

MARCH, 2021

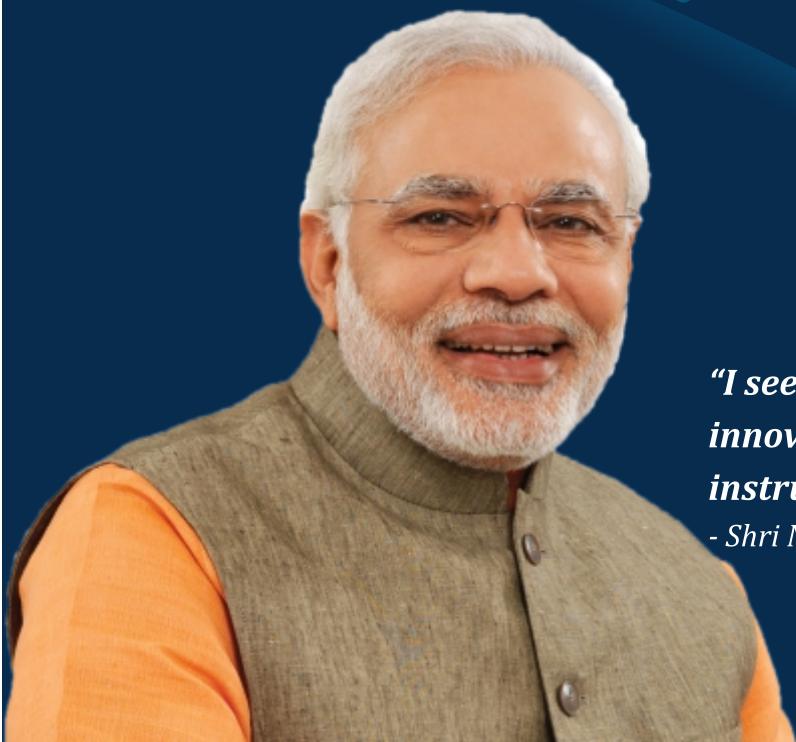
# Startupnomics<sup>TM</sup>

An Encyclopedia of Startups

*An initiative of*

CHAMBER OF STARTUPS, INDUSTRIES AND ENTREPRENEURS (INDIA) COUNCIL

## STARTUPS Funding 2020



*"I see start-ups, technology and innovation as exciting and effective instruments for India's transformation."*

*- Shri Narendra Modi, Prime Minister of India*



**Chamber of Startups**  
Industries and Entrepreneurs (India) Council

**CHAMBER OF STARTUPS, INDUSTRIES AND ENTREPRENEURS (INDIA) COUNCIL**

301, Deep Shikha, Rajendra Place, New Delhi 110008

Toll Free 1800120778899

[www.indianstartupchamber.com](http://www.indianstartupchamber.com)





## METHODOLOGY

### **Introduction**

As the agency responsible for the promoting and protect the Startups in India, Chamber of Startups, Industries and Entrepreneurs (India) Council compiled the report called "Startupnomics".

Chamber of Startups, gathers the information about the Startups from the public domains, news, articles and websites. Chamber of Startups does not guarantee the authenticity of the information which we collects from the other public domain and treats that information true and correct.

The report "Startupnomics" contained the information about the Startups who got funding from January 2020 to August 2020 and their information was publically available.

The Startups are categorised sector wise and arranged alphabetically. Investor wise data is also prepared and the investment made by the investors is also shown separately.



# **Chamber of Startups**

**Industries and Entrepreneurs (India) Council**

**Copyright © 2021**

**Chamber of Startups, Industries and Entrepreneurs (India) Council**

All right reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in case of brief quotations embodied in reviews and certain other non-commercial uses permitted by copyright laws.

**For permissions contact:**

**Chamber of Startups, Industries and Entrepreneurs (India) Council**

301, Deep Shikha Building, Rajendra Place, New Delhi-110008

Email : [media@indianstartupchamber.com](mailto:media@indianstartupchamber.com)

Web : [www.indianstartupchamber.com](http://www.indianstartupchamber.com)

Ph : +91-11-47557111 || Toll Free Number: 1800 120 77 88 99

This book is designed and printed in India.

Book designed by : Jai Shukla



## From the Editor-in-Chief

**I** am pleased to share the first edition of the "Startupnomics-Encyclopedia of Startups".

As is said '*Every Setback is a new Start to Comeback*', most of the great people have attained their greatest success just one step beyond their greatest failure. We all know that most of the Unicorn Startups like Instagram, Mailchip, Pinterest, Uber, WhatsApp, Airbnb, Slack, Groupon, Facebook etc. were born in the aftermath of the global economic slowdown of 2008-2009. Further the Microsoft and Apple were also founded during the recession of 1975.

In the true sense, the global economic slowdown of 2008-2009 is the father of Startups. The inspiration of Innovation and Technology came from the Economic Slowdown. Resource scarcity can be a source of creativity and pivoting which gives a birth to a Startup. *For some courageous founders and investors, the worst of times were the best of times, and their decisions have proven to be some of the most lucrative in the history of business.*

The Great Lockdown was imposed around the world including India. The negativity is all around the country as well as in the world. The financial crash infected many businesses with fear and paralyzed their processes. However, there were also those who took a different approach, investing their time in innovation, finding creative solutions of the problems, business automation and started working harder, investing more, and launch new products or business models.

The hard time is the best teacher and the successful entrepreneurs believe in investing more during downturns. The recession or the phases of downturns are very important for the business as they provide the exit to the businesses that have obsolete models and products and frees up the market for the new entrants (Startups) with innovative and creative business ideas and product.

I would like to extend my gratitude to the Young Innovators of the country who made India a 'new recognition' in the world. While the entire world was fighting with the Pandemic 'Corona Virus', the Indian Startup JIO Platforms Limited broke all the records of investment bringing Rs. 1.50 Lakh crores of Investment which includes the investment from the Facebook, Google and others.

Shri Narendra Damodardas Modi, Hon'ble Prime Minister of India very well observed the need of Startups and launched the "STARTUP INDIA" program in 2015.



Chamber of Startups, Industries and Entrepreneurs (India) Council, an apex body of Startups in India, have developed a report on the achievements of 'Startup India Mission' launched by Hon'ble Prime Minister of India with a singular mission to promote innovation & creating employment opportunities in the country. The name of the report is "STARTUPNOMICS – An Encyclopedia of Starups".

This report "*Startupnomics*" is based on the unprecedented success of Indian Startups and Startup India Mission. We do acknowledge that the various schemes floated by the Government of India to handhold startups will go a long way in immensely benefitting the Startup sector and will develop dynamic Startup ecosystem in the country. Startups are the life blood of the sustainable economic growth and are the real growth accelerators and play an effective role in designing innovation strategy.

**“India should not be recognised as a population of 1.35Bn rather it should be known as 1.35Bn Innovators.”** - Sandeep Bisht

I acknowledge that under the 'Startup India mission' a host of young and aspiring entrepreneurs started their journey as Startups and eventually became Unicorns. After the launch of 'Startup India program', as many as 34 Unicorns Startups happen to be Indian and many more are waiting to become Unicorn.

I, on behalf of the Chamber, feel pride in profusely thanking the esteemed Mentors and Advisory Board of the Chamber of Startups, Industries and Entrepreneurs (India) Council specially Dr. H P Kumar, Former CMD NSIC Limited, Dr. Suneel Maggo, Mrs. Sushma Bali, Ex GM Punjab National Bank, Mr. Pradeep Sharma, Head Consultancy Cell State Bank of India, Mr. Sameer Rastogi, Dr. Jyotirmoy Jain, CA Rajesh Parakh, Mr. Satin Sachdeva, Mr. Sunil Gupta and Mr. Ashutosh Sharma, for their laudable contribution in terms of their valuable suggestions and inputs.

I am also very thankful to Mr. Rajen Kumar, Advisor and Chairman Media & Entertainment Committee of Chamber of Startups and Chief Editor, SME WORLD for his valuable inputs, vast experience and sincere efforts for compiling, editing and publishing this report.

I am also thankful to the worthy members of the Chamber of Startups for the responsibility and the trust reposed in me for discharging my duty.

I heartily appreciate the laudable efforts of the secretariat and the highly dedicated team of the Chamber of Startups, Industries and Entrepreneurs (India) Council particularly Saransh Pandey, Shweta Gour, Shubham and Dev without whom it would have not been possible to compile this report, for their hard work in preparing and compiling "Startupnomics".

### **Sandeep Bisht**

*Editor-in-Chief- Startupnomics  
National Spokesperson and Advisor  
Chamber of Startups, Industries and Entrepreneurs (India) Council*



## From the Advisory Board

**I**n today's scenario startups are facing various challenges in establishing their brands and arranging investment for the startups. COVID-19 has changed the market scenario, on one side it has affected the startups / MSMEs, their business and funding pattern on another side COVID-19 has opened new opportunities in India amongst startups. Startups are coming with new ideas and innovative business model.

The Startupnomics is a comprehensive report about the investment received by the startups during the tough time of pandemic. Our aim to start the "Startupnomics" is to create awareness about the financial ecosystem of startups, current funding availed by various startups in India, challenges faced by startups in getting the funds and details about the venture capitalist.

We trust that this initiative "Startupnomics" shall benefit various startups and motivate others for becoming unicorn in coming years.

### **Sunil Kumar Gupta**

*Advisor*

Chamber of Startups, Industries and Entrepreneurs (India) Council



## From the Advisory Board

**I**ndia has the world's third-largest ecosystem for startups, yet 80-90% of Indian startups fail within the first 5 years of their inception. The major reasons for failure of Startups is lack of innovation, lack of capital, lack of good leadership, lack of good team but most importantly inability to arrange investment from the investors. COVID-19 pandemic creates opportunities for the startups.

Startups play an important role in reaching \$ 5 trillion economy. After COVID-19, Startups are creating most of new jobs, attract international talent and Foreign Direct Investments.

Startupnomics is a tool with the hands of the startups to understand the challenges faced during Entrepreneurship journey and solutions thereof.

### **Ashutosh Sharma**

*Advisor*

Chamber of Startups, Industries and Entrepreneurs (India) Council



## About Chamber of Startups Industries and Entrepreneurs (India) Council

Chamber of Startups, Industries and Entrepreneurs (India) Council is the apex Chamber of Startups in India.

**Chamber of Startups, Industries and Entrepreneurs (India) Council (CSEC) is a Not for profit organization- duly incorporated under section 8 of Companies Act, 2013.** A non-government, not-for-profit organisation, CSEC is the voice of Indian Startups, Young, Dynamic Entrepreneurs and Industries. From influencing policy to encouraging debate, engaging with policy makers and civil society, CSEC articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states.

CSEC provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

### **Vision**

To develop the ecosystem conducive to the Startup & Entrepreneurs and to provide holistic support & mentoring to Startups to increase its share in GDP and also to assist Industries/ Entrepreneurs for optimal employment and GDP growth.

### **Mission**

To create healthy ecosystem for Startups and Entrepreneurs as an innovative setup, to create premium services and employment for the national economy at large.

### **Code of Ethics**

**Chamber of Startups, Industries and Entrepreneurs (India) Council has the following Code of Ethics:-**

1. Due Respect and Equal opportunity for all.
2. Integrity and transparency in all our actions and decisions.
3. Responsibility for our decisions and their consequences.



## We are committed to:

1. Ease of doing business to Startups and Entrepreneurs;
2. Acting honestly, truthfully and with integrity in all our transactions and dealings;
3. Avoiding and / or Resolving conflicts of interest in our relationship;
4. Treating every individual / member with fairness, dignity and with respect;
5. Treating all stakeholders with respect, fairness and good faith and providing conducive conditions that safeguard their rights and welfare;
6. Being a good corporate citizen and comply laws of the land both in Letter and Spirit;
7. Achieving the objects of the Chamber with dignity, integrity and transparency
8. Acting responsibly toward the communities in which we work and for the benefit of the communities that we serve.

## Advisory Board of Chamber of Startups:-

- Dr H. P. Kumar, (EX. CMD, NSIC Ltd) Mentor and Senior Advisor
- Dr. Suneel Maggo, President
- Mr. Sameer Rastogi, Vice President
- Dr. Jyotirmoy Jain, Secretary General
- Mrs. Shushma Bali, (Ex GM, PNB), Advisor
- Mr. Rajen Kumar, Advisor
- CA Rajesh Parakh, Advisor
- Mr. Satin Sachdeva, Advisor
- Mr. Sunil Gupta, Advisor
- Mr. Ashutosh Sharma, Advisor
- Mr. Sandeep Bisht, Advisor



## DISCLAIMER

Chamber of Startups, Industries and Entrepreneurs (India) Council is providing this report "Startupnomics" and its contents on an "as is" basis and make no representations or warranties of any kind with respect to this report or its contents. Chamber of Startups, Industries and Entrepreneurs (India) Council disclaim all such representations and warranties.

Even though we have done our best to ensure that the information provided in the report are accurate and provided valuable information, there are no representations or warranties, express or implied, about the completeness, accuracy, or reliability of the information, products, services, or related graphics contained in this report for any purpose.

Regardless of anything to the contrary, nothing available on or through this report should be understood as a recommendation that you should not consult with a professional to address your particular information. It is very important to do your own analysis before making any investment in Startups. Chamber of Startups, Industries and Entrepreneurs (India) Council expressly recommends that you should take independent financial advice from a professional in connection with, or independently research and verify, any information that you find in this report and with to rely upon, whether for the purpose of making an investment decision or otherwise.

No part of this report may be reproduced or transmitted in any form or by any means, electronic or mechanical, without prior written permission from the Chamber of Startups, Industries and Entrepreneurs (India) Council.

No warranty may be created or extended by any promotional statements for this work. Chamber of Startups, Industries and Entrepreneurs (India) Council expressly recommends shall not be liable for any damages arising herefrom.

The content of this report is for informational purposes only. The use of this report implies your acceptance of this disclaimer.

In this report, we have used several images which are available in the internet and it is not possible for us to mention the source of the image individually. We are thankful to all the image providers.

All disputes are subject to Delhi jurisdiction only.





## Need for Startupnomics

**I**t was in mid-80s when the Prime Minister Rajeev Gandhi declared 'Liberalization of Computer Industry' by removing various rules & regulations which were previously imposed on the IT Industry, followed by the commencement of NASSCOM in 1988. From thereon, the Indian startup's ecosystem progressed gradually. The next few decades witnessed a significant growth in the entrepreneurial ventures across the economic and social sectors. NASSCOM was started with 38 members in 1988. In 1989, Canbank Venture Capital Fund was the first Public Sector Bank to setup a Venture Capital Fund. The dotcom era in India started in 1995. This was the time when VSNL started its first commercial Internet service and this was the first time that Indians got exposed to phenomena called 'World Wide Web'. The same year, Info Edge was founded, which was one of the earliest Internet companies in India. Ajit Balakrishnan was the first Indian to register the first domain in India and launched Rediff.com. Also, Shaadi.com, the first matrimonial website was launched.

Then Zoho started under the name of AdventNet in 1996, it started as a Network Management company and it boosted the IT economy that was operating at a grass-root level. In 1997, ICICI Bank became the first bank in India to offer Internet banking. In 1999, the world's largest network of entrepreneurs and a non-profit global community, The Indus Entrepreneurs (TiE) started in Bangalore to promote entrepreneurship. In year 2000, the Information Technology Act 2000 was passed, with the aim of boosting startup culture in the country. At the same time MakeMyTrip company came up and Rediff.com India Limited became India's first dot.com company to be listed on Nasdaq.

In 2004, MuSigma was founded. In 2006, Info Edge was started and had several lucrative ventures such as naukri.com and 99acres.com. This led to the emergence of second-generation Internet companies like redBus, Infibeam, and bookmyshow.com. Also, the first cross-border VC from India – Nexus Ventures founded. In 2007, Flipkart was founded. In 2008, Morpheus, Zomato, and Quikr were founded. In 2010, MakeMyTrip went public on NASDAQ. Also, Freshdesk, Ola, Snapdeal and Paytm were founded the same year. In 2011, Browserstack, Webengage, and Shopclues were founded. In 2012, Housing.com and Jabong were founded. Also, IndiaMART became the world's second-largest B2B marketplace after Alibaba. Also, Flipkart became the first India Unicorn.

In 2013, Amazon entered India. Also, NASSCOM initiated its flagship programme NASSCOM 10,000 startups. Thinktank iSPiRT also founded the same year. In 2014, Swiggy was founded. Ola & Snapdeal became Unicorns and Flipkart acquired Myntra. In 2015, Infibeam went public in India and became the first eCommerce company to get listed in India. Paytm, Zomato & Quikr became unicorns. In 2016, "Start-up India, Stand-up India" initiative launched. Also, Shopclues joined the unicorn club. Also, with an estimated 375 million Internet users, India is now the second-largest Internet market in the world.

### The Startup India initiative:

The Startup India initiative was announced by Shri Narendra Damodardas Modi, Hon'ble Prime Minister of India on August 15, 2015. The flagship initiative aims to build a strong eco-system for nurturing innovation and Startups in the country that will drive sustainable economic growth and generate large scale employment opportunities. Further to this, an Action Plan for Startup India was unveiled by Prime Minister of India on January 16, 2016. The Action Plan comprises of 19 action items spanning across areas such as "Simplification and



handholding", "Funding support and incentives" and "Industry-academia partnership and incubation". Government of India has made fast paced efforts towards making the vision of Startup India initiative a reality. Substantial progress has been made under the Startup India initiative, which has stirred entrepreneurial spirit across the country. The Department for Promotion of Industry and Internal Trade (DPIIT) is mandated to coordinate implementation of Startup India initiative with other Government Departments. Apart from DPIIT, the initiatives under Startup India are driven primarily by five Government Departments viz. Department of Science and Technology (DST), Department of Bio-technology (DBT), Ministry of Human Resource Development (MHRD), Ministry of Labour and Employment and Ministry of Corporate Affairs (MCA) and NITI Aayog.

### Features of Startup India initiative:

1. Compliance Regime based on Self-Certification with an objective to reduce the regulatory burden on Startups thereby allowing them to focus on their core business and keep compliance cost low.
2. Startup India Hub with an objective to create a single point of contact for the entire Startup ecosystem and enable knowledge exchange and access to funding.
3. Rolling out of Mobile App and Portal with an objective to serve as the single platform for Startups for interacting with Government and Regulatory Institutions for all business needs and information exchange among various stakeholders.
4. Legal Support and Fast-tracking Patent Examination at Lower Costs with an objective to promote awareness and adoption of IPRs by Startups and facilitate them in protecting and commercializing the IPRs by providing access to high quality Intellectual Property services and resources, including fast-track examination of patent applications and rebate in fees.
5. Relaxed Norms of Public Procurement for Startups with an objective to provide an equal platform to Startups across sectors vis-à-vis the experienced entrepreneurs/ companies in public procurement.
6. Faster Exit for Startups with an objective to make it easier for Startups to wind up operations.

### Changes in Startups after Startup India Initiatives:

The startup India initiative was aimed at making India one of the largest and vigorous startup ecosystems in the world, PM Modi's flagship initiative Startup India programme took number of policy initiatives to build a strong, conducive, growth-oriented environment for Indian startups and thereby help generate lakhs of job opportunities in the country. The Startup India Action Plan included several steps like incubation centres, easier patent filing, tax exemptions, ease of setting-up of business, an INR 10,000 Cr (\$1.45 Bn) corpus fund, and a faster exit mechanism, among other things. India has climbed up to the 77th position in UN's Ease of Doing Business Ranking. It has also been attracting globally-acclaimed investors, multinationals leveraging Indian tech startups to supplement their technology, and is home to more than 39K startups.

Between 2016-2020, 40,885 startups were recognised under the Startup India programme. The government till now had made 22 regulatory amendments and approved 1,275 patent rebates in the last three years. More than 288.16K registered users are there on the Startup India hub. Startup India Hub has addressed 121.83K queries and facilitated 673 startups. More than 233.27K have registered under the Startup India learning programme.

With the introduction of the Fund of Funds worth INR 10,000 Cr, the Indian Government took the first step in making startups a viable option for career. Also, it made the youth of the country look at entrepreneurship as a viable career option. At the



same time, Atal Innovation Mission was launched by NITI Aayog to develop innovation among budding entrepreneurs at the grassroots level. As part of this, 5,441 Atal Tinkering Labs have been set up across the country.

Under the Startup India programme, startups definition is also redefined. In order to boost the growing startup culture in the country, government took several steps such as fast-tracking of startup patent applications, income tax exemption, and self-certification. It also launched the Startup India Hub to bridge the gap between various stakeholders of the startup ecosystem.

In the past few years, several states have come forward to build their own incubators, coworking hubs, to boost the innovation in the state. Karnataka announced a credit line of INR 2,000 Cr (\$281 Mn) for the startup ecosystem in the state. Telangana, Andhra Pradesh, Odisha, Madhya Pradesh, and Gujarat are some other states that offer end-to-end support to startups and have come up great initiatives to boost their respective ecosystems. Before Startup India was launched, just four states had their startup policies in place and today, 24 Indian states have introduced their own policies.

### **Startup Scenerio after COVID-19:**

COVID-19 has adversely impacted the overall investment sector. While businesses across all sectors can sense the repercussions of COVID-19, start-ups have particularly been one of the most vulnerable, and in fact, are facing various formidable challenges both, from a business as well as from an operations' perspective. Most start-ups have witnessed a decline in supply and or demand, except for those start-ups that are engaged in the supply and, or delivery of 'essential services', educational technology, gaming or streaming services. Notwithstanding the above, glitches in the supply chain network have either way presented challenges for all start-ups. However, the start-up ecosystem has been continuously striving to adapt to the present situation as flexibly as possible, by focussing on the

need to innovate and diversify their business techniques and its operations.

### ***The challenges in front of startups are:***

#### **Cash flow:**

Startup are witnessing a drop in sales and the degree of impact varies according to the sector a company operates in. However, what is needed at this point is the ability to be adaptive and innovative. A lot of ecommerce companies and even conventional shops started selling groceries, fruits or vegetables or providing logistic support to the retailers.

#### **Growth setbacks:**

Startups that might have been planning to launch new products, cover new territories or secure more funding, but those plans need to be put on hold until the situation improves. In fact, the apparent growth setbacks could be an opportunity to display their resilience. By continuing to remain upbeat and adapting to the current scenario, a company can prove to be of higher value to potential investors, clients, employees and other stakeholders.

#### **Funding:**

Funding plans are undoubtedly going to be put on hold for the time being. Investors would want to wait and watch and even from the start-up perspective, it is better to bid your time. As of now, it is a difficult scenario, and investments might come at higher costs, eventually proving to be a fresh challenge. However, by waiting for the situation to improve, a company can give itself time to realign its future plans, targets, financial needs and other such inputs. Thus, it would not only be on a better footing during the funding rounds, but its operational strategy would be more in sync with growth in the new scenario.

#### **Manpower:**

This is one key area of concern, especially to labour intensive sectors such as agriculture, manufacturing, and construction etc. There will be depletion of quality resources, and it might lead to



aggressive talent poaching. The work processes and guidelines will also change due to the social distancing norms that will now become mandatory on a long-term basis. Hence, there is a need to conduct a detailed review of the company's human resources requirements, expenditure and future strategies. The focus should be on talent retention because when the markets open, there will be demand and companies that can cater to that demand will make it big.

### **Higher Sales:**

The lockdown has stopped business operations and retail sales, but it has not diminished the demand. Startups that successfully pass this period will have plenty of sales opportunities. If a brand can build its image of being capable of meeting the public requirements through the right products, it will earn revenues.

### **Global opportunity:**

It is not only the Indian economy but those all over the world that have been hit hard by the pandemic. Hence, the resumption of normalcy will witness demand for quality, innovative and affordable products from all over the world. Indian startups that can create products to address the global needs will see a growth acceleration that will surpass even the pre-COVID-19 times. Overall, the situation poses some serious transitional challenges at present. There is a need for support from the government, investors and organisational leadership to get through this situation. Contingency planning and revamping of workforces to efficiently handle the post-COVID-19 demand is the need of the hour. The companies that continue to operate in the new normal or are founded after the lockdown is over, will stand to gain from the situation.

### **Startup the next economic growth driver:**

Startups that significantly affect the economy are the Transformational startups. Startups create new markets or completely transform old markets

by introducing products that change the world. Giants today like Apple, Facebook and Google were once small but ambitious startups. New technologies often create new opportunities that startups take advantage of. Startups create a massive value over mature businesses, inspiring competition and disrupting the economy to evolve. Startups disproportionately have higher technology and this drive up production of goods and services. The firms that have a high growth output are new and they make disproportionate contributions to output and productivity growth. Startups generally accelerates the creation of jobs. The private sector job growth is significantly higher where the startup activity is high. In contrast, regions with few startup activity experience less than half the job growth. Startups also have a direct change on the cities where they are located such as they bring in wealth and a large inflow of graduates and experienced professionals from other locations who are looking for job opportunities. Startups are engines of growth. To avoid economic stagnation, methods must be sought to foster competition and assist transformational entrepreneurs.

Growth drivers like access to capital/mentors, whitespace opportunities and increased M&A activity are accelerating the start-ups growth which in turn helps the economy to safeguard against economic downturns. Indian start-ups, with their unique solutions, are witnessing increased traction in global whitespace opportunities such as internet of things, augmented reality, smart hardware, big data & analytics, cloud computing, etc.

Startupnomics captures the startup scenario in its fast changing startup ecosystem. We hope the first edition will be found informative and afford everyone an informed reading.



# Indian Startups Fight to Survive COVID-19

**C**OVID-19 pandemic has affected one and all. Lockdowns and social distancing norms hampered organisations. Even though nationwide restrictions have now been eased, companies continue to suffer from the ripple effects of the pandemic induced shutdown. This has triggered the evaluation and re-evaluation of business models and modules as economic slowdown and financial impediments dented earnings of the enterprises. While the MSMEs have been the biggest casualty of the pandemic, start-ups were not spared either.

Prior to the pandemic, many Indian start-ups concentrated on profitability more than growth, but after COVID-19 the approach of businesses is poised to change. Companies are apprehensive about the fact that ramifications of pandemic may continue to disturb their sales for the remainder of this financial year. However, not everything is dark and gloomy. Even as clouds of pessimism continue to hover over business sentiments, few Indian start-ups managed to skate through unharmed and expanded profitably. Some of these start-ups are experiencing fast growth and setting a fine example for the rest of businesses to adapt, fight and survive this predicament.

A growing number of venture capitalists and entrepreneurs are turbocharging the start-up ecosystem. Various Indian start-ups are working diligently with governments at central, state and

district level to assist people and strengthen the nation's support system through innovations.

Edutech Start-ups have had the most constructive and decisive impact during the novel coronavirus pandemic. The likes of BYJU's, Vedanta and Toppr have seen an upsurge in their usage since the first phase of the lockdown was announced. As schools, colleges, universities, and tuition academies shut down their operations to flatten the curve, these e-learning start-ups helped in taking education on digital platforms.

Pharmacy companies, like always, became the backbone of the nation in the fight against the virus. E-pharmacy platforms like Medlife and 1mg offered contact-less delivery of medicines and prescriptions from registered doctors as cities faced a crunch of healthcare workers. These apps store a vast quantity of data which helps in formulating policies for public health, thereby benefiting the MSMEs. Also, ordering medicines online is very secure and convenient for people.

When it comes to online grocery stores, Big Basket doubled its deliveries during the lockdown as

**A growing number of venture capitalists and entrepreneurs are turbocharging the start-up ecosystem. Various Indian start-ups are working diligently with governments at central, state and district level to assist people and strengthen the nation's support system through innovations.**



people preferred to avoid shopping in crowded places. Despite supply chain shocks experienced in the first few days of lockdown, these e-grocers ramped up their logistics and brand partnerships to meet the spiralling consumer demands.

While there is no doubt that COVID-19 has had a detrimental impact on a large chunk of Indian start-ups, it has also opened up a window of opportunities for others. Several start-ups opted to diversify their business model to explore openings instead of closing shop. The lockdown also gave a chance for the start-up biota to revisit their finances and become more capital efficient in the long term. The pandemic has also forced many start-ups to fast track product launches to meet the prevailing demands of the market set-up.

For the start-ups struggling to keep pace, it is not the end of the road. India is home to a humongous market with a robust industrial base which business can fall back upon by undertaking structural reforms and technological innovation. Entrepreneurs have learned to adapt to new challenges and find alternatives to their resources.

Organisations that were earlier hesitant to embrace Digital Transformation and Artificial Intelligence had no other option but adopting technology to remain competitive and survive.

The Central and State governments have also established plans and strategies to help businesses tide over the crisis. By promoting AatmaNirbhar Bharat (Self-reliant India), policymakers are not only concentrating on revitalising the distressed economy but also developing a conducive atmosphere for improving the ease of doing business.

Austrian-born economist Joseph Schumpeter believed capitalism will always keep creating new products and markets by demolishing the old ones. This process of "disruption" is not limited to the realm of products but organizations and philosophies as well. A playbook for growth is 'Pivot or Perish'; for start-ups, pivoting is not one of the options but the only option.

—Yogesh Bhosale,  
Co-Founder, SME Venture



## MSME LENDING – CANARA BANK

**C**anara Bank is one of the leading Public Sector Banks in the Country with its legacy of 114 years of existence. Bank is Facilitating growth of MSMEs through its wide network of branches spread across the country and with the additional support by the 52 SME Sulabhs (centralized processing hubs), 243 SME specialized Branches & around 700 SME focus Branches.

Bank is offering a wide array of products and services focusing on the development and to provide financial support to MSMEs. In addition to the PAN India products, Bank has tailor made area specific schemes catering to needs of specific clusters/areas/segments. Products like Canara "MSME CAP" (credit against property), "CANARA GST"-For GST Registered MSMEs, "DOCTORS CHOICE" – For Financial Assistance to registered medical practitioners for setting up clinics etc., "PSB Loans in 59 Minutes" – to provide contactless MSME Loans through digital portal, with minimum TAT, TReDS (Trade Receivable Exchange) Platform – For online bills discounting of MSMEs etc., are a few among our numerous custom made products in place for supporting MSMEs.

Bank has been financing greenfield/ Startup enterprises under extant norms for financing to MSMEs, and also vide various schemes to assist specific sectors of MSMEs. Some of such schemes are:

- **Stand-up India :-**

To give thrust on reaching out to MSMEs for setting up a new enterprise (Green Field Project) in Manufacturing, Trading and



Services Sector by SC/ST/Women Entrepreneurs.

- **Prime Minister's Employment Generation Programme (PMEGP) :-**

To focus on generating employment opportunities in rural and semi-urban areas by extending Cash Credit and Term Loans for facilitating setup of new projects.

- **Pradhan Mantri Mudra Yojana (PMYY) :-**

To provide collateral free loans upto Rs. 10 lakhs for business purpose.

Bank was among the Top performing Bank under PMEGP performance during FY 2018-19 and 2019-20 recognized by Khadi and Village Industries Commission (KVIC), Ministry of MSME, GOI and has been recognized on various forums for outstanding performance in respect of lending to MSMEs, time and again.

For Further details on loan products offered to MSMEs, our website – [www.cananrabank.com](http://www.cananrabank.com), or our branches in your vicinity may be visited.



## CONTENTS

### Unicorn Startups

| S.No. | Name of Startup      | Page No. |
|-------|----------------------|----------|
| 1.    | Bigbasket .....      | 3-4      |
| 2.    | Billdesk .....       | 5-6      |
| 3.    | Byjus .....          | 7-8      |
| 4.    | Citius Tech .....    | 9        |
| 5.    | Delhivery .....      | 11-12    |
| 6.    | Dream11 .....        | 13-14    |
| 7.    | Druva Software ..... | 15-16    |
| 8.    | Flipkart .....       | 17-18    |
| 9.    | Freshworks .....     | 19-20    |
| 10.   | Hike .....           | 21-22    |
| 11.   | Icetris .....        | 23-24    |
| 12.   | Inmobi .....         | 25-26    |
| 13.   | Lenskart .....       | 27-28    |
| 14.   | Mu Sigma .....       | 29-30    |
| 15.   | Ola .....            | 31-32    |
| 16.   | Ola Electric .....   | 33-34    |
| 17.   | Oyo .....            | 35-36    |
| 18.   | Paytm .....          | 37       |
| 19.   | Paytm Mall .....     | 39-40    |
| 20.   | Pine Labs .....      | .41-42   |
| 21.   | Policy Bazar .....   | 43-44    |
| 22.   | Postman .....        | .45-46   |
| 23.   | Quickr .....         | 47-48    |
| 24.   | Razorpay .....       | 49-50    |
| 25.   | Rivigo .....         | 51-52    |
| 26.   | Shopclues .....      | 53-54    |
| 27.   | Snapdeal .....       | 55-56    |
| 28.   | Swiggy .....         | 57-58    |
| 29.   | Udaan .....          | 59-60    |
| 30.   | Zomato .....         | 61-62    |



## Investors

| S.No. | Name of Investors                       | Page No. |
|-------|---|----------|
| 31.   | A91 Partners .....                      | 63       |
| 32.   | Accel .....                             | 63       |
| 33.   | Accion Venture Lab .....                | 63       |
| 34.   | Adar Poonawalla .....                   | 64       |
| 35.   | Alibaba Group .....                     | 64       |
| 36.   | Anicut Capital .....                    | 64       |
| 37.   | Aspada Capital .....                    | 65       |
| 38.   | Aquiline Technology Growth .....        | 65       |
| 39.   | Beenext .....                           | 65       |
| 40.   | Chiratae Ventures .....                 | 66       |
| 41.   | Cipla .....                             | 66       |
| 42.   | Coatue .....                            | 66       |
| 43.   | Dragoneer .....                         | 66       |
| 44.   | Eighty Roads Ventures .....             | 66       |
| 45.   | Equinor Venture .....                   | 67       |
| 46.   | Everstone .....                         | 67       |
| 47.   | Faering Capital .....                   | 67       |
| 48.   | Fairfax Financial Holding .....         | 67       |
| 49.   | Flipkart .....                          | 68       |
| 50.   | Founder Bank Capital .....              | 68       |
| 51.   | Goldman Sachs .....                     | 68       |
| 52.   | Helion Venture Partners .....           | 69       |
| 53.   | Icos Capital Management .....           | 69       |
| 54.   | Indigram Labs .....                     | 70       |
| 55.   | Innoven Capital .....                   | 70       |
| 56.   | Insead Angels .....                     | 70       |
| 57.   | Insitor Partners .....                  | 70       |
| 58.   | International Finance Corporation ..... | 71       |
| 59.   | JSW Ventures .....                      | 71       |
| 60.   | Kalaari Capital .....                   | 71       |
| 61.   | Kohlberg Kravis Roberts .....           | 72       |
| 62.   | LGT Lightstone .....                    | 72       |
| 63.   | Lightspeed Venture Partners .....       | 72       |



| S.No. | Name of Investors                | Page No. |
|-------|----------------------------------|----------|
| 64.   | Matrix Partner India .....       | 73       |
| 65.   | Mountain Pine Capital .....      | 73       |
| 66.   | Munich Re Ventures .....         | 73       |
| 67.   | Omidyar Network .....            | 74       |
| 68.   | Omnivore .....                   | 75       |
| 69.   | Paytm Mall .....                 | 75       |
| 70.   | PI Venture .....                 | 75       |
| 71.   | Prime Venture Partners .....     | 75       |
| 72.   | RNT Capital .....                | 76       |
| 73.   | Rockstud Capital .....           | 76       |
| 74.   | RTP Global .....                 | 76       |
| 75.   | Saama Capital .....              | 77       |
| 76.   | SAMSUNG Venture Investment ..... | 77       |
| 77.   | Schroder Adveq .....             | 77       |
| 78.   | Sequoia Capital India .....      | 78       |
| 79.   | Smile Group .....                | 78       |
| 80.   | Sojitz .....                     | 78       |
| 81.   | Sorenson Impact .....            | 79       |
| 82.   | Speciale Invest .....            | 79       |
| 83.   | Steadview Capital .....          | 79       |
| 84.   | Stride Ventures .....            | 79       |
| 85.   | Tencent Holdings .....           | 80       |
| 86.   | Tiger Global .....               | 80       |
| 87.   | Trifecta Capital Partners .....  | 81       |
| 88.   | TVS Capital Funds .....          | 81       |
| 89.   | Unicorn India Venture .....      | 81       |
| 90.   | Unitus Ventures .....            | 82       |
| 91.   | Venture Catalysts .....          | 82       |
| 92.   | Verlinvest .....                 | 82       |
| 93.   | Vertex Venture Holdings .....    | 83       |
| 94.   | Westbridge Capital .....         | 83       |
| 95.   | Zodious Capital .....            | 83       |



## Stratups

| S.No.       | Name of Startup                      | Page No. |
|-------------|--------------------------------------|----------|
| <b>96.</b>  | <b>Agritech</b>                      |          |
| 1.          | Arya Collateral Warehousing Services | 85-86    |
| 2.          | Farmley .....                        | 87-88    |
| 3.          | Clover .....                         | 89-90    |
| 4.          | Intello Labs .....                   | 91-92    |
| <b>97.</b>  | <b>Aerospace</b>                     |          |
| 1.          | Agnikul Cosmos .....                 | 93-94    |
| <b>98.</b>  | <b>Automotive</b>                    |          |
| 1.          | CredR .....                          | 95-96    |
| 2.          | Sibros .....                         | 97-98    |
| <b>99.</b>  | <b>Consumer Services</b>             |          |
| 1.          | Onsitego .....                       | 99-100   |
| 2.          | UrbanClap .....                      | 101-102  |
| <b>100.</b> | <b>Edtech</b>                        |          |
| 1.          | Edvizo .....                         | 103-104  |
| 2.          | Harappa Education .....              | 105-106  |
| 3.          | InterviewBit .....                   | 107      |
| 4.          | Pariksha .....                       | 109-110  |
| 5.          | Vedantu .....                        | 111-112  |
| <b>101.</b> | <b>E-Commerce</b>                    |          |
| 1.          | Bigbasket .....                      | 113-114  |
| 2.          | Bizongo .....                        | 115-116  |
| 3.          | Cars24 .....                         | 117      |
| 4.          | Firstcry .....                       | 119-120  |
| 5.          | Funkfeets .....                      | 121      |
| 6.          | Lal10 .....                          | 123-124  |
| 7.          | Milkbasket .....                     | 125-126  |
| 8.          | Purplle .....                        | 127-128  |
| 9.          | Shiprocket .....                     | 129-130  |
| 10.         | Wooden Street .....                  | 131-132  |



| S.No.       | Sector Name                             | Name of Startup                      | Page No. |
|-------------|---|--------------------------------------|----------|
| <b>102.</b> | <b>Enviroment Consulting</b>            |                                      |          |
| 1.          |   | Carbon Clran Solution .....          | 133-134  |
| <b>103.</b> | <b>Fantasy Sports and Entertainment</b> |                                      |          |
| 1.          |   | Dream11 .....                        | 135-136  |
| 2.          |   | Flickstree .....                     | 137-138  |
| 3.          |   | Pocket52 .....                       | 139-140  |
| 4.          |   | Zupee .....                          | 141      |
| <b>104.</b> | <b>Fintech</b>                          |                                      |          |
| 1.          |   | Acko General Insurance .....         | 143      |
| 2.          |   | Aye Finance .....                    | 145-146  |
| 3.          |   | City Cash .....                      | 147-148  |
| 4.          |   | CpinDCX .....                        | 149-150  |
| 5.          |   | Digit Insurance .....                | 151-152  |
| 6.          |   | goDutch .....                        | 153-154  |
| 7.          |   | Incred .....                         | 155      |
| 8.          |   | Innoviti .....                       | 157-158  |
| 9.          |   | Leap Finance .....                   | 159-160  |
| 10.         |   | MoneyTap .....                       | 161-162  |
| 11.         |   | Nira .....                           | 163-164  |
| 12.         |   | PhonePe .....                        | 165-166  |
| 13.         |   | Recko .....                          | 167-168  |
| 14.         |   | SmartCoin Financials Pvt. Ltd. ..... | 169-170  |
| 15.         |   | SuperMoney .....                     | 171-172  |
| <b>105.</b> | <b>Food &amp; Beverages</b>             |                                      |          |
| 1.          |   | Hoi Foods .....                      | 173-174  |
| 2.          |   | Sweetish House Mafia .....           | 175-176  |
| 3.          |   | Wow Momo .....                       | 177      |
| <b>106.</b> | <b>Health Care</b>                      |                                      |          |
| 1.          |   | Axio Biosolutions .....              | 179-180  |
| 2.          |   | Green Cure .....                     | 181-182  |
| 3.          |   | HealthPlix .....                     | 183-184  |
| 4.          |   | Innovaccer .....                     | 185-186  |
| 5.          |   | Oziva .....                          | 187-188  |
| 6.          |   | SARVA .....                          | 189-190  |



| S.No.       | Sector Name                                    | Name of Startup                        | Page No. |
|-------------|--|--|----------|
|             |  | 7. Slyback Pharma LLC .....            | 191-192  |
|             |  | 8. Wellthy Therapeutics .....          | 193-194  |
| <b>107.</b> | <b>Hospitality</b>                             | 1. Treebo Hotels .....                 | 195-196  |
| <b>108.</b> | <b>IT / ITES / SAAS / Social Media</b>         | 1. Yellow Messenger .....              | 197-198  |
|             |  | 2. Fittr .....                         | 199-200  |
|             |  | 3. Hapramp Studio .....                | 201      |
|             |  | 4. Indusface .....                     | 203-204  |
|             |  | 5. inFeedo .....                       | 205-206  |
|             |  | 6. Nextbillion.ai .....                | 207-208  |
|             |  | 7. Rooter .....                        | 209-210  |
|             |  | 8. SirionLabs .....                    | 211-212  |
| <b>109.</b> | <b>Logistics / Transport</b>                   | 1. Bulk MRO .....                      | 213-214  |
|             |  | 2. Instavans Logistics Pvt. Ltd. ..... | 215      |
|             |  | 3. LetsTransport .....                 | 217-218  |
|             |  | 4. My Place DLVRY .....                | 219      |
|             |  | 5. Rivigo .....                        | 221-222  |
|             |  | 6. Shuttl .....                        | 223-224  |
|             |  | 7. Xpressbess .....                    | 225-226  |
|             |  | 8. Yolobus .....                       | 227-228  |
|             |  | 9. Yulu Bikes .....                    | 229-230  |
|             |  | 10. Zoomcar.....                       | 231-232  |
| <b>110.</b> | <b>Social Media Platform And Entertainment</b> | 1. Chingari .....                      | 233-234  |
|             |  | 2. NewsBytes .....                     | 235-236  |
| <b>111.</b> | <b>Personal Care</b>                           | 1. Mamaearth .....                     | 237-238  |
| <b>112.</b> | <b>Real Estate</b>                             | 1. MPowered .....                      | 239      |
|             |  | 2. My Place Coworking .....            | 241      |



# UNICORN STARTUPS OF INDIA

**In Startup Industry, the term UNICORN refers to the startup that reaches the valuation of \$1 billion.**

The term “Unicorn Startup” was firstly founded Aileen Lee, founder of CowboyVC, a seed stage venture capital fund based in Palo Alto, California. The term “Unicorn Startup” refers to a private company valued at or over \$1 billion — because just like the mythical creature, the statistical rarity of such a successful business venture is improbable, but not impossible.

To be a unicorn is no cakewalk and each unicorn today has its own story with a list of features that worked in their favour. We have listed down a few pointers that are commonly seen across all the unicorns:

- **Disruptive Innovation:** Mostly, all the unicorns have brought a disruption in the field they belong to. Ola, for example, changed the way people

commuted. OYO changed the way people planned their stay while travelling and Flipkart & Snapdeal disrupted the usage of E-Commerce.

- **Solution Provider:** It is seen that unicorns are mostly the Solution Provider of the problem that exists in the society. They change the way people do things and gradually create a necessity for themselves. They are also seen to keep innovation up and running to stay ahead of competitors which might later boom.
- **High on Tech:** Another common trend across unicorns is that their business model runs on tech. Ola got their model accepted by crafting a friendly app. OYO made the world seem smaller by making the best of the world wide web.

**The combined valuation of the Unicorns are \$ 115.90 Bn. Here are the list of the Startups that reaches to the crown of "Unicorn":-**

- Bigbasket
- Icetris
- Policy Bazaar
- Billdesk
- Inmobi
- Postman
- Byjus
- Lenskart
- Quikr
- Citius Tech
- Mu Sigma
- Razorpay
- Delhivery
- Ola
- Rivigo
- Dream11
- Ola Electric
- Shopclues
- Druva Software
- Oyo
- Snapdeal
- Flipkart
- Paytm
- Swiggy
- Freshworks
- Paytm Mall
- Udaan
- Hike
- Pine Labs
- Zomato

*(The Startups are alphabetically arranged)*

- We manufacturer desert coolers and designer coolers.
- We are having the reputation for our best quality & designs and are renowned for our products.
- We have a client base presence in PAN India.



## Pooja Enterprises

📍 C-9, Meerut Road, Industrial Area, Ghaziabad, Uttar Pradesh-201003

✉️ [ypoojaenterprises19@gmail.com](mailto:ypoojaenterprises19@gmail.com)

📞 +91-7289978852



|                            |  |
|----------------------------|--|
| <b>Startup Name</b>        | <b>:</b> <b>BigBasket</b>  |
| <b>Founder Name</b>        | <b>:</b> <b>Abhinay Choudhari, Hari Menon, Vipul Parekh, VS Sudhakar</b>     |
| <b>Launch Year</b>         | <b>:</b> <b>2011</b>   |
| <b>Total valuation</b>     | <b>:</b> <b>\$1B</b>   |
| <b>Website</b>             | <b>:</b> <a href="https://www.bigbasket.com/">https://www.bigbasket.com/</a> |
| <b>Sector</b>              | <b>:</b> <b>Online Groceries</b>   |
| <b>Headquarter</b>         | <b>:</b> <b>Bengaluru</b>  |
| <b>Unicorn status year</b> | <b>:</b> <b>2019</b>   |

## About BigBasket:

BigBasket is into delivering everyday cooking essentials like ghee (clarified butter), diced coconut and fragrant basmati rice and over 18,000 other items from bread to laundry detergent for their customers to shop from and get it delivered at their doorstep. Their target motive is to enable the ease of doing grocery shopping online to avoid traffic and the drudgery of supermarket runs.

## How BigBasket came into Existence:

All of this began when the BigBasket founders decided to exploit the experience they got post the



massive failure of the dot com bubble. Hence, they decided to create a unique website that was never done before. All the founders of Big Basket had relevant and recent experience of the e-commerce when they had created Fabmart.com.

Fabmart.com was an online platform that sold books, toys, and groceries in the year 1999. Back then, only

## Investment Rounds:

| Announcement Date | Round Name     | Money Raised   | Lead Investors                     |
|-------------------|----------------|----------------|------------------------------------|
| March 2012        | Series A       | \$10 Million   | Ascent Capital                     |
| April 2014        | Bridge Round   | \$3 Million    | Singapore-based private investor   |
| September 2014    | Series B       | \$33 Million   | Helion Venture artners             |
| August 2015       | Series C       | \$50 Million   | Bessemer Venture Partners          |
| March 2016        | Series D       | \$150 Million  | Abraaj Group                       |
| March 2017        | Debt Financing | \$6.9 Million  | Trifecta Capital Advisors          |
| September 2017    | Series E       | \$280 Million  | Alibaba Group, Paytm Mall          |
| October 1, 2017   | Venture Round  | \$5 Million    | Bessemer Venture Partners          |
| October 10, 2017  | Debt Financing | \$838.1K       | Trifecta Capital Advisors          |
| October 25, 2017  | Venture Round  | \$4.3 Million  | Helion Ventures Partners           |
| February 2018     | Series E       | \$300 Million  | Alibaba Group                      |
| January 2019      | Venture Round  | -              | Growth Story                       |
| May 2019          | Series F       | \$150 Million  | Mirae Asset-Naver Asia Growth Fund |
| July 2019         | Debt Financing | \$14 Million   | Trifecta Capital                   |
| April 9, 2020     | Venture Round  | \$60 Million   | Alibaba Group                      |
| April 15, 2020    | Debt Financing | \$51.8 Million | Alibaba Group                      |



within a few months, they had realized that not just our country but the whole world was not ready to take this buzz of digitization. In the year 2006, Fabmart was merged with a brick-and-mortar grocery chain and the founders ended up selling their startup for a lump sum amount.

Then came the golden year of 2011, when the team reunited and started re-evaluating the idea of again coming up with something new and exciting. Despite all the criticism they had received back in 1999, they stood very strong on the fact that the time to do something that'd put them on the map was then. In 2011, the smartphone market was booming and anything and everything was available except groceries, of course. And that, right there was their Eureka moment.

### **About the founders:**

BigBasket was founded by V.S. Sudhakar, Hari Menon, V.S. Ramesh, Vipul Parekh and Abhinay Choudhari in 2011. Prior to BigBasket, the founders also founded Fabmart.com, an online platform that sold books, toys, and groceries in the year 1999. Fabmart was sold to a grocery chain in 2006.

BigBasket CEO Hari Menon comes with a vast experience in diverse fields. Prior to Big Basket Mr Menon was the CEO of Indiaskills, the Vocational Education joint venture of Manipal Group with City & Guilds, UK. An alumni of BITS Pilani, Hari Menon also worked as the Country Head at Planetasia, one of India's first Internet services businesses. Hari also held top positions with IT majors like Wipro Infotech.

BigBasket co-founder V S Sudhakar was the CEO of Planetasia. He has vast experience of working in the IT sector. V.S. Ramesh is the Head of Logistics & Supply Chain at BigBasket. An Electronics Engineering graduate from Karnataka University, V.S. Ramesh has over 21 years of experience in the Indian Navy handling Operations and Logistics.

Vipul Parekh is the Head of Finance & Marketing at BigBasket. Vipul is an alumnus of IIM Bangalore, and worked with Peepul Capital, a leading Private Equity Fund as an investment Director. He also worked as business development head in the Wipro Infotech Group.

Abhinay Choudhari is the Head of New Initiatives at BigBasket. Abhinay is an IIM Ahmedabad alumnus. Besides working with leading IT companies like iGATE & Infosys, Abhinay also founded Stylecountry.com, one of India's first online fashion retail stores. Stylecountry.com had to be closed down as it did not turn out to be profitable.

### **ABOUT INVESTORS:-**

#### **Ascent Capital:**

Founded in 2001, Ascent Capital is an India focused private equity firm based in Bangalore, India. The firm prefers to make growth investments in the technology, e-commerce, healthcare, financial services, consumer brands and infrastructure sectors.

#### **Helion Venture Partners:**

Helion Venture Partners is a venture capital firm specializing in early and mid-stage investments. The firm prefers to invest in technology powered and consumer service businesses in sectors like outsourcing, internet, mobile, technology products, retail services, healthcare, education and financial services. It focuses on investing in companies based in India. Helion Venture Partners is based in Port Louis, Mauritius with additional offices in Bangalore, India and Gurgaon, India.

#### **Bessemer Venture Partners:**

Founded in 1911, Bessemer Venture Partners is a venture capital firm based in Redwood City, California. The firm seeks investments in seed and early-stage companies. The firm prefers to make investments in the consumer, cybersecurity, clean technology, energy, healthcare, financial services, mobile, data security, cloud computing, software, communications and manufacturing sectors.

#### **Abraaj Group:**

The Abraaj Group was an Operator of an investment company operating in the growth markets of Africa, Asia, Latin America, Middle East and Turkey. The company engaged in finding, growing and monetizing investments across several sectors through partnerships, enabling businesses and communities to become sustainable and profitable.



|                            |  |
|----------------------------|--|
| <b>Startup Name</b>        | <b>:</b> Billdesk  |
| <b>Founder Name</b>        | <b>:</b> Ajay Kaushal  |
| <b>Launch Year</b>         | <b>:</b> 2000  |
| <b>Total valuation</b>     | <b>:</b> \$1.5B  |
| <b>Website</b>             | <b>:</b> <a href="https://billdesk.com/">https://billdesk.com/</a> |
| <b>Sector</b>              | <b>:</b> Payments (B2B)  |
| <b>Headquarter</b>         | <b>:</b> Mumbai  |
| <b>Unicorn status year</b> | <b>:</b> 2018  |

## What is Billdesk all about:

BillDesk is a 20-year-old company that was founded all the way back in 2000. The company was started by American accounting firm employee Arthur Andersen M.N. Srinivasu, Ajay Kaushal, and Karthik Ganapathy, who quit their job to start a company that made it easier to pay their bills. Earlier people had to stand in long queues to pay their electricity bills and phone bills thus the company planned to bring this process to the newly-emerging medium of the internet. Today it is one of India's largest online payment gateway company.

## About the founder:

An MBA graduate from IIM, Srinivasu had spent a decade working at ITC, before joining the consulting firm Arthur Anderson in 1999. It was here that he met his eventual co-founders Ajay Kaushal and Karthik Ganapathy. The three of them were involved in consulting in the financial services sector. This was around the time when banking in India was about to undergo a major paradigm shift. Banks were



investing in core banking platforms and moving away from brick-and-mortar branches. Srinivasu and his colleagues realised the business opportunity in building a layer of services to assist banks in going digital. They decided not to get into online share trading (or) lending, because of the intense competition.

## How Billdesk came into existence?

Bill Desk was founded in 2000 by M.N. Srinivasu, Ajay Kaushal and Karthik Ganapathy. Back then, all three of them were employed in the American

## Investment Rounds:

| Announcement Date | Round Name                      | Money Raised | Lead Investors                                   |
|-------------------|---------------------------------|--------------|--|
| Nov 16, 2018      | Corporate Round-Billdesk        | ₹ 6B         | Visa   |
| Mar 15, 2016      | Secondary Market - Billdesk     | \$150M       | General Atlantic                                 |
| Apr 4, 2012       | Private Equity Round - Billdesk | —            | TA Associates                                    |
| Jun 22, 2006      | Venture Round-Billdesk          | \$7.5M       | Clearstone Venture Partners, State Bank of India |



accounting firm, Arthur Anderson. They quit their jobs to start their own company. During that time, people had to stand in long queues to pay any bills, be it phone bills or electricity bills. This gave the founders an idea of a convenient payment platform, who then decided to do something to make this process simple and more convenient with the help of an online platform and this is how they started out with their company.

## ABOUT INVESTORS:

### Visa:

Visa was founded in 1958 and is based in San Francisco, California, United States. Visa is an American multinational financial services company that facilitates electronic payment systems throughout the world. The company operates the world's largest retail electronic payments network through the transfer of value and information among financial institutions, merchants, consumers, businesses, and government entities. Visa also provides electronic payment, risk management, and payment security solutions to online merchants; digital goods transactions services in online games, digital media, and social networks; and mobile financial services for mobile network operators and financial institutions in developing economies.

Visa's global payment brands include Visa, Visa Electron, PLUS, and Interlink. Together they provide payment options through credit, debit, prepaid, and commercial programs in 200 countries and territories. Visa's global network, VisaNet, delivers value-added processing services such as fraud and risk management, dispute resolution, rewards, and other business-enhancing applications.

### General Atlantic:

General Atlantic is a global growth equity firm providing capital and strategic support for growth companies. Established in 1980, General Atlantic combines a collaborative global approach, sector specific expertise, a long-term investment horizon and a deep understanding of growth drivers to partner with great entrepreneurs and management teams to build exceptional businesses worldwide. General Atlantic has more than 100 investment professionals based in New York, Amsterdam, Beijing, Greenwich, Hong Kong, London, Mexico City, Mumbai, Munich, Palo Alto, São Paulo and Singapore.

“

**Chase the vision, not the  
money; the money will  
end up following you.**

*-Tony Hsieh, Zappos CEO*

”



|                             |   |
|-----------------------------|---|
| <b>Startup Name</b>         | : BYJU'S  |
| <b>Founder Name</b>         | : Byju Raveendran, Divya Gokulnath                    |
| <b>Launch Year</b>          | : 2008  |
| <b>Total valuation</b>      | : \$8.2B  |
| <b>Website</b>              | : <a href="https://byjus.com/">https://byjus.com/</a> |
| <b>Sector</b>               | : EdTech  |
| <b>Headquarter</b>          | : Bengaluru   |
| <b>Unicorn status year:</b> | <b>2018</b>   |

## What is Byju's all about:

The Bangalore based educational technology platform Byju's is an online tutoring and coaching firm that was started in the year 2011 and runs on a freemium model. Byju's parent company is 'Think and Learn Pvt Ltd'. The main aim of Byju's is to provide coaching through online video lectures for students of class 1 to class 12 and also for people who prepare for competitive exams like IIT – JEE, NEET, CAT, GRE, and GMAT.

