The Sales Proposition of EdTech Companies During Covid – An Evaluation of YouTube Campaigns

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Abstract

According to statistics, the accelerated penetration and rapid adoption brought on by the sectoral lockdown has been positively aiding the growth of the EdTech industry, in contrast to the confusion and wreckage caused by the Covid-19 global pandemic to various sectors, including the Education Sector. According to studies, the EdTech market as a whole had a fantastic 26 percent rise in user visits during Covid-19, with prominent EdTech businesses claiming a 100 percent gain in paying users month over month and a 50 percent increase in traffic. The goal of this study is to look at the influence of the Covid-19 pandemic on the Indian EdTech market, specifically in terms of enrolment, traffic share, new product line development, revenue generation, accessibility and affordability, and other factors in the K-12 and higher education scene. This study concludes that the current pandemic has contributed to the unprecedented growth of the EdTech industry in India, thereby phenomenally changing the education sector landscape, based on an extensive literature review and information gathered and analyzed from various EdTech industry seminars, published expert interviews, and other sources. In this study, we identified the top 5 EdTech companies in the country and focused on the campaigns that these companies ran on social media platforms from 2020 to the present, as well as the sales pitch and the related keywords to the campaigns. YouTube was the only media platform that was considered in this study and the campaigns on YouTube were evaluated.

Introduction

According to Human Rights Watch, more than 1.5 billion pupils are still out of school as a result of the COVID-19 Pandemic, which has been designated a worldwide emergency by almost all countries (Human Rights Watch, 2020). Shortly, as a result of job and income loss, as well as widespread economic insecurity among poor families in rural and semi-urban areas of many emerging and undeveloped countries. Human Rights Watch (Human Rights Watch, 2020). According to UNESCO, nearly 32 crore students in India, including those in schools and institutions, are affected (UNESCO, 2020). According to the India Today Web-desk, India's education industry is experiencing unprecedented challenges that must be solved as soon as possible in order to keep youngsters interested and focused in their learning path. (Web- desk of India Today, 2020).

In response to the problem, the federal and state governments have developed effective e- learning programmes and indicators with the assistance of several notable agencies and organisations of repute. Furthermore, various EdTech companies that offered free online lessons or appealing and substantial discounts on e-learning contents contributed to a 25 percent increase in the e-learning space during the pandemic's early stages. Students consider remote learning as a realistic option during these testing times because it provides easy, comprehensive, anytime-anywhere, and economical access to learning modules. The benefits of digital learning are numerous. It has no physical bounds and provides a higher level of learning engagement than traditional learning. It is also cost-effective, and learners may learn from the comfort of their own homes. However, there are drawbacks and problems, as face-to- face connection is often considered to be the superior form of communication to remote learning, which is impersonal in nature. Because of the rural-urban gap and wealth and living standard differences, India still has a long way to go before digital learning is accepted as mainstream education. The researchers conducted this study to see how the COVID-19 Pandemic is affecting the EdTech Space in India in light of these findings and the ongoing digital revolution within the pandemic.

Online learning may be made easier and more enjoyable by EdTech (educational technology) companies (Kiran et al., 2020). The goal of EdTech companies is to ensure that all students have equal access to learning opportunities while also supporting teachers in integrating technology into the classroom. It's a unique chance for EdTech companies to launch a product at the right time, test it on a broad group of people, and get feedback from customers since COVID-19 mandated the use of online communication channels.

The educational technology market is booming. Already this year, it's expanded by 15%. (November 2020). As stated by the author in the year 2020, Terrisse. Many entrepreneurs see EdTech as a lucrative business opportunity because the market is growing rapidly. As a result, there are a great number of EdTech startups. As reported by AngelList, the world's largest startup community, the EdTech business employs 1129 people and has a total of 1930 start-up companies. Leading educational technology companies in China include VIPkid and 17zuoye; Byju's; Yu-anfudao; Age of Learning; iTutor Group; Udemy; Coursera; and HuJiang. During the COVID-19 crisis, these businesses were able to make money and increase their revenue (Lynch, 2020).

Literature Review

EdTech companies were given an excellent opportunity to offer their solutions to instructors who were faced with a difficult circumstance requiring them to re-plan their lessons and hold them online. Teachers from rural locations who do not have access to a stable Internet connection found remote study mode particularly challenging. Students, on the other hand, have greater flexibility over their schedules thanks to the online school. They could finish their assignments when it was most convenient for them and still have time for hobbies. Teachers and students both profited from online studies since technological solutions allowed students to receive a more personalised approach, and teachers had access to a variety of assessment methods (Kaden, 2020).

