

THE **INDIAN** EDTECH STORY: Q1 2021 **ROUND-UP**

A Market Insights Report by Markelytics



Group Companies



Memberships & Affiliations



FOREWORD



Indian EdTech industry is witnessing an unprecedented growth. The current phase is often highlighted by consistent global investments, strategic acquisitions and significant investment by the brands to establish market leadership position.

Additionally, the pandemic led to a drastic change in the way we work, study and live. Technology enabled sectors – and EdTech being a major one – benefited significantly from this behavioral change. As students and parents alike embraced a new way of learning, aggressive investment fueled expansion and product enhancement drives. A number of starts-ups emerged while existing players increased their offerings and widened their reach.

Against the backdrop of the large investment dollars, high decibel campaigns, the current report focuses on end users - the students and the engagement paradigms reflected in cross platform growth and performance statistics.

This is the second publication in the series of Markelytics reports after EdTech factsheet published in April 2020. I hope you will find this to be an insightful and interesting read.

Jasal Shah

MD/CEO, Markelytics Solutions India Pvt. Ltd.

AGENDA



The Engagement Paradigm
in digital space

Impact of COVID – 19 on
EdTech Sector & its growth



Performance of key
EdTech players on



The Social Engagement

App Performance –
Ratings/Rankings



In-App Engagement – Visits &
Time Spent on the platform



Key Offerings



Conclusions



THEORIES OF ENGAGEMENT

The cardinal rule that governs all business growth regardless of industry is consumer engagement. How a business connects with a consumer and how it evolves basis such interactions forms the bedrock for a company to build upon.

MODES OF ENGAGEMENT

While traditional means of outreach are still existent today, the digital age of start-ups is increasingly pushing the engagement platforms online.

With increasing online presence of everyone, brands are finding it ever more easy to target consumers using metadata and drive personalised ads. All these are leading to increased connections leading to higher resonance of customers with brands. And in a diversity rich market like India, even factors like vernacular outreach form a critical role in driving engagement for brands



ENGAGEMENT METRICS

All these activities directly translate in to business metrics that can be measured to assess the brand growth both periodically and across the competition.

Metrics like platform usage, visitors per day / month, rating and reviews of brands online outweigh the larger volume led variables which have direct correlation with advertising dollars invested.

Note: All numbers and data in this paper are factual. Sources have been mentioned for each data point

IMPACT OF COVID-19

COVID-19 acted as a harbinger for digital tech enabled solutions across dimensions. EdTech in particular witnessed a tremendous surge in growth both in terms of adoption and growth. This was observed in all EdTech categories ranging from K12, test prep and even upskill platform.

Since the lockdown, EdTech brands have registered tremendous gains in subscribers. For example, as on January, 2021, BYJU'S had touched a subscriber base of 75 million (nearly double that of Pre covid) while Unacademy tripled its user base during the same time.

Given the diversified offering of various brands, and different approaches to the category, common metrics play a key role in assessing the performance of various brands during this period.

Over the course of this report, we will be comparing brand scores recorded from independent third-party platforms to establish the relative performance of EdTech brands



ON PLATFORM PERFORMANCE

After the COVID induced lockdown, EdTech brands witnessed a certain amount of growth. To assess the performance of brands during this period, NASSCOM conducted a study utilising the below data points as of June 2020