Byjus- the Learning app was launched in the year 2015 and since then it has been a huge success. It is used by more than 15 million students all over the world and has 9,00,000 paid subscribers. The app helps the students to learn on their own rather than the



traditional culture of spoon-feeding. Their approach combines the reinvention of learning, world-class teachers, proven pedagogical methods and personalized learning.

## About the Founders:

Byju Raveendran is the founder of Byju's Classes, the Education Technology firm whose tagline/slogan is "Fall in love with learning". Byju's founder and CEO, Byju Raveendran was born in 1980 in Azhikode, Kerela. He is a B.Tech (mechanical engineering)

## Investment Rounds:

| Announcement Date | Round Name            | Money Raised   | Lead Investors                                     |
|-------------------|-----------------------|----------------|--|
| March 2016        | Series C              | \$75 Million   | Sequoia Capital India & Sofina                     |
| September 2016    | Series D              | \$50 Million   | Chan Zuckerberg Initiative & Sequoia Capital India |
| December 2016     | Series E              | \$15 Million   | IFC Venture Capital Group & InnoVen Capital        |
| March 2017        | Series F              | \$30 Million   | Verlinvest   |
| August 2017       | Corporate Round       | \$40 Million   | Tencent Holdings                                   |
| December 2018     | Venture Round         | \$ 540 Million | Prosus & Naspers                                   |
| March 2019        | Private Equity Round  | \$332 Million  | General Atlantic                                   |
| March 2019        | Private Equity Round  | \$31 Million   | General Atlantic & Tencent Holdings                |
| July 2019         | Private Equity Round  | \$150 Million  | Qatar Investment Authority                         |
| January 2020      | Private Equity Round  | \$200 Million  | Tiger Global Management                            |
| Februray 2020     | Private Equity Round  | \$200 Million  | General Atlantic                                   |
| August 2020       | -                     | \$123 Million  | DST Global   |
| September 2020    | Fresh Financing Round | \$500 Million  | Silver Lake  |



from Government Engineering College in Kannur, Kerela. Before starting Byju's, Byju Raveendran was working in a multinational shipping firm as a service engineer. However, his passion lied in teaching which later inspired him to start Byju's. Besides being an entrepreneur and teacher, Byju Raveendran is also an expert sports person who played six different sports including football, cricket, table tennis and badminton in the University level. Popularly known as Byju sir among his students, Byju cleared CAT twice with 100 percentiles, though he never joined any IIM.

### **How Byju's came into Existence:**

Coming from a small village named Azhikode in Kerela, Byju Raveendran was an engineer with a shipping company based in the UK. While he was working, he started to help his friends in cracking the CAT exam, which is an entrance exam for getting into the IIMs. Back then to test himself he also gave the exam and got 100 percentiles. He did not join any of the IIMs but started teaching students for their mathematics exams.

Initially, he started taking maths workshops for free and then slowly started charging when he got the confidence. At one point of time in his career, he got so famous that in a single workshop more than 20000 students participated. In the year 2009, he started to record his videos of the workshops that he took.

His former students who graduated from IIMs approached him saying that he should start Byju's classes to a new domain. That is when 'Think and Learn Pvt Ltd' was formed to create content for school students. In 2015 he launched Byju's – The Learning App and in the first year itself, the app was downloaded by more than 5.5 million people.

### **ABOUT INVESTORS:**

#### **Sofina:**

Founded in 1956, Sofina is a venture capital firm based in Brussels, Belgium. The firm seeks to invest in companies operating in the consumer and retail, digital transformation, education and healthcare sectors.

#### **International Finance Corporation:**

Founded in 1956, International Finance Corporation is a private equity investment firm headquartered in Washington, District of Columbia. The firm is a member of the World Bank Group and is a global

development institution that focuses on the private sector in developing countries. The firm provides investment services, advisory services, and asset management services to businesses and governments. Although part of the Bank Group, IFC is a separate legal entity with separate articles of agreement, share capital, financial structure, management, and staff. Membership in IFC is open only to member countries of the World Bank. The firm has additional offices across Asia, Africa, Europe, and North America.

#### **Verlinvest:**

Verlinvest is a family-owned, consumer-focused investment firm that is based in Brussels, Belgium. The firm invests in the communication, networking, software, food, beverage, retail, hospitality, digital and media sectors. It was founded in 1995.

#### **Tencent:**

Tencent is a Chinese Internet giant with businesses and investments in a wide variety of Internet services and contents. Major services include communication and social networking (Weixin/WeChat and QQ), online PC and mobile games, content (news, videos, music, comics, and literature), utilities (email, app store, mobile security, and mobile browser), the cloud, and financial technology. Tenpay in Weixin/WeChat and QQ is a payment solution that enables closed-loop transactions in Tencent's ecosystems and has been adopted by many third-party partners and offline merchants. Tencent has an aggregate monthly active user base of over 600 million for QQ and 1.2 billion for Weixin/WeChat.

#### **Prosus Ventures:**

Prosus Ventures is the venture capital arm of Prosus and is based in Hoofddorp, Netherlands. The firm seeks to invest in technology companies in high-growth markets, particularly in the payments, mobile, logistics, and regulations sectors. The firm acts as an operator or investor from early to late-stage, minority or majority, in countries and markets with growth potential.

#### **General Atlantic:**

Founded in 1980, General Atlantic is a private equity firm and is based in New York, New York. The firm prefers investments in growth-stage companies across the financial services, media, healthcare, big data, SaaS, communications, electronics, energy and resources sectors.



|                            |  |
|----------------------------|--|
| <b>Startup Name</b>        | <b>:</b> CitiusTech  |
| <b>Founder Name</b>        | <b>:</b> Rizwan Koita and Jagdish Moorjani                                     |
| <b>Launch Year</b>         | <b>:</b> 2005  |
| <b>Total valuation</b>     | <b>:</b> \$1B  |
| <b>Website</b>             | <b>:</b> <a href="https://www.citiustech.com/">https://www.citiustech.com/</a> |
| <b>Sector</b>              | <b>:</b> IT-Healthcare   |
| <b>Headquarter</b>         | <b>:</b> Mumbai  |
| <b>Unicorn status year</b> | <b>:</b> 2019  |

## What is Citius Tech all about:

Citius Tech was found in 2005, the company provided solution for healthcare technology services. The company works on various digital technologies like Business Intelligence, mobility & IoT, Big Data, Cloud Computing, Predictive Analytics & Data Science

## About the founders and how it was started:

Rizwan Koita and Jagdish Moorjani both topped their batches (electrical engineering and chemical engineering, respectively) at IIT Bombay. Koita became the first non-MBA recruit of McKinsey India. While working on a report on the Indian outsourcing industry, he saw an opportunity for himself in the BPO space. Not one to sit on a good idea, Koita, who was 29 at the time, quit McKinsey and partnered with fellow IITian Jagdish Moorjani to launch a BPO TransWorks in 1999. There were only 50 good BPOs in India. In 2003, when the BPO market in India reached saturation point, they sold the company to the Aditya Birla Group for Rs 60 crore.

Koita and Moorjani, now in their mid-40s, decided to take on a new challenge and enter a difficult and competitive domain: IT healthcare. They got in touch



with Bimal Naik, a domain expert on the US healthcare business, another IITian, to start CitiusTech. They realised that unlike the finance industry, the medical and healthcare analytics industry was not well-organised. Compiling medical data and capturing trends is a complicated process, but that made the challenge all the more exciting. They found a fragmented market, one where very few companies had ventured into. CitiusTech is operating in a niche segment of healthcare. It was acquired by Baring Private Equity Asia in a deal valuing it at above \$1 billion on June 2019.

## ABOUT THE INVESTORS:-

### General Atlantic:

Founded in 1980, General Atlantic is a private equity firm and is based in New York, New York. The firm prefers investments in growth-stage companies across the financial services, media, healthcare, big data, SaaS, communications, electronics, energy and resources sectors.

## Investment Rounds:

| Announcement Date | Round Name                        | Money Raised | Lead Investors   |
|-------------------|-----------------------------------|--------------|------------------|
| Mar 20, 2014      | Private Equity Round - CitiusTech | \$111.3M     | General Atlantic |



**FILING**<sup>®</sup>  
Bazaar

**www.FilingBazaar.com**

India's Largest Online Corporate Legal Services

200+ Services | 50+ City | 300+ Professionals | 8000 + Happy client

### POPULAR SERVICES

- \* Company Registration
- \* Trust / Society Registration
- \* FSSAI / Food License
- \* Import Export Code
- \* PF/ ESI Registration
- \* Barcode Registration
- \* Company Annual Filing
- \* Income Tax Return
- \* MSME/SSI Registration
- \* Digital Signature (DSC)
- \* ISO Certification
- \* GST Registration
- \* GST Return
- \* Trademark Registration
- \* Copyright Registration
- \* Patent Registration
- \* TDS RETURN
- \* RERA Registration

And many more services provided online and offline

**Note: - Now FilingBazaar Offering Franchise in Your City. Contact us**

1800-120-424242

info@filingbazaar.com

www.filingbazaar.com

Everyday: 10:00AM to 6:00PM

**Company - Filingbazaar Legal Services Pvt. Ltd.**

**Corporate Office - New Delhi**



|                            |   |
|----------------------------|---|
| <b>Startup Name</b>        | <b>:</b> <b>Delhivery</b>   |
| <b>Founder Name</b>        | <b>:</b> <b>Bhavesh Manglani, Kapil Bharati, Mohit Tandon, Sahil Barua, Suraj Saharan</b> |
| <b>Launch Year</b>         | <b>:</b> <b>2011</b>  |
| <b>Total valuation</b>     | <b>:</b> <b>\$1.6B</b>  |
| <b>Website</b>             | <b>:</b> <a href="https://www.delhivery.com/">https://www.delhivery.com/</a>              |
| <b>Sector</b>              | <b>:</b> <b>Logistics</b>   |
| <b>Headquarter</b>         | <b>:</b> <b>Delhi NCR</b>   |
| <b>Unicorn status year</b> | <b>:</b> <b>2019</b>  |

## What is Delhivery all about:

Delhivery offers a full suite of services such as last-mile delivery, third-party and transit warehousing, reverse logistics, payment collection, vendor-to-warehouse, and vendor-to-customer shipping, and more. The company is backed by Times Internet Ltd, which had acquired a minority stake in the firm in June last year.

It provides products and services intending to build trust and improve the lives of consumers, small businesses, enterprises, and their growing team of employees and partners. They are disrupting India's logistics industry through their proprietary network design, infrastructure, partnerships, and engineering and technology capabilities.



Delhivery brings unparalleled cost efficiency and pan-India reach to the businesses of over 10,000 customers. It is driven by its mission to shrink time and distance, making the world a smaller place for its customers and over a billion consumers they serve. A very normal company that did a very abnormal business, gaining a beautiful profit and becoming a huge success, it is the new phase of delivering items.

## About the founders:

Delhivery was started by a bunch of engineers including Bhavesh Manglani, Kapil Bharati, Mohit

### Investment Rounds:

| Announcement Date | Round Name       | Money Raised  | Lead Investors   |
|-------------------|------------------|---------------|--|
| April 2012        | Series A         | \$1.5 million | Times Internet Limited                                   |
| September 2013    | Series B         | \$5 million   | Nexus Venture Partners                                   |
| September 2014    | Series C         | \$35 million  | Multiples Alternate Asset Management Private Ltd.        |
| April 2015        | Series D         | \$85 million  | Tiger Global Management                                  |
| March 2017        | Series E         | \$100 million | Carlyle Group, Tiger Global, Fosun                       |
| May 2017          | Series E         | \$30 million  | Fosun International                                      |
| March 2019        | Series F         | \$413 million | SoftBank Vision Fund, Carlyle Group, Fosun International |
| June 2019         | Secondary Market | \$150 million | Canada Pension Plan Investment Board                     |
| September 2019    | Secondary Market | \$115 million | Canada Pension Plan Investment Board                     |



Tandon, Sahil Barua, and Suraj Saharan. Sahil, Suraj, and Mohit were day job men having a great aspiration to start their own venture, but they knew that it takes a lot to have a successful startup. All three men worked in Bain & Co in 2008 but two of them Suraj and Mohit worked at the management consulting arm of the company.

They took a huge furlough together for 6 months that is when they decided to give up their jobs and started working for their dreams. Bhavesh Mangalin (COO) is the co-founder of Delhivery. He successfully has 3 years of experience at telecom companies like Idea cellular and reliance communication and 18 months of misc startups.

Kapil Bharti (CTO) graduated from the Indian Institute of Technology (Delhi), joined the two genius minds later to complete their dreams as well as to make all of them grow rich in their business.

## How Delhivery came into existence?

It was approximately half-past at night when Suraj and Sahil ordered food from a nearby restaurant in Gurgaon. When they had the delivery man standing in front of their door, they got chatty with the delivery person. And they both decided to talk to the manager of the store, soon they were at the restaurant, talking to the owner. The owner explained his problem that why it happened, the fact is Sahil and Suraj knew the solution and that is why Delhivery started.

Developer of a web-based portal designed to offer digital products and information services. The company's portal offers news, entertainment, music, lifestyle, automobiles, email and blogs, as well as manages the digital video distribution and syndication, enabling advertisers, publishers and content owners to reach the right audiences and create value for the content.

## ABOUT THE INVESTORS:

### Times Internet Limited:

Developer of a web-based portal designed to offer digital products and information services. The company's portal offers news, entertainment, music, lifestyle, automobiles, email and blogs, as well as manages the digital video distribution and syndication, enabling advertisers, publishers and content owners to reach the right audiences and create value for the content.

### Nexus Venture Partners:

Founded in 2006, Nexus Venture Partners is a venture capital firm based in Menlo Park, California. The firm seeks to invest in the United States and India based companies operating in enterprise technology and consumer internet sectors.

### Carlyle Group:

Founded in 1987, The Carlyle Group is a private equity firm based in Washington DC, District of Columbia. The firm seeks to invest in the commercial products, media, retail, and transportation sectors.

### Fosun International:

Fosun International is an investment holding company with business divisions that include happiness, health, and wealth. Most of its revenue comes from the happiness segment, which includes tourism and leisure clubs, fashion, and consumer products. The company's health segment includes pharmaceuticals, medical services, healthcare management, and healthcare products. The wealth segment is divided into three subsegments of insurance, finance, and investment. Fosun operates internationally, and nearly all company revenue comes from mainland China. A significant portion of revenue also comes from Portugal.

“

I see startups not as short-term investments but as long-term commitments.

-Narendra Modi

”



|                             |  |
|-----------------------------|--|
| <b>Startup Name</b>         | <b>:</b> Deam11  |
| <b>Founder Name</b>         | <b>:</b> Harsh Jain; Bhavit Sheth                                      |
| <b>Launch Year</b>          | <b>:</b> 2011  |
| <b>Total valuation</b>      | <b>:</b> \$1.1B  |
| <b>Website:</b>             | <b>:</b> <a href="http://www.dream11.com/">http://www.dream11.com/</a> |
| <b>Sector</b>               | <b>:</b> Fantasy Sports  |
| <b>Headquarter</b>          | <b>:</b> Mumbai  |
| <b>Unicorn status year:</b> | <b>:</b> 2019  |

## What is Dream11 all about:

Dream11 is an application that allows its users to create imaginary teams. The catch here is that the users can earn cash based on actual match performance of selected players on their teams. Each good move of the players earns cash rewards to the users. Moreover, Dream11 provides its users to play games in categories like cricket, football, kabaddi, and National Basketball Association. Dream11 is one of India's Biggest Sports Gaming platform with an average of 4 crores+ users. It is a great platform for sports lovers in the country to showcase their knowledge and also compete with fellow fans.



Gozoop. His vision with Dream11 is to entertain the sports fans with some real-time modules.

Dream11 COO Bhavit Sheth is an Engineer with an MBA from Bentley University (Boston) and a Diploma in E-commerce strategies from Harvard. Bhavit co-founded Dream11 with Harsh in 2008. As COO, his prime focus is on providing the best, trusted, and user-focused experience via operational excellence throughout the company's processes.

## About the Founders:

Dream11 was founded by two young and aspiring entrepreneurs and sports lovers, Harsh Jain and Bhavit Sheth in 2008. Dream11 CEO Harsh Jain, is a graduate from the University of Pennsylvania with an MBA from Columbia Business School. Before Dream11, he launched and successfully led the acquisition of Red Digital (a social media agency) by

## ABOUT INVESTORS:

### Kalaari Capital:

Kalaari Capital is a venture capital firm based in Bangalore, India and was founded in 2011. The firm focuses on investing in companies within the information technology, mobile, healthcare, software products and services, e-commerce, media and clean technology sectors.

## Investment Rounds:

| Announcement Date | Round Name       | Money Raised  | Lead Investors  |
|-------------------|------------------|---------------|---|
| January 2015      | Series A         | Undisclosed   | Kalaari Capital   |
| December 2015     | Series B         | Undisclosed   | Kalaari Capital   |
| January 2017      | Series C         | Undisclosed   | Multiples Alternate Asset Management Private Limited, Kalaari Capital |
| September, 2018   | Series D         | \$100 Million | Tencent Holdings  |
| April 2019        | Secondary Market | Undisclosed   | Steadview Capital   |
| January 2020      | Private Equity   | \$500 Million | Tiger Global  |



## Tiger Global Management:

Tiger Global Management, LLC is an investment firm that deploys capital globally. Tiger Global seeks to earn superior risk-adjusted returns for its investors over the long term. The firm's fundamentally oriented investments focus primarily on the global Internet, technology, telecom, media consumer and industrial sectors. The private equity strategy has a ten-year investment horizon and targets growth-oriented private companies. The public equity efforts

emphasize deep due diligence on individual companies and long-term secular themes.

As a Firm, Tiger Global values integrity, intellectual honesty, continuous improvement, process over outcome, teamwork, the drive to be world class, and long-term thinking. Tiger Global Management, LLC was founded in 2001 and is based in New York with affiliate offices in Hong Kong, Singapore, Bangalore and Melbourne.

“

It's not about money or connections. It's the willingness to outwork and outlearn everyone when it comes to your business. And if it fails, you learn from what happened and do a better job next time.” -

*-Mark Cuban, Entrepreneur and “Shark Tank” Judge*

”

“

If you had to identify, in one word, the reason why the human race has not achieved, and never will achieve, its full potential, that word would be 'meetings.'

*- Dave Barry, Humorist*

”



|                             |  |
|-----------------------------|--|
| <b>Startup Name</b>         | <b>:</b> Druva Software  |
| <b>Founder Name</b>         | <b>:</b> Jaspreet Singh, Milind Borate, Ramani Kothandaraman         |
| <b>Launch Year</b>          | <b>:</b> 2008  |
| <b>Total valuation</b>      | <b>:</b> \$1B  |
| <b>Website:</b>             | <b>:</b> <a href="https://www.druva.com/">https://www.druva.com/</a> |
| <b>Sector</b>               | <b>:</b> Data Management   |
| <b>Headquarter</b>          | <b>:</b> Bengaluru   |
| <b>Unicorn status year:</b> | <b>:</b> 2019  |

## What is Druva software all about:

The company was found by Jaspreet Singh and Milind Borate in Pune in 2008. The startup provides solutions for management for laptop and data protection for the cloud era. The company offers a SaaS platform for data protection across data centres, cloud applications, and endpoints.

## About the founders:

Founder and CEO, Jaspreet Singh, brings a combination of product vision and general manager experience that has allowed Druva to be one of the fastest-growing companies in the \$28B data protection and management market. His entrepreneurial spirit enabled him to bootstrap Druva, which has now raised some \$200M in venture funding and over 4000 customers worldwide. His market and technology insights have led him to create the first and only cloud native, Data Management-as-a-Service (DMaaS) company, delivering innovative technology solutions and distinctive consumption models that are disrupting the classic data protection market. Prior to starting Druva, Jaspreet held



foundational roles at Veritas and Ensim Corp. Additionally, he holds multiple patents and has a B.S. in Computer Science from the Indian Institute of Technology, Guwahati.

## How Druva came into existence:

Druva began with corporate data protection for laptops. There was a lot of data that was lost at small companies and there was no way to prevent this from happening. Druva came up with a very simple product that worked well to help companies save their data. They began pitching to companies and found early takers in India but they noticed a big inbound demand from the US. Companies over there wanted such a product and the market was already there. When they had gone out with the first version of their product, the feedback was that the product was too complex. Jaspreet was the person in charge for sales and he

## Investment Rounds:

| Announcement Date | Round Name          | Money Raised | Lead Investors                              |
|-------------------|---------------------|--------------|---|
| Jun 19, 2019      | Series G - Druva    | \$130M       | Viking Global Investors                     |
| Aug 22, 2017      | Series F - Druva    | \$80M        | Riverwood Capital                           |
| Sep 28, 2016      | Series E - Druva    | \$51M        | Sequoia Capital India                       |
| Jul 24, 2015      | Venture Round-Druva | —            | Orios Venture Partners                      |
| Aug 6, 2014       | Series D - Druva    | \$25M        | Sequoia Capital India                       |
| Oct 15, 2013      | Series C - Druva    | \$25M        | —   |
| Aug 24, 2011      | Series B - Druva    | \$12M        | Nexus Venture Partners                      |
| Apr 7, 2010       | Series A - Druva    | \$5M         | Indian Angel Network, Sequoia Capital India |



came back hearing the same complaints when he went out to talk to the customers. They took in the feedback and made the product really simple with a clear value proposition. This is when the product found acceptance and found clients all over. By the middle of 2010 itself, Druva had 400+ customers across 26 countries.

## ABOUT THE INVESTOR:

### Viking Global:

Viking Global Investors is an investment firm that uses fundamental analysis to select investments across industries and geographies. It is a global investment firm managing more than twenty billion in capital across long-short equity and long-only strategies. The firm was established in 1999 and is headquartered in Greenwich, Connecticut, with offices in New York City, Hong Kong, and London.

### Riverwood Capital:

Founded in 2008, Riverwood Capital is a private equity firm based in Menlo Park, California. The firm seeks to invest in the computer hardware, semiconductor, and software sectors.

### Orios Venture Partners:

Founded in 2013, Orios Venture Partners is a venture capital firm headquartered in Mumbai, India. The firm seeks to invest in the software and technology sectors. It is an early-stage venture fund which primarily invests in software and technology enabled startups.





|                            |   |
|----------------------------|---|
| <b>Startup Name</b>        | : Flipkart  |
| <b>Founder Name</b>        | : Sachin Bansal, Binny Bansal                                       |
| <b>Launch Year</b>         | : 2007  |
| <b>Total valuation</b>     | : \$21B   |
| <b>Website</b>             | : <a href="https://www.flipkart.com/">https://www.flipkart.com/</a> |
| <b>Sector</b>              | : E-Commerce  |
| <b>Headquarter</b>         | : Bengaluru   |
| <b>Unicorn status year</b> | : 2012  |

## What is Flipkart all about and how was it started:

Flipkart is an Indian e-commerce company headquartered in Bengaluru. It was acquired by Walmart, the American retail titan, for \$16 billion in May 2018. In 2007, Sachin Bansal and Binny Bansal started Flipkart and since then, Flipkart has only seen highs, selling a wide variety of



### Investment Rounds:

| Announcement Date | Round Name       | Money Raised  | Lead Investors  |
|-------------------|------------------|---------------|---|
| October 2009      | Series A         | \$1 million   | Accel India   |
| June 2010         | Series B         | \$10 million  | Nasper, Tiger Global Management   |
| June 2011         | Series C         | \$20 million  | Tiger Global Management   |
| August 2012       | Series D         | \$150 million | Iconiq Capital, Naspers, Tiger Global Management, Accel   |
| July 2013         | Series E         | \$200 million | Tiger Global Management, Naspers, Accel Partners, Iconiq Capital  |
| October 2013      | Series E         | \$160 million | Dragoneer Investment Group, Morgan Stanley Investment Management, Sofina and Vulcan Capital                     |
| May 2014          | Series F         | \$210 million | DST Global  |
| July 2014         | Series G         | \$1 billion   | Tiger Global Management, Naspers, GIC   |
| December 2014     | Series H         | \$700 million | Baillie Gifford, Greencoaks Capital, Steadview Capital, T. Rowe Price Associates and Qatar Investment Authority |
| July 2015         | Private Equity   | \$700 million | Steadview Capital   |
| April 2017        | Private Equity   | \$1.4 billion | Tencent, eBay and Microsoft   |
| June 2017         | Private Equity   | \$71 million  | Naspers   |
| August 2017       | Private Equity   | \$1.5 billion | SoftBank Vision Fund  |
| August 2017       | Secondary Market | \$1 billion   | SoftBank Vision Fund  |



products online like Amazon. In the initial years, Flipkart focused on selling books but today the catalog covers categories like electronics, fashion, home essentials, groceries, and lifestyle products. More than 1 billion people have shopped using Flipkart, making the e-commerce giant one of the most popular and trending e-retailers in India. Flipkart also has subsidiaries like Myntra, PhonPe, eBay, Ekart, Jeeves, and Jabong. Today, Flipkart has over 100 million registered users, 100 thousand sellers, and 21 state-of-the-art warehouses. It also boasts about 10 million daily page visits and over 8 million shipments/month. Flipkart is a subsidiary of Walmart.

## About the Founders:

Sachin Bansal and Binny Bansal are the founders of India based Flipkart. The IIT- Delhi graduates were employees at Amazon when they began thinking of building their own company in India. Sachin and Binny started Flipkart as an online book store from a two-bedroom apartment in Bengaluru's Kormangala area. Sachin was the CEO since the inception of Flipkart and in 2016, Binny Bansal took over as the CEO while Sachin Bansal became the executive chairman of the company. When Sachin and Binny received a positive response and success in selling books back in the year 2007, they planned to expand to electronics as well and by 2014, the company became one of India's most valuable startups by raising a valuation of USD 1 Billion. When the duo founded Flipkart, online shopping in India was even a distant dream for them, but the hard work and consistency paid off and made Sachin and Binny into wildly successful entrepreneurs.

## ABOUT THE INVESTORS:

### Accel:

Founded in 1983, Accel is a venture capital firm based in Palo Alto, California. The firm seeks to invest in companies operating in the commercial products, healthcare, mobile, and infrastructure sectors.

### Naspers:

Naspers Ltd is a global Internet and entertainment group and technology investors in the world. Operating in more than 120 countries and markets with long-term growth potential, Naspers builds companies that empower people and enrich communities. It runs some of the world's leading platforms in internet, video entertainment, and media. Naspers operates in various sectors including online classifieds, food delivery, payments, travel, education, health, and social and internet platforms. People use products and services of companies that Naspers has invested in, acquired or built, including Avito, Brainly, BYJU'S, Codecademy, Honor, Delivery Hero, eMAG, ibibo, iFood, letgo, Media24, Movile, MultiChoice, OLX, PayU, Showmax, SimilarWeb, Swiggy, Twiggle, Takealot, and Udemy.

### Iconic Lab:

Founded in 2017, Iconic Lab is an accelerator/incubator investment firm based in Frankfurt, Germany. The firm seeks to invest in the artificial intelligence, gaming, and cybersecurity sectors.

### Dragoneer Investment Group:

Founded in 2012, Dragoneer Investment Group is a growth-oriented public and private investment firm based in San Francisco, California. The firm focuses on technology-enabled businesses.

### Morgan Stanley:

Established in 1935, Morgan Stanley is an investment bank based in New York City, New York. The service areas of the firm include investment banking, prime brokerage, research, institutional consulting, and private wealth management. Morgan Stanley also serves a diversified group of corporations, governments, financial institutions, and individuals. Morgan Stanley caters to energy, financial services, healthcare, information technology, consumer products and services, business products and services, manufacturing, cybersecurity, and life sciences sector.

“Early to bed, early to rise, work like hell and advertise.”  
- *Ted Turner, Entrepreneur and Businessman*



|                            |  |
|----------------------------|--|
| <b>Startup Name</b>        | <b>:</b> Freshwork   |
| <b>Founder Name</b>        | <b>:</b> Girish Mathrubootham, Shan Krishnasamy                                |
| <b>Launch Year</b>         | <b>:</b> 2010  |
| <b>Total valuation</b>     | <b>:</b> \$3.5B  |
| <b>Website</b>             | <b>:</b> <a href="https://www.freshworks.com/">https://www.freshworks.com/</a> |
| <b>Sector</b>              | <b>:</b> SaaS  |
| <b>Headquarter</b>         | <b>:</b> Chennai   |
| <b>Unicorn status year</b> | <b>:</b> 2018  |

## How Freshdesk came into existence:

In a growing market, it is easy for one to establish and grow a business. That's the reason why, in 2010 when he founded Freshworks, he chose existing commodities wherein they rise on SAAS. Before Freshworks happened, Girish worked with AdventNet (now known as ZOHO) from 2001 to 2010. When Girish returned from the US in 2010, as a customer he had a horrible customer service experience when he wasn't able to get the support from a household goods company, despite calling or emailing the concerned department several times. It was only when he lambasted them on Twitter that the company did the right thing. That's when he realized that there exists an opportunity to build a fresh helpdesk. It wasn't difficult as he had built multiple helpdesks as a part of the management team at ZOHO. In customer support helpdesk was still something new. That's why we called the company Freshworks.



## About the founder:

Born and brought up in Trichy in Tamil Nadu, Girish went on to study engineering in Chennai. Being an average student, Girish developed his own way of learning things, which was different from what one normally does in a classroom. He went on to do his MBA from the University of Chennai with the financial support of his father. He had a few brief job stints, where he also learned Java on the job. Soon, Girish began giving Java training to his friends as well. Sharing his unique way of learning. It was this time around, Girish began running an education institute offering Java training, but the venture didn't last long. Though ephemeral, he found it to be fruitful

## Investment Rounds:

| Announcement Date | Round Name                    | Money Raised | Lead Investors                   |
|-------------------|-------------------------------|--------------|----------------------------------|
| Jan 1, 2020       | Secondary Market - Freshworks | \$85M        | Steadview Capital                |
| Nov 4, 2019       | Series H - Freshworks         | \$150M       | Accel, CapitalG, Sequoia Capital |
| Jul 31, 2018      | Series G - Freshworks         | \$100M       | Accel, Sequoia Capital India     |
| Nov 1, 2016       | Series F - Freshworks         | \$55M        | Sequoia Capital India            |
| Apr 20, 2015      | Series E - Freshworks         | \$50M        | Tiger Global Management          |
| Jun 12, 2014      | Series D - Freshworks         | \$31M        | Tiger Global Management          |
| Nov 21, 2013      | Series C - Freshworks         | \$7M         | Accel                            |
| Apr 26, 2012      | Series B - Freshworks         | \$5M         | Tiger Global Management          |
| Dec 2, 2011       | Series A - Freshworks         | \$1M         | Accel                            |



and scalable. He joined HCL and moved to the US, where he stayed for a year. He returned to India to set up a training company in 2001. Soon reality stuck in as the training business became very cyclical. In 1999, when Girish was teaching Java, it was all the rage — everyone wanted to learn it. But in 2001, he had to convince people why Java is still relevant. That was the hardest part for him.

## ABOUT THE INVESTOR:

### Steadview Capital:

Steadview Capital is an alternative asset management firm that makes concentrated, long-term investments across multiple industries. The firm has a group of institutional investors, including leading family offices, endowments, foundations, and pension funds which seek to capture long-term returns over managing short-term volatility. Steadview Capital was founded in 2009 and is based in Hong Kong.

### CapitalG:

CapitalG is the late-stage growth capital fund financed by Alphabet, and based in Mountain View, CA. Founded in 2013, it focuses on larger, growth stage technology companies, and invests for profit rather than strategically for Alphabet. In addition to capital investment, CapitalG's approach includes giving portfolio companies access to Alphabet's people, knowledge, and culture to support the companies' growth and offer them guidance. This includes connecting them with a roster of advisors, such as David Drummond (Google's SVP of Corporate Development and Chief Legal Officer) and Sundar Pichai. Capital G was started by partner David Lawee, formerly Google's Vice President of Corporate Development, and before that, Google's first Vice President of Marketing. Lawee was joined by partners Gene Frantz (formerly a partner at private equity firm TPG), Laela Sturdy (former Director of Sales & Business Operations at Google) and Gretchen Howard.





|                             |   |   |
|-----------------------------|---|---|
| <b>Startup Name</b>         | : | Hike  |
| <b>Founder Name</b>         | : | Kavin Bharti Mittal                                     |
| <b>Launch Year</b>          | : | 2012  |
| <b>Total valuation</b>      | : | \$1.4B  |
| <b>Website</b>              | : | <a href="https://www.hike.in/">https://www.hike.in/</a> |
| <b>Sector</b>               | : | Messaging   |
| <b>Headquarter</b>          | : | Delhi NCR   |
| <b>Unicorn status year:</b> | : | 2016  |

## What is Hike all about:

Hike is Indian app and essentially is a cool messaging platform for chatting with funky and killer stickers that came in to innovate the messaging world. Hike, founded in 2012 by Kavin Bharti Mittal, was the first messaging and social technology company made in India. Some of the features of Hike are:

Two-way option: This option on Hike enables the users to add or accept the contacts before messaging and also the application has security measures that allow the users to prevent messages from strangers.

- **Offline messages:** The users can receive message notifications even when the mobile data is disabled.
- **Free SMS:** Hike messenger allows its users to send free SMS to any given number.
- **Theme based interface:** The whole idea of Hike is having conversations using some interesting graphic mediums like reaction stickers etc.

## About Founders:

Kavin Bharti Mittal is the founder and CEO of Indian instant messaging app Hike, and also the son of



business tycoon Bharti Mittal. Before he started his venture, he was studying Electronics and Electrical Engineering at the University of New York and then went on to Imperial College in London to study further.

## How Hike Messenger came into Existence?

All of this was based on a basic insight to make the messaging module a little bit more interesting. And right when the world was busy chatting on Whatsapp & Facebook, Kavin, owner of the hike app, thought of coming up with a trendy and cool way of messaging. And that's how Hike was launched on 12-12-12. And it'd intrigue you to know that this application was made available in more than 100 countries ever since its launch.

## Investment Rounds:

| Announcement Date | Round Name    | Money Raised | Lead Investors                             |
|-------------------|---------------|--------------|--|
| August 2016       | Series D      | \$175M       | Foxconn Technology Group, Tencent Holdings |
| January 2016      | Venture Round | Undisclosed  | -  |
| August 2014       | Series C      | \$65M        | Tiger Global Management                    |
| March 2014        | Series B      | \$14M        | Bharti Soft Bank                           |
| April 2013        | Series A      | \$7M         | Bharti Soft Bank                           |



## ABOUT THE INVESTORS:

### Tencent:

Tencent is a Chinese Internet giant with businesses and investments in a wide variety of Internet services and contents. Major services include communication and social networking (Weixin/WeChat and QQ), online PC and mobile games, content (news, videos, music, comics, and literature), utilities (email, app store, mobile security, and mobile browser), the cloud, and financial technology. Tenpay in Weixin/WeChat and QQ is a payment solution that enables closed-loop transactions in Tencent's ecosystems and has been adopted by many third-party partners and offline merchants. Tencent has an aggregate monthly active user base of over 600 million for QQ and 1.2 billion for Weixin/WeChat.

### Tiger Global Management:

Tiger Global Management, LLC is an investment firm that deploys capital globally. Tiger Global seeks to earn superior risk-adjusted returns for its investors over the long term. The firm's fundamentally oriented investments focus primarily on the global Internet, technology, telecom, media consumer and industrial sectors. The private equity strategy has a ten-year investment horizon and targets growth-oriented private companies. The public equity efforts emphasize deep due diligence on individual

companies and long-term secular themes. Tiger Global Management, LLC was founded in 2001 and is based in New York with affiliate offices in Hong Kong, Singapore, Bangalore and Melbourne.

### Bharti Soft Bank:

BSB is a joint-venture between Bharti Enterprises and SoftBank Corp., focused on the mobile-internet space. Bharti Enterprises is one of India's leading business groups with interests in telecom, agri business, retail and manufacturing. Bharti has been a pioneering force in the telecom sector with many firsts and innovations to its credit. Bharti Airtel, a group company, is a leading global telecommunications company with operations in 19 countries across Asia and Africa. Bharti Airtel offers mobile voice & data services, fixed line, high speed broadband, IPTV, DTH, turnkey telecom solutions for enterprises and national & international long-distance services to carriers.

Bharti's other businesses include Beetel Teletech, the country's largest manufacturer and exporter of telephone terminals, FieldFresh Foods – a joint venture with Del Monte Pacific Ltd, to offer fresh and processed fruits and vegetables and Bharti Wal-Mart – a joint venture with Wal-Mart for wholesale cash-and-carry and back-end supply chain management operations in India, amongst others.

“

There are a lot of things that go into creating success. I don't like to do just the things I like to do. I like to do things that cause the company to succeed. I don't spend a lot of time doing my favorite activities.

*- Michael Dell, Founder of Dell Computer*

”



|                            |  |
|----------------------------|--|
| <b>Startup Name</b>        | <b>:</b> Icertis   |
| <b>Founder Name</b>        | <b>:</b> Samir Bodas, Monish Darda                                       |
| <b>Launch Year</b>         | <b>:</b> 2009  |
| <b>Total valuation</b>     | <b>:</b> \$1B  |
| <b>Website</b>             | <b>:</b> <a href="https://www.icertis.com/">https://www.icertis.com/</a> |
| <b>Sector</b>              | <b>:</b> Contract Management   |
| <b>Headquarter</b>         | <b>:</b> Pune  |
| <b>Unicorn status year</b> | <b>:</b> 2019  |

## What is Icertis all about:

Icertis is a software company that provides contract management software to enterprise businesses. The Bellevue, Washington-headquartered company has 12 offices globally, including Pune, India, Singapore, and Sydney, Australia. Icertis generates around \$100 million in revenue, and has around 150 customers, which includes marquee names such as Google, Microsoft, Daimler, Airbus, Johnson & Johnson, Lupin, Infosys, Wipro, and Cognizant. The company has a target to onboard the world's top 2,000 firms. The Icertis Contract Management (ICM) platform transforms contracts into strategic business assets, giving global enterprises powerful new capabilities to maximise revenue, control costs, and manage risk.



manage 7.5 million contracts worth more than \$1 trillion. Monish has also led Icertis' successful deployment of cutting-edge AI and blockchain technologies, which have earned Icertis numerous industry accolades including recognition on Forbes' prestigious AI 50 List for two years in a row.

With deep experience in distributed systems and cloud apps, Monish is the co-inventor of two patents in cloud resource management and provisioning. Monish led a string of successful ventures prior to co-founding Icertis, including the launch of BladeLogic's India R&D. After BladeLogic was acquired by BMC Software, Monish contributed to BMC's cloud management vision, laying the foundation for some of the early pioneering work in this area. Monish has a BE in Mechanical Engineering and a Master's degree from Florida Atlantic University.

## Investment Rounds:

| Announcement Date | Round Name         | Money Raised | Lead Investors                  |
|-------------------|--------------------|--------------|---------------------------------|
| Jul 17, 2019      | Series E - Icertis | \$115M       | Greycroft, PremjiInvest         |
| Feb 8, 2018       | Series D - Icertis | \$50M        | Meritech Capital Partners       |
| Mar 29, 2017      | Series C - Icertis | \$25M        | B Capital Group                 |
| Mar 10, 2016      | Series B - Icertis | \$15M        | Ignition Partners               |
| Apr 28, 2015      | Series A - Icertis | \$6M         | Eight Roads Ventures, Greycroft |



## ABOUT THE INVESTORS:

### Meritech Capital Partners:

Founded in 1999, Meritech Capital Partners is a venture capital investment firm and is based in Palo Alto, California. The firm seeks to invest in the software, communication, and networking sectors.

### B Capital Group:

B Capital Group backs brash entrepreneurs building the next generation of groundbreaking technology companies. With offices in Los Angeles, San Francisco, and Singapore, B Capital Group focuses on pioneering start-ups that are ready to scale across the global stage. Partnering with Boston Consulting Group, and its incubation arm BCG Digital Ventures, B Capital delivers unparalleled access to top corporations to match cutting-edge start-ups with the world's most powerful CEOs, platforms, and brands. B Capital Group's unique multinational presence, combined with deep industry expertise, has built a portfolio of B2B and B2B2C startups that are transforming large traditional industries across

borders and geographies. It helps startups navigate business challenges, raise capital and attract talented leadership at key points of their journeys to scale.

### Ignition:

Ignition is a venture capital firm dedicated to helping the best entrepreneurs seize opportunity. With over \$2B under management, Ignition invests in emerging and future leaders in enterprise software. Ignition brings together an unparalleled combination of domain focus, technical expertise, and global operational experience. Ignition's partners are proven business leaders who have built some of the world's most successful businesses of the last two decades, including Microsoft Windows and Office, McCaw Cellular Communications, AT&T Wireless and Starbucks. Ignition helps entrepreneurs by turning their early idea into a business, to hiring the right team, providing the right industry and functional insight and connections, to growing the business strategically, globally, financially, to realizing the best ultimate outcome, Ignition is ready to go the distance.

“

“I've missed more than 9,000 shots in my career. I've lost almost 300 games. 26 times I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life and that is why I succeed.”

— *Michael Jordan, NBA Legendary Basketball MVP*

”



|                            |   |
|----------------------------|---|
| <b>Startup Name</b>        | : Inmobi  |
| <b>Founder Name</b>        | : Naveen Tewari, Amit Gupta, Mohit Saxena                       |
| <b>Launch Year</b>         | : 2007  |
| <b>Total valuation</b>     | : \$1B  |
| <b>Website</b>             | : <a href="https://www.inmobi.com/">https://www.inmobi.com/</a> |
| <b>Sector</b>              | : Mobile Ads  |
| <b>Headquarter</b>         | : Bengaluru   |
| <b>Unicorn status year</b> | : 2014  |

## How InMobi came into existence:

InMobi was started in 2007 under the name mKhoj by Naveen Tewari, Mohit Saxena, Amit Gupta, and Abhay Singh. The company initially provided providing SMS-based search engine services. 2008 as providing SMS-based search engine services. In 2011 it was rebranded as InMobi and it became an Indian global mobile advertising technology company. It was one of the first platform that allows brands, developers, and publishers to engage consumers through contextual mobile advertising. It became the first unicorn startup of India.

## About the founder:

Naveen Tewari was born in Kanpur on 14 December 1977. His father's name is Dr. Sachindan. His father was a professor at IIM Kanpur, Indian Institute of Technology. Naveen grew up in Kanpur and obtained his bachelor's degree in Mechanical



Engineering in 2000 from the Indian Institute of Technology, Kanpur. Naveen joined McKinsey & Company in 2000 as a business analyst. His primary task was to develop Go-to-market strategies. After working in McKinsey & Company and remained associated with them until the year 2003. Tewari moved to the Harvard Business School, to receive his master's degree in Business Administration in 2003.

Naveen Tewari joined as an Associate at Charles River Ventures (CRV), one of the top venture capital firms. Charles River Ventures (CRV) focused on early-stage investing in communications and software. His role was to develop Investment Strategy for India along with Technology investments across the US. Naveen diverted his

## Investment Rounds:

| Announcement Date | Round Name              | Money Raised | Lead Investors                     |
|-------------------|-------------------------|--------------|------------------------------------|
| Jan 1, 2019       | Venture Round - InMobi  | —            | Lightbox                           |
| Sep 29, 2015      | Debt Financing - InMobi | \$100M       | —                                  |
| Dec 2, 2014       | Venture Round - InMobi  | \$5M         | SoftBank Capital                   |
| Sep 15, 2011      | Series C - InMobi       | \$200M       | SoftBank Capital                   |
| Jul 13, 2010      | Series B - InMobi       | \$8M         | Kleiner Perkins, Sherpalo Ventures |
| Jan 1, 2008       | Series A - InMobi       | \$7.1M       | —                                  |
| Jan 1, 2007       | Angel Round -InMobi     | \$500K       | —                                  |



complete focus towards his MBA. He had also founded U.S. based India Schoolhouse Fund, a non-profit organization in 2005 which sets up schools in rural India with the help of funds.

## ABOUT THE INVESTORS:

### Lightbox:

Lightbox is an early-stage VC firm partnering with ambitious entrepreneurs who are addressing unique challenges and opportunities in India's rapidly evolving consumer landscape with technology-led insights. The Lightbox team pairs operational expertise and an understanding of product and brand building, to help build differentiated companies. Representative investments include: Inmobi, InfoEdge, Cleartrip, Embibe, Furlenco, Rebel Foods (formerly Faasos), Melorra and Droom.

### Kleiner Perkins:

Kleiner Perkins is an American venture capital firm specializing in investing in early-stage, growth, and incubation companies. The firm continues that legacy, investing in founders with bold ideas that span industries and continents, partnering with them from inception to IPO and beyond to maximize the

potential of their ideas. They also focus on early computer firms using their devices and programming and service companies. It also invests in digital, life sciences, and healthcare industries. Kleiner Perkins was founded in 1972 and is headquartered in Menlo Park, California, United States.

### Sherpalo:

Sherpalo is a mentor capital firm that supports the development and commercialization of early-stage disruptive new technologies. To guide and mentor exceptional entrepreneurs in taking their disruptive ideas and technology and turning them into successful businesses. They're looking for innovative entrepreneurs with an idea - a great idea - who have started to gather a team, develop a plan, and design the defensible technology to bring the idea to fruition. Building a business can be a rugged experience. Young companies face numerous challenges as they seek to grow and gain traction. For Founder leaders it is invaluable to have an experienced sherpa guide to share the load and make success come a little easier, perhaps a little faster and with fewer mistakes.





|                            |   |
|----------------------------|---|
| <b>Startup Name</b>        | : Lenskart  |
| <b>Founder Name</b>        | : Peyush Bansal alongwith Amit Chaudhary and Sumeet Kapahi          |
| <b>Launch Year</b>         | : 2010  |
| <b>Total valuation</b>     | : \$1.5B  |
| <b>Website</b>             | : <a href="https://www.lenskart.com/">https://www.lenskart.com/</a> |
| <b>Sector</b>              | : Eyewear   |
| <b>Headquarter</b>         | : Delhi NCR   |
| <b>Unicorn status year</b> | : 2019  |

## What is Lenskart all about:

Lenskart is an Indian online portal for eyewear, founded by Peyush Bansal in November 2010 in Delhi. The company's portfolio of products ranges from prescription glasses, contact lenses to sunglasses. Its business model is what makes the company different from others, as it bridges the gap between different touch points i.e., it gives the customer an Omni channel experience where a customer can order either from store or from online medium.

Lenskart is one of the e-commerce companies that operates in both online and offline distribution channel. Customers can order their products over the online portal or from lenskart's uniquely designed offline store. The company is revolutionizing the eyewear industry through first of its kind "Home eye checkup". Lenskart also become a unicorn company in the year of 2019.



## About the founder:

The founder and CEO of Valyoo Technologies (parent company of Lenskart) is Peyush Bansal. He pursued his Bachelors in Electrical Engineering and sectors of IT, control and automation from McGill University, Canada in 2006. He then returned to India to pursue PG in Management from IIM Bangalore, peyush then worked as a program manager with Microsoft for a year.

Peyush launched his company Valyoo Technologies with SearchMyCampus as the first business portal in 2007. It was a classified site for students that provided options for accommodation, books, part time jobs, carpool facilities and internship opportunities. When that became a big hit, Peyush wanted to explore in the

## Investment Rounds:

| Announcement Date | Round Name                  | Money Raised | Lead Investors       |
|-------------------|-----------------------------|--------------|----------------------|
| Dec 20, 2019      | Series G - Lenskart         | \$275M       | SoftBank Vision Fund |
| Sep 16, 2019      | Series F - Lenskart         | \$55M        | Kedaara Capital      |
| Aug 7, 2018       | Secondary Market - Lenskart | —            | Epiq Capital         |
| Jan 9, 2017       | Secondary Market - Lenskart | ₹240M        | Unilazer Ventures    |
| Sep 6, 2016       | Series E - Lenskart         | ₹2B          | PremjiInvest         |
| May 4, 2016       | Series D - Lenskart         | \$60.1M      | —                    |
| Jan 2, 2015       | Series C - Lenskart         | \$21.9M      | TPG, TR Capital      |
| Dec 1, 2012       | Series B - Lenskart         | \$10M        | —                    |
| Oct 1, 2011       | Series A - Lenskart         | \$4M         | Chiratae Ventures    |



ecommerce world. While exploring opportunities the eyewear segment caught his eye and inspired him to come up with his own.

This led to the creation of Flyrr.com which was a website that focused on eyewear market in the US. Flyrr went on to gain good traction and this prompted him to test the waters in the Indian markets and launch Lenskart in November, 2010. Lenskart then started with just selling contact lenses and added eyeglasses a few months later continued by the sunglasses.

## ABOUT THE INVESTOR:

### SoftBank Vision Fund:

SoftBank Vision Fund, a subsidiary of SoftBank, invests \$100 million or more in growth stage leading companies. Sectors that the fund invests in includes: internet-of-things, artificial intelligence (AI), robotics, communications infrastructure, telecoms, computational biology, bio tech, cloud technologies and software, consumer internet businesses, financial technology, and mobile apps. The Fund is designed to be a catalyst for technology progress in anticipation that it will expand SoftBank's capabilities, accelerating progress towards SoftBank 2.0. It aims to invest in businesses and foundational platforms that SoftBank believes to revolutionize and innovate the world tomorrow.

### Kedaara Capital:

Kedaara Capital Investment Managers Limited ("Kedaara") is an operationally-focused private equity firm, formed in partnership with CD&R and further supported by a number of India's most successful business leaders and family-backed conglomerates. The firm targets two distinct types of investment opportunities in India: Corporate divestitures of under managed and/or non-core business units locked within large Indian-family conglomerates and have limited or no strategic value to their existing parent company; and Emerging leaders competing in selected sectors reaching critical mass in India, such as consumer, financial and business services, pharmaceuticals/healthcare and agriculture/resources.

### Epiq Capital:

Epiq Capital is a growth and later stage tech investment firm. We partner with exceptional entrepreneurs over the long term to scale companies into large, sustainable enterprises. Our team is a combination of investors and entrepreneurs who have been involved with Indian companies over the last two decades.





|                             |   |
|-----------------------------|---|
| <b>Startup Name</b>         | : Mu Sigma  |
| <b>Founder Name</b>         | : Dhiraj Rajaram  |
| <b>Launch Year</b>          | : 2004  |
| <b>Total valuation</b>      | : \$1.5B  |
| <b>Website</b>              | : <a href="http://www.mu-sigma.com/">http://www.mu-sigma.com/</a> |
| <b>Sector</b>               | : Data Analytics  |
| <b>Headquarter</b>          | : Bengaluru   |
| <b>Unicorn status year:</b> | <b>2013</b>   |

## What is Mu Sigma all about:

Mu Sigma was found by Dhiraj Rajaram who before worked as a strategy consultant at Booz Allen Hamilton and PricewaterhouseCoopers, in 2004. The company acted as a decision sciences firm that offers data analytics services.

## About the founder:

Mr. Dhiraj, becoming a businessman, let alone a successful one, was one of the last things he ever thought he would be. Prior to starting Mu Sigma in 2004, all he was interested in was to learn and innovate new things in the field of business information technology, without the knowledge that what he was cooking was the perfect recipe for a global entrepreneurial phenomenon. The name of the company derives from the Greek letters ' $\mu$ ' and ' $\sigma$ ' which are used for the abbreviation of the mean and standard deviation in statistics. Dhiraj founded the



company in 2004, in the United States, when he was just 30 years old. Previously he worked as a consultant in PricewaterhouseCoopers and Booz Allen Hamilton. In 2008, the company received its first round of funding of \$30 million, from FTV Capital. The company mainly provides marketing analytics services that help businesses make decisions based on well researched statistical data.

## How Mu Sigma came into Existence:

It all started with its founder, Dhiraj C. Rajaram and his unending ambition to strike gold. He believed that innovations in the business world would find success only through a little luck and an unending process of

## Investment Rounds:

| Announcement Date | Round Name                     | Money Raised | Lead Investors        |
|-------------------|--------------------------------|--------------|-----------------------|
| Mar 10, 2016      | Venture Round - Mu Sigma       | \$1.5M       | —                     |
| Feb 5, 2013       | Funding Round - Mu Sigma       | \$45M        | Mastercard            |
| Dec 28, 2011      | Private Equity Round- Mu Sigma | \$108M       | General Atlantic      |
| Jun 6, 2011       | Series C - Mu Sigma            | \$25M        | Sequoia Capital India |
| Sep 24, 2008      | Private Equity Round- Mu Sigma | \$30M        | —                     |
| May 18, 2006      | Series B - Mu Sigma            | \$1.5M       | —                     |
| Jan 1, 2006       | Series A - Mu Sigma            | \$350K       | —                     |



trial and error. And thus, began Rajaram's self-described cycle of ambition, experimentation, trials, errors, more trials and more errors, which would finally lead to success.

Rajaram initially was working for Booz Allen Hamilton when he realized that clients just didn't have the right people to go to, who would be skilled in applied mathematics, data science, and computing together. He wanted to fill in this gap. With these beliefs in mind, Dhiraj Rajaram started off with Mu Sigma in 2004. It started off small with an office in Bangalore in a market that was robust. Other consultancy firms like IBM, Cognizant, and Accenture were already in the market, but Rajaram was set to do something different.

He didn't want to isolate programming from numbers and analytics. He felt that both, i.e., a reliable programming backbone which was made to cater to a specific business and their outlook at analytics would make for a better company. And thus, at Mu Sigma, he rolled all of these into one and called it decision sciences.

## ABOUT THE INVESTORS:

### Mastercard:

Mastercard (formerly Interbank Card Association) provides payment processing products and solutions,

and related consulting services. It serves consumers and businesses in the United States and internationally. The company offers credit, debit, prepaid, personal, commercial, chip, and contactless cards; loyalty and reward solutions; and cardholder benefits and services. It also provides payment processing solutions; and payment security and fraud management solutions to monitor, detect, and fight fraud through the transaction lifecycle. In addition, it offers payment-focused consulting, information, and outsourcing services to financial institutions and merchants; and franchising activities. MasterCard was founded in 1966 and is headquartered in Purchase, New York.

### General Atlantic:

General Atlantic is a global growth equity firm providing capital and strategic support for growth companies. Established in 1980, General Atlantic combines a collaborative global approach, sector specific expertise, a long-term investment horizon and a deep understanding of growth drivers to partner with great entrepreneurs and management teams to build exceptional businesses worldwide. General Atlantic has more than 100 investment professionals based in New York, Amsterdam, Beijing, Greenwich, Hong Kong, London, Mexico City, Mumbai, Munich, Palo Alto, São Paulo and Singapore.





|                            |  |
|----------------------------|--|
| <b>Startup Name</b>        | <b>:</b> Ola   |
| <b>Founder Name</b>        | <b>:</b> Ritesh Agarwal  |
| <b>Launch Year</b>         | <b>:</b> 2013  |
| <b>Total valuation</b>     | <b>:</b> \$10B   |
| <b>Website</b>             | <b>:</b> <a href="https://www.olacabs.com/">https://www.olacabs.com/</a> |
| <b>Sector</b>              | <b>:</b> Budget Hotels   |
| <b>Headquarter</b>         | <b>:</b> Delhi NCR   |
| <b>Unicorn status year</b> | <b>:</b> 2018  |

## What is Ola all about:

The startup was aimed at bridging the gap between cab owners and customer by use of technology to make transportation easier. The company joined hand with drivers and cab owners to make transportation easy for customers. The company expanded its business to 50+ cities by 2015 and served 6 million riders per month, and thus the startup grew at a rate of over 40%.



