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Why Byju's Is Falling: A Case Study

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ABSTRACT: Over the past fifteen years, technology has greatly improved the current education system. Online platforms used for "self-learning" have taken over the role of conventional rote learning. Under the umbrella technology-based education system, a lot of learning applications are included. With over 3,000 annual memberships, Biju's-The Learning App (Byju's) is India's largest learning app. The learning app combines material, media and technology to increase student engagement and make learning more interactive. In addition, it encourages users to learn in a personalized way. In light of this, the current study aims to explain a selected sample of middle and higher secondary students from Kerala State Board and CBSE and interpret their comments to analyse the shift from traditional teaching to personalized technology-based learning.

I. INTRODUCTION

Over time, there have been substantial changes in learning patterns. The days of learning and recalling information during tests are long gone. In the ultramodern tutoring and literacy terrain, substantiated literacy is preferred. The schoolteacher is now a tutor, companion and facilitator. He or she goes over and further just furnishing a cone through. Through relations with scholars, the educator creates knowledge. All work is completed by scholars under the guidance of the schoolteacher. Lev Vygotsky, John Dewey(1859- 1952), Bruner(1915- 2016), Piaget(1896- 1980) and others supported constructivism(1896- 1934). A philosophical and scientific perspective known as constructivism holds that knowledge is laboriously created. The behaviourist thesis, which is grounded on the idea that literacy occurs through exertion, was put forward by Pavlov and Thorndike. The constructivist approach is in opposition to this proposition. Constructivism has a strong influence on contemporary tutoring and literacy styles. With the active participation of scholars, facilitators produce knowledge. scholars have autonomy and literacy is pupil- centered. scholars' critical thinking is encouraged by their preceptors. They help their scholars in chancing a result to a problem. ultramodern education places great emphasis on technology. Smart boards, projectors, audio-visual aids and Internet coffers are among the current tutoring tools used by preceptors. Access tutoring and literacy coffers at the touch of a button. The Internet has evolved into a vital tool for the tutoring and literacy process. These ultramodern technologies are used by scholars each over the world to learn. Majumdar asserts Multimedia literacy software can be used by both preceptors and scholars to promote effective literacy that's further engaging and pupil- centered. scholars can apply their course of study to real events while using their unique study preferences to meet their requirements.

II. LITERATURE REVIEW

1. Educational technologies enable preceptors to restructure classroom time for purposes other than the transmission of factual information and to take an substantiation- grounded approach to educational invention and reform.(Monaghan, Michael, 2011).
2. According to utmost repliers, the operation is interactive, accessible and effective. still, the study also set up that some druggies are unfit to effectively use this app for substantiated literacy because they aren't regular subscribers to the app. Byju's App is working hard to change the educational terrain and will really reach numerous people if it becomes more accessible.(Palliyalil, Sruthi, 2020)
3. During the COVID- 19 epidemic, the Byju app was the leading online education brand, with 85 percent of parents subscribing to the mobile app for their children's education. As a result, the coronavirus extremity helped Byju's app rise to the top of India's online education providers.(Sigma Sathyan, 2021).
4. BYJU 'S uses web- grounded literacy, visual literacy, and substantiated literacy to give scholars with an immersive literacy experience. One finding is that the announcement claims that the app allows for interactive literacy. The

decoration subscription is a bit expensive for the average earning Indian consumer. (Dr. Sangeeta Mukherjee (March 2020)

5. With the rapid-fire arrival of smartphones, the mobile app development request has come seductive for marketers. (Liang et al., 2015)

6. (Mohd Shoaib Ansari (January 2017) Learning apps are expanding among scholars. It has been set up that movable literacy apps can be extremely useful in advanced literacy settings. also, it has been shown that scholars have enough information and attention to use movable inventions and website in their educational state. Mobile learning operation is popular in advanced education in India. Furthermore, scholars are also set up to be familiar with mobile apps that give literacy content.

7. IBEF (April 2019) Online education is growing fleetly in India and numerous scholars have access to smartphones, computers and the Internet. Integrating technology is a must moment as everything is digital. India has the largest K- 12 pupil body in the world with further than 260 million scholars. Also, there's a rise in low- cost smart phones, availability to the internet among the scholars is adding .

8. Forbes (October 2019) set up that the backbone of BYJUS' substantiated literacy is its rich literacy profile. Graphs of over one million generalities and connections that have been created to design substantiated learning paths – vids, questions, adaptive overflows, quizzes, flashcards, remedial literacy vids, and more. In addition, the literacy content is marked with several other parcels and parameters.

