



I N N O V H E R
ACCELERATING INCLUSIVITY

EDTECH

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2025

SECTOR
REPORT

TABLE OF CONTENTS

Market Growth

- Global Market
- Indian Market

Indian Sector Growth

- Drivers
- Challenges

Sector USP

- Features
- Innovations

Major players

- India Leaders
- Global Leaders
- Emerging Startups

Indian Technological Advancements

- Current Technologies
- Emerging Technologies

Overall Summary of CTPL, CollegeDekho, TalentSprint, Coursera, Upgrad.

- Company summary
- Brand Unique Selling Propositions (USPs)
- Product Landscape(Sku analysis)
- Traction
- Sales Channels/Gtm/Target customer/Demographic
- Funding Trajectory
- Digital Media Presence

Sector Report

Edtech

1. Market Growth

Global Market:

- **Total Addressable Market (TAM):** The global EdTech market was valued at approximately USD 220.5 billion in 2023.
[Market.us](#)
- **Compound Annual Growth Rate (CAGR):** The market is expected to grow at a CAGR of 13.9% from 2024 to 2033.
[Market.us](#)
- **Market Size Forecast:** Projected to reach around USD 810.3 billion by 2033.
[Market.us](#)

Indian Market:

- **Total Addressable Market (TAM):** Valued at USD 5.13 billion in 2023.
[GlobalData](#)
- **Compound Annual Growth Rate (CAGR):** Expected to grow at a CAGR of more than 19% from 2023 to 2028.
[GlobalData](#)
- **Market Size Forecast:** Anticipated to reach USD 17.34 billion by 2030.
[Virtue Market Research](#)

2. Sector Growth

Growth Drivers:

1. **Increased Internet Penetration:** Wider access to affordable internet and smartphones has expanded the reach of digital education, especially in remote areas.
[Virtue Market Research](#)
2. **Government Initiatives:** Policies promoting digital literacy and online education have provided a conducive environment for EdTech growth.
[IMARC](#)
3. **Technological Advancements:** Integration of AI, VR, and AR has enhanced personalized and immersive learning experiences.
[Digital Engineering Solutions](#)

Challenges:

1. **Digital Divide:** Disparities in access to technology and the internet, particularly in rural areas, hinder uniform adoption.
[Digital Engineering Solutions](#)
2. **Data Privacy Concerns:** Ensuring the security of student data remains a significant issue.
[Digital Engineering Solutions](#)

3. **Quality Assurance:** Maintaining educational standards across diverse platforms and courses is challenging.
[Digital Engineering Solutions](#)

3. Sector Unique Selling Propositions (USPs)

Key Features:

1. **Personalized Learning:** Tailors educational content to individual student needs, enhancing engagement.
[Digital Engineering Solutions](#)
2. **Accessibility:** Provides learning opportunities beyond geographical and temporal constraints.
[Digital Engineering Solutions](#)
3. **Cost-Effectiveness:** Reduces the expenses associated with traditional education methods.
[Digital Engineering Solutions](#)

Key Innovations:

1. **AI Integration:** Utilizes artificial intelligence to offer adaptive learning and automate administrative tasks.
[The Times & The Sunday Times](#)
2. **Immersive Technologies:** Employs VR and AR to create engaging and interactive educational experiences.
[Digital Engineering Solutions](#)
3. **Gamification:** Incorporates game design elements to motivate and enhance student participation.
[Digital Engineering Solutions](#)

4. Major Players

Global Leaders:

1. **Coursera:** Offers a wide range of online courses and degrees in partnership with universities worldwide.
[Grand View Research](#)
2. **Udemy:** Provides a platform for experts to create courses on various subjects for global learners.
[Grand View Research](#)
3. **Duolingo:** A language learning platform that uses gamification to teach multiple languages.
[Financial Times](#)

Indian Leaders:

1. **BYJU'S:** A leading EdTech company offering comprehensive learning programs for students.
[IMARC](#)
2. **Unacademy:** Provides educational content for competitive exams and professional development.
[IMARC](#)
3. **Scaler:** Focuses on upskilling professionals in software development and data science.
[IMARC](#)

Emerging Startups:

1. **Khan Academy:** Offers free educational resources and has integrated AI to enhance personalized learning.
[Time](#)
2. **Speak:** Utilizes AI to teach languages through conversation, attracting significant investment.
[Financial Times](#)
3. **Headway:** An EdTech startup that has leveraged AI tools to boost ad performance and user engagement.
[Business Insider](#)

5. Technological Advancements

Current Technologies:

1. **Learning Management Systems (LMS):** Platforms that facilitate the administration, documentation, and delivery of educational courses.
[Wikipedia](#)
2. **Mobile Learning:** Educational content accessible via smartphones and tablets, enabling learning on the go.
[Wikipedia](#)
3. **Cloud Computing:** Allows scalable and flexible access to educational resources and data storage.
[Wikipedia](#)

Emerging Technologies:

1. **Artificial Intelligence (AI):** Enhances personalized learning and automates administrative tasks.
2. **Blockchain Technology:**
Ensures secure credential verification, enabling tamper-proof certifications and streamlining the management of academic records. This technology also supports decentralized and transparent learning ecosystems.
3. **Extended Reality (XR):**
Combines Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR) to create immersive learning environments, particularly effective in STEM education, medical training, and skill-based learning.

Research Report For CodeEdu

Company report CTPL(Creanovation Technology)

Company Summary

- **Incorporation Date & Location:** Incorporated on June 13, 2019, Gurugram.
- **Founder Background:**
 1. **Bikash Sahoo:** Founder / Ex-Co-Founder FDSHive, FormsDotStar, Entranceforms. Symbiosis Institute of Business Management MBA 2010

Brand Statement (Tagline): “The Pioneers of Digital Admissions in India”

Brand Unique Selling Propositions (USPs):

1. **Comprehensive Admissions Management Solutions:** CTPL offers the 'Admissions Xlerator,' a platform that handles every aspect of the admissions process. This includes lead generation, digital marketing, CRM-driven lead management, and admissions financing, providing educational institutions with a holistic approach to managing enrollments.
2. **Advanced Technology Integration:** Their 'SREM' system is an intelligent and comprehensive admissions management system that combines traditional MIS and workflow management with the latest in AI and ML technology. This integration facilitates data analysis and informed decision-making for educational institutions.
3. **Industry-Aligned Educational Programs:** Through the 'NextGen Academy,' CTPL provides next-generation managed courses and curricula curated by industry experts in collaboration with top academia. This initiative ensures that students receive industry-relevant skills and training, preparing them effectively for Industry 4.0.

Product Landscape:(Sku analysis)

Products	Sub points	Features
SREM (Student Relationship & Engagement Management)	Enrolment Management System	<ol style="list-style-type: none">1. Safe, Secure, Smart and Responsive Application Form2. Track live completion status3. In-built, integrated, and automated Chat feature

		<ol style="list-style-type: none"> 4. Online and Offline payment system with a detailed reconciliation process and student payment query escalation matrix 5. Student Dashboard, Data Auto Save, Auto Payment Receipt, Token Money Deposit 6. Centralized Query Management for applicants
	Admissions CRM	<ol style="list-style-type: none"> 1. Safe, Secure, Smart and Responsive Application Form 2. Track live completion status 3. In-built, integrated, and automated Chat feature 4. Online and Offline payment system with a detailed reconciliation process and student payment query escalation matrix 5. Student Dashboard, Data Auto Save, Auto Payment Receipt, Token Money Deposit 6. Centralized Query Management for applicants
	Mobile CRM	<ol style="list-style-type: none"> 1. Available for all devices and platforms. 2. Push notifications help keep the team updated on important tasks and timelines. 3. Voice note features allows counsellors to save call recordings for future reference. 4. All dashboards and analytics are available at the click of a button.
	VIVA Chatbot	<ol style="list-style-type: none"> 1. Built with Natural Language Processing of easier interactions. 2. Built with a Self-Learning Capability. 3. Capable of handling virtually unlimited visitors concurrently. 4. Works 24*7 with a response time of 2 to 4 seconds, while covering 80% of the possible questions and scenarios.
	TestAnywhere	<ol style="list-style-type: none"> 1. AI Based Test Proctoring 2. On-Cloud and Secure. 3. Customisable for every need. 4. Seamless Integration with SREM. 5. Built for Every User.
Admissions Xlerator	People	<ol style="list-style-type: none"> 1. Expert Student Advisors 2. Academic Counselling Experts 3. Admission Partners 4. Dedicated Campus Managers 5. Digital Campaign Team
	Digital Marketing & Engagement	<ol style="list-style-type: none"> 1. 360 Degree Marketing Approach: SEO, Google Ad Networks, Meta Ads, Youtube Video Campaigns, Affiliate Network etc 2. Nurturing & Engagement: Automated Calls, SMS, Whatsapp, Emailer 3. Performance Marketing

	Outreach	<ol style="list-style-type: none"> 1. Centralised Outreach & Marketing activities 2. Proper Trackability of Outreach Team & activities 3. Centralised Database collection
	Technology	<ol style="list-style-type: none"> 1. Customised Enrolment Management CRM 2. Outreach Tracking Module 3. Walkin Module 4. Marketing Automation 5. AI Counselling Bots 6. Custom API Integrator 7. Vendor Management Module
	Admission Partner Network	<ol style="list-style-type: none"> 1. Leads Partners 2. Curated Agent Network
	Branding & Content Marketing	<ol style="list-style-type: none"> 1. PR management 2. Social media marketing 3. Influencer marketing 4. Video marketing 5. Online Reputation Management
NextGen Academy	Managed SPECIALISATION	<p>CTPI brings in expertise and a pool of experts, industry practitioners and faculty to teach specialization subjects. The addition of value results in the incorporation of industry-specific criteria, standards, and processes into classrooms.</p> <p>The objective is to handhold the students right from the 1st semester until the final year to enable industry readiness/ job readiness/career readiness with a specialization focus.</p>
	Managed Micro-Credentials	<p>NextGen recognizes the need for a focussed delivery of a particular set of courses and getting students certified for industry acceptance. We provide an a la carte catalogue of microcredentials driven learning paths.</p>
	Managed Classrooms	<p>The NextGen Academy focuses on increasing the employability of Generation Z students all across the world. In order to accomplish this goal, we must close the knowledge gap that exists between the business world and educational institutions by defining and empowering a workforce that is able to successfully navigate the digital age and embrace developing technology. There is a significant increase in the demand for experts in the technology-enabled ecosystem, specifically in the fields of artificial intelligence, cyber security, design, management, business analytics, and entrepreneurship. In order for our students to graduate with employability skills, we push them to think creatively outside the box. NextGen academy programmes are developed by ongoing collaboration with the industry's most talented and knowledgeable minds. They are</p>