## How Ola came into Existence:

The idea about Ola came to Bhavish Aggarwal when during his journey to Bandipur from Bangalore,

Bhavish's cab driver stopped the car in the middle of the journey and left him by the side of the road. It is then when he understood the problems the travellers everywhere face and saw the amount of potential cab booking service business have in India. In 2010, he changed his holiday and tour planning company to a taxi booking firm. Bhavish Aggarwal was joined by his co-founder Ankit Bhati, and they launched Ola in December 2010 as Ola Cabs.

## Investment Rounds:

| Announcement Date | Round Name                | Money Raised | Lead Investors  |
|-------------------|---------------------------|--------------|---|
| Sep 23, 2019      | Series J - Ola            | \$5.1M       | ARK Ola Pre IPO Private Investment Trust                  |
| Jul 3, 2019       | Series J - Ola            | \$11.4M      | Deshe Holdings, DIG Investment                            |
| Mar 18, 2019      | Corporate Round-Ola       | \$300M       | Hyundai Motor Company, Kia Motors                         |
| Feb 19, 2019      | Series J - Ola            | \$92M        | Sachin Bansal   |
| Feb 6, 2019       | Series J - Ola            | ₹1.1B        | —   |
| Jan 10, 2019      | Series J - Ola            | ₹6.7B        | Steadview Capital   |
| Jan 3, 2019       | Corporate Round-Ola       | ₹141M        | Eternal Yield International                               |
| Sep 17, 2018      | Venture Round - Ola       | \$50M        | China Eurasian Economic Cooperation Fund, Sailing Capital |
| Aug 8, 2018       | Secondary Market-Ola      | \$225M       | Temasek Holdings  |
| Oct 2, 2017       | Private Equity Round- Ola | \$1.1B       | SoftBank, Tencent Holdings                                |



## About the Founder:

Ola founder Bhavish Aggarwal graduated from IIT Bombay in Computer Science in the year 2008. Ola cabs owner Bhavish worked for Microsoft research, Bangalore for two years right after college, where, he filed 2 patents and 3 research publications in international journals. While trying to chase his dream of entrepreneurship, he started an online company to sell short duration tours and holidays online before changing that into OlaCabs. Bhavish Aggarwal is now the CEO of Ola. Born on 28th August 1985, OLA owner Bhavish Aggarwal's age is just 35! while, his personal net worth was estimated to be around \$350 Million as per 2019 data. Ankit Bhati is the co-founder of Ola and heads the technical aspects of OlaCabs, ensuring a quick, convenient and instinctive experience for the customers and partners. He joined IIT Bombay in 2004 for B-Tech in Mechanical Engineering and M-Tech in CAD and Automation. By 2009, he had already worked on several freelance projects and startups like Wilcom, QED42 etc. and finally decided to give up his nomadic professional life for a start-up of his own. He joined the OlaCabs journey in November 2010.

## ABOUT INVESTORS:

### DIG Investment:

DIG Investment is an investment office focused on direct investments in the global alternatives markets. DIG Investment was founded 2011 by HMP Family to source, analyse and structure investments in special situations - many whom relate to the disrupting technology sector. Today DIG Investment has a group of anchor families as investors and have further widened the field of opportunities in the alternatives space to include additional areas. Such

as, consumer brands, shared economies, retail, hospitality (many related to real-estate), media, software, consumer electronics and environmental/sustainability. Most still related to the core families' main businesses.

### Sachin Bansal:

After completion of degree Sachin Bansal joined Techspan company where he has served for few months. In 2006, he joined Amazon.com India as Senior Software Engineer. Then he got Binny Bansal into the Amazon.com and after 6 months they both decided to leave Amazon. They initially thought of starting a comparison search engine, but realized that the market for E-commerce in India was very small. Hence, after leaving Amazon in 2007, they founded Flipkart as an E-commerce company. Sachin Bansal and his business partner Binny Bansal launched Flipkart from an apartment in Bangalore with 400,000 rupees (\$6,500) cash. In 2007 during the early days of Flipkart Sachin Bansal and his business partner Binny Bansal used to deliver books across Bengaluru on their scooters and in October 2015 they showed up at the doorsteps of some customers, personally delivering goods in order to gain insights from the online buyers.

### Steadview Capital:

Steadview Capital is an alternative asset management firm that makes concentrated, long-term investments across multiple industries. The firm has a group of institutional investors, including leading family offices, endowments, foundations, and pension funds which seek to capture long-term returns over managing short-term volatility. Steadview Capital was founded in 2009 and is based in Hong Kong.

“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.”

– *Steve Jobs, Co-Founder, Chairman and CEO, Apple*



|                            |  |
|----------------------------|--|
| <b>Startup Name</b>        | <b>:</b> Ola Electric  |
| <b>Founder Name</b>        | <b>:</b> Bhavish Aggarwal, Ankit Bhati                                     |
| <b>Launch Year</b>         | <b>:</b> 2018  |
| <b>Total valuation</b>     | <b>:</b> \$1.1B  |
| <b>Website</b>             | <b>:</b> <a href="http://www.olaelectric.in">http://www.olaelectric.in</a> |
| <b>Sector</b>              | <b>:</b> Mobility  |
| <b>Headquarter</b>         | <b>:</b> Bengaluru   |
| <b>Unicorn status year</b> | <b>:</b> 2019  |

## What is Ola Electric all about?

Ola Electric which is one of the world's largest ride-hailing companies is a part of Ola company. Ola electric is based on the concept that electrification can improve outcomes for drivers, customers, and will also boost its business model. Ola Electric, was founded in 2017, it aims at making sustainable technologies cost-effective and viable in daily mobility. It is the youngest startup of India to reach unicorn benchmark.

## ABOUT INVESTORS:

### Pawan Munjal Family Trust:

Mr. Pawan Munjal is the Chairman, Managing Director and Chief Executive Officer of Hero Honda Motors. He is responsible for growth and strategic planning for the entire Group. A graduate in Mechanical Engineering, Mr. Munjal has been instrumental in bringing about technological and managerial excellence in the Company's operations. He has been the Chairman of several Committees of CII. He is also on the board of Indian Institute of Management, Lucknow and Indian School of



Business. An avid golfer, Mr. Munjal is Past Chairman of the Asian PGA Tour Board of Directors and the Past President of Professional Golfers Association of India (PGAI). Under his guidance, Hero MotoCorp launched the Hero Indian Sports Academy (HISA) in collaboration with Laureus Foundation to provide equal opportunities in sports to various communities and to reward talent in the country. He is also the Chairman and serves as Managing Director at Hero Cycles. He serves as Chairman and Director at Hero FinCorp.

### Hyundai Motor Company:

The Hyundai Motor Company is a South Korean multinational automotive manufacturer headquartered in Seoul, South Korea. The company was founded in 1967 and, along with its 32.8% owned subsidiary, Kia Motors, together comprise the Hyundai Motor Group, which is the world's fifth

### Investment Rounds:

| Announcement Date | Round Name                     | Money Raised | Lead Investors                                 |
|-------------------|--------------------------------|--------------|--|
| Mar 12, 2020      | Series B - Ola Electric        | \$1M         | MPawan Munjal Family Trust                     |
| Sep 16, 2019      | Corporate Round - Ola Electric | —            | Hyundai Motor Company, Kia Motors              |
| Jul 2, 2019       | Series B - Ola Electric        | \$250M       | SoftBank                                       |
| May 6, 2019       | Series A - Ola Electric        | —            | Tata Sons Private Limited                      |
| Mar 1, 2019       | Series A - Ola Electric        | ₹4B          | Matrix Partners India, Tiger Global Management |



largest automaker based on annual vehicle sales in 2012. In 2008, Hyundai Motor (without Kia) was ranked as the eighth largest automaker. As of 2012, the Company sold over 4.4 million vehicles worldwide in that year, and together with Kia total sales were 7.12 million.

## Kia Motors:

Kia Motors is a Korean motor-vehicle manufacturer. While the company has factories in several countries, the majority of vehicles are manufactured domestically. The company's consolidated revenue is principally derived from the manufacture of passenger vehicles, with another third from recreational vehicles, and a small footprint in commercial vehicles. The three largest individual countries together constitute more than half of total

retail sales, with the United States contributing the largest portion, followed closely by China and then Korea.

## SoftBank:

SoftBank is a Japan-based telecom and e-commerce conglomerate that has expanded mainly through acquisitions, and its key assets include a 28% stake in Chinese e-commerce giant Alibaba; a 63% owned mobile and fixed broadband telecom operator business in Japan; and a 24% stake in U.S. mobile telecom operator T-Mobile following the merger with Sprint. It also owns 75% of semiconductor chip designer ARM Holdings, and has a vast portfolio of mainly Internet- and e-commerce-focused early-stage investments. It is also general partner of the \$100 billion SoftBank Vision Fund.



“The secret to successful hiring is this: look for the people who want to change the world.”

*– Marc Benioff,  
Salesforce CEO*



|                            |  |
|----------------------------|--|
| <b>Startup Name</b>        | <b>:</b> OYO   |
| <b>Founder Name</b>        | <b>:</b> Ritesh Agarwal  |
| <b>Launch Year</b>         | <b>:</b> 2013  |
| <b>Total valuation</b>     | <b>:</b> \$10B   |
| <b>Website</b>             | <b>:</b> <a href="http://www.oyorooms.com/">http://www.oyorooms.com/</a> |
| <b>Sector</b>              | <b>:</b> Budget Hotels   |
| <b>Headquarter</b>         | <b>:</b> Delhi NCR   |
| <b>Unicorn status year</b> | <b>:</b> 2018  |

## How Oyo was started:

Oyo was inspired by the shortage of budget hotels, serviceable homes and apartments in India for travellers who move across the cities. Then Ritesh Agarwal decided to start an online homestay service which was inspired by Airbnb. He planned to make the travel experience more reliable. Oyo slowly started to make into customer hearts because of its low-budget hotels, aggregating rooms from all over the country. What made Oyo more special is that it gave customers the option of monitoring hotel standards on a host of parameters from cleanliness to Wi-Fi availability and room services.



start-up by a person who never studied beyond school. The journey of our hero began rather early than normal. Ritesh was born to a business class family in Bissam Cuttack in Orissa and attended the Sacred Heart School in Rayagada, Orissa. During the growing up days in Rayagada, Odisha, it was all about fun and learning for him but his ways were rather unconventional from those of other kids. His fun elements included screwing around with the computer and trying hard to find opportunities to make mistakes so that he could learn new stuff. And doing that he gained a keen interest in software.

This started with the idea of it, moved on to know about it and then the hunger just went on increasing. To quench his thirst, he borrowed his elder brother's books for programming. Some of the basic languages

## Investment Rounds:

| Announcement Date | Round Name         | Money Raised | Lead Investors             |
|-------------------|--------------------|--------------|----------------------------|
| Dec 10, 2019      | Series F - OYO     | \$1.5B       | Ritesh Agarwal, SoftBank   |
| Nov 30, 2019      | Debt Financing-OYO | ₹500M        | MyPreferred Transformation |
| Apr 1, 2019       | Series E - OYO     | \$75M        | Airbnb                     |
| Feb 14, 2019      | Series E - OYO     | \$100M       | Didi Chuxing               |
| Dec 7, 2018       | Series E - OYO     | \$100M       | Grab                       |
| Sep 25, 2018      | Series E - OYO     | \$1BSoft     | Bank Vision Fund           |
| Sep 12, 2017      | Series D - OYO     | \$10M        | Huazhu Hotels Group        |
| Sep 7, 2017       | Series D - OYO     | \$250M       | SoftBank Vision Fund       |
| Sep 1, 2017       | Series D - OYO     | \$10M        | —                          |
| Oct 6, 2016       | Debt Financing-OYO | —            | InnoVen Capital            |



like Basic and Pascal were taught in the school itself and the rest he managed to learn from Google. He even sold sim cards to survive, afraid his family would end his entrepreneurial dreams and summon him back home to Odisha if they knew of his struggles. In Kota (Rajasthan), where he was ostensibly preparing for his IIT entrance exams, Ritesh says he couldn't wait every weekend to slip out to Delhi and meet those doing their own thing. This 19-year-old had traveled for months staying at budget hotels, attended customer calls every day, and immersed himself in every possible experience to learn about budget hotel customers and their expectations. That was the kind of on-the-ground learning that helped him pivot Oravel to Oyo.

## ABOUT THE INVESTOR:

### SoftBank:

SoftBank provides fixed-line, mobile telephony, internet, telecommunications, and digital television products. It is a multinational telecommunications and internet corporation focused on broadband, fixed-line telecommunications, e-commerce, internet, technology services, finance, media and marketing, and other businesses. The company operates through four major segments. SoftBank also generates and sells electricity from renewable energy sources; provides payment processing, invoice collections, and computation services for businesses; distributes video, voice, and data content via media; operates IT information site ITmedia; provides solutions and services for online businesses, and operates online games and software downloads.

The mobile communications segment provides mobile communications services; produces and distributes online games for smartphones and other devices; offers mobile broadband services; provides supply chain solutions, handset protection, and insurance, buy-back and trade-in services, omni-channel solutions, and financial services; and sells mobile devices such as iPhones, iPads, and SoftBank smartphones. The sprint segment offers mobile and fixed-line voice and data transmission services for individual consumers, businesses, government subscribers, and resellers in Puerto Rico and the U.S., and sells mobile devices and accessories.

### Airbnb:

Airbnb is a community marketplace for people to list, discover, and book unique spaces around the world through mobile phones or the internet. Airbnb connects travellers seeking authentic experiences with hosts offering unique, inspiring spaces around the world. Airbnb is a trusted online marketplace for people to list, discover, and book unique accommodations and experiences around the world. Airbnb makes the process of listing or booking a space effortless and efficient. With 4,500,000 listings in over 65,000 cities in 191 countries, the company offers the widest variety of unique spaces for everyone, at any price point around the globe. The company was co-founded in August 2008 by Brian Chesky and Joe Gebbia and is currently headquartered in San Francisco, California.

### Didi Chuxing:

Didi Chuxing is a mobile transportation platform that offers app-based transportation services. The company offers a mobile tech-based mobility option for users across, including taxi hailing, private car-hailing, Hitch (social ride-sharing), DiDi Chauffeur, DiDi Bus, DiDi Test Drive, DiDi Car Rental, and DiDi Enterprise Solutions. As a practitioner in the sharing economy initiative, DiDi is committed to working with communities and partners to solve transportation, environmental challenges, and employment problems using big data-driven deep-learning algorithms that optimize resource allocation. Bo Zhang and Wei Cheng established the company in 2012 in Beijing, Beijing.

### Grab:

Grab operates a mobile technology platform that integrates city transportation for driver-partners and customers in South East Asia. It offers services like GrabTaxi, GrabCar, GrabHitch, GrabShare, GrabCoach, GrabShuttle, GrabShuttle Plus, GrabFamily, JustGrab, GrabNow, and GrabRental. Grab offers services in Singapore, Indonesia, Philippines, Malaysia, Thailand, Vietnam, and Myanmar. Anthony Tan and Tan Hooi Lng founded it in 2012 and is headquartered in Singapore. It has additional offices in Seattle, Beijing, Bangalore, Jakarta, and Vietnam.



|                            |  |
|----------------------------|--|
| <b>Startup Name</b>        | <b>:</b> Paytm   |
| <b>Founder Name</b>        | <b>:</b> Vijay Shekhar Sharma                              |
| <b>Launch Year</b>         | <b>:</b> 2010  |
| <b>Total valuation</b>     | <b>:</b> \$16B   |
| <b>Website</b>             | <b>:</b> <a href="http://paytm.com/">http://paytm.com/</a> |
| <b>Sector</b>              | <b>:</b> Payments  |
| <b>Headquarter</b>         | <b>:</b> Delhi-NCR   |
| <b>Unicorn status year</b> | <b>:</b> 2015  |

## What is Paytm all about:

Paytm is a leading financial services company that offers various financial solutions to its customers through both offline and online platforms. Paytm's parent organization is One97 Communications which is based in Noida, Uttar Pradesh. This was founded by Vijay Shekhar Sharma. Paytm Payments Bank is said to be the country's largest digital bank with more than 58 million account holders. 'Paytm Money' is regarded as the biggest investment platform and contributes to Systematic Investment Plans (SIP) in the Mutual Funds Industry. It has also gained access to launch its services in Stock Broking, and National Pension System (NPS). Paytm First Games and Paytm Insurance have also gathered the usage of millions of people globally.

## About the Founder:

Vijay Shekhar Sharma is the founder and CEO of Paytm. He completed his Bachelors in Electronics and Communications Engineering from Delhi College of Engineering. He was ranked as India's youngest billionaire in 2017. He started One97



Communications in 2000, which is the parent organization of Paytm. He also got "CEO of the Year" by SABRE Awards in the year 2015. Now, Paytm operates with more than 20,000 employees.

## ABOUT THE INVESTOR:

### T. Rowe Price:

T. Rowe Price is an investment management firm that provides a wide array of services such as separate account management, mutual funds, and sub-advisory services to high-net-worth individuals, financial institutions, retirement plan sponsors, financial intermediaries, charitable organizations, corporations, state government, banking, and investment companies. The firm is headquartered in Baltimore, Maryland and was founded in 1937.

## Investment Rounds:

| Announcement Date | Round Name           | Money Raised | Lead Investors       |
|-------------------|----------------------|--------------|----------------------|
| January 2014      | Series A             | —            | —                    |
| February 2015     | Private Equity Round | —            | —                    |
| March 2015        | Secondary Market     | —            | —                    |
| February 2017     | Funding Round        | \$2.2B       | Vijay Shekhar Sharma |
| November 2019     | Series G             | \$1B         | T Rowe Price         |

Oriol Infotech is one of the dominant software company in India that gained popularity over a few years due to its behavioral science & creating engaging digital products. The company offers human-centered enterprise applications & websites that have feeling of the best app you've ever used.

# WEBSITE DESIGNING



AI SOFTWARE



WEBSITE

## Top Services

- Artificial Intelligence Softwares
- Software Development
- Website Design & Development
- Mobile App Development
- Digital Marketing
- Bulk SMS/Mail
- Email Newsletter



+91-9407325989 / 8519002191



[info@oriolinfotech.com](mailto:info@oriolinfotech.com)



[www.oriolinfotech.com](http://www.oriolinfotech.com)



Gwalior (M.P.), India



|                            |  |
|----------------------------|--|
| <b>Startup Name</b>        | <b>:</b> Paytm Mall  |
| <b>Founder Name</b>        | <b>:</b> Vijay Shekhar Sharma  |
| <b>Launch Year</b>         | <b>:</b> 2016  |
| <b>Total valuation</b>     | <b>:</b> \$3B  |
| <b>Website</b>             | <b>:</b> <a href="http://www.paytmall.com">http://www.paytmall.com</a> |
| <b>Sector</b>              | <b>:</b> E-Commerce  |
| <b>Headquarter</b>         | <b>:</b> Delhi-NCR   |
| <b>Unicorn status year</b> | <b>:</b> 2018  |

## What is Paytm Mall all about:

Paytm Mall is a subsidiary of Paytm which was launched in February 2017. The company came up with a Paytm Mall app that allows consumers to shop from 1.4 lakh registered sellers. The idea of the company was inspired from the B2C model of China's largest B2C retail platform TMall. The sellers selling their product under the company have to pass through Paytm-certified warehouses and channels to strengthen the customer trust for the company. Paytm Mall has about 17 fulfilment centres across India which are in partnership with 40 couriers' services.

## About the founder:

Vijay Shekhar Sharma: From being a small-town boy from Aligarh who bought second-hand tech magazines to the founder of one of India's most trusted technology brands, Vijay Shekhar Sharma has come a long way. Vijay was an exceptional student, passing secondary school at the early age of 14. However, this would only be the start of a long journey to success for the young boy. Owing to his poor English proficiency, Vijay couldn't sit for the IIT entrance and other competitive exams. Later in



college, he had to simultaneously read two books — one in Hindi, the other in English to understand the course material. Vijay passed out of Delhi College of Engineering at an early age of 19. His English proficiency meant he could hardly understand what was taught in class. This led him to spend a lot of time in the Computer Room, browsing the internet and dreaming about being in Silicon Valley, the mecca for worldwide innovation.

While most young and bright engineering graduates were excited about the prospect of being placed, Vijay had built his first company- 'XS Communications', a college-based startup that created Content Management Systems. By then, he had learned to code all by himself and had designed a Content Management System that was being used by several major publications including The Indian Express. While India's telecom infrastructure was improving in 2010, Vijay's investors were not confident about the idea of a mobile-first consumer service that would

## Investment Rounds:

| Announcement Date | Round Name                   | Money Raised | Lead Investors       |
|-------------------|------------------------------|--------------|----------------------|
| Jul 18, 2019      | Corporate Round - Paytm Mall | \$150M       | eBay                 |
| Jun 2, 2018       | Venture Round - Paytm Mall   | \$445M       | SoftBank Vision Fund |
| Mar 3, 2017       | Venture Round - Paytm Mall   | \$200M       | Alibaba Group        |



cater to the masses. He personally put \$2 Mn at stake to finally launch the brand. The rest, as they say, is history.

## ABOUT THE INVESTORS:

### eBay:

eBay is an online marketplace. The platform connects millions of buyers with sellers globally utilizing PayPal to ensure secure transactions. eBay products can be sold either via a silent auction in which users are able to input the maximum price they are willing to pay and for which the site will automatically increase bids as necessary up to that maximum, or via the Buy It Now feature that enables its users to purchase items at a set price. Its featured products are categorized as fashion, home and garden, electronics, motors, collectibles, antiques and visual art, stationery, electronics, and more. eBay was founded in September 1995 by Pierre Omidyar in San Jose, California.

### SoftBank Vision Fund:

SoftBank Vision Fund, a subsidiary of SoftBank, invests \$100 million or more in growth stage leading companies. Sectors that the fund invests in includes: internet-of-things, artificial intelligence (AI), robotics, communications infrastructure, telecoms, computational biology, bio tech, cloud technologies and software, consumer internet businesses, financial

technology, and mobile apps. The Fund is designed to be a catalyst for technology progress in anticipation that it will expand SoftBank's capabilities, accelerating progress towards SoftBank 2.0. It aims to invest in businesses and foundational platforms that SoftBank believes to revolutionize and innovate the world tomorrow.

### Alibaba Group:

Alibaba Group's mission is to make it easy to do business anywhere. They enable businesses to transform the way they market, sell, operate, and improve their efficiencies. They provide the technology infrastructure and marketing reach to help merchants, brands, and other businesses to leverage the power of new technology to engage with their users and customers and operate in a more efficient way. Their businesses are comprised of core commerce, cloud computing, digital media and entertainment, and innovation initiatives. In addition, Ant Financial, a company in which they have agreed to acquire a 33% equity stake, provides payment and financial services to consumers and merchants on their platforms. An ecosystem has developed around their platforms and businesses that consists of consumers, merchants, brands, retailers, other businesses, third-party service providers, and strategic alliance partners.

“

“The critical ingredient is getting off your butt and doing something. It's as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today. The true entrepreneur is a doer, not a dreamer.”

– *Nolan Bushnell, Entrepreneur*

”



|                            |   |
|----------------------------|---|
| <b>Startup Name</b>        | : Pine Labs   |
| <b>Founder Name</b>        | : Lokvir Kapoor, Rajul Garg, Tarun Upadhyay                         |
| <b>Launch Year</b>         | : 1998  |
| <b>Total valuation</b>     | : \$1.6B  |
| <b>Website</b>             | : <a href="https://www.pinelabs.com/">https://www.pinelabs.com/</a> |
| <b>Sector</b>              | : Merchant financing  |
| <b>Headquarter</b>         | : Noida   |
| <b>Unicorn status year</b> | : 2020  |

## What is Pine Lab startup all about:

Founded in 1998, Pine Labs started by engineering a solution for a large scale, card-based payment, and loyalty program in the retail petroleum industry. As its merchants' needs evolved, Pine Labs pivoted its business model in a renewed journey since 2012. Thereon, it pioneered the smart, cloud-based, unified point-of-sale (POS) platform. Pine Labs has redefined the payments technology and fintech space while contributing to the creation of a global digital economy. Today, the company works with a maniacal focus on creating a product and services platform that widens access, accelerates commerce and automation for merchants in local markets. With a presence across 3,700 cities and towns across India and Malaysia and other parts of Asia, it is putting its knowledge and expertise in use for serving merchants, both large and small.



## About the Founders:

Lokvir Kapoor is the Executive Chairman at Pine Labs. He has led various initiatives of building game changing, innovative payment solutions at the organization. Lokvir has a keen interest in disruptive, new payment technologies and their application to evolving customer needs. He has over 25 years of diverse experience in identifying new opportunities, setting goals and strategies, and building teams to spearhead various initiatives. Before Pine Labs, he worked with Schlumberger in the areas of financial management and business development in India and overseas. Lokvir holds a Bachelor of Engineering degree from Indian Institute of Technology (IIT),

## Investment Rounds:

| Announcement Date | Round Name                       | Money Raised | Lead Investors                    |
|-------------------|----------------------------------|--------------|-----------------------------------|
| Jan 24, 2020      | Corporate Round - Pine Labs      | —            | Mastercard                        |
| May 31, 2018      | Secondary Market - Pine Labs     | \$125M       | PayPal Ventures, Temasek Holdings |
| Mar 13, 2018      | Private Equity Round - Pine Labs | \$22M        | Actis                             |
| Jul 29, 2017      | Corporate Round - Pine Labs      | ₹7.1B        | Flipkart                          |
| Apr 20, 2017      | Secondary Market - Pine Labs     | —            | Madison India Capital             |
| Mar 25, 2009      | Seed Round - Pine Labs           | \$1M         | Sequoia Capital India             |



Kanpur and a Master's in Business Administration from IIM, Bangalore.

## ABOUT THE INVESTORS:

### Mastercard:

Mastercard (formerly Interbank Card Association) provides payment processing products and solutions, and related consulting services. It serves consumers and businesses in the United States and internationally. The company offers credit, debit, prepaid, personal, commercial, chip, and contactless cards; loyalty and reward solutions; and cardholder benefits and services. It also provides payment processing solutions; and payment security and fraud management solutions to monitor, detect, and fight fraud through the transaction lifecycle. In addition, it offers payment-focused consulting, information, and outsourcing services to financial institutions and merchants; and franchising activities.

MasterCard was founded in 1966 and is headquartered in Purchase, New York with offices in Singapore, Australia, China, the United Arab Emirates, Egypt, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Morocco, New Zealand, the Philippines, South Africa, Taiwan, Canada, Czech Republic, Germany, Greece, Hungary, Ireland, Italy, Poland, Portugal, Romania, the Russian Federation, Spain, Sweden, Switzerland, Turkey, the United

Kingdom, Argentina, Brazil, Colombia, Peru, and Venezuela.

### PayPal Ventures:

PayPal Ventures is PayPal's venture capital arm, investing in PayPal's strategic interest fields for return. Leveraging PayPal Venture's expertise and experience, PayPal and the companies in which it invests – are helping to bring innovative solutions to market more quickly, scale them faster, and build a global financial system that is more transparent, personalized, inclusive and customer-focused. PayPal Venture's investments reinforce its commitment to leading the financial technology industry and supporting entrepreneurship.

### Temasek Holdings:

Singapore's Temasek Holdings is a private equity firm which seeks to invest in the life sciences, telecommunications, media, banking, real estate, financial services, property, education, energy and resources, infrastructure, engineering, technology, healthcare and industrial sectors. Temasek's investment themes center on transforming economies; growing middle-income populations; deepening comparative advantages; and emerging champions. The firm was founded in 1974 and is headquartered in Singapore, Singapore.

“

The most dangerous poison  
is the feeling of  
achievement. The antidote  
is to every evening think  
what can be done better  
tomorrow.

*– Ingvar Kamprad, IKEA founder*

”



|                             |  |
|-----------------------------|--|
| <b>Startup Name</b>         | <b>:</b> Policy Bazaar   |
| <b>Founder Name</b>         | <b>:</b> Alok Bansal, Yashish Dahiya                                     |
| <b>Launch Year</b>          | <b>:</b> 2008  |
| <b>Total valuation</b>      | <b>:</b> \$1B  |
| <b>Website</b>              | <b>:</b> <a href="http://policybazaar.com/">http://policybazaar.com/</a> |
| <b>Sector</b>               | <b>:</b> Insurance Tech  |
| <b>Headquarter</b>          | <b>:</b> Delhi NCR   |
| <b>Unicorn status year:</b> | <b>2018</b>  |

## What is Policy Bazaar all about:

The company was started in 2008 as an insurance comparison website and mainly focused on the insurance sector. At that time policies were mostly sold through agents and the Indian insurance industry lacked transparency. So, it initially started as an insurance price-comparison website which acted as an information portal for learning about insurance and insurance programs. Policybazaar.com later went on to become an Indian insurance aggregator and a global financial technology startup.



## About the founders:

Yashish Dahiya, Alok Bansal and Avaneesh Nirjar founded PolicyBazaar in June 2008. PolicyBazaar founder Yashish Dahiya holds a Bachelor's Degree in Engineering from IIT Delhi (1994), a Post Graduate Diploma in Management from IIM Ahmedabad (1996), and an MBA from INSEAD (2001). Just after that, he joined Bain & Co as a consultant. He then

## Investment Rounds:

| Announcement Date | Round Name    | Money Raised  | Lead Investors  |
|-------------------|---------------|---------------|---|
| May 2011          | Venture Round | Undisclosed   | Intel Capital   |
| March 2013        | Series A      | \$4.6 Million | Intel Capital and Inventus Capital Partners   |
| April 2013        | Series B      | \$5 Million   | Inventus Capital Partners, Info Edge, and Intel Capital   |
| May 2014          | Series C      | \$20 Million  | Tiger Global Management   |
| April 2015        | Series D      | \$40 Million  | PremjiInvest, Tiger Global Management, Ribbit Capital, Steadview Capital, ABG Capital                 |
| October 2017      | Series E      | \$77 Million  | Temasek, Tiger Global Management, Premji Invest, Info Edge(India) Ltd and other undisclosed investors |
| May 2018          | Series F      | \$200 Million | Softbank and InfoEdge (India)   |
| Nov 2019          | Series G      | \$150 Million | Tencent Holdings  |



became the managing director (UK) at ebookers.com. In 2005, he founded First Europa, a Global Online Insurance Broker where he was responsible for leading its global expansion and managing the business of the company across 9 geographical locations. He is also a national-level swimmer and triathlete. Yashish served as the CEO of PolicyBazaar from its inception until February 2020. In February 2020, Sarbvir Singh was appointed as the CEO of PolicyBazaar.

Sarbvir Singh, Policy Bazaar CEO, served as the Managing Partner at WaterBridge Ventures before joining the company. An alumnus of IIT Delhi and IIM Ahmedabad, Sarbvir has a rich experience of working with companies like Emerson Electric, Citi Bank, HomeShop 18, Network 18, and JP Morgan Private Equity Group. He also co-founded Hercules Capital, a company investing institutional and private client assets in the Indian equity market. Sarbvir left Hercules Capital in 2006. Policy Bazaar co-founder and Director Alok Bansal is an alumnus of IIM Kolkata. Before Policy Bazaar, he worked as finance director at First Europa, senior Manager - Corp Strategy at Mahindra & Mahindra and business manager at iGate Global Solutions. PolicyBazaar co-founder Avaneesh Nirjar is an Alumni of IIT Kharagpur. He holds an MBA from Birla Institute of Technology. Before Policy Bazaar, he worked with companies like Marico Industries, AT&T India, GE Capital International Services, Heroites, Cendant ISO, and First Europa.

Sharat Dhall is the COO of PolicyBazaar. Before joining Policy Bazaar, Sharat was the COO at Yatra Online Pvt. Ltd. He has vast experience, having worked as the Business Head at Hindustan Liver Limited, Vice President - e-commerce at Indiatimes.com, Managing Director (India) at Expedia, and Managing Director (India) at TripAdvisor. He is also Advisory Board Member at CreditEnable, a global credit insights and technology solutions company.

## ABOUT THE INVESTOR:

### Intel Capital:

Founded in 1991, Intel Capital is the corporate venture capital arm of Intel and is headquartered in Santa Clara, California. The firm makes equity

investments in technology startups worldwide targeting artificial intelligence, autonomous technology, data center, and cloud, 5G, next-generation compute, and a wide range of other disruptive technologies.

### Inventus Capital Partners:

Inventus Capital Partners is a venture capital firm that was founded in 2005 and is based in Bangalore, India. The firm prefers to invest in the mobile, e-commerce, services, software, finance, communications, healthcare and education sectors.

### Info Edge:

Info Edge (India) Ltd is a technology company engaged in offering online services in areas like recruitment, matrimony, real estate, and education. The business segments of the company are Recruitment solutions, 99acres, and Others. The Recruitment Solutions business comprises the [www.naukri.com](http://www.naukri.com), [www.quadrangle.com](http://www.quadrangle.com), [www.naukrigulf.com](http://www.naukrigulf.com), [www.firstnaukri.com](http://www.firstnaukri.com), and fast forward candidate services. 99acres.com derives its revenues from property listings, builders' and brokers' branding and visibility through microsites, home page links and banners servicing real estate developers, builders and brokers. It derives key revenue from the Recruitment solutions segment. The company sells its services to the customers located in India internationally.

### PremjiInvest:

PremjiInvest is a multi-family office based in Bangalore, India. Established in 2006, the firm is a private equity fund owned by Azim Premji and is a private investment arm of Wipro. PremjiInvest seeks to make later-stage venture and private equity investments. The fund manages \$2.5 billion investments across public and private markets. The focus is to invest in long-term opportunities in the asset class.

### Ribbit Capital:

Founded in 2012, Ribbit Capital is a venture capital firm based in Palo Alto, California. The firm invests in companies operating in the technology sectors.



|                             |   |
|-----------------------------|---|
| <b>Startup Name</b>         | : Postman   |
| <b>Founder Name</b>         | : Abhinav Asthana and Ankit Soubt                                 |
| <b>Launch Year</b>          | : 2014  |
| <b>Total valuation</b>      | : \$2 billion   |
| <b>Website</b>              | : <a href="https://www.postman.com/">https://www.postman.com/</a> |
| <b>Sector</b>               | : Software as a Service (SaaS)                                    |
| <b>Headquarter</b>          | : Bangalore   |
| <b>Unicorn status year:</b> | <b>2020</b>   |

## What is Postman all about:

Provider of a collaboration platform designed to offer application program interface. The company's platform creates and sends HTTP requests, creates collections and folders to group requests logically, saves requests, switches contexts and customizes with scripts to simplifying collaboration across teams and organizations, enabling developers to build application programming interface and improve developer productivity.



## How Postman was started:

Abhinav wanted to solve the problem of API (application program interface) debugging for himself, as he didn't find anything that was good enough, and that's how Postman started as a side project. An API, simply put, specifies how software components should interact and allows applications to communicate with each other. Even during his college years at BITS Pilani's Goa campus, he was doing projects on the side and started something called BITS 360, which became very popular on campus and among BITS aspirants across the country.

TelipointMe is a technology company, founded in 2010, which launched Panorama360 on Android with

a focus on capturing and sharing immersive content of a place using a smartphone. In 2013, Abhinav found himself at the crossroads of his career. After Abhinav quit TelipointMe, a few important realisations dawned upon him. Postman was on the Chrome Web Store as an app. Google Chrome developer happened to like it and put it as a featured app on the store, and its popularity multiplied. Soon, Abhinav's Co-founders Abhijit Kane and Ankit Soubt joined him, and in 2014, the trio launched the startup formally. Ankit and Abhinav had met while working together at Yahoo, and he and Abhijit had met at TelipointMe.

## About the Founders:

Abhinav Asthana is the Co-Founder and CEO of Postman. He was the CTO of photo app TelipointMe, started the project during his spare time and later quit his job in order to pursue development of Postman full time.

## Investment Rounds:

| Announcement Date | Round Name         | Money Raised | Lead Investors         |
|-------------------|--------------------|--------------|------------------------|
| Jun 11, 2020      | Series C - Postman | \$150M       | Insight Partners       |
| Jun 19, 2019      | Series B - Postman | \$50M        | CRV                    |
| Oct 13, 2016      | Series A - Postman | \$7M         | Nexus Venture Partners |
| May 26, 2015      | Seed Round-Postman | \$1M         | —                      |



## About the Investors:

### Insight Partners:

Insight Partners is the most trusted scale-up firm in the software industry. Their team of industry-leading experts partner with companies to drive extraordinary success that is fuelled by know-how, grit, and hands-on collaboration. Founded in 1995, Insight currently has over \$20 billion of assets under management and has cumulatively invested in more than 300 companies worldwide. Across their people and their portfolio, they encourage a culture around a core belief: growth equals opportunity.

### CRV:

CRV has been a leading investor in early-stage technology companies for almost half a century. The firm has backed nearly 400 startups in its 47-year history, including foundational companies like Twitter, Zendesk, Amgen, Hubspot, Parametric Technologies, Yammer, EqualLogic and Sonus Networks. Half of the companies CRV has backed have gone public or been acquired. The firm focuses on enterprise, consumer and deep insight bioengineering.

“ Have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary. ”

*- Steve Jobs, Apple co-founder*





|                            |   |
|----------------------------|---|
| <b>Startup Name</b>        | : Quikr   |
| <b>Founder Name</b>        | : Jiby Thomas, Pranay Chulet                                  |
| <b>Launch Year</b>         | : 2008  |
| <b>Total valuation</b>     | : \$1.6B  |
| <b>Website</b>             | : <a href="https://www.quikr.com/">https://www.quikr.com/</a> |
| <b>Sector</b>              | : Classifieds advertising                                     |
| <b>Headquarter</b>         | : Bengaluru   |
| <b>Unicorn status year</b> | : 2015  |

## What is Quikr all about:

Quikr was initially started as Kijiji India in November 2005 and was owned by Kijiji International. In 2008, Matrix Partners India invested in the Kijiji India and thus it became an independent company and was rebranded as Quikr. It is an Indian online marketplace and classified advertising platform that allows anyone to sell, buy, rent, or discover anything across India.

## About Founders:

The success behind Quikr is its Founder, and CEO Pranay Chulet, was born in small town in Rajasthan, in a middle-class family where his father was a government official working in mines as a general manager and his mother was a homemaker. He completed his schooling in his town after that he got selected in IIT Delhi where he studied chemical



engineering. He finished his MBA from IIM Kolkata. Eventually, he ended up spending a decade in the United States where he worked as a Management Consultant in a media firm. In 2000, he started his first venture called — Reference Check, which merged with another bigger incubator called Walker Digital! He worked in many big companies, i.e., PricewaterhouseCoopers (Associate Partner) and then Booz Allen Hamilton (Principal) in 2002 & 2005, respectively. After working for five years in MNC's, he started another company of his own called – Excellere in 2007, which is all about developing web-based educational products. Although, for

## Investment Rounds:

| Announcement Date | Round Name             | Money Raised | Lead Investors                       |
|-------------------|------------------------|--------------|--------------------------------------|
| Apr 19, 2019      | Debt Financing-Quikr   | ₹200M        | Trifecta Capital Advisors            |
| Dec 7, 2018       | Debt Financing-Quikr   | ₹550M        | InnoVen Capital                      |
| Aug 18, 2016      | Debt Financing-Quikr   | \$20M        | Brand Capital                        |
| Jul 23, 2015      | Secondary Market-Quikr | \$60M        | Kinnevik AB                          |
| Apr 7, 2015       | Series H - Quikr       | SEK1.2B      | Kinnevik AB, Tiger Global Management |
| Sep 17, 2014      | Series G - Quikr       | \$60M        | Tiger Global Management              |
| Mar 11, 2014      | Series F - Quikr       | \$90M        | Kinnevik AB                          |
| May 22, 2012      | Series E - Quikr       | \$32M        | Warburg Pincus                       |
| May 9, 2011       | Series D - Quikr       | \$8M         | NGP Capital                          |
| Mar 31, 2010      | Series C - Quikr       | \$6M         | Norwest Venture Partners             |



unknown reasons this venture of his didn't function for more than a year.

### **How Quikr came into existence:**

In the initial stage, Quikr was a subsidiary of eBay. Their brand name "Kijiji" was "Swahili" word which meant "community". After the launch of the brand, they realized that it was difficult to pronounce. Hence, Pranay Chulet & his partner Jiby Thomas (Earlier founders) both decided to create a new subsidiary and officially renamed it to Quikr. However, Jiby decided to quit Quikr in 2012 and started his startup.

Coming on Quikr born as a simple and unique idea. A place where people can trade things with each other but if you see, with the concept of classified also crossed paths with many players, from multiple avenues. So it was directly or indirectly competing with the several companies, but Pranay was not afraid of this situation. He knows that market with many players is very different from a market with noise. Anyone can start a website, but it's not everyone build a classifieds business. According to him, Quikr was very clean and simple and more ballistic than the others, because Quikr shows more listing and pure experience to its audience. Just like his brand name offered a quicker way for people to transact as compared to other marketplaces.

### **About the investors:**

#### **Trifecta Capital Advisors:**

Trifecta Capital Advisors India's first independent venture debt firm. Venture debt is a form of specialty debt financing provided to companies that are not serviced by traditional lenders like Banks. The financing is usually structured as a combination of a loan along with limited equity investment rights (warrants). While established businesses have many options for debt financing, new economy business has only had access to equity financing to fund their growth. We are here to change that.

#### **Brand Capital:**

Over ten years, Brand Capital has partnered in the building of over 850+ indigenous brands. It has enabled the introduction of new concepts of print

advertising in the form of jackets, panorama adverts and flaps, emulated across other print media. Since its inception, Brand capital has helped build several iconic brands and create immense enterprise value. But most of all, Brand Capital has enabled the discovery of 'Brand value'. Different from an archetypal Private Equity player, we succeed in contributing 'Intellectual Capital', thus supporting the creation of a brand strategy and planning media-spread to optimize value.

#### **Kinnevik:**

Kinnevik is an industry focused investment company with an entrepreneurial spirit. Its purpose is to build the digital consumer businesses that provide more and better choice. The company do this by working in partnership with talented founders and management teams to create, invest in, and lead fast growing businesses in developed and emerging markets. Kinnevik believes in delivering both shareholder and social value by building well governed companies that contribute positively to society. Kinnevik was founded in 1936 by the Stenbeck, Klingspor and von Horn families. Kinnevik's shares are listed on Nasdaq Stockholm's list for large cap companies under the ticker codes KINVA and KINV B.

#### **Tiger Global Management:**

Tiger Global Management, LLC is an investment firm that deploys capital globally. Tiger Global seeks to earn superior risk-adjusted returns for its investors over the long term. The firm's fundamentally oriented investments focus primarily on the global Internet, technology, telecom, media consumer and industrial sectors. The private equity strategy has a ten-year investment horizon and targets growth-oriented private companies. The public equity efforts emphasize deep due diligence on individual companies and long-term secular themes. Tiger Global Management, LLC was founded in 2001 and is based in New York with affiliate offices in Hong Kong, Singapore, Bangalore and Melbourne.



|                      |   |  |
|----------------------|---|--|
| <b>Startup Name</b>  | : | Razorpay   |
| <b>Founder Name</b>  | : | Shashank Kumar, Harshil Mathur                         |
| <b>Founding Year</b> | : | 2014   |
| <b>Total Funding</b> | : | \$206.6M   |
| <b>Website</b>       | : | <a href="http://www.razorpay.com">www.razorpay.com</a> |
| <b>Sector</b>        | : | Fintech  |
| <b>Headquarter</b>   | : | Bangalore  |

## What is Razorpay all about:

Razorpay enables online payments by providing developer-friendly APIs and an effective integration process. Razorpay also offers a comprehensive dashboard to manage payments, as well as other plugins and integration suites for all major backend technologies and e-commerce platforms. In September 2017, Razorpay launched four products - Route, Smart Collect, Subscriptions, and Invoices, which allow businesses to manage multiple aspects of money movement including collection, reconciliation, and disbursal.

During the same time, Razorpay also announced that it was entering the SME lending space with its subsidiary venture called the Razorpay Capital. It is a lending platform that is designed to support Small and Medium Enterprises with instant and easy access to the lenders. This initiative is aimed at solving



liquidity and cash-flow challenges by providing these firms with quick settlements and collateral-free loans. A beta version of the platform was launched in September 2018 and has already disbursed \$30 million in loans and hopes to finish with an exit run rate of \$100 million in March 2018.

## About the Founders:

Razorpay is co-founded by IIT Roorkee alumni Shashank Kumar and Harshil Mathur. This initiative was originated in Jaipur as a part of the winter batch of Y Combinator's startup program in 2015. Both these co-founders quit their respective jobs at Their start-up was incubated at Start-up Oasis in Jaipur, set up jointly by the Rajasthan Industrial Investment

### Investment Rounds:

| Announcement Date | Round Name | Money Raised | Lead Investors   |
|-------------------|------------|--------------|--|
| 2015              | Seed       | \$2.5M       | Y Combinator, Kunal Bahl & Rohit Bansal, Punit Soni, Amit Gupta & Naveen Tewari, Kunal Shah and Sandeep Tandon |
| 2015              | Series A   | \$9M         | Tiger Global   |
| July 2016         | -          | Undisclosed  | MasterCard   |
| January 2018      | Series B   | \$20M        | Tiger Global, Y Combinator   |
| June 2019         | Series C   | \$75M        | Ribbit Capital, Sequoia Capital  |
| October 2020      | Series D   | \$100M       | GIC, Sequoia Capital   |



Corporation (RIICO) and IIM Ahmedabad's Centre for Innovation Incubation and Entrepreneurship (CIIE).

### **How was Razorpay came into Existence:**

This startup idea originated when the co-founders were working on the crowdfunding portal and in the process came to realize how muddled the online payment mechanism was in India. Following this, they changed tracks to work on this problem. They realized that most online payment gateway solutions were extremely cumbersome to get started on, especially for start-ups and small- and medium-sized enterprises. When they contacted a few payment gateway companies, they were asked for their past operational records, presence of physical offices, security deposits, and very high set-up fees. Online reviews of most payment gateways in India confirmed similar bad experiences. This, in turn, prompted them to build a start-up-friendly online payment gateway which was easy to integrate and use. After conducting some market surveys in the initial stages to verify the feasibility of the idea and then accumulating a positive response from potential customers, the co-founders decided on starting to work full-time on the Razorpay idea.

### **ABOUT THE INVESTORS:**

#### **Y Combinator:**

Founded in 2005, Y Combinator is an accelerator firm based in Mountain View, California. The firm seeks to invest in companies operating in artificial intelligence, biotechnology, B2B, biomedical, hardware, health tech, media, robotics, science, education, transportation, entertainment, mobile, drones, SaaS and virtual reality sectors.

#### **Tiger Global Management:**

Tiger Global Management, LLC is an investment firm that deploys capital globally. Tiger Global seeks to earn superior risk-adjusted returns for its investors over the long term. The firm's fundamentally oriented

investments focus primarily on the global Internet, technology, telecom, media consumer and industrial sectors. The private equity strategy has a ten-year investment horizon and targets growth-oriented private companies. The public equity efforts emphasize deep due diligence on individual companies and long-term secular themes. As a Firm, Tiger Global values integrity, intellectual honesty, continuous improvement, process over outcome, teamwork, the drive to be world class, and long-term thinking. Tiger Global Management, LLC was founded in 2001 and is based in New York with affiliate offices in Hong Kong, Singapore, Bangalore and Melbourne.

#### **Rabbit Capital:**

Rabbit Capital is a venture capital firm that invests in early-stage companies. The firm invests globally in individuals and brands who are aiming to disrupt financial services. The company was founded in 2012 by Meyer Malka and headquartered in Palo Alto, California.

#### **GIC Group:**

The GIC Group is an international agribusiness company which offers services to its clients including consulting, investment advisory, carbon monetization services, food security, and food safety. Its public and private sector client base varies widely and includes strategic multinational corporations, international financial institutions, and international and nongovernmental organizations. GIC also offers a full range of financial services, including investment banking, investment advisory, trade financing, and trusteeship services to the global agribusiness industry. GIC provides regional and multinational clients with value-creating services related to mergers, acquisitions, joint ventures, divestitures, debt restructuring, strategic planning, fairness opinions, project finance, and capital raising. Founded in 1980, GIC Group is based in Alexandria, Virginia.

**“When something is important enough, you do it even if the odds are not in your favor.”**

**- Elon Musk, Tesla founder**



|                            |  |
|----------------------------|--|
| <b>Startup Name</b>        | <b>:</b> RIVIGO  |
| <b>Founder Name</b>        | <b>:</b> Deepak Garg, Gazal Kalra                                      |
| <b>Launch Year</b>         | <b>:</b> 2014  |
| <b>Total valuation</b>     | <b>:</b> \$1B  |
| <b>Website</b>             | <b>:</b> <a href="https://www.rivigo.com/">https://www.rivigo.com/</a> |
| <b>Sector</b>              | <b>:</b> Trucking  |
| <b>Headquarter</b>         | <b>:</b> Delhi NCR   |
| <b>Unicorn status year</b> | <b>:</b> 2018  |

## What is Rivigo all about:

The mobile application of Rivigo is built for the drivers to make their life simpler by providing a one-stop solution for all their needs. This application is more image-based than text and is available in 11 different languages. Also, it tracks everything a driver needs to do, from notification of duties to surveys. The pilot gets the duty alert on the phone and he reaches the pit stop. There, he scans his unique QR code which is a testament that he has reached the required destination. This way the incoming pilot gets the alert on his application on the subsequent pilot that he needs to hand over to.

The interesting part is that there is a technological

handshake through QR codes on the two pilots' app. The pilot who is taking over has a checklist regarding the truck's and shipment's condition which he needs to verify through the Rivigo application. And all this takes less than five minutes following which the pilot can drive off to his next pit stop. This whole magnanimous process of routing and assigning of pilots is taken care of by Rivigo algorithms. Rivigo's trucks are all IoT-enabled with the feature that tracks the vehicle in real-time. This ensures reliability and avoids breakdowns.

## Investment Rounds:

| Announcement Date | Round Name              | Money Raised | Lead Investors                    |
|-------------------|-------------------------|--------------|-----------------------------------|
| Jan 7, 2020       | Debt Financing - Rivigo | ₹250M        | Trifecta Capital Advisors         |
| Jan 6, 2020       | Debt Financing- Rivigo  | \$3.4M       | Trifecta Capital                  |
| Sep 25, 2019      | Series E - Rivigo       | \$4.9M       | KB Global Platform Fund           |
| Jul 10, 2019      | Series E - Rivigo       | \$65M        | Elevation Capital, Warburg Pincus |
| Jan 12, 2018      | Series D - Rivigo       | ₹3.2B        | Elevation Capital                 |
| Mar 8, 2017       | Debt Financing- Rivigo  | ₹1B          | —                                 |
| Oct 6, 2016       | Series C - Rivigo       | \$75M        | Warburg Pincus                    |
| Dec 17, 2015      | Series B - Rivigo       | \$30M        | Elevation Capital                 |
| Dec 1, 2015       | Debt Financing- Rivigo  | —            | Trifecta Capital Advisors         |
| Apr 1, 2015       | Series A - Rivigo       | ₹618M        | Elevation Capital                 |



## About Founders:

Deepak Garg- Graduated from IIM Lucknow, Deepak worked as a software developer at Geometric Ltd. and by the time Deepak launched Rivigo, he had spent close to a decade at McKinsey as a consultant and was deeply involved in the logistics and automotive sector.

Gazal Kalra- Gazal has a dazzling MBA from the Stanford Graduate School of Business and a master's in Public Policy from Harvard Kennedy School. Before launching Rivigo, Gazal was a consultant at the World Bank Group. Interestingly, she was also a parliamentary associate of Lok Sabha for close to two years.

## How Rivigo came into existence:

All of this started when McKinsey and the National Skill Development Corporation (NSDC) happened to conduct a joint study to identify where India most needed skilled jobs. And to everybody's surprise Logistics and construction emerged as the top sectors. That's Exactly when Deepak Garg decided to take some time off from work, and flea on a road trip to interact and connect directly with the truck drivers to understand the reasons behind the shortage of drivers.

## ABOUT THE INVESTORS:

### Trifecta Capital Advisors:

Trifecta Capital Advisors India's first independent venture debt firm. Venture debt is a form of specialty debt financing provided to companies that are not serviced by traditional lenders like Banks. The financing is usually structured as a combination of a loan along with limited equity investment rights

(warrants). While established businesses have many options for debt financing, new economy business has only had access to equity financing to fund their growth.

### SAIF Partners:

SAIF Partners is a leading private equity firm that provides growth capital to companies in Asia. Our primary areas of focus include Information Technology, Internet, Mobile, Consumer Products and Services, Healthcare, Cleantech, Education, Modern Agriculture, Financial Services & Manufacturing. SAIF Partners was founded in 2001 and currently manages over \$4 billion in capital. With over 100 investments since its inception, SAIF has become one of the largest and most active funds in the region. SAIF is a long-term investor with local teams in Hong Kong, China, and India.

### Warburg Pincus LLC:

Warburg Pincus LLC is a leading global private equity firm focused on growth investing. The firm has more than \$45 billion in private equity assets under management. The firm's active portfolio of more than 165 companies is highly diversified by stage, sector, and geography. Warburg Pincus is an experienced partner to management teams seeking to build durable companies with sustainable value. Founded in 1966, Warburg Pincus has raised 17 private equity funds which have invested more than \$68 billion in over 825 companies in more than 40 countries. The firm is headquartered in New York with offices in Amsterdam, Beijing, Hong Kong, Houston, London, Luxembourg, Mumbai, Mauritius, San Francisco, São Paulo, Shanghai, and Singapore

“ Being the richest man in the cemetery doesn't matter to me. Going to bed at night saying we've done something wonderful... that's what matters to me. ”

*-Steve Jobs, Apple co-founder*



|                            |   |
|----------------------------|---|
| <b>Startup Name</b>        | <b>:</b> Shopclues  |
| <b>Founder Name</b>        | <b>:</b> Radhika Aggarwal, Sanjay Sethi                           |
| <b>Launch Year</b>         | <b>:</b> 2011   |
| <b>Total valuation</b>     | <b>:</b> \$1.1B   |
| <b>Website</b>             | <b>:</b> <a href="http://www.shopclues.com">www.shopclues.com</a> |
| <b>Sector</b>              | <b>:</b> Online Shopping Portal (B2C)                             |
| <b>Headquarter</b>         | <b>:</b> Delhi NCR  |
| <b>Unicorn status year</b> | <b>:</b> 2016   |



## What is ShopClues all about:

ShopClues is an Indian online marketplace that was established in July 2011 and is owned by Clues Network Pvt. Ltd. Based in Gurgaon, the company became a unicorn startup with US\$1.1 billion value in year 2016. But in 2019 the company suffered huge losses and was acquired by Singapore-based Qoo10 in an all-stock deal valued at approximately US\$70 million, which was the largest meltdowns of an Indian startup.

## About Founders:

Sanjay Sethi is a mechanical engineer and Internet entrepreneur. In 2011, he co-founded ShopClues, a Gurgaon-based online marketplace for unbranded goods. He is currently the Chief Executive Officer of the company.

Radhika Ghai Aggarwal is an Internet entrepreneur and India's first woman to enter the Unicorn Club. She

## Investment Rounds:

| Announcement Date | Round Name                 | Money Raised | Lead Investors                                  |
|-------------------|----------------------------|--------------|---|
| Sep 19, 2019      | Venture Round - ShopClues  | ₹ 78.6M      | CluesNetwork                                    |
| Aug 10, 2018      | Venture Round - ShopClues  | ₹ 1.1B       | —   |
| Feb 20, 2018      | Venture Round - ShopClues  | \$1M         | Unilazer Ventures                               |
| May 9, 2017       | Debt Financing - ShopClues | ₹ 500M       | InnoVen Capital                                 |
| Jan 12, 2016      | Series E-ShopClues         | \$100M       | GIC   |
| Jan 19, 2015      | Series D-ShopClues         | \$100M       | Tiger Global Management                         |
| May 1, 2014       | Series C-ShopClues         | \$15M        | Helion Venture Partners, Nexus Venture Partners |
| Mar 19, 2013      | Series B-ShopClues         | \$10M        | Helion Venture Partners, Nexus Venture Partners |
| Jan 1, 2012       | Series A-ShopClues         | \$4M         | —   |
| Jul 1, 2011       | Angel Round - ShopClues    | \$2M         | —   |



is the co-founder of online marketplace ShopClues established in 2011 in Silicon Valley. Currently, she serves as the Chief Business Officer of the company.