The fundamental purpose of EdTech firms is to develop solutions that make online learning easier and more enjoyable (Kiran et al., 2020). EdTech firms aim to provide students with equal learning opportunities while also assisting teachers in incorporating technology into the classroom. Since COVID-19 compelled the use of online communication methods, EdTech companies have found themselves in a unique position: they have a unique

opportunity to bring a product to the market when there is a need, test it on a large audience, and receive feedback from customers The business model does not have a clear definition, and different people interpret it differently. "Business model" is defined as "how you meant to earn money," according to Michael Lewis (1999) in his book "The New, New Thing." To meet the needs of their clients, EdTech companies frequently update and add features to their products. It's a characteristic of the EdTech business model in general (Kiran et al., 2020).

The COVID-19-induced lockdown and subsequent closure of educational institutions has prompted EdTech enterprises to launch new products and services in order to quickly adjust to the new normal and meet the market's strong and unanticipated demand. Soon after India's lockdown was imposed, Byju's launched free 'Live Classes' on its app. The feature is distinct from Byju's normal taped movies in that it seeks to replicate a classroom-like experience online (Your Story, 2020). The majority of EdTech companies, such as Byju's, Toppr, Unacademy, and Vedantu, have launched free live classes for students in response to the rising demand for online education solutions. Following the COVID 19 epidemic, Toppr has made all live classes free for kids in grades 5 through 12, as well as unrestricted access to their recorded video learning resource (Zishaan, 2020). Unacademy has made its live classes free for all test types, including UPSC, bank exams, and railway examinations. Vedantu has made live lectures and doubt clearing sessions available for free. EdTech platforms also work with schools to help them design and implement innovative learning methods in which teachers can participate and use tools to convey knowledge. STEP app and Topper, for example, are gaining traction with private and public schools to embrace their software, which is available for free (Financial Express, 2020).

Many students and professionals have also jumped at the opportunity to enrol in online programmes for upskilling and preparation for admission tests such as the JEE and NEET. As a result, many EdTech companies, including UpGrad, Vedantu, CL Educate, Imarticus Learning, Simplilearn, and Topper, have seen a significant increase in new users. In March 2020, Coursera India attracted 363, 000 learners (173 percent increase in registrations), whereas Byju's observed a 150 percent increase in the number of new students learning using its app (Raghav Gupta, 2020). Harappa Education saw more than 500 people enrol in a week during this time, and UpGrad saw a 50 percent increase in learners in the first week of March (Financial Express, 2020). According to a LinkedIn survey, more than three-fifths of Indian professionals (63%) aim to spend more time on online learning as a result of remote working, a decreasing job market, and the necessity for upskilling. According to the poll, 60% of Indian professionals wanted to learn more about their sector, 57% wanted to learn how to develop their professions, and 45% wanted to improve their communication skills through online learning (LinkedIn Survey, 2020). During this time, online users who enrolled in Simplilearn courses on Cyber Security, Cloud, DevOps, AI, and Data Science increased by 15%, while Toppr saw a 100% month-on-month increase in the number of students attending its Live classes (Zishaan, 2020), and Imarticus Learning saw a 52 percent increase in the number of people enrolling in online courses (Economic Times, 2020).

Need For Study

There has been a dramatic growth in the number of students in India who are learning online. Because of the lockdown and dread of Covid-19, schools, universities, and educational institutions have gone online. There has been an increase in both paid and free unique users in the K12 and post-K12 segments of various ed-tech platforms in the last ten months. Currently, there are about 90 million students that are enrolled in online courses.

Districts and colleges had to adjust and react fast when the pandemic struck. Schools, colleges, and other educational institutions closed their doors and transitioned to online learning, overcoming obstacles along the way. This rapid change continues to have an influence on pupils, raising worries about their academic development and social-emotional well-being. It was critical to assess how they were presenting their organization, product, and/or service to prospective clients during an ed-tech sales conversation, and attempt to fulfil their individual needs.

COVID-19, which took place at the end of 2019 and caused people all over the world to break their typical routines, compelling everyone to stay at home, was a worldwide event. Meanwhile, teachers and students were forced to employ the online teaching style due to a variety of circumstances. This benefited a lot of educational technology (EdTech) startups. Through their products, EdTech firms seek to improve student learning

outcomes, encourage personalised techniques, and reduce instructor burnout.