- Google Playstore Ranking
- Apple App Store Ranking
- Usage Ranking

Below is the summary of the findings

The Clear EdTech winner in Covid-19

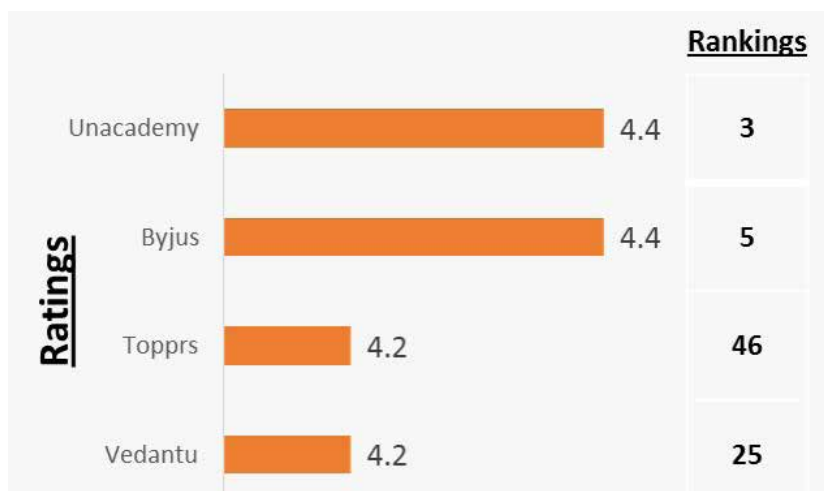
Apps store ranking# and usage plays an important role in the success of an EdTech firm



- * Score is based on combined data on app usage/rankings in Google Play Store and Apple Play Store
- * Ranking is based on metrics: Total downloads, recents downloads, reviews, uninstalls, user experience, in-app revenues and more till 27th June

Source: Nasscom - https://community.nasscom.in/communities/product-startups/the-edtech-story-4-indian-edtech-firms-the-winners-and-innovators.html?preview_id=28448

App Store Performances

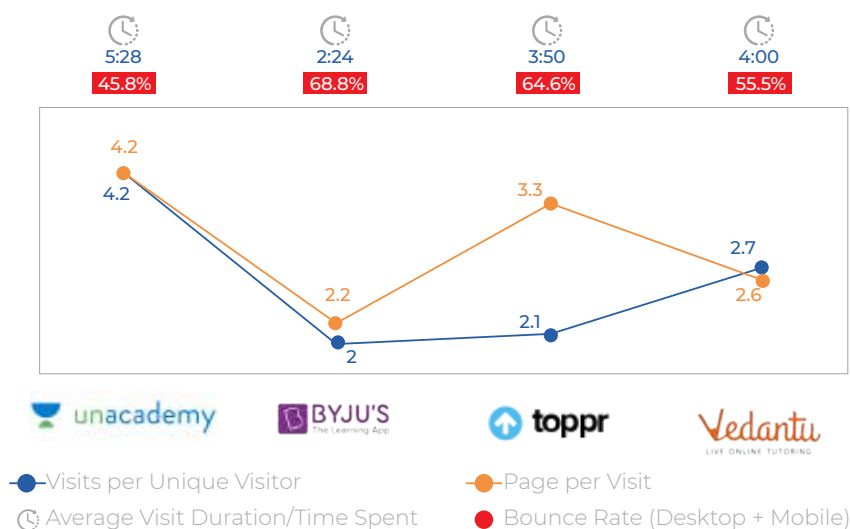


*Average of Google Playstore and Apple app store

Unacademy has the highest rating and best ranking in the analyzed Ed-Sector group