## ABOUT INVESTORS:

### Clues Network Technology:

Clues Network Technology will manage all digital operations Enable you to harness the power of Artificial Intelligence & Machine Learning Reporting dashboards to monitor key metrics. Customers can order the item online and pick from desired store.

### Unilazer Ventures:

Unilazer Ventures is a uniquely positioned Investor with deep experience in the fast-growing Indian Consumer, Services and High Impact Sectors. Our interest is in any business that is part of the India Consumption Story which can build Brand and Scale, as well as high Impact Sectors like Agriculture, Health Care, Micro Finance and Education. Unilazer is promoted by First Generation Entrepreneur - Ronnie Screwvala. As a team, we have immense experience in building and scaling consumer and media businesses over the last three decades.

Unilazer also supports The SWADES Foundation focused on empowering Rural India through Health & Nutrition, Water & Sanitation, Education, Agriculture & Livelihood and Community Mobilization and has identified One Million people in Rural Maharashtra in its first phase.

### InnoVen Capital:

InnoVen Capital is Asia's leading venture lending firm with offices in Mumbai, Singapore and Beijing. Started in India in 2008, the platform was re-branded InnoVen Capital following a buyout of the business led by Temasek Holdings and UOB Group in 2015. InnoVen Capital currently has investor commitments of US\$200 million. India, InnoVen Capital is positioned as the first and largest venture debt provider to venture capital backed start-ups in India across stages of growth and sectors. InnoVen provides debt financing to high growth and innovative tech startups, and has since supported and provided over 190 loans to more than 150 start-ups across India and Southeast Asia. The platform offers multiple debt capital solutions, including venture debt, acquisition finance, growth loans, and syndication.



“ If you set your goals  
ridiculously high and it's  
a failure, you will fail  
above everyone else's  
success. ”

*- James Cameron*



|                            |  |
|----------------------------|--|
| <b>Startup Name</b>        | <b>:</b> Snapdeal  |
| <b>Founder Name</b>        | <b>:</b> Kunal Bahl, Rohit Bansal                                      |
| <b>Launch Year</b>         | <b>:</b> 2010  |
| <b>Total valuation</b>     | <b>:</b> \$6.5B  |
| <b>Website</b>             | <b>:</b> <a href="http://www.snapdeal.com">http://www.snapdeal.com</a> |
| <b>Sector</b>              | <b>:</b> E-commerce  |
| <b>Headquarter</b>         | <b>:</b> Delhi-NCR   |
| <b>Unicorn status year</b> | <b>:</b> 2014  |

## What is Snapdeal all about:

India's Ultimate Online Shopping Site Snapdeal's vision is to create India's most reliable and frictionless commerce ecosystem that creates life-changing experiences for buyers and sellers. It has the widest assortment of 35 million plus products across 800 plus diverse categories from over 125,000 regional, national, and international brands and retailers. With millions of users and more than 300,000 sellers, Snapdeal is the online shopping site for Internet users

across the country, delivering to 6000+ cities and towns in India.



The trend of online shopping is becoming a household name and so is Snapdeal. Snapdeal is the preferred choice of hundreds of thousands of online shoppers given its mammoth assortment of 15 million+ products, quick delivery even to the

## Investment Rounds:

| Announcement Date | Round Name                      | Money Raised | Lead Investors   |
|-------------------|---------------------------------|--------------|--|
| Jul 23, 2019      | Venture Round - Snapdeal        | —            | Anand Piramal  |
| May 29, 2017      | Venture Round - Snapdeal        | ₹1.1B        | Nexus Venture Partners   |
| Aug 26, 2016      | Venture Round - Snapdeal        | \$21M        | Clouse SA  |
| Feb 14, 2016      | Secondary Market - Snapdeal     | \$200M       | Ontario Teachers' Pension Plan                                 |
| Aug 18, 2015      | Private Equity Round - Snapdeal | \$500M       | Alibaba Group, Foxconn Technology Group, SoftBank Telecom Corp |
| Oct 27, 2014      | Private Equity Round - Snapdeal | \$627M       | SoftBank Telecom Corp  |
| Aug 27, 2014      | Venture Round - Snapdeal        | —            | Ratan Tata   |
| May 20, 2014      | Series E - Snapdeal             | \$100M       | BlackRock  |
| Feb 26, 2014      | Series D - Snapdeal             | \$133.7M     | eBay   |
| Aug 13, 2013      | Venture Round - Snapdeal        | \$75M        | SoftBank Capital   |



remotest corners of the country, and daily deals, discounts & offers to make products available at slashed down prices to our valuable customers.

### **About the founder:**

They started as high school friends and then went on to become business partners when they launched Snapdeal. Believe it or not, together, this duo walked away from a merger deal offered by Flipkart and envisioned and adopted an evaluated focus on the 400 million value-conscious Indian consumers.

Kunal Bahl, Founder, and CEO is an investor and entrepreneur who aims to create Impact through entrepreneurship. He has graduated from The Wharton School in Marketing and Operations Strategy. With being the brains behind Snapdeal, he is also an investor at Titan Capital.

Rohit Bansal, the Co-Founder, is an IIT Delhi graduate with impressive skills in Team Management and Business Development.

### **How Snapdeal came into Existence?**

Back in 2010, when the founders, Kunal Bahl and Rohit Bansal wanted to start their venture, they came up with an offline couponing business which was named MoneySaver. This company sold 15000 coupons in three months and that's exactly when it was time to notch this business to a level up. And hence, Snapdeal was founded on 4 February 2010. When it launched, it was primarily a daily deals platform, and then later in 2011, it expanded to become an online marketplace. Since then, Snapdeal has grown to become one of the largest online marketplaces in India.

### **ABOUT THE INVESTORS:**

#### **Anand Piramal:**

Anand Piramal is the Executive Director of Piramal Group and Founder of Piramal Realty. Anand founded Piramal Realty in 2012. He played a pivotal role in the acquisition of prime land parcels across Mumbai, building of a great team and the designing of world-class developments. In 2015, he also raised \$434 million from Goldman Sachs and Warburg Pincus for the growth of the company. This is one of the largest private equity investments in real estate in India ever. In 2018, Anand was conferred with the

Hurun Real Estate Unicorn of the Year 2017 by Hurun India.

### **Nexus Venture Partners:**

Founded in 2006, Nexus Venture Partners is a venture capital firm based in Menlo Park, California. The firm seeks to invest in the United States and India based companies operating in enterprise technology and consumer internet sectors.

### **Ontario Teachers' Pension Plan:**

With \$87.4 billion in net assets at December 31, 2008, the Ontario Teachers' Pension Plan (Teachers) is the largest single-profession pension plan in Canada. An independent corporation, it invests the pension fund's assets and administers the pensions of 284,000 active and retired teachers in Ontario. A pension plan has existed for Ontario teachers since 1917. Today, the plan's members include 173,000 teachers in elementary and secondary schools in Ontario, 111,000 pensioners, and 72,000 inactive members. The plan has one of Canada's largest payrolls with \$4.2 billion in benefits paid to plan members, and \$2.3 billion received in total contributions from teachers and the provincial government in 2008.

### **Foxconn Technology Group:**

Foxconn Technology Group, also known as Hon Hai Precision Industry Co., Ltd., is a Taiwanese multinational electronics contract manufacturing company headquartered in Tucheng, New Taipei, Taiwan. It is the world's largest electronics contract manufacturer and the fourth-largest information technology company by revenue. The Company manufactures connectors for use in PCs in Taiwan and also manufactures connectors and cable assemblies worldwide. The Company also manufactures enclosures, primarily for desktop PCs and PC servers. Foxconn is the registered trade name for the Company. Connectors & Cable Assemblies Connectors have applications in various industries - computers, automobiles, communications, consumer products, medical, and defense. Foxconn focuses on offering a range of connectors and cable assemblies for desktop and notebook PCs and PC peripherals. Approximately 500 types of connectors are produced and sold under the Company's own Foxconn brand name.



|                             |  |
|-----------------------------|--|
| <b>Startup Name</b>         | : Swiggi   |
| <b>Founder Name</b>         | : Nandan Reddy, Rahul Jaimini, Sriharsha Majety      |
| <b>Launch Year</b>          | : 2014   |
| <b>Total valuation</b>      | : \$3.5B   |
| <b>Website</b>              | : <a href="http://www.swiggy.com">www.swiggy.com</a> |
| <b>Sector</b>               | : Foodtech   |
| <b>Headquarter</b>          | : Bengaluru  |
| <b>Unicorn status year:</b> | <b>2018</b>  |

## What id Swiggy all About:

Swiggy is a food delivery application. It allows the users to access their application from Android, IOS, and website, to order food from nearby restaurants, delivering at an estimated time of 30 minutes at the doorstep. They partner with restaurants, have delivery services, and provide ratings that help the customer in picking eateries accordingly. At the time delivery of an order, a customer is entitled to give feedback, rate the food and the delivery services, which help the application, give the customer the best experience by gathering all data. The company recently started with the tagline, 'No order too small', that is no minimum order for delivery, and faster delivery became the USP of the company. The company's target audience is people who use smartphones regularly, 18-35 demographic. The tagline of Swiggy is, 'Swiggy karo, phir jo chahe

karo!' which appears in the advertisements of Swiggy.



## How Swiggy came into Existence:

Nandan Reddy, Sriharsha Majety alumni of the BITS Pilani, came up with an idea to start a delivery management platform. They worked on this idea and started with company 'Bundl' in the year 2013, but in year 2014 they were forced to shut down their start-up. After their failure they understood that they could use the hyper local delivery to strengthen their business. Then they both joined hand with Rahul Jaimin who is the alumnus of the IIT-Kharagpur to start a new food ordering and Delivery Company

## Investment Rounds:

| Announcement Date | Round Name                 | Money Raised | Lead Investors                 |
|-------------------|----------------------------|--------------|--------------------------------|
| Apr 6, 2020       | Series I - Swiggy          | \$43M        | —                              |
| Feb 19, 2020      | Series I - Swiggy          | \$113M       | Prosus Ventures                |
| Dec 20, 2018      | Series H - Swiggy          | \$1B         | Prosus Ventures                |
| Jun 21, 2018      | Series G - Swiggy          | \$210M       | DST Global,<br>Prosus Ventures |
| Feb 8, 2018       | Series F - Swiggy          | \$100M       | Prosus Ventures                |
| May 30, 2017      | Series E - Swiggy          | \$80M        | —                              |
| Jan 1, 2017       | Debt Financing -<br>Swiggy | \$5M         | —                              |
| Sep 19, 2016      | Series D - Swiggy          | \$15M        | Bessemer Venture Partners      |
| May 10, 2016      | Series C - Swiggy          | \$7M         | —                              |
| Jan 18, 2016      | Series C - Swiggy          | \$35M        | —                              |



which started its operations in August 2014. The key features which lead to the success of Swiggy is no minimum order policy, own tracking system, delivery boys, and mobile phones to make delivery faster and more efficient.

### About the founder:

Sriharsha Majety is the CEO and co-founder of Swiggy. He has completed B.E in Electrical and Electronics along with M. Sc in Physics from BITS, Pilani in the year 2008. He then went to study the CFA program from the CFA Institute but only completed till level 2. After this, he studied finance from IIM, Calcutta and completed in the year 2011. Before Swiggy, Majety worked as the recruitment coordinator for IIM and also worked as part of the rates trading Desk in London at Nomura International. In the year 2013, he co-founded Bundl along with Nandan Reddy.

Nandan Reddy is the co-founder of Swiggy. He has also studied M. Sc from BITS, Pilani in the year 2010. He worked as the head of the operations of social media at SoucrePilani for about 2 years. He was the founding partner of Zurna, a top restaurant in Hyderabad.

Rahul Jaimini, who worked as Senior Software Engineer at Myntra, joined Majety and Nandan to make the application Swiggy. Rahul has completed a Dual Degree from IIT, Kharagpur in Computer Science & Engineering in 2010. He also worked for companies like Philips Research and Netapp.

### ABOUT THE INVESTORS:

#### Prosus Ventures:

Prosus Ventures is the venture capital arm of Prosus and is based in Hoofddorp, Netherlands. The firm seeks to invest in technology companies in high-growth markets, particularly in the payments, mobile, logistics, and regulations sectors. The firm acts as an operator or investor from early to late-stage, minority or majority, in countries and markets with growth potential.

#### DST Global (DST):

DST Global (DST) was founded by Yuri Milner in 2009 for the purpose of making minority investments in the most significant and fast-growing internet

companies. Today DST is one of the world's leading technology investors and its portfolio has included some of the world's most prominent internet companies, such as Facebook, Twitter, WhatsApp, Snapchat, Airbnb, Spotify, Alibaba, Xiaomi, Flipkart and other fast-growing internet assets. The company has pioneered a model to provide liquidity to founders, employees and early investors through mixed primary and secondary transactions. These transactions are often referred to as DST type deals in the Internet world.

#### Bessemer Venture Partners:

Bessemer Venture Partners is a \$4B venture capital firm that funds consumer, enterprise, and healthcare startups around the world, from seed stage to growth. Their partners help founders lay enduring foundations to create companies that matter, starting with seed and Series A investments and sticking with our companies at every stage of their growth. BVP funded the early stages of [Pinterest, Blue Apron, Skype, Skybox Imaging, Twitch, and Periscope and helped build 117 IPOs including Twilio, Yelp, LinkedIn, Shopify, and Wix.

“

When you find an idea that you just can't stop thinking about, that's probably a good one to pursue.

*- Josh James, Omniture CEO and co-founder*

”



|                            |   |
|----------------------------|---|
| <b>Startup Name</b>        | : Udaan   |
| <b>Founder Name</b>        | : Sujeet Kumar, Vaibhav Gupta, Amod Malviya               |
| <b>Launch Year</b>         | : 2016  |
| <b>Total valuation</b>     | : \$2.8B  |
| <b>Website</b>             | : <a href="http://www.udaan.com">http://www.udaan.com</a> |
| <b>Sector</b>              | : E-Commerce(B2B)   |
| <b>Headquarter</b>         | : Bangalore   |
| <b>Unicorn status year</b> | : 2018  |

## What is Udaan all about:

Udaan was one of the youngest companies to reach the unicorn mark. It was found three-years ago and is continuously on the rise in terms of its popularity and size. Three ex-Flipkart employees Vaibhav, Amod, and Sujeet started the company with an idea to revolutionized the business industry and support all the small-time merchants. Udaan creates a single platform for manufacturers, traders, wholesalers, and retailers and help them connect better. This in turn will make the whole B2B process a whole lot easier in India.

## About the founder:

Amod Malviya, Vaibhav Gupta and Sujeet Kumar are the founders of Udaan.

- Amod Malviya is the founder and the engineer of

the company. Till date, he has found only one organization. Before he was the Chief Technology Officer at Flipkart. He studied B.Tech at Indian Institute of Technology, Kharagpur.



- Vaibhav Gupta is another founder of Udaan. Before he worked at Flipkart. He pursued B.Tech in Computer Science and Engineering from Indian Institute of Technology, Delhi. Also, he pursued his MBA from the University of Virginia, Darden School of Business.
- Sujeet Kumar is the co-founder of Udaan. He pursued his B.Tech degree in Civil Engineering from Indian Institute of Technology, Delhi. He has got work experience at Flipkart.

## Investment Rounds:

| Announcement Date | Round Name            | Money Raised | Lead Investors  |
|-------------------|-----------------------|--------------|---|
| Mar 23, 2020      | Venture Round - Udaan | \$30M        | Trustroot Internet  |
| Oct 2, 2019       | Series D - Udaan      | \$585M       | Altimeter Capital, Citi Ventures, DST Global, Footpath Ventures, GGV Capital, Hillhouse Capital Group, Tencent Holdings |
| Sep 3, 2018       | Series C - Udaan      | \$225M       | DST Global, Lightspeed India Partners   |
| Feb 21, 2018      | Series B - Udaan      | ₹ 3.2B       | Lightspeed Venture Partners   |
| Nov 23, 2016      | Series A - Udaan      | \$10M        | Lightspeed Venture Partners   |



## ABOUT THE INVESTORS:

### Altimeter Capital Management:

Altimeter Capital Management is a venture capital firm that was founded in 2008 and is based in Boston, Massachusetts. The firm focuses on investing in companies operating in the technology sector and manages long and short public equity fund and private growth equity funds.

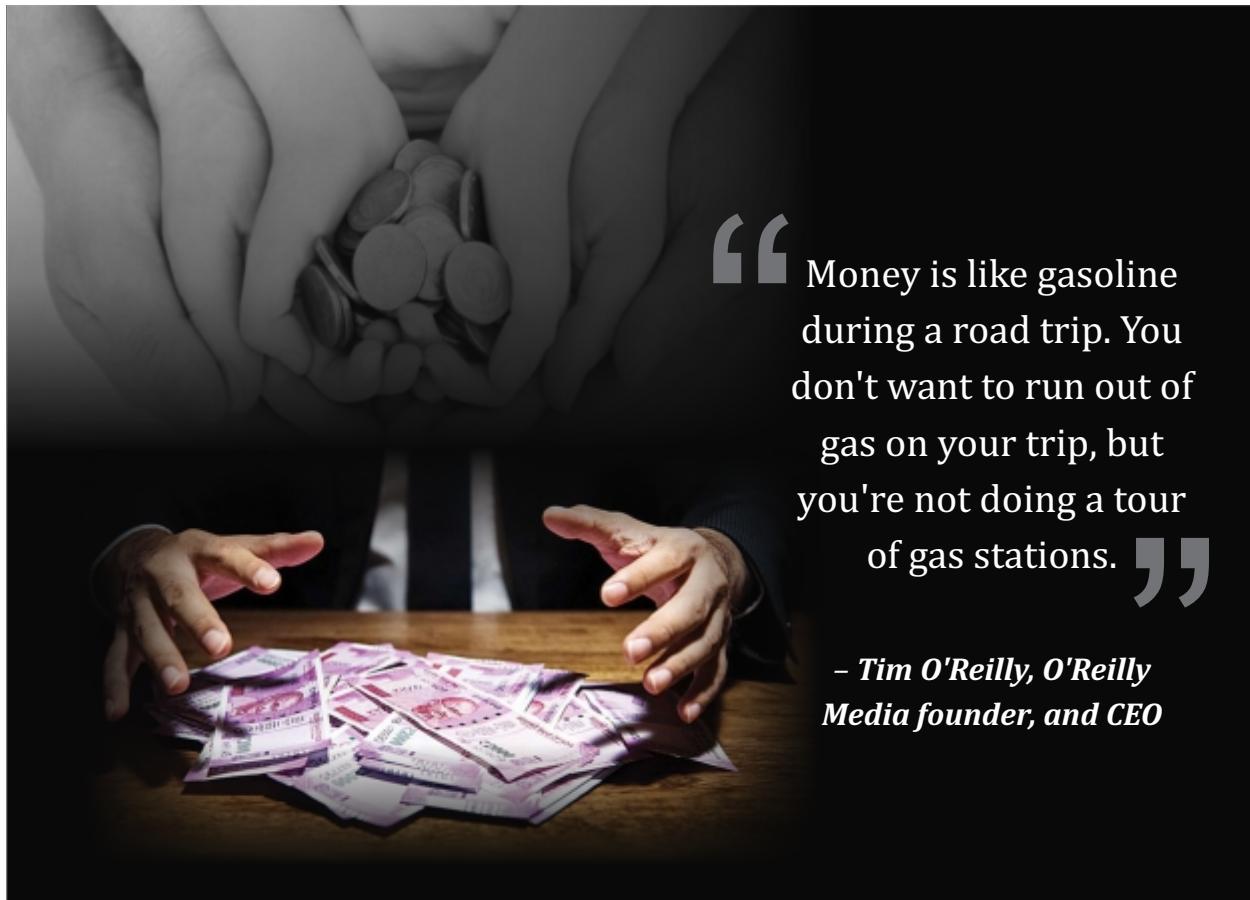
### Citi Ventures:

Citi Ventures is the corporate venture and innovation arm of Citibank, founded in 2008 to harness the power of Citi to help people, businesses, and communities thrive in a world of technological change. Headquartered in San Francisco with offices in New York, London, Palo Alto, Tel Aviv, and Singapore, Citi Ventures accelerates the discovery of new sources of value by exploring, incubating, and investing in new ideas. The team focuses on six key

areas: Financial Services & Technology, Commerce & Payments, Data Analytics & Machine Intelligence, Security & Enterprise IT, Marketing & Customer Experience, and Property Technology.

### DST Global (DST):

DST Global (DST) was founded by Yuri Milner in 2009 for the purpose of making minority investments in the most significant and fast-growing internet companies. Today DST is one of the world's leading technology investors and its portfolio has included some of the world's most prominent internet companies, such as Facebook, Twitter, WhatsApp, Snapchat, Airbnb, Spotify, Alibaba, Xiaomi, Flipkart and other fast-growing internet assets. The company has pioneered a model to provide liquidity to founders, employees and early investors through mixed primary and secondary transactions. These transactions are often referred to as DST type deals in the Internet world.





|                            |   |
|----------------------------|---|
| <b>Startup Name</b>        | <b>:</b> Zomato   |
| <b>Founder Name</b>        | <b>:</b> Deepinder Goyal, Pankaj Chaddah                    |
| <b>Launch Year</b>         | <b>:</b> 2008   |
| <b>Total valuation</b>     | <b>:</b> \$3 B  |
| <b>Website</b>             | <b>:</b> <a href="http://www.zomato.com">www.zomato.com</a> |
| <b>Sector</b>              | <b>:</b> Foodtech   |
| <b>Headquarter</b>         | <b>:</b> Delhi NCR  |
| <b>Unicorn status year</b> | <b>:</b> 2015   |

## What is Zomato all about:

Zomato was originally started with the name 'Foodiebay' in 2008. Deepinder Goyal and Pankaj Chaddah, IIT Delhi graduates from 2005 and 2007 respectively got the idea of the startup while they were working as analysts for the consulting firm Bain & Company. The idea for FoodieBay sprang in Deepinder mind when they regularly felt the need of having access to paper menu leaflets of different restaurants to order food. This gave him the idea of creating an app where people can get all the restaurant paper menus at one platform. By late 2008, FoodieBay with just 6 people they became the biggest restaurant directory in the Delhi NCR region. The service, was renamed as Zomato in 2010. Zomato initially started with restaurant searching and discovery but now they have expanded their business

to Table Reservations, Online Ordering, POS systems and Cashless payments.



## About the Founder:

The founders of Zomato are Deepinder Goyal and Pankaj Chaddah. Both are IIT graduates and were working with Bain & Co in New Delhi before they came together to launch Zomato.

## How Zomato came into Existence?

All of it started when the founders, Deepinder Goyal and Pankaj Chaddah were in their office in New Delhi and they came across so many people who were waiting for a long time just to acquire a flash of the

## Investment Rounds:

| Announcement Date | Round Name               | Money Raised | Lead Investors               |
|-------------------|--------------------------|--------------|------------------------------|
| Oct 14, 2020      | Series J - Zomato        | \$52M        | Kora                         |
| Sep 10, 2020      | Series J - Zomato        | \$166M       | Tiger Global Management      |
| Apr 6, 2020       | Series J - Zomato        | \$5M         | Baillie Gifford              |
| Jan 10, 2020      | Corporate Round - Zomato | \$150M       | Ant Group                    |
| Mar 2, 2019       | Series I - Zomato        | \$62.5M      | Naspers                      |
| Mar 1, 2019       | Corporate Round - Zomato | ₹4.4B        | Delivery Hero                |
| Feb 6, 2019       | Series I - Zomato        | \$39.7M      | Glade Brook Capital Partners |
| Oct 12, 2018      | Series I - Zomato        | \$210M       | Ant Group                    |
| Feb 1, 2018       | Series H - Zomato        | \$200M       | Ant Group                    |
| Apr 27, 2017      | Series H - Zomato        | \$20M        | Sequoia Capital India        |



menu card. And in that exact moment, the idea for obtaining a solution was planted in this duo's minds and that led them to launch Zomato, formerly known as 'Foodiebay'. They uploaded the soft copies of the menu cards on the website. Following this, everyone in the office started using this which led to a lot of time-saving for them. Subsequently, this increased the traffic on their website and soon enough they expanded their website to make it available to everyone in the city.

## ABOUT INVESTORS:

### Kora:

Developer of a financial rewards platform designed to promote sustainable behavior globally. The company's platform rewards people and companies for performing a wide range of sustainable activities, in order to fight climate change, enabling users to track their impact on the planet through measuring sustainable lifestyle choices and adopt eco urban mobility behaviours and habits.

### Tiger Global Management:

Tiger Global Management, LLC is an investment firm that deploys capital globally. Tiger Global seeks

to earn superior risk-adjusted returns for its investors over the long term. The firm's fundamentally oriented investments focus primarily on the global Internet, technology, telecom, media consumer and industrial sectors. The private equity strategy has a ten-year investment horizon and targets growth-oriented private companies.

### Baillie Gifford:

Baillie Gifford is an independently owned investment management firm. It is owned and run by 39 of its senior executives who operate as a partnership, a structure which has endured for over a century and which provides stability for clients and motivation for employees. It enables them to manage the business for the future as well as the present, with the emphasis on genuine long-term thinking rather than lurching haplessly between short term targets. Baillie Gifford is unique in the UK in being a large-scale investment business that has remained an independent private partnership. This ownership structure has allowed them to keep their efforts focused entirely on their clients and their investments.

“

I made a resolve then that I was going to amount to something if I could. And no hours, nor amount of labor, nor amount of money would deter me from giving the best that there was in me. And I have done that ever since, and I win by it. I know.

*– Harland Sanders, KFC founder*

”



## A91 PARTNERS:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Jul 2, 2020        | Paper Boat          | ₹280M          | E-Commerce                      |
| Jun 24, 2020       | Aye Finance         | \$27.5M        | FinTech                         |
| Jun 17, 2020       | Pushp Brand         | ₹1.3B          | Food & Beverages                |
| Jan 21, 2020       | Digit Insurance     | \$84M          | FinTech                         |
| Jan 20, 2020       | Aye Finance         | \$20M          | FinTech                         |
| Nov 1, 2019        | Paper Boat          | ₹200M          | E-Commerce                      |

**A**91 Partners is a venture capital fund that seeks to invest in privately held small and mid-sized companies. The firm focuses on investment in companies operating in the consumer, pharmaceutical, healthcare, financial service and technology sectors.

## ACCEL:

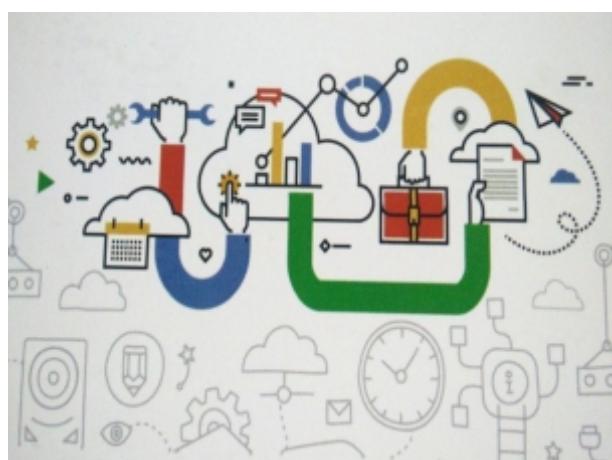
| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Jul 21, 2020       | Bluestone           | ₹147.3M        | E-Commerce                      |
| Nov 4, 2016        | Bizongo             | \$3M           | E-Commerce                      |

Founded in 1983, Accel is a venture capital firm based in Palo Alto, California. The firm seeks to invest in companies operating in the commercial products, healthcare, mobile, and infrastructure sectors. The company brings more than three decades of experience in building and supporting companies. Accel's vision for entrepreneurship and business enables it to identify and invest in the companies that will be responsible for the growth of next-generation industries. Accel-backed companies include Atlassian, Braintree, Cloudera, DJI, Dropbox, Dropcam, Etsy, Facebook, Flipkart, Lookout Security, MoPub, Qualtrics, Slack, Spotify, Supercell, Vox Media, and others.

# ACCION VENTURE LAB:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Mar 17, 2020       | Smartcoin           | \$7M           | FinTech                         |
| Mar 1, 2020        | SMECorner           | \$30M          | FinTech                         |
| Feb 20, 2020       | Prayaan Capital     | \$1.2M         | FinTech                         |

**V**enture Lab is an investment initiative that drives financial inclusion globally. We invest capital in and provide support to innovative fintech start-ups that increase access to, improve the quality of, or reduce the cost of financial services for the underserved at scale. It is particularly interested in technology and business model innovation as well as new approaches that help underserved people and small businesses benefit from the world's formal economy. It looks for models leveraging new technologies (e.g., blockchain and distributed ledger, digital ID and full stack infrastructure), newly digitized forms of data (e.g., social media, digital transaction footprints) and new analytical tools (e.g., machine learning). It also looks for innovative customer engagement models that create meaningful and delightful user experiences.





## ADAR POONAWALLA: (CEO OF SERUM INSTITUTE)

| Date of Investment | Company Invested In       | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------------|----------------|---------------------------------|
| Jul 8, 2020        | JetSynthesys              | ₹3B            | Software                        |
| Apr 2, 2020        | Mylab Discovery Solutions | —              | Biotechnology                   |
| Feb 26, 2020       | Sweetfish House Mafia     | ₹120M          | Food & Beverages                |

**A**adar Poonawalla (born on 14 January 1981), is the Chief Executive Officer (CEO) and the Executive Director of Serum Institute of India. Founded in 1966 by his father Dr. Cyrus Poonawalla, it is the world's largest vaccine manufacturer by the number of doses produced, as of 2017. In 2011, he became the CEO of Serum Institute with complete control of the day-to-day operations of the company. In 2012, he played a major role in the acquisition of Bilthoven Biologicals, a Netherlands-based government vaccine manufacturing company. Poonawalla is also associated as a board member of the GAVI Alliance, which is the global Vaccine Alliance.

## ALIBABA GROUP:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Apr 15, 2020       | BigBasket           | \$51.8M        | E-Commerce                      |
| Apr 9, 2020        | BigBasket           | \$60M          | E-Commerce                      |
| Sep 8, 2017        | BigBasket           | \$280M         | E-Commerce                      |

**A**libaba is the world's largest online and mobile commerce company, measured by GMV (CNY 5.7 trillion/\$846 billion for the fiscal year ended March 2019). It operates China's most-visited online marketplaces, including Taobao (consumer-to-consumer) and Tmall (business-to-consumer). Alibaba's China marketplaces accounted for 68% of revenue in fiscal 2019, with Taobao generating revenue through advertising and other merchant data services and Tmall deriving revenue from commission fees. Additional revenue sources

include international retail/wholesale marketplaces (7%), cloud computing (7%), digital media and entertainment platforms (6%), Cainiao logistics services (4%), and innovation initiatives/other (1%). Mobile GMV accounted for roughly 85% of consolidated GMV in fiscal 2019.

Their businesses are comprised of core commerce, cloud computing, digital media and entertainment, and innovation initiatives. In addition, Ant Financial, a company in which they have agreed to acquire a 33% equity stake, provides payment and financial services to consumers and merchants on their platforms. An ecosystem has developed around their platforms and businesses that consists of consumers, merchants, brands, retailers, other businesses, third-party service providers and strategic alliance partners.

## ANICUT CAPITAL:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Oct13, 2020        | WoW Momos           | ₹450M          | Food & Beverages                |

**A**nicut Capital is Founded by experienced professionals who have spent credible years of their career in Commercial, Private & Investment Banking at senior levels. William Bissell has been closely associated with the Centre for Science and Environment for many years. He is the Managing Director of FabIndia, a company that has made a signal contribution in popularising handlooms, nationally and internationally. He is deeply interested in issues of environment and sustainable development. Besides CSE, he is also involved with other non-profit organizations. William Bissell is the Managing Trustee of the Bhadrajun Artisan Trust, which runs schools in Rajasthan to bring quality education to the artisanal families living in rural areas.



## ASPADA CAPITAL:

| Date of Investment | Company Invested In                  | Money Invested | Sector to Which Company Belongs |
|--------------------|--------------------------------------|----------------|---------------------------------|
| Apr 6, 2020        | Aknamed                              | \$7M           | Health Care                     |
| Mar 18, 2020       | Vivriti Capital                      | \$50M          | FinTech                         |
| Mar 4, 2020        | Arya Collateral Warehousing Services | \$6M           | Logistics                       |
| Feb 27, 2020       | Ummeed Housing Finance               | ₹1.6B          | FinTech                         |
| Feb 7, 2020        | WayCool                              | \$35M          | Agritech                        |
| Jan 30, 2020       | Vogo                                 | \$35M          | Transportation                  |
| Jan 1, 2019        | Varthana                             | —              | Finance                         |

Aspada Capital support driven entrepreneurs in large and essential markets by providing early stage risk capital to businesses in India that expand market access, improve livelihoods, and create large-scale employment opportunities in underserved communities. Aspada Capital Advisors provides investment advice and portfolio oversight to the SONG Fund, an early stage venture capital fund capitalized by the Soros Economic Development Fund, the Omidyar Network, and Google. Aspada Investment Advisors provides investment advice and portfolio oversight to Aspada Investments, an equity and structured product venture capital investment vehicle backed with a significant commitment by the Soros Economic Development Fund.

## AQUILINE TECHNOLOGY GROWTH:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Jan 28, 2020       | MoneyTap            | ₹5B            | Lending                         |
| May 8, 2019        | Health IQ           | \$55M          | Health Care                     |

Founded in 2005, Aquiline Capital Partners is a private equity firm headquartered in New York, New York. The firm focuses on growth capital, buyout, and turnaround

investments. The firm prefers to invest in financial service, banking, credit, financial technology service, insurance, investment management, and commercial sectors. It partners with entrepreneurs who are transforming financial services and insurance. We invest in early through growth stage FinTech, InsureTech, and Enterprise Software companies. As the dedicated venture platform of Aquiline Capital Partners, we are enhanced by the domain expertise and strategic relationships of a financial technology and services focused private equity firm.

## BEENEXT:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Jul 8, 2020        | Blue Sky Analytics  | \$1.2M         | Artificial Intelligence         |
| Jun 1, 2020        | Cube                | \$500K         | FinTech                         |
| May 13, 2020       | Milkbasket          | \$5.5M         | E-Commerce                      |
| May 4, 2020        | Loadshare           | ₹1B            | Logistics                       |
| Apr 21, 2020       | YAP                 | \$4.5M         | FinTech                         |

Beenext is a spin off at the University of Turin (UNITO) born inside the UniTO's Department of Science and Drug Technology (DSTF). The firm provides a platform in the first steps of the process of drug discovery. It was founded in 2013 and is based in Torino, Italy. It is a Venture Capital fund managed by serial entrepreneurs that focuses on assisting founders with its operational experience, network, trust, unique perspectives, and the capital. The team invests in early-stage tech startups that are focused on building the new digital platforms driven by the data network. BEENEXT aims to establish a platform of founders, by the founders and for the founders across the globe, primarily in South East Asia, India and Japan. Since its establishment in 2015, the team has invested in over 180 companies globally.



## CHIRATAE VENTURES:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Sep 3, 2020        | Railofy             | ₹70M           | Transportation                  |
| Jul 28, 2020       | Hevo Data           | \$8M           | Software                        |
| Jun 8, 2020        | HealthPlix          | \$6M           | Health Care                     |
| May 14, 2020       | RentoMojo           | ₹244.8M        | Logistics                       |
| Jan 29, 2020       | Oye Rickshaw        | \$10M          | Automotive                      |
| Jan 27, 2020       | Bizongo             | \$30M          | E-Commerce                      |
| Jan 19, 2020       | Kristal.AI          | \$6M           | FinTech                         |
| Jan 13, 2020       | Pando               | ₹640M          | Logistics                       |
| Jan 9, 2020        | Bounce              | \$105M         | Automotive                      |
| Nov 4, 2016        | Bizongo             | \$3M           | E-Commerce                      |

**F**ounded in 2006, Chiratae Ventures is a venture capital firm based in Bangalore, India. The firm seeks to invest in seed, early-stage and growth-stage companies operating in the consumer media, technology, software, health tech, and fintech sectors. IDG Ventures India is a leading technology venture capital fund in India. The fund is part of IDG Ventures, a global network of technology venture funds with over \$6 billion under management with over 220 investee companies and 10 offices across Asia and North America. IDG Ventures has been an investor in companies including Funzio, Ctrip, Tencent, Baidu, Netscape, BabyCenter, Sohu, Vancl and VinaGame. In India, IDG Ventures has invested in companies such as Flipkart, Myntra, Yatra, Newgen, Brainbees, Vserv, Manthan Software, Valyoo , Actosserba , NestAway and Hiree.

## CIPLA:

| Date of Investment | Company Invested In  | Money Invested | Sector to Which Company Belongs |
|--------------------|----------------------|----------------|---------------------------------|
| Jun 10, 2020       | GoApptiv             | \$1.2M         | Digital Marketing               |
| Feb 18, 2019       | Wellthy Therapeutics | \$1.5M         | Health Care                     |

**C**ipla is a drug manufacturing company that focuses on a variety of pharmaceutical products. Its focal areas are biologicals, small-molecule innovation, consumer healthcare, and regenerative medicine. Cipla maintains its focus on three main therapeutic areas: respiratory, urology, and antiretroviral. The bulk of its sales are generated in India, although it maintains a large global presence. Cipla's growth strategy focuses on new product launches.

## COATUE:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Jul 15, 2020       | Vedantu             | \$100M         | E-Commerce                      |

Coatue is a privately owned hedge fund sponsor. The firm invests in the public equity markets globally focusing on investments in technology, media and telecommunications in addition to other sectors. It employs long/short strategy to make its investments. Coatue Management was founded in 1999 and is based in New York City.

## DRAGONEER:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Feb 14, 2020       | Innovaccer          | \$70M          | Health Care                     |
| Jan 23, 2020       | INDwealth           | \$12M          | Finance                         |

**F**ounded in 2012, Dragoneer Investment Group is a growth-oriented public and private investment firm based in San Francisco, California. Dragoneer is a long-only, growth-oriented public and private investor based in San Francisco.

## EIGHT ROADS VENTURES:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Sep 11, 2015       | CredR               | \$15M          | Automotive                      |

**F**ounded in 1969, Eight Roads is a venture capital arm of Fidelity International Limited based in London, United Kingdom. The firm seeks to invest in the healthcare, technology, and fintech sectors. Eight Roads Ventures is a venture capital fund, with offices in China, India, Japan and the UK. Eight Roads is the proprietary investment arm of Fidelity International Limited (FIL). The Ventures arm of FIL was formerly known as Fidelity Growth Partners.



## EQUINOR VENTURES:

| Date of Investment | Company Invested In   | Money Invested | Sector to Which Company Belongs |
|--------------------|-----------------------|----------------|---------------------------------|
| Jul 2, 2020        | Carbon Clean Solution | \$6M           | Environmental Services          |

Founded in 1991, Equinor Ventures is a corporate venture arm of Equinor based in Stavanger, Norway. The firm seeks to investments in early stage and growth stage companies. The firm prefers to make investments in the manufacturing, information technology, energy, renewable energy, oil and gas sectors.

## EVERSTONE:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Jan 6, 2020        | Pharmaceutical      | \$50M          | Slayback Pharma                 |

The Everstone Group is a leading private equity and real estate investment firm focused on supporting the growth aspirations of entrepreneurs, corporations and asset owners across India and Southeast Asia. The company was founded by Atul Kapur and Sameer Sain in 2006. Since its foundation the company has emerged as a market leader. Today the company has large institutional platform and a team of over 350 experienced professionals based in Singapore, India (Mumbai, Delhi, Bengaluru), London, New York and Mauritius, the firm manages assets in excess of US\$5 billion across private equity, real estate, green infrastructure and venture capital. The company has invested in and developed over 50 million square feet of retail and industrial real estate across India, Everstone is one of the top real estate developers in the country today.

## FAERING CAPITAL:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Jan 21, 2020       | Digit Insurance     | \$84M          | Insurance                       |

Faering Capital is a private equity and venture capital firm based in Mumbai, India. The firm was founded in 2010 and seeks to invest in companies operating in the financial services, consumer & retail, healthcare, education, media, technology, internet and business services sectors.

## FAIRFAX FINANCIAL HOLDINGS:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Jul 3, 2018        | Digit Insurance     | \$45M          | Insurance                       |
| Jun 5, 2019        | Digit Insurance     | \$50M          | Insurance                       |

Fairfax Financial offers reinsurance and property and casualty insurance in Canada, the United States, and other international markets. About 25% of premiums come from reinsurance activities, and almost 30% of premiums are generated from outside Canada and the U.S. The company also has some noninsurance operations such as restaurants. Fairfax has been led by Prem Watsa, its chairman and CEO, since its formation in 1985. Fairfax was founded in 1985 by the present Chairman and Chief Executive Officer, V. Prem Watsa. The company has been under present management since 1985 and is headquartered in Toronto, Canada. Its common shares are listed on the Toronto Stock Exchange under the symbol FFH and in U.S. dollars under the symbol FFH.U.

Fairfax's insurance and reinsurance companies operate on a decentralized basis, with autonomous management teams applying a



focused underwriting strategy to their markets. Fairfax subsidiaries provide a full range of property and casualty products, maintaining a diversified portfolio of risks across all classes of business, geographic regions, and types of insureds. Since 1985, investments have been centrally managed for all of the Fairfax group companies by Hamblin Watsa Investment Counsel Ltd. A wholly-owned subsidiary of Fairfax. Hamblin Watsa emphasizes a conservative value investment philosophy, seeking to invest assets on a total return basis, which includes realized and unrealized gains over the long-term.

## FLIPKART:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Apr 27, 2020       | PhonePe             | \$28M          | Payment                         |
| Feb 26, 2020       | PhonePe             | \$59.6M        | Payment                         |
| Dec 11, 2019       | Ninjacart           | \$10M          | Agritech                        |
| Dec 10, 2019       | PhonePe             | ₹5.9B          | Payment                         |
| Oct 22, 2019       | PhonePe             | ₹4.1B          | Payment                         |
| Jul 30, 2019       | PhonePe             | ₹7B            | Payment                         |

**O**perator of an e-commerce shopping portal intended to offer a wide range of consumer products across India. The company's portal offers over 80 million products across a range of categories, enabling customers to buy products of their choice with cash on delivery, credit or debit card transactions and net banking as payment options.

Flipkart owns and operates an online shopping website in India. It provides books, movies, music, games, consoles, gaming accessories, mobiles, mobile accessories, cameras, camera accessories, computers, computer accessories, network components, software, peripherals, home and kitchen appliances, TV and video products, and personal and health care products. Binny and Sachin Bansal founded Flipkart in 2007, with headquarters in Bengaluru in India. In 2018 the company was acquired by giant retail corporation, Walmart.

## FOUNDER BANK CAPITAL:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| May 4, 2020        | Rooter              | \$1.7M         | Automotive                      |

**l**eAD, the premier sports venture ecosystem, is inspired by Adi Dassler, the founding father of the modern sports industry. leAD works with the most promising early-stage sports tech startups from around the world, aiming to propel their growth through smart investment, premier network access, and expert mentorship. leAD consists of the leAD Sports Accelerator programs (Lake Nona and Berlin), targeting pre-seed startups, the leAD Business Builder, focused on the gap between seed and growth, and the Series A advantage Sports Tech Fund.

## GOLDMAN SACHS:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Dec 15, 2017       | Purple              | ₹34.4M         | E-Commerce                      |
| Dec 19, 2019       | ZestMoney           | \$15M          | FinTech                         |

**T**he Goldman Sachs Group is a global investment banking, securities, and investment management firm, providing services to corporations, financial institutions, governments, and high-net-worth individuals worldwide. The firm operates in three segments: investment banking, trading, and principal investments, and asset management, and securities services. The investment banking segment provides financial advisory services with respect to mergers and acquisitions, divestitures, corporate defence activities, restructurings, spin-offs, and underwriting services such as public offerings and private placements of common and preferred stock, convertible and exchangeable securities, investment-grade debt, high-yield debt, sovereign,



emerging market debt, municipal debt, bank loans, asset-backed securities, and real estate-related securities.

This division seeks to serve in the clean-tech and renewable, consumer retail, healthcare, real estate, natural resources, media and telecom, and other industries. The trading and principal investments segment engage in market making in, trading of and investing in fixed income and equity products, currencies, commodities, clearing client transactions on stock, options and futures exchanges, and making principal investments directly and through funds that the company raises and manages. The asset management and securities services segment provide investment advisory, equity research, and financial planning services such as prime brokerage, financing services, and securities lending services. Goldman Sachs was established in 1869 and is headquartered in New York City, New York with offices throughout the world.

## ICOS CAPITAL MANAGEMENT:

| Date of Investment | Company Invested In   | Money Invested | Sector to Which Company Belongs |
|--------------------|-----------------------|----------------|---------------------------------|
| Jul 2, 2020        | Carbon Clean Solution | \$6M           | Environmental Consulting        |

Founded in 2005, Icos Capital is a venture capital firm based in Rotterdam, Netherlands. The firm specializes in early-stage and startup investments. The firm invests in the digitization and sustainability propositions for agri-food and chemical sectors including health food, bio-based chemicals, big data analytics, and artificial intelligence. ICOS Capital is a professional venture and growth capital investment firm with combined experience of over 50 years of investing over 100 million euros in over 40 European technology companies.

It differentiates itself as an operational venture capital firm after having directed numerous success stories, with over 75 years of hands on experience and 12 exits through M&A and IPOs. It has strategic partnership with major corporations that see value in being at the forefront of the development and dissemination of cleantech innovations, both for capital gains and to substantiates strategic and corporate social responsibility objectives. These strategic alliances provide ICOS Capital with preferred access to the corporations' extensive global networks and considerable knowledge base.

## HELION VENTURE PARTNERS:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Dec 19, 2018       | Toppr               | \$35M          | EdTech                          |
| Sep 19, 2018       | Livspace            | \$70M          | Interior Design                 |
| Apr 27, 2018       | RailYatri           | \$8M           | Tourism                         |
| Oct 25, 2017       | BigBasket           | ₹326.5M        | E-Commerce                      |

Helion Venture Partners is a venture capital firm specializing in early and mid-stage investments. The firm prefers to invest in technology powered and consumer service businesses in sectors like outsourcing, internet, mobile, technology products, retail services, healthcare, education and financial services. It focuses on investing in companies based in India. Helion Venture Partners is based in Port Louis, Mauritius with additional offices in Bangalore, India and Gurgaon, India.





## INDIGRAM LABS:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Jul 5, 2018        | Intello Labs        | \$469.8K       | Agritech                        |
| Feb 26, 2018       | Farmley             | \$10.6K        | Agritech                        |
| Aug 1, 2017        | Intello Labs        | \$154K         | Agritech                        |

Indigram Labs Foundation is a technology business incubator that is based in New Delhi, India and was founded in 2015. The firm seeks to invest in agriculture, food, clean energy, education and healthcare sectors.

## INNOVEN CAPITAL:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Sep 1, 2020        | boAt                | ₹250M          | E-Commerce                      |
| May 18, 2020       | LetsTransport       | ₹130M          | Logistic                        |
| May 11, 2020       | Shiprocket          | \$13M          | SpaceTech                       |
| Mar 3, 2020        | Bounce              | \$6.5M         | Automobile                      |
| Feb 11, 2020       | Chaayos             | \$3M           | Food and Beverage               |
| Feb 7, 2020        | WayCool             | \$35M          | Agritech                        |
| Jan 29, 2020       | Zetwerk             | \$2.2M         | Marketplace                     |
| Jan 1, 2019        | Bizongo             | Undisclosed    | E-Commerce                      |

VB India Finance Private Limited was started in Mumbai in 2008 and is positioned as India's first and only specialty lending business targeting high growth entrepreneurial companies in India backed by top-tier venture capital and private equity investors. They offer multiple sources of diverse debt capital including venture debt, acquisition financing, growth capital and capex financing. The team's experience in dealing with early and growth stage companies combined with a deep understanding of the local venture market dynamics and established relationships with the venture community enables us to serve tailor made financing solutions structured specifically to support fast growing entrepreneurial companies with greater flexibility and safety.

InnoVen Capital is Asia's leading venture lending firm with offices in Mumbai, Singapore and Beijing. Started in India in 2008, the platform was re-branded InnoVen Capital following a buyout of

the business led by Temasek Holdings and UOB Group in 2015. InnoVen Capital currently has investor commitments of US\$200 million. InnoVen provides debt financing to high growth and innovative tech startups, and has since supported and provided over 190 loans to more than 150 start-ups across India and Southeast Asia. The platform offers multiple debt capital solutions, including venture debt, acquisition finance, growth loans, and syndication.

## INSEAD ANGELS

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Apr 20, 2020       | Pariksha            | —              | —                               |
| Oct 12, 2017       | StanPlus            | \$1.1M         | —                               |

INSEAD Angels Asia is an Asia-focused angel investment club investing in INSEAD entrepreneurs. It has more than 50 members and investment is syndicated among 5-15 angels. It makes early-stage seed minority investments across multiple sectors.

## INSITOR PARTNERS:

| Date of Investment | Company Invested In         | Money Invested | Sector to Which Company Belongs |
|--------------------|-----------------------------|----------------|---------------------------------|
| Jan 28, 2020       | WizKlub                     | ₹70M           | EdTech                          |
| Jan 14, 2020       | Farmley                     | \$2M           | Agritech                        |
| Feb 6, 2018        | Aviom India Housing Finance | ₹150M          | Lending                         |

Founded in 2009, Insitor Impact Fund is a venture capital firm based in Singapore. The firm prefers to finance companies that offer low-income family's options for increased access to healthcare, education, affordable housing, water sanitation, and clean energy. The firm seeks to finance early-stage social business through a mix of equity, mezzanine, and straight debt. The firm has its regional offices in Lahore, Luxembourg, and Phnom Penh.



## INTERNATIONAL FINANCE CORPORATION:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| May 2, 2018        | Bizonga             | \$22M          | E-Commerce                      |

Founded in 1956, International Finance Corporation is a private equity investment firm based in Washington, District of Columbia. The firm is a member of the World Bank Group and is a global development institution that focuses on the private sector in developing countries. The firm provides investment services, advisory services, and asset management services to businesses and governments. Although part of the Bank Group, IFC is a separate legal entity with separate Articles of Agreement, share capital, financial structure, management, and staff. Membership in IFC is open only to member countries of the World Bank. The firm has additional offices across Asia, Africa, Europe, and North America. IFC helps companies and financial institutions in emerging markets create jobs, generate tax revenues, improve corporate governance and environmental performance, and contribute to their local communities. The goal is to improve lives, especially for the people who most need the benefits of growth.

## JSW VENTURES:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Aug 31, 2020       | HomeLane            | ₹400M          | Interior Design                 |
| Jun 8, 2020        | HealthPlix          | \$6M           | Health Care                     |
| Jan 13, 2020       | Purplle             | \$8M           | E-Commerce                      |
| Dec 23, 2019       | HomeLane            | \$30M          | Interior Design                 |
| Dec 12, 2019       | Purplle             | \$30M          | E-Commerce                      |
| Jun 20, 2018       | Purplle             | ₹175M          | E-Commerce                      |

JSW Ventures is an early-stage venture capital firm that is based in Mumbai, India. The firm seeks to invest in the SaaS, fintech,

consumer internet, mobile, E-commerce, health tech, analytics and education sectors. JSW Ventures is a part of the JSW group and provides early stage venture capital to companies building innovative products, services or technology leveraging India's demographic dividend, consumption drivers, manufacturing, and technological advancements.

## KALAARI CAPITAL:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Sep 3, 2020        | WinZO               | \$18M          | E-sports                        |
| Jul 21, 2020       | Bluestone.com       | ₹147.3M        | E-commerce                      |
| Jun 8, 2020        | HealthPlix          | \$6M           | Health Care                     |
| May 21, 2020       | Vakilsearch         | —              | Legal Tech                      |
| May 13, 2020       | Milkbasket          | \$5.5M         | E-Commerce                      |
| May 6, 2020        | Vernacular.ai       | \$5.1M         | Internet of Things              |
| Mar 14, 2020       | Shop101             | ₹286.9M        | E-Commerce                      |
| Feb 24, 2020       | Vogo                | \$19.1M        | Automotive                      |
| Jan 30, 2020       | Vogo                | \$35M          | Automotive                      |
| Jan 13, 2020       | Wysh                | \$2M           | Social Media                    |
| Dec 4, 2015        | Dream 11            | -              | Fantasy sports                  |
| Jan 5, 2015        | Dream 11            | -              | Fantasy sports                  |

Kalaari Capital is a venture capital firm based in Bangalore, India and was founded in 2011. The firm focuses on investing in companies within the information technology, mobile, healthcare, software products and services, e-commerce, media and clean technology sectors. Kalaari is a \$160 million venture capital fund with a strong advisory team in Bangalore investing in early-stage, technology-oriented companies in India. Kalaari Capital invests in the unknown Indian entrepreneur who is poised to become tomorrow's global leader. They are India's leading investor in early-stage businesses, nurturing them through every aspect of growth on the transformative journey toward success.



## KOHLBERG KRAVIS ROBERTS:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Jan 5, 2017        | Slayback Pharma     | \$60M          | Pharmaceutical                  |

**F**ounded in 1976, Kohlberg Kravis Roberts (KKR) is a global investment firm and is primarily based in New York, New York. The core of the firm's franchise is sponsoring and managing funds that make private equity investments in North America, Europe and Asia. The firm manages investments across multiple asset classes including private equity, energy, infrastructure, real estate, capital markets, credit strategies and hedge funds. The firm has completed more than two-hundred-eighty private equity investments in portfolio companies with approximately \$545 billions of total enterprise value as of June 30, 2017. Assets Under Management ("AUM") and Fee-Paying Assets Under Management ("FPAUM") were \$153 billion and \$114 billion, respectively as of September 30, 2017.

Jerome Kohlberg, Jr. and cousins Henry Kravis and George R. Roberts, all of whom had previously worked together at Bear Stearns, where the three completed some of the leveraged buyout transactions founded the company. Kohlberg Kravis Roberts has completed a number of transactions including the 1989 leveraged buyout of RJR Nabisco, which was a large buyout in history to that point, as well as the 2007 buyout of TXU, which is currently also a large buyout completed to date since its founding.

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

*- Maya Angelou, Author and Poet*

## LGT LIGHTSTONE:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Sep 1, 2020        | Dunzo               | \$28M          | Delivery App                    |
| Jun 24, 2020       | Aye Finance         | \$27.5M        | FinTech                         |
| Apr 11, 2020       | Porter              | ₹1.4B          | Logistics                       |
| Mar 17, 2020       | Smartcoin           | \$7M           | FinTech                         |
| Feb 24, 2020       | Vogo                | \$19.1M        | Rental                          |

**L**GT Lightstone is a global direct private equity platform focused on impact investing in scalable businesses that achieve positive societal outcomes by harnessing breakthrough developments in technology. LGT Lightstone invests in companies in Europe, Asia, Latin America and Africa that empower consumers, increase business productivity, and promote sustainable resource utilization. LGT Lightstone is part of LGT Group, a leading international private banking and asset management group that has been fully controlled by the Liechtenstein Princely Family for over 80 years.

## LIGHTSPEED VENTURE PARTNERS:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Sep 1, 2020        | Apna                | \$8M           | Staffing Agency                 |
| Aug 19, 2020       | Pixxel              | \$5M           | Aerospace                       |
| Jun 25, 2020       | Nextbilllion.ai     | \$7M           | E-Commerce                      |
| Jun 10, 2020       | Ula                 | \$10.5M        | Lending                         |
| May 20, 2020       | FrontRow            | \$3M           | EdTech                          |
| Apr 16, 2020       | Yellow Messenger    | \$20M          | Messaging app                   |
| Apr 15, 2020       | Setu                | \$15M          | Financial Services              |
| Mar 7, 2020        | Qtalk               | \$1.6M         | Social Media                    |
| Oct 2, 2019        | Udaan               | \$585M         | EdTech                          |

**F**ounded in 2000, Lightspeed Venture Partners is a multi-stage venture capital firm focused on accelerating disruptive innovations and trends in the Enterprise and Consumer sectors. Over the past two decades, the Lightspeed team has backed hundreds of



entrepreneurs and helped build more than 350 companies globally, including Snap, Nest, Nutanix, AppDynamics, MuleSoft, OYO, Guardant, StitchFix, and GrubHub. Lightspeed currently manages \$7.9 Billion across the global Lightspeed platform, with investment professionals and advisors in Silicon Valley, Israel, India, and China.