2.1 Research Gap:

Why Byju's is falling?

Why Byju's FY21 loss were 10x?

Why Whitehat Jr. Flop?

2.2 Research Objective:

The following research questions are intended to be addressed by the literature review:

1. To find out What are some of the challenges faced by Byju's app during the pandemic, and how has the company responded to these challenges?
2. To find out How have Byju's high market expenses impacted the company's financial performance and market position?
3. To find out How did Byju's FY21 losses compare to the previous year, and what were the main reasons for this significant increase?

III. RESEARCH METHODOLOGY

The type of this research is basically qualitative research.

DATA COLLECTION

The type of data collection that has uses is Primary data and Secondary data both.

Data Type: Primary Data

Data is collected through survey where it consists of few questionnaires and the responses are recorded and used to find the insights from it.

Data Type: Secondary data

Data has been made in the context of the study subject mentioned above. It heavily relies on information that is already in the public domain and places emphasis on information analysis and interpretation.

For the study, the researcher used secondary data. Information is gathered from secondary sources, including websites and portals.



The following techniques would be used for collecting secondary data-

- Company Websites
- Annual report of the company
- Books
- Search engines.

SAMPLING DESIGN

I.) SAMPLING UNIT:

The sampling unit that is used for this research is social unit i.e., Family, friends, school, college etc.

II.) SOURCE LIST:

Individuals that are taken as sample are mostly known one. But in this sample, we have taken students/teachers, employed/unemployed, male/female, rich/poor etc.

III.) SAMPLE SIZE:

The size of the sample is about 50-70.

IV.) SAMPLING TYPE:

The type of sampling that has used is non-probability and the type of non-probability that has used is convincing and purposive sampling.

4.Byju's Profile

The rise of BYJU'S

2008: Byju's Raveendran, CAT 100 percentiler,

Start offline CAT coaching classes.

2009: Byju's Raveendran started online courses for CAT

2011: Byju's Raveendran registers it as a named company.

They began creating core learning products that are now part of an app-based format.

2012: Entered both Deloitte Technology Fast50 India & Deloitte Technology Fast 500 Asia

Pacific ratings. Raised \$9 million from Aarin Capital in Series A round.

2013: Raised \$9 million from Aarin Capital in Series A round.

2014: Launched tablet learning program for competitive exams and grades 8th-12th.

2015: Introducing Byju's Learning App.

Within three (03) months of launch, Byju's scaled to more than twenty (20) lakh students.

2016: Raised \$75 million in Series C round led by Sequoia Capital and Sofina.

"Best Self Improvement" app award at Google Play India rating.

2017: Acquired Vidyarthi, the learning guidance platform, and boosted its personalized learning products.

The Byju's App became a business case study at Harvard Business School to illustrate how Byju's technology has been impacting learning among students.

Launched Byju's Math App for kids and Byju's Parent Connect app to help parents track

their child's learning course.

2018: Scaled to more than 15 million users and 900,000 paid subscribers.

Byju's became a unicorn with a valuation of over \$1 billion.

2019: The Board of Control for Cricket in India (BCCI) announced that Byju's replaced Oppo Mobiles India Pvt. Ltd. as the official Team India sponsor.

Acquired a US-based Osmo (a maker of educational games for children aged 3–8 years) for \$120 million.

2020: Raised from BOND Capital and regulatory filings revealed that BOND infused \$23 million in Byju's. Became the world's most valued ed-tech startup with a valuation of \$10.5 billion.

Acquired WhiteHatJr, an online coding school for young kids, for \$300 million in an all-cash deal.

Signed a deal to acquire Aakash Educational Services Ltd. for \$1 billion

2021: Acquired Aakash Educational Services Ltd. for \$940 million in a cash and stock deal.

In talks to acquire Great Learning and Gradeup for \$400 million.

Acquired Scholar (Artificial Intelligence-based learning assistant for school students) for approximately Rs 15 crore.

2022: Raised \$800 million from Byju Raveendran, Sumeru Ventures, Vitruvian Partners, and BlackRock; Became official sponsors of the FIFA World Cup-2022; In March 2022, Byju's raised \$800 million, reaching a valuation of \$22 billion.

BYJU's generates revenue in three ways:

- 1) The first is through the application. After the 15-day free trial, students must purchase the courses to continue their educational journey at BYJU's. The app offers a number of test series, courses, etc. that really compel people to buy.
- 2) BYJU's offers electronic tablets that customers must purchase when purchasing the course of their choice. This tablet contains videos, tests, practice questions, quizzes, etc. related to this course.
- 3) The third income generation mechanism is classroom teaching. These classes are limited to only a few cities.