		<p>taught via an innovative blended delivery model on campus and in collaboration with a large number of other universities, independent institutions, and colleges.</p> <p>We help students gain access to a wide range of technology and resources, which paves the way for them to investigate a variety of educational opportunities. Students are stimulated by the application of their knowledge in circumstances that are relevant to the real world when they engage with their peers and with professionals and collaborate.</p>
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Traction:

Year	Users and Company Growth	Revenue Growth	Product Development
2019-20	<p>Foundation: CTPL.io was founded in 2019, focusing on providing CRM software solutions tailored for educational institutions.</p> <p>pitchbook.com</p> <p>Initial Progress: In its first year, CTPL.io concentrated on developing its product offerings and establishing a foothold in the education technology sector. Specific user metrics for this period are not publicly available.</p>	0.4Cr	<p>Focusing on providing CRM software solutions tailored for educational institutions.</p> <p>thecompanycheck.com</p>
2020-21	-	3Cr	<p>Admissions Xlerator Launch: In 2021, CTPL.io launched "Admissions Xlerator," a comprehensive solution designed to enhance various aspects of the admissions process for educational institutions.</p>

			pitchbook.com
2021-22	-	6Cr	-
2022-23	<p>Client Base: By 2023, CTPL.io had become a trusted partner for more than 250 educational institutions, indicating significant user growth. ctpl.io</p>	12.9Cr	<p>Student Relationship & Engagement Management (SREM): In 2022, CTPL.io introduced the SREM system, an intelligent admissions management platform that combines traditional management information systems with advanced AI and machine learning technologies. pitchbook.com</p>
2023-24	<p>With the recent funding, CTPL.io plans to expand its offerings and pursue global expansion, aiming for another 100% growth in FY25. The Times of India</p> <p>Series A Funding: In August 2024, CTPL.io secured \$4 million in a Series A funding round led by Gujarat Ventures Private Limited and co-invested by Physis Capital, aiming to enhance technology and pursue global expansion. timesofindia.indiatimes.com</p> <p>Employee Growth: By 2024, the company expanded its team to 940 employees, supporting its growing operations. tracxn.com</p> <p>Client Base Expansion: By the academic year 2024, the company facilitated over 30,000 admissions for partner universities and</p>	28.8Cr	<p>NextGen Academy Initiative: In 2024, the company launched the NextGen Academy, aiming to prepare students for Industry 4.0 by offering managed courses and curricula curated in collaboration with industry and top academia. exin.com</p>

	institutions, indicating significant user growth. newsheads.in		
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Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25	<input checked="" type="checkbox"/>	Students,Professionals
	25-40	<input checked="" type="checkbox"/>	Students,Professionals,Teachers
	40-55		Not specified
Gender	Male		Not specified
	Female		Not specified
	Others		Not specified
Geography	Tier I	<input checked="" type="checkbox"/>	Banglore,Kolkata
	Tier II	<input checked="" type="checkbox"/>	Bhubaneshwar,Puri,Mathura,Bareilly,Allahabad,Agra,Saharanpur,Noida,Coimbatore,Tirupur,Rasipuram,Thirumangalam,Shimla,Mohali,Hoshiarpur,Panipat,Dehradun,Patna,Ranchi,Jamshedpur,Maharashtra,Bhopal,Nagpur,Jaipur
	Tier III	<input checked="" type="checkbox"/>	Kundarki,MHOW
	Tier IV	<input checked="" type="checkbox"/>	Motihari
Most selling regions			Not specified
	Corporate partnerships	<input checked="" type="checkbox"/>	<ol style="list-style-type: none"> 1. M power financing 2. EXIN 3. Google cloud 4. AWS 5. Neo4j

B2B

			<ol style="list-style-type: none"> 1. Karnataka:ST Hopkins group of institutes, Bangalore group of institutions, Goutham college, Jet Bee global, Get Admission, RR Institute 2. Orissa:XIM University, Xavier emlyon B school, Oneness international school, Jjivisha gurukulam, Shree krishna international school, Ruchika school 3. UttarPradesh:Sanskriti university, Invertis university, Swastik institute of training & development, the gurukul education hub, Saharanpur institute of advanced studies(SIAS), Education future one stop(EFOS), NICE pathshala 4. Himachal pradesh:APG Shimla university, Bahra university 5. Punjab:Rayat Bahra university , Rayat bahra group of institutes 6. Uttarakhand:Alpine college 7. Haryana:Geeta university, Geeta institute of law 8. Rajasthan:Alok international education,VGU jaipur, Online VGU 9. Madhya pradesh:Renaissance university, Ambition academy, Renaissance college, Jagran lakecity university 10. Maharashtra:Vision group, JD Institute of Fashion Technology 11. Telangana:AIMS test of management Association 12. West Bengal: Aaswas association 13. Assam:Institute of business management and research 14. Bihar:Open study center, Arya Vidhyapeth 15. Jharkhand:Rambha choice, College choice
	Corporate Clients		
	Sales & call center support	<input checked="" type="checkbox"/>	Yes
	Corporate Network	<input checked="" type="checkbox"/>	<ol style="list-style-type: none"> 1. BW business world 2. News24 Think First 3. The policy times

			<ol style="list-style-type: none"> 4. Mavcom 5. News time 6. Store More 7. Knocksense 8. Edinbox 9. Teamwork 10. Decimal 11. Daffodil 12. TERRABLUE XT 13. Brik ITT 14. Tatwa Technologies 15. Oan2 grow 16. Gars Infotech 17. IserveU 18. Mpower financing 19. Ctpl.io 20. Ekin 21. Outreach media 22. ABP education.com
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Funding Trajectory:

Date	Round Name	Amount	Pre-Money Valuation	Post-Money	TTM Revenue	Multiple	Investors & Facilitators
Nov 12, 2024	Series A	\$592.0K	-	-	-	-	Institutional: Physis Capital
Aug 17, 2024	Series A	\$4.0M	-	-	-	-	Institutional: Gujarat Venture Finance , Physis Capital Corporate: Recur Club , UC Inclusive Credit
Oct 18, 2022	Seed	\$2.0M	-	-	\$1.3M	-	Institutional: First Port Capital , Inflection Point Ventures Corporate: Recur Club , Shakun Advisors , Shakun Medicare

							Angel: Lalit Choudary , Hemant Gupta , Niraj Dhanraj Chhajaj , Santosh Patidar , Sachin Gupta , Badri Narayan Subudhi , Vishal Sood , Kunal Wadhwa , Namit Agrawal , Aslam Shafaquathusain Lokhandwala , Santosh Kuradi , Pankaj Bagri , Adil Aspi , Nayan Marphatia , Srikanth Kandikonda , Rajan Jindal , Krishna Patil , Rohith Dashrath , Manoj Gupta , Dundappa Khot , Puja Bharti , Mahesh Chainani , Raghav Kapoor , Himani Bansal , Deepak Simon , Anjana Goyal , P C Chandan Aiyappa , Lakshmi Konnana , Mayawati Sharma
Nov 22, 2021	Angel	\$134.0K	\$1.6M	\$1.7 M	\$67 4.0K	2.4x	Angel: Amit Tyagi , Karan Kathpalia

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website tabs	App downloads
721	582	12k	30	36	About SREM Admissions Xlerator Nextgen Academy Clients Careers Contact	-

Company report

College Dekho

Company Summary

- **Incorporation Date & Location:** Founded in 2015 and is headquartered in Gurugram, Haryana, India.
- **Founder Background:**

1. **Ruchir Arora (Co-Founder & CEO):** Ruchir holds a B.Tech in Mechanical Engineering from VNIT Nagpur and an MBA from the Indian School of Business (ISB) Hyderabad. Before establishing CollegeDekho, he held leadership roles at Hindustan Times, Birlasoft Limited, IBM, and CSC Information Technology Services.
collegedekho.com
2. **Saurabh Jain (Co-Founder):** Saurabh graduated from VNIT Nagpur in 2001 and has experience working at Cognizant in the US and Europe, focusing on telecom projects and building large teams for partner delivery. He also set up Volkswagen India's offshore development centre and social command centre in Pune.
collegedekho.com
3. **Rohit Saha (Co-Founder):** Rohit earned a degree in Mechanical Engineering from VNIT Nagpur in 2001. He discovered his passion for sales while working at Videocon and has 14 years of experience in leadership roles at Bharti Airtel, Indiatimes, Sify Technologies, and Reliance Communications.
collegedekho.com

Brand Statement (Tagline): "Revolutionizing Education Transform India"

Brand Unique Selling Propositions (USPs):

1. **Comprehensive College Database:** CollegeDekho offers an extensive repository of information on over 35,000 colleges and universities across India, providing details on courses, entrance exams, admission notifications, scholarships, and more.
collegedekho.com
2. **Common Application Form (CAF):** The platform's CAF allows students to apply to multiple colleges with a single application, streamlining the admission process and saving time.
collegedekho.com
3. **Personalized Guidance:** Utilizing proprietary technology and an AI-based chatbot, CollegeDekho connects prospective students with colleges, offering personalized counseling and support throughout the admission journey.
collegedekho.com

Product Landscape:(Sku analysis)

1. Career Compass: This personalized career recommendation tool helps students discover suitable career paths by analyzing their skills, personality, and interests. It provides tailored advice to guide students toward appropriate educational and professional choices.

2. Common Application Form (CAF): CollegeDekho's CAF simplifies the college application process by allowing students to apply to multiple colleges using a single form. This platform includes over 2,000 partnered colleges, streamlining admissions and reducing the administrative burden on applicants.

3. Job Ready Degree Programs: In collaboration with industry partners, CollegeDekho offers degree programs designed to enhance employability. These programs feature:

- **Corporate Coaching:** Access to over 1,250 corporate coaches providing practical insights.
- **Live Projects and Case Studies:** Opportunities to engage with real-world scenarios from more than 250 companies.
- **Internships:** Placements with over 500 brands to gain hands-on experience.
- **Dynamic Curriculum:** An industry-led curriculum that adapts to current market needs.
- **Certifications:** Industry-recognized certifications to bolster resumes.

- **Portfolio Development:** Guidance in building a professional portfolio to showcase skills.

These elements aim to prepare students effectively for the job market.

4. Admission Guidance: CollegeDekho provides personalized counseling to assist students in selecting suitable colleges and courses. Their admission experts offer insights into various institutions, helping students make informed decisions based on their preferences and career goals.