Lightspeed Venture Partners invests in various sectors that include enterprise, consumer, big data, bitcoin, enterprise technology, cleantech, mobile, internet, financial technology, cloud solutions, e-commerce, storage, media, networking, energy, and software, software-as-a-service, information technology, biotechnology, and social. It mainly invests in countries such as the United States, Europe, Israel, China, and India.

## MATRIX PARTNERS INDIA:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Aug 18, 2020       | FPL Technologies    | \$10M          | Payment                         |
| Jul 21, 2020       | Bijnis              | ₹639M          | E-Commerce                      |
| Jul 21, 2020       | Vegrow              | \$2.5M         | Health Care                     |
| Jul 14, 2020       | goDutch             | \$1.7M         | FinTech                         |
| Jul 11, 2020       | Treebo Hotels       | ₹225M          | Hospitality                     |
| Jun 25, 2020       | Oziva               | \$5M           | Agritech                        |
| May 27, 2020       | OlaMoney            | ₹2.1B          | Payment                         |
| May 4, 2020        | Loadshare           | ₹1B            | Logistics                       |

**M**atrix Partners India is a private equity and venture capital firm that prefers to invest in the mobile internet, consumer and healthcare sectors. The firm was founded in 2006 and has offices in Mumbai, Bengaluru, Port Louis, Waltham, Cambridge, Palo Alto, Beijing and Shanghai. Matrix Partners is committed to building long-term relationships with outstanding entrepreneurs and helping them build significant, industry-leading companies. Since its inception in 1977, Matrix Partners has

had the privilege to partner with hundreds of innovators. They have been fortunate to play an active role in the development of many successful businesses, 50 of which went on to initial public offerings, and 75 of which have gone on to profitable M&A events. The firm consistently ranks in the top five venture firms in terms of returns to its investors. Matrix Partners operates in the United States, India and China across multiple sectors and stages.

## MOUNTAIN PINE CAPITAL:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Dec 15, 2017       | Purplle             | ₹34.4M         | E-Commerce                      |

**F**ounded in 2011, Mountain Pine Capital was based in Singapore. The firm specialized in seed, early-stage and later-stage investments. The firm intended to invest in the agriculture, technology, artificial intelligence, food and beverage sectors.

## MUNICH RE VENTURES:

| Date of Investment | Company Invested In    | Money Invested | Sector to Which Company Belongs |
|--------------------|------------------------|----------------|---------------------------------|
| Sep 15, 2020       | Acko General Insurance | \$60M          | Insurance                       |

**A**s one of the global providers of reinsurance, primary insurance and insurance-related risk solutions, Munich Re is uniquely positioned to help the world adopt new innovations by transferring the risks from invention and by developing solutions for loss prevention. As strategic investors, Munich Re Ventures provides capital and guidance to current and future Munich Re partners who are creating the world.



## OMIDYAR NETWORK:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Jul 15, 2020       | Vedantu             | \$100M         | EdTech                          |
| May 26, 2020       | GramCover           | —              | Insurance                       |
| Apr 30, 2020       | Pratilipi           | ₹706.8M        | Digital Media                   |
| Apr 20, 2020       | Bijak               | \$12M          | AgTech                          |
| Feb 24, 2020       | RailYatri           | ₹100M          | Tourism                         |
| Jan 31, 2020       | Doubtnut            | \$15M          | EdTech                          |
| Jan 9, 2020        | Axio Bio Solutions  | \$5.2M         | Health Care                     |
| Jan 9, 2020        | Bounce              | \$105M         | Automotive                      |

**M**r. Pierre Omidyar is a Co-Founder of Omidyar Group. He is also the Co-Founder and serves Chairman at Imaginable Futures Services. He is the Founder of Omidyar Technology Ventures. He serves as Limited Partner at Spero Ventures. Mr. Omidyar is also the Chairman of the Board at Omidyar Network Fund. He is a Co-Founder and serves as the Chairman at eBay. He is also a Co-Founder at UP2398. He is also a Co-Founder and serves as Director at Ulupono Initiative. He also founded First Look Media and serves as its Chief Executive Officer. Pierre created eBay in 1995 on the premise that people are basically good, and he continues to serve as chairman of the board. He also serves as a Board member at The Rise Fund. Today, eBay enables more than 90 million buyers and sellers to connect and prosper over shared interests. After eBay became a public company in 1998, Pierre and his wife Pam co-founded the Omidyar Foundation to support nonprofits. Simultaneously, eBay's vast scale and accelerating social impact were demonstrating that business could also be an effective tool for creating social good. In response, they broadened their scope in 2004 to form a new entity, Omidyar Network, to make investments in for-profit companies as well as nonprofit organizations. By supporting innovative, market-based approaches, Omidyar Network creates an opportunity for individuals to connect with others and discover their power to make a difference in the world.

Pierre provides Omidyar Network's strategic vision, stemming from his values and innovative approach to investing for social good. As an extension of Omidyar Network's activities in microfinance, Pierre and Pam gave \$100 million to Tufts University, their alma mater, to create the Omidyar-Tufts Microfinance Fund. Their endowment, the single largest in the history of Tufts, aims to accelerate the growth of the microfinance industry while generating income to support university programs. Pierre and Pam also provided seed funding to establish the Tisch College of Citizenship and Public Service for the purpose of educating all members of the Tufts community in the values and skills of active citizenship. To support local efforts at home, Pierre and Pam committed \$50 million to the Hawaii Community Foundation in 2009. The resources are being used to create innovative new programs and support existing philanthropic efforts across the state. To address Hawaii's need for long-term sustainable solutions in the areas of food, energy, and waste, the Omidyars also created the Ulupono Initiative. Pierre serves as chairman of eBay, a trustee of Tufts University, Santa Fe Institute and Punahou School; and as a commissioner for President Barack Obama's Commission on White House Fellowships. He is also CEO and publisher of Honolulu Civil Beat, a local news service in Hawaii that encourages greater civic participation through media.

“Whatever you do, be different—that was the advice my mother gave me, and I can't think of better advice for an entrepreneur. If you're different, you will stand out.”

- Anita Roddick,  
*Founder of The Body Shop*



## OMNIVORE:

| Date of Investment | Company Invested In                  | Money Invested | Sector to Which Company Belongs |
|--------------------|--------------------------------------|----------------|---------------------------------|
| May 26, 2020       | GramCover                            | —              | Insurance                       |
| May 13, 2020       | Intello Labs                         | \$5.9M         | Agritech                        |
| Apr 20, 2020       | Bijak                                | \$12M          | Agritech                        |
| Apr 6, 2020        | Green Agrevolution                   | \$12M          | Agritech                        |
| Mar 4, 2020        | Arya Collateral Warehousing Services | \$6M           | Logistics                       |
| Feb 13, 2020       | Clover                               | \$5.5M         | Agritech                        |
| Jan 14, 2020       | Farmley                              | \$2M           | Agritech                        |

**D**eveloper of a universal point-of-sale connectivity platform intended to empower restaurant brands to digitize their guest and operational experience. The company's platform delivers an end-to-end suite of services built on data and insights like online ordering, pay at the table, 3rd party delivery, reservations, loyalty, inventory, labor and analytics, enabling restaurants to access real-time, quality consumer level point of purchase intelligence for improved decision making and operation strategies.

Omnivore is a venture capital firm, based in India, which funds entrepreneurs building the future of agriculture and food systems. Omnivore pioneered agritech investing in India. We manage INR 9.35 billion (approximately \$130 million) across two funds and have backed over 20 startups since 2011. Every day, Omnivore portfolio companies drive agricultural prosperity and transform food systems across India, making farming more profitable, resilient, and sustainable.

## PAYTM MALL:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Oct 25, 2017       | BigBasket           | ₹326.5M        | E-Commerce                      |
| Sep 8, 2017        | BigBasket           | \$280M         | E-Commerce                      |

**D**eveloper of a mobile payment and e-commerce platform designed to provide bill payment services. The company's platform offers prompt online recharge, DTH, data card recharge, metro card recharge and mobile bill payment services as well as offers bus,

train, flight and hotel booking services, enabling users to make seamless mobile payments from cards, bank accounts and digital credit among others.

## PI VENTURES:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Mar 18, 2020       | Agnikul Cosmos      | ₹234M          | SpaceTech                       |

**P**i Ventures is a venture capital firm based in Bengaluru, India. The firm seeks to invest in companies operating in the machine learning, Internet of Things, electronics, drones and cyber security sectors.

## PRIME VENTURE PARTNERS:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Apr 2, 2020        | Recko               | \$6M           | FinTech                         |
| Jan 28, 2020       | MoneyTap            | ₹5B            | FinTech                         |
| Jan 7, 2020        | Perpulse            | \$1M           | SaaS                            |
| Aug 27, 2019       | Recko               | —              | FinTech                         |
| Jun 26, 2019       | Recko               | \$1M           | FinTech                         |
| Apr 22, 2019       | mfine               | \$17.2         | MHealth Care                    |

**F**ounded in 2011, Prime Venture Partners is a venture capital firm based in Bengaluru, India. The firm focuses on the information technology and business products and services sectors. Prime Venture Parnters is a Bangalore-based seed fund led by serial entrepreneurs Sanjay Swamy, Shripati Acharya and Amit Somani. The fund is focused on building disruptive product companies out of India, and addresses a much-needed gap in the Indian startup ecosystem - by bringing a combination of first-hand entrepreneurial experience, operating expertise and meaningful capital. Prime Venture Partners have incubated exciting startups including ZipDial (acquired by Twitter), Ezetap, SmartOwner, Synup, HackerEarth, happay, Vidgyor, Maya, KredX, MoneyTap & NiYO.



## RNT CAPITAL:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Jan 9, 2020        | Axio Biosolutions   | \$5.2M         | Pharmaceutical                  |
| Jan 26, 2018       | Axio Biosolutions   | \$7.4M         | Pharmaceutical                  |
| May 8, 2017        | CureFit             | \$3M           | Health Care                     |

**R**NT Capital is a global investment platform which was founded in 2006 and is backed by Mr. Ratan N. Tata. The fund invests in disruptive, technology-oriented businesses across the world and takes a long-term, founder-centric approach to investing, often relying on its proprietary sourcing advantage. It partners closely with the office of the Chief Investment Officer of the Regents, University of California. It focuses on investment in the India, Southeast Asia and the US.

## ROCKSTUD CAPITAL:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Aug 10, 2020       | BigHaat             | \$2M           | Agritech                        |
| May 4, 2020        | Rooter              | \$1.7M         | Automotive                      |

**F**ounded in 2018, Rockstud Capital is a venture capital firm based in Mumbai, India. The firm focuses on investments in early-stage startups and publicly traded listed equity securities in India. The firm is focused only on India based companies.



## RTP GLOBAL:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Aug 15, 2020       | Practo              | \$32M          | Health Care                     |
| May 20, 2020       | Khatabook           | \$61.5M        | Payment                         |
| May 20, 2020       | Khatabook           | \$60M          | Payment                         |
| May 4, 2020        | Classplus           | \$9M           | EdTech                          |
| Apr 20, 2020       | Bijak               | \$12M          | Agritech                        |
| Jan 28, 2020       | MoneyTap            | ₹5B            | FinTech                         |

**F**ounded in 2000, RTP Global is a Venture Capital firm focused on early stage technology investments. The firm supports technology companies from various industries (e.g. SaaS, mobility, AI, foodtech, fintech, healthtech, proptech, entertainment) with strategic know-how and a broad global network. RTP Global is an international venture capital firm investing in and supporting technology entrepreneurs. RTP Global has a track record of successful early stage investments including 50+ companies around the world. The firm was one of the first to provide financial and expert support to major European technology companies such as Yandex and Delivery Hero. Geographically, majority of the firm's investments are currently across the US, Europe and India.

RTP Global uses its industry expertise and global reach to help entrepreneurs develop their businesses and achieve leadership. RTP Global works alongside the founders who can rely on the support offered by an experienced team of the firm's partners. RTP Global supports investees from early on, and looks to be their partner, offering all resources at the firm's disposal to help to, optimise critical customer and business operations. RTP Global specializes in the following areas: AI, FoodTech, HealthTech, MediaTech (including Sport), Mobility, Transportation, PropTech, FinTech, and e-Commerce. RTP Global has offices in Moscow, New York, and Bengaluru.



## SAAMA CAPITAL:

| Date of Investment | Company Invested In  | Money Invested | Sector to Which Company Belongs |
|--------------------|----------------------|----------------|---------------------------------|
| Aug 27, 2020       | TrueFan              | \$4.3M         | Social media                    |
| Jul 21, 2020       | Bluestone.com        | ₹147.3M        | E-Commerce                      |
| May 13, 2020       | Intello Labs         | \$5.9M         | Agritech                        |
| Apr 13, 2020       | Wellthy Therapeutics | \$4M           | Health care                     |
| Feb 1, 2020        | EazyDiner            | \$1.4M         | E-Commerce                      |

**S**aama Capital India Advisors is an investment and venture capital firm based in Bangalore, India. The company seeks to invest in early and growth stage of companies based in India. Saama Capital II, is an India focused venture capital fund and is the independent successor fund to SVB India Capital Partners, I ("SICP"). SICP has been successfully investing in Indian companies since 2006 following a collaborative partner driven approach with diversification across stage and sector. Saama Capital is the same team, with the same strategy as SICP, but under a new identity.

## SAMSUNG VENTURE INVESTMENT:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Aug 17, 2020       | Trell               | ₹857.2M        | Social Network                  |
| Apr 6, 2020        | Swiggy              | \$43M          | Food Delivery                   |
| Feb 28, 2020       | Flickstree          | \$3M           | Entertainment Software          |

**S**amsung Venture Investment is the corporate venture capital arm of Samsung Electronics and is based in Seoul, South Korea, with offices in Silicon Valley, Boston, London, Israel, India, China and Japan. The firm's investment areas include semiconductor, cloud and datacenter, telecommunication, software, Internet, bio engineering and medical industry, film/video industry while potential investment subjects range from start-ups to established companies that are about to be listed in the stock market. It was established to promote establishment of promising small and medium-sized companies engaged in developing new technologies.

The primary responsibilities of the group are to source, qualify, and invest in technology related companies. Our major investment areas include semiconductors, materials, mobile service, internet, software, security, enterprise solutions, bio engineering & medical, while potential investment subjects range from early-stage startups to pre-IPO companies. Currently, the group has over \$1.8B under management and invests \$250M annually. Samsung Ventures was founded on October 8, 1999, and is based in Seoul, South Korea.

## SCHRODER ADVEQ:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Jan 27, 2020       | Bizongo             | \$30M          | E-commerce                      |

**S**chroder Adveq was founded in 1997 and is a leading asset manager investing globally in private equity. Pension funds, insurance companies, endowments, family offices and other financial institutions located in Europe, North America and the Asia-Pacific region entrust us with their funds because of our solution-focused approach to private equity. It is a provider of asset management services intended to offer specialized investment services. The company's asset management services include private equity investment management, fund investment, specialized strategies and segments within private equity, such as small and mid-sized buyouts, early stage venture capital, growth capital and turnarounds, enabling clients such as venture capital, buyouts, co-investments, pension funds, insurance companies, endowments, family offices and other financial institutions to access select private market segments through primary, secondary and direct or co-investments.

**“Great ideas often receive violent opposition from mediocre minds.”**

**- Albert Einstein, Physicist**



# SEQUOIA CAPITAL INDIA:

| Date of Investment | Company Invested In          | Money Invested | Sector to Which Company Belongs |
|--------------------|------------------------------|----------------|---------------------------------|
| Sep 10, 2020       | Groww                        | \$30M          | Finance                         |
| Sep 1, 2020        | Apna                         | \$8M           | Employment                      |
| Aug 31, 2020       | HomeLane                     | ₹400M          | Interior Design                 |
| Aug 31, 2020       | Eruditus Executive Education | \$113M         | EdTech                          |
| Aug 18, 2020       | FPL Technologies             | \$10M          | Payment                         |
| Aug 4, 2020        | Wobot Intelligence           | \$2.5M         | SaaS                            |
| Jul 21, 2020       | Bijnis                       | ₹639M          | SaaS                            |
| Jul 2, 2020        | Zetwerk                      | \$21M          | Marketplace                     |
| Jun 14, 2017       | MoneyTap                     | \$12.3M        | FinTech                         |

**S**equoia Capital India is a venture capital firm based in Bengaluru, India with additional offices in Delhi, Mumbai, and Singapore. As the 'entrepreneurs behind the entrepreneurs', the Sequoia India team works closely with founders from early to growth stage startups in India, Singapore, Indonesia, Vietnam, etc. The firm seeks to invest in the field of technology, consumer and healthcare. Sequoia helps daring founders build legendary companies, from idea to IPO and beyond.

Sequoia India operates in Southeast Asia and India where we actively partner with founders from a wide range of companies, across categories, including BYJUs, Carousell, Druva, GO-JEK, OYO Rooms, Tokopedia, Truecaller, Zilingo, Zomato and more. In partnering with Sequoia, startups benefit from 47 years of tribal knowledge and lessons learned working with companies like Airbnb, Alibaba, Apple, Dropbox, Google, JD.com, LinkedIn, Meituan and Stripe early on.

# SMILE GROUP:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Apr 30, 2020       | Remedo              | —              | Health Care                     |
| Apr 8, 2020        | Zupee               | \$8M           | Gaming                          |
| Mar 3, 2020        | Spyne               | —              | SaaS                            |
| Feb 28, 2020       | Zingbus             | —              | Bus Service                     |
| May 25, 2019       | Bira 91             | \$4.3M         | Food & Beverages                |
| Apr 11, 2019       | Zupee               | 69M            | Gaming                          |
| Apr 1, 2019        | Spyne               | —              | SaaS                            |

**S**mile Group is a venture capital firm that invests in both early stage and later stage internet companies. The firm seeks to invest in digital media, e-commerce, social commerce, SaaS and mobile product sectors. It was established in 1999 and is based in Gurgaon, India. Smile is Asia's leading platform that builds internet businesses with passionate entrepreneurs. We partner with fast-growing companies for their expansion and invest in disruptive companies.

# SOJITZ:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Feb 18, 2020       | Shuttl              | \$3M           | Transportation                  |

**S**ojitz is operates as a general trading company. The company exports built-up vehicles; assembles, manufactures, and sells local vehicles; and sells automobiles and motorcycle components, commercial aircraft, defense and related equipment, business jets, tires, surface-mounting machines, bearings, oil, natural gas, LNG, petroleum products, nuclear fuels, and nuclear power-related equipment and machinery.





## SORENSEN IMPACT:

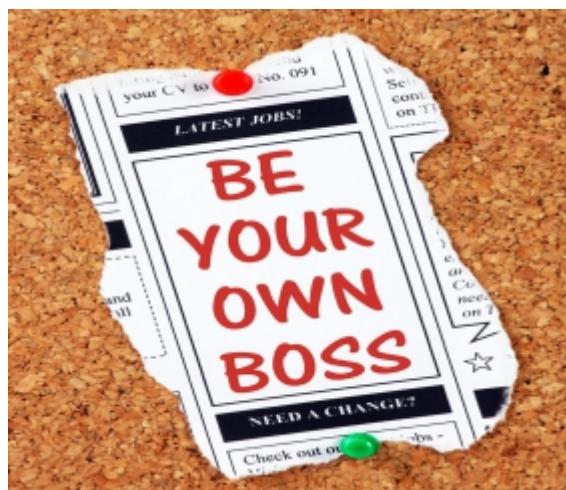
| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Mar 13, 2020       | Lal10               | \$1.1M         | E-Commerce                      |

The mission and purposes of the James Lee Sorenson Global Impact Investing Center (SGII Center) are to accelerate and advance the understanding and application of principles of free enterprise to create scalable and sustainable, global societal change.

## SPECIALE INVEST:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Mar 18, 2020       | Agnikul Cosmos      | ₹234M          | Space Technology                |
| Feb 14, 2019       | Agnikul Cosmos      | ₹30M           | Space Technology                |

Founded in 2017, Speciale Invest is a venture capital firm based in Bengaluru, India. The firm prefers to invest in seed-stage. The firm prefers to invest in enterprise software companies operating in the artificial intelligence for enterprises, electric vehicles, virtual and augmented reality and enterprise blockchain solutions sectors.



## STEADVIEW CAPITAL:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| May 8, 2020        | Nykaa               | ₹670M          | E-Commerce                      |
| Mar 31, 2020       | Nykaa               | ₹1B            | E-Commerce                      |
| Feb 24, 2020       | BharatPe            | \$75M          | Payments                        |
| Feb 19, 2020       | Unacademy           | \$110M         | EdTech                          |
| Feb 14, 2020       | Innovaccer          | \$70M          | Healthcare                      |
| Jan 24, 2020       | LogiNext            | \$39M          | Logistics                       |
| Jan 23, 2020       | INDwealth           | \$12M          | FinTech                         |
| Jan 1, 2020        | Freshworks          | \$85M          | SaaS                            |
| Dec 10, 2019       | Observe.AI          | \$26M          | SaaS                            |
| Dec 1, 2019        | Nykaa               | \$30M          | E-Commerce                      |
| Apr 9, 2019        | Dream 11            | \$60M          | Fantasy Sports                  |

Steadview Capital is an alternative asset management firm that makes concentrated, long-term investments across multiple industries. The firm has a group of institutional investors, including leading family offices, endowments, foundations, and pension funds which seek to capture long-term returns over managing short-term volatility. Steadview Capital was founded in 2009 and is based in Hong Kong.

## STRIDE VENTURES:

| Date of Investment | Company Invested In        | Money Invested | Sector to Which Company Belongs |
|--------------------|----------------------------|----------------|---------------------------------|
| Aug 31, 2020       | HomeLane                   | ₹200M          | Interior Design                 |
| Aug 12, 2020       | ZipLoan                    | ₹150M          | Lending                         |
| Jul 2, 2020        | Bulk MRO Industrial Supply | ₹250M          | Transportation                  |
| Jun 15, 2020       | LetsTransport              | ₹100M          | Logistics                       |
| Apr 22, 2020       | CredR                      | —              | Automotive                      |

Stride Ventures is a lender founded in 2019 and is based in New Delhi, India. Stride is Venture Debt fund focused on lending to growth stage startups (Pre-Series A, Series A and Series B) with existing operational cash flows and proof of concept, which are backed by robust venture capitalists. The firm provides venture debt by way of non-convertible debentures and are active in our deployments. The fund is being managed by erstwhile bankers, having a cumulative banking experience of more than six decades, and have held positions in the top management in various banking institutions (domestic and International).



## TENCENT HOLDINGS:

Tencent is a Chinese Internet giant with businesses and investments in a wide variety of Internet services and contents. Major services include communication and social networking (Weixin/WeChat and QQ), online PC and mobile games, content (news, videos, music, comics, and literature), utilities (email, app store, mobile security, and mobile browser), the cloud, and financial technology. Tenpay in Weixin/WeChat and QQ is a payment solution that enables closed-loop transactions in Tencent's ecosystems and has been adopted by many third-party partners and offline merchants. Tencent has an aggregate monthly active user base of over 600 million for QQ and 1.2 billion for Weixin/WeChat.

Tencent was founded in November of 1998. In April 2000, the IDG and PCCW invested a total of \$2.2 million dollars in the company. Tencent was listed in the Hong Kong Stock Exchange (SEHK) on June 16, 2004. In September 2013, Tencent's market valuation rose to \$101 billion, and as of November 21, 2013, QQ had 2 billion active users and Wechat had 650 million monthly active users. The numbers of active users for QQ mail, Qzone, Tencent Weibo and QQ news were 274 milion, 626 million, 220 million, and 150 million, respectively. Tencent's major competitors include Baidu, Alibaba, and Netease.

The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into smaller manageable tasks, and then starting on the first one."

*– Mark Twain,*

*American Humorist and Author*

## TIGER GLOBAL:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Sep 10, 2020       | Zomato              | \$166M         | Food Delivery                   |
| Sep 8, 2020        | BYJU'S              | \$500M         | EdTech                          |
| Jul 15, 2020       | Vedantu             | \$100M         | EdTech                          |
| Sep 6, 2018        | Dream 11            | \$100M         | Fantasy Sports                  |
| Apr 24, 2019       | Ninjacart           | \$90M          | Agritech                        |
| Jul 11, 2019       | Moglix              | \$60M          | E-Commerce                      |

Tiger Global Management, LLC is an investment firm that deploys capital globally. Tiger Global seeks to earn superior risk-adjusted returns for its investors over the long term. The firm's fundamentally oriented investments focus primarily on the global Internet, technology, telecom, media consumer and industrial sectors. The private equity strategy has a ten-year investment horizon and targets growth-oriented private companies. The public equity efforts emphasize deep due diligence on individual companies and long-term secular themes. As a Firm, Tiger Global values integrity, intellectual honesty, continuous improvement, process over outcome, teamwork, the drive to be world class, and long-term thinking. Tiger Global Management, LLC was founded in 2001 and is based in New York with affiliate offices in Hong Kong, Singapore, Bangalore and Melbourne.





## TRIFECTA CAPITAL PARTNERS:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Jul 7, 2020        | Zolo                | \$56M          | Real Estate                     |
| Jun 20, 2020       | Hella Infra Market  | ₹400M          | E-Commerce                      |
| Jun 15, 2020       | MyGlamm             | ₹330M          | Marketplace                     |
| May 26, 2020       | Blowhorn            | —              | Logistics                       |
| May 7, 2020        | Blackbuck           | \$4M           | Logistics                       |
| Mar 5, 2020        | MyGlamm             | ₹15M           | Marketplace                     |
| Mar 5, 2020        | MyGlamm             | ₹120M          | Marketplace                     |
| Feb 11, 2020       | BigBasket           | ₹250M          | E-Commerce                      |
| Feb 1, 2020        | Paper Boat          | ₹100M          | E-Commerce                      |
| Jan 8, 2020        | FabAlley            | \$1.1M         | E-Commerce                      |

Trifecta Capital Partners is an investment firm which provides debt financing to early-stage technology ventures in India. The firm is specialized in providing venture debt to companies with a combination of a loan along with limited equity investment rights. Trifecta Capital is focused on companies in the technology, consumer and healthcare domain and which have raised funding from another venture capital fund. Founded in 2014, the firm is based in Mumbai, India. The financing is usually structured as a combination of a loan along with limited equity investment rights (warrants). While established businesses have many options for debt financing, new economy business has only had access to equity financing to fund their growth. We are here to change that.

## TVS CAPITAL FUNDS:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Jan 21, 2020       | Digit Insurance     | \$84M          | Insurance                       |

TVS Capital is an investment firm. The firm engages in the business of managing private equity funds in India and it will also act as the investment/asset manager for such funds for the purposes of making private equity investments in businesses engaged in various sectors. It has two offices in Chennai and Mumbai respectively. With high rigour in identifying investment opportunities and complete focus on creating significant value by bringing in capability through industry veterans as advisors, TVS Capital is dedicated to build sustainable business which can define the India growth story.

## UNICORN INDIA VENTURES:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Aug 4, 2020        | Probus Smart        | —              | Internet of Things              |
| Jul 20, 2020       | Finin               | —              | FinTech                         |
| Jul 13, 2020       | Open App            | \$500K         | Information                     |
| Jul 1, 2020        | ChitMonks           | \$650K         | Technology Lending              |
| Mar 30, 2020       | Sascan              | —              | Medical                         |
|                    | Meditech            |                |                                 |
| Mar 17, 2020       | Smartcoin           | \$7M           | FinTech                         |

It is an early stage technology focused Indian registered venture fund. We are eager to invest in and partner with dedicated entrepreneurs that are looking to build world-class market-leading companies by disrupting traditional sectors or solving real life problems for end-users or enterprises using innovative technology-led products or services. It invests in seed and early stages of technology focussed businesses across industry verticals and are committed to supporting these ventures throughout their early life cycle with initial and follow-on investments in the range of INR 50 lacs to INR 10 crores.

In addition to capitalizing the businesses, it is committed to spending time with the entrepreneurs to build market-leading companies. The firm investing team's extensive operating, investing and entrepreneurial experience coupled with the industry and domain expertise from its network of mentors and advisors is what our portfolio companies can leverage in their journey to build success stories.





## UNITUS VENTURES:

| Date of Investment | Company Invested In     | Money Invested | Sector to Which Company Belongs |
|--------------------|-------------------------|----------------|---------------------------------|
| Aug 18, 2020       | Masai School            | \$2.5M         | Education                       |
| Jul 22, 2020       | Gigforce                | ₹60M           | Staffing Agency                 |
| Mar 5, 2020        | Salesken                | \$8M           | Sales                           |
| Feb 6, 2020        | SuperMoney              | \$1M           | FinTech                         |
| Dec 12, 2019       | Awign Enterprises       | \$4M           | Market Research                 |
| Apr 11, 2019       | Eduvanz                 | \$2M           | FinTech                         |
| Mar 25, 2019       | New Street Technologies | ₹138M          | Insurance                       |

**U**nited in 2012, Unitus Ventures is a venture capital firm based in Bangalore, India. The firm prefers to invest in Indian companies operating in education, job tech, healthcare, fintech, and artificial intelligence sectors. Unitus Ventures is India's leading impact venture fund investing in startups innovating for the masses across healthcare, education and fintech sectors. Founded in 2012, Unitus Ventures is a part of Capria Network, the leading global network of impact fund managers investing in emerging markets of Africa, Asia and Latin America. Unitus Ventures is based in Bangalore and Seattle. Capria has offices in Bangalore, Singapore, Nairobi, and Seattle.

## VENTURE CATALYSTS:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Sep 7, 2020        | BluSmart Mobility   | \$7M           | Electric Vehicle                |
| Jul 08, 2020       | Green Cure          | —              | Healthcare                      |
| May 4, 2020        | Rooter              | \$1.7M         | Gaming                          |
| Apr 20, 2020       | Pariksha            | —              | EdTech                          |

**D**eveloper of a platform for investing in startups. The company helps technology based startups based on technological and scientific projects in development and starting up. Venture Catalysts is Asia's largest & No. 1 Integrated Incubator. It provides investment of \$500K to \$2MN per startup with incubation support for 18-24 months. It was established in year 2016 and in a short span, it boasts of successful incubatees like BharatPe, Fynd, Beardo, PeeSafe, Innov8, vPhrase, SuprDaily, DSYH, IGP.com etc., which are today category leaders.

It is one of the largest early stage players in India with 4500+ angel investors spread across 36 cities

in 6 countries - India, Hong Kong, Singapore, UAE, Saudi Arabia & USA. Globally, marquee investors such as YCombinator, Greenoaks, Axis Capital, Alpha Capital, Rocketship, FJ Labs (investors of Airbnb, Uber, Facebook) have co-invested with Venture Catalysts. With its focus on developing startup ecosystem in Tier II, III cities in India, Venture Catalysts has launched its incubation program in cities like Ahmedabad, Lucknow, Raipur, Surat and Nagpur besides metros like Delhi, Mumbai, Bangalore and Kolkata. These centres not only offer incubation support to startups but also organise regular investor education sessions for potential angel investors viz. HNIs & industrialists.

Besides raising seed stage and Series A investments for startups, Venture Catalysts is known for its startup building capability, strategic guidance, generating business leads, leveraging its network across the globe through its partners and providing phenomenal returns to its investors. It is evident from the fact that more than 10 incubatee companies of Venture Catalysts have raised Series A investment in the last two years especially when the market had not been very upbeat. Today, Venture Catalysts has taken the leadership position in startup investments and incubation and has been rated as India's top Early stage Investor by leading national media.

## VERLINVEST:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Jan 13, 2020       | Purple              | \$8M           | E-Commerce                      |

**V**erlinvest is a family-owned, consumer-focused investment firm that is based in Brussels, Belgium. The firm invests in the communication, networking, software, food, beverage, retail, hospitality, digital and media sectors. It was founded in 1995. Verlinvest is a private family-owned, consumer-focused investment company, with over €1.6bn of assets under management in permanent capital globally and was founded in 1995. Their investors are part of the Belgian shareholder families of AB-InBev, the world's largest beer company with an Enterprise Value in excess of €250bn. Verlinvest's current investments primarily operate in the



markets of food, beverages, digital & e-commerce, healthcare services and education. Verlinvest has offices in Brussels, London, New York, Mumbai and Singapore.

## VERTEX VENTURE HOLDINGS:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Jun 4, 2020        | IVF Access          | \$5M           | Health Care                     |
| Apr 2, 2020        | Recko               | \$6M           | FinTech                         |

**V**ertex Venture Holdings is a venture capital firm that focuses on investment opportunities in the information technology and healthcare markets, primarily through its global family of direct investment venture funds. The firm is a member of Temasek Holdings and is headquartered in Singapore, Singapore. The firm collaborates with a network of global investors who specialize in local markets. The Vertex Global Network encompasses Silicon Valley, China, Israel, India, Taiwan and Southeast Asia.

## WESTBRIDGE CAPITAL:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Aug 12, 2020       | Indigo              | ₹5.5B          | Tourism                         |
| Jul 15, 2020       | Vedantu             | \$100M         | EdTech                          |
| Feb 14, 2020       | Innovaccer          | \$70M          | Health Care                     |
| Feb 13, 2020       | Vedantu             | \$24M          | EdTech                          |
| Aug 29, 2019       | Vedantu             | \$42M          | EdTech                          |

**W**estBridge Capital Partners is an investment firm that is based in Ebene, Mauritius. The firm prefers to invest in the financial service, consumer service, healthcare and information technology sectors. WestBridge Capital LLP was formed in July 2008 to affect the buyout of WestBridge Fund Managers Ltd (formerly Wales Fund Managers Ltd), an established private equity business. WestBridge invests between £1m and £8m in fast growing, profitable UK SMEs. WestBridge's

partners have each been investing in this segment of the market for an average of 20 years, having worked for leading private equity investors, and helping to create many successful and valuable businesses.

Their culture is that they back their investment judgment with their own money. The partners have committed a significant cash investment into their latest fund, the WestBridge SME Fund, and the deal team will also invest meaningful amounts into each transaction. This creates a genuine alignment of interests with their investors and the management teams they back. They bring more than money to their investee companies. Their fund structure incorporates many entrepreneurs and business angels as well as professional investors. This means that they invest "smart money" that potentially opens up a wealth of business contacts to be exploited by investee companies. Their investment team covers the UK from offices in Cardiff and London.

## ZODIUS CAPITAL:

| Date of Investment | Company Invested In | Money Invested | Sector to Which Company Belongs |
|--------------------|---------------------|----------------|---------------------------------|
| Feb 17, 2020       | Onsitego            | \$19M          | Insurance                       |
| Sep 17, 2019       | Zivame.com          | \$2.7M         | E-Commerce                      |
| Mar 30, 2019       | Zivame.com          | ₹600M          | E-Commerce                      |
| Jan 22, 2019       | FreshMenu           | \$2.9M         | Delivery                        |
| Jul 18, 2018       | Of Business         | \$29M          | FinTech                         |
| May 28, 2018       | Zivame.com          | —              | E-Commerce                      |

**Z**odius Capital is a private equity firm that invests in India-centric businesses engaged in the enterprise software and services, big data and analytics, digital media, consumer, mobile and internet sectors. The firm was founded in 2011 and is based in Mumbai, India. Zodius builds exceptional market defining businesses in new and high growth areas where an exciting new market is emerging and there is no leader in place to drive the market. Operational since 2011, Zodius typically develops one company every six months and works intensively with its portfolio company teams to "speed up" and "shape up" for exceptional growth and profitability.

“

If you are determined  
nothing can stop you from  
determining your dreams.”

*- Narendra Modi,  
Prime Minister of India*

”

“

Innovation no longer  
remains a choice but has  
become an imperative.”

*- Narendra Modi,  
Prime Minister of India*

”



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>: Arya Collateral Warehousing Services</b>                              |
| <b>Founding Year</b>     | <b>: 1982</b>  |
| <b>Founder Name</b>      | <b>: Prasanna Rao and Anand Chandra</b>                                    |
| <b>Total Fund raised</b> | <b>: \$7.9M</b>  |
| <b>Website</b>           | <b>: <a href="http://www.aryacma.co.in/">http://www.aryacma.co.in/</a></b> |
| <b>Sector</b>            | <b>: Agritech</b>  |
| <b>Headquarter</b>       | <b>: Noida, Uttar Pradesh, India</b>                                       |



## What is Arya Collateral Warehousing Services all about:

Operator of agricultural warehouses intended to provide a range of post-harvest agriculture value chain services to small-hold farmers and farmer producer organizations (FPOs). The company offers warehousing, warehouse receipt financing, rural storage discovery, collateral management and market linkages for hygienic preservation of vegetables, fruits, and crops, enabling farmers to preserve their crops for a longer time.

### Problem solved by the startup:

Arya is aimed at helping farmers earn a higher income, agritech startup Arya Collateral provides storage services in warehouses near their farmgate so that farmers are not forced to sell their produce at a lower price, immediately after harvesting when the supply is high. The startup charges a monthly storage

fee, ranging between Rs 60 and Rs 100 per ton to the farmers, which is equivalent to a monthly fee of Rs 4 to 6 per bag. Apart from that, it also helps them avail loans through its own NBFC.

For farmers, storage restricts cash flow for them, Arya started its own non-banking financial company (NBFC) that provides loans at an interest rate of 13.5 percent, much lower than any MFI or other NBFC would charge. With proper KYC details, loans are sanctioned within five minutes of applying. To date, the startup's NBFC, which was founded in 2018, has disbursed more than Rs 220 crore in loans to farmers. To sell the farm produce, the startup connects the farmers with agri-corporations such as ITC Limited, Cargill, Louis-Dreyfus Commodities, SAB Miller India, and Britannia. The startup ensure that these companies can buy the right commodity in terms of quality and quantity in the market.

### Investment Rounds:

| Announcement Date | Round Name | Money Raised | Lead Investors |
|-------------------|------------|--------------|----------------|
| Mar 4, 2020       | Series B   | \$6M         | Omnivore       |
| Dec 13, 2016      | Series A   | \$1.9M       | Aspada         |



Arya is also helping farmers with rice and flour mills where paddy and wheat is a necessary raw material throughout the year. The startup also acts as a collateral manager to 25 banks, including Axis Bank, Central Bank of India, HSBC, HDFC Bank, ICICI Bank, IndusInd Bank, and Kotak Mahindra Bank, as well as carries out stock audits for various organisations. It has also partnered with state governments and multilateral organisations like the UNDP, World Bank, and Tata Trusts to ensure higher income for small-sized farmers.

### About the Founder:

Prasanna Rao has completed his Post Graduate Diploma in Rural Management from the Institute of Rural Management, Anand (IRMA), India in 1999. He has experience of working in the Cooperative marketing, FMCG Sales and Agri-financing sectors for the last 15 years. He has worked with ICICI Bank, the largest private sector Bank in India for 8 years, he has headed the Agri-commodity finance business for the Bank. He has closely worked with Agri Processors, Traders, Commission agents and Farmers across various agricultural markets in India. He has been a member of the supply chain, marketing and sales teams of Amul and Coca-Cola.

Anand Chandra is a graduate of Agricultural Sciences and has completed his MBA with a specialization in Agri-Business Management from MANAGE in 2004. He has been a part of the Food and Agribusiness Management program at Cornell University. He has an experience of 10 years in Agri-Commodity Based financing. He has been a part of ICICI Bank as the

National Product Head for the Agri-Commodity Finance Business. He was interested in developing the Agri-Commodity Based financing product of the Bank since its inception.

### How the company came into existence:

Founded in 1982, Arya Collateral Services was earlier managed by shipping agency JM Baxi. However, in 2013, Prasanna and his colleagues at ICICI bank, the startup's only client, took over as co-founders. This helped the startup save several years' worth of processes such as setting up and acquiring necessary licenses to operate. The founders realized that banks provide financial help to only one-third Indian farmers, while the majority of two-third, comprising of small-sized farmers, remain unserved. The founders believed that the same large business in banks can be replicated in the smaller sized market as well. The idea was if they wanted to do something meaningful, they had to go down to the market where the small-sized farmers are present.

### Company's Future plans:

The startup plans to use the funds to grow its storage network and warehouse receipt financing business, and lay the foundations for a pan-India farm commodity warehousing marketplace. Arya will also launch a rural storage discovery platform. It will also increase the book of Aryadhan, the financial services arm of the company. It is planning to build innovative storage technology which could facilitate storage at the farm gate, without construction of warehouses.

**“** So often people are working hard at the wrong thing.  
Working on the right thing is probably more important  
than working hard. **”**  
– *Caterina Fake, Flickr co-founder*



|                          |   |
|--------------------------|---|
| <b>Startup Name</b>      | : Farmley   |
| <b>Founding Year</b>     | : 2017  |
| <b>Founder Name</b>      | : Akash Sharma and Abhishek Agarwal                       |
| <b>Total Fund Raised</b> | : \$2M  |
| <b>Website</b>           | : <a href="https://farmley.com/">https://farmley.com/</a> |
| <b>Sector</b>            | : Agritech  |
| <b>Headquarter</b>       | : New Delhi, India  |



### **What is Farmley all about:**

It is a provider of a digital ecosystem platform intended help in purchasing food commodities. The company offers a BtoB technology-driven food wholesale platform that organizes the agriculture supply chain so that the processing of non-perishable commodities could be done directly and bypass middlemen to sell directly to the likes of supermarket chains, processed food manufacturers and confectioneries, enabling farmers to enjoy increased income and profits.

### **Problem solved by the startup:**

It organises the agri supply chain so that the processing of non-perishable commodities could be done directly by farmers. After that, they are provided with forward market linkages that allow the farmers to bypass middlemen and sell directly to the likes of supermarket chains, processed food manufacturers,

and confectioneries, and eventually, increase their incomes. The middlemen that the company eliminates include brokers, wholesalers, and mandi traders. Farmers can work out the daily rates of commodities themselves and input them on the web-based platform created by the startup. Customers can view these rates in real-time, and place wholesale orders, which are then delivered to their doorstep by the startup.

### **Founder story:**

Akash Sharma and Abhishek Agarwal are the Co-founders of. Both Akash and Abhishek, are IIT Roorkee alumni, and run a team of 16, are working with tens of thousands of farmers to make this a reality.

### **How the company came into existence:**

The founders launched Farmley in mid-2017 to

#### **Investment Rounds:**

| <b>Announcement Date</b> | <b>Round Name</b> | <b>Money Raised</b> | <b>Lead Investors</b>      |
|--------------------------|-------------------|---------------------|----------------------------|
| Jan 14, 2020             | Seed Round        | \$2M                | Insitor Partners, Omnivore |
| Feb 26, 2018             | Seed Round        | \$10.6K             | Indigram Labs              |



organise the agri supply chain so that the processing of non-perishable commodities could be done directly by farmers. The startup began operations out of a modest flat in Delhi's Malviya Nagar. However, once the founders moved into the incubation space of Indigram Labs in August 2018, the startup scaled quickly. Besides gaining from Indigram's vast experience in agritech, Farmley was also mentored and backed by R Narayan, Founder of Power2SME, and Rajneesh Gupta, Director at Aakash Namkeen.

### Company's Future plans:

The startup plans to utilise its capital by investing in technology, getting into newer commodities, adding suppliers, and improving market linkages for farmers. But, for a company that wants to transform India from an agri economy to an “organised agri economy”.

“ There are lots of bad reasons to start a company. But there's only one good, legitimate reason, and I think you know what it is: it's to change the world. ”

*- Phil Libin, Evernote CEO*





|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Clover  |
| <b>Founding Year</b>     | <b>:</b> 2017  |
| <b>Founder Name</b>      | <b>:</b> Arvind Murali, Avinash B R, Gururaj Rao, Santosh Narasipura   |
| <b>Total Fund Raised</b> | <b>:</b> \$8.8M  |
| <b>Website</b>           | <b>:</b> <a href="https://shop.clover.ag/">https://shop.clover.ag/</a> |
| <b>Sector</b>            | <b>:</b> AgriTech  |
| <b>Headquarter</b>       | <b>:</b> Bengaluru, Karnataka, India                                   |



### What is Clover all about:

Clover is a Demand-backed supply chain for perishables that is focused on quality, consistency, traceability and a high degree of predictability. We work closely with our farming community enabling fresh vegetables to reach our B2B customers. It is into commercial cultivation/distribution of high-quality F&V using high yield cultivation techniques backed by technology enabled precision farming practices.

### Problem solved by the startup:

Clover partners with small farm holders, and grades, packages, and sells their premium quality, greenhouse-grown fresh produce like lettuce, basil, spinach, coriander, zucchini, beans, cauliflower, etc, through B2B and B2C channels. Farmers in Clover's network typically hold one to two acres of farmland,

where demand-led cultivation is done using its full-stack agronomy solutions, consumption prediction and traceability, and end-to-end farm management services. The startup essentially organizes the vast number of scattered greenhouse farmers in the country, drives standardization across yields, improves productivity, reduces wastage of perishable produce, and ensures consistency for end consumers. Clover also picks up the produce from the greenhouses, transports it to its own warehouses which are present in Bengaluru and Hyderabad, and delivers it to customers, which include cloud kitchens, fine dining outlets, modern retailers, and food processors.

### About the Founder:

Clovers founder, Avinash is a graduate from Germany-based Mannheim Business School. He has

### Investment Rounds:

| Announcement Date | Round Name     | Money Raised | Lead Investors  |
|-------------------|----------------|--------------|-----------------|
| May 5, 2020       | Debt Financing | \$924.3K     | Alteria Capital |
| Feb 13, 2020      | Series A       | \$5.5M       | Omnivore        |
| Jul 24, 2019      | Seed Round     | \$1.2M       | Undisclosed     |
| Dec 12, 2018      | Seed Round     | \$1.1M       | Undisclosed     |



previously worked as an investment manager for 4 years at the impact investment firm, Aavishkaar. Following this, he worked at Aavishkaar Intellecaps Groups subsidiary, TribeTech Pvt. Ltd, which was a technology startup spun off.

Arvind Murali has led the business development function for Altaqa Global (a subsidiary of Caterpillar) in India, specializing in large scale temporary power systems. Guru Rao spent the majority of his career at Myntra, where he was the head of sales and planning for their Private brand portfolio and also led analytics for them.

## How the company came into existence:

Clover Ventures was started by childhood friends Avinash BR, Gururaj Rao, Arvind Murali, and Santhosh Narasipura, who grew up in Bengaluru, chose different career in between, and finally, returned to settle down in their hometown in 2017. The startup borrows its name from the four-leaf 'clover' plant, which is said to be the harbinger of good luck. Santhosh, one of the co-founders, owned a coffee estate in Karnataka's Chikmagalur district. But he had no visibility on what was happening to the crop and had to "blindly" wait for sunlight and rainfall.

Since the founders already had access to a large land parcel, they decided to do some farming, but in an unconventional way. Avinash, who'd earlier been a part of early-stage VC firm Aavishkaar, had the knowledge about greenhouse farming which is also known as indoor farming, where crops are grown in controlled micro-environments. Thus, began the journey of Clover startup; the agritech startup launched operations in 2018.

## Company's Future plans:

Clover is currently managing over 70 acres of farms and plans to scale this manifold over the coming months. Currently the company is running operations in Karnataka, Telangana and Andhra Pradesh and working with over 100 farmers, the company plans includes expanding further in the South and West as they grow operations to cover more of the Indian subcontinent. As the requirement for a clean, safe and hygienic source for F&V increases, the company is sensing an opportunity to grow more than 10X and are scaling up our supply chain, warehousing and farmer infra capabilities to meet this expectation. According to company technology will play a key role in helping the company stay ahead of the curve in balanced interplay across demand, supply and operations

“

If you just work on stuff that you like and you're passionate about, you don't have to have a master plan with how things will play out.

- Mark Zuckerberg, Facebook founder

”



|                          |   |
|--------------------------|---|
| <b>Startup Name</b>      | : Intello Labs  |
| <b>Founding Year</b>     | : 2016  |
| <b>Founder Name</b>      | : Devendra Chandani, Milan Sharma                                       |
| <b>Total Fund Raised</b> | : \$8.5M  |
| <b>Website</b>           | : <a href="http://www.intellolabs.com/">http://www.intellolabs.com/</a> |
| <b>Sector</b>            | : Agritech  |
| <b>Headquarter</b>       | : Haryana, Haryana, India   |



### What Intello Labs all about:

Developer of analytics tools designed to solve complex problems across food commodities through automated systems that facilitate decision-making. The company leverages AI tools, including computer vision and deep learning to build a platform for grading and quality monitoring of agricultural commodities and delivers image-based solutions through smartphone applications, enabling growers, traders, retailers and foodservice companies to bring transparency and standardization to their quality assessment, reduce value risk and wastage in the agriculture supply chains.

### Problem solved by the startup:

With \$500 billions of global fruits and vegetables wasted annually, Intello Labs is bringing transparency and standardisation to quality assessment, reducing value risk and food waste. Intello Labs uses image matching and machine learning to measure the quality of crops. It provides advanced image recognition technology that can recognize objects, faces, flora fauna, and tag them in any image.

### Founder story:

Devendra Chandani is 11+ years of hands-on-experience in the areas of customer and Marketing

### Investment Rounds:

| Announcement Date | Round Name    | Money Raised | Lead Investors                     |
|-------------------|---------------|--------------|------------------------------------|
| May 13, 2020      | Series A      | \$5.9M       | Saama Capital                      |
| Feb 24, 2020      | Venture Round | Undisclosed  | Undisclosed                        |
| Apr 2, 2019       | Seed Round    | \$2M         | Nexus Venture Partners, Omnivore   |
| Jul 5, 2018       | Seed Round    | \$469.8K     | Techstars Farm to Fork Accelerator |
| Aug 1, 2017       | Angel Round   | \$154K       | GenNext Ventures, Indigram Labs    |



analytic and Data Science, Enterprise sales, analytics driven strategy, Business intelligence, reporting, pre-sales and operations. Over last 8 years, he has helped organization build and grow their analytics teams and offerings. He has come from a background of data analytics, CRM and growth and delivery at KPMG.

Milan Sharma is specialised in Leadership, Marketing, hiring, finding talent, product business along with developing powerful strategies. He has 9+ years of experience in pricing, retail, promotion, and E-commerce. He has previously worked with Snapdeal, Evalueserve and AbsolutData which helped him sharpen his skills in the area of Big data analytics

### **How the company came into existence:**

The step into agritech was quite by accident for Sharma. While they were looking at image-based analysis of products, they were suggested to visit the mandis in Rajasthan. Once there, they realised that agricultural analysis was an underserved domain.

While visiting the mandis in Rajasthan, the team also noticed that the people handing out forms to check the quality of grains had no clue of what the parameters were. Without even the presence of a moisture meter,

the moisture content of grains was being passed. While senior leaders recognise the errors and know the system, there are no changes implemented in the hierarchy that can assure the quality testing of the product.

### **Company's Future plans:**

The company aims to become the de-facto quality platform across F&V (fruits and vegetables) value chains for trading, procurement, grading, pricing, traceability, and marketing. There has been a significant spike in interest from these markets over the past few months, which was further accelerated by COVID-19, and now the company have the firepower to go after these opportunities. This new demand, combined with the stickiness of the existing clients, validates the fact that the company's products bring much-needed transparency and standardisation to fresh produce value chains. From spending the first two years in experimenting with applications around computer vision and deep learning, to accidentally bumping into agriculture, realising its massive potential and finding the business validity to serve the space, the journey for Intello Labs has been nothing short of exciting.

“

Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.

*- Steve Jobs, Co-founder Apple Inc.*

”



|                      |  |
|----------------------|--|
| <b>Startup Name</b>  | <b>: Agnikul Cosmos</b>  |
| <b>Founding Year</b> | <b>: 2017</b>  |
| <b>Founder Name</b>  | <b>: Moin SPM, Srinath Ravichandran</b>                              |
| <b>Website</b>       | <b>: <a href="http://www.agnikul.in/">http://www.agnikul.in/</a></b> |
| <b>Sector</b>        | <b>: Aerospace</b>   |
| <b>Headquarter</b>   | <b>: Chennai, Tamil Nadu, India</b>                                  |



### **What is Agnikul Cosmos all about:**

Developer of orbital-class launch vehicles designed to bring space within everyone's reach. The company design and build launch vehicles capable of carrying larger weight to lower earth orbits, thereby providing the operator of smaller satellites with a more viable option. Agnikul is also using 3D printing to build most of its launch vehicles thereby cutting costs. The company's launch vehicle Agnibaan is a launch vehicle capable of carrying up to 100 kg of payload, to low Earth orbits up to 700 km with a plug-and-play engine configuration for an air launch vehicle.

### **Problem solved by the startup:**

Despite all the advancements in space technology, launching a satellite is not easy at all. It takes at least 24 months for a small satellite, weighing less than 500 kg, to enter the earth's orbit. And the reason for the

delay is because there aren't any dedicated launch vehicles built for such small satellites. Today, government agencies like the National Aeronautics and Space Administration (NASA) and the Indian Space Research Organisation (ISRO), and private firms like Space X are launching various satellites for certain applications in the space. But the problem is that their launch vehicles aren't really designed for smaller satellites. They are meant to launch larger satellites, weighing more than 1,000 kg, into space. Agnikul Cosmos is trying to solve this problem, it is developing small-scale launch vehicles for such satellites and hopes to offer it at the super competitive rate of \$15,000 per kilogram of payload. But what special about it is its promise to launch a small satellite within two weeks of a customer signing up. If all goes well, Agnikul should launch its first vehicle in 2021.

### **Investment Rounds:**

| <b>Announcement Date</b> | <b>Round Name</b> | <b>Money Raised</b> | <b>Lead Investors</b> |
|--------------------------|-------------------|---------------------|-----------------------|
| Mar 18, 2020             | Seed Round        | ₹ 234M              | Pi Ventures           |
| Feb 14, 2019             | Seed Round        | ₹ 30M               | Speciale Invest       |



## About the Founder:

### Srinath Ravichandran:

Srinath Ravichandran is a Wall Street trader turned Aerospace Engineer with over 10 years of experience in Engineering, Finance, and Project Management. He has a Bachelor's degree in Electrical Engineering from College of Engineering, Guindy, and Master's degrees in Financial Engineering from Columbia University and Aerospace Engineering from the University of Illinois at Urbana Champaign. Srinath believes in using his multi-disciplinary experience to solve large scale problems that humanity faces today. He started Agnikul with the simple idea that going to space shouldn't be the hardest part of living in and working from space.

### Moin SPM:

Moin is an Operations Specialist with over 7 years of experience in Engineering Management, Manufacturing, and Supply Chain operations. He has a Bachelor's degree in Aeronautics from Anna University, Chennai, and a Master's Degree in Business Administration from the University of Newcastle, Australia. He also has a keen interest in Space Law. Prior to Agnikul, he led a contract manufacturing company in the CPG sector. He is truly fascinated by space and how its frameworks combine physics, engineering, and safety. He believes in

making space accessible for everyone & that allowed him to start Agnikul with Srinath.

### How the company came into existence:

While working in the US, in early 2016, Ravichandran got in touch a few IIT professors in Kanpur, Kharagpur, Delhi, Mumbai, and Madras who were known for their aerospace programs and pitched his idea of making smaller rockets for commercial purposes. It was S.R. Chakravarthy, an aerospace engineering professor at IIT-Madras, who finally showed interest in Ravichandran's idea of the startup. Agnikul is now incubated at IIT-Madras' National Center for Combustion Research and Development (NCCRD), with advisors such as former ISRO officer and Padma Bhushan winner R.V. Perumal. Today, it has a team of 40 members, including former interns of NASA and the European Space Agency (ESA).

### Company's Future plans:

The company plans to use the funds raised for ground testing, fabrication and to expand its team. Operating out of the National Centre for Combustion Research at IIT Madras, Agnikul Cosmos is developing a satellite launch vehicle for a payload capacity of up to 100 kg. The engine is fully 3D printed, making it an easier and less expensive fabrication process that will be able to deliver launch vehicles within a few weeks, on-demand.



