



**PHYSICS  
WALLAH**

**PHYSICS WALLAH-ALAKH PANDEY  
SECTOR : EDUCATIONAL SECTOR  
NAME : SANJANA GANVE  
GUIDED BY: POOJA GAVANDE MAM**

# INTRODUCTION

- ▶ 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 Indian educational technology company headquartered in Noida, India.

# FOUNDERS AND PROMOTERS



**Alakh Pandey,  
Founder & CEO, PW**



**PHYSICS  
WALLAH**

Prateek Maheshwari (The co-founder of Physics Wallah)



- ▶ Alakh Pandey is the Founder and CEO of PW, India's leading, most affordable Ed-tech platform, which provides an accessible, comprehensive, and state-of-the-art learning experience. He was born on October 2, 1991 in Prayagraj Uttar Pradesh. Pandey always had a love for teaching since his school days. He Studied engineering at Harcourt Butler Technical Institute (HBTI), Kanpur, Uttar Pradesh. He dropped out in the 4th year due to family money issues. Due to his inclination toward teaching, he began teaching the students again in Prayagraj.
- ▶ prateek Maheshwari is the co-founder of Physics Wallah. He graduated bachelor's in Technology from IIT Varanasi. Before joining hands with Alakh Pandey for PW, Prateek Maheshwari was a founder at NightPanda, Moon2Noon, PenPencil and Edu4All. His experience as a founder proved to be a great pillar of support for Physics Wallah.

# VISION AND MISSION

- ▶ Vision - “Education for all, regardless of their socio-economic status”
- ▶ Mission - “To provide premium education at affordable cost”

# MANAGEMENT STRUCTURE

Name	Role
Alakh Pandey	Co-Founder, Chief Executive Officer & Board
Gaurav Choudhary	Category Manager-Operations & Board Mem.
Prateek Boob	Board Member
Rajat Pandey	Board Member
Abhishek Mishra	Chief Strategy Officer
Devesh Mishra	Chief Technology Officer
Rohit Gupta	Chief Academic Officer & Academic Head

# FINANCIAL STRUCTURE

## FINANCIAL REPORT PHYSICSWALLAH PRIVATE LIMITED

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 %

# CHALLENGES AT TIME OF COVID

- ▶ 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 arise in 2021 when the rivals Started throwing stones at the company. Unacademy offered Rs 75 crore to Alakh Pandey which he refused Immediately. 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 in the EdTech industry.

# BEFORE COVID AND AFTER COVID SITUATION

- ▶ The notable Covid-19 pandemic has served as a test case for this modification. It accelerated the process of learning improvement. The past few years have seen a large number of EdTech firms launch. These startups can succeed with flawless execution and top-notch content.
- ▶ One of the numerous enterprises that thrived during the pandemic is Physics Wallah (PW). The founder's love of teaching drove him to launch YouTube channel, which is now India's 101st unicorn. It's incredibly motivating to read about Physics Wallah and its founder, Alakh Pandey. The article that follows describes their development, growth, financial struggles, and how they overcome these obstacles to become a unicorn.

# GOVERNMENT POLICIES REGARDING EdTech

- ▶ central government is working on a policy to regulate edtech players operating in the country. The aim of the proposed policy is to curb monopoly, and prevent the exploitation of students by some edtech platforms through lofty promises or unfair practices.
- ▶ The Union Education Ministry is in talks with the Ministry of Law, and Ministry of Electronics and Information and Technology (MeitY) to work out a common policy for the sector, which has been witnessing an upwell in the past two years.
- ▶ Education Minister Dharmendra Pradhan on January 3 said he respects edtech firms and is not against their business growth. ""But there cannot be a monopoly, you cannot exploit students," the minister noted.
- ▶ He said the government's role is that of a guardian for youngsters and his ministry has observed that some edtech firms are exploiting students in the name of loan-based courses.
- ▶ "We are in talks with the Ministry of Law and MeitY about how we can have a common policy on edtech platforms," Pradhan said during an event organised by All Indian Council for Technical Education (AICTE).

*Thank  
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