

Enterprise Analysis

Title : Online Education

Name of Organization: Byjus

Name : Kajal Prasad Teli

Div : 2

Co ordinator: Puja Gavande

Founders



Divya Gokulnath
(Director)



Raveendran
Gokulnath(CEO)

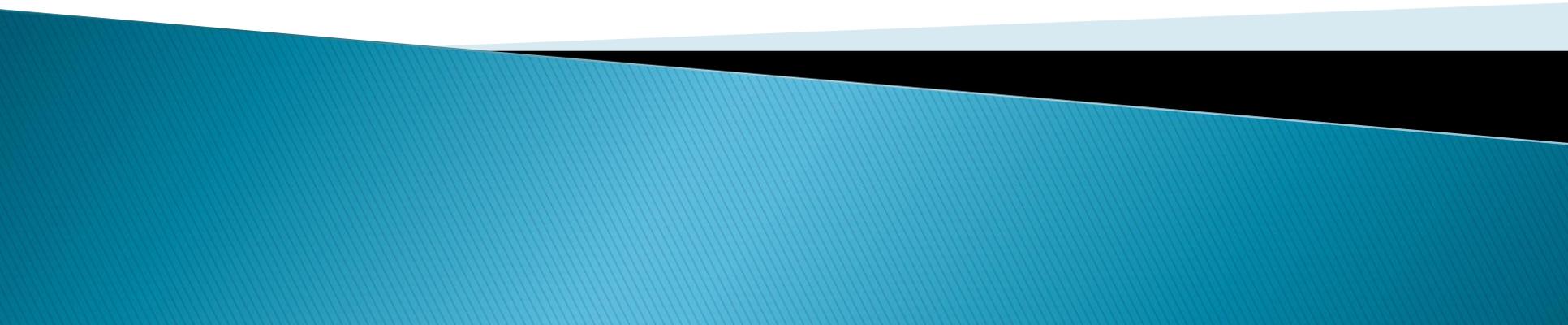
VISSION AND MISSION

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

MISSION: To create value each day, every day-as we build an equal and accessible learning environment for all.

QUALITY POLICY OF THE COMPANY

We value your trust. In order to honour that trust, BYJU'S adheres to ethical standards in gathering, using, and safeguarding any information you provide.