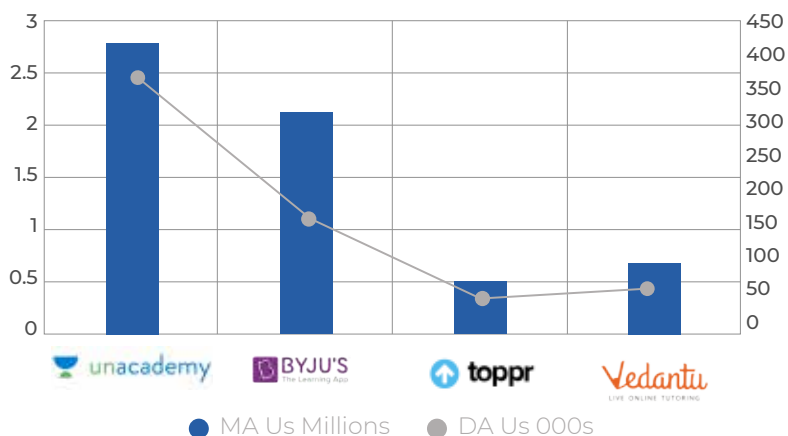
KEY WEB ENGAGEMENT PERFORMANCE

Key Engagement Metrics



Unacademy sees the highest platform visit duration clocking about 5.5 minutes per user. This is in line with the higher number of pages accessed per visit compared to other brands. Unacademy also witnessed the highest visits per unique visitor indicative of repeated interests. In line with the revisits, Unacademy had the lowest bounce rate of all platforms. Bounce rate is characterised by people leaving the first page without exploring further. Vedantu is a close contender in almost all parameters to Unacademy.

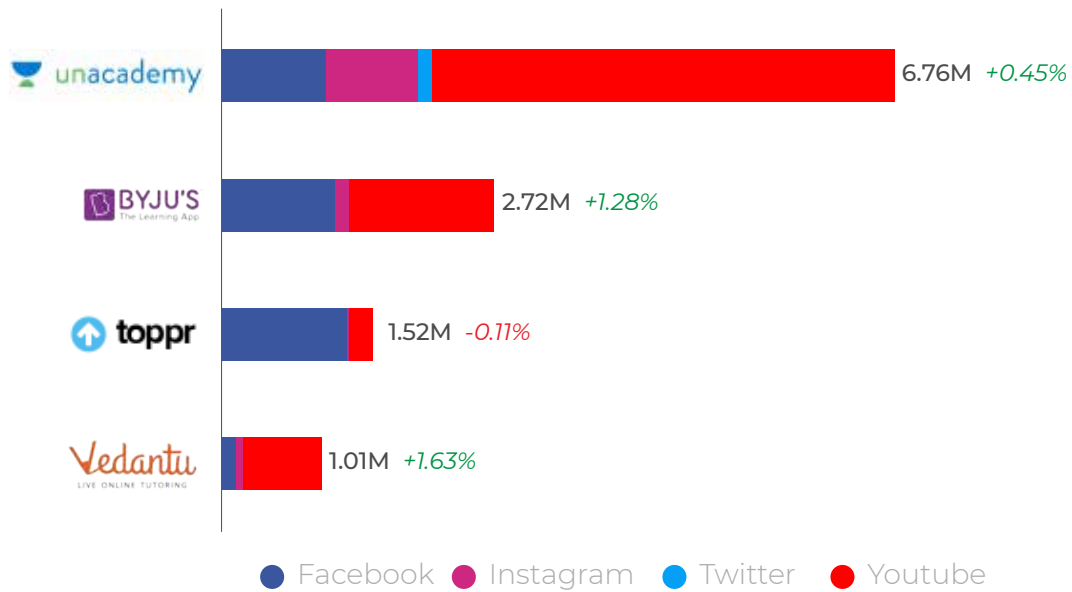
Monthly and Daily Active Users



Unacademy recorded the highest MAU 's and DAU' s across the key platforms, emerging as India's largest learning platform. Byjus with its significant market share is placed second with respect to DAUs and MAUs.

