

# India E-Learning Market By Delivery Mode (Packaged Content, Learning Management Software (LMS), Others), By Learning Mode (Self-paced, Instructor-led), By Function Type (Training, Testing), By End User (K-12, Higher Education, Corporates, Government, Vocational), By Region, Competition, Forecast & Opportunities, 2029F

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## Abstracts

India E-Learning Market is growing owing to the increasing adoption of smart phones and internet penetration, which has led to an increasing focus on E-Learning to overcome the need for illiteracy in rural areas. In addition, technological advancement such as installment of 5G infrastructure for faster internet connectivity and growth in smartphones penetration in tier 2-3 cities has further boosted the demand for E-Learning. Moreover, the advent of cloud for the enhancement of IT systems has proliferated the demand to integrate cloud-based applications and services for various organizational products in the market. Government policies and measures such as Make in India initiative, digital India and SWAYAM are further increasing the demand for E-Learning platforms in the country. The growing number of children and young adults has increased the demand for e-learning contents. Furthermore, the cost expenditure in online education is less in comparison to traditional programs, therefore low income and middle-income class customers rely more on E-Learning platforms. The market is anticipated to be driven by the cloud infrastructure, open content creation and ease to access, which enables educational institutions to progress towards digital transformation.,. Additionally, the emergence of the gamification, animation in the K12 sector for learning and rising demand from working professionals due to the flexibility of time all help in imposing a positive outlook and are promoting the development of the E-Learning market of India throughout the forecast period.

Training is almost universally a requirement for nearly every industry and profession. E-Learning has become an essential element of learning that is aided by digital technology or instructional strategies that effectively utilize digital technology. E-Learning is a technique or method of learning which involves technology and digital devices. This is a new and broad technical sphere which aids students in attaining knowledge and gaining information from any corner across the country. Mission digital has empowered various sections of Indian society and education is one of them. The E-Learning occurs across all learning areas and domains that have witnessed significant growth in the last few years. Moreover, it is the application of sophisticated digital technology for teaching and learning in both official and informal educational settings within a community.

In addition, use of electronic devices, such as tablets, mobiles can help improve education in various ways, such as making it easier for instructors to generate instructional materials and providing new methods for people to learn and collaborate. Moreover, E-Learning fosters creativity and gives students a sense of success, encouraging additional learning by thinking outside traditional techniques. E-Learning is gaining popularity as businesses are facilitating electronic services and digital technology applications in education to improve teaching productivity, create virtual classroom, promote distance learning, aid in building knowledge and understanding skills and transform the innovative way of learning. Numerous benefits of E-Learning include personalized learning, gamification, self-directed learning, blended learning, and improved digital literacy. Furthermore, the proliferation of various E-Learning platforms across the globe is enabling remote organizations and individuals to access a complete library of online resources.

### Increasing Demand from the Healthcare Sector

The Indian healthcare systems are overburdened. The sector is experiencing additional strain due to aging population and a worldwide pandemic, which has fueled the demand for more adaptable training programs to address the skills gap and cross-train staff. The incorporation of e-learning into medical education has spurred a move towards the application of adult learning theory, where educators are playing a critical role as facilitators of learning and competency evaluators rather than only as information providers. As far as concerned with time, space and money, face-to-face training in healthcare and pharmaceutical training has become quite challenging for many enterprises and health professionals. E-learning on the contrary is helping healthcare employees in training to upgrade their professional skills and deliver accessible training

to even the most remote locations. Moreover, the e-learning platforms are offering various postgraduate degrees helping them to gain knowledge through distance learning programs. In addition, besides core medical training, e-learning can be used to train doctors and healthcare personnel in the use of new medical equipment while minimizing risk to patients and staff and providing care effectively and efficiently. Further, many independent associations, international organizations, and nonprofit organizations (NGOs) have increasingly adopted e-learning with an aim to raise public awareness on health issues. E-learning has been an important pillar in all the recently announced E-health initiatives (eHI) and projects. Therefore, increasing demand from the healthcare sector is expected to grow the adoption of E-Learning in the Indian market.