“ Sustaining a successful business is a hell of a lot of work, and staying hungry is half the battle. ”

*- Wendy Tan White,  
MoonFruit co-founder and CEO*



|                          |   |   |
|--------------------------|---|---|
| <b>Startup Name</b>      | : | CredR   |
| <b>Founding Year</b>     | : | 2014  |
| <b>Founder Name</b>      | : | Nikhil Jain, Nittin Mittal, Sumit Chhazed                   |
| <b>Total Fund Raised</b> | : | \$21M   |
| <b>Website</b>           | : | <a href="https://www.credr.com/">https://www.credr.com/</a> |
| <b>Sector</b>            | : | Automotive  |
| <b>Headquarter</b>       | : | Mumbai, Maharashtra, India                                  |



### What is CredR all about:

CredR is focused on bringing an easier, convenient and more trustworthy process to mitigate the perils of buying pre-owned vehicles, and hence launched CredR. Here the efforts are focused on making CredR a convenient, reliable and transparent online marketplace for used vehicles, which is easy to use and has sufficient information to help any customer to make an informed purchase.

### Problem solved by the startup:

All vehicles on their site are verified and quality checked by the team of Auto Experts and then rated as per the systematic rating algorithm (bikes with rating below 3 are rejected), thus there is no room for any ambiguous pricing. The rating algorithm considers over 120+ parameters before being listed on the portal

facilitating transactions between B2C, C2B, B2B. By sharing a detailed inspection report for each bike on the site, it allows the consumers to read through and make an informed decision. They also provide an end-to-end assistance to the customers starting from selecting a bike to assisted purchase to post sale services. Some of the other unique features they offer includes free test ride, online bike reservation, easy loan facility. Post sales services include free 6 months warranty, 1-year roadside assistance, accidental cover of Rs. 2,00,000 and an easy buy back policy. its platform provides a formalized system for used motorcycles dealers and auto original equipment manufacturers. Customers can choose the vehicles they want to buy on their website, and complete their transaction through one of the company's showrooms.

### Investment Rounds:

| Announcement Date | Round Name     | Money Raised | Lead Investors       |
|-------------------|----------------|--------------|----------------------|
| Apr 22, 2020      | Debt Financing | Undisclosed  | Stride Ventures      |
| Dec 5, 2019       | Series B       | \$6M         | Omidyar Network      |
| Sep 11, 2015      | Series A       | \$15M        | Eight Roads Ventures |
| Feb 14, 2015      | Seed Round     | Undisclosed  | Undisclosed          |



## Founder story:

Sumit Chhazed and Nikhil Jain, alumni of IIT Bombay and Stanford University, have always had the passion and zeal to start something on their own. At just 25, along with Nitin Mittal, they have co-founded three successful ventures and running focused right now on CredR- India's most trusted online marketplace for buying and selling verified, pre-owned two-wheeler vehicles at the fairest value right now. Previously they had started Enelek Power- a start-up aimed at providing energy saving solutions in India and Coursewave Eduventures which is a technology-focused education company partnering with best universities & institutions of India and providing online engaging courses to be accessible to everyone for free.

## How the company came into existence:

CredR was started after Sasidhar's frustrating personal experience of buying a used bike in Mumbai. He observed that the second-hand bike market both from the buying side as well as from the selling side, and found that despite going through a harrowing time, people are still willing to put up with it. Unorganised players are known to tamper bike meters, replace original spare parts with duplicate ones and also make fake promises to sell their goods. His main aim was to change this by providing a superior customer experience in the market. Buying a

second-hand bike from CredR is as good as buying a new bike, the experience is almost the same.

Started in 2015, as an omnichannel consumer brand for buying and selling used two-wheelers, CredR aims to simplify the entire process of transacting in used two-wheelers. It operates a chain of its own branded retail showrooms across major cities like Pune, Bengaluru, Delhi NCR, Jaipur, Kota, and Hyderabad through the franchise model. Using its proprietary technology and full-stack vertically integrated business model, CredR hopes to revolutionise the entire customer experience. Besides this, it also provides six months warranty, paper transfer assistance, insurance, and assured buyback guarantee with each and every bike.

## Company's Future plans:

India is the biggest two-wheeler market in the world. CredR is tapping into a market with enormous potential by leveraging technology enabled solutions. More importantly, by ensuring transparency and affordability without compromising on quality, they are enhancing the trust of the consumers. is focused on creating a niche in the unorganised used motorcycles' segment, and that it seeks to address pain points such as poor customer experience, poor vehicular quality, lack of standard pricing and non-existent after-sales service.

“ Every time you state what you want or believe, you're the first to hear it. It's a message to both you and others about what you think is possible. Don't put a ceiling on yourself.

- *Oprah Winfrey, Harpo Productions, OWN founder*





|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> <b>Sibros</b>   |
| <b>Founding Year</b>     | <b>:</b> <b>2018</b>   |
| <b>Founder Name</b>      | <b>:</b> <b>Hemant Sikaria, Mayank Sikaria</b>                         |
| <b>Total Fund Raised</b> | <b>:</b> <b>\$15.5M</b>  |
| <b>Website</b>           | <b>:</b> <a href="http://www.sibros.tech/">http://www.sibros.tech/</a> |
| <b>Sector</b>            | <b>:</b> <b>Automotive</b>   |
| <b>Headquarter</b>       | <b>:</b> <b>San Jose, California, United States</b>                    |



### What is Sibros all about:

Developer of an on-vehicle software system designed to provide vehicle data and improved life cycle management. The company's software-first platform connects and manages a vehicle's entire software inventory, configurations and updates while streaming deeply buried data from the edge to cloud, thereby enabling automakers to deliver connected vehicle services and personalized mobility services, both remotely and at scale.

### Problem solved by the startup:

Sibros is developing a connected vehicle platform. It enables a 360-degree view of vehicle data and improved vehicle life cycle management by providing a secure cloud and on-vehicle system capable of end-to-end OTA software updates and data recording, fleet management, AI-powered analytics,

and work order management. The company connects and manages the end-to-end vehicle software and data lifecycle, from R&D to end-of-life, helping OEMs deliver never-before-available connected vehicle services at scale.

Sibros platform helps automakers control easily preventable costs, such as recalls, by offering an all-in-one user interface that connects and manages all of those ECUs, as well as collects data from them for advanced analytics, for example, to predict failures. The company's comprehensive suite gives vehicle manufacturers and fleet owners direct insight into vehicle health, empowering them with the right tools to make informed decisions.

### About the Founder:

Hemant Sikaria is CEO of Sibros responsible for overall strategy, people, stakeholder and customer

### Investment Rounds:

| Announcement Date | Round Name          | Money Raised | Lead Investors         |
|-------------------|---------------------|--------------|------------------------|
| Jul 20, 2020      | Series A - Sibros   | \$12M        | Nexus Venture Partners |
| Jul 25, 2019      | Seed Round - Sibros | \$2.5M       | Nexus Venture Partners |
| Dec 1, 2018       | Seed Round - Sibros | \$1M         | Moneta Ventures        |



outcomes. Before Sibros, Hemant was an early engineer at Tesla where he helped build its well-known OTA and software management systems, later serving as technical lead for Tesla's Body and Chassis Firmware division. After Tesla, Hemant co-founded Sibros with the mission to connect and manage all software and data between vehicles, networks and the cloud to help OEMs deliver new safety, security and feature upgrades, both remotely and at scale. Hemant earned his Bachelor and Master degrees with honors in Electrical and Computer Engineering from Carnegie Mellon University and resides in the Bay Area with his wife and daughter.

Mayank Sikaria is CTO at Sibros where he oversees firmware, engineering and technology development for the company's Deep Connected Vehicle platform used by leading OEMs and mobility brands. Prior to

co-founding Sibros, Mayank worked at Faraday Future where he incorporated state-of-the-art practices in the vehicle development and validation phases. Mayank holds three patents, as well as Functional Safety (ISO 26262) certification and a bachelor's degree in Computer and Electrical Engineering from the University of California, Davis.

### Company's Future plans:

The startup is using the current funds to expand its product offerings, customer engagement, and core teams in Silicon Valley and beyond. Sibros is working with OEMs (original equipment manufacturers) in India, and plans to use the capital to expand its team and presence in the country, especially in Pune and Bengaluru. It has offices in San Jose, Sacramento, California, as well as in Pune.

“ If you define yourself by how you differ from the competition, you're probably in trouble. ”

**- Omar Hamoui, AdMob co-founder**





|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>: Onsitego</b>  |
| <b>Founding Year</b>     | <b>: 2010</b>  |
| <b>Founder Name</b>      | <b>: Kunal Mahipal</b>   |
| <b>Total Fund Raised</b> | <b>: \$19M</b>   |
| <b>Website</b>           | <b>: <a href="https://onsitego.com/">https://onsitego.com/</a></b> |
| <b>Sector</b>            | <b>: Consumer Services</b>   |
| <b>Headquarter</b>       | <b>: Mumbai, Maharashtra, India</b>                                |

**onsitego**

### What is Onsitego all about:

Onsitego is a customer service company for personal devices, gadgets, small and large home appliances. It offers a hassle-free and convenient services, that includes a free pick and drop for all your devices and free at-home service for large appliances and a 14 or 21-day repair or replacement depending on the brand.

Mumbai based Onsitego partners with retailers and service centers with the objective of improving the service that a customer gets post sale. OnsiteGo Extended Warranty offers coverage for all mobiles, tablets, laptops, cameras, air conditioners, washing machines, televisions and small appliances. A customer can opt for OnsiteGo Extended Warranty for their device up to 6 months after purchasing the same. The company also has dedicated plans for quick and instant repair of devices, annual maintenance contracts, and free remote diagnostics.

The company has partnered with Amzon, Croma, and HDB Financial Services among others to facilitate their services.

### Problem solved by the startup:

Onsitego offers three plans including Extended Warranty, Spills & Drops Protection and the Screen Protection Plan. Extended Warranty Plan is the flagship product. It ensures that the customers can maintain their electronic products, several years after the manufacturer's warranty has expired. These plans cover all devices and home appliances, be it small or large purchased in India and are available for purchase on the website, Amazon, Croma and Vijay Sales stores to only name a few.

The Spills & Drops Protection Plan can only be purchased for mobile phones, tablets, laptops, and digital cameras, which covers all kinds of physical

### Investment Rounds:

| <b>Announcement Date</b> | <b>Round Name</b> | <b>Money Raised</b> | <b>Lead Investors</b> |
|--------------------------|-------------------|---------------------|-----------------------|
| Feb 17, 2020             | Series B          | \$19M               | Zodius Capital        |
| Mar 1, 2015              | Seed Round        | Undisclosed         | Undisclosed           |
| Jan 1, 2015              | Series A          | \$2 Million         | Accel Patner          |



and liquid damage that are not covered in the manufacturer's warranty. The plan ensures that any damage to your device in the first 12 months of ownership is taken care of by Onsitego. The damaged device is picked, serviced and delivered at the customer's doorstep, at no extra cost. The Screen Protection Plan covers damage only to the screen of the phone or tablet. Any kind of damage to the screen can make life miserable but this plan ensures that the customers can get protection for the part of the device that is most fragile; at a lesser cost.

It has 400-450 brand authorized partner service centers across India. This ensures that devices and appliances in the extended warranty period and damage protection plans are repaired by technicians who are best equipped to handle them.

### **Founder story:**

Kunal Mahipal is the Founder & CEO of Onsitego. He has a post-graduate diploma in Business from IIM- Bangalore. Before finding Onsitego, he has worked with firms like Edelweiss Capital, Citibank, etc.

### **How the company came into existence:**

Onsitego began by providing after-sales service to mobile phone users where they would pick up the device from the customer's location and deliver after

the job was done. But the team quickly realized that it was not a capital-efficient model as the cost of going after customers and returns were not in sync. Initially, Kunal, an alumnus of IIM-Bangalore, did not have much knowledge about repair or after-sales service of electronic or consumer devices, but he decided to try once into this segment after looking at consumption trends. Onsitego then focused towards partnerships with various retailers, offering after-sales service. This ensured that the startup got instant access to a larger number of customers. People buy expensive devices and are always keen to get extra protection, in case something went wrong. It was around the year 2014-15 that Onsitego got into device protection services and offered plans such as an annual maintenance contract.

### **Company's Future plans:**

The company future plans are to launch a new business line to meet the needs of those who may or may not have Onsitego's products and can avail repair services for a small fee. The company is also planning to expand its coverage to customers from other lending options such as debit cards and credit cards. As far as NPS is concerned, it has the highest customer satisfaction / NPS scores globally in the category. It is also planning to launch an IPO in the next 3-4 years.

“

If you're passionate about something and you work hard, then I think you will be successful.

*– Pierre Omidyar,  
Ebay founder and chairman*

”



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> <b>UrbanClap</b>  |
| <b>Founding Year</b>     | <b>:</b> <b>2014</b>   |
| <b>Founder Name</b>      | <b>:</b> <b>Abhiraj Singh Bhal, Bike Doctor, Raghav Chandra, Varun Khaitan</b> |
| <b>Total Fund Raised</b> | <b>:</b> <b>\$190.9M</b>   |
| <b>Website</b>           | <b>:</b> <a href="http://urbancompany.com/">http://urbancompany.com/</a>       |
| <b>Sector</b>            | <b>:</b> <b>Home Services</b>  |
| <b>Headquarter</b>       | <b>:</b> <b>Delhi, India</b>   |



### What is UrbanClap all about:

Provider of an online platform intended to find local service professionals. The company's platform offers a marketplace to search for the service professionals for different activities like salon and spa, photography, plumbing, servicing and repairs, enabling users to access reliable and affordable services and book them online. is India's leading managed marketplace for home services. Consumers order services like beauty at home, appliance repairs, plumbers, carpenters, cleaners, home

painting etc through the UrbanClap platform. The company works closely with individual service professionals (ISPs) and transforms them into micro-entrepreneurs. They do this by helping the ISPs with market access, credit, insurance, training, product procurement, payments and a host of other services, and driving either most or all of their business, while standardizing the end user experience, pricing and deliverables, and delivering the service under the UrbanClap brand name.

### Investment Rounds:

| <b>Announcement Date</b> | <b>Round Name</b> | <b>Money Raised</b> | <b>Lead Investors</b>  |
|--------------------------|-------------------|---------------------|--|
| Aug 25, 2020             | Secondary Market  | \$5M                | Vy Capital   |
| Aug 2, 2019              | Series E          | \$75M               | Tiger Global   |
| Jul 26, 2019             | Series D          | ₹14.9M              | Management<br>SAB Holdings,<br>Udhyam Learning<br>Foundation |
| Nov 30, 2018             | Series D          | \$50M               | Steadview Capital  |
| Jul 3, 2017              | Series C          | \$21M               | Vy Capital   |
| Apr 24, 2017             | Debt Financing    | ₹200M               | Trifecta Capital   |
|                          |                   |                     | Advisors   |
| Dec 11, 2015             | Venture Round     | Undisclosed         | Undisclosed  |
| Nov 19, 2015             | Series B          | \$25M               | Bessemer Venture   |
|                          |                   |                     | Partners   |
| Jun 29, 2015             | Series A          | \$10M               | Undisclosed  |
| Apr 16, 2015             | Seed Round        | \$1.6M              | Undisclosed  |



## Problem solved by the startup:

UrbanClap enables users to find any service professional like a plumber, a wedding photographer, a yoga teacher, or an interior designer. They want to be the go-to platform helping customers complete projects that are important to their urban lives – everything from designing their homes to capturing key moments, learning arts, filing taxes, and getting healthier etc. It's started with an ambition to create a large tech business solving a primary customer need in India. The company realized local services as an industry is such a central part of our lives but extremely broken. The current solutions haven't improved beyond phone call lists in the last decade while other adjacent industries are leapfrogging with tech enabled innovation. UrbanClap claims to connect their users to the best professional who can do exactly what they want at a price they are comfortable paying.

The company works closely with individual service professionals (ISPs) and transforms them into micro-entrepreneurs. They do this by helping the ISPs with market access, credit, insurance, training, product procurement, payments and a host of other services, and driving either most or all of their business, while standardizing the end user experience, pricing and deliverables, and delivering the service under the UrbanClap brand name.

## Founder story:

Batchmates from IIT Kanpur Varun Khaitan and Abhiraj Bhal have known each other for a decade now. After spending a few years at The Boston Consulting Group, both started discussions on what and how to startup over weekend conference calls across the seas. They later got together in Delhi. They met Raghav Chandra, an engineer at Twitter, through mutual friends and connected instantly. Their shared ambitions, interests and complementary skill sets drew them together. The company founded by the trio, UrbanClap, is claimed to be one of the largest mobile services marketplaces in India today.

## How the company came into existence:

The trio realised there was a gap between the way people found services and, in the way, people connected with the service providers. Using their personal experiences and realising that even in 2014, people had a difficulty in

finding services they really needed. UrbanClap, as a company was formed by realising this need and by essentially turning the Yellow Pages format into an online platform.

Initially started as a platform which was merely based on searching and discovering, UrbanClap evolved through the years to become a business model which on boards people providing specific services, trains them and ensures quality control is maintained no matter what. Further, this service was also used to standardize payments for the user and helped them request for services either through the spa or through the online app.

Within six months of creating the service, the three founders raised a series of funding from different people and by 2015, the startup had raised more than a million dollars. UrbanClap earns its revenue by taking a certain amount of money in the form of commission, a barter which helps it grow and sustain the model. With a business model like this, it comes as no surprise that the founders don't want an IPO in the near future.

## Company's Future plans:

The company's ambition to be a horizontal gig marketplace, with a global footprint and leadership position across service categories like beauty & wellness and home repairs & maintenance, said the home-service firm. UrbanClap will soon launch in four more cities by the next quarter. Two new services – men's grooming and on-demand maid for cleaning, which are currently live in Delhi will be launched across India.

## Acquisition made by the company:

Urban Company (previously UrbanClap) has acquired Sydney-based on-demand beauty startup Glamazon. Acquiring Glamazon, a real-time booking platform for salons, freelance stylists and beauticians, will consolidate Urban Company's position in the on-demand home service market in Australia. Glamazon, founded by Lauren Silvers and Lisa Maree in 2016, provides on-demand home and personal care services.



|                          |   |
|--------------------------|---|
| <b>Startup Name</b>      | : Edvizo  |
| <b>Founding Year</b>     | : 2017  |
| <b>Founder Name</b>      | : Ravi Nishant  |
| <b>Total Fund Raised</b> | : \$150 K   |
| <b>Website</b>           | : <a href="http://www.edvizo.com/">http://www.edvizo.com/</a> |
| <b>Sector</b>            | : EdTech  |
| <b>Headquarter</b>       | : Kormangala, Karnataka, India                                |



### What is Edvizo all about:

It is a provider of an online marketplace intended to search, compare and enroll in the best institutes for competitive exam preparation. The company's platform empowers every child to take career decisions with grassroot level research, competitive comparison tools and personalized experience, offering students an all in one career guidance platform.

### Problem solved by the startup:

Edvizo is a Bangalore based startup that aspires to reinvent India's educational institutions via innovative technology and a passion to serve. By bringing in a team where each individual is passionate in giving their bit in changing, they're taking a leaf out of experiences that shape up an endless number of careers. They plan on bringing a platform that empowers every child to take career decisions with grassroot level research, competitive comparison

tools and a personalised experience that is tailor-made for students from the moment they walk in. Their passion comes from a deep lying belief that if you start on the right path, the potential will not stay hidden for long.

Edvizo acts as an online marketplace to search, compare, and enroll students in the best institutes for competitive exams preparation. It has enrolled more than 50,000 students from across India on its platform and tied up with more than 2,500 coaching institutes in five cities- Kota, Hyderabad, Pune, Patna, and Guwahati.

### Founder story:

Coming from a small village of the Banka district of Bihar, he had to go through several hardships to get access to proper education. He came to study in IIT Guwahati. Being a startup enthusiast, he worked with 6 startups in their early as well as mature stages. Passion for startup ideas motivated to bring this

### Investment Rounds:

| Announcement Date | Round Name          | Money Raised | Lead Investors            |
|-------------------|---------------------|--------------|---------------------------|
| Jun 15, 2020      | Seed Round - Edvizo | \$150K       | Inflection Point Ventures |



vision to life without wasting time. This enthusiasm drove him to the Silicon Valley of India, discontinuing his studies at IIT Guwahati in his pre-final year.

## How the company came into existence:

When Ravi Nishant was in 2nd year, he decided not to go for any job and start something of his own, to work for the society. Keeping focused on future plans, he had started a few initiatives in campus-like SWC. Viisaus (a media initiative), G-sec meter and Campus Wiki to give something back to the campus, to get real-life experiences and to do something out of the routine work. Although he failed in implementing two of the above ideas in a full-fledged manner. Being associated with six different startups on campus. He learned that sufficient research, clarity in vision and implementation part are key for success in any startup. The idea is just a 5% part for any startup. 95% is the implementation. Keeping that in mind, he has done the research for around 10 months. He visited many cities to know his actual customers and to take

feedback/suggestions from them. Finally, in July 2017 he moved to Bangalore to start his company.

## Company's Future plans:

The startup is planning to strengthen the technical & sales team, besides acquiring more users and expanding to more cities. The company plans to enhance its tech prowess to improve data quality which would help them on-board credible institutes. The startup currently has a layered process to filter an institute and bring it on-board. Institutes are onboarded post personal visits and checks & balances, guaranteeing authenticity and building trust among the users. Since the education sector is undergoing an enormous transformation due to the Covid-19 lockdown, most of the institutes are currently facing a lot of difficulties from conducting online classes to getting students for their new session. The startup is trying to tap into this opportunity.



“ We are really competing against ourselves, we have no control over how other people perform.”

*– Pete Cashmore,  
Mashable founder, and CEO*



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Harappa Education   |
| <b>Founding Year</b>     | <b>:</b> 2018  |
| <b>Founder Name</b>      | <b>:</b> Pramath Raj Sinha, Shreyasi Singh                                   |
| <b>Total Fund Raised</b> | <b>:</b> \$6M as on Dec 16, 2019   |
| <b>Website</b>           | <b>:</b> <a href="https://harappa.education/">https://harappa.education/</a> |
| <b>Sector</b>            | <b>:</b> EdTech  |
| <b>Headquarter</b>       | <b>:</b> New Delhi, India  |



## What is Harappa Education all about?

Established in 2018 by founders Pramath Raj Sinha and Shreyasi Singh, Harappa Education is a soft-skills learning platform provider for corporates. The platform aims at becoming the necessary and high-quality learning destination for all young professionals, regardless of their area of specialization. The institution offers a curriculum of 5 Habits and 25 Skills, delivered through an engaging online-first approach. The institution draws inspiration from the ancient Indian civilization that was well ahead of its time. Based on the foundational character of the Harappan civilization, Harappa aims to go back to basics in the learning it imparts but combines it with the latest technology to educate at scale. Its approach is based on academic research, expert insights and behavioural science.

## Problem solved by the startup:

The company felt the crisis in India in education, and certainly in higher education, is around the

curriculum. The Indian curriculum is not updated enough, not practical enough, not contemporary enough, and it does not respond to the changing industries. The platform decided not to focus on technical and domain skills as there are already many players who are doing very good work in giving people these skills. The platform addresses a core gap in education: how to think, reason and problem-solve, how to communicate, influence and build relationships and how to grow, act and lead, skills that employers look at the workplace. Harappa aims to enable learning of these life skills at scale, leveraging the most innovative digital learning technologies and online pedagogical tools.

## Founder story:

Shreyasi Singh is from Bihar. Her father had a bank job because of which as a child, she had travelled all over the country. Her father work also took the family to Japan, where she spent almost six years in a school in Tokyo. Later she joined the Lady Shri Ram College of Women and the Indian Institute of Mass

### Investment Rounds:

| Announcement Date | Round Name | Money Raised | Lead Investors |
|-------------------|------------|--------------|----------------|
| Jan 7, 2020       | Seed Round | Undisclosed  | Lupa Systems   |



Communication in New Delhi. Before switching to higher education, Shreyasi Singh worked in the media across news agencies, broadcast, and speciality print media, and even worked as a published author. Her journalistic career gave her huge successes, especially as the editor of Inc, the iconic American magazine on entrepreneurship. It was in Inc that she found her passion for entrepreneurship and tech-enabled businesses. According to Shreyasi Inc gave her what she calls a “PhD in entrepreneurship” and inspired her to start her own startup.

In 2015, Shreyasi was working on her book The Wealth Wallahs and was writing a column for Mint, but one thought was constant in her mind that she will not go back to being a full-time journalist, and was looking for newer opportunities. Around the same time, she started working with Pramath Raj Sinha, her co-founder now, on The Vedica Scholars Programme for Women, an 18-month full-time post-graduate management programme. She became the Director of Careers at Vedica.

### **How the company came into existence:**

After serving as the Director of Careers at Vedica for two years, Shreyasi realised that higher education was her calling. This experience also helped her understand that this would be something that she would want to build her career in. By this time, she and Pramath Raj Sinha had been working with each

other for around nine years, and there was a certain level of understanding between them. They both were keen to work on something online. Pramath Raj Sinha has also not done anything online before. Both of them started having these conversations and the idea of Harappa came in. Harappa Education was incorporated in March 2018 as a company, and from it started launching its courses in May 2019. So far, more than one lakh learners have enrolled on the platform.

### **Company's Future plans:**

Over the next five years, the company aims at becoming India's largest online learning institution with more than 250,000 learners. Shreyasi Singh believes that the partnership with Lupa Systems will bring invaluable experience in mainstreaming new content-led ideas and building them into global businesses, which is what the company aims to build in the coming years. Currently, more than 2,000 learners are registered on Harappa, and both the numbers of partners and learners is growing rapidly every month. The institution is working with 9 corporates, including leading brands across IT services, FMCG and financial services; and 8 university partners, including a Top 10 engineering campus, two Top 10 management institutions and several fellowships for young change-makers. The number of faculty numbers exceeds 60 individuals.

**“** Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve. **”**

*Mary Kay Ash, Mary Kay Cosmetics founder*



|                          |   |
|--------------------------|---|
| <b>Startup Name</b>      | : InterviewBit  |
| <b>Founding Year</b>     | : 2015  |
| <b>Founder Name</b>      | : Abhimanyu Saxena,<br>Anshuman Singh                                     |
| <b>Total Fund Raised</b> | : \$21.5M   |
| <b>Website</b>           | : <a href="http://www.interviewbit.com/">http://www.interviewbit.com/</a> |
| <b>Sector</b>            | : EdTech  |
| <b>Headquarter</b>       | : Pune  |



### What is InterviewBit all about:

InterviewBit is an online platform that helps people to land in their dream jobs with its training and enhances the skills of individuals to connect with the right companies. The startup has offers from leading tech giants such as Google, Facebook, Microsoft, Amazon and others. The training session includes interview questions asked in different companies and also includes coding practice sessions. Company referrals and a customized schedule for each person makes InterviewBit the best platform.

### Problem solved by the startup:

The company's mission is to guide every candidate to get their desired job by enhancing their technical knowledge through various trainings of InterviewBit. It's an online platform that teaches students and young professionals the skills needed for technology jobs, mentors them to crack recruitment processes as well

as provides referrals to the best opportunities in the software industry across the globe.

### Founder story:

Anshuman Singh and Abhimanyu Saxena are the Co-founders of InterviewBit. Anshuman is the Head Coach of the company and has previous experience as a Software Engineer and as an Interviewer on Facebook. Abhimanyu looks after the technical strategies of the company. He worked with Progress Software and Fab.com before InterviewBit. The Startup now operates with more than 250 employees.

### Company's Future plans:

InterviewBit's annual revenue is estimated to be \$42.6M per year and revenue per employee is about \$165,000. There is a greater percentage increase of 105% in the total number of employees from the previous years. The Startup also has 800+ offers from leading Tech companies across the world.

### Investment Rounds:

| Announcement Date | Round Name              | Money Raised | Lead Investors                                 |
|-------------------|-------------------------|--------------|--|
| Jan 28, 2020      | Series A - InterviewBit | \$20M        | Sequoia Capital India, Tiger Global Management |
| Apr 19, 2019      | Seed Round - Bit        | \$1.5M       | Surge  |



## Our Services



Executive Search



Project Based  
Hiring



Middle Level  
Hiring



Workers/Labors  
Hiring



Immigration  
Service



AI Based behavioral testing  
and predictive interview  
questions to help HRs



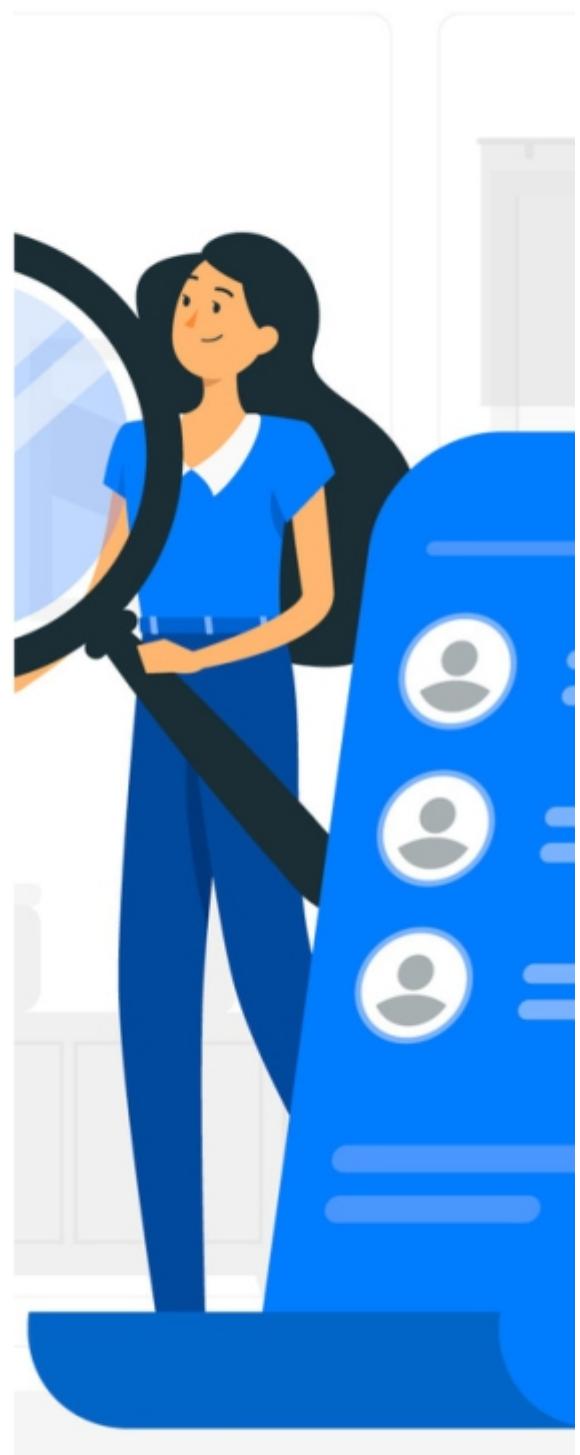
Contract Based  
Staff



Visa Assistance



Ticketing  
Service



Contact:

[ujjwal.singh@univioconsultants.com](mailto:ujjwal.singh@univioconsultants.com)  
+91-7838381807



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Pariksha  |
| <b>Founding Year</b>     | <b>:</b> 2014  |
| <b>Founder Name</b>      | <b>:</b> Deepak Choudhary, Karanvir Singh Shekhawat, Utkarsh Bagri, Vikram Shekhawat |
| <b>Total Fund Raised</b> | <b>:</b> \$1.6M  |
| <b>Website: http</b>     | <b>:</b> <a href="http://www.pariksha.co/">http://www.pariksha.co/</a>               |
| <b>Sector</b>            | <b>:</b> Educational Software  |
| <b>Headquarter</b>       | <b>:</b> Pune, Maharashtra, India  |



### What is Pariksha all about:

Developer of an online test preparation mobile application intended to help aspirants learn, practice and prepare for state government job exams. The company's application offers a subscription-based, affordable, vernacular platform that is based on the analytics and gamification model and comes with adaptive testing and mastery learning, enabling students to prepare for examinations in a convenient and enriching manner.

### Problem solved by the startup:

Pariksha is analytics driven, gamification modelled, adaptive testing and mastery learning based online exam preparation, practice and assessment platform. Campus placements, written tests, interviews, they all add up to a testing time for students until they have a job offer in hand. Pariksha Prime, which helps a student to upskill for corporate opportunities and also prepares them for competitive exams.

Every student pays a monthly subscription fee and gets access to all the content on Pariksha. A student can take courses on data science, front end and back end development along with coding interviews, corporate finance or IoT. They can also prepare for competitive exams like GATE and GMAT. The courses listed on Pariksha are acquired through partnership with institutes and other content creators. The Prime option has 600 students, and the company provides them with personal assistance in every aspect of their career.

The startup has focused on basic but the most important aspects of one's career such as resumes and projects. Pursuing courses online was also a challenge but with reducing data charges many more people are using online resources rather than offline to prepare themselves.

### Founder story:

Karanvir Singh Shekhawat is an accidental

### Investment Rounds:

| Announcement Date | Round Name | Money Raised | Lead Investors    |
|-------------------|------------|--------------|-------------------|
| Apr 20, 2020      | Seed Round | -            | INSEAD Angels     |
| Jul 23, 2019      | Seed Round | ₹ 68M        | Venture Catalysts |
| Mar 1, 2019       | Seed Round | \$580K       | Venture Catalysts |



entrepreneur and a social impact enthusiast with a fierce passion for traveling; a die-hard growth hacker. He is a design, aesthetics and sustainability admirer, and possess an enduring passion for people, cultures, and communities that is instrumental in shaping his understanding of markets, consumer behaviour and preferences; on. He holds Masters Degrees in Business Management, Law & International Relations. He was instrumental in launching the Pune Chapter of the Indian Angel Network and Startup Leadership Program. Currently building the world's largest Test Prep company

Deepak Choudhary is specialized in Projects that use new Technologies, fast learning and immediate prototyping. He is currently, building India's largest vernacular test prep company Pariksha, for the mobile 1st internet users, Pariksha is creating a massive impact at the bottom of the pyramid, it is bridging the education technology gap between India & Bharat.

### **How the company came into existence:**

Amit Mehta, who was a student at Bangalore University, when he wanted to work at a corporate way back in 2003. He failed thrice before he learned from experience how to answer interviewers. Amit, works with a semi-conductor company now. Back then, the job scenario was different; now, despite the many fields and options, jobs are harder to get due to automation. Even at placement tests and interviews, hiring managers look for skills that make the

candidate a perfect fit for the job description from the start. Looking at the situation on the ground, 4 students of IIT-Kanpur started Pariksha, a company to help prepare students for placement by aggregating knowledge from several universities.

Utkarsh Bagri, Rahul Ranjan, Deepak Choudhary and Saket Diwakar were in their third year, in 2013, when they started up. What worked for them was the fact that the five were inherently business geeks. Utkarsh and Deepak were wing-mates and were skilled in building online campus communities. Saket and Rahul soon joined them. Their first user base was from IIT Kanpur, and they began to help students preparing for JEE. Pariksha received an overwhelming response on the beta version as all senior students began to use the placement learning modules. Not surprisingly, the founders skipped going for their own placement and began to work full time on Pariksha. By the time they finished college, the founders had expanded considerably – they were in eight IITs in 2015, 60 colleges by 2016 and currently have a presence in 270 colleges, including IITs, NITs, BITS Pilani University and JNTU-A.

### **Company's Future plans:**

Pariksha is planning to strengthen its product offerings, bolster back-end operations, and expand its reach all over India. Pariksha is very well positioned to serve millions of mobile first vernacular Internet users of Bharat.

**“** You shouldn't focus on why you can't do something, which is what most people do. You should focus on why perhaps you can, and be one of the exceptions. **”**

*– Steve Case, AOL co-founder*



|                            |  |
|----------------------------|--|
| <b>Startup Name</b>        | : Vedantu  |
| <b>Founders</b>            | : Vamsi Krishna, Pulkit Jain, Saurabh Saxena and Anand Prakash |
| <b>Founded</b>             | : 2011   |
| <b>Parent Organization</b> | : Vedantu Innovations Private Limited                          |
| <b>Sector</b>              | : Edtech   |
| <b>Website</b>             | : <a href="http://www.vedantu.com">http://www.vedantu.com</a>  |
| <b>Headquarters</b>        | : Bangalore  |



### What is Vedantu all about:

Vedantu is India's leading online tutoring edtech startup. It offers personalized coaching for students of grades 6 to 12 with highly skilled teachers guiding them. Vedantu's efficient, customized teaching methodologies include two-way audio, video, and white-boarding technologies to enhance the learning

outcomes with live student-teacher interactions. It caters to students for competitive examinations and co-curricular modules as well. The cooperative sessions keep the students engaged according to the pace of the lecture, an aspect that is absent in recorded video lectures and classroom education. It offers video sessions that support even low internet bandwidth. With its powerful learning management

### Investment Rounds:

| Announcement Date | Round Name               | Money Raised | Lead Investors                              |
|-------------------|--------------------------|--------------|---|
| Jul 15, 2020      | Series D - Vedantu       | \$100M       | Coatue                                      |
| Apr 23, 2020      | Series C - Vedantu       | \$7M         | KB Global Platform Fund                     |
| Feb 13, 2020      | Series C - Vedantu       | \$24M        | GGV Capital                                 |
| Aug 29, 2019      | Series C - Vedantu       | \$42M        | Tiger Global Management, WestBridge Capital |
| Aug 8, 2019       | Debt Financing - Vedantu | ₹94.2M       | Trifecta Capital Advisors                   |
| Nov 24, 2018      | Series B - Vedantu       | \$11M        | Accel, Omidyar Network                      |
| May 7, 2015       | Series A - Vedantu       | \$5M         | Accel, Tiger Global Management              |
| Aug 1, 2014       | Seed Round - Vedantu     | \$400K       | —   |
| Jul 15, 2013      | Pre Seed Round - Vedantu | \$150K       | —   |



tools and a holistic training approach, Vedantu appears to be the finest online educational service provider in the K-12 segment.

### Problem solved by the startup:

Vedantu focuses on providing quality education and a comprehensive analysis of student's interaction and engagement in the class through online assessments and tests; hence, the progress of students is closely monitored. Through its instinctive, next-generation platform WAVE (Whiteboard Audio Video Environment), Vedantu propagates its mission of fostering online education in an unparalleled manner. Vedantu's vision is to transform the teaching and learning experience through the synergy of superior technology with worthy content and proficient teachers.

### Founder story:

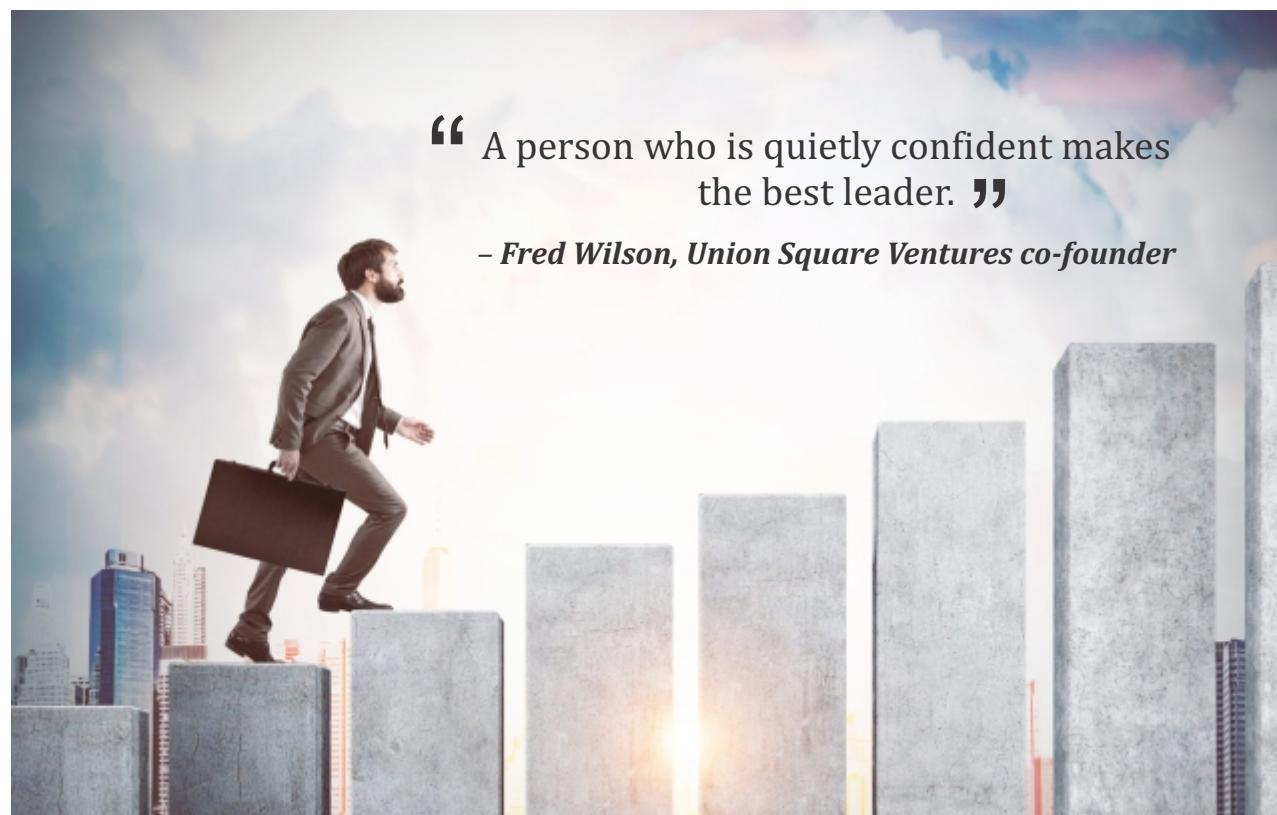
Vedantu was founded by Vamsi Krishna (co-founder, CEO), Saurabh Saxena, Pulkit Jain (co-founder, head

of product), and Anand Prakash (co-founder, head of academics). Vedantu co-founder and CEO Vamsi Krishna completed his B.Tech from IIT Bombay in 2005 and co-founded Lakshya, an educational enterprise that prepares students for engineering and medical entrance exams with three more IITians: Saurabh Saxena, Pulkit Jain, and Anand Prakash. The team of four started Vedantu in 2011. Vamsi, Saurabh, Pulkit, and Anand continued to work on Lakshya for nearly eight years until it was acquired by MT Educare in 2012.

Vedantu co-founder Saurabh Saxena, who was serving as the 'head academics', exited the company in January 2018. The four individuals have mentored 10,000 students and trained more than 200 teachers through Lakshya. Vedantu now has 500+ teachers who have taught 40,000+ students from 30+ countries.

**“ A person who is quietly confident makes the best leader. ”**

*- Fred Wilson, Union Square Ventures co-founder*





|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> <b>BigBasket</b>  |
| <b>Founder Name</b>      | <b>:</b> <b>V.S. Sudhakar, Hari Menon, V.S. Ramesh, Vipul Parekh and Abhinay Choudhari</b> |
| <b>Launch Year</b>       | <b>:</b> <b>2011</b> Total valuation: <b>\$1B</b>  |
| <b>Total Fund Raised</b> | <b>:</b> <b>\$1.1B</b>   |
| <b>Website</b>           | <b>:</b> <a href="https://www.bigbasket.com/">https://www.bigbasket.com/</a>               |
| <b>Sector</b>            | <b>:</b> <b>Online Groceries / E-Commerce</b>  |
| <b>Headquarter</b>       | <b>:</b> <b>Bengaluru</b> Unicorn status year: <b>2019</b>                                 |



### What is BigBasket all about:

Vegetables and fruits are a part of daily needs and necessities of the any man's life. Grocery shopping and daily essential needs shopping is an additional task that one needs to chalk out time in the hustle and bustle of this chaotic life. But in this age of Internet and convenience everything is at your door step. If you can provide a door step service of anything then

there is nothing like it. And this time when anyone who can make your life easier and more convenient can be called as an excellent service provider.

### Problem solved by the startup:

BigBasket is into delivering everyday cooking essentials like ghee (clarified butter), diced coconut and fragrant basmati rice and over 18,000 other items from bread to laundry detergent for their customers to

### Investment Rounds:

| <b>Announcement Date</b> | <b>Round Name</b> | <b>Money Raised</b> | <b>Lead Investors</b>              |
|--------------------------|-------------------|---------------------|------------------------------------|
| Apr 15, 2020             | Debt Financing    | \$51.8M             | Alibaba Group                      |
| Apr 9, 2020              | Venture Round     | \$60M               | Alibaba Group                      |
| Feb 11, 2020             | Debt Financing    | ₹250M               | Undisclosed                        |
| Jul 29, 2019             | Debt Financing    | ₹1B                 | Trifecta Capital Advisors          |
| May 6, 2019              | Series F          | \$150M              | Mirae Asset-Naver Asia Growth Fund |
| Jul 18, 2018             | Series E          | \$438.9K            | Undisclosed                        |
| Feb 1, 2018              | Series E          | \$300M              | Alibaba Group                      |
| Oct 25, 2017             | Venture Round     | ₹326.5M             | Helion Venture Partners            |
| Oct 10, 2017             | Debt Financing    | \$838.1K            | Trifecta Capital Advisors          |
| Sep 8, 2017              | Series E          | \$280M              | Alibaba Group, Paytm Mall          |



shop from and get it delivered at their doorstep. Their target motive is to enable the ease of doing grocery shopping online to avoid traffic and the drudgery of supermarket runs.

### **Founder story:**

BigBasket was founded by V.S. Sudhakar, Hari Menon, V.S. Ramesh, Vipul Parekh and Abhinay Choudhari in 2011. Before starting BigBasket, the founders also founded Fabmart.com, an online platform that sold books, toys, and groceries in the year 1999.

BigBasket CEO Hari Menon has a vast experience in diverse fields. Prior to Big Basket Mr Menon was the CEO of Indiaskills, the Vocational Education joint venture of Manipal Group with City & Guilds, UK. He is an alumni of BITS Pilani, Hari Menon also worked as the Country Head at Planetasia, one of India's first Internet services businesses. Hari also held top positions with IT majors like Wipro Infotech. BigBasket co-founder V S Sudhakar was the CEO of Planetasia. He has vast experience of working in the IT sector.

V.S. Ramesh is the Head of Logistics & Supply Chain at BigBasket. He is an Electronics Engineering graduate from Karnataka University, V.S. Ramesh has over 21 years of experience in the Indian Navy handling Operations and Logistics. Vipul Parekh is the Head of Finance & Marketing at BigBasket. Vipul is an alumnus of IIM Bangalore, and worked with Peepul Capital, a leading Private Equity Fund as an investment Director. He also worked as business development head in the Wipro Infotech Group.

Abhinay Choudhari is the Head of New Initiatives at BigBasket. Abhinay is an IIM Ahmedabad alumnus. Besides working with leading IT companies like iGATE & Infosys, Abhinay also founded Stylecountry.com, one of India's first online fashion retail stores. Stylecountry.com had to be closed down as it did not turn out to be profitable

### **How the company came into existence:**

The company was first started as online business, Fabmart.com, in 1999. In 2001, online grocery division of this business was launched and the company grew exceptionally. After it they also started

Fabmall which was a succession of grocery supermarkets in Southern India, which was acquired by Aditya Birla group in 2006, and was rebranded as More. But the founders were determined to launch something bigger in the grocery market of India and finally launched Big basket in 2011.

### **How company makes its revenue:**

BigBasket's private label business is driven by lower prices and higher margins. Roughly 35% of the revenue comes from private labels. The aim here is to fill the gap in distinct categories like organic food, high-end consumer products, to name a few. Also, the company offers a lower price point for staples and fruits and vegetables. They also provide idli/dosa batter on their online platform which is very rare and does not have a lot of competition. Moreover, on the B2B side, BigBasket serves its private-label to about a thousand Kirana stores, huge corporates, and HoReCa (hotels, restaurants, cafes). Regarding Big Basket's Business Model, Big Basket follows both 'inventory model' and 'hyper-local model'.

**Under the inventory model**, the company buys products from leading suppliers like P&G, HUL, mills, farmers, etc., store the products in warehouses, and supplies the same to the customers on order. While in case of perishable goods, they have tie ups with local farmers and suppliers from whom they procure the goods as per order and supply the same to the customers.

**Under the 'hyper-local model'**, BigBasket has tie-up with 2000+ grocery stores across India to deliver products within one hour from the neighbourhood.

### **Company's Future plans:**

The company is aiming to generate a revenue of almost INR 6,300 crore in the year 2020. BigBasket has strong plans of retaining its post as the largest grocery delivery platform in India. So, the plan is to set up warehouses in all the 26 operating cities of India to bring down the delivery time to 3 hours. By 2022, the plan is to grow to 60,000 SKUs and double the farmer base to 5,000. Further, the plan also includes expanding BigBasket's private label range by using Alibaba's muscle to source and import a range of merchandise to six times that of large-format supermarkets.



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> <b>Bizongo</b>  |
| <b>Founding Year</b>     | <b>:</b> <b>2015</b>   |
| <b>Founder Name</b>      | <b>:</b> <b>Aniket Deb, Ankit Tomar, Sachin Agrawal</b>          |
| <b>Total Fund Raised</b> | <b>:</b> <b>\$70M</b>  |
| <b>Website</b>           | <b>:</b> <a href="https://bizongo.com/">https://bizongo.com/</a> |
| <b>Sector</b>            | <b>:</b> <b>B2B, E-commerce</b>                                  |
| <b>Headquarter</b>       | <b>:</b> <b>Mumbai, Maharashtra, India</b>                       |



### What is Bizongo all about:

Bizongo is an innovative online B2B marketplace based in Powai, Mumbai, which caters to the diverse packaging and material handling industries. It makes packaging sourcing, distribution, inventory management, and design hassle-free for enterprises. The company's automated supply chain platform ensures availability of packaging for business with lower inventory. It addresses challenges such as inventory stock out, excess inventory, and obsolescence that are common for enterprises. Bizongo was founded in 2015 by Aniket Deb, Ankit Tomar, and Sachin Agrawal and is headquartered in Mumbai, Maharashtra, India.

Currently, the bootstrapped startup is focused on selling products across the plastics/chemicals industry verticals.

### Problem solved by the startup:

Bizongo was started with the aim of becoming a one-stop solution for all business interaction and transaction. With the advancement of technology in India, there is a burning need for a marketplace which can provide a complete experience of selecting the right product, seamless communication between buyer/seller and secure transactions. Bizongo plans to shorten this gap. Their mission is to bring Indian

### Investment Rounds:

| <b>Announcement Date</b> | <b>Round Name</b> | <b>Money Raised</b> | <b>Lead Investors</b>                              |
|--------------------------|-------------------|---------------------|--|
| Jan 27, 2020             | Series C          | \$30M               | Schroder Adveq                                     |
| Jul 19, 2019             | Series C          | \$15M               | Undisclosed  |
| Jan 1, 2019              | Venture Round     | Undisclosed         | InnoVen Capital                                    |
| May 2, 2018              | Series B          | \$22M               | B Capital Group, International Finance Corporation |
| Nov 4, 2016              | Series A          | \$3M                | Accel, Chiratae Ventures                           |
| Oct 12, 2015             | Seed Round        | Undisclosed         | Undisclosed  |



SMEs, manufacturers, dealers online and make them buy and sell 'on the go' through minimal effort.

### Founder story:

Co-Founding the team of Bizongo consists of three distinctly different people possessing dynamic skillsets which ultimately blend extremely well. Ankit Tomar who is alumnus of IIT Delhi, is a techie at heart with an insatiable desire to implement revolutionary technology-based solutions for businesses. He was involved in developing the Android version of Microsoft's flagship product MS Excel and he applies his technical knowledge in making a B2B portal offering end-to-end solutions to connect businesses to each other.

Aniket Deb an alumnus of IIT Bombay, is imaginative, innovative and a risk taker. He worked as a consultant at Opera Solutions before shifting to Housing.com to get a feel of the start-up environment. The consulting and startup experience together provided him with the ability to deal with clients and understand how a startup functions.

Sachin Agrawal an alumnus of IIT Bombay is a visionary who likes to implement solutions using a hands-on approach. Before starting the startup he was involved in a financial technology firm, Gravitas, as a Risk Manager he has grasped the concepts of finance

well and aspires to remove the problem of Late Payments from the B2B ecosystem.

### How the company came into existence:

The startup was started by three former IITians, Ankit Tomar, Aniket Deb and Sachin Agrawal in October 2014. Bizongo was started because the founding team could see a lot of loopholes in the way in which Indian businesses trade now-a-days. The founders thought that bringing SMEs online would only increase the volume of trade in the long run. They investigated all the current players in the B2B e-commerce space and found that they were hardly taking measures to genuinely solve problems. The team then started thinking of ways to solve these problems through the use of superior product and a unique approach. Hence Bizongo was born. It started with 2000+ products listed on the platform.

### Company's Future plans:

The company is currently deploying its funds to ramp up technology, expand into sectors such as pharma packaging, and increase Bizongo's penetration across India. It is also planning to focus on expanding our team size to include more people especially in the Sales and Marketing domains which will help the company expand and aggregate supply/demand further in our chosen product categories.

“

Don't be afraid to assert yourself, have confidence in your abilities, and don't let the bastards get you down.

*– Michael Bloomberg,  
Bloomberg L.P. founder*

”



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Cars24  |
| <b>Founding Year</b>     | <b>:</b> 2015  |
| <b>Founder Name</b>      | <b>:</b> Mehul Agrawal, Ruchit Agarwal, Vikram Chopra                |
| <b>Total Fund Raised</b> | <b>:</b> \$193.8M  |
| <b>Website</b>           | <b>:</b> <a href="http://www.cars24.com/">http://www.cars24.com/</a> |
| <b>Sector</b>            | <b>:</b> E-commerce  |
| <b>Headquarter</b>       | <b>:</b> Gurgaon, Haryana, India                                     |



### What is Cars24 all about:

Provider of an online automotive marketplace intended to simplify the sale of used vehicles. The company's platform enables owners to determine a valuation for their vehicle, book an appointment for inspection and sell their car seamlessly, enabling customers to sell cars quickly and confidently.

### Problem solved by the startup:

Founded in 2015 by Vikram Chopra, Mehul Agrawal, Gajendra Jangid and Ruchit Agarwal, CARS24 has pioneered an innovative solution to the age-old

problem of selling a car. CARS24 enables car owners to sell their cars within two hours of a single visit to one of the many CARS24 branches, with instant payment into their bank accounts. The company, in-turn, sells these cars online through its proprietary auction platform to businesses across India dealing in pre-owned cars. This makes CARS24's business a unique C2B model, focused on 'supply first', and in principal a very different approach to winning the used car market, as compared to the C2C and B2C business models that exist in the used car industry today.