MANAGEMENT STRUCTURE

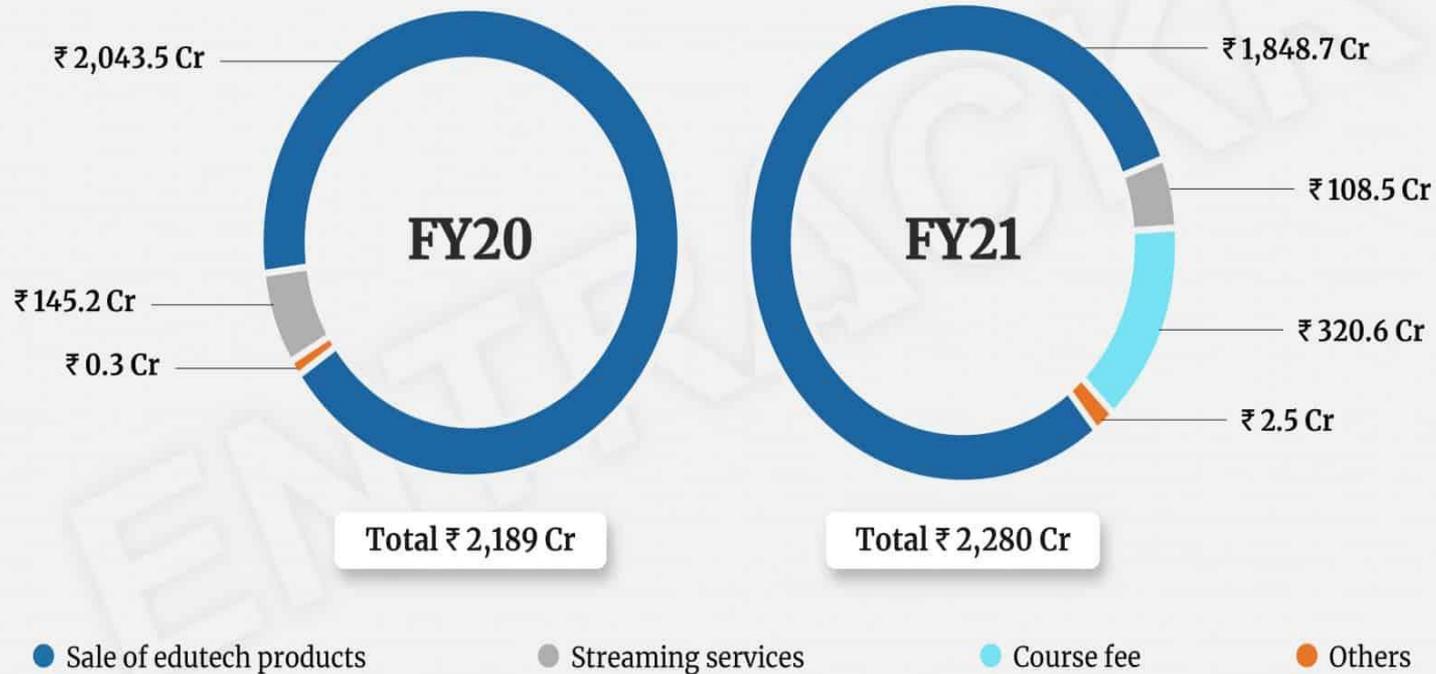
Byju's Team Structure

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.

