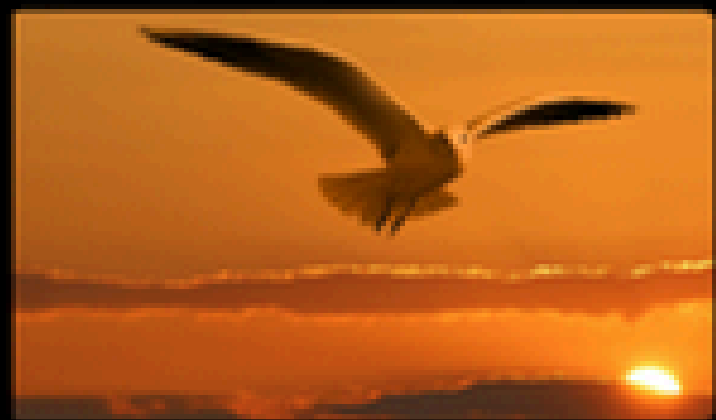
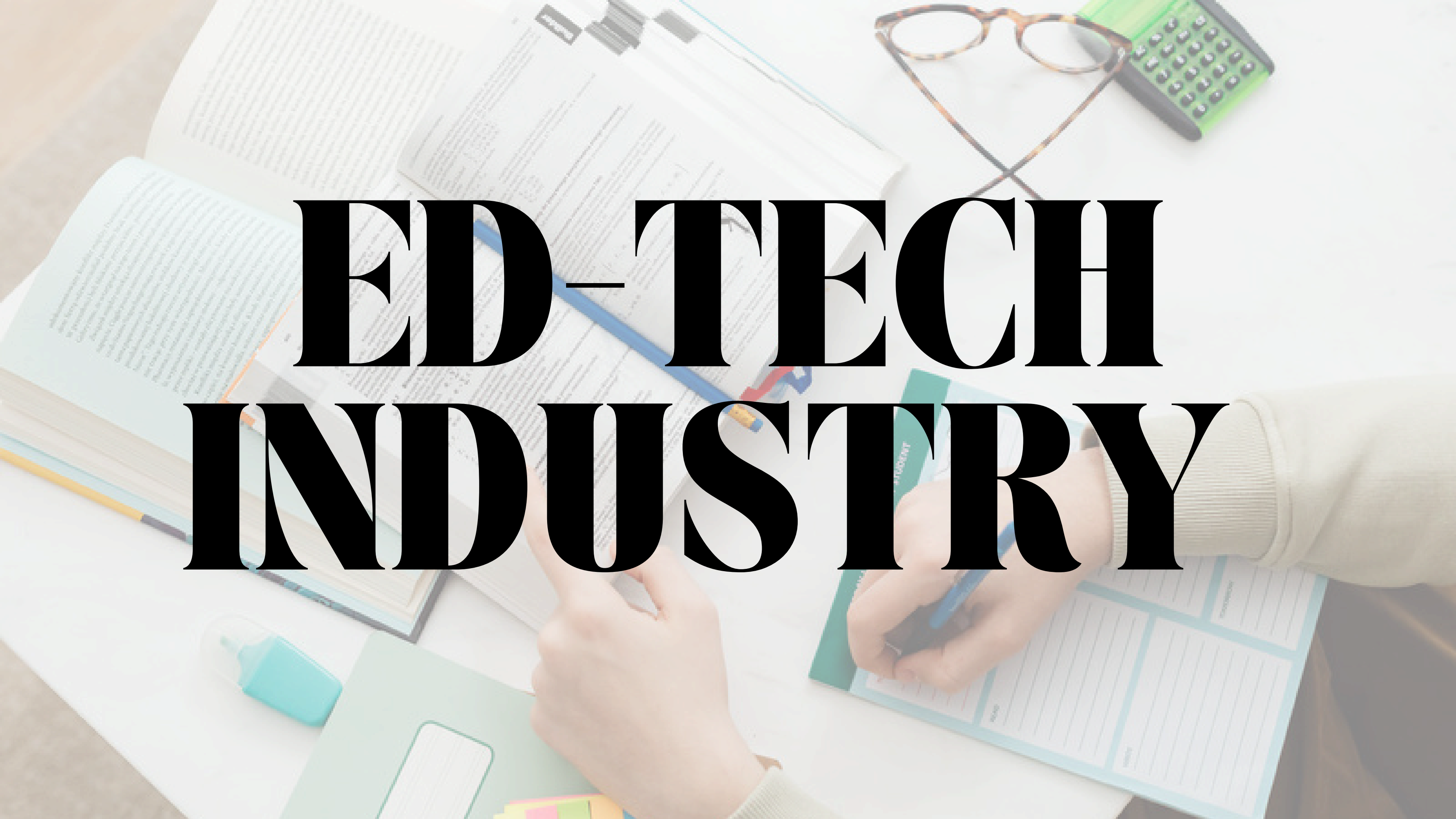




