

# Marketing Strategy of Byju's during Covid-19

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## Abstract

Background/Purpose: Byju's e-learning App is **one amongst the foremost** used **on-line** learning mobile applications in India. Byju's app operations began in 2011. **it's** launched by **2** business entrepreneurs Byju Raveendran and Divya Gokulnath. The Company's head **workplace** is in Bengaluru, India. The app **shibboleth** is "Fall **enamored** with learning." Byju's app brings new and innovative trends in education, specifically in online education. **within the** beginning, the Byju e-Learning app consists of **all types** of students, all state boards in India, **particularly** from grades **1st** to 12th. Furthermore, the app provides **distinctive** services to graduates **trying** attempt to pass competitive tests like GATE, JEE, NEET, UPSC, and Bank Exams. The application's main **phase** is **to produce** an electronic learning platform with **various** examples to improve students' concentration. **it's** Indian's **quickest physics** app, **centered solely** on learning the **thought** by various **ways and thru** various animated videos, **a lot of simple** and effective, **wherever to urge the most effective** outcome in learning **arithmetic** and science subjects. Objective: **during this** paper, **we have a tendency to** analyze Byju's app's influence on students **throughout** the COVID19 pandemic, and **to understand whether or not** its subscription **exaggerated** or not in the Covid **nineteen** outbreak. This paper **conjointly** analyzes **however** e-learning apps **will specialise in** enhancing the **expertise of scholars** and **serving to to boost client** focusing and subscription rate. Design/Methodology/Approach: A survey is conducted **in an exceedingly** semi-urban **space to investigate totally different** aspects **concerning on-line** education through Byju's app **throughout** COVID 19 pandemic. In addition, analyze **the data** collected from the survey and from **numerous critical** articles and by **mistreatment** the SWOT analysis framework. Findings/Results: **throughout** the COVID-19 pandemic, for online education, Byju's app stands as **a number one** online education brand, with **85% of oldsters signed to the current** mobile application **for his or her** child's education. So, coronavirus crisis helped Byju's app to become **a frontrunner** in **on-line** education **suppliers** in India. Conclusion: From the conducted survey-increased subscription rate of the app was seen and **detected** that customers are loyal to Byju's App. Also, **it's** found **that the majority of the scholars within the** semi-urban **space** use Byju's app for their studies **throughout** the Covid **nineteen** pandemic. By SWOT analysis, **we've got** given some suggestions **that may be accessorial** to Byju's Learning App as a business strategy. Paper Type: Case study-based **analysis** Analysis Keywords: **on-line** Education, **on-line** learning, Byju's App, **personalised** learning

## Introduction

mastering **designs** have **artificially modified throughout** the long time. gone are **those** activities **after we** remembered the thoughts **associated** placed it down **within the** course of checks. **the continued** instructing **acquirement** weather favors **customized** literacy. the **teacher** is **presently** a facilitator, a **teacher** and an assistant. he/ she **isn't** honestly a substance supplier. the preceptor builds **info** via cooperation with the understudies. the understudies **talk over undoubtedly the complete factor** and the educator courses them. this **methodology** for **artistic movement** become set forward through **Dewey** (1859-1952), **bruner** (1915-2016), **Piaget** (1896-1980) and **Bulgarian monetary unit** **vygotsky** (1896-1934). "constructivism **is that the** philosophical and logical location that information emerges via a path of dynamic development." ( mascolo and fischer, 2005,p. forty nine). the system of **artistic movement** is against the behaviorist thesis proffered through **physiologist** and **thorndike**, that depends at **the chance** that **acquirement** happens via molding. the advanced methodologies **of teaching** and mastering are **implausibly attached** in constructivism. the facilitators develop **the knowledge via** the dynamic funding of students. literacy is understudy targeted **and therefore the** understudies are unbiased. preceptors develop decisive **sense** of the understudies. they manual their understudies to tune down solutions for a **contemporary acquirement** is **deeply** invention organized. preceptors use **fashionable** conveniences like first-rate wastes, projectors, **most popular** media allows, and on line locales for instructing. instructing and gaining **data** of accoutrements are **approachable** on the snap of a button. the internet, **that's the largest** association, has **come back a major** instrument for educating **educational** enjoy. media approach, spots, on line gatherings, on-line libraries and **totally different** spots, **offer** facts important to **the buyer**