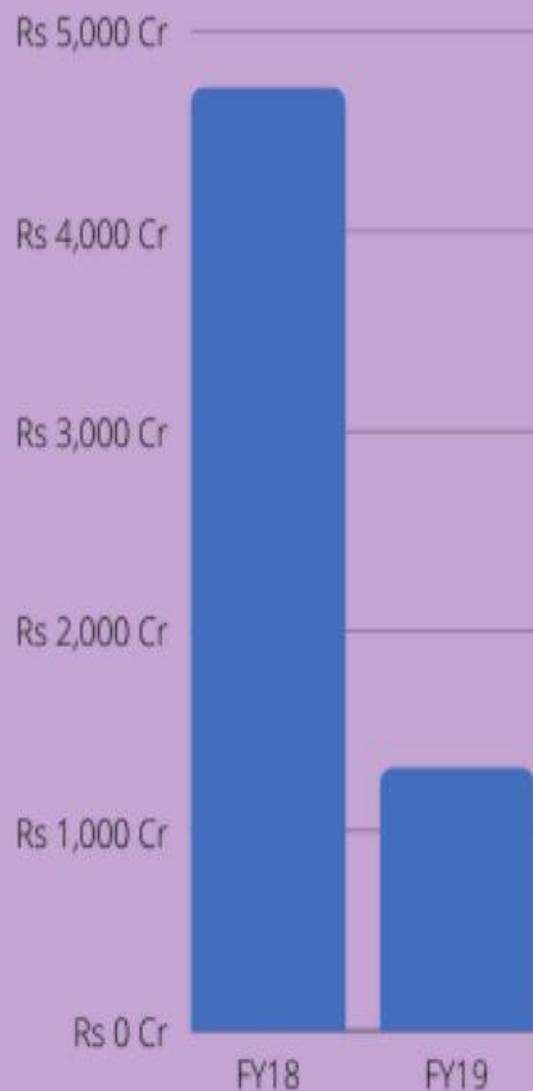


FINANCIAL STRUCTURE

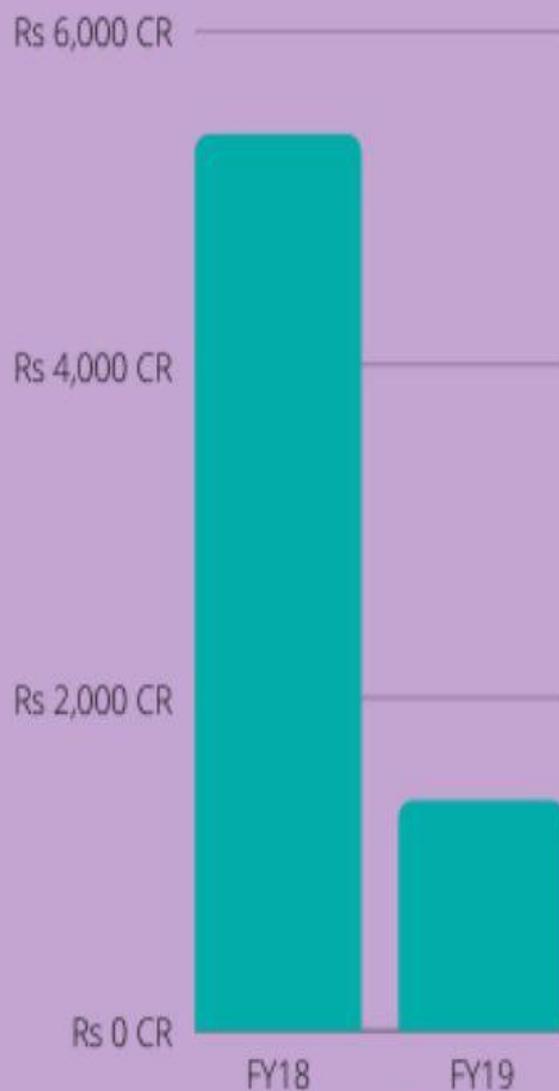
BYJU'S Revenue Breakdown



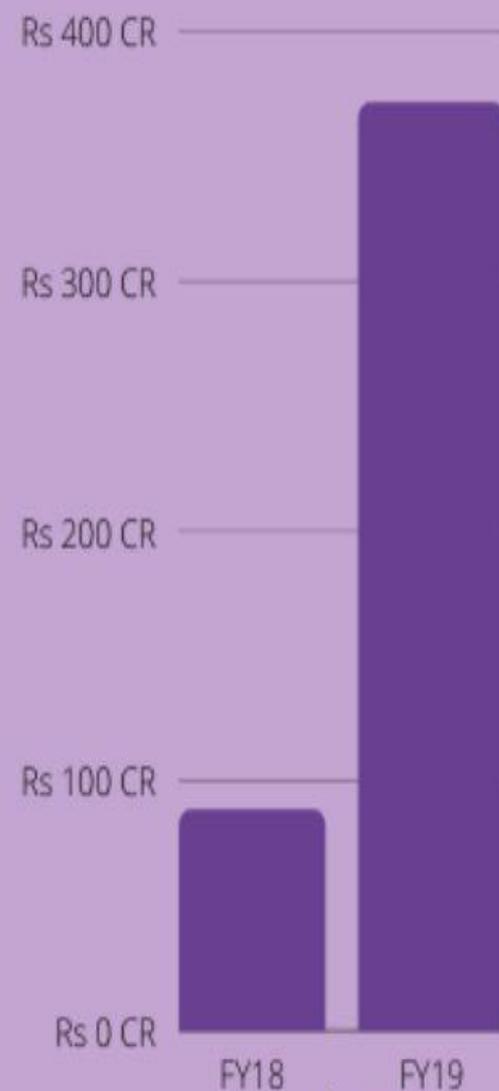
BYJU'S Expenses



Operational Revenue

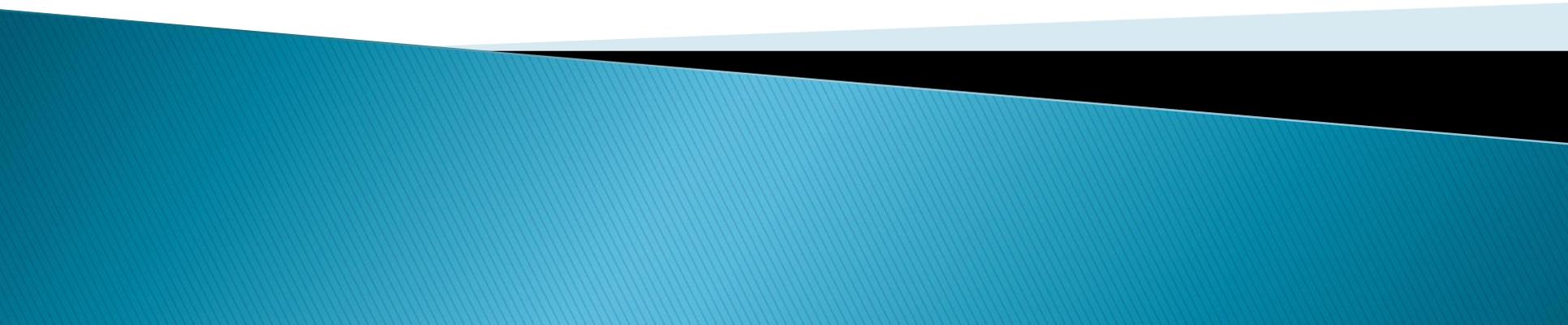


Total Expenses



Loss Incurred

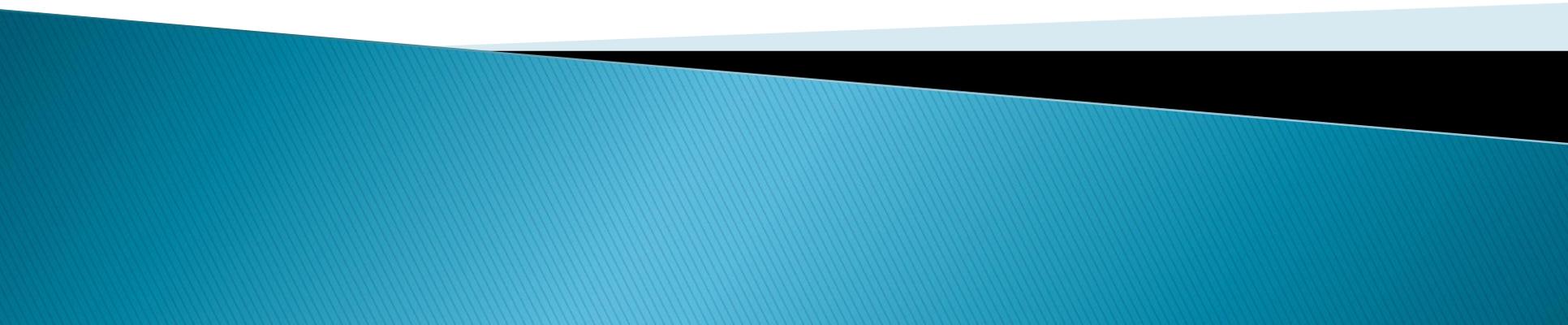
SERVICE CHALLENGES AT THE TIME OF COVID

- Byjus always prefer marketing by face to face with customer but in covid they shift toward virtual.
 - Transportation of Materials to Students like Tab, Mobile Phones,etc.
 - Barrier To Learning
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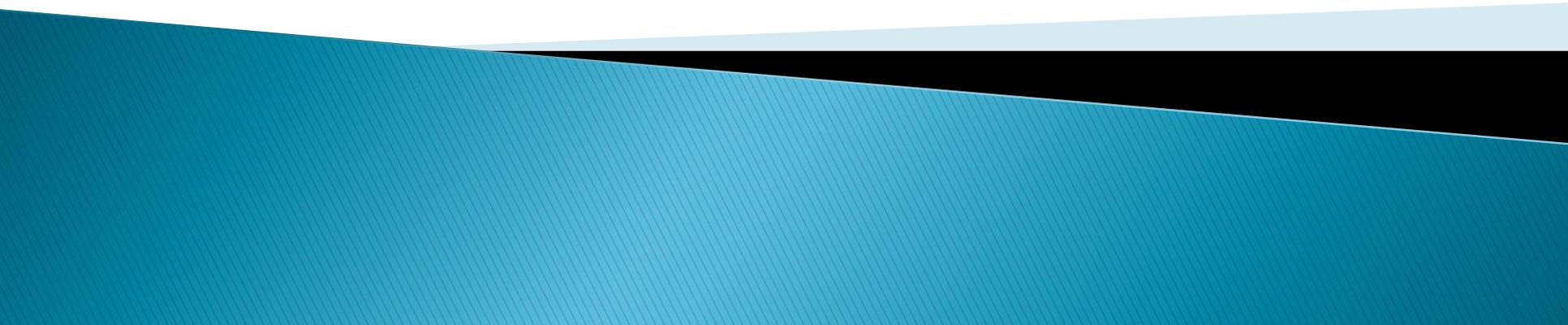
SALES FORECASTING

- The revenue growth in covid has been 4x growth , nearly about Rs 10,000 crore (USD 1.3 billion) in 2021-22
- The sales must increase as the future was running toward virtual platform .

SALES DURING COVID

- ❑ Byju's reported a loss of 4,564 crore in 2021 .
 - ❑ The financial statement showed the net loss saw an increase as promotion and expenses rose.
 - ❑ Revenue fell 3.3% to 2,428 crore as it deferred about 40% of its revenue.
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POST COVID:

- ❑ Sales increases by 30% after covid.
 - ❑ Door to door marketing increases the sales.
 - ❑ Transportation has become easy .
 - ❑ Due to online exams most of students prefer virtual app so they got ease with the app .
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EMPLOYEES HANDLED IN COVID:

- ▶ BYJU's announced Rs 20 crore relief fund to cover covid related medical emergencies for BYJUites and their families.
 - ▶ Employees who contracted the deadly virus, can reimburse up to Rs 5lakh for their medical expenses and hospitalization costs from the COVID relief fund.
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POLICIES OF GOVERNMENT & SUPPORT

- ▶ Government launched the acts like:
 - ▶ Right To Education Act of 2009
 - ▶ E-Patshala
 - ▶ Sarva Shiksha Abhiyan
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thank
you!