### Investment Rounds:

| Announcement Date | Round Name             | Money Raised | Lead Investors                                    |
|-------------------|------------------------|--------------|---|
| Nov 6, 2019       | Venture Round - CARS24 | ₹3.1B        | Global Car Group                                  |
| Oct 17, 2019      | Series D - CARS24      | \$100M       | KCK Global, Unbound                               |
| Jun 7, 2018       | Series C - CARS24      | \$50M        | KCK, Kingsway Capital, MPG, Sequoia Capital India |
| Jan 1, 2018       | Seed Round - CARS24    | —            | —   |



A Digital India Initiative

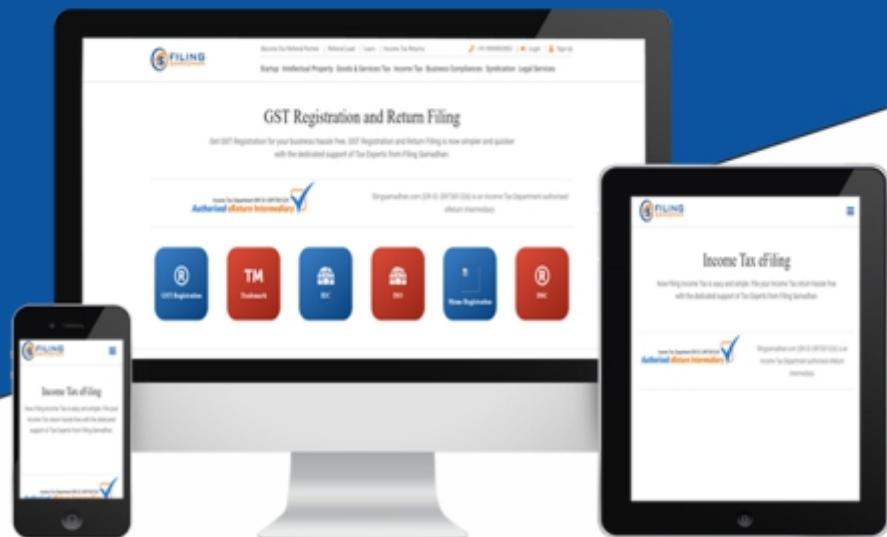
## Top Services

- Company Registration
- Private Limited Company Registration
- One Person Company
- Trust
- Society
- Partnership Firm
- FSSAI License Registration
- ISO Registration
- Digital Signature
- Trademark Registration
- GST Registration
- GST Return Filing
- TAN Registration
- Partnership Firm
- Import Export Code

**\*\*Many more services provided online & offline**

**\*\*We are authorised income tax intermediary.**

**\*\*Now we are offering Franchise in all cities.**



**+91-9999892903**

**filingsamadhan@gmail.com**

**www.filingsamadhan.com**

**New Delhi, India**



|                          |   |
|--------------------------|---|
| <b>Startup Name</b>      | : Firstcry  |
| <b>Founding Year</b>     | : 2010  |
| <b>Founder Name</b>      | : Amitava Saha, Supam Maheshwari                                  |
| <b>Total Fund Raised</b> | : \$418.4M  |
| <b>Website</b>           | : <a href="http://www.firstcry.com/">http://www.firstcry.com/</a> |
| <b>Sector</b>            | : E-Commerce  |



### What is FirstCry all about:

Operator of an online platform and exclusive stores intended to offer a range of baby care and kid's products. The company's platform and stores offer a range of baby and kids products across categories that include kid's clothing, footwear, baby toys, books, birthday gifts, baby gear, among others, enabling customers to choose from a wide variety of baby products.

### Problem solved by the startup:

FirstCry.com is an online and offline brand providing a wide range of products for babies, kids, and moms. This startup was born out of a desire to solve the

problem of millions of parents in India of not having access to the best brands and baby care products for their babies and kids. The product categories at FirstCry.com include diapering, feeding and nursing, skin and health care, toys, clothes, footwear, and fashion accessories and many more.

FirstCry.com has a product inventory of more than 90,000 items from around 1200 International and Indian brands leading the game in the baby care segment. These brands include multinational brands like Mattel, Ben10, Pigeon, Funskool, Hotwheels, Nuby, Farlin, Medela, Pampers, Disney, Barbie, Gerber, Fisher Price to only name a few. The company provides best of the products and brands at the best prices with quality online shopping experience, fast

### Investment Rounds:

| Announcement Date | Round Name          | Money Raised | Lead Investors           |
|-------------------|---------------------|--------------|--------------------------|
| Feb 7, 2020       | Series E - FirstCry | \$150M       | SoftBank Vision Fund     |
| Jan 22, 2019      | Series E - FirstCry | \$149.4M     | SoftBank Vision Fund     |
| Oct 17, 2016      | Series D - FirstCry | \$34M        | Vertex Ventures          |
| Feb 6, 2016       | Series D - FirstCry | \$26M        | Valiant Capital Partners |
| Feb 2, 2015       | Series C - FirstCry | \$26M        | Valiant Capital Partners |
| Jan 21, 2014      | Series B - FirstCry | \$15M        | Vertex Ventures          |
| Feb 13, 2012      | Series B - FirstCry | \$14M        | Chiratae Ventures        |
| Apr 26, 2011      | Series A - FirstCry | \$4M         | SAIF Partners            |



and reliable delivery service, and a prompt customer care.

### Founder story:

Supam Maheshwari, CEO, and Co-founder - Supam is an IIM Ahmedabad graduate and an Engineer from Delhi College of Engineering. He is a first-generation entrepreneur and he has also co-founded XpressBees, one of the largest logistic companies in India. Before co-founding FirstCry.com, Supam was the co-founder and CEO of Brainvisa Technologies which is one of the largest e-Learning companies.

Amitava Saha, COO, and Co-founder - With a dazzling master's degree from IIM Lucknow and a B.Tech from IIT Varanasi, Saha together with Supam had co-founded XpressBees. Post this, they took another exciting venture, FirstCry.com which is India's finest online platform for baby care products.

### How the company came into existence:

All of this started a decade ago when the options for buying baby care and kid's products online were really limited. And the co-founder and owner of FirstCry, Supam would buy things for his son from foreign countries while he was on business trips. This situation gave him this idea that there is a big opportunity in the Indian markets to launch an online

platform that would give Indian parents access to the best baby care brands from across the globe. This is how FirstCry was started.

### Company's Future plans:

Pune based baby and mother-care product retailer FirstCry claims to be Asia's largest online store for baby and kids' products. They have more than 2,00,000 unique products and 6,000+ brands. The growth rate of the company has been exponential. It has around 400+ offline stores across India.

FirstCry parenting also has India's largest community of parents. They have around 13 Million unique parents' engagement every month and the overall engagement of platform is 92 million per month. Also, FirstCry app has above 10 million downloads on google play store and App store.

### Acquisition made by the company:

FirstCry has acquired 2 organizations. Their most recent acquisition was Oi Playschool on Nov 28, 2019. FirstCry Oi Playschool is a chain of premium playschools focused on safety, security and hygiene. In 2016, BrainBees solution owned FirstCry acquired Mumbai-based BabyOye for \$54 million. BabyOye is an e-commerce portal dealing in pregnancy, infant care, and mother care products and services in India.

“

Don't worry about people  
stealing your design work.

Worry about the day  
they stop.

*- Jeffrey Zeldman,  
A List Apart Publisher*

”



|                      |  |
|----------------------|--|
| <b>Startup Name</b>  | <b>:</b> Funkfeets   |
| <b>Founding Year</b> | <b>:</b> 2017  |
| <b>Founder Name</b>  | <b>:</b> Sanat Srivastava, Shashank Srivastava                               |
| <b>Website</b>       | <b>:</b> <a href="https://www.funkfeets.com/">https://www.funkfeets.com/</a> |
| <b>Sector</b>        | <b>:</b> E-commerce & Foodweal   |
| <b>Headquarter</b>   | <b>:</b> Kanpur  |

# FunkFeets

## What is Funkfeets all about:

The idea of creating a theme-based sneaker came to Sanat's mind. Started an experiment with White Pt Shoes, A hand painted startup begin in 2016 and shut down by the end of same year. Sanat reincarnated the business in the year 2017 with one of his friend Shashank. Since the two Co-founders are working on creating a brand of Quirky Sneakers and have reached more than 13k happy customers.

## Founder story:

Sanat has a core competency in Online Marketing, E-Commerce Brand Development, Product Design, Social Media Branding and Business strategies.

## Problem solved by the startup:

Funkfeets incepted the idea of creating a range of funky shoes for India. Today, the company design led Lifestyle Brand of Sneakers which brings favourite theme available according customers choice.

“ Don't take too much advice. Most people who have a lot of advice to give — with a few exceptions — generalize whatever they did. Don't over-analyze everything. I myself have been guilty of over-thinking problems. Just build things and find out if they work. ”

*– Ben Silbermann, Pinterest founder*



# Boss Pocket®

**“FREELANCING ON DEMAND SERVICES-B2B”**

CA,CS,Advocate,Accountant,Consultant,IT Professional

[www.BossPocket.com](http://www.BossPocket.com)

Find the Perfect Freelance Services for Your Business

#### IT & Software

- (a) Web Developers Expert
- (b) Mobile Developers Expert
- (C) Graphics Design Expert

#### Sales & Marketing

- (a) Digital Marketing Expert
- (b) Writing & Translation Expert
- (c) Video & Animation Expert

#### Talent

- (a) Accounting Expert
- (b) Tendering Expert
- (c) Data Entry Expert
- (d) Computer support Expert

#### Legal Services

- (a) MCA Services Expert
- (b) Import & Export Expert
- (c) DSC Services Expert
- (d) ISO Expert
- (c) FSSAI Expert
- (d) PF & ESI Expert
- (e) Trust & Society Expert
- (f) RERA Expert
- (g) GST Expert
- (h) ITR Expert

**..And Many More Services Provided On-Demand B2B**

**Note: - On-Demand B2B Services for only Professional & Constants**

**Office- +91-11-4287 8125**

**Email- [info@BossPocket.com](mailto:info@BossPocket.com)**

**Company - BossPocket Technology Pvt. Ltd.**

**Corporate Office - New Delhi**



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Lal10   |
| <b>Founding Year</b>     | <b>:</b> 2016  |
| <b>Founder Name</b>      | <b>:</b> Albin Jose, Maneet Gohil, Sanchit Govil           |
| <b>Total Fund Raised</b> | <b>:</b> \$1.6M  |
| <b>Website</b>           | <b>:</b> <a href="http://lal10.com/">http://lal10.com/</a> |
| <b>Sector</b>            | <b>:</b> E-Commerce  |
| <b>Headquarter</b>       | <b>:</b> Noida, Uttar Pradesh, India                       |



## What is Lal10 all about:

Founded in 2016 by Maneet Gohil, Sanchit Govil, and Albin Jose, Lal10 is a B2B online platform for Indian artisans to sell their products in international markets. The Noida-based company has partnered with global retailers who buy products from these sellers. The platform claims to invest more than 70% of their profits in building the ecosystem of artisans and the money goes into building new contemporary designs so that the artisans can earn better wages, helping artisans present their products in different exhibitions and marketing channels, and in creating health awareness and skill development among the artisans. In March, 2020 the startup raised \$1.1 Mn in its Pre-Series A funding round led by US-based Utah's Sorenson Impact Fund.

## Problem solved by the startup:

Lal10 is a B2B platform that connects rural SMEs to global buyers. They make transactions happen between 1800+ rural SMEs through mobile CRMs and retail buyers across 18 countries. They are Faire.com of Asia with a market potential of \$9bn.

### Founder story:

Maneet Gohil is the Co-founder and CEO of Lal10. Lal10 means Lantern in Hindi. It is a B2B technology platform for artisans to showcase their handloom, handicraft from different parts of India to global retailers. Maneet started Lal10 in 2014 from his graduate school dorm room, with one goal in mind - bridge the gap between rural artisan and urban consumers and bring light into the lives of Indian artisans, and hence Lantern (Lal10). Today Lal10 is a

## Investment Rounds:

| Announcement Date | Round Name                | Money Raised | Lead Investors  |
|-------------------|---------------------------|--------------|-----------------|
| Mar 13, 2020      | Seed Round - Lal108       | \$1.1M       | Sorenson Impact |
| Aug 1, 2019       | Convertible Note - Lal101 | \$80K        | CIIE.CO         |
| Mar 4, 2019       | Grant - Lal101            | —            | HDFC Bank       |
| Jul 26, 2018      | Seed Round - Lal107       | \$400K       | TT Jagannathan  |



team of 38 people. They collaborate with 1200 artisans and connect them to 300 retailers, including companies like Zara, Fab India, Hilton, Hyatt, Four Seasons, Toast, Reliance, and many others.

Experienced Co-Founder with a demonstrated history of working in the internet industry. Skilled in Business Development, Market Research, Research, and Content Marketing. Strong professional graduated from Indian Institute of Technology Madras.

Social entrepreneur, problem solver and thinker.

Sanchit holds an MBA degree in Supply Chain Management from National Institute of Industrial Engineering (NITIE), Mumbai and a graduate degree in Mechanical Engineering from Delhi College of Engineering. He has previously worked for firms like Flipkart, Bechtel Corporation, Honda, Yamaha, Diageo. He has a keen interest and experience in Business Analysis, Process Optimisation, Operational Excellence, Cost Optimization, Financial Modeling. His hobbies include reading, running and watching movies.

**“** You just have to pay attention to what people need and what has not been done. **”**  
*- Russell Simmons, Def Jam founder*





|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>: Milkbasket</b>  |
| <b>Founding Year</b>     | <b>: 2015</b>  |
| <b>Founder Name</b>      | <b>: Anant Goel, Anurag Jain, Ashish Goel, Yatish Talavdia</b>               |
| <b>Total Fund Raised</b> | <b>: \$38.5M</b>   |
| <b>Website</b>           | <b>: <a href="http://www.milkbasket.com/">http://www.milkbasket.com/</a></b> |
| <b>Sector</b>            | <b>: E-Commerce</b>  |
| <b>Headquarter</b>       | <b>: Haryana, Haryana, India</b>   |



### What is Milkbasket all about:

It is a developer of an online grocery platform intended to fulfill the daily household needs of customers. The company's platform offers a hassle-free delivery system and delivers milk, bread, eggs, butter, juices, and other daily need items every morning, right at the doorstep, enabling users to keep a tab on daily expenses, set vacation time offs and creates repeat orders easily every single day.

### Problem solved by the startup:

Milkbasket delivers milk to households every day. Its technology platform enables frequent and frictionless buying with features like one-click buying, no checkout, and contactless delivery. The company currently operates in Bengaluru, Gurugram, Delhi, Noida, and Ghaziabad. It claims to serve over 100,000 households today.

### Investment Rounds:

| <b>Announcement Date</b> | <b>Round Name</b>           | <b>Money Raised</b> | <b>Lead Investors</b>                                    |
|--------------------------|-----------------------------|---------------------|--|
| May 13, 2020             | Series B - Milkbasket       | \$5.5M              | Inflection Point Ventures                                |
| May 13, 2020             | Series B - Milkbasket       | —                   | —  |
| Jun 27, 2019             | Debt Financing - Milkbasket | ₹150M               | InnoVen Capital  |
| Jun 4, 2019              | Series B - Milkbasket       | \$10.5M             | Unilever Ventures  |
| Dec 19, 2018             | Series A - Milkbasket       | \$7M                | Mayfield Fund  |
| Nov 12, 2018             | Series A - Milkbasket       | ₹100M               | Mayfield Fund  |
| May 22, 2018             | Series A - Milkbasket       | \$7M                | Kalaari Capital  |
| Jan 23, 2018             | Seed Round - Milkbasket     | \$3M                | Unilever Ventures  |
| Aug 23, 2017             | Seed Round - Milkbasket     | \$840.9K            | Blume Ventures, Lenovo Capital and Incubator Group(LCIG) |
| Dec 1, 2016              | Seed Round - Milkbasket     | \$634.9K            | —  |



Milkbasket wants to replace your local Kirana store. It has raised close to \$16 million from Mayfield Advisors, Beenext, Kalaari Capital, Unilever Ventures, Lenovo, and Blume Ventures. The items you add to your shopping cart between 7 am and midnight on your app are delivered to you the next morning. There's no need for checkout or payment because the purchase is pre-paid via a mobile wallet on the app, which you can top up whenever it runs out of funds. So, every time you choose an item on the app, the order is automatically placed without the need for a traditional 'checkout' or payment.

### **Founder story:**

Anant Goel is the CEO and Co-Founder of Milkbasket, India's first and largest daily micro-delivery service. An entrepreneur at heart, Anant left his NRI life in the west to return to India with an objective to resolve real, daily user issues. He believes that opportunity lies in chaos and, if done right, new efficient models can be created in seemingly saturated industries too. Before founding Milkbasket in early 2015 with his friends Ashish Goel, Anurag Jain and Yatish Talvadia, Anant had the experience of running three ventures. Anant started his entrepreneurial journey in 2011 with his first venture, Rungde, a painting services company. In 2012, he started Ursqft, a multi-specialty real estate advisory, transaction and management firm which later diversified into real estate portal Zamoona. The knowledge of building this company lent itself significantly when he decided to enter and disrupt the already cluttered daily e-commerce industry in Gurgaon with Milkbasket.

### **How the company came into existence:**

Founded in 2015 by Anant, Ashish Goel, Anurag Jain and Yatish Talvadia, Milkbasket has so far raised \$16 million in funding from Mayfield Advisors, Beenext, Kalaari Capital, Unilever Ventures, Lenovo, and Blume Ventures. A third-time entrepreneur and management consultant, Anant knew he wanted to

start up in the B2C space. But grocery wasn't his first choice. It was after trying his hand out in property management and painting services that Anant and his co-founders looked at grocery.

They focused on understanding how grocery works - what products grocery stores carry, why they carry them, and how they land at the selections – and visited 50 kiranas. They talked to them and understand how the grocery system worked because they had to rely on them to fulfil the needs of company's online customers. One of the biggest revelations was when everyone advised that they should stay away from the milk business because it never makes money. However, all stores carried milk and three different varieties of bread. When asked why, they said customers always came to buy milk but eventually ended up buying other products as well. That led to the launch of Milkbasket on March 1, 2015, after 30 days of on-ground research.

### **Company's Future plans:**

The covid-19 pandemic has been a huge growth opportunity for the online grocery delivery segment with Forrester Research noting last month that India's online grocery market could make \$3 billion in sales this year, representing a 76% hike compared to \$1.7 billion last year. The company also launched services like MbBulk and SCO (senior citizens only) helpline across multiple cities to help people sustain the lockdown without venturing out for groceries.

### **Acquisition made by the company:**

Hyperlocal delivery startup Milkbasket acquired PSR SupplyChain, a popular local e-grocery store in East Bengaluru. With this acquisition, Gurugram-based Milkbasket integrated all of SupplyChain's customers and its product offerings to its portfolio, to further expand its business in Bengaluru. Milkbasket has also acquired Noida-based Veggie India for an undisclosed amount.



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> <b>Purplle</b>  |
| <b>Founding Year</b>     | <b>:</b> <b>2011</b>   |
| <b>Founder Name</b>      | <b>:</b> <b>Manish Taneja, Rahul Dash</b>                                |
| <b>Total Fund Raised</b> | <b>:</b> <b>\$47.6M</b>  |
| <b>Website</b>           | <b>:</b> <a href="https://www.purplle.com/">https://www.purplle.com/</a> |
| <b>Sector</b>            | <b>:</b> <b>E-commerce</b>   |
| <b>Headquarter</b>       | <b>:</b> <b>Mumbai, Maharashtra, India</b>                               |



### What is Purplle all about:

Purplle is an online cosmetics and beauty products platform that provides a personalized shopping experience to its customers. Purplle is known as beauty products vertical in the industry by taking the skin and hair type of their consumer into account.

### Problem solved by the startup:

Indians generally don't like to have conversations with strangers, including beauty store experts. Very few customers look up to the brand-allocated advisers in a store, whose job is just pushing products and brand-allocated advisers product knowledge may not be great. Due to physical constraints, offline stores cannot store a lot of products and they only focus on

certain brands without knowing anything about the customer and this is where ecommerce plays its magic. Technology is the only way to personalise solutions for the customer and Purplle's USP is its product knowledge engine. It understands the user's needs, by asking about skin tone, type, and specific problems like pigmentation or dry skin and then all these results are then personalised.

### Founder story:

Manish Taneja who is an alumnus of IIT Delhi is the Founder and CEO of Purple. The startup was his next endeavor at entrepreneurship. He made his first attempt at the age of 24, which failed only within two years. Manish has already worked at Avendus Capital, and later, he chose to work with Fidelity

#### Investment Rounds:

| Announcement Date | Round Name    | Money Raised | Lead Investors                              |
|-------------------|---------------|--------------|---|
| Jan 13, 2020      | Series C      | \$8M         | Verlinvest                                  |
| Dec 12, 2019      | Series C      | \$30M        | Goldman Sachs                               |
| Jun 20, 2018      | Venture Round | ₹175M        | Undisclosed                                 |
| Dec 15, 2017      | Series C      | ₹34.4M       | Mountain Pine Capital, Suncoast Investments |
| Jul 11, 2016      | Series B      | \$6M         | JSW Ventures                                |
| Jan 5, 2015       | Venture Round | Undisclosed  | IvyCap Ventures                             |
| May 2, 2014       | Angel Round   | \$541.2K     | Undisclosed                                 |



Partners. After turning 27, he again ventured into startups with Rahul Das, an IIT Kharagpur, and IIM Ahmedabad alumnus and Suyash Katyayani, an IIT Kharagpur alumnus as well. At that time, Rahul Das was working with the Tata Group, and Suyash is now the CTO of Purplle.

### How the company came into existence:

The three of them were initially confused between furniture and fashion, but later on, the trio settled down with cosmetics and beauty instead. They came to this decision as purely business call because they realized that a furniture business would require a high investment, and there were already other startups in the fashion e-commerce industry; Myntra and Jabong were doing pretty good in the market. The trio started their company purple with about 4 million INR as their combined savings. However, in the initial month, it only profited about 45K INR from their friends and family. But as the company grew, just within four months, Purplle observed a 30% monthly scale. Now Purplle makes over 15 crores INR a month.

### Company's Future plans:

According to Google trends, beauty and self-care-related searches are on the 3rd position after phones and apparels when it comes to shopping searches. The market leader in the sector will rely on how they are going to supply their consumers by building the right selection. Among various categories on e-commerce, beauty, and cosmetic vertical has a minimum competition. Purplle plans to use social media to influence India's middle-class to get more into beauty products, along with increased purchasing power of Millennials will also benefit it. With AI in the market, it won't be long before e-commerce platforms became the significant sources of people's cosmetic products. Online beauty and personal care platform Purplle are looking to double its sales to \$100 million during the current fiscal, as it is bullish on growing demand in the ecommerce space in the wake of the coronavirus pandemic.

“

You don't learn to walk by following rules. You learn by doing and falling over.”

*– Richard Branson,  
Virgin Group founder*

”



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Shiprocket  |
| <b>Founding Year</b>     | <b>:</b> 2017  |
| <b>Founder Name</b>      | <b>:</b> Gautam Kapoor, Saahil Goel, Vishesh Khurana                       |
| <b>Total Fund Raised</b> | <b>:</b> \$26.4M   |
| <b>Website</b>           | <b>:</b> <a href="http://www.shiprocket.in/">http://www.shiprocket.in/</a> |
| <b>Sector</b>            | <b>:</b> E-commerce  |
| <b>Headquarter</b>       | <b>:</b> New Delhi, Delhi, India   |



### What is Shiprocket all about:

It is an provider of an eCommerce software platform created to empower small retailers and entrepreneurs to start their own business. The company's platform offers small and medium enterprises to launch their online sales with the storefront designs, comprehensive domestic and international payment options covering prepaid and cash on delivery, integrated with leading domestic and international logistic carriers as well as a single shipping dashboard, assisting businesses to manage their shipping and returns simply and effectively, enabling customers to create an online store, design and customize it easily.

### Problem solved by the startup:

A large number of homepreneurs and SMBs have sprung up in the country over the last few years, especially in the unorganised sector. These mostly sell via Facebook, Instagram, and WhatsApp - directly to the consumer rather than via online marketplaces. The biggest challenge these 'social sellers' encounter is a proper logistic partner. Although the likes of Delhivery and BlueDart have made shipping easier for larger players, a viable volume (of orders) is an essential factor for their services. With 4-5 orders to be shipped on an average day, these sellers are unable to provide this volume for larger logistics players. Shiprocket, a Delhi-based startup that is filling this gap and enabling shipping for smaller volume of orders.

### Investment Rounds:

| Announcement Date | Round Name | Money Raised | Lead Investors                |
|-------------------|------------|--------------|-------------------------------|
| May 11, 2020      | Series C   | \$13M        | Tribe Capital                 |
| Jan 1, 2018       | Series B   | \$4.1M       | Bertelsmann India Investments |
| Jan 1, 2016       | Series B   | \$8M         | Bertelsmann India Investments |
| Oct 1, 2014       | Series A   | \$1M         | Nirvana Venture Advisors      |
| Jul 1, 2013       | Seed Round | \$250K       | 5ideas.in                     |



With artificial intelligence (AI), it provides not just free shipping to these small sellers with lowest RTO (return to origin), but also services like customer support, online store creation, and management. Following an asset-light model, Shiprocket has integrated 15 domestic and four international logistics providers on its platform, helping any seller integrate with a partner through tech. Their logistics partners include ShadowFax, Delhivery, FedEx, Ecom Express, Wow Express, and Professional Couriers for hyperlocal, regional, and national deliveries and pickups. It is also onboarding regional/local courier companies for a regional stronghold. Shiprocket also helps these sellers take their business international, collaborating with DHL and Aramex, while TCI Express caters to bulk orders.

### **Founder story:**

The founders of Shiprocket are from diverse backgrounds, with respect to academics. Saahil Goel and Gautam Kapoor, two of the founders, were childhood friends. Back in 2012, Saahil was working in insurance technology as a Technology and Process Consultant. Gautam came from an operational and commercial background. He was working in the industrial automation sector on German Machine parts. What fascinated these two founders was how Amazon was creating a tool for US channels to sell their products online in various countries. Gautam Kapoor has 2 current jobs as Co-Founder & COO at Shiprocket 360 and Chief Operating Officer at Kraftly.

Saahil has always been passionate about technology and looking forward to new ideas to simplifying ecommerce for Indian merchants. Outside work, he loves playing guitar and spending time with his family. Gautam Kapoor Founder Having an immense knowledge of B2B sales and logistics, Gautam

Kapoor is the creative brain behind ShipRocket. Time and again, he loves adding a pinch of design and creativity to the ideas to make it more user-friendly.

### **How the company came into existence:**

Shiprocket began as Kartrocket in 2012. A larger entity, it had several products around ecommerce – one being 'Kraftly,' a website publishing and marketing platform for small-scale sellers. But Co-founder and CEO Saahil Goel says that demand from their direct-to-consumer seller base was the highest for logistics. Kraftly still exists as an online marketplace, although the spending on the B2C platform is minimal now.

### **Company's Future plans:**

The startup plans to onboard more local players in the next few months even if they are smaller players with 20 delivery boys or so - like Trackon, Shri Balaji, and Maruti couriers, which have a strong grasp of specific areas for last-mile delivery. Additionally, it has integrated with channels like Shopify, eBay, and Amazon, among others, so that they can automatically import their clients' orders on these websites, and assign a courier based on real-time data. Sellers can also choose a courier partner, but Saahil claims that 50-60 percent go with Shiprocket's recommendation as it tracks each player's performance. Market opportunity is huge in enabling logistics, with data and tech empowering players. Saahil says that Shiprocket's competition is mostly from courier companies who were already doing this but with poor experience. With the Indian logistics industry expected to touch \$215 billion by 2020 (as per IBEF data), the scope for logistics-tech is huge. In fact, Shiprocket aims to turn profitable by 2020 as well.

**“ Even if you don't have the perfect idea to begin with, you can likely adapt. ”**

*– Victoria Ransom, Wildfire Interactive co-founder*



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>: Wooden Street</b>   |
| <b>Founding Year</b>     | <b>: 2015</b>  |
| <b>Founder Name</b>      | <b>: Dinesh Pratap, Lokendra Ranawat, Vikas Baheti, Virendra Ranawat</b>         |
| <b>Total Fund Raised</b> | <b>: \$4M</b>  |
| <b>Website</b>           | <b>: <a href="http://www.woodenstreet.com/">http://www.woodenstreet.com/</a></b> |
| <b>Sector</b>            | <b>: E-Commerce</b>  |
| <b>Headquarter</b>       | <b>: Jaipur, Rajasthan, India</b>  |



### What is Wooden Street all about:

The startup is an Operator of an online furniture store designed to sell custom-made wood furniture. The company's platform enables customers to either select products from an existing catalog of pre-made designs, requesting modifications as per their requirements or directly interact with designers, thereby offering customization on the different type of wood used, wood finishes, fabric types and colours for furniture such as wooden sofas, stools, benches, chairs, dining tables and chaise lounges.

### Problem solved by the startup:

In the past few decades, the Indian furniture segment has been largely disorganized. It has been difficult and tedious for people to procure good quality wood, find skilled carpenters, and carve out finished products, or even find ready-made furniture. WoodenStreet.com is a startup that provides ready as

well as custom solutions for people's home furnishing needs. They provide affordable furniture in a variety of styles with a focus on innovation and providing better utility. They bypass middlemen to cut additional costs and look after manufacturing themselves.

Wooden Street follows an inventory-based model, wherein they monitor quality and service closely. They offer detailed pictures of different products on their website, along with dimensions and videos, to help a consumer better understand the product they wish to purchase.

### Founder story:

Wooden Street was co-founded by Lokendra Ranawat, Dinesh Pratap, Virendra Ranawat and Vikas Baheti. Lokendra is an engineering graduate with 10+ years of experience in sales and marketing and has worked with Birlasoft, IT&T, Keane in India

### Investment Rounds:

| Announcement Date | Round Name               | Money Raised | Lead Investors                           |
|-------------------|--------------------------|--------------|--|
| Jun 2, 2020       | Series A - Wooden Street | \$3M         | IAN Fund, Rajasthan Venture Capital Fund |
| Jul 19, 2018      | Series A - Wooden Street | \$1M         | Rajasthan Venture Capital Fund           |



and London. He also founded Cognus, a digital marketing company, and ran it for three years, before progressing to Wooden Street. After over a decade of experience in sales and marketing, 36-year-old Lokendra, who takes care of sales and products, returned from London in 2012 and wanted to set up his own business. He studied Electronics & Communication engineering at Gyan Vihar School of Engineering & Technology, Jaipur, and did an MBA in Sales & Marketing from ITM, Ghaziabad. He then worked with Birlasoft Ltd, Axis IT&T in India and London.

Dinesh is an alumnus of NIT, Jaipur and holds an MBA from IIM Kozhikode. He has worked with P&G and CSC, and is an expert in procurement and general management. Virendra is an engineer with an MBA from IIMM Pune, and has eight years of experience with TATA and Energo. Lokendra and Virendra earlier co-founded Shilpa Mantra, an online portal showcasing traditional Indian handicrafts. Vikas is a finance graduate, has worked at firms like DELL and Vertex. He comes with 12 years of furniture sourcing and manufacturing experience.

### **How the company came into existence:**

All these four individuals quit their well-paying jobs and put their vast working experiences in to their start-up e-commerce business. It wasn't easy for the founders to decide on what they wanted to do, but after much brainstorming, they narrowed down our focus to the furniture business. After a deep study and

research of the market over two years they found that the existing big furniture stores were not altering the shape and size of the furniture as per customer's choice and demand. On top of that, the authenticity of wood and quality of design were not a guarantee. Most of the furniture was made of imported plywood. They were smart enough to read the pulse of the market and saw this as their opportunity. They visited around 50-60 villages across the districts in Rajasthan and interacted with local carpenters over several days and deliberated upon how to make it profitable for all concerned. The company was named 'Wooden Street' because they work with wood. They booked the domain name in 2013 itself. With their website, a small staff of 10 and a warehouse-cum-factory in Jodhpur, Wooden Street became operational on June 1, 2015.

### **Company's Future plans:**

The company is focusing towards expanding the company's footprint across India and globally and expects to close the year at a revenue of INR 100 crore (around \$1,32,00,000). The company is also aiming to increase its revenues to INR 300 crore (around \$397,00,000) in the next two years. The company operates online and also has around 25 physical stores across India and recently has tapped into technology-enabled furniture buying experiences by leveraging 3D visualisation, and virtual reality. The company is providing free delivery and installation facilities in 15 cities and it plans to expand to 20 more cities soon.

**“** Fearlessness is like a muscle. I know from my own life that the more I exercise it the more natural it becomes to not let my fears run me. **”**

*- Arianna Huffington,  
The Huffington Post Media Group president and EIC*



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Carbon Clean Solution   |
| <b>Founding Year</b>     | <b>:</b> 2009  |
| <b>Founder Name</b>      | <b>:</b> Aniruddha Sharma, Prateek Bumb  |
| <b>Total Fund Raised</b> | <b>:</b> \$40.4M   |
| <b>Website</b>           | <b>:</b> <a href="https://carboncleansolutions.com/">https://carboncleansolutions.com/</a> |
| <b>Sector</b>            | <b>:</b> Environmental Consulting  |
| <b>Headquarter</b>       | <b>:</b> London, England, United Kingdom   |



### What is Carbon Clean Solution all about:

It is a provider of carbon dioxide separation technologies designed to make industrial decarbonization commercial while reducing the environmental impact of man-made emissions. The company's carbon dioxide separation technologies are used in industrial and gas treating applications for capturing carbon dioxide from large scale emitter, enabling businesses to effectively separate carbon dioxide for a variety of end-use applications.

### Problem solved by the startup:

The startup works with industries to help them reduce their emission with its biggest installation being in Tuticorin in Tamil Nadu. It works with companies in sectors such as steel, cement, refining and petrochemicals and waste incineration. CCSL reduces the cost of carbon capture from industrial emissions by more than half. This is the hardest 25 percent of greenhouse gas emission to control, and this affordable solution turns an economic liability into an asset.

#### Investment Rounds:

| Announcement Date | Round Name       | Money Raised | Lead Investors                                   |
|-------------------|------------------|--------------|--|
| Jul 2, 2020       | Series B         | \$6M         | Equinor Energy Ventures, ICOS Capital Management |
| Feb 17, 2020      | Series B         | \$16M        | Undisclosed                                      |
| Jan 21, 2019      | Grant            | \$2.9M       | Undisclosed                                      |
| Oct 1, 2018       | Grant            | €71.4K       | Undisclosed                                      |
| Feb 14, 2018      | Grant            | \$1.3M       | Undisclosed                                      |
| Aug 8, 2017       | Convertible Note | \$1.5M       | Undisclosed                                      |
| Oct 1, 2015       | Series A         | £3.4M        | Undisclosed                                      |
| Sep 30, 2012      | Grant            | £4M          | Undisclosed                                      |
| Jan 1, 2012       | Angel Round      | \$1.1M       | Undisclosed                                      |



## About the Founder:

Aniruddha Sharma, the 27-year-old CEO of startup Carbon Clean Solutions (CCS), the event that shaped his career took place on December 3, 1984, when Bhopal, Sharma's hometown, witnessed the world's second biggest chemical disaster. A gas leak at the Union Carbide factory led to the death of between 15,000 and 20,000 people, exposing over 500,000 to the toxic gas. He grew up acutely aware of the downside of technology, especially when it is not controlled. As a result, since childhood, he was eager to be at the cutting edge of technology use, especially where it concerns the environment. He pursued his Master's Degree in Statistics at the prestigious Indian Institute of Technology (IIT) Kharagpur, Aniruddha co-founded Carbon Clean Solutions in the year 2009. He was selected as one of the Top 50 Brightest Young Climate Leaders, he was a part of the youth delegation to COP15 and COP/MOP5 (Kyoto Protocol), held in Copenhagen, Denmark, in the fall of 2009 (December 7th to 18th). He has also been selected as one of the top 27 entrepreneurs working on accelerated commercialization of Technology & Innovation by Accelerator India

## How the company came into existence:

From his childhood Aniruddha Sharma was eager to be at the cutting edge of technology use, especially

where it concerns the environment. It was this central concern that led Sharma, a graduate from IIT-Kharagpur, to launch a company in 2009, which aimed to provide a more efficient method to capture Carbon Dioxide (CO<sub>2</sub>). In the 2012-13 financial year, till date CCS has earned revenues in excess of Rs 4 crore and expects more than a four-fold increase in FY 2015. The secret to CCS's steady success lies in an improved molecule, prepared by Sharma's batchmate and CCS co-founder, Prateek Bumb. This patented molecule brings down the cost of capturing CO<sub>2</sub> by as much as 50 percent, and uses it to make other useful products like baking soda and polymers.

## Company's Future plans:

The company is planning to deliver an existing pipeline of global projects to lower carbon emissions from industry. CCSL will also invest in the development of "containerised" solutions to achieve \$30/tonne cost of CO<sub>2</sub> capture by 2021. It is currently using the funds raised to develop and scale carbon capture utilisation and storage solutions. The startup believes that renewables alone will not be enough if the world is to reach net zero emissions targets, and CCS technology has a critical role to play in the transition to a low-carbon energy future.

“ Before dreaming about the future or making plans, you need to articulate what you already have going for you – as entrepreneurs do.

*- Reid Hoffman, LinkedIn co-founder*



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>: Dream 11</b>  |
| <b>Founding Year</b>     | <b>: 2012</b>  |
| <b>Founder Name</b>      | <b>: Bhavit Sheth, Harsh Jain</b>  |
| <b>Total Fund Raised</b> | <b>: \$100M</b>  |
| <b>Total valuation</b>   | <b>: \$1.1 billion</b>   |
| <b>Website</b>           | <b>: <a href="https://www.dream11.com/">https://www.dream11.com/</a></b> |
| <b>Sector</b>            | <b>: Fantasy sports</b>  |
| <b>Headquarter</b>       | <b>: Mumbai, Maharashtra, India</b>                                      |



### What is Dream 11 all about:

Dream11 is a fantasy sports platform that lets users create their own team of real-life players, score points, and compete with others. Founded in 2008, the Mumbai based platform helps Indian sports fans actively engage with and showcase knowledge of the sports they love. Dream 11 provides a fantasy gaming platform for multiple sports such as cricket, football, basketball, kabaddi and hockey. It is also the first Indian gaming startup to enter the 'unicorn' club.

### Problem solved by the startup:

In Dream 11 the users can earn cash based on actual match performance of selected players on their teams. Each good move of the players earns cash rewards to the users. Moreover, Dream11 provides its users to

play games in categories like cricket, football, kabaddi, and National Basketball Association. Dream11 is one of India's Biggest Sports Gaming platform with an average of 4 crores+ users. It is a great platform for sports lovers in the country to showcase their knowledge and also compete with their friends.

After getting an Engineering degree, Bhavit graduated as an MBA from Bentley University in Boston. He was the Co-Founder and CFO of Red Digital, a 360-degree digital marketing agency specializing in Social Media. Bhavit expanded Red Digital to 50 people countrywide, with a key focus on maintaining profitability. He then managed the acquisition of Red Digital by a multinational agency. Currently, Bhavit is the Co-Founder and CFO of Dream11.com.

### Investment Rounds:

| Announcement Date | Round Name       | Money Raised  | Lead Investors    |
|-------------------|------------------|---------------|-------------------|
| January 2020      | Private Equity   | \$500 Million | Tiger Global      |
| Apr 9, 2019       | Secondary Market | \$60-million  | Steadview Capital |
| Sep 6, 2018       | Series D         | \$100M        | Tencent Holdings  |
| Jan 17, 2017      | Series C         | Undisclosed   | Undisclosed       |
| Dec 4, 2015       | Series B         | Undisclosed   | Kalaari Capital   |
| Jan 5, 2015       | Series A         | Undisclosed   | Kalaari Capital   |



## Founder story:

Harsh graduated with a Bachelor of Science in Engineering from the University of Pennsylvania, and is currently pursuing his MBA from Columbia Business School. As Co-Founder of Red Digital, Harsh grew the digital agency from 2 people to one of India's largest with 50 people in 5 offices and then led the acquisition of Red Digital by an international agency. Harsh is now the Co-Founder and CEO of Dream11.com, the World's No.1 Fantasy Cricket Game.

## How the company came into existence:

Dream11 was co-founded by Jain, who did engineering from the University of Pennsylvania, and Bhavith Sheth, a graduate from Mumbai's DJ Sanghvi, back in 2008, when both were around 22. Jain was then working as a marketing manager at infrastructure and real estate firm Jai Corp, promoted by his father Anand Jain. Dream11 started as a personal project, as both Jain and Sheth were big fans of English football fantasy leagues. They wanted to do something similar for IPL, which had just started, and though there will be others like them. At the same time, the duo dabbled in other ventures, including a digital and social media agency called Red Digital in 2010 which they sold to Gozoop for about Rs 7 crore in 2013.

Meanwhile, Jain and Sheth also got their MBAs from the US. Dream11 ran as an ad-based model with a season-long format, which did not find many takers. By 2012 the company decided to stop this model and instead focus on daily matches and allow users to put money on the the teams. Things started to take off from the end of 2014 when the company raised its first round of funding from Kalaari Capital. From just 300,000 users in January 2015, the company reached 1.3 million by the end of the year. This number jumped to 5.7 million by the end of 2016, then to 17 million in 2017, and to over 50 million now.

## Company's Future plans:

The fantasy gaming platform, which has bagged the sponsorship rights for the 13th edition of the Indian Premier League (IPL) for Rs 222 crore, is in advanced talks with at least four private equity firms to close a \$235-million deal. The deal is likely to see Dream11's valuation increased to \$2.5 billion from \$1.1 billion in April 2019. Dream11's ambitions include making its presence felt globally. In February this year, it partnered with the European Cricket Network (ECN) to become the 'Official Fantasy Game' for the European Cricket Series (ECS) and European Cricket League (ECL) tournaments. It has also signed on international sports stars for marketing campaigns.

**“** Embrace what you don't know, especially in the beginning, because what you don't know can become your greatest asset. It ensures that you will absolutely be doing things differently from everybody else. **”**

*– Sara Blakely, SPANX founder*



|                          |   |
|--------------------------|---|
| <b>Startup Name</b>      | : Flickstree  |
| <b>Founding Year</b>     | : 2014  |
| <b>Founder Name</b>      | : Nagender Sangra, Rahul Jain, Saurabh Singh                          |
| <b>Total Fund Raised</b> | : \$5.7M  |
| <b>Website</b>           | : <a href="http://www.flickstree.com/">http://www.flickstree.com/</a> |
| <b>Sector</b>            | : Entertainment Software  |
| <b>Headquarter</b>       | : Mumbai, Maharashtra, India  |



### What is Flickstree all about:

It is a developer of an entertainment content aggregation application designed to offer online movie recommendations. The company's application is powered by artificial intelligence that aggregates multiple legal platforms to watch a movie online, a mix of free movies, pay-per-view movies and subscription-based movies, enabling users to stream movies online live via their website.

### Problem solved by the startup:

Flickstree is a curated and personalised video platform for free-to-watch videos. The AI-based patent-pending technology aggregates these free-to-watch online videos from social networks, media sites, and blogs and then creates a customized video feed. The technology used by startup watches videos

like human beings and understands key objects with each video. It lists each key object and creates a context, whether it is a short film, movie, trailer, news video, etc. Because it is tech-based with no human intervention, scaling it up gets easier.

It streams videos on 3rd party apps. App publishers/telcos/OEMs need videos, to engage their users. Getting content of their choice within their own tech stack is very difficult, with long-tail content creators scattered across. Most app publishers don't have a hosting solution, video curation engine, or personalization tech. Most content creators don't have access to large app publishers, the tech to meet app publisher's requirements, hosting solutions or enough content bank to be attractive to a publisher. The startup act as a bridge, as a content distribution company. Creators upload content on its platform and Flickstree in turn stream them on 3rd part apps.

### Investment Rounds:

| Announcement Date | Round Name    | Money Raised | Lead Investors             |
|-------------------|---------------|--------------|----------------------------|
| Feb 28, 2020      | Series A      | \$3M         | Samsung Venture Investment |
| Nov 6, 2019       | Series A      | Undisclosed  | Undisclosed                |
| Jan 1, 2019       | Venture Round | \$2.2M       | Undisclosed                |
| Nov 26, 2018      | Seed Round    | Undisclosed  | Undisclosed                |
| Jul 11, 2017      | Seed Round    | \$464K       | Sourav Ganguly             |



Multiple partners like Xiaomi, Samsung, Indus OS, Apus rely on it for videos, that are trending, license ready, brand-safe and compliant with Google Play policies.

### **About the Founder:**

CEO Saurabh Singh hails from Calcutta and worked for 11 years at Asian Paints, where he launched and seeded multiple successful products and services. Nagender Sangra, the CTO, is the machine learning expert who is the brains behind the operation. Rahul Jain, the COO, is an alumnus of MICA. He is a digital and media expert who also spent eight years at Asian Paints Media, out of which he headed the media team for three.

### **How the company came into existence:**

During Saurabh's stint at Asian Paints, personalisation as per customer preference was the main motive of what he did. The ideology resonated with him strongly. As the digital wave started to rise,

he was convinced that users would no more be interested in a one-to-all interface on any platform, and would want a more intelligent and perceptive, one-to-one experience. So, they first picked up movies and then created India's first movie recommendation app that helps find the movies that you love. The obvious, natural extension was video recommendation. Flickstree was incorporated in 2014, and their platform—the movie recommendation engine—was officially launched in August 2016.

### **Company's Future plans:**

The company is planning to use its funds for creation and aggregation of proprietary content, and vernacular content in and outside India. The company are heavily India-focused, but still it will consider expanding to Southeast Asia, West Asia, and other developing markets. Flickstree will also enter into social and shopping videos and launch a new affiliate initiative for its publisher partners later this year.

“

In the end, a vision without the ability to execute it is probably a hallucination.

*- Steve Case, AOL co-founder*

”



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Pocket52  |
| <b>Founding Year</b>     | <b>:</b> 2018  |
| <b>Founder Name</b>      | <b>:</b> Debashish Bhattacharjee, Nitesh Salvi, Satyam Verma, Saurav Suman |
| <b>Total Fund Raised</b> | <b>:</b> \$1.8M  |
| <b>Website</b>           | <b>:</b> <a href="http://www.pocket52.com/">http://www.pocket52.com/</a>   |
| <b>Sector</b>            | <b>:</b> Gaming Software   |
| <b>Headquarter</b>       | <b>:</b> Bengaluru, Karnataka, India                                       |



### What is Pocket52 all about:

Developer of an e-sports platform designed to offer online games such as poker and rummy. The company's platform specializes in bringing live & connected games such as Poker & Rummy to devices with real-time multiplayer action together, anywhere and anytime, thereby providing users with a safe, regulated & responsible gaming experience with a positive impact on global society.

### Problem solved by the startup:

Poker on Pocket52 is a game of skill that offers Indian poker players a platform to showcase their skills, love and sports knowledge of poker. Poker players at Pocket52 can learn, develop and earn from various activities and score points based on their on-field performance and compete with other poker players to be a winner in every match to earn tangible financial gains. Pocket52 helps poker players increase their engagement and connect deeper with the game they

love by being a learner, player and Pocket52 community evangelist at the same time.

The biggest issue that poker players have is trust (safety & security) while for online poker platforms it's player liquidity. There are two crucial things about online poker which most Indian poker companies fail to understand. One is player liquidity and the other is growing a homegrown poker product which is not only safe but also secure for a worldwide audience.

Pocket52 is India's first cryptographically secure RNG online poker platform as well as a poker network, a domestically shared omnichannel network for online poker platforms in India. Growing a stand-alone platform requires regular spending on marketing, branding, and engagement. Most platforms see poker as a marketing venture and launch their online poker platform without much understanding of player liquidity and how they plan to solve it. There is a good amount of funding required to create liquidity on the platform by organizing

### Investment Rounds:

| Announcement Date | Round Name            | Money Raised | Lead Investors  |
|-------------------|-----------------------|--------------|-----------------|
| Jun 2, 2020       | Series A - Pocket52   | \$1.8M       | Gameskraft      |
| Dec 24, 2018      | Seed Round - Pocket52 | —            | Speciale Invest |



continuous tournaments and providing bonuses and cashback.

### How the company came into existence:

All of this started when these founders were in college. Nitesh Salvi was doing his first start-up in his 4th year of IIT-Bombay and he was sure that this is what he wants to do and had always wanted to do. Poker was very close to Nitesh and he saw potential in the business. During his IIT Bombay days, he used to play a lot of poker in the hostel, spending countless nights perfecting his strategies. It was during that time that he was introduced to online poker. Nitesh explored every Indian poker website and engaged with various social media groups dedicated to online poker. His love for the game and the immense potential it held in the Indian market made him realize it was what he had always wanted to do.

Over time he realized that most of the Indian poker players were not satisfied with what Indian online poker had to offer. The major drawback he noticed was that most of the Indian poker companies ran on rented software and did not have control over their features like new releases and user experience. So, somewhere in mid-2017, after his first venture (Plances) was acquired, Nitesh decided to set foot in the gaming industry. He had registered the domain name for the new venture as early as 2016 and then he got his co-founders onboard.

For almost 2 years these co-founders looked at data, competitors' performance, what worked for them and whatnot before starting the processes at pocket52. Together, they began building the product in early 2018 and spent considerable time and resources in building this whale of a product which stands tall today. The aim was very clear – build nationally to serve globally. They were also very clear about the business model of Pocket52. Having spent over a year building the product from scratch, they aimed to make a foray into both B2C and B2B domains.

### Company's Future plans:

Pocket52 aims at positioning itself among India's top online poker platforms in the upcoming two to three years by providing the best and safest gaming experience for the users, alongside building a diverse community of poker players. It is looking to step into the international market within the next year by providing solutions through its B2B services. So, the upcoming 6 months are very crucial for the company.

Pocket52 aims to create a world where people play to make a life, not just a living. The goal here is to revolutionize online poker in India with cutting-edge technology and unparalleled customer service. And the vision is to become a leader at connecting people to skills games, where every gamer attains the right to educate, develop, participate and become a better human being.

**“** All humans are entrepreneurs not because they should start companies but because the will to create is encoded in human DNA. **”**

*- Reid Hoffman, LinkedIn co-founder*



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Zupee   |
| <b>Founding Year</b>     | <b>:</b> 2018  |
| <b>Founder Name</b>      | <b>:</b> Dilsher Singh Malhi,<br>Siddhant Saurabh                |
| <b>Total Fund Raised</b> | <b>:</b> \$9M  |
| <b>Website</b>           | <b>:</b> <a href="http://www.zupee.in/">http://www.zupee.in/</a> |
| <b>Sector</b>            | <b>:</b> Entertainment Software                                  |
| <b>Headquarter</b>       | <b>:</b> Gurgaon, Haryana, India                                 |



### What is Zupee all about:

It is an operator of a quiz application software intended to offer returns to users on the time spent. The company's real money trivia platform allows users to compete with one another on quizzes on any topic ranging from movies to sports to academics, enabling users to earn instant cash. Zupee runs live quiz tournaments on its app, in which users compete with friends and other players for prizes. The Zupee app has more than 2000 live quiz tournaments running through 24 hours every day, covering over 100 topics that range from Bollywood, Hollywood, and Sports to Maths, Spelling, and Hinglish among others.

### Problem solved by the startup:

It builds unique mobile-gaming product that allows players to showcase their knowledge, while at the same time tap into their intrinsic need to compete with their friends and other gamers. The Zupee app has more than 2,000 live quiz tournaments running through 24 hours every day, covering over 100 topics that range from

Bollywood, Hollywood, and Sports to Maths, Spelling, and Hinglish among others.

### About the Founder:

Zupee founders Malhi and Saurabh are alumni of the Indian Institute of Technology (IIT) Kanpur. Prior to starting the company, Malhi was a research associate at Switzerland-based EPFL (École polytechnique fédérale de Lausanne) while Saurabh was a software engineer at investment management firm Graviton Research Capital LLP.

### Company's Future plans:

The games are currently available in English and the Hindi version and the company plan to launch in 10-12 more languages as it seeks to tap into the regional population of all ages who are fast adapting smartphones. According to a statement by the company, the online gaming market is growing at 40 per cent annually and is expected to reach a \$14 billion market size in India by 2025.

### Investment Rounds:

| Announcement Date | Round Name | Money Raised | Lead Investors        |
|-------------------|------------|--------------|-----------------------|
| Apr 8, 2020       | Series A   | \$8M         | Matrix Partners India |
| Apr 11, 2019      | Seed Round | ₹69M         | Smile Group           |

“ India has woken up to potential of startup ventures with great enthusiasm and energy. In the past few years they have grown exponentially. ”

*- Narendra Modi,*

*Prime Minister of India*

“ Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. ”

*- Steve Jobs, Co-Founder,  
Chairman and CEO, Apple*





|                     |   |
|---------------------|---|
| <b>Startup Name</b> | : Acko General Insurance                                |
| <b>Founder</b>      | : Varun Dua   |
| <b>Founded</b>      | : November 2016   |
| <b>Sector</b>       | : Insurance   |
| <b>Website</b>      | : <a href="http://www.cko.com/">http://www.cko.com/</a> |
| <b>Headquarters</b> | : Mumbai, Maharashtra, India                            |



### **What is Acko General Insurance all about:**

Acko General Insurance is a private general insurance company in India. The company has received its license from the Insurance Regulatory and Development Authority of India in the year 2017, September. It has got an online led model and thus all operations for the company take place through the digital platform.

### **Founder story:**

Varun Dua is the CEO and the founder of the company Acko. He completed his education from MICA, Ahmedabad and University of Mumbai. He was also a Trainee at Leo Burnett Advertising for less than a year. He started his career as a Marketing Manager at

Tata AIG Life Insurance and Franklin Templeton Investments. He was also the co-founder of GlitterBug Technologies. He was the CEO at Coverfox Insurance. And now presently he is the CEO of Acko General Insurance. He has been working here since 2016.

### **How the company came into existence:**

Acko was founded by Varun Dua. He also serves as the Chief Executive Officer of the company. The company have got investors like Accel Partners, SAIF Partners, Catamaran Ventures. It includes domestic trips insurance as well as mobile insurances. In the year 2018, it also raised an amount of Rs 274 crore in funding for the welfare of their company.

### **Investment Rounds:**

| Announcement Date  | Round Name    | Money Raised | Lead Investors                              |
|--------------------|---------------|--------------|---|
| September 15, 2020 | Series D      | \$60M        | Munich Re Ventures                          |
| November 28, 2019  | Venture Round | \$36M        | Ascent Capital, Binny Bansal                |
| March 13, 2019     | Series C      | \$65M        | Amazon                                      |
| May 27, 2018       | Series A      | \$12M        | Amazon                                      |
| May 23, 2017       | Seed Round    | \$30M        | Kris Gopalakrishnan and N.R.Narayana Murthy |



“ A 'startup' is a company that is confused about

1. What its product is.
2. Who its customers are.
3. How to make money. ”

– **Dave McClure,**  
**500Startups co-founder**



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Aye Finance   |
| <b>Founding Year</b>     | <b>:</b> 2014  |
| <b>Founder Name</b>      | <b>:</b> Sanjay Sharma, Vikram Jetley                                |
| <b>Total Fund Raised</b> | <b>:</b> \$261.2M  |
| <b>Website</b>           | <b>:</b> <a href="http://www.ayefin.com/">http://www.ayefin.com/</a> |
| <b>Sector</b>            | <b>:</b> FinTech   |
| <b>Headquarter</b>       | <b>:</b> Gurgaon, Haryana, India                                     |



### **What is Aye Finance all about:**

It is the provider of financial services intended to sell customer-centred financial services to micro and small businesses. The company's services consist of a category of loans and debt financing schemes, enabling small and micro enterprises (SMEs) to purchase fixed and working business assets, to renovate or construct business facilities or for debt consolidation.

### **Problem solved by the startup:**

Aye Finance was founded by Sanjay Sharma and

Vikram Jetley with an aim to transform the micro enterprise financing in India by innovating on the methods that enable effective credit underwriting of this segment. By providing inclusive finance at affordable price to this 'missing middle', the company is solving this problem that was considered intractable. Aye Finance P Ltd has innovated a unique cluster-based methodology that utilizes the deep insights of the operations of a business cluster to make good lending decisions despite the absence of business accounts, credit histories or banking track records. It makes effective use of various data science tools psychometric profile tools, behaviour based

#### **Investment Rounds:**

| <b>Announcement Date</b> | <b>Round Name</b>              | <b>Money Raised</b> | <b>Lead Investors</b>  |
|--------------------------|--------------------------------|---------------------|------------------------|
| Jul 6, 2020              | Debt Financing - Aye Finance   | \$16.8M             | Invest In Visions      |
| Jun 24, 2020             | Series E - Aye Finance         | \$27.5M             | CapitalG               |
| Apr 7, 2020              | Debt Financing - Aye Finance   | ₹1.8B               | —                      |
| Jan 20, 2020             | Secondary Market - Aye Finance | \$20M               | A91 Partners           |
| Dec 28, 2019             | Debt Financing - Aye Finance   | ₹1B                 | BlueOrchard Finance SA |
| Nov 20, 2019             | Debt Financing - Aye Finance   | \$17.4M             | FMO                    |
| Sep 17, 2019             | Debt Financing - Aye Finance   | ₹800M               | -                      |
| Aug 12, 2019             | Debt Financing - Aye Finance   | \$10M               | ResponsAbility         |
| Jul 30, 2019             | Debt Financing - Aye Finance   | ₹550M               | DCB BANK               |
| Mar 7, 2019              | Series D - Aye Finance         | ₹2.3B               | Falcon Edge Capital    |



statistical credit scores and constantly improving cluster insights in arriving at the decision to lend to any given business customer.