## Objective of the case study

Below are **the most** aim of the case study

1. **to grasp** the history of Byju' learning App.
2. **to check** the business model and strategy of Byju's learning app.
3. **to grasp** the new techniques that are **accustomed trot out** challenges **visaged** by competition.
4. **to grasp the explanations** that helped become BYJU's app a national success.
5. **to grasp** the impact **created** by the Byju's app on students **throughout** COVID **nineteen** pandemic.

## Significance of the study

M-learning is growing at a **speedy** pace in **Bharat** as **a lot of** and more institutions, **lecturers** and students use **on-line** platform for study. Indian teachers use **each ancient** and modern **ways** for teaching. Blended-learning **that** uses both the **standard** and modern strategies is gaining in popularity. The teachers **of contemporary** day are expected **to own** the technical **power** of **mistreatment** modern **schoolroom** technologies. Slowly **however** steadily, Indian

**school rooms are getting smart.** Students are trained in **info** technology right from the primary level. As **web** and allied technologies are getting cheaper and more widespread, **a lot of students will** lay their hands on m-learning. Byju's is **one among the foremost necessary** players in Indian education system. **they supply a number** of services like aid for competitive **communicating** preparation, school-level study materials, home learning program, **and so forth** Byju's, one of the most valued edtech **corporations within the world**, has **compete** a major role in **remodeling Indian education state of affairs**