EdTech (Educational Technology) companies found themselves in a fascinating situation as a result of the outbreak. Ed-tech businesses began over-marketing their products in the market as students hoping to ensure their career during COVID-19 purchased their course, resulting in increased growth. As the use of social media has grown, these ed-tech companies have established numerous social media campaigns, recognising that it was the greatest approach to promote their product during the pandemic. Despite the fact that some ed-tech companies succeeded during the boom period, others were unable to expand. As a result, this study was carried out to determine why certain businesses succeed while others fail.

The research was necessary because it is important to keep track of current and future trends in India's EdTech business, as well as to measure the impact of the COVID-19 Pandemic on student enrolment, traffic share, new product introduction, revenue generation, job creation, and watch time.

Research Questions

Since the outbreak of the epidemic, educators, parents, teachers, and students' perspectives and attitudes have shifted. Companies are increasingly investing in social media platforms in order to better understand customer behaviour by merging data from multiple sources.

COVID-19 has prompted a surge in interest in the EdTech industry, and newsrooms are trying to keep up with the demand for information. Placing thought leadership along lines that tap into topical trends, provide solutions to industry problems, and align with the company's value proposition and underlying beliefs is a great way to build brand recognition and credibility.

Because we still live in a COVID world with an uncertain future, media attention will be drawn to evolving or maybe revolutionary patterns. Conduct sourcing calls with the company's thought leaders to understand about their visions for the future of EdTech.

During the peak of the spring/summer education conference season, the virus struck, upsetting the traditional purchase cycle. As these events are postponed or become virtual this spring, marketing expenditures spent on PPC advertising will be well spent. PPC advertising is a powerful approach to drive visitors to your website and produce marketing-qualified leads. Typical EdTech click through rates have reached pre-pandemic levels, according to WordStream, resulting in a higher return on investment for advertisers. By carefully structuring campaigns, doing keyword research, and creating geofences, the PPC method can reach the perfect consumer and impact their buying behaviour. As a result, the study's research questions are:
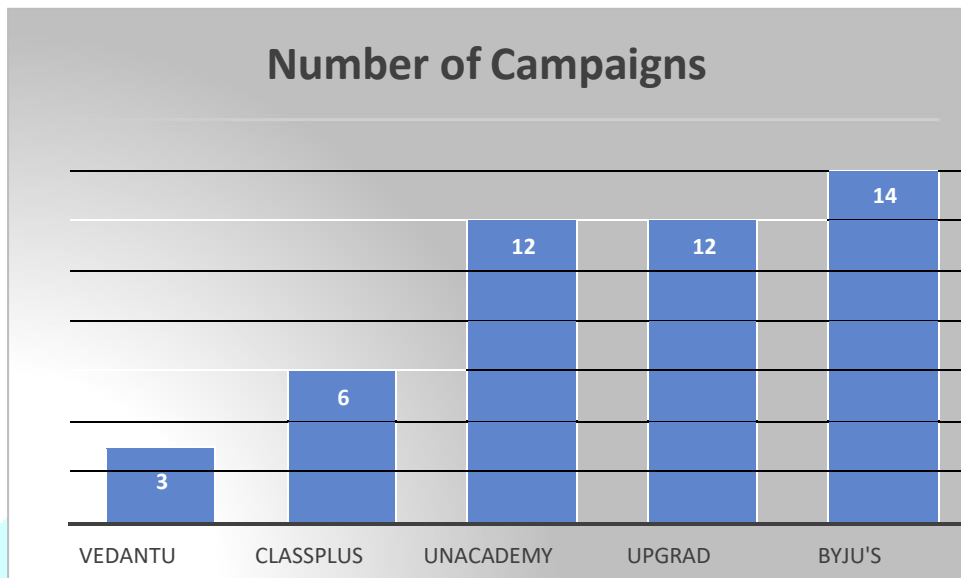
1. How have the companies marketed their products?

