THE INDIAN
ED-TECH STARTUPS

CAGR: 39.77% | Value Projection: $10.4 Bn by 2025

Unacademy	Vedantu	UpGrad	Teachmint	Meritto	Quizizz
Raised: $880Mn	Raised: $326Mn	Raised:$329 Mn	Raised:$118 Mn	Raised: $5.6 Mn	Raised: $47 Mn
Stage: Series H	Stage: Series E	Stage: Series C	Stage: Series B	Stage: Series B	Stage: Series B

MARKET GROWTH & TRENDS

Personalized Learning: With AI and ML, startups are enabling adaptive learning experiences tailored to individual students' needs. Interestingly, there's a rise in online learning even after the pandemic.

Tier II & III Cities Driving Growth: 47% of Ed-Tech users now come from non-metro areas, highlighting the sector's penetration into rural India.

Demand for Test Prep & Upskilling: Segments like competitive exam preparation and professional upskilling are leading growth, accounting for 60% of Ed-Tech revenues.

Digital Adoption: Increasing smartphone and internet penetration (over 700 million active internet users) along with AI-driven learning and interactive platforms ensure personalized and long-term engagement with users.

INVESTMENT LANDSCAPE

Record-Breaking Funding: Ed-Tech startups raised $2.2 billion in 2024, driven by investor confidence in India's growing digital education market.

Top Investors: Sequoia Capital, Accel and Tiger Global are actively investing in Ed-Tech startups to scale platforms globally.

IPO Potential: With companies like BYJU'S exploring IPOs, the sector is attracting significant attention from public market investors.

GOVERNMENT SUPPORT

Digital India Push: Initiatives under Digital India have improved internet connectivity, paving the way for online education platforms to thrive.

NEP 2020 Implementation: The National Education Policy emphasizes digital learning, boosting demand for Ed-Tech platforms to supplement formal education.

Tax Incentives: Tax benefits and reduced GST rates for online education platforms are supporting the sector's growth.

Explore investment opportunities in this dynamic and rapidly growing sector. Sign up as an investor with Creddinv.

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