



## FOUNDERS

ALAKH PANDEY & PRATEEK  
MAHESHWARI

### ALAKH PANDEY

- He is Founder and CEO of Physics Wallah.
- He was also a college drop-out who started his career as a physics teacher in a coaching center.
- Passion for teaching led him to create the brand Physics Wallah.

### PRATEEK MAHESHWARI

- He is the co-founder of PW.
- He is graduate of IIT varanasi.
- Before joining the PW, he was the founder of NightPanda, Moon2Noon, PenPencil and Edu4All

## WEBSITE

✉ [www.pw.live](http://www.pw.live)



# PHYSICS WALLAH

“Education for all, regardless of their socio-economic status”

## ABOUT

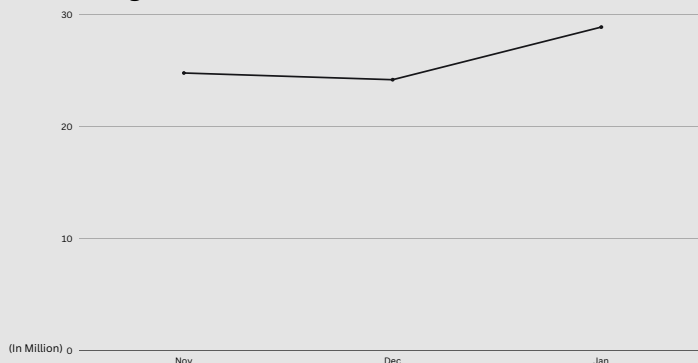
- Physics Wallah is an E-learning platform that offers a quality learning experience at an affordable cost.
- It was started in 2014 by Alakh Pandey through a youtube channel.
- In 2020, they created a website.
- They provide lectures & solutions on topics of classes between 6 to 12, JEE, NEET, and various entrance exams.
- The startup went through Series A funding on 7th June 2022 and received \$100M from Westbridge Capital and GSV Ventures.
- With this funding, Physics Wallah became the **101st Unicorn of India.**

## ANALYTICS

### • Website Rankings

- Global Rank: 1879
- India Rank: 137
- Category(Science and Education): 6

### • Physics Wallah traffic overview



source: similarweb.com

## The Growth

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- Alakh Pandey quit his full-time job and started focusing on youtube classes in 2017.
- Initially, it had low traction, but once he started focusing on teaching physics to ICSE students, the strategy worked.
- He created a good community around Physics wallah and the subscriber base grew from 50K in just 2 years.
- In 2020, Physics Wallah created a Proper website that got 300K downloads in 7 days and 5M in 2 years.
- Today, more than 60 lakhs of students have learned from Physics Wallah.
- This startup has 16 PW Pathshala centers and 1500 staff out of which 300 are teachers.
- Physics Wallah has entered into the offline space on June 20, 2022.
- They first launched its offline learning center called PW Vidyapeeth, in Kota, Rajasthan.
- The company turned unicorn on June 7 2022 and is valued at \$1.1Billion.

## Revenue Model

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- PW's business is to offer lectures and training on various subjects and different entrance exams in the country.
- It provides both online and offline classes.
- PW's revenue comes from youtube.
- There is an optional subscription plan that gives access to exclusive doubt-solving sessions.
- PW offers courses, lectures, and materials for a price. The cost depends on the level or course or the plan chosen by the students.

## Future Plans

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- PWs plans to open more offline centers and introduce more courses to enhance its online platform.
- The company also planning to expand its content to regional languages like Telugu, Kannada, Tamil, Gujarati, Malayalam, and a few more.
- It is expected to grow the student base to around 250M in 2025.