



TO STUDY THE ADVERTISING STRATEGIES FOR EDTECH STARTUP (With special reference to byju's)

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ABSTRACT

Online learning is a rich learning environment with much more flexibility than a traditional classroom. It helped students to become independent learners before they make their way into the real world. Educational Technology, commonly known as EdTech, is the new hot tea on the table. The main purpose of this secondary data based research study is to figure out the marketing strategy of Byju's learning platform. The main sources are Byju's website, different journal articles, and different websites referred for finding the best result. Google Scholar and Research gate are mainly used as search engines to retrieve data related to the research-based case study. **KEYWORDS** Educational technology, online learning, classroom, digital media, strategy

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