5. Exam Preparation Resources: The platform offers resources for various entrance exams, including:

- **Rank Predictors:** Tools to estimate potential ranks based on exam performance.
- **Answer Keys:** Access to official and unofficial answer keys for self-assessment.
- **Percentile Calculators:** Features to help students gauge their standing among peers.

These tools assist students in evaluating their performance and planning accordingly.

6. College Discovery: Students can explore detailed information about colleges across various streams such as Engineering, Management, Commerce, Medical, and more. The platform provides insights into courses offered, fee structures, admission processes, and placement opportunities, aiding students in making well-informed choices.

Traction:

Year	Users and Company Growth	Revenue Growth	Product Development
2015-16	<p>Launch of CollegeDekho Platform: In 2015, CollegeDekho was founded to provide a comprehensive platform for college admissions and higher education services in India. collegedekho.com</p>	1.1Cr	
2016-17	<p>Launched Café network to enhance student engagement. thedigitalyug.com</p> <p>Introduction of Common Application Form (CAF): Launched the CAF feature, allowing students to apply to multiple colleges with a single application, streamlining the admission process. collegedekho.com</p>	6.3Cr	<p>Seed Funding: Secured \$1.91 million in seed funding to enhance platform capabilities and expand services. pitchbook.com</p>

<p>2017-18</p>	<p>Introduced study abroad services, expanding offerings to international education. thedigitalyug.com</p> <p>Launch of Study Abroad Services: CollegeDekho expanded its offerings to include assistance for students aspiring to study abroad, providing guidance on applications, test preparation, and visa processes. datanyze.com</p> <p>Mobile Application Development: The company developed and launched a mobile application to provide students with easy access to information and services on-the-go. datanyze.com</p>	<p>10.4Cr</p>	<p>AI-Powered Chatbot: Implemented an AI-driven chatbot to assist students with queries related to college admissions, courses, and career guidance, enhancing user engagement. edtechreview.in</p> <p>Mobile Application: Developed and launched a mobile app to provide students with easy access to information and services on-the-go. edtechreview.in</p>
<p>2018-19</p>	<p>Achieved a 100% annual growth rate over the past three years, doubling in size each year. techpluto.com</p> <p>Series A Funding Round: CollegeDekho raised Series A funding to fuel further expansion and technological advancements. business-standard.com</p> <p>Introduction of Education Loan Assistance: The company partnered with financial institutions to offer education loan assistance to students, easing the financial burden of higher education. datanyze.com</p>	<p>20.1Cr</p>	<p>Funding Round: Raised \$2.01 million in Series A funding to fuel further expansion and technological advancements. pitchbook.com</p> <p>Profile-Based Recommendations: Enhanced the platform with a profile-based college recommendation engine, helping students find the best-fit colleges based on their preferences and academic background. edtechreview.in</p>

2019-20	<p>Counseled over 1.3 million students across various regions. business-standard.com</p> <p>Significant Revenue Growth: CollegeDekho reported a threefold increase in revenue for the academic year ending October 30, 2019, compared to the previous year. business-standard.com</p> <p>AI-Powered Chatbot Implementation: The company introduced an AI-powered chatbot to enhance the student experience by providing instant responses to queries related to college admissions. business-standard.com</p> <p>India's edtech startup CollegeDekho raises \$8 million to connect students with colleges</p>	39.8Cr	<p>CollegeDekho.com acquires overseas admission consulting firm SFS Scholarship Facilitation Services</p> <p>Funding and Expansion: Secured \$8 million in Series B funding to support expansion, research, product development, and technology enhancement. yourstory.com</p> <p>100% Growth Trajectory: Achieved a 100% growth rate over the past three years, doubling in size each year. techpluto.com</p>
2020-21	<p>Series B Funding Round: In September 2021, CollegeDekho raised \$26.5 million in a Series B funding round led by Winter Capital Partners, ETS Strategic Capital, and Calega. business-standard.com</p> <p>Acquisition of GetMyUni: In February 2022, the company acquired GetMyUni, a peer firm, for approximately Rs 50 crore in a mix of cash and equity deal. business-standard.com</p> <p>CollegeDekho triples growth: Delivers admissions worth 1000 Crores</p>	50Cr	<p>Migration to AWS: Successfully migrated to the AWS platform, ensuring cost optimization and scalability to handle increased web traffic and user engagement. goognu.com</p> <p>User Engagement: Recorded over 137 million sessions across the website and social media platforms, indicating substantial user engagement. thekredible.com</p>

2021-22	<p>Secured \$35 million in Series B funding to accelerate growth and enhance services. yourstory.com</p> <p>Introduction of HEART Report: Released the Higher Education Analytics & Regional Trends (HEART) report to provide insights into India's higher education landscape. collegedekho.com</p> <p>Launch of 'Right To Refund' Service: In October 2024, CollegeDekho introduced the 'Right To Refund' service to facilitate students in obtaining refunds on their college fees nationwide. business-standard.com</p> <p>CollegeDekho acquires Getmyuni and IELTSMaterial for Rs 50 crore. aims to hit 4x revenue growth</p> <p>Edtech firm CollegeDekho acquires its peer Getmyuni for Rs 50 crore</p>	90.4Cr	<p>CollegeDekho buys coding platform PrepBytes</p> <p>CollegeDekho raises \$35 mn. to expand education offerings</p> <p>Additional Funding: Raised \$26.5 million in a Series B funding round led by Winter Capital, ETS Strategic Capital, and others to expand operations and services. yourstory.com</p> <p>Study Abroad Services: Expanded offerings to assist students aspiring to study abroad, including test preparation, application guidance, and visa assistance. collegedekho.com</p>
2022-23	<p>Additional Funding Secured: In December 2022, CollegeDekho raised an additional \$9 million from existing investors to further scale operations and services. entrackr.com</p>	171.1Cr	<p>New Leadership: Appointed Rahul Khandelwal as Vice President of Products to drive product innovation and development. theorg.com</p> <p>Acquisition: Acquired PrepBytes, a coding and placement preparation platform, to enhance offerings in technical education. collegedekho.com</p>

2023-24	CollegeDekho snaps up Future-Skills company ImaginXP - its third acquisition in the Future-Skills & Career Services space	221.9Cr	CollegeDekho Launches SaarthiGPT: India's First Ever AI-Powered Guide for Higher Education CollegeDekho expands 'CollegeDekho Assured' initiative with acquisition of ImaginXP
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Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25	<input checked="" type="checkbox"/>	Primarily targets high school students seeking higher education opportunities.
	25-40	<input checked="" type="checkbox"/>	Caters to working professionals looking to further their education or switch careers.
	40-55	<input checked="" type="checkbox"/>	Includes parents researching educational options for their children.
Gender	Male	<input checked="" type="checkbox"/>	Equally serves male students and professionals.
	Female	<input checked="" type="checkbox"/>	Equally serves female students and professionals.
	Others	<input checked="" type="checkbox"/>	Aims to be inclusive, providing resources for all gender identities.
Geography	Tier I	<input checked="" type="checkbox"/>	Delhi: Delhi Maharashtra: Mumbai, Pune West Bengal: Kolkata Tamil Nadu: Chennai Karnataka: Bengaluru Telangana: Hyderabad Gujarat: Ahmedabad
	Tier II	<input checked="" type="checkbox"/>	Andhra Pradesh: Visakhapatnam, Vijayawada, Guntur, Nellore Assam: Guwahati Bihar: Patna Chandigarh: Chandigarh Chhattisgarh: Raipur, Durg-Bhilai Nagar Goa: Panaji Haryana: Faridabad,

			<p>Gurugram Himachal Pradesh: Shimla Jammu and Kashmir: Srinagar, Jammu Jharkhand: Ranchi, Jamshedpur, Dhanbad Kerala: Kochi, Thiruvananthapuram, Kozhikode, Thrissur, Malappuram, Kannur, Kollam Madhya Pradesh: Indore, Bhopal, Jabalpur, Gwalior, Ujjain Maharashtra: Nagpur, Nashik, Aurangabad, Solapur, Amravati, Kolhapur, Vasai-Virar, Malegaon, Nanded-Waghala, Sangli Odisha: Bhubaneswar, Cuttack, Rourkela Puducherry: Puducherry Punjab: Amritsar, Ludhiana, Jalandhar Rajasthan: Jaipur, Jodhpur, Kota, Bikaner, Ajmer Tamil Nadu: Coimbatore, Madurai, Tiruchirappalli, Salem, Tiruppur, Erode Telangana: Warangal Uttar Pradesh: Lucknow, Kanpur, Ghaziabad, Agra, Meerut, Varanasi, Allahabad (Prayagraj), Bareilly, Aligarh, Moradabad, Saharanpur, Gorakhpur, Noida, Firozabad, Jhansi, Mathura-Vrindavan Uttarakhand: Dehradun West Bengal: Asansol, Siliguri, Durgapur</p>
	Tier III	<input checked="" type="checkbox"/>	<p>Andhra Pradesh: Kakinada, Kurnool Gujarat: Rajkot, Jamnagar, Bhavnagar, Vadodara, Surat Karnataka: Belagavi, Hubballi-Dharwad, Mangaluru, Mysuru, Kalaburagi Maharashtra: Bhiwandi</p>

			Punjab: Patiala Rajasthan: Udaipur Tamil Nadu: Vellore, Tirunelveli Uttar Pradesh: Muzaffarnagar West Bengal: Bardhaman
	Tier IV		Not specified
Most selling regions			Not specified
B2B	Partnerships	<input checked="" type="checkbox"/>	CollegeDekho collaborates with over 2,000 partner colleges to provide a wide range of courses and programs. collegedekho.com
	Corporate Clients	<input checked="" type="checkbox"/>	The platform has listed more than 35,000 colleges, facilitating student admissions across numerous institutions. collegedekho.com
	Sales	<input checked="" type="checkbox"/>	CollegeDekho offers Digital Marketing Solutions (DMS) to its B2B clients, generating revenue through these partnerships. craft.co
	Call center support	<input checked="" type="checkbox"/>	The company provides support services to assist both students and institutions, ensuring effective communication and assistance throughout the admission process.
B2C	Online platforms	<input checked="" type="checkbox"/>	CollegeDekho offers an online platform where students can explore educational opportunities, including information on colleges, courses, entrance exams, and scholarships.
	Self-service sales	<input checked="" type="checkbox"/>	The platform enables students to access information and services independently, allowing

			them to research and apply to colleges through the Common Application Form (CAF).
	Franchise and subscription		Not specified
D2C	Online stores		Not specified
	Own Retail outlets		Not specified
D2G	Government collaborations		Not specified
	Partnerships		Not specified
	Strategic alliances		Not specified
HYBRID	Combination approaches (B2B, B2C, D2C)		NO
	Online platforms	<input checked="" type="checkbox"/>	Yes
	Franchise and subscription		Not specified