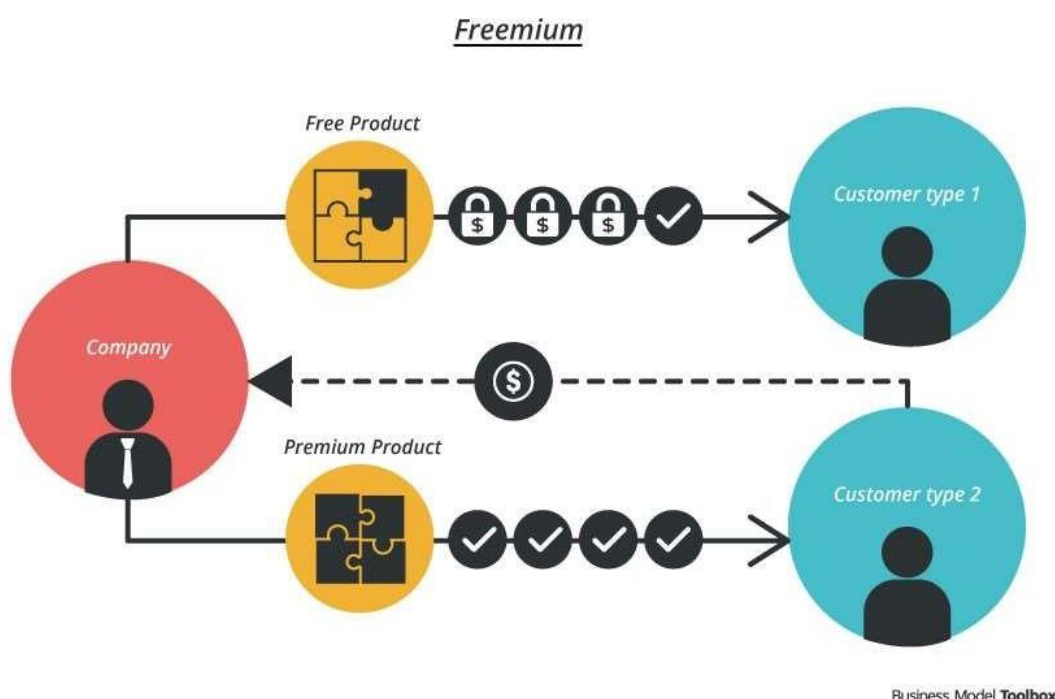
## Byju's Business Model

Byju's app was **the most rival** for **alternative** e-learning apps, **that** is into the business of student education through **on-line** mode. **alternative** online education websites and applications **additionally provide categories within the kind of** videos, lessons, and other **styles of** materials so on. However, **once** a student opts for Byju's app **for his or her** learning, they get **a customized expertise** with their subject interest **and also the students will** use OSMO technology for their studies. In addition, Byju's application offers a free talking session with their counselors at the student's residence, **permitting them to know higher** and **select** the course of their **selection** [10]. Byju' app was Unacademy' main competitor. Unacademy **may be a** Bangalore-based Indian **academic** company. Gaurav Munjal makes a YouTube channel in 2010, followed with **the assistance** of Munjal, R Saini, H Singh were **supported** Unacademy in 2015. The organization employs **quite** 50,000 educators and provides study materials for a **style of** entrance tests. Unacademy app's teaching **is out there** as live classes, **additionally get each freed from** charge and subscription basis [11]. By **examination** both apps, Byju' app is **additional** learner-centric. At a young age, Byju' App aims at presenting **on-line** classrooms. Their **academic** programs are **easy to form and might be wont to** educate anyone from **preschool** students to job candidates **active** for competitive tests. Furthermore, Byju' learning application **permits each** students **and oldsters** to track their performance statistics in real-time. For younger subscribers, Byju' app conducts mock tests **to gauge** a student's performance. **thus** Byju' programs effectively strengthen **the fundamentals** of young learners and lay a foundation for education. Unacademy, on **the opposite** hand, focuses on students **presently at school nine** and up **and people** who take competitive examinations. Additionally, it **additionally** offers user-based performance statistics in mock tests. **the applying** provides **associate degree** in-depth report and notification. However, Byju' has an easy-to-use interface, **that** provides you with complete feedback on your strengths and weaknesses [13]. **every** business **ought to** follow **a novel** strategy to develop **during this form of** competitive world. Byju' app has also follow some new **strategies** to develop **within the** competitive world. It uses the B2C **promoting** strategy and promotion. Byju's app is **aimed toward** young minds as their clients, **it's** the trusted, **on-line** learning, self-motivated, and selfstudying app for students who **strive** cracking competitive exams. **rather than** spoon-feeding the Byju's app provided **additional** memorizing **strategies** for the students. Byju's app support students **to boost** their skills, intelligence, and mental capacity. **it's** been **a hit within the and a pair of** education too. By student association, the firm did the journey a grand success. Byju's app grew quickly **among** the education industry, capturing **the biggest** market share in **each** the business-to-customer (B2C) and customer-to-customer (C2C) segments. It had occurred not **solely** as a **results of** the e-learning **software package however additionally** as a result of the faith and confidence that **each** the parent and student had

within the firm' dedication to the **improvement of youngsters** in the country [4]. And in COVID **nineteen** pandemic situation, Byju' app gained **additional** users than other e-learning apps. **throughout** the lockdown, Byju' app becomes the pioneer of **the opposite fashionable** learning app. **within the** COVID-19 outbreak, most **folks** were **upset regarding** their child' education. So, parents' trend to **on-line** education and **sign on** for a subscription to **academic** apps to support their students' education during the crisis. Furthermore, during the COVID - 19 crisis, Byju's app **free** its video content free for all students. Byju' app stands out as a **significant** name among the digital platforms **utilised** for education **throughout** COVID-19, and 85% of **folks signed to the present** app for his or her child's education. As a result, firm Byju' app has **up** to the **prime** among India' **on-line** education **suppliers** during the COVID-19 pandemic [12].

