

Simplilearn Impressively Cuts EBITDA Losses by 75% as FY24 Revenue Reaches ₹773 Cr

Bangalore, India, 07 November 2024: [Simplilearn](#), a global leader in digital upskilling, has achieved a major financial milestone in FY24, demonstrating substantial progress with a significant EBITDA margin improvement. The company reduced losses by 75 percent from FY23 while achieving year-on-year revenue growth. This indicates its strategic focus on operational efficiency and market expansion, aligned with **mindful** and **sustainable** growth. Today, it's well-positioned to reach EBITDA profitability within the current financial year.

Key factors that fueled this momentum include:

- **Improved Customer Experience:** A pivotal initiative in early FY24 focused on overall customer experience, which has proven highly effective. This initiative has demonstrated the impact of delivering a superior experience with high-quality products. The outcomes included increased customer retention, higher referral rates, greater course completion, and significantly improved learning outcomes.
- **Enhanced Marketing Metrics:** At an organizational level, the emphasis was on fostering organic growth, developing a more powerful learner "shopping" experience, and reducing customer acquisition costs. To complement this, the company strengthened its performance marketing strategy by refining campaign targeting to match each course's target learner persona better and enhancing website content, design and overall user experience. These initiatives have yielded better outcomes, resulting in a two-fold increase in return on ad spend (ROAS).
- **Strengthened Product-Market Fit:** The company's strategic emphasis on high-demand products within key growth markets has effectively addressed professionals' evolving skill enhancement needs. Simplilearn has significantly increased course enrollment by prioritizing top-performing products and programs that are essential across diverse markets and bolstered its market position. This growth has been further propelled by focusing on three lucrative avenues: The group's university partnerships, bootcamps, and certification training programs, each presenting substantial expansion opportunities. The company is well-equipped to capitalize on current trends and drive future success through this refined product-market mix.
- **Focused Approach Towards Scaling Commercial Training Solutions:** The commercial business at Simplilearn has consistently served as a vital growth pillar. With enterprises increasingly focused on digitization and a robust demand for skilled professionals, FY24 has marked an exciting phase for the commercial business. India's GCCs and IT services companies have shown keen interest in its new hire onboarding programs, primarily in AI/ML, data, and cloud technologies. The company has further intensified its efforts in the commercial segment, particularly in the US, by forging strategic partnerships with leading platforms and collaborating with major government bodies in the EMEA region. Today, Simplilearn is effectively tapping into a lucrative market for sustained growth through tailored training solutions.

Sharing his views on the company's growth, **Mr. Krishna Kumar, Founder and CEO of Simplilearn**, said, *"As we work toward profitability, we're focused on strengthening our products to meet industry needs, driving growth in the US and worldwide, and, above all, delivering an outstanding customer experience. Our mission to transform lives through world-class education is always at the heart of what we do.*

Our steady growth reflects our commitment to building a profitable, sustainable business model that prioritizes growth and learner success in today's changing digital world. We're excited about the future and optimistic about reaching EBITDA profitability in FY25, showcasing our dedication to innovation and excellence in education."

By maintaining its commitment to quality education and operational excellence, Simplilearn is poised for a promising future, driving success and impactful learning experiences for professionals across various industries.

About Simplilearn

Founded in 2010 and based in Plano, Texas and Bangalore, India, Simplilearn, a Blackstone portfolio company, is a global leader in digital upskilling, enabling learners across the globe. Simplilearn offers access to world-class work-ready training to individuals and businesses worldwide. Simplilearn offers 1,500+ live online classes each month across 150+ countries, impacting over 8 million learners globally. The programs are designed and delivered with world-renowned universities, top corporations, and leading industry bodies via live online classes featuring top industry practitioners, sought-after trainers, and global leaders. From college students and early career professionals to managers, executives, small businesses, and big corporations, Simplilearn's role-based, skill-focused, industry-recognized, and globally relevant training programs are ideal upskilling solutions for diverse career or business goals.

For more information, please visit www.simplilearn.com

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