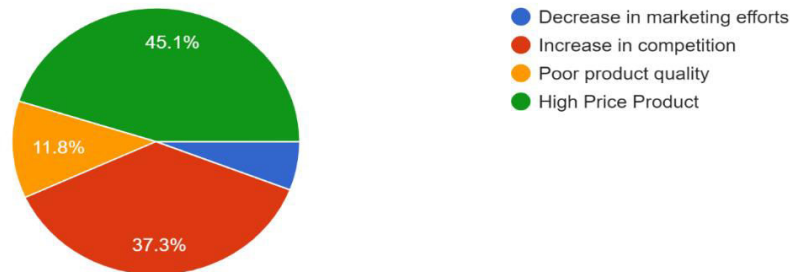
5. Falling of byju's

FINDINGS AND ANALYSIS:

Questions regarding- Why Byju's is falling?

What is the reason for Byju's fall in popularity?

51 responses



What has been a major contributing factor to Byju's fall in popularity?

51 responses



What impact has COVID-19 had on Byju's popularity?

51 responses



What could Byju's do to regain their lost popularity?

51 responses



What strategy did Byju's adopt to reduce their losses?

51 responses



OVERALL ANALYSIS:

Most of the people think Byju's product price is very high and their increase in competition in the ed-tech market. Many of the respondent thinks that Byju's do high marketing and advertising costs this is also reason for Byju's fall in popularity.

If Byju's improve the quality of their courses content and reduce their subscription fee, focus on profitability by reducing expenses and increasing revenue by this strategy Byju's may be adopt to reduce their losses.

V.DISCUSSION AND CONCLUSION

For students of all ages, BYJU'S, a renowned EdTech business with headquarters in India, provides mobile applications and online learning programmes. In recent years, the corporation has experienced its fair share of ups and downs.

On the plus side, BYJU'S has grown and succeeded admirably in a short amount of time. The company has attracted a sizable user base and obtained sizeable funding from investors thanks to its creative approach to education and efficient use of technology. Additionally, BYJU'S has extended its product lines outside of India to nations including the United States and the United Kingdom.

BYJU'S has nevertheless encountered significant difficulties and setbacks along the road. The company's exorbitant prices, aggressive marketing strategies, and the calibre of its content have sparked complaints from some customers. Others have criticised the business for supporting the rising "edutainment" trend, which simplifies and entertains education at the expense of its depth and rigour.



Overall, despite the fact that BYJU'S has had its ups and downs, the company is still a prominent player in the EdTech sector with the ability to keep innovating and improve education. As with any business, it is crucial to exercise caution and scepticism while simultaneously appreciating the advantages and contributions it could provide.

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APPENDIX

QUESTIONNAIRE

Questions regarding- Why Byju's is falling ?

1) What is the reason for Byju's fall in popularity?

Options:

Decrease in marketing efforts
Increase in competition
Poor product quality
High Price Product

2)What has been a major contributing factor to Byju's fall in popularity?

Options:

Lack of innovation in their product offerings
Decrease in the demand for online learning platforms
Increase in the cost of their subscription plans
Other

3)What has been the impact of Byju's falling popularity on their customer retention rate?

Options:

It has decreased due to dissatisfied customers
It has decreased due to high price
Decrease in the demand for online learning platforms
Other:

4)What impact has COVID-19 had on Byju's popularity?

Options:

It has led to increased demand for online learning platforms
It has led to Byju's expanding its market share.



It has had no impact on demand for online learning platforms
Other:

5) What has been a major reason for Byju's fall in popularity after COVID-19?

Options:

increased demand for offline learning platforms
Increase in the price of their subscription plans
Difficulty in adapting to the new demands of online learning
Other:

6) What has been identified as the main reason for Byju's losses?

Options:

High marketing and advertising costs
Low subscriber base
Increased competition in the market
Other:

7) What is the impact of Byju's falling popularity on their brand image?

Options:

It has remained stable despite the fall in popularity
It has been negatively impacted due to customer dissatisfaction
It has improved due to increased focus on quality over quantity
Other:

8) What could Byju's do to regain their lost popularity?

Options:

Improve the quality of their courses and content
Decrease the range of courses and subjects offered
Increase their subscription fees to cover costs
Other:

9) What strategy did Byju's adopt to reduce their losses?

Options:

Reduce their subscription fees
Focus on expanding their business overseas
Focus on profitability by reducing expenses and increasing revenue
Other:



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