2. What was the EdTech firm's USP?

3. How Covid might help Edtech companies capitalise on opportunities.

4. How did Ed-tech firms increase their sales?
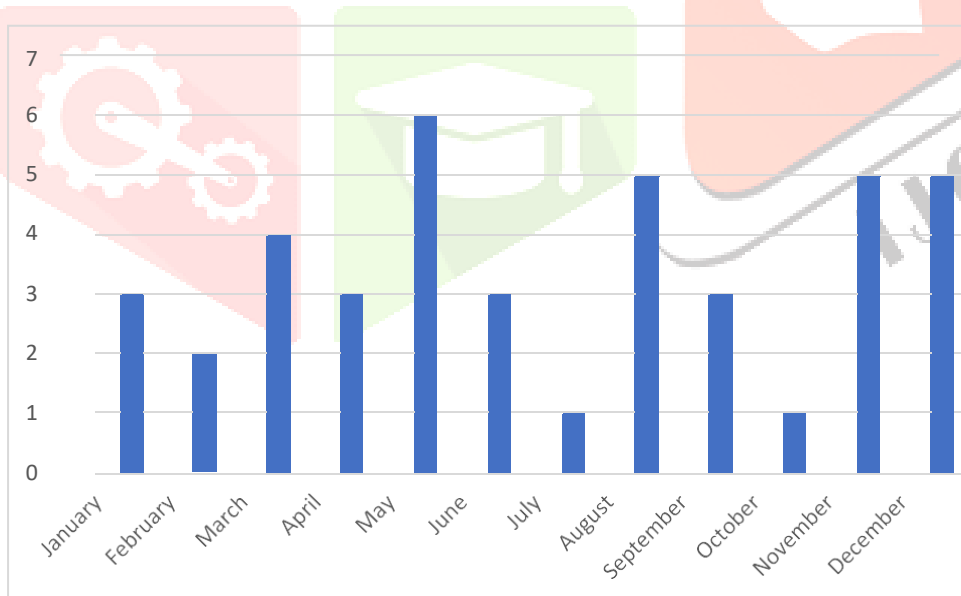
Research Design

Based on the number of subscribers on YouTube, top 5 EdTech firms were chosen with highest subscriber count on their official YouTube channels. The social media campaigns launched by these EdTech companies during the Covid -19 lockdown were closely watched and evaluated. The study was restricted exclusively to Twitter and YouTube.

EdTech Firm	Number of Subscribers
Unacademy	1.89 Million
Byju's	1.85 Million
Vedantu	1.7 Million
Upgrad	132000
ClassPlus	44100

Number of Campaigns

Number of Campaigns

VEDANTU	CLASSPLUS	UNACADEMY	UPGRAD	BYJU'S
3	6	12	12	14

Month-Wise Distribution of Campaigns

January	February	March	April	May	June	July	August	September	October	November	December
3	2	4	3	6	3	1	5	3	1	5	5

Top 10 Hashtags Used in Campaigns

Top 10 Hashtags

	Hashtag	Frequency
1	lifelonglearning	7
2	byjus	6
3	classplus	4
4	ffwithupgrad	4
5	letscrackit	4
6	happyteachersday	3
7	keeplearning	3
8	rahoambitious	3
9	upgrad	3
10	byjusturns	2

