

Physics wallah: Story of a Youtube channel that turned into Billion Dollar Company



As the world has just recovered from the distress of the Covid-19 pandemic & we were celebrating unicorn startups in India. Physics Wallah became India's 101st unicorn startup. Physics Wallah raised \$100 million from the Westbridge Capital & GSV ventures, which took the company valuation to a massive \$1.1 billion. Today it has an enormous 8 million subscribers on Youtube. Unlike other ed-tech companies like Byjus, Unacademy, Vedantu, etc., which are still loss-making startups, PhysicsWallah is profitable. So today, we will understand what made Physics Wallah unique & successful, starting from being a Youtube channel to being a Unicorn startup with \$1.1 billion in valuation in just a few years.

Early Life of Physics Wallah founder - Alakh Pandey

Alakh Pandey was born & brought up in Prayagraj, Uttar Pradesh. Alakh was excellent in studies to support his family financially, so he started teaching students when he was in 8th standard. He later wanted to go to IIT but failed to crack the entrance exam for IIT. So he was admitted to an engineering college in Kanpur for mechanical engineering. But his family had to sell the house to pay the engineering fees. In college, Alakh had developed a keen interest in acting by taking part in drama & he wanted to become an actor. He used to love acting, as communication is the key, so he combined his passion & profession as acting & teaching skills & which made him a unique teacher.