Funding Trajectory:

INNOVHER
ACCELERATING INCLUSIVITY

Date	Round Name	Amount	Pre-Money Valuation	Post-Money	TTM Revenue	Multiple	Investors & Facilitators
Jul 06, 2024	Series B	75.1Cr INR	-	-	-	-	Institutional: ETS Strategic Capital , Calega , QIC , Man Capital , Rockstone Ventures
Dec 21, 2022	Series B	74.6Cr INR	1320.0Cr INR	1400.0Cr INR	149.0Cr INR	8.3x	Institutional: Rockstone Ventures
Mar 09, 2022	Series B	23.5Cr INR	856.0Cr INR	880.0Cr INR	90.1Cr INR	9.3x	-
Sep 04, 2021	Series B	255.0Cr INR	622.0Cr INR	877.0Cr INR	69.5Cr INR	8.9x	Institutional:

							ETS Strategic Capital , Calega , Man Capital , ADQ , Rockstone Ventures , QIC Corporate: Omega Group , Qatar Insurance Company Angel: Rajeev Chaba , Ivan Kolomoets Facilitator: Cilix Capital , IBIS Capital
May 07, 2019	Series A	55.5Cr INR			23.5Cr INR		Institutional: Man Capital Angel: Rajeev Chaba
Feb 02, 2018	Series A	12.8Cr INR	96.2Cr INR	109.0Cr INR	10.1Cr INR	9.3x	Institutional: Man Capital
Apr 07, 2016	Seed	13.3Cr INR	89.0Cr INR	102.0Cr INR	1.5Cr INR	56.3x	Institutional: Man Capital
Oct 13, 2015	Seed	6.1Cr INR	1.6Cr INR	7.8Cr INR			Corporate: GimarSOFT

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website tabs	App downloads
73k+	3.1k+	14k	368	2.38k	Home Design Courses Top Degrees Top Institutes Top Exams Blog	-

Company report

TalentSprint(Acquired by NSE india)

Company Summary

- **Incorporation Date & Location:** December 18, 2008, in Hyderabad, India.
- **Founder Background:**
 1. [Santanu Paul](#): Co-Founder & CEO & Managing Director, Board of Advisors - July Ventures. University of Michigan PhD 1995, IIT Madras Bachelor of Technology 1990.
 2. [J Chowdary](#): ex-Co-Founder, Founder India Startup Foundation, ex-Founder Software Technology parks of india, CEO PortalPlayer, Nvidia Graphics. IIT Madras MTech
 3. [Madhu Murty](#): ex-Co-Founder, CEO CloudScaleQA, QualiZeal, ex-TestingXperts, Accenture. Jawaharlal Nehru Technological University BTech 1985.
- **Brand Statement (Tagline):** "Deep Expertise for a Disrupted World"
- **Brand Unique Selling Propositions (USPs):**
 1. **Deep-Tech Expertise:** The company offers a wide array of programs in advanced technology domains, including Artificial Intelligence, Machine Learning, Blockchain, Cyber Security, and more. These programs are designed to equip professionals with cutting-edge skills relevant to today's tech-driven landscape.
 2. **Collaborations with Premier Institutions:** TalentSprint partners with esteemed academic and industry leaders such as IISc Bangalore, IIM Calcutta, IIT Hyderabad, and the University of Michigan. These collaborations ensure that participants receive high-quality education and industry-relevant insights.
 3. **Comprehensive Program Portfolio:** Catering to a diverse audience, TalentSprint provides programs tailored for various professional stages and interests, including certificate courses, postgraduate diplomas, and specialized bootcamps. This extensive portfolio allows individuals to select learning paths that align with their career goals.

Product Landscape:(Sku analysis)

1. Advanced Certificate Programs: These programs are tailored for working professionals aiming to enhance their skills in emerging technologies. Notable courses include:

- **Automated & Electric Vehicles:** Developed in collaboration with Nexus at the University of Michigan Engineering, this program focuses on the latest advancements in automotive technology.
- **DevOps and Software Architecture:** Offered in partnership with Carnegie Mellon University, these courses delve into modern software development practices and architectural principles.

talentsprint.com

2. TechWise Program: Supported by Google, TechWise is a diversity, equity, and inclusion initiative designed to prepare students from underrepresented groups for high-growth tech careers. The program offers:

- **18-Month Instructor-Led Track:** Provides comprehensive technical training, mentorship from Google professionals, and 100% program fee sponsorship.
- **9-Month Self-Paced Track (TechWise Mini):** Offers essential skills for entry-level tech roles with flexible learning schedules and full financial support.

techwise.talentsprint.com

3. Women Engineers (WE) Program: This 24-month immersive program, supported by Google, is designed to empower first-year women engineering students by providing:

- **100% Fee Scholarship:** Ensuring financial barriers do not hinder participation.
- **₹1,00,000 Cash Scholarship:** To support participants during their learning journey.
- **Comprehensive Training:** Covering the latest programming languages, development frameworks, and essential soft skills.

we.talentsprint.com

4. Post Graduate and Executive Programs: In collaboration with top academic institutions, TalentSprint offers advanced programs such as:

- **Post Graduate Diploma in Financial Economics and Management:** A 12-month program designed for professionals seeking a strong foundation and accelerated career growth.
- **Executive Program in Global Business Management:** A 12-month course aimed at professionals with a minimum of 2+ years of experience, focusing on thriving in the global business landscape.

talentsprint.com

Traction:

Year	Users and Company Growth	Revenue Growth	Product Development
2013-14	<p>Strategic Investment from NSDC (2011): In 2011, TalentSprint received a strategic investment from the National Skill Development Corporation (NSDC) to enhance professional skill development. talentsprint.com</p> <p>TalentSprint organizes High-Profile Industry Connect Conclave on "Talent Requirements for 2013 and 2014" talentsprint.com</p> <p>"With a network of over 200 partner companies in its fold, Talentsprint has already roped in more than 35 leading engineering colleges. We will hold at least 50 off-campus drives from next month for those passing out of engineering graduates" he said.</p>	23Cr	TalentSprint launches BankersChoice Online to help fulfill demand for 500,000 new positions.

	<p>It planned to tie up with at least 135 colleges in six to eight months time, added the Computer Society of India former Chairman. talentsprint.com</p> <p>TalentSprint launches BankersChoice Online to help fulfill demand for 500,000 new positions.</p> <p>TechnoChoice centre opened in Dilsukhnagar.</p>		
2014-15	<ol style="list-style-type: none"> 1. TalentSprint IT training centre opened 2. IT Skilling Co TalentSprint to Now Train Teachers Fri, Sep 19, 2014 	36.3Cr	<ol style="list-style-type: none"> 1. IT skill development courses launched 2. TalentSprint provides development and employability courses
2015-16	<ol style="list-style-type: none"> 1. TalentSprint launches BankersChoice mobile app for Android smartphones. Mon, Sep 7, 2015 2. TalentSprint opens Cyber Defense Centre. Thu, Oct 1, 2015 	35.1Cr	<ol style="list-style-type: none"> 1. SSC NASSCOM, TalentSprint Launch Talent Acquisition Professionals Forum. Fri, Aug 28, 2015
2016-17	<p>TalentSprint's Digital Platform Expands Its Reach Across 350 Towns Thu, Jun 2, 2016</p> <p>Pegasystems announced it's University Academic Program (UAP) expansion with TalentSprint Wed, Nov 23, 2016</p>	28.4Cr	<p>TalentSprint Launches SuperCampus 2.0 Fri, Dec 2, 2016</p>
2017-18	<p>HYSEA and TalentSprint partner for What Industry Wants. Thu, Dec 21, 2017</p>	23.9Cr	<p>TalentSprint launches Data Science for Managers in association with Praxis Business School Tue, Feb 27, 2018</p>
2018-19	<p>IIM Calcutta and TalentSprint Join Hands to Develop FinTech Talent Tue, Feb 26, 2019</p>	33.7Cr	<p>Indian Institute of Technology Hyderabad and TalentSprint to Equip Young Talent in Artificial Intelligence Tue, Feb 26, 2019</p>

2019-20	<p>Automation Anywhere and TalentSprint collaborate Mon, Nov 11, 2019</p> <p>IIT Kanpur and TalentSprint partnership Tue, Nov 26, 2019</p>	40.9Cr	
2020-21	<p>TalentSprint and Blue Prism Partner to build RPA skills among India's youth Tue, Jun 30, 2020</p> <p>NSE Academy Ltd acquires edu-tech player TalentSprint Tue, Nov 17, 2020</p> <p>IISc and TalentSprint announce PG Level Deep Learning Specialization program Fri, Jan 8, 2021</p>	40.7Cr	<p>IISc and TalentSprint partner to launch multiple executive programs in emerging and disruptive technologies Wed, May 27, 2020</p> <p>IISc, TalentSprint launch advanced programme in data science Sun, Oct 11, 2020</p> <p>IIIT Hyderabad, TalentSprint announce PG Certificate in IoT & Smart Analytics Thu, Feb 18, 2021</p>
2021-22	<p>Coforge DPA and TalentSprint announce Summer School for Business Process Automation Thu, Jun 3, 2021</p> <p>TalentSprint and IIT Hyderabad partner to build Visual Design and User Experience expertise among professionals Fri, Jun 18, 2021</p> <p>TalentSprint and Salesforce join forces to skill up students for the future of work Mon, Jul 26, 2021</p> <p>TalentSprint enters into a strategic alliance with the Centre for Executive Education, Indian School of Business Tue, Nov 2, 2021</p> <p>TalentSprint enters into an alliance with Centre for Executive Education, ISB Wed, Nov 24, 2021</p>	72.2Cr	<p>IISc Bangalore Introduces PG Certificate Programme in Digital Manufacturing And Smart Factories Mon, Jul 26, 2021</p> <p>University of Nevada, Reno partners with TalentSprint Inc. to offer TechWise program supported by Google that aims to increase diversity in technology education Sat, Jan 29, 2022</p>
2022-23	<p>National Institute of Bank Management and TalentSprint join forces to create Talent for Next-gen Banking Tue, Mar 29, 2022</p>	101.2Cr	<p>TalentSprint Announces Fourth Edition Of Women Engineers Programme Wed, Mar 9, 2022</p>

	The company reported a 40.8% increase in revenue from operations, reaching ₹100 crore, up from ₹71 crore in the previous fiscal year. entrackr.com		
2023-24	IIM Calcutta and TalentSprint's enduring alliance is reshaping executive education for next-gen professionals	139.7Cr	IIM Calcutta & TalentSprint introduce executive programme in Corporate Sustainability IIM Calcutta, TalentSprint reshape executive education for next-gen professionals

Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25	<input checked="" type="checkbox"/>	Students, professionals
	25-40	<input checked="" type="checkbox"/>	Students, government professionals, Teachers
	40-55	<input checked="" type="checkbox"/>	Government professionals, Teachers
Gender	Male		Not specified
	Female		Not specified
	Others		Not specified
Geography	Tier I	<input checked="" type="checkbox"/>	Hyderabad
	Tier II		-
	Tier III		-
	Tier IV		-
Global presence		<input checked="" type="checkbox"/>	Sunnyvale, California
B2B	Partnerships with educational institutes	<input checked="" type="checkbox"/>	<ol style="list-style-type: none"> 1. IISc BANGALORE 2. IIM CALCUTTA 3. IIT MADRAS 4. IIT KANPUR 5. IIT HYDERABAD 6. IIM Lucknow 7. IIM Mumbai 8. IIM UDAIPUR 9. IIIT HYDERABAD 10. CMU-SCS 11. College of Engineering, Nexus University of Michigan 12. NIBM 13. IIIT Bangalore

			<ul style="list-style-type: none"> 14. IMI Kolkata 15. IIFT 16. GOOGLE 17. PEGASYSTEMS 18. SALESFORCE
			<ul style="list-style-type: none"> 1. Amazon 2. Accenture 3. Adobe 4. ADP 5. Altimetrik 6. American Express 7. Allstate 8. Broadridge 9. Birlasoft 10. Bridgei2i 11. Coforge 12. Capgemini 13. Cisco 14. Cigniti 15. Cognizant 16. CloudThat 17. Deloitte 18. ENH Secure 19. EdgeVerve 20. Flipkart 21. Google 22. Goldman Sachs 23. HSBC 24. HCL 25. Hyundai 26. Infosys 27. Innovacx 28. Juspay 29. L&T 30. Maersk 31. MAQ Software 32. Microsoft 33. Mindtree 34. NCR 35. Nendrasys 36. Oracle 37. Pega 38. Samsung 39. Sumtotal 40. Smart IMS 41. S&P Global 42. Tech Mahindra 43. Tata Consultancy Services (TCS) 44. ValueLabs 45. Virtusa 46. Vodafone
	Corporate Clients & Industries	<input checked="" type="checkbox"/>	

		<p>47. Wipro</p> <p>48. Verizon</p> <p>49. WHIZARD</p> <p>50. NPCI (National Payments Corporation of India)</p> <p>51. Netcon</p> <p>52. AWS (Amazon Web Services)</p> <p>53. Indian Army</p> <p>54. Ford</p> <p>55. GE Power</p> <p>56. J.P. Morgan</p> <p>57. Prodapt</p> <p>58. Silverskills</p> <p>59. Opentext</p> <p>60. ServiceNow</p> <p>61. Axis Bank</p> <p>62. IndianOil</p> <p>63. Optum</p> <p>64. Lilly</p> <p>65. Mavenir</p> <p>66. Societe Generale</p> <p>67. Areteans</p> <p>68. IFFCO-Tokio</p> <p>69. Aaseya</p> <p>70. Siemens</p> <p>71. Hexaware</p> <p>72. Legato</p> <p>73. Bank of America</p>
	Sales	<input checked="" type="checkbox"/> <p>Corporate Training Programs: Tailored courses designed to meet the specific needs of organizations.</p> <p>Enterprise Solutions: Comprehensive services aimed at enhancing workforce skills within companies.</p>
	Call center support	<input checked="" type="checkbox"/> <p>Multiple Contact Channels: TalentSprint provides both a corporate board-line and a toll-free number, ensuring accessibility for various queries.</p> <p>Personalized Assistance: The support team is equipped to handle a range of inquiries, from program details to technical assistance, offering tailored guidance to each caller.</p> <p>Responsive Service: Emphasis is placed on prompt and efficient responses, aiming to address concerns swiftly to enhance the</p>

			overall user experience.
B2C	Online platforms	<input checked="" type="checkbox"/>	<p>Official Website: TalentSprint's primary digital presence is its official website, which serves as a comprehensive portal for information on available programs, admission procedures, and learner resources. talentsprint.com</p> <p>iPearl.ai Platform: This proprietary AI-powered platform offers a hybrid learning experience, combining online and onsite interactions to provide flexibility and accessibility for learners. talentsprint.com</p>
	Self-service sales	<input checked="" type="checkbox"/>	<p>Online Enrollment: Prospective students can explore course offerings, access detailed program information, and enroll directly through TalentSprint's website, facilitating a seamless self-service experience. talentsprint.com</p>
	Franchise and subscription		Not specified
D2C	Online stores		Not specified
	Own website		Not specified
	Own Centres		Not specified
D2G	Government collaborations	<input checked="" type="checkbox"/>	TalentSprint has received strategic investment from NSDC , a public-private partnership under the Ministry of Finance, Government of India. This collaboration is aimed at accelerating professional skill development across India by leveraging TalentSprint's expertise in deep-tech education.
	Partnerships	<input checked="" type="checkbox"/>	<p>Indian Institute of Management Calcutta (IIM Calcutta)</p> <p>In collaboration with IIM Calcutta,</p>

			<p>TalentSprint has launched the AI for Leaders Program, designed to equip professionals with AI-driven decision-making and business transformation skills. Source: The CEO</p> <p>Indian Institute of Science (IISc)</p> <p>TalentSprint has partnered with IISc Bangalore to offer advanced programs in Computational Data Science and Deep Learning, helping to build industry-ready talent in AI and data science. Source: TalentSprint</p> <p>Indian Institute of Management Lucknow (IIM Lucknow)</p> <p>Through its partnership with IIM Lucknow, TalentSprint has introduced an Executive General Management Program (EGMP) to develop managerial and leadership competencies among professionals. Source: Icons of Indian Business</p>
	Strategic alliances	<input checked="" type="checkbox"/>	<p>Indian School of Business (ISB)</p> <p>TalentSprint has established a strategic alliance with ISB's Centre for Executive Education to launch the Future-Ready CFO Program, aimed at equipping finance professionals with next-generation leadership skills. Source: BusinessWire India</p>
HYBRID	Combination approaches (B2B, B2C, D2C)		Not specified
	Online platforms	<input checked="" type="checkbox"/>	Yes
	Franchise and subscription		Not specified

Funding Trajectory:

Date	Round Name	Amount	Pre-Money Valuation	Post-Money	TTM Revenue	Multiple	Investors & Facilitators
Dec 24, 2018	Series A	6.1Cr INR	84.0Cr INR	90.2Cr INR	31.0Cr INR	2.7x	Institutional: Nexus Venture Partners Angel: Shamez Kanji , Sridhar Manthani , BVR Reddy
Apr 10, 2012	Series A	20.6Cr INR	47.4Cr INR	68.0Cr INR	-	-	Institutional: Nexus Venture Partners
Jan 03, 2011	Seed	5.3Cr INR	16.8Cr INR	22.0Cr INR	-	-	Institutional: iLabs Angel: NT Chowdary , RV Mohan , Sridhar Manthani , Shamez Kanji , Y Venkata Ratnakar , Vijay Manwani , Payal Gupta , Vinod Anantharaman , MS Reddy , BVR Reddy , Y Sai Supriya , Neelam Hemnani , Sumati Balaji Kumar , Madhu J

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website tabs	App downloads
658k	15.2k	81.5k	2k	676k	<ol style="list-style-type: none"> Programs For Corporates Career Accelerator Platform Events DeepTalk Contact Us 	10k+

Company report

Coursera

Company Summary

- **Incorporation Date & Location:** 2012, United States
- **Founder Background:**
 1. **Jeff Maggioncalda:CEO**, Ex-Financial Engines, McKinsey & Company, Cornerstone Research. Stanford University MBA 1996
 2. **Andrew Ng:Co-Founder & Chairman**, Founder & CEO Landing AI, deeplearning.ai, Coursera, Woebot Labs, ex- Baidu, Google. Carnegie Mellon University BS 1997, MIT MS 1998, University of California, Berkeley PhD 2003 less
 3. **Daphne Koller:Co-Founder**, Founder & CEO insitro, engageli, ex-Co-Founder Coursera. The Hebrew University of Jerusalem BSc 1985, Stanford University PhD 1993 less
 4. **Raghav Gupta:Manging Direactor**, Director, Fashion at Flipkart (2012 – 2014), Managing Director, India at BlaBlaCar (2015 – 2017), Managing **Director, India & APAC at Coursera (2018 – Present)**. Education: MBA (2006 – 2007), Executive Program - Harvard Business School & Bachelor's degree in Mechanical Engineering - Delhi College of Engineering (1996 – 2000)

Brand Statement (Tagline): "Learn without limits."

Brand Unique Selling Propositions (USPs):

1. **Diverse Course Offerings:** Coursera provides a wide array of courses across various disciplines, including technology, business, and personal development. This extensive selection allows learners to find courses that align with their interests and career goals.
2. **Collaborations with Prestigious Institutions:** Coursera partners with over 300 leading universities and companies to offer high-quality courses. These collaborations ensure that the content is both authoritative and relevant to current industry standards.
3. **Flexible Learning Options:** Coursera offers both free and paid courses, providing flexibility for learners with different needs and budgets. Many courses are available on-demand, allowing learners to progress at their own pace.

Product Landscape:(Sku analysis)

1. Individual Courses: Coursera provides a vast array of courses across multiple disciplines, including technology, business, arts, and sciences. These courses typically span four to twelve weeks and feature video lectures, quizzes, and peer-reviewed assignments. Learners have the option to audit courses for free or pay for a certificate upon completion.

en.wikipedia.org

2. Specializations: For a more in-depth learning experience, Coursera offers Specializations—a series of related courses designed to help learners master a specific topic. These often culminate in a hands-on Capstone Project, allowing learners to apply their knowledge in practical scenarios.

en.wikipedia.org

3. Professional Certificates: In collaboration with industry leaders like Google, IBM, and Meta, Coursera provides Professional Certificate programs aimed at equipping learners with job-ready skills in high-demand fields such as data analytics, IT support, and digital marketing. These programs are designed to be completed in a few months and are recognized by employers.

coursera.org

4. Degree Programs: Coursera partners with accredited universities to offer fully online bachelor's and master's degree programs. These programs maintain the same academic rigor as their on-campus counterparts and cover areas like computer science, business administration, and public health. They provide a flexible and cost-effective alternative to traditional degree programs.

coursera.org

5. Guided Projects: For learners seeking hands-on experience, Coursera offers Guided Projects—short, practical projects that can be completed in a few hours. These projects are designed to help learners gain practical skills in areas like programming, data analysis, and digital marketing through step-by-step guidance.

en.wikipedia.org

Traction:

Year	Users and Company Growth	Revenue Growth	Product Development
2020-21	Emerging economies reported the highest rates of new learner growth. For instance, Paraguay saw a 98% increase in new registered learners between October 1, 2020, and September 30, 2021. about.coursera.org Registered Learners:	293.5M (₹2,421.38 crores)	Enhanced mobile app features and introduced "Guided Projects" for hands-on learning experiences.