10 most frequent keywords used in Campaigns
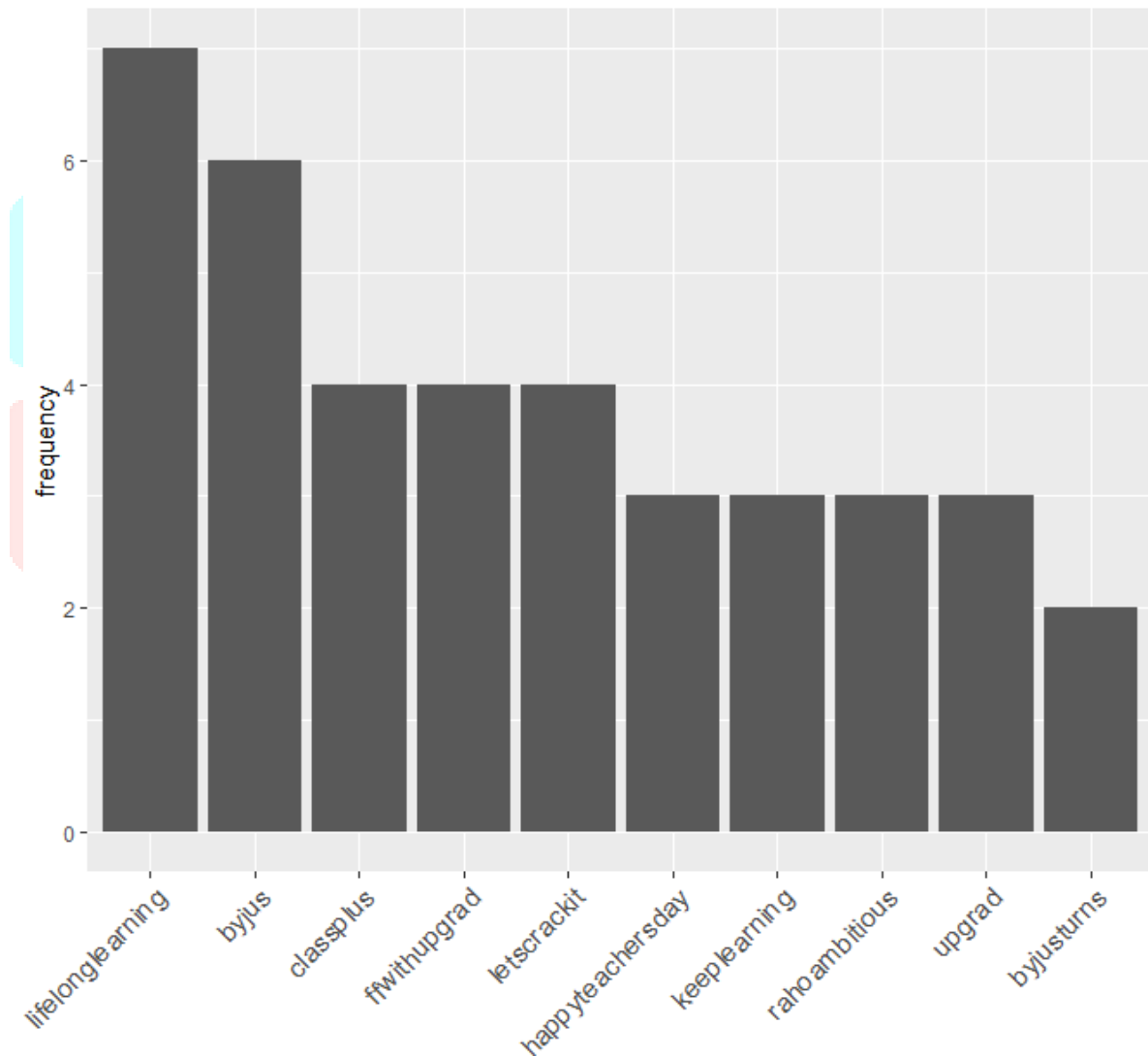
Wordcloud

The size of the word and the density refers to the frequency of the keyword used in the campaigns. Ignoring the brand names such as Byju's and Upgrad, we could observe that the most common themes to be life and terms related to future. So the sales proposition of the majority campaigns could be concluded as an "Alluring Future".

What was the Sales Proposition?

Various campaigns launched by the EdTech companies under study were studies and evaluated. The analysis of the same can be summarized in the following tables company-wise.

UNACADEMY(1.89Million)				
CAMPAIGN NAME	**DATE**	**YouTube REACH**	**KEYWORDS**	**SALES PITCH**
Let's Crack It	01-05-2020	95K	Unacademy, YoungIndia, Learn	Inspires pupils to remain focused and motivated while studying for difficult admission tests.
IPL campaign titled Mistakes – The Greatest Teacher	10-11-2021	6.3Crore	ondayMotivation,IPLUnacademy	Examine the similarities and differences between on-field failures in cricket matches and academic failures. The brand's campaign encouraged students to embrace their errors and use them as opportunities to grow.
Unacademy Believe	18-06-2021	800K	nacademy, Believers, UnacademyBelieve	The over 5-year-old company expresses gratitude to its learners, educators, and users, who the company refers to as its 'Believers'
Teach Them Young	03-05-2021	23Lakh	TeachThemYoung, ChooseToChallenge	Get over the habit of makingassumptions and interfering. Often, a lack of limits results in a lack of respect because of it. That's why it's important to respecther right to privacy.
Lesson No.7	24-01-2022	7.7Crore	UnacademyFilm,LessonNo7	Eyes on the target and determination to break every barrier makes a champion Never stop, for greatness awaits beyond barriers.

Master Blaster Returns	20-12-2021	36Lakh	nOnUnacademy,Unacademy	Campaign highlights the connection between the cricket and studying.
Shikshodaya	12-03-2021	38Lakh	BetiSangBulandiKiOre, UnacademyShishodaya	Cmapaign was launched to highlight the mission of transforming the lives of 5Lakh girl students with Unacademy scholarships and help them in achieving their dreams.
Happy Teacher's Day	09-05-2021	22Lakh	nacademyTeachers,happyteachersday	Expresses gratitude to the teachers who ensures that there should be no dull moments ever and thanking them for all learnings and fun.
Celebrate the Learner in You	13-12-2020	28Lakh	IsLiving, LetsCrackIt,ChildrensDay	This campaign rediscovers the unending curiosity and unhindered creativity of the child.
Cracking the Game	11-08-2020	1.2Crore	t, IPLUnacademyFilm,Dream11IPL	This campaign highlights the message that a champion never stops.
Bring Out Best In You	06-02-2020	67K	LetsCrackIt, Bythebestforthebest	This campaign introduced the biggest scholarship test for IIT JEE ana NEET UG.
Emerge Victoorious ever time	27-05-2020	1.8Lakh	oIndia, LetsCrackIt,HostilePlanet	Hurdles, difficulties, pain and depression is a part of every living being's journey so be it wild animals or learners preparing for their fream exams

