

Byju's learning app is now a Harvard case study

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Byju Raveendran's journey, from teaching a few friends in a classroom to building a largest education technology company, is now a Harvard Business School case study, focussing on how brand Byju's is changing the way children learn across grades.

Titled as 'Byju's The Learning App', the case study will be available for teaching purposes within and outside Harvard. Authored by John Jong-Hyun Kim, a Senior Lecturer at Harvard Business

School, and Rachna Tahilyani, Associate Director, Harvard Business School India Research Center, the case studies the growth of the app, its impact on students and how this K-12 app can be used by students globally.

Byju Raveendran, Founder & CEO, said: "It is very humbling to have our brand story as a Harvard Business School case study. This further encourages us to innovate and build learning programs to revolutionise education and create a whole new segment of self-paced learners globally."