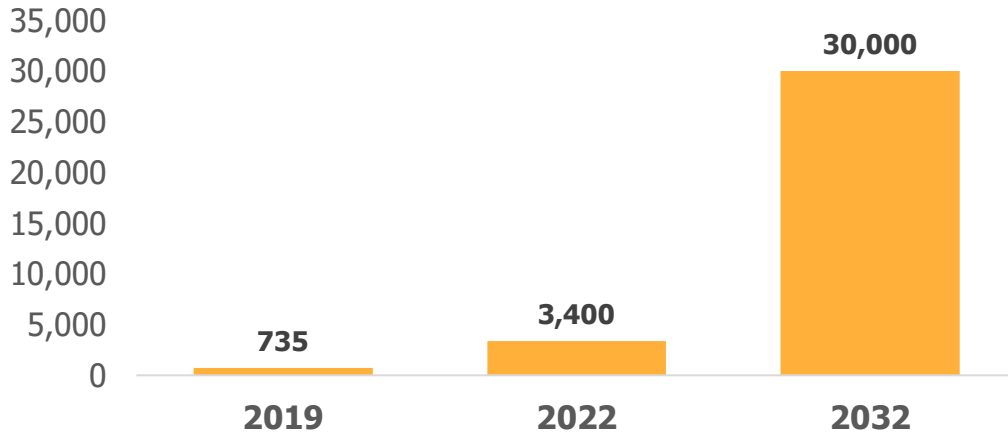


India: Ed-tech industry's boom to continue or fade post-Covid

Total Ed-tech Market in India (\$mn, 2019-32)



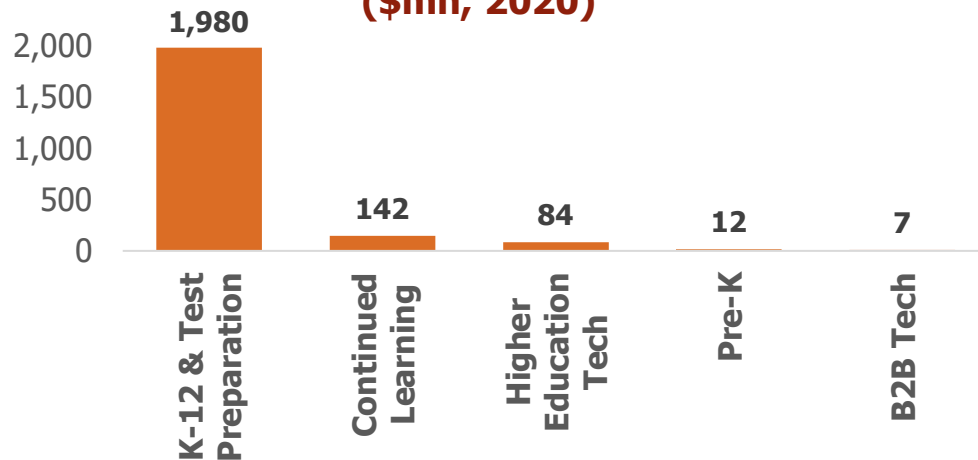
- A major shift has occurred from the physical classrooms to smart devices due to the rise of ed-tech platforms. Stakeholders are realizing that by innovating with technologies such as cloud, AI and AR/VR, it can not only have a lot of scope for innovations and scale, but also make ed-tech a promising sector for investors



- However, those who are in favor of 'online education movement' should know that online videos and images can't replace in-person interactions and bonding with teachers and classmates, which is crucial for a student's all-round growth and development. In such a scenario, ed-tech sector may relapse to pre-pandemic numbers

Key Findings

Total Funding in Ed-tech in 2020 by Segments (\$mn, 2020)



India in Top 3

India has emerged to be among the top three countries in the world after China and USA to get the venture capital funding in ed-tech sector. A majority of these deals were in the B2C learning space



New Investments

Edtech startups have secured \$1.9 billion since 80 deals since January 2021, with BYJU'S and Unacademy pocketing a whopping \$1.44 billion, that's ~76% of total ed-tech funding in 2021 till date



Paid User Base

The internet user base is expected to reach 735 million by 2021, highlighting a positive outlook for online education in India. The paid ed-tech user base is expected to increase from 1.57 million users in 2016 to ~9.8 million in 2021