



GENERATED ON **19/10/2022**

# BUSINESS ASSESSMENT

Prepared for  
**Mititek**



# Company Profile

Company Name: **Mititek**

Industry Type: **Education**

Industry Sub Type: **Libraries**

Estimated Annual Turnover: **1000000**

Estimated Asset Value: **100000**

Number of Employees: **100**

## Industry Outlook

The Indian education industry is expected to reach US \$ 225 billion in 2025. The Indian edtech market size is expected to reach US\$ 30 billion by 2031, from US\$ 700-800 million in 2021. Some of the key market trends to look out for in 2022 and beyond are:

1. Emergence of International School Segment - With increasing awareness, private Indian players are collaborating with international brands to provide an international standard of education.
  2. Increasing use of technology and shift towards online education - By 2024, approx. 47% learning management tools are expected to be enabled by AI capabilities. Also, higher education institutes in India are focusing on creating online programmes due to the increasing demand from consumers. The online education market in India is expected to grow by US\$ 2.28 billion during 2021-2025, growing at a CAGR of almost 20%.
  3. Private Schools adopting franchise model - Various operating models like a mix of franchise and owned schools are being used by private players to ensure their economic viability.
- Increased popularity of specialized programs - With more and more students opting for industry focused qualifications, the demand for specialised degrees is picking up. A lot of universities will be seen offering MBA/ technical degrees with focus on specific sectors.

# Risk Outlook

 Extreme Risk

 Medium Risk



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## **This report has been prepared by**

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