BYJU RAVEENDRAN

FOUNDER, BYJU'S

"I believe when you take sessions in auditoriums, you're creating a kind of fan following. You can't do a math class in a stadium. It has to be a math performance"

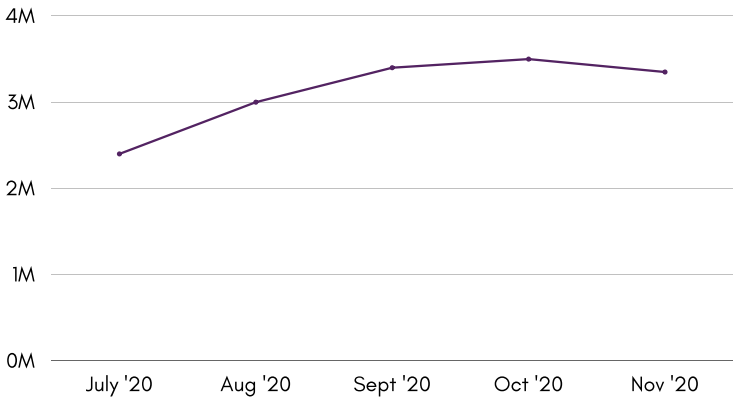
BYJU'S The Learning App

ABOUT

- Byju's is an educational platform which connects teachers and students.
- It was created by **Byju Raveendran**.
- The app was developed by Think and Learn Pvt Ltd in 2011.
- Its prime focus is Maths and Science.
- Through deeper educational concepts, Byju's helps students understand the subjects, better.

ANALYTICS

- **Byju's traffic overview:**



- **Byju's traffic from search:** 22.99%
- **Byju's traffic from referrals:** 29.28%
- **Byju's traffic from social media:** 2.26%

[Source: www.similarweb.com**]**

CONTACT

www.byjus.com

GROWTH

2012 — Entered both Deloitte Technology Fast50 India & Deloitte Technology Fast 500 Asia Pacific ratings.

2015 — Launched the BYJU'S, learning App.

2016 — Won the best Self Improvement" app award at Google Play India rating.

2017 — Launched Byju's Math App for kids & Byju's Parent Connect app to enable the parents track their kid's learning course.

2017 — Byju's app became a business case at Harvard Business School.

2018 — Byju's gained over 15 million users and 900,000 paid users.

2019 — Byju's became the world's most valuable ed-tech company.

2020 — Byju's app downloads have jumped to 600% from 2017 to 2020.

IMPACT OF COVID -19

With the COVID-19 lockdown in action, Byju's delivered free content on its learning app for students. It further introduced free live classes for better student engagement. As a result, Byju's got a new wave of users, making a jump of around 13.5 million consumers in March and April.

[Source: medium/wikipedia]