BYJU'S(1.85Million)				
CAMPAIGN NAME	DATE	YouTube REACH	KEYWORDS	SALES PITCH
Celebrate Curiosity	14-11-2021	5.8Crore	eepLearning, ChildresDay, ChidrensDay2021	It is a celebration of children's curiosity and the necessity of providing them with the correct answers. Parents are encouraged to take on the role of their child's first teacher by participating in this campaign by the edtech platform.
Ghar Ghar Ki Kahaani	15-05-2020	56Lakh	Byjus, NewWayOfLearning	Advertisement highlights BYJU's underlying idea that children learn betterwhen their learning experience is individualised and immersive, which is the emphasis of this campaign. It is the goal ofthe campaign titled "Ghar Ghar Ki Kahaani" to highlight kids' growing learning habits and the relevance of conceptual learning.
Honour The Sacrifices	25-07-2021	98K	PartnerToParents, ParentsDay, ThankYouParents, Byjus	When it comes to helping their children accomplish their ambitions, parents will do whatever it takes to make sure they get exactly what they need.
Learn Unlearn Relearn	09-04-2021	91Lakh	10, Learn, Unlearn,Relearn	It was launched on Teachers' Day to congratulate all teachers across the country for their dedication and service. BYJU's in-house team came up with the campaign's concept.
Great Learning for GreatCareers	09-08-2021	5.9Lakh	greatlearning, byjus, byjusvideos	As a metaphor for the corporate "career game," the campaign uses the cricket pitch to underline the importance of upskilling in order to play a magnificent innings on that field.
Education For All	02-11-2022	1.1Crore	rAll, KeepLearning,BYJUS	It explores the reach, journey, and positive changes that the initiative has brought to the lives of children in the remotest parts of the country through digital learning.
Two Teacher Advantage	20-09-2021	3.6Lakh	asses, shahrukhkhan, tuitiondefined	Highlight the unique concept of having two teachers in a classroom and how it can offer a superior classroom experience and help children gain conceptual clarity.
Transforming Parents toPartner	30-01-2021	1.6Lakh	byjus, byjusvideos, parentsbecomeyourpartner	Understanding concepts helps youngsters acquire confidence while they are studying. This campaign emphasises the importance of this.
				The campaign's goal is to provide students,

Young Genius or KeepLearning	19-11-2020	4.2Lakh	KeepLearning	parents, and educators with useful information about online learning and best practises, with a particular emphasis on providing young pupils with interestingand educational content.
Byjus Turns 10	17-12-2021	91Lakh	Byjusturns10, byjus,learnfrombyjus	Celebrated ten years of happiness with the audience with the help of this campaign.
Bapu ki Aawaz	10-02-2021	1.4Crore	MahatmaGandhi, GandhiJayanti, Gandhi	Celebrated the Gandhi Jayanti with the world by the help of this video.
Azadi	14-08-2021	10Lakh	75thindependenceday, Happyindependanceday, Indianindependanceday	Celebrating Independence Day with theworld with the wonderful video.
EcoEcho	22-04-2021	1.6Lakh	EcoEcho, earthday2021, earthday	World Earth Day celebration with the lovely song and the video.

Mom is The World	05-08-2021	1Lakh	MotherDay2021, MothersDayIndia, MothersDayVideo	Highlighted that the mother is the first teacher of every child and the campaign was launched on the occasion of Mother's Day.

VEDANTU(1.7Million)

CAMPAIGN NAME	DATE	YouTube REACH	KEYWORDS	SALES PITCH
Intrigue Campaign	08-Mar	1K	#VOTEFORCOMEBACK, UNDER18, #Voteleak2021, WHY KIDS ARE CASTIGTHEIR V.O.T.E?	To help students below 18 to develop their skills and concentrate the surrounding with their abilities and power.
Zindagi Ka Syallubus By Aamir Khan	13-Dec-21	15.6K	Importance Of Inspired Teacher, Student Life, Real Life Stories, Kuch Teachers Humein Zindagi Ka Syallubus Sikhate Hai	To develop a emotional attachment between parents and teachers by sharing real life stories of inspiration from teachers.
Learning Ka Comeback	23-Mar-21	14.87 K	Corona Ko Harayege, Studiesreturns	To reflect that even pandemic can't stop students to get knowledge sitting at home. A comeback by studies was Cherish by lots o parents because they were satisfi f that their children will not loo their interest in studies.