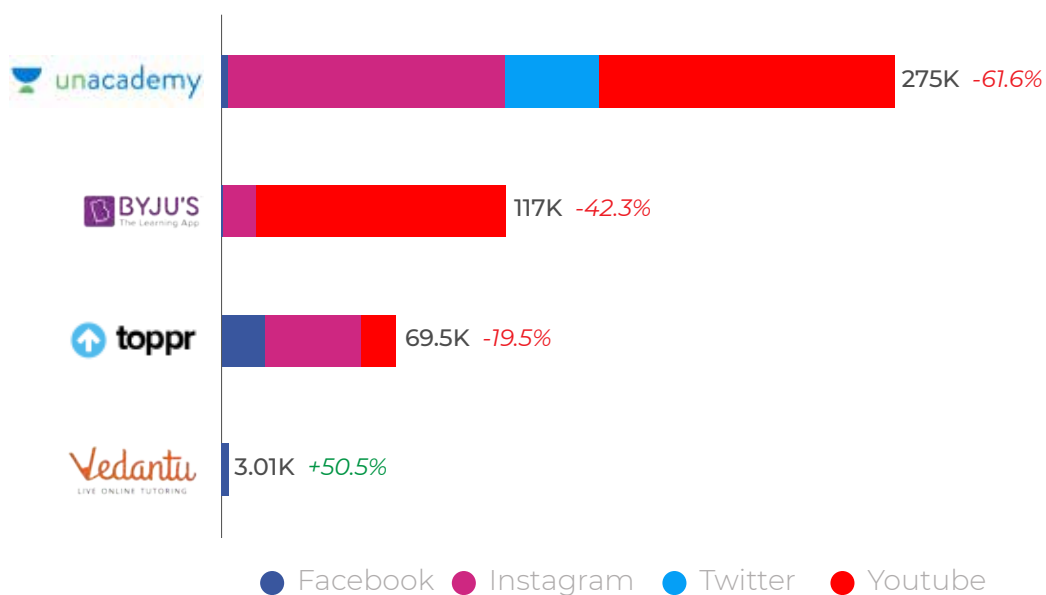
KEY SOCIAL PERFORMANCE

The total number of followers across all tracked social channels.
As of Apr. 14, 2021 vs. Mar. 15, 2021 IST



Unacademy has the highest followers all platforms combined

Cross-Channel Engagement Total
Mar. 16 - Apr. 14 vs. Feb. 14 - Mar. 15 IST



Unacademy has the highest engagement all platforms combined

THE OFFERINGS LANDSCAPE: TEST PREPARATION

Courses offered	Unacademy	Byjus	Toppr	Vedantu
UG Entrance Exams	5	2	6	2
PG Entrance Exams	5	0	0	0
Government Service exams	8	1	3	1

Note: Unacademy offers maximum number of languages (16) followed by Byju's & Vedantu (2) and Toppr (1)

Across Undergraduate, Postgraduate and Government entrance exams, Unacademy covers the highest number of categories.

In terms of language diversity, Unacademy is the leader covering as many as 16 languages as compared to two languages by its nearest competitor.



THE OFFERINGS LANDSCAPE: K-12 SEGMENT

Toppr leads the K-12 segment with the presence across education boards (Center & states) with highest language and number of boards coverage.

	Toppr*		Unacademy		Byju's		Vedantu	
	Courses	Boards	Courses	Boards	Courses	Boards	Courses	Boards
Pre K and K-5	1				1		1	
Grades 6 to 8	3	23	1		3	10	3	4
Grades 9 to 10	3	23	2	1	3	10	3	4
Grades 11 to 12	3	23	1				3	4

Note: Unacademy offers maximum number of languages (4) followed by Byju's (3), Vedantu (2) and Toppr (1)



CONCLUSIONS

The top four players in the EdTech sector have strong user bases and are engaging with their students and followers with their varied product offerings, course content and through social media. The analysis builds a correlation of the volume metrics like MAU and DAU with core consumer engagement metrics.

Consumer engagement plays a pivotal role in brand growth. It shapes up the category narratives, more so for a young and growing category like EdTech. Given the analysis of engagement metrics, Unacademy emerges as India's Largest Learning Platform. The conclusion is substantiated with the breadth of offerings, volume indicators like MAU and DAUs, in-app engagement with average ratings and rankings and finally the social media traction that brand has been able to garner.



DATA AND ANALYSIS SOURCES

- * SimilarWeb
- * Secondary Data sets
- * Industry Reports
- * Brand Websites
- * Nasscom
- * RivalIQ (Social Media Analytics)

Detailed List of sources can be shared upon request



Your Global Research Partner

 www.markelytics.com

 response@markelytics.com

INDIA | USA | SINGAPORE | JAPAN | UAE