### Increasing Government Initiatives Driving the Market Growth

Online education in India has witnessed an enhanced acceptance over the past few years. The continuous growth in technology development has become a cornerstone of national education policy. Government of India has started adopting E-Learning as a key solution for an effective education to the young generation. In addition, the government of India's multidimensional steps towards strengthening digital infrastructure, providing internet connectivity to the remotest areas, designing online education programs, and various other initiatives are impacting E-Learning drive in a big way. The prominent initiatives such as Digital Infrastructure for Knowledge Sharing (DIKSHA), e-PG Pathshala, National Digital Education Architecture (NDEAR), e-ShodhSindhu are aiding students and teachers to support activities related to education planning and promote & strengthen E-Learning in India. The government under the Ministry of Education and UGC is also focusing on upskilling and making students industry-ready through free e-Learning platforms such as NPTEL and e-Gyankosh digital learning resources. Moreover, government associations are working upon the concept of learning by all, with all, and for all under the framework to adapt the enhanced learning experience for the students. Under this framework the government of India has initiated several programs and E-Learning guidelines with standards to address E-Learning. The support has proliferated with the launch of several E-Learning solutions, platforms and offered an innovative technique to make learning experience more enhanced. Furthermore, the new education policy includes provisions for expanding into online degrees and blended learning, and the regulatory framework has been giving the education industry considerable tailwinds and motivation. Thus, increasing government initiatives are driving the growth of India E-Learning market in the forecast period.

## Rising Investment in EdTech Companies is Propelling Market Growth

EdTech has certainly emerged as one of the mainstays of the post-pandemic economy for investors and practitioners alike. Many Indian EdTech enterprises are integrating the digital technologies and devices into their education program. India has a huge young population, with 250 million school-going students, which are more than any other country. Therefore, the growth potential and increased adoption has attracted more investment in education technology and e-learning platforms. In addition, 100% foreign direct investment (FDI) automatic route is allowed in the education sector in India, enabling many foreign investors in investing heavily in e-learning startups and educational enterprises in India. For instance, according to the data released by the Department for Promotion of Industry and Internal Trade (DPIIT), Foreign Direct Investment (FDI) equity inflows from April 2020 to June 2022 had stood around USD7.92 billion.

India is an ideal destination to invest in the online education business. Additionally, for the year 2022-2023 the Union Budget 2023 had set aside USD13.5 billion for education. The growing investment in the education system has resulted in the development of highly qualified institutions and resulted in the launch of several online programs. In November 2022, the Indira Gandhi National Open University (IGNOU) launched an online MA program in sustainability science. A total of 100 Indian institutions have been qualified for the Times Higher Education World University Rankings 2023. This investment has resulted in a steep growth of the sector and has increased the success rate of EdTech start-ups. Several funding by the enterprises such as raise of USD 250 million by Byju's in October 2022 through new funding and Edtech startup Sunstone acceptance of USD 35 million in funding for Edtech startup led by WestBridge Capital etc. are enabling ed-tech enterprise to adopt several enhancements in the products. Furthermore, huge investment has provided an edge to launch several E-Learning platforms with the entrance in the space of Metaverse education and courses for interactive sessions.

## Market Segmentation

Based on delivery mode, the market is segmented into packaged content, learning management software (LMS), and others. Based on learning mode, the market is segmented into self-paced, instructor-led. Based on function type, the market is segmented into training and testing. Based on end user, the market is further split into K-12, higher education, corporates, government, vocational.

## Market Players

Major market players in the India E-Learning market are Toppr Technologies Private Limited, Think and Learn Private Limited (BYJU'S), Gradestack Learning Private Limited, NIIT Limited, Coursera Inc., Udemy India LLP, Simplilearn Solutions Private Limited, Brain4ce Education Solutions Pvt. Ltd. (Edureka), Sorting Hat Technologies Private Limited (Unacademy), Class 21a Technologies Private Limited and many more.

## Report Scope:

In this report, the India E-Learning market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### India E-Learning Market, By Delivery Mode:

Packaged Content

Learning Management Software (LMS)

Others

### India E-Learning Market, By Learning Mode:

Self-paced

Instructor-led

### India E-Learning Market, By Function Type:

Training

Testing

### India E-Learning Market, By End User:

K-12

Higher Education

Corporates

Government

Vocational

India E-Learning Market, By Region:

East India

West India

North India

South India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India E-Learning market.

Available Customizations:

India E-Learning market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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The data given for any year represents the market during the period, i.e, 1st April of the former year to 31st March of the latter year. Eg: For FY2024E, the data represents the period, from 1ST April 2023 to 31st March 2024.

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