	<ul style="list-style-type: none"> • Total as of September 30, 2021: 92 million • New Learners Added (October 1, 2020 – September 30, 2021): 20 million <p>about.coursera.org</p>		
2021-22	<p>Overall Presence: As of June 2021, India became Coursera's second-largest market globally, with 12.5 million registered learners, reflecting a 49% growth over the previous 12 months. This surge underscores the expanding reach of online education across various city tiers in the country.</p> <p>YourStory.com</p>	415.3M (₹3,426.23 crores)	<p>Initial Public Offering (IPO)</p> <p>Coursera went public, expanding its resources for further product development.</p>
2022-23	<p>As of dec31 2022 Registered learners 118+million Institutions:1100+ Educators partners(universities & Industry partners):300+</p>	523.8M (₹4,321.35 crores)	<p>Professional Certificates Expansion: Coursera significantly expanded its portfolio of entry-level Professional Certificates, collaborating with over 30 partners to offer programs across various fields, including software development and game design. By the end of 2022, the platform hosted more than 80 such certificates, with nearly half launched that year.</p> <p>Coursera Blog</p>
2023-24	<p>Coursera has established a significant global presence as a leading online learning platform. As of 2023, the platform boasts over 148 million registered learners worldwide, collaborating with more</p>	635.8M (₹5,245.35 crores)	<p>Generative AI Courses: In response to the growing demand for artificial intelligence education, Coursera introduced a comprehensive catalog of generative AI courses, credentials, and hands-on projects. These offerings attracted over two million</p>

	<p>than 325 top universities and industry partners to offer approximately 7,000 courses. Coursera Blog</p>		<p>enrollments, contributing to a notable increase in the company's revenue. Barron's New Partnerships: Coursera welcomed new university and industry partners, including Saïd Business School – University of Oxford, Amazon, and Xbox. These collaborations enriched the platform's content and expanded its reach. Coursera Blog</p>
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Sales Channels/Gtm/Target customer/Demographic:

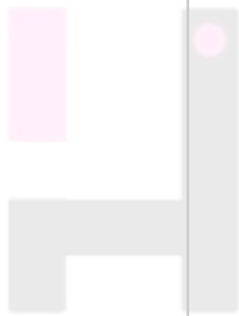
Target Customer	Subpoints	Presence	Specific Details
Age range	15-25	<input checked="" type="checkbox"/>	Students, Professionals & Teachers
	25-40	<input checked="" type="checkbox"/>	Students, Professionals & Teachers
	40-55	<input checked="" type="checkbox"/>	Professionals & Teachers
Gender	Male		Not specified
	Female		Not specified
	Others		Not specified
Geography	Tier I	<input checked="" type="checkbox"/>	Delhi NCR Mumbai Bengaluru Chennai Hyderabad These cities have consistently contributed to a substantial portion of Coursera's Indian learner community. Economic Times
	Tier II	<input checked="" type="checkbox"/>	Maharashtra Uttar Pradesh Karnataka Tamil Nadu Additionally, states like Manipur, Bihar, Andaman & Nicobar, Kerala, Himachal Pradesh, and Arunachal Pradesh have shown significant increases in learner numbers, indicating a rising

			demand for online education in these regions. Economic Times
	Tier III		Not specified
	Tier IV		Not specified
Global presence		<input checked="" type="checkbox"/>	<p>North America:</p> <ul style="list-style-type: none"> • United States • Canada • Mexico <p>South America:</p> <ul style="list-style-type: none"> • Brazil • Argentina • Chile • Colombia <p>Europe:</p> <ul style="list-style-type: none"> • United Kingdom • Germany • France • Italy • Spain • Netherlands • Sweden <p>Asia:</p> <ul style="list-style-type: none"> • India • China • Japan • South Korea • Singapore • Indonesia • Malaysia • Philippines • Thailand <p>Middle East:</p> <ul style="list-style-type: none"> • United Arab Emirates • Saudi Arabia • Qatar

			<ul style="list-style-type: none"> • Israel <p>Africa:</p> <ul style="list-style-type: none"> • South Africa • Nigeria • Kenya • Egypt <p>Oceania:</p> <ul style="list-style-type: none"> • Australia • New Zealand
Most selling regions			Not specified
B2B	Corporate Partners/Industry Partners	<input checked="" type="checkbox"/>	<ol style="list-style-type: none"> 1. Board Infinity 2. EDUCBA 3. Edureka 4. Fractal Analytics 5. L&T EduTech 6. LearnKartS 7. Philips 8. PwC India 9. Tally Education and Distribution Services Private Limited 10. Tinder 11. Yunus Social Business Fund Bengaluru 12. Zoho Corporation 13. +329 more partners in 56 countries worldwide
	Academic Institutions	<input checked="" type="checkbox"/>	<ol style="list-style-type: none"> 1. Ashoka University 2. Birla Institute of Technology & Science, Pilani 3. IIMA - IIM Ahmedabad 4. IIT Bombay 5. IIT Roorkee 6. Indian Institute for Human Settlements 7. Indian Institute of Management Calcutta 8. Indian Institute of

			<p>Management Kozhikode</p> <p>9. Indian Institute of Science</p> <p>10. Indian Institute of Technology Guwahati</p> <p>11. Indian School of Business</p> <p>12. Indian Statistical Institute</p> <p>13. International Institute of Information Technology Bangalore</p> <p>14. International Institute of Information Technology, Hyderabad</p> <p>15. O.P. Jindal Global University</p> <p>16. S.P. Jain Institute of Management and Research</p>
	Call center support	<input checked="" type="checkbox"/>	yes
B2C	Online platforms	<input checked="" type="checkbox"/>	<ol style="list-style-type: none"> 1. Freemium Access 2. Certificate Programs 3. Subscription-Based Offerings 4. Degree Programs 5. Referral and Affiliate Programs
	Self-service sales	<input checked="" type="checkbox"/>	Yes
	Franchise and subscription	<input checked="" type="checkbox"/>	Yes
D2C	Online sales	<input checked="" type="checkbox"/>	Thrup app and website
	Own Stores	<input checked="" type="checkbox"/>	<p>Direct Engagement with Learners:</p> <ul style="list-style-type: none"> • Coursera directly connects with individual learners

			<p>through its online platform, bypassing traditional intermediaries like brick-and-mortar institutions or external training providers.</p> <p>Online Storefront:</p> <ul style="list-style-type: none"> • The platform itself serves as an online storefront where learners can browse, select, and purchase courses, certificates, or degree programs directly. <p>Personalized Learning Journey:</p> <ul style="list-style-type: none"> • Through data and AI, Coursera offers personalized recommendations to users based on their learning preferences, skills, and career goals, tailoring their experience directly. <p>Subscription-Based Direct Offerings:</p> <ul style="list-style-type: none"> • Coursera Plus: A subscription service directly offered to consumers, providing unlimited access to thousands of courses for a fixed fee. • Certificates & Degrees: Learners pay directly for professional certifications or
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			<p>degree programs.</p> <p>Customer Acquisition via Digital Channels:</p> <ul style="list-style-type: none"> • Coursera employs digital marketing strategies (e.g., Google Ads, social media, and affiliate programs) to target and acquire individual learners. <p>Global Reach:</p> <ul style="list-style-type: none"> • Coursera reaches learners worldwide, directly engaging with them through its platform, enabling them to access world-class education from home. <p>Brand Ownership:</p> <ul style="list-style-type: none"> • By directly managing its customer relationships, Coursera builds its brand loyalty and customer trust without relying on intermediaries.
D2G	Government collaborations	<input checked="" type="checkbox"/>	<p>Coursera for Government: This program is designed to equip government employees and citizens with in-demand skills through access to courses from leading universities and companies. The initiative aims to reduce unemployment and increase economic competitiveness by providing job-relevant</p>

		<p>training. Coursera</p> <p>Defense Acquisition University (DAU) Partnership: Coursera collaborates with DAU to provide workforce members with best-in-class online content from leading educational providers, enhancing the skills of government employees in engineering and technology sectors. Coursera</p>
		<p>General Services Administration (GSA) Listing: Coursera has been included in the U.S. GSA schedule, allowing federal agencies to easily engage Coursera for upskilling projects. This inclusion facilitates the reskilling of federal employees to meet evolving job requirements. Coursera Blog</p> <p>Abu Dhabi Government Collaboration: Coursera partners with the Abu Dhabi School of Government to enhance the capabilities of government employees, ensuring they are prepared to navigate evolving market conditions through skills mapping and targeted training programs. Coursera</p>
	Partnerships	<input checked="" type="checkbox"/>
	Strategic alliances	<input checked="" type="checkbox"/>
		<p>Global Government Partnerships: Coursera has expanded its partnerships to include governments and nonprofits worldwide, aiming to provide high-quality education and training to diverse populations. This strategic move enhances</p>

			the skills of public sector employees and citizens, contributing to economic development. Coursera Blog
HYBRID	Combination approaches (B2B, B2C, D2C)	<input checked="" type="checkbox"/>	Yes
	Online platforms	<input checked="" type="checkbox"/>	Yes
	Franchise and subscription	<input checked="" type="checkbox"/>	Yes

Funding Trajectory:

Date	Round Name	Amount	Investors & Facilitators
Jul 17, 2020	Series F	\$130.0M	Institutional: New Enterprise Associates , G Squared , Kleiner Perkins , SuRo Capital Corporate: SEEK , Learn Capital Angel: Scott Sandell Facilitator: Pillsbury
Apr 25, 2019	Series E	\$103.0M	Institutional: New Enterprise Associates Corporate: SEEK , Future Fund
Apr 10, 2017	Series D	\$64.0M	Institutional: New Enterprise Associates , Kleiner Perkins Corporate: GSV , Learn Capital
Oct 27, 2015	Series C	\$11.6M	Institutional: EDBI
Aug 25, 2015	Series C	\$49.5M	Institutional: New Enterprise Associates , IFC , Kleiner Perkins Corporate:

