



**Name** - Omkar Govind Mestry

**MBA** - 1 Year

**Div** - B/2

**Course** - Enterprise Analysis & Desk Research

**Name of Faculty** - MRS. Puja Gavande

**Name of Organization** - BYJU

**Title** - Online Education

# FOUNDERS & PROMOTERS

- ▶ Byju Raveendran

- ▶ Divya Gokulnath

# VISION & MISSION

## Vision

To make quality content and teachers accessible to students anywhere, and along the way, build a community of active self-learners.

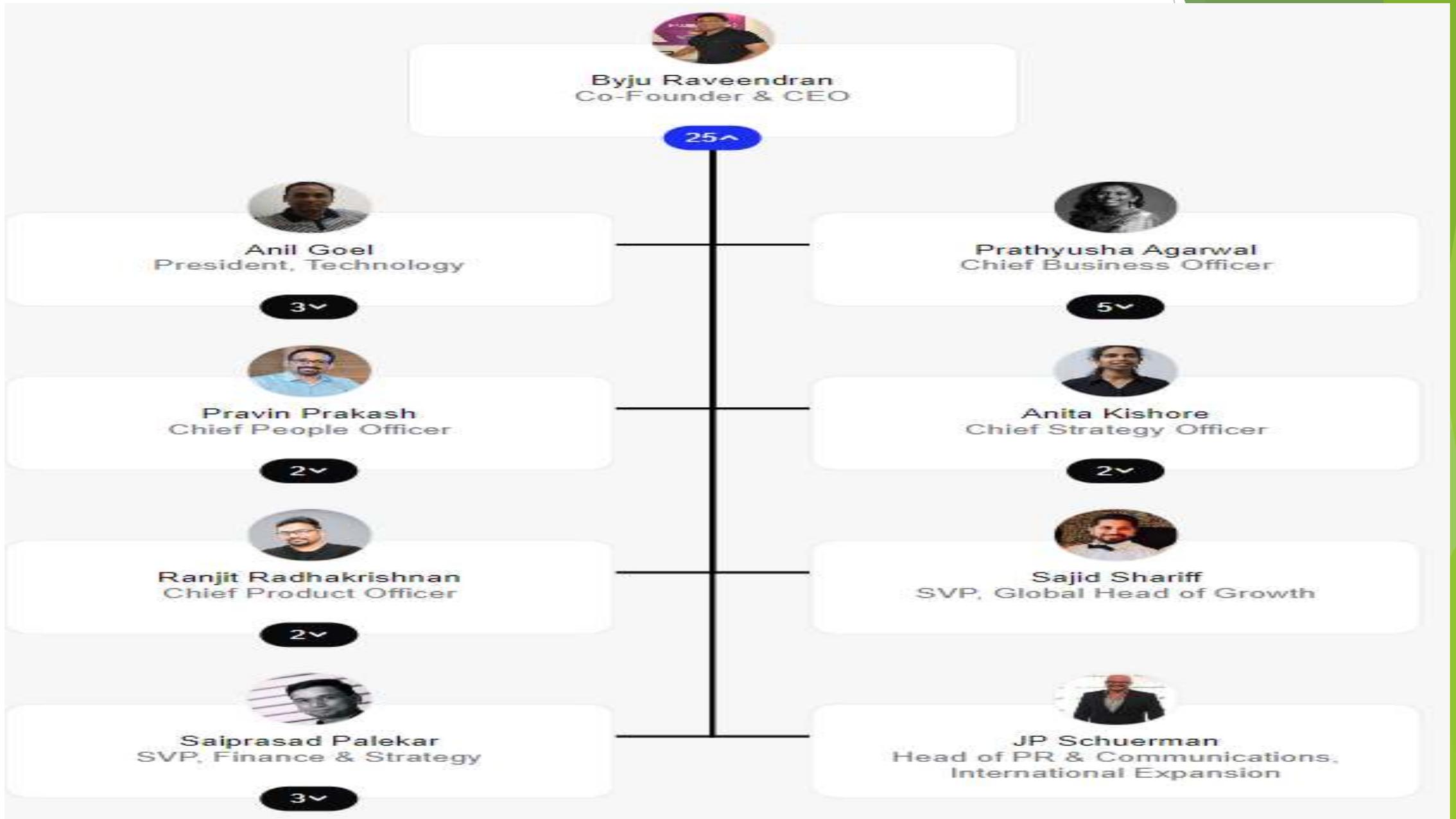
## Mission

- ▶ To create value – each day, every day – as we build an equal and accessible learning environment for all.
- ▶ The BYJU'S mission is to redefine how the world learns through relentless effort and innovation, breaking the barriers to quality education, and helping to build a learning ecosystem that will create leaders of tomorrow.

# 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. Think and Learn Private Limited (operating under the brandname BYJU'S), is a leading edtech company, incorporated in India, for imparting learning.

# MANAGEMENT STRUCTURE



# FINANCIAL STRUCTURE

## BYJU'S Revenue Breakdown



# SERVICE CHALLENGES AT THE TIME OF COVID

- ▶ Increased local and International Competitors: Other online education Apps like 90+,
- ▶ Vedantu, Unacademy are entered in online education.
- ▶ High subscription price leads students to switch to other online education providers.
- ▶ The global economic slowdown will affect Byju's App entering into International Market.
- ▶ Privacy of data –keeping the privacy of data is essential for Byju's app.
- ▶ Changing Government Regulations– Byju's App should keep clean monitoring on the fast-
- ▶ Changing Government Regulations in the COVID- 19 crisis.
- ▶ Byju's app Business pattern can be easily copied by other education providers.
- ▶ High lead time to create a one-course structure.

# SALES FORECASTING AT THE TIME OF COVID

## Profitability Projections: FY18-FY22

According to the company filings dated October 19, 2018, and December 6 and 7, 2018, BYJU'S continued with its claim of achieving profitability between FY18 and FY22 and is looking to generate a net profit of \$83.3 Mn by 2022.

# SALES BEFORE COVID AND POST COVID

- ▶ FY – 19 – RS 1,430 CR
- ▶ FY – 20 – RS 2,511 CR
- ▶ FY – 21 - RS 2,428 CR
- ▶ FY – 22 - GROSS RS 10,000 CR

# HOW THE COMPANY HANDLED ITS EMPLOYEES AT THE TIME OF COVID

- ▶ CEO'S COVID Fund for the BYJU'S Family
- ▶ BYJU'S Covid Vaccination Drive
- ▶ Time Off for Employees
- ▶ Employee Wellness with BYJU'S Let's Talk
- ▶ Celebrating the Samaritan Spirit

# POLICIES OF THE GOVERNMENT AND SUPPORT TO THE SERVICE SECTOR

- ▶ The Union Budget 2023 presented by finance minister Nirmala Sitharaman on Wednesday set aside ₹1.12 lakh crore for education – the highest ever and an increase of around 8.2% than what was pegged in 2022-23.
- Samagra Shiksha.
- Mid Day Meal.
- Schemes for Infrastructure Development of Private Aided/Unaided Minority Institutes (IDMI)
- Strengthening for providing quality Education in Madrassas ( SPQEM)