# *INDUSTRY* INSIGHTS

***(ED-TECH, MEDIA & ENTERTAINMENT)***  
**BY - GROUP D**



A top-down view of a desk with educational supplies. In the upper right, there are glasses and a green calculator. In the center, a person's hands are writing in a notebook. The desk is covered with various papers, including a large sheet with a grid and some text. A blue pen is visible near the hands. The overall scene suggests a study or work environment.

# ED-TECH INDUSTRY

# Byjus: Growth without R&D

**CEO / Key Founder**

Byju Raveendran (CEO) and Divya Gokulnath (Co-founder)

**CSR Activity**

"Education For All" (EFA): A social impact initiative launched in 2020

**Branding Strategy**

High-Cost, Traditional Media Focus. Relied heavily on celebrity endorsement (Shah Rukh Khan) and expensive sponsorships (e.g., FIFA World Cup, BCCI).

**Major Crisis**

Systemic Collapse (2023-2025) : Severe financial and legal crisis marked by delayed financial reporting, auditor resignation , investor attempts to remove CEO, default on loan repayments , and being admitted into insolvency proceedings due to debt default.





# PHYSICS WALLAH

**CEO / Key Founder**

Alakh Pandey (Founder & CEO) and Prateek Maheshwari (Co-founder)

**CSR Activity**

PW Foundation: Focuses on philanthropic support, including sponsoring the education of deserving students and supporting the emotional well-being of students

**Branding Strategy**

Authentic, Founder-Led, & Content-First. Built brand equity through high-quality, free YouTube content (13M+ subs). The brand identity is intrinsically tied to Alakh Pandey's image as a student-first educator, driving low-CAC organic growth via community trust.

**Major Crisis**

Reputational/Financial Scrutiny: Faced a public online brawl with three former teachers (Sankalp) over alleged poaching and a shift in vision. Also faces recent media scrutiny regarding a massive loss of \$1.1 Billion (₹1,131 Cr) in FY23 following large funding rounds and aggressive acquisitions, echoing the BYJU'S "growth at all costs" playbook.



# upGrad

## CEO / Key Founder

Mayank Kumar (Co-founder & MD); Ronnie Screwvala (Co-founder & Chairman - Visionary Leader).

## CSR Activity

upGrad Foundation: Co-founded by Ronnie Screwvala. Works to empower underprivileged communities with access to affordable and quality education.

## Branding Strategy

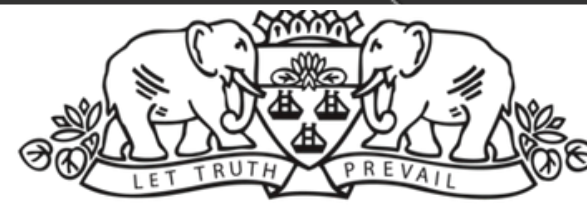
High-Touch, Integrated Value Chain, & Credibility. Focuses on premium positioning by partnering with prestigious institutions (e.g., Ivy League) and emphasizing qualifications for career ROI. Strategy is to build the brand as a serious "LifeLongLearning" partner for professionals and corporations.

## Major Crisis

Layoffs in the name of Company Restructure cost-cutting measure to align with the new focus on profitability and capital efficiency.



# MEDIA INDUSTRY

The logo for The Times of India, featuring the letters 'TOI' in white on a red circular background.

**THE TIMES OF INDIA**

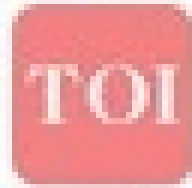
- Highly Circulated English newspaper around India (2.7 million to 5.56 million daily copies).
- CEO : Vineet Jain – Managing Director (MD, Bennett, Coleman & Co.)