			Times Internet , GSV , Learn Capital
Nov 22, 2013	Series B	\$20.0M	Institutional: SuRo Capital , Learn Capital
Jul 10, 2013	Series B	\$43.0M	Institutional: IFC , New Enterprise Associates , Kleiner Perkins , SuRo Capital Corporate: Learn Capital , Laureate Angel: Yuri Milner
Jul 17, 2012	Series A	\$6.0M	Institutional: New Enterprise Associates , Kleiner Perkins Corporate: Caltech , University of Pennsylvania
Apr 18, 2012	Series A	\$16.0M	Institutional: New Enterprise Associates , Kleiner Perkins

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtu be	Website tabs	App downloads
2.1 million	691k	2 million	493.9k	282k	<ol style="list-style-type: none"> Online Degrees Careers Log In Join for Free 	10M+

Company report Upgrad

Company Summary

- **Incorporation Date & Location:** 2015,Mumbai
- **Founder Background:**
 1. **Myleeta Aga Williams:**CEO,Founder & CEO AnKi Media, ex-Netflix, BBC Studios, BBC Worldwide India, What's-On-India, Travel Channel. St. Xavier's College BA, University of Mumbai MA, Georgetown University McDonough School of Business MBA

2. **Mayank Kumar:Co-Founder**,Co-Founder BorderPlus, ex-IEC, Bertelsmann India Investments, The Parthenon Group, Tata Strategic Management Group. IIT Delhi BTech 2005, Indian School of Business MBA 2009
3. **Phalgun Kompalli:Co-Founder**,Ex-The Parthenon Group, Opera Solutions. IIT Delhi BTech 2011
4. **Ravijot Chugh:ex-Co-Founder**,Climb Credit, ex-Housing.com, 36hrs.in, The Parthenon Group, CSIRO. IIT Delhi BTech 2010
5. **Ronnie Screwvala:Co-Founder**,Founder Swades Foundation, Unilazer Ventures, ex-Founder UTV. Sydenham College of Commerce and Economics BE

Brand Statement (Tagline): "Building the Careers of Tomorrow."

Brand Unique Selling Propositions (USPs):

1. **Industry-Relevant Curriculum:** upGrad offers programs designed in collaboration with industry experts to ensure that the curriculum aligns with current market demands. This approach equips learners with practical skills applicable in real-world scenarios.
2. **Comprehensive Student Support:** The platform provides robust support services, including dedicated student success mentors, timely doubt resolution by qualified teachers, and regular live Q&A sessions with industry experts. This ensures a smooth learning experience and helps students achieve their career goals.
3. **Real-World Projects and Case Studies:** upGrad emphasizes experiential learning by incorporating real-life industry projects and case studies into its programs. This hands-on approach allows learners to apply theoretical knowledge to practical situations, enhancing their problem-solving abilities and readiness for the job market.

Product Landscape:(Sku analysis)

<p>For working professionals</p>	<p>Degrees & Skill courses from different universities worldwide Domains: 1. Doctorate 2. AI/ML 3. MBA 4. Data science 5. Marketing 6. Management 7. Software & Tech 8. Law</p>
<p>For college students</p>	<p>Domains: • AI & ML Certification 1.UpGrad Advanced Certificate Program in GenerativeAI • Data Science Bootcamp</p>

	<p>1.upGrad Data Science Bootcamp with AI</p> <p>2.upGrad Advanced Certificate Program in GenerativeAI</p> <ul style="list-style-type: none"> • Management <p>Bootcamp</p> <p>1.upGrad UI UX Bootcamp</p> <p>2.upGrad Certificate Course in Business Analyitcs & Consulting in association with PwC India</p> <p>3.upGrad Certification Program in Financial Modelling and Analysis with PwC Academy</p> <ul style="list-style-type: none"> • Software & Tech <p>Bootcamp</p> <p>1.upGrad UI/UX Design Bootcamp</p>
<p>Study abroad</p>	<p>Country presence:</p> <p>Degree Streams</p> <p>USA:</p> <ol style="list-style-type: none"> 1. MBA in USA 2. Data Science in USA 3. Business Analytics in USA 4. Computer Science in USA 5. Information Technology in USA 6. AI & ML in USA 7. Project Management in USA 8. Marketing in USA 9. Engineering in USA 10. Bachelors Management in USA 11. Bachelors Technology in USA <p>Germany:</p> <ol style="list-style-type: none"> 1. MBA in Germany 2. Data Science in Germany 3. Business Analytics in Germany 4. Marketing in Germany 5. Supply Chain in Germany 6. Bachelors Management in Germany 7. Bachelors Technology in Germany <p>France:</p> <ol style="list-style-type: none"> 1. MBA in France 2. Management in France 3. Marketing in France 4. Supply Chain in France 5. Hospitality in France 6. Data Science in France 7. Business Analytics in France 8. AI & ML in France

	<p>9. Bachelors Management in France</p> <p>Finland:</p> <ol style="list-style-type: none"> 1. MBA in Finland 2. Management in Finland 3. Business Analytics in Finland <p>Canada:</p> <ol style="list-style-type: none"> 1. MBA in Canada 2. Data Science in Canada 3. Business Analytics in Canada 4. Information Technology in Canada 5. Project Management in Canada 6. Bachelors Management in Canada 7. Bachelors Technology in Canada <p>UK:</p> <ol style="list-style-type: none"> 1. MBA 2. Msc International business management 3. Msc Data science <p>Australia:</p> <ol style="list-style-type: none"> 1. Bachelor of business 2. Bachelor in business analytics 3. Bachelor of IT
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Traction:

Year	Users and Company Growth	Revenue Growth
2015-16	<p>The team received 2,000 applications across 20 countries and 200 cities. UpGrad refused to share revenue numbers.</p> <p>Source: https://yourstory.com/2016/01/upgrad</p>	0.8Cr
2016-17	<ol style="list-style-type: none"> 1. UpGrad acquires Pyoopil to take a stab at \$1bn corporate training market in India 2. UpGrad has already roped in companies like Mahindra, HCL, Tata to customise programmes for them in data analytics, digital marketing and product management. The team also has partnered with Uber, Cognizant, Google, Disney, Star TV, BookMyShow and Microsoft. They have contributed to programme content in the form of case studies. <p>Source: https://yourstory.com/2016/10/upgrad-acquires-pyoopil</p>	13.9Cr

	<p>Thirty-two thousand users from 600 Indian cities and over 30 countries. These are the numbers chalked up by the Startup India Learning Programme in just a month since it was launched. The free online entrepreneurship programme, a joint initiative by UpGrad, InvestIndia, and the Ministry of Industry and Commerce, is aimed at aspiring and emerging entrepreneurs, and helps them better understand basics such as idea validation, product-market-fit, financial, and legal and compliance guidelines.</p> <p>Source: https://yourstory.com/2017/03/startup-india-learning-programme-aims-to-make-entrepreneurship-resources-accessible</p>	
2017-18	<p>After many months of discussions, the platform finally went live in January 2017 and an Android app was launched in mid-March.</p> <p>Read more at: https://yourstory.com/2017/05/app-fridays-startup-india-learning-programme</p>	36.4Cr
2018-19	<p>Online education startup UpGrad announced the acquisition of Acadview Software, and will now look to extend its core value proposition to college learners. So far, the company focused on equipping professionals with employable skills. UpGrad will now venture into the higher education market which has enrolments of over 35 million students across 50,000+ higher education institutes and 800+ universities.</p> <p>Source: https://yourstory.com/2018/10/upgrad-acquires-acadview</p>	85.2Cr
2019-20	<p>In Q4, upGrad recorded over 100 percent quarter-on-quarter jump, as it expanded its portfolio two-fold in the last quarter by adding new programmes under its Management and Data Science verticals.</p> <p>The company witnessed an uptick of 50 percent with 3,800 enquiries a day, which otherwise</p>	162.6Cr

	<p>stood at 2,500 enquiries, until two to three weeks back.</p> <p>Source: https://yourstory.com/2020/04/online-education-upgrad-elearning-coronavirus</p>	
2020-21	<p>Education technology firm upGrad has earmarked Rs 50 crore for acquiring two-three peers during the current fiscal, the company said on Thursday.</p> <p>Source: https://yourstory.com/2020/04/upgrad-earmarks-50-cr-acquire-edtech-firms</p> <p>Upgrad offers online programs for working professionals and claims to have over 21,500 paid subscribers.</p> <p>Source: https://yourstory.com/2020/04/upgrad-earmarks-50-cr-acquire-edtech-firms</p> <p>Edtech company upGrad on Tuesday said it has earmarked an outlay of Rs 150 crore to expand courses offered through its platform, acquisitions and partnerships, and announced its collaboration with Jamia Hamdard University and O P Jindal Global University.</p> <p>Source: https://yourstory.com/2020/06/upgrad-expansion-jamia-handard-op-jindal-ronnie-screwvala</p> <p>Upgrad doubles student base to over 1M since April, eyes Rs 1,200 Cr revenue in FY21</p> <p>Source: https://yourstory.com/2021/01/upgrad-doubles-student-base-1m-plus</p> <p>Edtech startup upGrad acquires recruitment firm Rekrut India to increase career outcomes for learners</p> <p>Source: https://yourstory.com/2020/12/edtech-startup-upgrad-acquires-recruitment-firm-rekrut-india</p>	302.6Cr

2021-22	<p>The pandemic that has ravaged most of the economy, including regular education, has turned out to be a huge blessing for edtech platform upGrad, as its customer base has more than doubled to 1 million since the lockdown.</p> <p>Source: https://yourstory.com/2021/01/upgrad-doubles-student-base-1m-plus</p> <p>More than ten thousand students graduated through UpGrad in 2022</p> <p>Impartus, now a subsidiary of upGrad, has been integrated into the company and has been rebranded as 'upGrad Campus'. In its new avatar, upGrad Campus will target HigherEd institutions and college students.</p> <p>Source: https://yourstory.com/2021/05/edtech-startup-upgrad-acquires-impartus</p> <p>Mumbai-based edtech startup upGrad has acquired Impartus, a video-enabled learning solutions provider. As part of the deal, upGrad has committed over Rs 150 crore for the buyout and to invest in Impartus' growth. The institutional investor to partner with Impartus for the deal was Kaizenvest.</p> <p>Source: https://yourstory.com/2021/05/edtech-startup-upgrad-acquires-impartus</p> <p>Impartus was one among the many front-runners in allowing schools and colleges to migrate online at zero cost when the pandemic broke in 2020. The platform has successfully on-boarded over 280 higherEd institutes, 50,000 teachers, and 6 lakh learners within a short span of seven years.</p> <p>Source: https://yourstory.com/2021/05/edtech-startup-upgrad-acquires-impartus</p>	608.3Cr
2022-23	<p>While paid learners increased by 54% in FY23, UpGrad's total learner base has surpassed 10 million. In addition, the business claimed to have a strong enterprise play,</p>	1,194.5Cr

	managing 1,110 clients in FY23 and projecting at least 75% of those clients to be retained in FY24. Source: https://www.stockgro.club/blogs/trending/upgrad-company/	
2023-24	<p>With almost a 50% YoY increase in learner enrollments within the consumer segment, the skilling giant has achieved over 55,000 career transitions for the second consecutive year, building further on the momentum established in FY23. Marketing, Data and Tech domains remained the top hiring domains during the year with maximum placements across Mumbai, New Delhi, Bengaluru, and Chennai, while Karnataka, Telangana, and Tamil Nadu regions have also remained talent-attracting markets.</p> <p>Source: yourstory</p> <p>The Enterprise clientele grew by 50% since last year with major global partners across GCCs, Automobile, ITes, BFSI, Manufacturing and Services coming from the US, the UK, and Europe.</p> <p>Source: https://yourstory.co</p> <p>Moreover, as proof of its broad influence and reach, UpGrad collaborates with 20,000 recruitment partners and 30,000 corporate partners. UpGrad's educational services have improved the lives of 7 million students in more than 100 countries, making an impact on the world.</p>	1,546.6Cr

