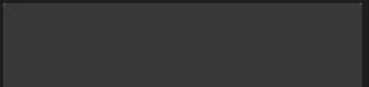




Physics Wallah: Making Quality Education Accessible

How India's fastest-growing ed-tech platform built authentic trust among 27,500+ students through community-driven campus activations across Mumbai's coaching hubs.



The Challenge & Strategic Vision

Market Reality

Students in Mumbai's suburban coaching zones face expensive tuition fees and limited access to quality teaching. Traditional coaching institutes charge premium rates, creating barriers for middle-class families.

Physics Wallah needed to differentiate itself in a crowded market by building **offline trust and credibility** among NEET, JEE, and SSC aspirants.

Campaign Philosophy

"Smart Padhai, Real Tayaari"

Rather than promoting luxury learning, PW championed accessibility. The 6-week activation across Dadar, Andheri, Borivali, and Nerul focused on demonstrating actual teaching quality.

Core message: "Aap mehnat karo, Physics Wallah saath dega."

Ground-Level Execution: Three Touchpoints

Learning Booths at Campus Gates

10-minute live micro-lectures at peak hours simplified complex concepts. Students experienced PW's teaching methodology firsthand, building immediate credibility.

Interactive Study Test Cards

Students solved real problems and scanned QR codes to unlock solutions plus free lectures. This gamified approach drove 11,200+ organic app downloads with genuine learning intent.

Free Study Kits & Peer Stories

16,500+ kits with formula sheets and timetables kept PW visible on students' desks. Senior rankers shared authentic success stories, reinforcing the brand's credibility through peer voices.

