# EXAMSBOOK

E-Learning Platform

Competitive Exams: We got it covered!

# ExamsBook

ExamsBook.com is a leading online platform that offers comprehensive exam preparation resources to students across India.

- ✓ It provides a range of study materials, including mock tests, practice papers, and video lectures, to help students prepare effectively for their exams.

- ✓ The platform is user-friendly and offers an intuitive interface, making it easy for students to navigate and access the resources they need.

- ✓ With its extensive collection of study materials and expert guidance, ExamsBook.com has helped thousands of students achieve their academic and career goals.

# Scope in India

The scope of ExamsBook.com in India is vast, given the country's competitive exam landscape.
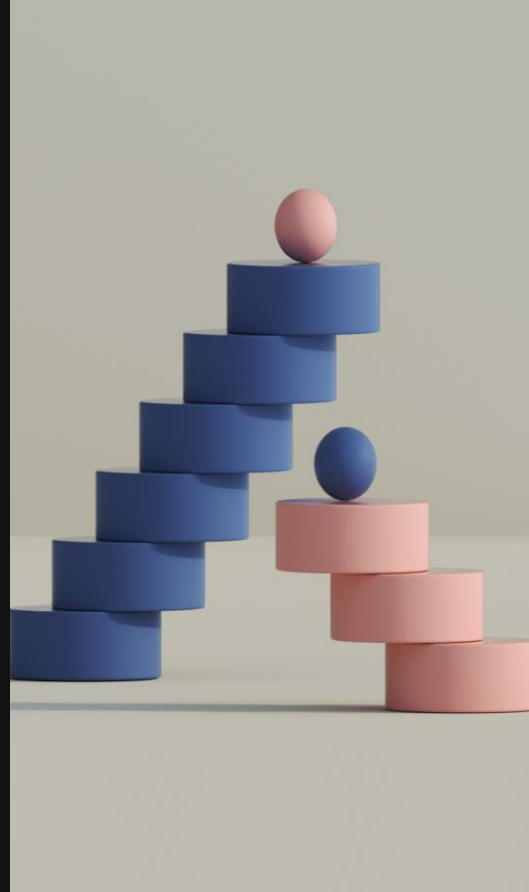
India has a large population of students who aspire to crack various competitive exams to secure government jobs or admission to top engineering and medical colleges. These exams are highly competitive, and students need to prepare extensively to perform well.

According to a recent report by the National Sample Survey Organization (NSSO), about 6 % of the Indian population falls under the age bracket of 15-29 years, which is the primary age group that prepares for competitive exams in India, sees an average of around **10-12 lakh applicants every year**.

# Indian Online Education Market

- Over the past decade, technological advancements have enlarged online education. These include the application of information and Communications Technology (ICT) in classrooms and the use of cloud-based platforms, virtual reality (VR), and augmented reality (AR).

- **CAGR of 19.9%** is estimated for the online education market in India between 2022 and 2027. The size of the market is forecast to increase by USD 3,461.93 million. Growth depends on several factors.

- This report extensively covers market segmentation by end-user (higher education and K-12) and product (content and services).

# Market Potential

**$1.1 Billion**

Offline test preparation market, has been growing historically at a CAGR of 14 percent and is expected to be a USD 11 billion market by 2021

**$1.96 Billion**

India's online education market is set to grow to USD 1.96 billion and around 9.6 million users by 2021 from USD 247 million and around 1.6 million users in 2016
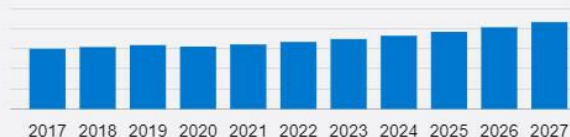
**3.96 %**

The CAGR at which the test preparatory market in INDIA is expected to grow in the next four years (2020-2024)

# E-Learning Market in India Forecast Period 2023 – 2027

# Examsbook Statistics

**5 LAKH+**

Organic unique visitors on website every month.
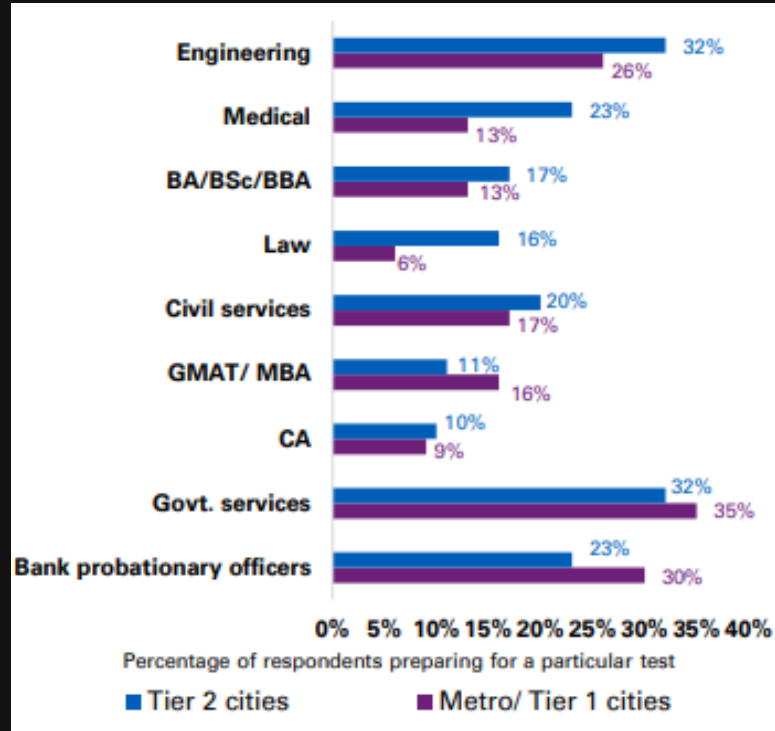
**260 Million**

Times questions attempted on our platform

**1.3 Lakhs**

Registered users of the portal

# Market Potential



Tier-wise adoption of Online Test preparation courses

# Business Model & Benefits to Institutes

- B2B & B2C model availability

- White labeled solution deployment model

- Customized Features and scalable solution

- Revenue sharing model for marketplace

- Recurring Revenue generation model, course wise and exams wise subscription model

- Monthly subscription model

- Integration with Social media platform and Online Payment Gateways for instant course access

- Own your own study material, design your own learning pattern

- Reduced cost of physical classroom infrastructure and increased volume of virtual attendees.

- Subscription and Enrollments model revenue

- Increased course variety

- Personalized pattern of education and learning