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Sales Channels/Gtm/Target customer/Demographic:

Target Customer	Subpoints	Presence	Specific Details
Age range	15-25	<input checked="" type="checkbox"/>	Students and professionals
	25-40	<input checked="" type="checkbox"/>	Students,Professionals,Teachers
	40-55		Not specified
Gender	Male		Not specified
	Female		Not specified
	Others		Not specified
Geography	Tier I	<input checked="" type="checkbox"/>	Mumbai New Delhi Bangalore Hyderabad
	Tier II	<input checked="" type="checkbox"/>	Pune MP

			Uttrakhand West Bengal Rajasthan Given below in experience centres
	Tier III	<input checked="" type="checkbox"/>	Given below in experience centre
	Tier IV	<input checked="" type="checkbox"/>	Given below in experience centre
Global presence		<input checked="" type="checkbox"/>	USA, Germany, France, Finland, Canada, UK, Australia
Most selling regions			Not specified
B2B			<p>HCLTech: In July 2024, upGrad Enterprise partnered with HCLTech to offer industry-relevant and job-aligned learning programs. This collaboration focuses on developing programs in Generative AI and allied technologies, aiming to upskill professionals in new-age skills. HCLTech</p> <p>Hexaware Technologies: In June 2024, upGrad Enterprise collaborated with Hexaware to elevate Generative AI expertise among its workforce. This partnership provides advanced training to IT professionals, aligning their capabilities with the evolving digital and AI-driven economy. Hexaware Technologies</p> <p>Duke Corporate Education: upGrad has partnered with Duke Corporate Education to offer a Post Graduate Certificate in Product Management. This program blends theoretical knowledge with practical application, providing learners with industry-relevant skills. UpGrad</p>
	Corporate partnerships	<input checked="" type="checkbox"/>	
	Corporate Clients	<input checked="" type="checkbox"/>	800 clients globally
	Sales & call center support	<input checked="" type="checkbox"/>	Dedicated Counseling: upGrad offers personalized counseling services to guide prospective learners in selecting appropriate programs. Individuals can reach out through various channels, including phone and email, to receive tailored advice.

			UpGrad Corporate Inquiries: For organizations interested in upskilling their workforce, upGrad provides specialized support through its enterprise division. Companies can contact upGrad to design customized training programs that align with their specific needs. UpGrad
	Corporate Network	<input checked="" type="checkbox"/>	Enterprise Partnerships: upGrad collaborates with numerous corporations to deliver tailored learning and development solutions. These partnerships aim to enhance employee skills in areas such as data science, technology, and management. UpGrad Business University Alliances: In addition to corporate collaborations, upGrad has established partnerships with over 80 top universities worldwide. These alliances enable the delivery of world-class online programs to a global audience, benefiting both individual learners and corporate teams. UpGrad
B2C	Online platforms	<input checked="" type="checkbox"/>	Digital Learning Environment: upGrad's primary mode of delivery is through its online platform, where learners can access a wide array of courses across various disciplines. Mobile Accessibility: The platform is optimized for mobile devices, allowing learners to study anytime, anywhere.
	Self-service sales	<input checked="" type="checkbox"/>	Automated Enrollment: Prospective students can browse courses, view detailed curricula, and enroll directly through the website without the need for intermediary assistance. Account Management: Learners have the autonomy to manage their learning journey, track progress, and access resources independently.
	Franchise and subscription	<input checked="" type="checkbox"/>	Subscription & Installment Plans: Flexible payment options, such as one-time payments or installment plans, are available for courses.

	Online Sales		Own Website
D2C	Offline Centres & Experience center	<input checked="" type="checkbox"/>	Offline Centres <ol style="list-style-type: none"> 1. Mumbai:12 2. New delhi:1 3. Pune:1 4. Madhya Pradesh:2 5. Bangalore:8 6. Hyderabad:9 7. Utrakhand:2 8. West Bengal:1 9. Rajasthan:1



			<p>Experience Centres</p> <ol style="list-style-type: none"> 1. Nagpur Somalwada, Maharashtra 2. Vadodara, Gujarat 3. Belgaum, Karnataka 4. Pune, Maharashtra 5. Navi Mumbai, Maharashtra 6. Indore VN, Madhya Pradesh 7. Kukatpally -Hyderabad, Telangana 8. Chennai, Tamilnadu 9. Ghaziabad, Uttar Pradesh 10. Ajmer, Rajasthan 11. Nepal 12. Guwahati, Assam 13. Patna, Bihar 14. Hubli, Karnataka 15. Amritsar, Punjab 16. Ludhiana, Punjab 17. Hyderabad, Telangana 18. Pathankot, Punjab 19. Mohali, Punjab 20. Gurgaon, Haryana 21. Srikakulam, Andhra Pradesh 22. Ujjain, Madhya Pradesh 23. Kakkanad Kerala 24. Ahmedabad, Gujarat 25. Gandhinagar, Gujarat 26. Dadar, Maharashtra 27. Pitampura, Delhi 28. Bangalore, Karnataka 29. New Delhi 30. Vadodara, Gujarat 31. Vijayawada, Andhra Pradesh 32. Mohali, Punjab 33. Karim Nagar, Telangana 34. Indore, Madhya Pradesh 35. Surat, Gujarat 36. Noida, Uttar Pradesh 37. Hubli, Karnataka 38. Pondicherry 39. Anand, Gujarat 40. Faridabad, Haryana 41. Nangal Town, Punjab 42. Panvel, Maharashtra 43. Nashik, Maharashtra 44. Bhopal, Madhya Pradesh
D2G	Government collaborations	<input checked="" type="checkbox"/>	Collaborated with startup india initiative program.

	Partnerships		Not specified
	Strategic alliances		Not specified
HYBRID	Combination approaches (B2B, B2C, D2C)	<input checked="" type="checkbox"/>	Yes
	Online platforms	<input checked="" type="checkbox"/>	Yes
	Franchise and subscription	<input checked="" type="checkbox"/>	Yes

Funding Trajectory:

Date	Round Name	Amount	Pre-Money Valuation	Post-Money	TTM Revenue	Multiple	Investors & Facilitators
Oct 21, 2024	Series C	\$60.0M	-	-	-	-	Institutional: Temasek
Jun 28, 2024	Conventional Debt	\$34.4M	-	-	-	-	Institutional: EvolutionX
Mar 27, 2023	Series B	\$36.4M	\$1.8B	\$1.9B	\$149.0M	11.9x	Institutional: Temasek Corporate: Artisan Partners
Aug 03, 2022	Series B	\$64.1M	\$1.8B	\$1.9B	\$110.0M	16.5x	Institutional: Temasek , IFC Asset Management Company , IFC , ETS Strategic Capital Corporate: 360 One , Artisan Partners
Aug 20, 2021	Series A	\$19.7M	\$1.1B	\$1.1B	\$57.8M	19.6x	Corporate: 360 One

Jul 30, 2021	Series A	\$28.9M	\$668.0M	\$697.0M	\$54.4M	12.3x	Institutional: IFC Asset Management Company , IFC
Apr 06, 2021	Series A	\$120.0M	\$384.0M	\$504.0M	\$44.2M	8.5x	Institutional: Temasek Facilitator: Credit Suisse , Rajaram Legal
Aug 11, 2020	Conventional Debt	\$6.7M	-	-	\$30.4M	-	Corporate: 360 One

Digital Media Presence:

Facebook	Instagram	Linkedin	X	Youtube	Website tabs	App downloads
338k	216k	904k	131.8k	218k	<ol style="list-style-type: none"> For working professionals For college students Study abroad More Free Courses Sign Up 	1M+

Summary

Opportunities for CodeEdu

- Strategic Partnerships with Universities**
 - Collaborate with Indian and global universities for **degree programs, certifications, and career-oriented courses**.
 - Leverage platforms like Coursera, UpGrad, and TalentSprint to build credibility.
- AI-Powered Learning Enhancement**
 - Implement **AI-driven adaptive learning** to personalize user experience.
 - Develop **AI-based tutors or chatbots** for instant query resolution.
- Skill-Based Micro-Credentials**
 - Offer **short-term, industry-aligned courses** with micro-certifications.
 - Focus on high-demand areas like **AI, cybersecurity, fintech, and digital marketing**.
- Corporate Upskilling Programs**
 - Partner with **corporate enterprises** to offer workforce upskilling solutions.
 - Focus on **customized training for IT, BFSI, and management professionals**.
- Immersive Learning & Gamification**
 - Incorporate **AR/VR for skill-based learning** (e.g., medical training, engineering simulations).

- b. Use **gamification strategies** to improve course completion rates.
- 6. **Government & Public Sector Collaborations**
 - a. Align with **government education initiatives** to integrate CodeEdu into digital skilling programs.
 - b. Explore partnerships with **NSDC (National Skill Development Corporation)** and **Skill India**.
- 7. **Expansion into Tier-II & Tier-III Markets**
 - a. Develop **low-cost, mobile-friendly courses** to target underserved regions.
 - b. Offer **regional language learning modules** to boost accessibility.
- 8. **Freemium Model & Subscription Growth**
 - a. Introduce a **freemium model** where basic courses are free, with paid advanced options.
 - b. Launch **subscription-based premium learning content** with expert mentorship.
- 9. **Test Preparation & Admission Services**
 - a. Build solutions to assist students with **competitive exams (JEE, NEET, CAT, UPSC)**.
 - b. Provide **AI-powered admission guidance** for students seeking college/university placements.