## Branding Strategy

- Cross-platform synergy; impactful special editions and regional engagement
- Strong city-level editions for local connect.
- Brand extensions through events and awards (e.g. Times Business Awards).
- Digital integration via Times Internet and cross-platform ads.

## CSR Activities

- TOI Social Impact Summit promoting sustainability, education, and innovation.
- Campaigns on road safety, environment, and women empowerment.
- Campaign on - Misinformation and Fake News.



## PR Agency

The Times Group has its own internal communications teams. Adfactors PR is one of the top firms working with top publications.

## Crisis Management

Cobrapost Sting Operation (2018): A sting video showed senior TOI executives allegedly agreeing to promote right-wing content for a high payment, including offers to accept payments in black money. TOI responded by calling the video doctored and framing it as an undercover reverse sting.

Times of India

The Key to its continued success as India's most trusted news brand

The NDTV logo, consisting of the letters 'NDTV' in a bold, sans-serif font, is positioned inside a black circle with a gold border.

# NDTV 24x7

- This is a premier English news channel in India
- CEO - Rahul Kanwal

## Branding Strategy

- Editorial credibility, independent journalism, and in-depth reporting.
- Focuses on environment, social issues, and governance topics to maintain a distinct news identity.
- Digital presence alongside TV to widen news access and audience engagement.

## CSR Activities

- Active in educational campaigns, sustainability drives like “Greenathon,” and rural development projects.
- Partners with NGOs and governmental bodies for campaigns related to health, education, and wildlife protection. (Dettol-NDTV Banega Swasth India, Healthy Mouth Happy Life ( Listerine) , India Sustainability Mission 2024)

## 👉 PR & Media relations

- Adfactors PR
- Blue Buzz

## 👉 Crisis

### The Adani Group takeover (2022)

## 👉 Management

- Initially claimed the takeover was illegal and "executed without any input from, conversation with, or consent of" the founders.
- NDTV made regulatory filings to keep the public and stakeholders informed, though its attempts to block the takeover were ultimately unsuccessful.



THE  
**WIRE**

# The Wire

- Operates free from corporate ownership to protect editorial independence.
- CEO - Benjamin Schilz
- Co- Founders- Siddharth Varadarajan, Sidharth Bhatia, and M. K. Venu.
- Mission- providing public-interest and independent journalism is its primary contribution to society.

## Branding Strategy

- Positions itself as a watchdog advocating press freedom and social justice.
- Emphasizes political independence, critical journalism, and exposure of corruption and human rights issues.

## CSR Activities

Promotes press freedom advocacy and supports journalistic collaborations, progressive social causes, and media literacy.

## 👉 PR Approach

- Relies on grassroots reputation, word of mouth and digital outreach rather than traditional PR agencies.
- Collaborates with progressive media networks globally.

## 👉 Crisis

### Meta/XCheck Controversy (2022).

Blocked Website (May 2025): Temporarily blocked by the Indian government under the IT Act after publishing an unverified story about a military incident involving a Rafale jet. The site was unblocked after retracting the story.

**Management - The Wire has addressed controversies by issuing retractions and apologies when evidence failed verification.**



# ENTERTAINMENT INDUSTRY



## JioHotstar : India's No. 1 OTT Platform (2025)

- **Formed By:** Merger of Disney+ Hotstar and JioCinema.
- **Ownership:** Joint venture of Viacom18 and Star India (Disney)
- **User Base:** Over 50 crore (500 million) active users.
- **Content Library:** Nearly 3 lakh hours of entertainment, sports, and movies.
- **Market Position:** Largest OTT service in India – ahead of Netflix & Amazon Prime Video.
- **CEO (Digital) - Kiran Mani**
- **CEO (Sports) - Ishan Chatterjee**
- **CEO (Entertainment) - Kevin Vaz**

# ***Key Features***

- **Live Sports:** IPL, ICC tournaments, football, and kabaddi streaming.
- **Premium Content:** Disney+ titles (Marvel, Pixar, Star Wars).
- **Bollywood & Regional:** Latest films and originals in 10+ Indian languages.
- **AI Personalization:** Data-driven recommendations across devices.
- **Multi-device Access:** Seamless experience across mobile, smart TVs, and web.