CLASSPLUS (44.1K)

CAMPAIGN NAME	DATE	YouTube REACH	KEYWORDS	SALES PITCH
Aapki Coaching Aapki App	28-09-2021	8.3K	HappyTeachersDay, OnlineTeaching, WhatIsClassplus	Campaign highlights all about Classplus and says Classplus continues to get bigger and better! At the end of the day, we know it's all worth because we love what we do and we wouldn trade it for anything else in the world.
Guru Dakshina	09-03-2021	1.5Crore	HappyTeachersDay, Classplus, GuruDakshina	Classplus says Punishment se achievement ta k, teachers have always gone the extra mile to mak our lives special. They are the ones who shape our lives and inspired us to be the best version oourselves. This teachers' day, let us revisit th fond memories of our student life and celebrat the ones who helped us grov Now is our time to pay #GuruDakshina to the and support them in all their endeavours.
Teacher's Anthem	09-06-2021	13Lakh	TeachersAnthem, Trending, Classplus, GuruDakshina	Campaign is giving tribute to everything that the teachers have taught. Each lyric of the song s inspired by the efforts teachers put in, to ensure the growth.
Classplus Teacher's Biographies	23-06-2021	15K	ClassplusTeachersBiographies, Classplus, MissionForNation, RightChoiceAcademy,	Classplus launched the campaign to showcase th e talent of their teachers.
Thank You Teachers	19-05-2021	1.7K	oxygenshortage, oxygencrisis, covid19, coronavirus	Classplus says Teachers are the real backbone of society. They have contributed massively to our society, for its well being, for its growth, for is safety and it's our great fortune that we get to serve them day in and day out.

| Classplus Celebrates FemaleEducators | 03-08-2021 | 1.7K | EmpoweringEducators, Classplus | Classplus Celebrates Female Educators and all their dedication to the noble cause of imparting knowledge. Classplus says -This Women's Day, we hear from some of our inspiring female educators, as they share the challenges of being 'female educator' and how they overcame the m all. |

UPGRAD(132K)

CAMPAIGN NAME	DATE	YouTube REACH	KEYWORDS	SALES PITCH
i Nahin, Kaam KiDegree	14-08-2020	23Lakh	DontBeAChaatu, LifeLongLearning, KaamKiDegree	In this company, the donkey represents the cultural insight that in the corporate world, everyone wants to climb the ladder and chooses numerous tactics to get ahead - one of the most popular being the urge to 'lick ass.'.
d Your Career withUpGrad	19-09-2021	26Lakh	FFwithupGrad, LifeLongLearning, Career	More than a thousand emails and messages from alumni of the brand's online courses have inspired the campaign. These graduates have gotten double promotions after completing their online courses, higher pay grades, and job placements at 1000+ organisations and MNCs throughout the world.
Raho Ambitious	02-11-2021	1.2Crore	ehneKiAadat, upGrad, RahoAmbitious	This campaign prods audience to raise the bar for themselves and used a combination of nostalgia and procrastination in the campaign.
Ass Nahi Asset Bano	02-10-2022	3.2K	orwardYourCareer, AssNahi Asset Bano	Unlock the true potential with the flexible learning solutions, industry- relevant curriculum with the top universities and industry-leading faculty, and get the career outcomes one deserve.
Upgrad Shark Tank	21-12-2021	8.4K	upGradSharkTank,FFwithupGrad, LifeLongLearning, upGrad	The campaign is inspiring lot of jobseekers with Shark Tank India a reality show on TV.
Make The Right Choice	20-12-2021	1.9Lakh	upGradSharkTank, FFwithupGrad, LifeLongLearning, upGrad	Enrol for our top online courses like Data Science, Machine Learning, Software Development and more.
Top Placements With Upgrad	20-09-2021	10K	FFwithupGrad, LifeLongLearning	If you do the right online course at the right time, you too can choose where you wish to work. With placements at top companies, you can now fast forward your career with upGrad.
Teachers Of upGrad	09-03-2021	2.3Lakh	TeachersOfupGrad, TeachersDay, KaamKiDegree	Campaign says- To the ones who are always there to help, even in the middle of the night, and the ones who guide you and never give up on you; to our 12 AM teachers - Happy Teachers' Day!
Specialisation hai Right, toh Future hoga Bright ft.Donkey	19-04-2021	1.8Crore	LifeLongLearning, KaamKiSpecialisation	The campaign highlights the fortune-telling donkey that spills the secret tocareer success.
l pas- Just 'Don'tStop'	05-01-2020	5.9Lakh	Ambitious, COVID19,WFH, DontStop	Campaign says- Create. Bake. Draw. Sing. Dance. Learn. Grow. Keep growing. Do what makes you happy. Do what brings you peace. Do what you love, and keep doing it. Don't stop.
i Soch- UpskillAnthem	04-12-2020	3.1Lakh	ch, WorkFromHome,Productivity	Campaign says- While you are working from home, sing-along upGrad's upskill anthem #AageKiSoch! Don't let this lockdown get between you and your goals.

