



Vedantu
LIVE ONLINE TUTORING



Ed-Tech Industry

Company Analysis

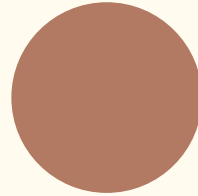
- *Vedantu*
- *Unacademy*

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Overview

Vedantu

VS



Unacademy

Vedantu is a company providing a **live online tutoring platform** that enables **personalized learning**. It uses technology to bring together teachers and students on a single platform to enable live learning between them. The company has technology tools that enable teachers to provide teaching to students in an interactive manner using a whiteboard as well as audio and video technology.



Unacademy offers an **online learning platform** to prepare for **competitive exams**. The Company's platform provides content for major competitive examinations including UPSC CSE/IAS, SSC CGL, IBPS/SBI, CAT, GRE, GATE/IES, CA, CLAT, JEE, Pre-Medical and Railways Examinations. It also presents short lectures in the form of videos on various subjects.

Future Prospects

Vedantu

VS

Unacademy

Vedantu's future plans include the creation of **distinct categories** for primary children, starting from kindergarten. Infusing learning with enjoyment and making learning accessible to the students of remote areas is Vedantu's supreme strategy. With 1 million lifetime learners and 4x growth in 2020, the company will explore new prospects and engage in expedient educational services in the future.



Unacademy is looking to boost its position in the test prep market through **'Graphy' and its acquisition** of the K-12 learning platform Master.

In an interview, Mr. Munjal spoke about the company's plans to go public in the long run. However, he emphasized that the company will be focusing on turning cash flow positive in 2021 and will continue to invest to gain a larger market share.

The company now wants to focus on building a sustainably profitable business and look at a successful IPO over the next 5-6 years.

Marketing Strategies

Vedantu

VS

Unacademy

- Vedantu is mainly promoting its services digitally from its website, google ads, and blog. Secondly, this online tutoring business is **grabbing children's attention** from its melodious and catchy advertisement.
- The TV ad is very **appealing and relatable** to a fun learning experience which is carried out with a jingle-"Samaj aaye ga toh maza aaye ga, maza aaye ga toh samaj aaye ga".
- Through **effective digital marketing campaigns** such as Google Ads, Social Media Ads, and Video Marketing, the company has gained an overwhelming number of users in a short course of time.

- As part of its **aggressive marketing strategy**, Unacademy makes extensive use of digital marketing (Google, Social Media, and OTT platforms such as Netflix, Amazon Prime, etc.), TV commercials, Radio, and out-of-home (OOH) advertising methods such as billboards.
- While **digital marketing** and **OTT platforms** are the top revenue generators in tier-1 cities, TV and OOH methods of promotion bring in more leads in smaller towns. The company doesn't like to spend much on newspaper ads.

Financials

Evaluation Criteria

Vedantu

VS

Unacademy

Market Valuation

\$600M

\$2B

Total Funding

\$290.9 M

838.5 M

Rounds of Funding

Series J (10 rounds)

Series H (12 rounds)

Valuation

\$1-billion

\$3.44 Bn Valuation

Number of Investors

10 investors

42 investors

Acquisitions

2 Organisations

11 Organisations

CSR Initiative

Vedantu

VS

Unacademy

- To make online and quality education accessible to rural India amidst the pandemic, **Vedantu has donated 150 smartphones** to government school students in Telangana.
- This initiative by Vedantu will provide resources to the students in rural India to access affordable education. As a part of its philanthropic initiative, the company has donated **150 smartphones**, worth approximately INR 9 Lakhs, to the students in rural areas of Telangana whose education has been impacted adversely amid the Covid-19 pandemic.

- Unacademy has launched **Educate India** – an initiative supported by Feeding India, that aims to secure the future of children impacted by the COVID- 19 pandemic by ensuring their educational needs are met. The initiative seeks to support these children with resources to continue their education at these uncertain times. As part of the initiative, Unacademy will provide **free 1-year subscriptions**, worth ₹19 crores for up to 10,000 children and Feeding India will provide them with one year of free food support.

Highlights

Vedantu

VS

Unacademy

Vedantu is an Indian online tutoring platform launched in **2011**, based in Bengaluru.

Market Valuation: \$600M

Vedantu has seized the 69th spot among the Indian startups that crossed the \$1 bn mark

Vedantu eyes \$200 million by next year's June, disclosed the company on Friday, June 25, 2021. The company has already witnessed around a 4x increase in its revenue run rate on May 2021 and is currently operating at a revenue run rate of USD 60 million. Vedantu, which is competing with biggies like Byju's, has also seen its month-on-month revenue grow 50% in April and May 2021

Unacademy is an Indian educational technology company, based in Bangalore. Originally created as a YouTube channel in **2010** by Gaurav Munjal, the company was founded in 2015 by Gaurav Munjal along with Roman Saini, and Hemesh Singh.

Market Valuation: \$2B

Unacademy claims that it is not burning a lot of money and has seen an encouraging revenue rate so there's no need to bring in more external funding, the CEO said but added that if the right investor comes along, then it's a different matter.