for the financial year ending on 31 March, 2022.

- Revenue / turnover of PHYSICSWALLAH PRIVATE LIMITED is
- INR 100 cr - 500 cr
- Net worth of the company has increased by 1,409.36 %
- EBITDA of the company has increased by 1,319.93 %
- Total assets of the company has increased by 255.29 %
- Liabilities of the company has increased by 59.17 %

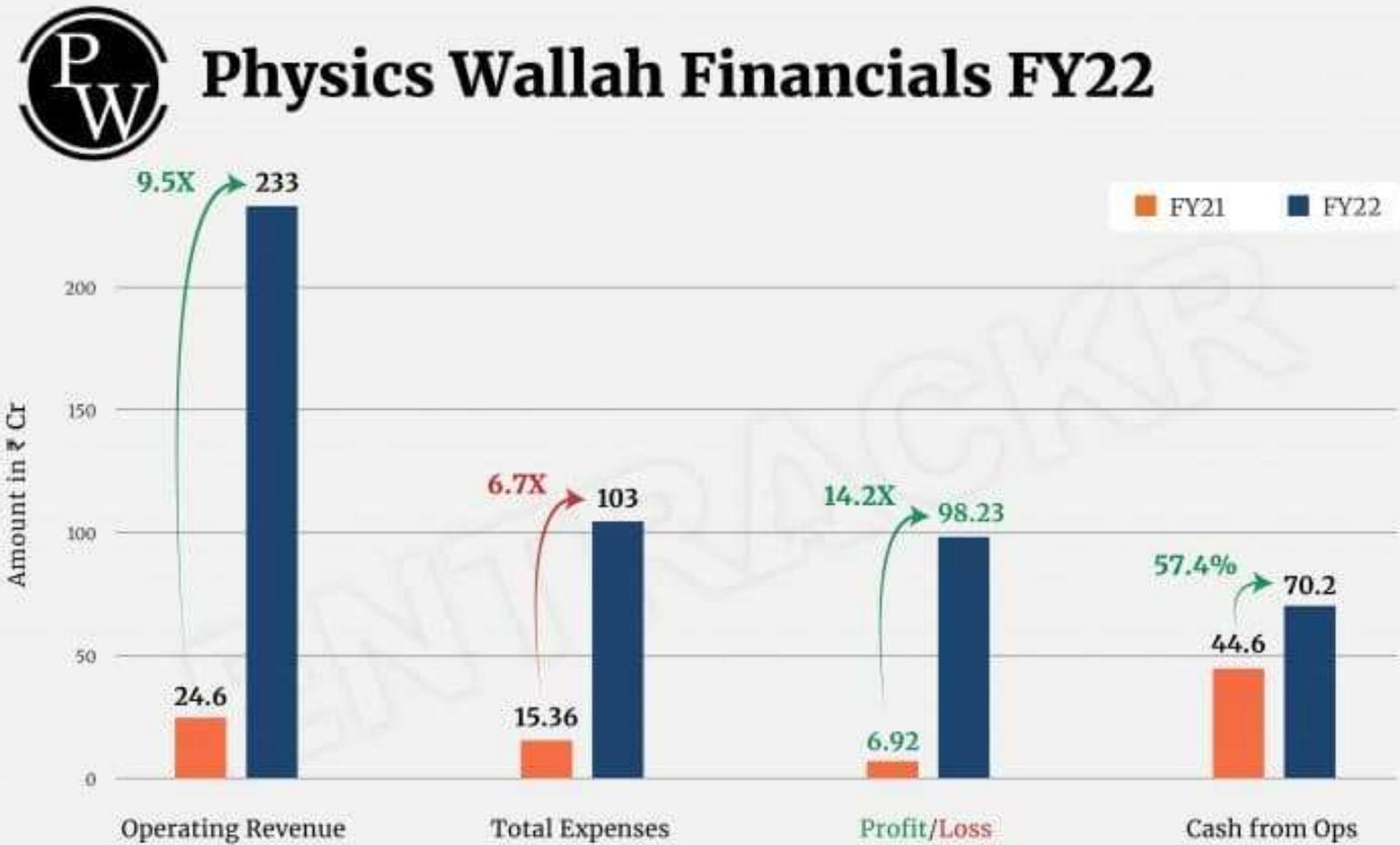
Operating Revenue	INR 100 cr - 500 cr
EBITDA	1,319.93 %
Networth	1,409.36 %
Debt/Equity Ratio	0.56
Return on Equity	93.37 %
Total Assets	255.29 %
Fixed Assets	2,495.86 %
Current Assets	49.03 %
Current Liabilities	59.17 %
Trade Receivables	64.71 %
Trade Payables	7,416.76 %
Current Ratio	1.01



Physics Wallah Expenses Breakdown



COVID AND POST COVID PROFIT -



GOVERNMENT SCHEME -

The details of the major schemes to promote education in the country implemented by the Government of India are as follows:

(I) **Samagra Shiksha:** The Government of India launched Samagra Shiksha-an Integrated Scheme for school education, w.e.f 2018-19, as an overarching programme for the school education sector extending from pre-school to class XII, which aims to ensure inclusive and equitable quality education at all levels of school education, across the country including the rural areas. The scheme has now been aligned to NEP, 2020 recommendations and extended till 2025-26. The scheme provides support to States and UTs for strengthening of infrastructure in schools, universal access, bringing gender equality, promoting inclusive education, quality of education, financial support for teachers' salary, digital initiatives, entitlements under the Right of Children to Free and Compulsory Education (RTE) Act, 2009 including uniforms and textbooks, pre-school education, vocational education, sports and physical education and strengthening of teacher education institutions

(II) **Mid-Day-Meal (MDM):** Mid-Day Meal Scheme (MDMS) is an on-going Centrally-Sponsored Scheme which provides nutritional supplement to all school children studying in Classes I-VIII of Government, Government-Aided schools, Special Training Centres including Madarasas and Maqtabas.

(III) **Padhna Likhna Abhiyan:** A centrally sponsored scheme of Adult Education namely, “Padhna Likhna Abhiyan (PLA)” was implemented during 2020-21 with a physical target of imparting functional literacy to 57 lakh adult illiterates in the age group of 15 and above under basic literacy programme. The scheme was extended upto 31.07.2021.

(IV) **Rashtriya Uchchar Shiksha Abhiyan (RUSA):** Rashtriya Uchchar Shiksha Abhiyan (RUSA), a Centrally Sponsored Scheme (CSS) is an overarching scheme, operating in mission mode for funding the State Government Universities and colleges to achieve the aims of equity, access and excellence. The funding to states being made on the basis of critical appraisal of State Higher Education Plans, which describe each state’s strategy to address issues of equity, access and excellence in higher education.

FUTURE PLANS -

Physics Wallah plans to open more offline centres and introduce more courses alongside enhancing its online platform. Also, the company plans to expand its content to nine vernacular Indian languages like Gujarati, Malayalam, Tamil, Telugu, Kannada and a few more. This would expand the student base of Physics Wallah, which could be estimated at around 250 million by 2025.

THANK YOU..