Discussion

While studying the campaigns, it was discovered that each ed-tech company under study had a unique selling offer on the same platform. Byjus, for example, mostly targeted students and their parents, whereas Upgrad, primarily targeted adults who want to take additional courses along with their work. Each company's sales pitch for their courses is likely to change, and each company's target segment is distinct from others.

Did the Sales Pitch Work?

Many students and professionals have also begun enrolling in online programmes for upskilling and preparation for entrance tests such as the JEE and NEET. As a result, many EdTech companies, including UpGrad, Vedantu, CL Educate, Imarticus Learning, Simplilearn, and Toppr, have witnessed a significant increase in new users. In March 2020, Coursera India attracted 363, 000 learners (173 percent increase in registrations), whereas Byju's observed a 150 percent increase in the number of new students learning using its app (Raghav Gupta, 2020). Harappa Education saw more than 500 people enrol in a week during this time, and UpGrad saw a 50 percent increase in learners in the first week of March (Financial Express, 2020). According to a LinkedIn survey, more than three-fifths of Indian professionals (63%) aim to spend more time on online learning as a result of remote working, a decreasing job market, and the necessity for upskilling. According to the poll, 60% of Indian professionals wanted to learn more about their sector, 57% wanted to learn how to develop in their jobs, and 45% wanted to improve their communication skills through online learning (LinkedIn Survey, 2020). During this time, online users who enrolled in Simplilearn courses on Cyber Security, Cloud, DevOps, AI, and Data Science increased by 15%, while Topper saw a 100% month-on-month increase in the number of students attending its Live classes (Zishaan, 2020), and Imarticus Learning saw a 52 percent increase in the number of people enrolling in online courses (Economic Times, 2020).

Development of New Products: The COVID-19-induced lockdown and subsequent closure of educational institutions has prompted EdTech enterprises to launch new products and services in order to quickly adjust to the new normal and meet the market's strong and unanticipated demand. Soon after India's lockdown was imposed, Byju's launched free 'Live Classes' on its app. The feature is distinct from Byju's normal taped movies in that it seeks to replicate a classroom-like experience online (Your Story, 2020).

Revenue Generation: The pandemic has also been discovered to have aided the revenue growth of EdTech companies in India. The lockdown increased demand for skill development professional courses, resulting in a 150 percent increase in annual revenue for EdTech company Great Learning to Rs 325 crore (Your story, 2020). Taking advantage of the present COVID situation, UpGrad is aiming for a fourfold rise in income by the end of this fiscal year, with plans to expand into places such as Kanpur, Dehradun, Ludhiana, Rohtak, and Surat (Economic Times, 2020) Unacademy has seen a threefold increase in enrolments and has accumulated over 100 million ARR (Your Story, 2020). Unacademy's revenue in April 2020 was higher than in 2017, 2018, and the first half of 2019, according to the literature. Byju's added 7.5 million new users to its platform in April 2020, generating Rs 350 crore in income (Your Story, 2020), while Vedantu's revenue increased by 80% over the previous March, marking the biggest growth in more than two years (Your Story, 2020). It is also reported

that in May, collection and income increased by 80% over the previous month, marking the biggest gain in the recent 2.5 years.

Limitations of the Study

The study took into account only 5 EdTech companies, but a broader sample would give a better understanding of the sales pitch of companies during the Covid-19 lock down. Moreover, the number of subscribers on YouTube channel was used to shortlist the EdTech companies, which may not be a robust methodology. Rather considering all the EdTech companies for analysis would be a more robust methodology.

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