## ***CSR Activities of JioHotstar***

- **Digital Literacy & Inclusion**
- **Health and COVID-19 Relief Campaigns**
- **Social Good Content**
- **Support for Local Talent and Regional Content**
- **Community Development Initiatives**

# Brand Management Strategy of JioHotstar

- Content Diversification & Localization
- Celebrity and Influencer Endorsements
- Personalization & AI Technology
- Multi-Platform Presence with Jio Integration
- Aggressive Marketing & Festive Campaigns
- Focus on User Experience & Innovation

## PR Team of JioHotstar

1. Adfactors PR
2. Edelman India
3. In-house Digital & Communication Teams

# JioHotstar Crisis Management (2024–2025)

- **Technical Outages (2025):** Major service disruption during IPL due to technical failure, quickly resolved with public acknowledgment and system upgrades.
- **Crisis Handling:** JioHotstar uses rapid technical fixes, transparent communication, and strong legal measures to manage crises effectively, maintaining brand trust and market leadership.



Yash Raj Films - Top Film  
Production Company in India  
(2025)

- **Founded by: Yash Chopra (in 1970)**
- **Headquarters: Mumbai, India**
- **Current Rank: No. 1 film production company in India (2025)**
- **Films: Dilwale Dulhania Le Jayenge, War, Pathaan, Ek Tha Tiger, Dhoom Series**
- **Chairman & Managing Director: Aditya Chopra**
- **CEO: Akshaye Widhani (since 2022)**

## **CSR Activities of Yash Raj Films (YRF)**

- **YRF Saathi App**
- **YRF Scholarship Program**
- **COVID-19 Relief Initiatives**
- **Annual Travel Support**

# Yash Raj Films (YRF) – Brand Management Strategy.

*Yash Raj Films is not just a production company—it's a cinema brand. Its brand value is built on consistency, emotion, innovation, and legacy. Here's how YRF manages and protects that brand:*

1. Brand Identity & Positioning: Blends Yash Chopra's romantic legacy with modern blockbusters (War, Pathaan). Core values – trust, love, family, excellence. Logo reflects class and cinematic grandeur.
2. Consistency in Quality: High production values, strong scripts, visual and musical excellence.
3. Franchise Building: Created India's first Spy Universe (Tiger, War, Pathaan) – boosts loyalty and recognition.
4. Talent Management: YRF Talent Division grooms stars (Anushka, Ranveer, Ayushmann), building mentorship and trust.

# PR Agency: Universal Communications

One of the premier Bollywood PR firms, Universal Communications handles media relations, celebrity management, publicity for film releases, and crisis communication for YRF. They are experienced in orchestrating high-impact marketing campaigns that leverage stars, filmmakers, and media networks across India.



# T-Series - India's Top Music Company(2025)

- India's largest music & film production company (HQ: Noida).
- Dominates Bollywood, regional, devotional & indie music markets.
- Global leader with massive YouTube presence.
- Bhushan Kumar, Chairman & MD.
- Transformed T-Series from cassette label to digital entertainment giant.
- Expanded into OTT, film production & artist promotions.

## Genres & Offerings

- Bollywood Soundtracks
- Regional Music (Punjabi, Tamil, Telugu, etc.)
- Devotional Music (Bhajans, Aartis)
- Pop & Indie Artists support

# CSR Initiatives

- Promotes Indian music & culture.
- Education, healthcare & artist development programs.
- Disaster relief & sustainability efforts.

# Brand Management

- Digital Leadership: 250M+ YouTube subscribers.
- Celebrity Endorsements & Regional Outreach.
- Partnerships: OTT, telecom, global music firms.
- Focus on innovation & artist support.

# PR & Corporate Communication

- PR Partners: Dale Bhagwagar Media, High Key PR, Tappy Toes.
- Handles influencer campaigns, launches & reputation management.
- In-house team manages media relations & crisis response.

# Crises & Controversies

## Legal Notice from Reliance Entertainment (2024)

In 2024, T-Series received a legal notice from Reliance Entertainment demanding ₹397 crore related to a profit-sharing dispute.

The issue revealed financial tensions and contractual disagreements between major players in the Indian entertainment sector.

The matter was handled through corporate negotiation and legal consultation, minimizing reputational impact.

## Reputation Management

- Proactive PR & legal compliance.
- Strengthened artist relations & fair collaboration.
- Media transparency & digital engagement maintain global dominance.



**THANK  
YOU!**