## COVID-19 IMPACTS AND CHALLENGES ON BYJU'S APP :

The Covid-19 crisis has affected the worldwide education system. **categories** were canceled in **Republic of India**, **colleges finish off** and examinations **delayed within the** Covid-19 pandemic. **the bulk of educational** facilities in India **return** from **on-line** learning and schools **custom-made** online teaching to continue education **throughout** the crisis. **during this** severe education situation, Byju' app makes a social initiative by providing high-quality education through their app, **for kids** residing in **underprivileged** areas during the pandemic situation. However, in India, around 250 million children have lost **association** to education, **bearing on** a recent report by UNESCO. **conjointly** In relation, another **twenty eight** million pre-school **youngsters** in Anganwadi centers were **tormented by** the COVID-19 pandemic [26]. Byju' **on-line** education app **provides** students free access to their app **till the tip of Apr** 2021. Byju' **the educational** app and Disney-Byju's early learn application **will be** downloaded **while not** value and may access full study content.



## Research Methodology: -

This report titled “Marketing strategy of Byju’s during covid” uses Quantitative Methodology of research to analyses data collected through questionnaires which were sent through Google Forms.

The objectives of the study include:

- To identify how Byju’s app acts as a facilitator.
  - To investigate the students’ transformation from traditional learning to technology based modern learning.
- To find out how far Byju’s app promotes learning.

The study has been conducted from the theoretical perspective of Constructivist Pedagogy, and its effectiveness in a technology assisted self- learning process, using Descriptive and Inferential methodology of analysis. The questionnaire comprised of 10 multiple choice questions in order to find the responses from random learners who are currently subscribed to Byju’s app. Questions were asked in order to comprehend the effectiveness, easiness, comfort, interactivity, and personalized experience of using the app. Personal data of the respondents too were collected. The statistics was analyzed and computed into pie charts. The respondents answered to the multiple-choice questions and they chose their answers based on their individual perceptions.

## SWOT ANALYSIS OF THE COMPANY:

BYJU’S APP : SWOT analysis **could be a** well-known internal analysis framework for company analysis [15-17]. SWOT analysis has been conducted on Byju’s App **business to grasp** the strengths, weaknesses, opportunities, and threats **baby-faced by the corporate throughout** the COVID-19 crisis. SWOT analysis is a technique **that may be wont to measure the interior** and external **surroundings** of the industry to develop strategic business planning. The SWOT analysis report is **framed** out as per **the standards** declared **within the** company analysis case study [18-24].

Company: Byju’s App: **suppose** and Learn Pvt Limited, **India**.

CEO: Mr. Byju Raveendran.

Year **supported** 2011.

Founders: Byju Raveendran and Divya Gokulnath.

Headquarter: Bengaluru, India Industry:

Mobile Application Public or Private:

Public Ticker Symbol: BYJU’S:

**the educational** App Market Cap (2019): \$13Billion Annual Revenue (2019): \$14.8 Billion



**product** and Services: Byju's mobile app, **on-line** Education Competitors: Unacademy, 90+, Vedantu, DoubtNut 7.1 Strengths: •

Established **complete** Names. • Deep sales network.

• **robust client** base **everywhere** India. •

**robust belongings** rights. • **robust** finance. •

**flourishing** chase of student progression. •

**selling** of product. • Video tutorials: **on the market** formats -stories, visuals, and theories. **on the market** in **native** languages. •

Product innovation. •

**sensible** quality products/services:

High quality-animated videos with **engaging visual image** •

**sensible** student **observance** service by education **specialists** from Byju's. •

**robust complete** awareness-Byju's app has **the foremost** recognized brands **within the** Indian domestic market and it plays **a vital** role in attracting new customers. •

**shopper** commitment: Customers believed in the company **thanks to the great** quality.

Byju' app **to extend** its international marketing strength. •

Byju' App **will vie** on the international market with **different world** education providers. •

## . CONCLUSION :

This **analysis** study, **mentioned** Byju's app education pattern and compared it with the business model of **alternative** e-learning apps, and examines **however** Byju' app become **a number one on-line** education **supplier** in the world. The Covid **nineteen natural event** has delayed the students' education and, **during this** situation, Byju' app helped **the kids** continue their studies **throughout** the Covid 19 situation. Byju's APP has taken **many** proceedings **to beat** the education crisis in **Bharat** during Covid 19 outbreak and took necessary steps **to assist** their students. For online education, Byju's App offers access free to its learning content to students **till** the last of **April** 2021. It helped students **heaps** to continue their education **within the** Covid,

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