### **Founder story:**

Sanjay Sharma heads the organization and directly oversees its Strategy, Risk and Finance functions. He has been in Consumer Banking for over 25 years. Pioneered the start of direct banking channels in HSBC and HDFC Bank in India. Led the operations and service team that launched consumer lending business at ICICI in 1999. As Country Head for Credit Cards at ICICI grew the nascent business to profitability. Led the Life Insurance Underwriting, Claims, Operations & Service teams at Max New York Life Insurance Co. Set up Tamweel plc in 2003 and grew it to become the largest housing finance company in UAE with over USD 3bn in mortgage assets. As its CEO-International, was instrumental in getting the awards – the Best Mortgage Bank from Banker Middle East and 4th most admired Financial Institution in the Region by Gulf Business. He is Alumnus of IIT-Mumbai (1983) and IIM-Bangalore (1987).

Vikram Jetley leads the Business Development, Distribution, Service Quality, Collection and Facilities functions. Has over 20 years of experience in banking industry in India and Overseas. Has held senior leadership positions for Distribution and Sales at HDFC Bank and National Bank of Oman (Oman, UAE, and Egypt). Setup the Retail Liability distribution at IDBI Bank as Country head for Liability Sales. Was Business Head for Western Region at DCB Bank and also set up the country distribution for Liabilities business. At Ujjivan (MFI), he was COO for North India and led the turnaround of the Region's business to a profitability on the back of portfolio growth while keeping credit losses well below industry benchmarks. He led the

initiatives for Micro Enterprise lending and housing finance at Ujjivan. He is the Alumnus of FORE School of Management (1994)

### **How the company came into existence:**

Having topped his 30-year banking career with the successful leadership of a Housing Finance Company that became a market leader in a span of 6 years, Sanjay wanted to devote himself to a socially relevant initiative. He came back to India in 2009 and worked with a major MFI for a while and helped them through the difficult year after the Andhra crisis. That is where he renewed his acquaintance with Vikram. Driven by a view that if India had to rise with a social balance, there was a need to catalyze the 60 million micro businesses at the bottom of the pyramid, Sanjay and Vikram decided to start their own financial company to focus on lending to micro enterprises. On April 2014, Aye gave its first business loan to a micro enterprise at its Karampura branch in West Delhi. Since then the company has multiplied its footprint to 165 branches across India and has disbursed over 1,40,000 business loans amounting to INR 2000 crores to Indian micro enterprises.

### **Company's Future plans:**

Aye is honing its underwriting methods even further and is working on a machine learning algorithm that will allow it to improve the efficiency of its processes and also in extending credit to a larger micro enterprise population. “The fortunate thing is that the market is extremely large. It is estimated that this market is as large as 16 trillion in the market. What we are doing is going deeper and getting to a larger market share of the market penetration. We will continue on the same growth trajectory and in 5yrs time we plan to build our loan book to INR 5000cr” said Sanjay.



|                          |   |
|--------------------------|---|
| <b>Startup Name</b>      | : CityCash  |
| <b>Founding Year</b>     | : 2017  |
| <b>Founder Name</b>      | : Vineet Toshniwal  |
| <b>Total Fund Raised</b> | : \$1M  |
| <b>Website</b>           | : <a href="http://www.citycash.in/">http://www.citycash.in/</a> |
| <b>Sector</b>            | : FinTech   |
| <b>Headquarter</b>       | : Mumbai, Maharashtra, India                                    |



### What is CityCash all about:

Developer of a digital payment platform designed to make cashless transactions comfortable. The company's platform designs, deploys, and operates low cost offline and online payment technologies focused on the underserved space of high volume low-value payments, enabling clients to make India cashless and offer digital payments for everyone.

### Problem solved by the startup:

CityCash offers a multi-purpose NFC-based smart card that can be used to transact in an offline mode in transit and retail, rendering a smooth tap-and-pay experience for consumers. The startup claims to be creating an offline tap-and-pay based payments ecosystem for 200 million+ low- and middle-income consumers who use public transit and make small retail transactions. CityCash works closely with the card issuer banks, bus corporation partners, and payment networks in order to establish the micropayment ecosystem.

### Founder story:

Founded in 2017 by Vineet Toshniwal, an alumnus of FMS Delhi, who had earlier worked at CitiBank, Bank of America, Infosys, and Equirus Capital, CityCash offers a multi-purpose NFC-based smart card that can be used to transact in an offline mode in transit and retail, rendering a smooth tap-and-pay experience for consumers.

### How the company came into existence:

CityCash was founded in 2017 with the vision to make India 'less cash' by providing offline tap-to-pay based, secure payment solutions for small-value, high-volume transactions. The company is realizing this vision by carving a niche for itself using public transport as an anchor use case wherein nearly 100 percent transactions happen in cash. The CityCash team is deploying NFC smartcard technology with a disruptive business model to solve the pain points of bus corporations and their commuters alike. The company is now taking the next leap by leveraging its

#### Investment Rounds:

| Announcement Date | Round Name            | Money Raised | Lead Investors         |
|-------------------|-----------------------|--------------|------------------------|
| Aug 11, 2020      | Seed Round - CityCash | \$1M         | Orios Venture Partners |



transit led consumer base to expand the payment instrument to other daily micropayments such as retail, groceries, eateries etc.

### Company's Future plans:

The current ticketing model is high touch and requires exchange of paper tickets, coins and currencies. The need of the hour for the bus corporations is to provide cashless, contactless, and COVID-safe travel

experience to the consumers by adapting technology at a rapid pace. The RBI's recent announcement of offline payments in retail will be a gamechanger. Transit can play a pivotal role as it can drive very fast consumer acquisition and habit change from cash to tap and pay. CityCash is uniquely positioned to create a transit-led, offline tap-n-pay ecosystem on the lines of globally successful models of HK octopus and London Oyster.

“ No more romanticizing about how cool it is to be an entrepreneur. It's a struggle to save your company's life – and your own skin – every day of the week. ”

*– Spencer Fry, CarbonMade Co-founder*





|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> CoinDCX   |
| <b>Founding Year</b>     | <b>:</b> 2017  |
| <b>Founder Name</b>      | <b>:</b> Neeraj Khandelwal, Sumit Gupta                                |
| <b>Total Fund Raised</b> | <b>:</b> \$5.5M  |
| <b>Website</b>           | <b>:</b> <a href="http://www.coindcx.com/">http://www.coindcx.com/</a> |
| <b>Sector</b>            | <b>:</b> FinTech   |
| <b>Headquarter</b>       | <b>:</b> Mumbai, Maharashtra, India                                    |



### What is CoinDCX all about:

Developer of a trading platform intended for cryptocurrencies. The company's platform allows users to trade multiple cryptocurrencies legally while being designed for all types of traders keeping their trading experience, risk tolerance and trading frequency into consideration, enabling customers to trade their crypto assets as per their needs.

### Problem solved by the startup:

The company has developed a single-point access to trade all the cryptocurrency instruments available in more than 500 markets. It claims to have built a highly scalable trade machine engine, which can handle up to one million transactions per seconds. CoinDCX charges a transaction fee on every transaction or trade made on the platform. The startup have brought all the crypto-trading products under a single roof. The

products are designed for all types of traders keeping their experience, risk tolerance, and frequency of trading in consideration. At 500 plus markets with DCXtrade, the trader can convert INR to Cryptos and vice versa on DCXInsta, earn by lending their holdings with DCXlend, and leverage trades using DCXmargin.

### Founder story:

Sumit and Neeraj have known each other since 2007. The duo first met in Kota while preparing for their IIT entrance exams, and became good friends and worked their way into IIT-Bombay. After college, Neeraj ventured into his family business to understand the nuances and challenges of being an entrepreneur. Post this, he joined hands with many start-ups to drive their technical architecture. Sumit joined an MNC in Tokyo, which he says, 'helped him

### Investment Rounds:

| Announcement Date | Round Name           | Money Raised | Lead Investors                                    |
|-------------------|----------------------|--------------|---|
| May 26, 2020      | Series A - CoinDCX   | \$2.5M       | Polychain   |
| Mar 23, 2020      | Series A - CoinDCX   | \$3M         | Bain Capital Ventures, BitMEX Ventures, Polychain |
| Mar 20, 2019      | Seed Round - CoinDCX | —            | Bain Capital Ventures                             |



to understand the technicalities and culture within a corporation'. Soon, Sumit was introduced to the distributed ledger technology, and he got together with Neeraj and discussed the idea. In 2018, after studying the market and the future of the crypto technology, they took their first step to building the DCX journey with a cryptocurrency exchange. The co-founders say CoinDCX has now become one of the largest cryptocurrency exchanges by trading volume. Their first target is to touch the daily trading volume of \$1 billion by March 2020.

### How the company came into existence:

In 2014, when Bitcoin was gaining traction, Sumit Gupta was introduced to the distributed ledger technology. This is when the idea of bringing together various decentralised marketplaces and cryptocurrencies, the medium of transaction in these marketplaces, stuck by him. He then contacted his friend Neeraj Khandelwal, and both collaborated to close the key market gaps between this new technology and consumers globally. The duo realised that Blockchain traders, who have to keep up with thousands of crypto trades in seconds, did not have a single platform to trade from. This prompted the IIT-Bombay graduates to start CoinDCX in March 2018.

### Company's Future plans:

Cryptocurrency industry is still at a nascent stage and exchanges like CoinDCX act as a gateway to ease the transfer of value – from fiat to crypto and vice versa. The exchange's massive liquidity and simple user interfaces are what sets it apart from the rest of the exchanges - at least that is what the founders claim since it makes the trades extremely fast and reliable.

Some of the other players competing in the space include BTXIndia, SmartCoin, Ripple, and Paxful, but CoinDCX claims none of them have such large trading volumes. The startup, however, refused to disclose the total traders and average trading volume per trader. The CoinDCX team also plans to launch DCX Derivatives soon. The startup claims it will be the first to introduce crypto futures in India. This platform will introduce Bitcoin and other crypto futures to traders where they can leverage up to 20x on trades. DCX Derivatives will have both normal and perpetual futures by keeping the risk tolerance and frequency of traders in consideration.

“

If you are not embarrassed by  
the first version of your  
product, you've launched too  
late.

*– Reid Hoffman,  
LinkedIn co-founder*

”



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>: Digit Insurance</b>   |
| <b>Founding Year</b>     | <b>: 2016</b>  |
| <b>Founder Name</b>      | <b>: Kamesh Goyal</b>  |
| <b>Total Fund Raised</b> | <b>: \$179M</b>  |
| <b>Total valuation</b>   | <b>: Rs 6000 Crores</b>  |
| <b>Website</b>           | <b>: <a href="https://www.godigit.com/">https://www.godigit.com/</a></b> |
| <b>Sector</b>            | <b>: FinTech</b>   |
| <b>Headquarter</b>       | <b>: Bengaluru, Karnataka, India</b>                                     |



## What is Digit Insurance all about?

The company provides insurance services for several product verticals, including several types of automobiles, health and employee health, travel, home, shop and consumer good insurance. It aims to make insurance a simpler and faster experience for customers. It focuses on selling insurance online and through partnership channels but maintains a human presence through its product support team. Some of the companies it has partnered with include Flipkart, Paytm, Cleartrip, PolicyBazaar, and Tanishq, among others, for products related to mobile phones and flight delays.

### Problem solved by the startup:

The company aims to make Insurance Simple.

Insurance comes with a lot of challenges such as extensive paperwork, hidden terms and conditions, elaborate claims process and many more. Digit Insurance is completely paperless in terms of documentation for claims and products. The startup aims to build the concept of 'Simpler Insurance'. According to company it has settled 80 percent of its motor insurance claims within 24 hours of customers or workshops providing details of a damaged car. Also, it has settled 95 percent of the claims through video, or by remote video inspection. It also provides insurance on a flight delay exceeding 75 minutes, a claim notification is immediately sent to a customer in case of delay. It has a worldwide cover against theft and accidental damage, which includes breaking.

### Investment Rounds:

| <b>Announcement Date</b> | <b>Round Name</b> | <b>Money Raised</b> | <b>Lead Investors</b>                            |
|--------------------------|-------------------|---------------------|--|
| Jan 21, 2020             | Venture Round     | \$84M               | A91 Partners, Faering Capital, TVS Capital Funds |
| Jun 5, 2019              | Venture Round     | \$50M               | Fairfax Financial Holdings                       |
| Jul 3, 2018              | Venture Round     | \$45M               | Fairfax Financial Holdings                       |



## Founder story:

Mr Goyal has spent a lifetime in finance and insurance, which has included holding several c-suite positions in operations owned by German insurance giant Allianz. He spent six-and-a-half years at Bajaj Allianz, an insurance partnership between Allianz and Indian financial services company Bajaj Finserv. Starting as COO in 2001, he rose to the rank of CEO in 2004, a position in which he remained until 2007. More recently, he was head of strategy planning for the entire Allianz Group. This rich experience gave him insights into the complex insurance industry, but he reached a turning-point when he failed to explain the basics of insurance to his teenage son.

## How the company came into existence:

Mr Goyal decided to leave Allianz and execute his vision of a simple and fast insurance process. Seeing the digital channel as a way of doing this, he started Go Digit General Insurance, a subsidiary of a separate consultancy venture with FairFax Financial Holdings, called Go Digit Infoworks Services. The subsidiary later became known as Digit Insurance, the name it trades under today. Kamesh started Digit Insurance in 2016, but the company got licenses for

its planned products and started operations only in November 2017.

## Company's Future plans:

The company plans to employ different methods of underwriting risk and to offer more differentiated products than traditional insurers. Personalisation is expected to be the future of insurance. A connected technological architecture can assist in providing a holistic view of customers to executives for better interaction and consolidation of customer information. The company want to ensure that everything is digital, in terms of our approach itself to the market.

## Acquisition made by the company:

Digit Insurance acquired ITI Reinsurance Ltd from The Investment Trust of India Ltd. ITI Reinsurance is the first private sector domestic reinsurance company in India. It began operations in early 2017. According to the filing, the total deal value was equal to the net asset value plus a premium of Rs 13.1 crore. The Investment Trust owned an 80% stake in ITI Reinsurance.

“

It's more effective to do something valuable than to hope a logo or name will say it for you.

– Jason Cohen,  
Smart Bear Software founder

”



|                          |   |
|--------------------------|---|
| <b>Startup Name</b>      | : goDutch   |
| <b>Founding Year</b>     | : 2019  |
| <b>Founder Name</b>      | : Aniruddh Singh, Riyaz Khan, Sagar Sheth                   |
| <b>Total Fund Raised</b> | : \$1.9M  |
| <b>Website</b>           | : <a href="http://godutchpay.in/">http://godutchpay.in/</a> |
| <b>Sector</b>            | : FinTech   |
| <b>Headquarter</b>       | : Mumbai, Maharashtra, India                                |



### What is goDutch all about:

It is the developer of digital payments platform designed to assist people in split group payments. The company's platform is backed by cutting edge infrastructure, enabling users to split the cost amongst groups that often share bills, such as roommates.

### Problem solved by the startup:

goDutch helps to seamlessly manage group expenses. It is loaded with features: create groups with friends, add expenses or bills with groups or individuals, chat with groups or individuals, edit or delete transactions, view and settle all outstanding balances, remind friends to pay you back, and pay your friends manually or initiate UPI payments using PhonePe, Google Pay, WhatsApp, BHIM, etc. People are using traditional payment apps designed for one-to-one payments for group payments. Given the frequency of shared transactions one has with friends, it's time to look at this problem separately. That's the idea behind

the goDutch card through which friends can share payments in real-time. This virtual card, issued in partnership with CSB Bank, enables real-time splitting of group payments at any online or offline merchant. Users can get the free virtual card instantly by signing up on the app; the physical card is dispatched later. The card lets customers link their payment method (credit card or bank account).

### Founder story:

While at IIT-Bombay, Aniruddh Singh, Riyaz Khan, and Sagar Sheth lived in the same hostel wing. Like most college buddies, they often went on trips and routinely ordered food to their hostel rooms. Managing accounts and clearing bills as a group was challenging, and the trio often deliberated on this pain point.

After graduating from college and a few months of working, the friends started group payments app goDutch in 2019. Launched earlier this month, the

### Investment Rounds:

| Announcement Date | Round Name           | Money Raised | Lead Investors        |
|-------------------|----------------------|--------------|-----------------------|
| Jul 14, 2020      | Seed Round - goDutch | \$1.7M       | Matrix Partners India |
| Mar 16, 2020      | Seed Round - goDutch | \$150K       | —                     |



goDutch app allows users to record, split, and automatically settle group transactions such as rent payments, travel, shopping, dine out, home delivery, etc.

### **Company's Future plans:**

The startup has raised \$1.7 million funding led by Matrix Partners India with participation from Y

Combinator, Global Founders Capital, Soma Capital, VentureSouq, and marquee angel investors such as Justin Mateen (Co-founder, Tinder), Kevin Lin (Co-founder, Twitch), Rohan Angrish (Head, ICICI Labs), and Sumon Sadhu. With this funding, goDutch is targeting 50 million Indians across Tier I and I cities that makeup \$75 billion worth of group transactions annually.

**“** You don't need to have a 100-person company to develop that idea. **”**  
*- Larry Page, Google co-founder*

**Finally it's time to  
start your own  
Business**



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> InCred  |
| <b>Founding Year</b>     | <b>:</b> 2016  |
| <b>Founder Name</b>      | <b>:</b> Bhupinder Singh   |
| <b>Total Fund Raised</b> | <b>:</b> \$254.4M  |
| <b>Website</b>           | <b>:</b> <a href="http://www.incred.com/">http://www.incred.com/</a> |
| <b>Sector</b>            | <b>:</b> Banking   |
| <b>Headquarter</b>       | <b>:</b> Mumbai  |



### What is InCred all about:

InCred is a financial services platform that leverages technology and data-science to make lending quick and easy. It uses technology and data-science to make lending quick, simple and hassle-free. InCred offers a broad portfolio of products that cuts across affordable home loans, personal loans, education loans and SME business loans.

### Problem solved by the startup:

Looking to set up education loan lender SoFi's equivalent in India, ex Deutsche Bank banker Bhupinder Singh quit his job to setup InCred. Like most startup founders, Mr. Singh set out to disrupt an already existing market (education loans) with technology (data-driven creditworthiness). Unlike most startup founders, Mr Singh was able to rope in

incredibly influential people to back a fledgling firm. While most startups start with a small amount of capital, Mr Singh's influence and track record allowed him something unusual. InCred started with a seed round of \$75MM, something most big startups would raise after years of operations. InCred's big bang start saw participation from former Deutsche Bank CEO Anshu Jain, who committed 10% of the fundraising. Mr Singh himself committed a significant amount of capital to the company.

### About the Founder:

Bhupinder is the Founder and CEO of InCred. Prior to this, he was the head of the Corporate Finance division of Deutsche Bank and co-headed the Fixed Income, Equities and Investment Banking divisions for the Asia Pacific region.

### Investment Rounds:

| Announcement Date | Round Name              | Money Raised | Lead Investors  |
|-------------------|-------------------------|--------------|-----------------|
| Jul 20, 2020      | Debt Financing - InCred | ₹5B          | —               |
| Dec 16, 2019      | Debt Financing - InCred | \$5.9M       | —               |
| Nov 5, 2019       | Debt Financing - InCred | ₹314M        | —               |
| Oct 16, 2019      | Debt Financing - InCred | \$2.1M       | —               |
| Apr 29, 2019      | Series A - InCred       | \$58.2M      | FMO             |
| Nov 24, 2018      | Venture Round - InCred  | \$41.9M      | Bhupinder Singh |
| Aug 24, 2016      | Venture Round - InCred  | \$75M        | Anshu Jain      |



# SMEVenture

## Voice of the MSMEs

**SMEVenture** is a leading news media dedicated exclusively for the MSMEs. It was founded with the raison d'etre of amplifying the voice of the MSMEs.

**SMEVenture** promotes innovation through disruption by empowering micro, small and medium enterprises.

**Philosophy:** Voice of the MSMEs, by the MSMEs, for the MSMEs.



### **Mission:**

To become the most trusted and credible platform for MSMEs by liaising with governments officials, policymakers, media, MSME associations, enterprises and the public at local, regional, national and international levels.



### **Vision:**

SMEVenture strives to be the representative of MSME and their issues in policy and legislative arenas.



### **Advocacy and Research:**

Updates about new changes and regulations through facts and research.



### **Publications & Resources:**

Members are kept up to date with monthly e-newsletters and press releases which feature developments in the industry.



### **Education and Training:**

Education and specific training through various means, such as workshops, seminars or webinars and e-learning.

In Just 1 Year Of Digital Presence



\*Users from US, UK, Europe and South East Asia

\*Fastest growing website with digital omnipresence

\*Adding impressive Page Views and Users every month



For Editorial: [mediarelease@smeventure.com](mailto:mediarelease@smeventure.com)

Business Enquiry: +91 9920189012



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Innoviti  |
| <b>Founding Year</b>     | <b>:</b> 2002  |
| <b>Founder Name</b>      | <b>:</b> Rajeev Agrawal  |
| <b>Total Fund Raised</b> | <b>:</b> \$41.7M   |
| <b>Website</b>           | <b>:</b> <a href="http://www.innoviti.com/">http://www.innoviti.com/</a> |
| <b>Sector</b>            | <b>:</b> FinTech   |
| <b>Headquarter</b>       | <b>:</b> Bangalore, Karnataka, India                                     |



### What is Innoviti all about:

Developer of a digital financial platform intended to facilitate secure payment processing operations. The company's platform offers differentiated products for diverse merchant needs like payments automation, consumer credit distribution and SME lending, enabling merchants to receive payments across channels, including online and on mobile, in-store and at the time of the delivery of a product.

### Problem solved by the startup:

Innoviti Payment Solutions has delivered differentiated solutions for payments automation, consumer credit distribution and SME lending. Top banks such as HDFC, ICICI, Axis, SBI and Citibank

use the platform to access customers for processing payments and disbursing loans. Innoviti processes payment transactions worth more than Rs 20,000 crore annually, including Rs 1,000 crore credit. It can process transactions through any channel — web, mobile, in-store or at time of delivery. Innoviti's payment platforms serve a marquee client base of merchants, including Reliance Retail, Titan, Landmark Group, INOX, Indigo, Walmart and several others. Leading banks such as HDFC, ICICI, Axis, SBI, Standard Chartered, Kotak and Citibank use the platform to access customers for processing their payments and distributing loans.

Less than 10 per cent of India's retail payments are currently digital, creating a market opportunity of

### Investment Rounds:

| Announcement Date | Round Name                | Money Raised | Lead Investors                 |
|-------------------|---------------------------|--------------|--------------------------------|
| Jun 10, 2020      | Series C - Innoviti       | —            | Bessemer Venture Partners, FMO |
| Feb 12, 2020      | Debt Financing - Innoviti | \$5M         | FMO                            |
| Mar 15, 2019      | Debt Financing - Innoviti | \$11.5M      | Trifecta Capital Advisors      |
| Jul 12, 2017      | Series B - Innoviti       | \$18.6M      | SBI Ven Capital                |
| Jul 20, 2015      | Series A - Innoviti       | \$5M         | Catamaran Ventures             |
| Mar 20, 2014      | Seed Round - Innoviti     | \$1.6M       | Tata Capital                   |



more than \$500 billion annually. Similarly, the shortfall in supply of funds to SMEs is estimated in excess of \$300 billion and is difficult to solve in the absence of technology-based solutions. Innoviti focused on an experience-centric approach to solving these problems through its uniPAY Next and smelending.com platforms. The company claims that its new uniPAY Next platform has driven rapid market acceptance, with Innoviti processing over \$3 billion in B2C transactions across more than 50,000 PoS terminals.

### **About the Founder:**

Mr. Rajeev Agrawal is the founder of Innoviti Payment Solutions Pvt. Ltd and serves as its Chief Executive Officer. Mr. Agrawal is responsible for driving the vision and growth of the organization. An engineer by profession, he has spent his formative years at Sasken, Bangalore, heading their ADSL products division. He has a B.Tech and Ph.D from IIT Bombay.

Before Innoviti, Delhi-based IIT graduate Rajeev Agarwal, 48, used to work in Sasken Communication where he had plenty of freedom when it came to the creative side of business. The moment he realised his freedom would get restricted due to low focus on product development, he decided to start off on his own.

### **How the company came into existence:**

With just Rs 1 lakh as seed capital, Rajeev set out on his entrepreneurial journey from a 200 sqft office in

Bengaluru. A friend helped him with the office space for a rent of Rs 2,000 per month. Rajeev didn't even have the money to buy a generator, and ended up borrowing from his friend again. His venture started in 2002, pivoted from developing hardware products for the telecom industry to providing payment solutions. It was a serendipitous move as the same technology ended up addressing the problem of payment terminus in 2007.

Fortunately, this technology was what payment companies had been looking for. In a couple of years, when the entire retail ecosystem conspired to go online, a comprehensive payment system that was high on reliability and rich in data analytics was the need of the hour. With most e-commerce players went for payment systems like cashback, the regular bank payment system was nowhere near what was needed. In 2008, Rajeev launched Innoviti Payment Solutions, which he claims to be the pioneer in the use of technology to solve real-world payment acceptance of merchants. The company has so far delivered differentiated solutions for payment automation, consumer credit distribution, and SME lending.

### **Company's Future plans:**

The startup is planning for crafting new consumer-centric solutions for new market segments, while building distribution models that can support these solutions at scale. With the new funding acquired by the startup, Innoviti aims to become cash-flow positive by March 2021.

**“** Don't worry about funding if you don't need it. Today it's cheaper to start a business than ever.

*– Noah Everett, Twitpic founder*

**”**



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Leap Finance  |
| <b>Founding Year</b>     | <b>:</b> 2019  |
| <b>Founder Name</b>      | <b>:</b> Vaibhav Singh and Arnav Kumar   |
| <b>Total Fund Raised</b> | <b>:</b> \$5.5M  |
| <b>Website</b>           | <b>:</b> <a href="http://www.leapfinance.com/">http://www.leapfinance.com/</a> |
| <b>Sector</b>            | <b>:</b> FinTech   |
| <b>Headquarter</b>       | <b>:</b> Bengaluru, Karnataka, India   |



### What is Leap Finance all about:

Leap Finance is an operator of a financial services platform created for Indian students seeking loans to study abroad. The company's platform takes into account several alternatives and derived data points to predict future income potential and offers education loans to students based on it, thus allowing students to avail loans at lower interest rates and therefore improve customer experiences.

### Problem solved by the startup:

The startup create modern financial products and services for international students. It works as a modern bank for international students. It offers a graduate student loan, designed specifically for Indian students. The platform reduces the cost of borrowing for meritorious Indian students, connecting them with global capital providers. In doing so, Leap Finance solves for both sides of the marketplace. Leap have innovated on multiple

dimensions - technology, financial structuring, risk, and regulation - to create the right products for international students' financial needs.

Tens of thousands of Indians move abroad to pursue higher education each year. But like many others who have arrived from a foreign land, they can't secure education loans or personal loans from the banks at interest rates on par with those levied on local students. The reason why these students or anyone else moving to a different country have to abide by a higher interest rate is because they don't have a credit score with any local credit bureau. So, for banks and other financial institutions, there is more risk when they engage with foreigners. So, they charge more. The startup is tackling this very challenge, and has started to serve Indian students in the U.S. Indian students in the U.S. can secure financing from Leap Finance at an interest rate of between 8% to 10%. The startup is providing the loans based on several alternative and derived data points to assess a student's future income.

### Investment Rounds:

| Announcement Date | Round Name | Money Raised | Lead Investors        |
|-------------------|------------|--------------|-----------------------|
| Mar 3, 2020       | Seed Round | \$5.5M       | Sequoia Capital India |



## About the Founder:

Arnav is a second time entrepreneur with a Venture Capital stint in the middle. Arnav is a graduate of IIT Kharagpur and started his career at Deutschebank. In his last role he worked with SAIF Partners, India's leading Venture Capital fund, where he focused on consumer internet investing. He also built gozoomo, a peer-to-peer automobile exchange backed by SAIF Partners and Apoletto.

Vaibhav Singh is an alumnus of IIT Kharagpur. He is a second-time entrepreneur who co-founded GoZoomo, a used car marketplace, who later went on to work with SAIF Partners before starting up Leap. He is a financial services professional with 12 years' experience across a global investment bank and the Indian Fintech ecosystem. HE has worked with multiple business functions and at financial hubs across the Asia-Pacific region. He is passionate about technology and its ever increasing impact on financial services.

## How the company came into existence:

Indian students make up 25 percent of a class in many

top graduate programs in the US. These are smart, hard-working students who got in the best programs and have a great future ahead. Yet, the education loans they avail of are at interest rates twice as compared to their American batchmates. Kumar and Vaibhav Singh, arrived at the idea of creating Leap Finance partly because they too faced similar challenges in foreign markets. Thus, Leap Finance was started with a mission to democratize quality education so that students don't miss out on proper education due to the lack of funding options.

## Company's Future plans:

The startup plans to deploy the cash raised to aggressively hire for its technology and capital markets teams in Bangalore and San Francisco, respectively. The Bengaluru-based company currently supports more than 150 US schools and is looking to finance 1,000 students this year. The startup aims to be the backers of the next generation of promising students, irrespective of their family background or means.

“

An invention that is quickly accepted will turn out to be a rather trivial alteration of something that has already existed.

- Edwin Land,  
Polaroid co-founder

”



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> MoneyTap  |
| <b>Founding Year</b>     | <b>:</b> 2015  |
| <b>Founder Name</b>      | <b>:</b> Anuj Kacker, Bala Parthasarathy, Kunal Varma                      |
| <b>Total Fund Raised</b> | <b>:</b> \$82.5M   |
| <b>Website</b>           | <b>:</b> <a href="https://www.moneytap.com/">https://www.moneytap.com/</a> |
| <b>Sector</b>            | <b>:</b> Fintech   |
| <b>Headquarter</b>       | <b>:</b> Bangalore, Karnataka, India                                       |



### What is MoneyTap all about:

MoneyTap is provider of application-based consumer credit services designed to offer money on-demand with zero collateral and without guarantors. It offers instant personal loans of up to Rs 5 Lakhs, with the entire KYC process happening through their mobile app. The company offers a mobile application that evaluates a user's eligibility, after which it provides an instant, real-time decision on the application along with the amount the user is eligible for, enabling salaried professionals to get personal loans without collateral or a guarantor and pay interest only on the amount used.

### Problem solved by the startup:

The startup aims to deliver quick and flexible personal loans, smoothly and efficiently to individuals in partnership with banks. The app offers

instant online loans through a 100% paperless process and customer don't need to visit bank. Moreover, one has to pay interest only on the amount borrowed. A loan taken through their app is collateral-free and has flexible loan tenures of 2-36 months. Also, it is India's first company that provides lifetime credit of up to Rs.5 lakh instantly to its customers. After completion of the KYC formalities, the loan is approved and the customer is given a MoneyTap credit card that contains the sanctioned amount. This can be used as a credit card or for withdrawing from the MoneyTap account.

### Founder story:

MoneyTap was founded by Bala Parthasarathy, Kunal Varma, and Anuj Kacker, who are IIT and ISB alumni. MoneyTap CEO, Bala Parthasarathy is the co-founder of multiple startups in Silicon Valley, including Snapfish (sold to Hewlett Packard). He has

#### Investment Rounds:

| Announcement Date | Round Name | Money Raised | Lead Investors  |
|-------------------|------------|--------------|---|
| Jan 28, 2020      | Series B   | ₹5B          | Aquiline Technology Growth, RTP Global, Sequoia Capital India |
| Jun 14, 2017      | Series A   | \$12.3M      | Sequoia Capital India   |



contributed immensely to the growth of Snapfish by gathering 100M users and \$300M in revenue. Bala also volunteered for UIDAI under Mr. Nandan Nilekani in 2007. He started AngelPrime, an angel investment firm in 2011 (now Prime Venture Partners). While working with AngelPrime he helped shape companies like ZipDial (sold to Twitter), EZETap, Happay, etc.

Kunal Varma is a serial entrepreneur, who founded Whimsia Custom Works, a company for customized merchandise, and Aspirare, which designs learning programs and assessment solutions for job seekers and college graduates. Kunal along with Anuj Kacker also co-founded Tapstart, a job discovery platform.

Anuj Kacker is the COO of MoneyTap. Anuj has experience in diverse fields courtesy of working with established brands such as Airtel, Reliance, and JWT. He co-founded Tapstart which grew to 300K users and turned profitable within two years. Anuj exited Tapstart in 2015 to join MoneyTap.

### How the company came into existence:

The trio observed that the market needs and realized that the middle-income group (the salaried class) face challenges with respect to credits, especially small amounts. People don't like going to banks for loans

for minimal amounts for needs like medical needs, school fees, or house rent. This amount could be anywhere from Rs. 3000 to Rs.50,000 to 1 or 2 Lakhs. MoneyTap was founded keeping in mind these problems. The trio observed that just a minimal amount of credit could help the middle class take care of these needs easily. But extensive paperwork and formalities make people apprehensive about taking loans unless it's a huge amount. Moreover, credit cards and personal loans are not very popular in India. MoneyTap was started as solution to this conflation of issues.

### Company's Future plans:

The company currently claims to have a loan book of 1000 crores and aims to make it 5000 crores by 2021. It aims at expanding its services to 200 cities in India and at same time building partnerships with more banks. The company currently targets customers in the age group 29-31, with average incomes of INR 30,000- INR 40,000 per month, but is planning to reach out to groups having income as low as Rs 10000-15000 soon. MoneyTap has also received NBFC license in September 2019 and plans to launch its own NBFC company soon.

“

Get a mentor in the applicable field if you're at all unsure of what you're looking for.

*– Kyle Bragger, Forrst founder*

”



|                          |   |
|--------------------------|---|
| <b>Startup Name</b>      | : NIRA  |
| <b>Founding Year</b>     | : 2017  |
| <b>Founder Name</b>      | : Rohit Sen   |
| <b>Total Fund Raised</b> | : \$3.1M  |
| <b>Website</b>           | : <a href="http://www.nirafinance.com/">http://www.nirafinance.com/</a> |
| <b>Sector</b>            | : FinTech   |
| <b>Headquarter</b>       | : Bangalore, Karnataka, India   |



### What is NIRA all about:

It is a developer of a digital credit application intended to provide loans. The company's application allows uploading required documents, choosing the amount of loan required, and provides an immediate decision within three minutes, thereby enabling users to get instant access to loans.

### Problem solved by the startup:

It lends to borrowers with a good credit score at lower interest rates. It also lends to those who do not have a credit score and are first-time borrowers. The fintech startup has tied up with Federal Bank for loan disbursal. It focusses on offering small-ticket loans to workers in the blue- and grey-collar segments. The loans of up to one lakh are offered for up to one year through the firm's app-based credit line.

### Founder story:

Rohit Sen is an alumnus of Oxford University and the London School of Economics. Before NIRA, he has worked with major financial services companies including Citigroup, Bank of America and Goldman Sachs, according to his LinkedIn profile.

Nupur Gupta, meanwhile, is an Indian Institute of Technology-Delhi and University of Waterloo graduate and has also worked with Citigroup and Goldman, among others.

### How the company came into existence:

Working in London, Rohit had a ring side view of the fintech industry and decided he could apply the same in India. While the idea of coming to India had a strong appeal, Rohit's job as a stock's trader was very demanding leaving him little time to think about his

### Investment Rounds:

| Announcement Date | Round Name | Money Raised | Lead Investors                  |
|-------------------|------------|--------------|---------------------------------|
| Apr 29, 2020      | Seed Round | \$2.1M       | Undisclosed                     |
| Feb 4, 2019       | Seed Round | Undisclosed  | Techstars Bangalore Accelerator |
| Oct 29, 2018      | Seed Round | \$1M         | Undisclosed                     |



own venture. There was an enormous opportunity in India that matched his skillsets. The choice before him was clear: quit and go for it, or forget it.

It was a big leap of faith as he landed in Bengaluru with zero contacts, and unsure where to start. The only idea in his mind was to make credit accessible to people who are normally shunned by banks. Initial challenges, for Rohit, not his startup, were a bout of dengue and the Cauvery water riots, but the determination to start up was strong as ever. He saw people in the lower income group, with salaries ranging between Rs 20,000 and Rs 40,000, had enormous basic commitments like education, health, and even buying essential household goods. He, thus, decided on financial product that would cater to the

credit needs of this group of people. Nira, his fintech startup, was incorporated in March 2017 and went live with its products in May-June 2018.

### **Company's Future plans:**

In the last 12 months, the company have found a good product-market fit, so now they want to build on this strong foundation to scale up their business. It is currently using its funding to acquire talent, enhance its technological and product infrastructure, and scale up its lending volumes. According to Rohit, it is about a long-term vision as he believes India will transform in the next 25 years and offers a big opportunity.

**“** What business should you start today? One that you are passionate about, has a big market opportunity, can be up and running quickly, and that doesn't require a lot of initial capital.

Think Internet, apps, e-commerce, and mobile. **”**

*- Richard Harroch, Venture Capitalist, Author, and Entrepreneur*





|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> PhonePe   |
| <b>Founding Year</b>     | <b>:</b> 2015  |
| <b>Founder Name</b>      | <b>:</b> Burzin Engineer, Rahul Chari, Sameer Nigam                    |
| <b>Total Fund Raised</b> | <b>:</b> \$673.5M  |
| <b>Website</b>           | <b>:</b> <a href="http://www.phonepe.com/">http://www.phonepe.com/</a> |
| <b>Sector</b>            | <b>:</b> FinTech   |
| <b>Headquarter</b>       | <b>:</b> New Delhi, India  |



### What is PhonPe all about:

Developer of a mobile payment application. The company provides an online payment system based on Unified Payments Interface (UPI), which is a new process in electronic funds transfer launched by National Payments Corporation of India (NPCI), thereby enabling users to instantly send and receive money to anyone using just their mobile number.

### Problem solved by the startup:

PhonePe is a consumer-facing payments container that allows the user to use the payment instrument of

their choice which include cards, wallet and/or direct-from-bank payments using the UPI rails, based on the size and nature of the transaction, with the confidence that wherever the user spends or to whomsoever you send money to, PhonePe will help ensure that your transaction happens smoothly. It is owned by Flipkart, and one of the first payments app built on Unified Payments Interface (UPI). The PhonePe app is available in over 11 Indian languages. Using PhonePe, users can send and receive money, DTH, recharge mobile, data cards, make utility payments, buy gold and shop online and offline. In addition,

### Investment Rounds:

| Announcement Date | Round Name      | Money Raised | Lead Investors |
|-------------------|-----------------|--------------|----------------|
| Apr 27, 2020      | Venture Round   | \$28M        | Flipkart       |
| Feb 26, 2020      | Corporate Round | \$59.6M      | Flipkart       |
| Dec 10, 2019      | Corporate Round | ₹5.9B        | Flipkart       |
| Oct 22, 2019      | Corporate Round | ₹4.1B        | Flipkart       |
| Jul 30, 2019      | Corporate Round | ₹7B          | Flipkart       |
| Mar 22, 2019      | Corporate Round | ₹7.6B        | Flipkart       |
| Aug 9, 2018       | Corporate Round | ₹4.5B        | Flipkart       |
| Apr 1, 2018       | Corporate Round | ₹3.2B        | Flipkart       |
| Mar 23, 2018      | Corporate Round | ₹5.2B        | Flipkart       |
| Oct 4, 2017       | Corporate Round | ₹2.5B        | Flipkart       |



PhonePe also allows users to book Ola rides, pay for Redbus tickets, order food on Freshmenu, eat.fit and avail Goibibo Flight and Hotel services through microapps on its platform. In January 2020, PhonePe started allowing its customers to withdraw cash using the in-app UPI feature called PhonePe ATM. This involves transferring the intended amount to be withdrawn to a nearby PhonePe-enabled merchant.

### About the Founder:

Burzin Engineer is the co-founder and CIO of PhonePe. He used to be the vice president, engineering and operations at M-GO. He earned his degree at University of Mumbai and his master's degree at University of Southern California. Rahul Chari is the co-founder and CTO of PhonePe. He used to be the vice president engineering at Flipkart.com. He earned his degree at University of Mumbai and his master's degree at Purdue University. Sameer Nigam is the founder and CEO of PhonePe. He used to be the senior vice president, engineering of Flipkart.com. He earned his degree at University of Mumbai and his MBA at The Wharton School.

### How the company came into existence:

The idea of PhonePe came up when Flyte, a music downloading platform launched by Sameer and Rahul in 2012, didn't pan out as they had planned. One of the main reasons for its shutdown was that payments and micro-transactions were not solved. The duo, then at Flipkart, had seen payment systems and gateways fail during the 2014 Big Billion Days Sale. It made them realize that there was a need for a platform that made financial services and payments

simple and led them to the idea of PhonePe. The fintech startup was founded at the end of 2015 and launched in 2016.

In April 2016, the company was acquired by Flipkart and as a part of the Flipkart acquisition, the FxMart license was transferred to PhonePe and it was rebranded as the PhonePe wallet. PhonePe's founder Sameer Nigam was appointed as the CEO of the company. In August 2016, the company partnered with Yes Bank to launch a UPI-based mobile payment app, based on the government-backed UPI platform. Within 3 months of launch, the app was downloaded by over 10 million users. In 2018, PhonePe also became the fastest Indian payment app to get a 50 million badge on the Google play store. The PhonePe app overtook BHIM to emerge as the market leader in UPI transactions in August 2017.

### Company's Future plans:

PhonePe plans to become profitable by 2022 and will file for an IPO in 2023. The company is also working towards understanding the wealth management industry better and is planning to launch a few services for consumers in the space of mutual funds and insurance in the first half of 2019. It is working with existing players and partners to create for consumers, but it is still in the early discussion stage right now. Through all this, the company is eyeing an annual transaction volume of \$50 billion. PhonePe via Bharat Bill Payment System (BBPS) plans to get into a number of new verticals, including fee payments in schools and colleges, payments at hospitals and other services.

“ Success ... is no longer a simple ascension of steps. You need to climb sideways and sometimes down, and sometimes you need to swing from the jungle gym and establish your own turf somewhere else on the playground. ”

- Reid Hoffman, Founder of LinkedIn



|                          |   |
|--------------------------|---|
| <b>Startup Name</b>      | : Recko   |
| <b>Founding Year</b>     | : 2017  |
| <b>Founder Name</b>      | : Prashant Borde, Saurya Prakash Sinha                    |
| <b>Total Fund Raised</b> | : \$7M  |
| <b>Website</b>           | : <a href="http://www.recko.io/">http://www.recko.io/</a> |
| <b>Sector</b>            | : FinTech   |
| <b>Headquarter</b>       | : Bengaluru, Karnataka, India                             |



### What is Recko all about:

Recko is a developer of a software-based reconciliation product intended to keep track of complete transaction lifecycle and commercial contracts for organizations. The company's product automates reconciliation and allows the data to be traced throughout the entire transaction cycle by getting connected to payment gateways, banks and merchant's order management system through APIs, thus, enabling merchants to track receivables and identify settlement discrepancies.

### Problem solved by the startup:

The startup enables the AI-powered reconciliation of digital transactions. Running on a SaaS model, the platform helps in monitoring and reconciling all

digital transactions throughout the transaction lifecycle. This process eliminates the tedious and fallible process of manually tracking payments from the customer to the seller through various payment nodes. An independent third-party transaction reconciliation layer such as Recko ensures that each transaction is accounted for and all settlements can be done in a timely manner. It has reconciled transactions worth \$2 billion in the first 12 months of operations. Their clientele includes companies such as Grofers and Meesho. Recko's solution is suited to any company with high volumes of transactions such as e-commerce sites, insurance providers and banks.

It enables finance teams of companies to ingest, enrich multiple data sources and reconcile millions of transactions in hours, instead of days, without writing

### Investment Rounds:

| Announcement Date | Round Name | Money Raised | Lead Investors                            |
|-------------------|------------|--------------|---|
| Apr 2, 2020       | Series A   | \$6M         | Vertex Ventures<br>Southeast Asia & India |
| Aug 27, 2019      | Seed Round | Undisclosed  | Undisclosed                               |
| Jun 26, 2019      | Seed Round | \$1M         | Prime Venture Partners                    |



a single line of code. Recko reduces manpower by 50 - 80 percent and keeps a watch over the transactions to ensure money moves between the right parties, at the right time with correct deductions, it added. It has recently started working with various banks, NBFCs, and insurance companies, and is currently running pilots with them.

### **About the Founder:**

Both Prashant Borde and Saurya Prakash Sinha are alumnus of IIT Gandhinagar. Prashant Borde is the co-founder of GridAnts (acquired by Myntra), which is a tech startup focused on distributed computing and machine learning, and oversaw aspects of the payment vertical at Reliance Jio. Saurya Prakash Sinha had previously co-founded Townrush which is acquired by Grofers. He has previously worked with Phonepe, Flipkart.

### **How the company came into existence:**

As the startup started scaling up, a lot of merchants came on board. So, the startup had about 10000-20000 merchants on the platform. Similarly, on the consumer side also, the number of orders were increasing very rapidly. People were dealing with complexity and good amount of transactional volumes but they did not have the tools to take care of this data. The finance guys only have an Excel worksheet and a laptop. Excel has a limitation of a

million records. Moreover, these transactions are running transactions. The finance person has to ensure that the money which got processed by the payment gateways is hitting the bank account and against the same set of transactions, there are refunds which are getting processed; there are exchanges which are in the supply chain. At any point of time, the internal order management system and the bank account have to be in sync. And this has been a challenge for almost everyone who has been there in the ecosystem majorly because of volume and complexity. This gave birth to the idea of this startup. The startup was started in May 2017 and for the initial few months, it just worked on the product.

### **Company's Future plans:**

For now, the startup is focussed on the India market and the idea is to essentially cover certain verticals as fast as it can, probably in the coming few quarters. After that, it would be most likely going outside. It has a lot of inbounds which are coming from Middle East Asian countries, Southeast Asia. But right now, it wants to focus on India and complete the milestones which it has kept for itself. Within India, it is focussed on the internet companies because it has built a lot of these systems in its previous roles. So, it understands the internal systems very well like order management system, supply chain, payment, accounting.

“

“Successful people are always looking for opportunities to help others. Unsuccessful people are asking, what's in it for me?”

*- Brian Tracy, Entrepreneur and Author*

”



|                          |   |
|--------------------------|---|
| <b>Startup Name</b>      | : SmartCoin Financials Pvt. Ltd.  |
| <b>Founding Year</b>     | : 2015  |
| <b>Founder Name</b>      | : Amit Chandel, Jayant Upadhyay, Rohit Garg                             |
| <b>Total Fund Raised</b> | : \$9M  |
| <b>Website</b>           | : <a href="http://www.smartcoin.co.in/">http://www.smartcoin.co.in/</a> |
| <b>Sector</b>            | : FinTech   |
| <b>Headquarter</b>       | : Bangalore, Karnataka, India   |



### What is SmartCoin all about:

Provider of a consumer micro-lending platform intended to solve the problem of financial inclusion through technology. The company's platform uses proprietary underwriting algorithms that are capable of assessing the risk profile of a prospective borrower in real time using data science and machine learning, enabling middle or lower-income segments to make proper access to credit.

### Problem solved by the startup:

The startup aims to solve the problem of financial inclusion through technology. It is a consumer lending startup focused on providing micro-loans to the vast underserved middle/lower-income segments. Its mobile-app based lending platform and proprietary underwriting algorithms are capable of assessing the risk profile of a prospective borrower in

real time using data science and machine learning. SmartCoin offers loans from Rs. 1,000 to Rs. 25,000 with a tenure of 91 days to 120 days at a Minimum APR of 20% and Maximum APR of 36%. It assesses the risk profiles of prospective borrowers in real time by using data science, AI, and ML algorithms. Its proprietary credit underwriting engine aggregates thousands of data points on customers' smartphones, including their financial transactions, device usage, app behaviour, and more to build a customised credit score.

### About the Founder:

He is an IIT & IIM alumnus, and has previously worked with reputed names in the BFSI like Morgan Stanley, Deutsche Bank, Citi and Nomura across geographies Mumbai, Hong Kong and London. He co-founded SmartCoin in 2016 with a mission to

### Investment Rounds:

| Announcement Date | Round Name | Money Raised | Lead Investors         |
|-------------------|------------|--------------|------------------------|
| Mar 17, 2020      | Series A   | \$7M         | LGT Lightstone         |
| Mar 28, 2018      | Seed Round | \$2M         | Accion Venture Lab     |
| Apr 3, 2017       | Seed Round | Undisclosed  | Unicorn India Ventures |



provide financial access to the millions of under banked people.

Amit Chandel is an IITian and co-founded ByteClip Technologies. He has worked with Kiwi India as Director of Engineering and comes with a decade of work experience across the technology domain.

He is an IITian and a serial entrepreneur who co-founded ByteClip Technologies in 2011. He comes with over a decade experience in technology tech and marketing domain having worked with hardcore IT companies like Kiwi India and Lime Labs before co-founding SmartCoin.

### **How the company came into existence:**

SmartCoin was started by IIT/IIM alumnus Rohit Garg, Amit Chandel, Vinay Kumar Singh, and Jayant Upadhyay in early 2016 when India's SME lending sector wasn't as developed as it is today. The fintech

revolution had just begun, with mobile payments taking off later that year after demonetization. In the 18 months of starting, SmartCoin had disbursed over 300,000 loans amounting to Rs 150 crore. The loan ticket size varies from Rs 5,000 to Rs 2 lakh. The startup took 12 months to hit its first 100,000 users. Since then, its user base has jumped 12X to 1.2 million. Its current ARR is north of \$2 million, which is a 4X growth since inception.

### **Company's Future plans:**

The startup plans to use its funds to grow its loan book. SmartCoin also plans to expand its data science team, advancing its artificial and machine learning (AI/ML)-based underwriting platform, launching new products, and increasing its user base to 10 million.

**“Don't wait for perfection. Life isn't perfect. Do the best you can and ship. Real people ship, and then they test and then they ship again. Then you wake up one day and you have something insanely great.”**

**-Guy Kawasaki, Entrepreneur**



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> SuperMoney  |
| <b>Founding Year</b>     | <b>:</b> 2018  |
| <b>Founder Name</b>      | <b>:</b> Shiv Nandan Negi , Nikhil Banerjee                                  |
| <b>Total Fund Raised</b> | <b>:</b> \$1M  |
| <b>Website</b>           | <b>:</b> <a href="https://www.supermoney.in/">https://www.supermoney.in/</a> |
| <b>Sector</b>            | <b>:</b> Fintech   |
| <b>Headquarter</b>       | <b>:</b> Mumbai, Maharashtra, India  |



### What is SuperMoney all about:

SuperMoney is catered to gig economy and blue-collar workers offering them a suite of financial products focused towards customised credit, savings, and insurance solutions. The fintech platform is built on a B2B2C model where it accesses customers by partnering with enterprises that have large pools of blue-collar workers, contract employees or service providers. The startup's typical customers include cab drivers, delivery personnel, shop floor workers, and other blue-collar staff employed by corporations. SuperMoney offers micro-credit and micro-savings solutions structured to fit the nuances of each job function/use case in the respective sectors.

### Problem solved by the startup:

India has 200 million households without formal access to credit, and minimal penetration of insurance

and savings solutions. This challenge is furthered by the fact that traditional lending models continue to be physically led with high-cost structures. This results in the lack of solutions for customers like gig workers and blue-collar workers to access the right kind of credit as they have limited credit histories. SuperMoney tapped into this USD \$100 million market opportunity. It offers a suite of financial products for gig workers and blue-collar workers. SuperMoney's unique approach bridges the gap between formal credit access and the underserved customer. The enterprise will sharpen their ability to acquire and service customers more efficiently and also navigate credit cycles better. They are going beyond just credit and offer a suite of financial products that makes them attractive to customers and their employees

### Investment Rounds:

| Announcement Date | Round Name | Money Raised | Lead Investors  |
|-------------------|------------|--------------|-----------------|
| Feb 6, 2020       | Seed Round | \$1M         | Unitus Ventures |



## About the Founder:

### Nikhil Banerjee, Co-Founder:

Nikil is an IIM-Calcutta alumnus, who has deep experience banking and risk management in Indian markets. He worked as the Head of Research India for Mount Kellett Capital.

### Shiv Nandan Negi, Co-Founder:

Shiv Nandan is an IIM-Ahmedabad alumnus, Shiv has deep experience banking and risk management in Indian markets. He worked as the Managing Director for Mount Kellett Capital.

## How the company came into existence:

Started in January 2018 by private equity and risk management professionals Shiv Nandan Negi and Nikhil Banerjee. SuperMoney is operational in Mumbai, Delhi NCR, Bengaluru, Hyderabad,

Chennai, and Kolkata among other cities. In October 2017, the startup raised an angel round of investment from investors including Shachindra Nath, Chairman of Ugro Capital and Madhukar Gangadi, founder of MedPlus.

## Company's Future plans:

The startup plans to utilise the funds to strengthen its team across technology, business development, and back-end operations besides expanding operations beyond the 12 cities it is currently operational in. SuperMoney has facilitated disbursement of over 55,000 loans to date. The startup partners with leading tech and gig economy platforms including Uber, Swiggy, Shuttl, Udaan, and MedPlus, among others, to extend its suite of products. They aim to service over 1 million customers in the next 24 months.

“

Better understated than overstated. Let people be surprised that it was more than you promised and easier than you said.

- Jim Rohn, Entrepreneur, Author and Motivational Speaker

”



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Hoi Foods   |
| <b>Founding Year</b>     | <b>:</b> 2017  |
| <b>Founder Name</b>      | <b>:</b> Indrajeet Roy   |
| <b>Total Fund Raised</b> | <b>:</b> \$2.9M  |
| <b>Website</b>           | <b>:</b> <a href="http://www.hoifoods.com/">http://www.hoifoods.com/</a> |
| <b>Sector</b>            | <b>:</b> Food & Beverages  |
| <b>Headquarter</b>       | <b>:</b> Gurgaon, Haryana, India   |

**hoipure**

### What is Hoi Foods all about:

It is a provider of food delivery services intended to offer multi-cuisine meal combo. The company's service offers Indian, Chinese and Continental dishes and covers a range of desserts and drinks, enabling customers to access their service for getting food delivered to their homes and offices.

### Problem solved by the startup:

Hoi Foods is a food brand for budget hotels, which exists to bring good quality and standardised food experience to budget hotels in India. It works closely with hotel kitchens and ships them pre-prepared meals daily. The meals are prepared and served based on the occupancy of the hotel. Hoi Foods has built a

frozen and freshly packed food supply chain to offer consumers food, and also claims to help hotel owners in serving Hoi's full menu with minimum fixed costs and higher margins.

### Founder story:

Indrajeet, 29, is an industrial engineer from IIT Delhi. He has been a founder of two startups. He had a partial exit in his first startup named, SkillWill - an EdTech company, and then built a niche boutique consulting firm called Sookshm. It is a well-known fact that starting up in the food and beverages industry is no easy task. Indrajeet decided to speak with industry veterans and discuss the problem-solution fit with them. He discussed the idea with industry veterans like Sanjiv Mediratta, Director-Cafe Coffee Day

### Investment Rounds:

| Announcement Date | Round Name              | Money Raised | Lead Investors  |
|-------------------|-------------------------|--------------|-----------------|
| May 26, 2020      | Seed Round - Hoi Foods  | \$2M         | 1Crowd          |
| Oct 3, 2019       | Seed Round - Hoi Foods  | \$309.5K     | 1Crowd          |
| Nov 14, 2018      | Seed Round - Hoi Foods  | ₹36M         | 1Crowd          |
| Mar 1, 2018       | Angel Round - Hoi Foods | \$95.8K      | Undisclosed     |
| Oct 8, 2017       | Seed Round              | Undisclosed  | Sandeep Kohli   |
| May 1, 2017       | Angel Round             | \$46.7K      | Undisclosed     |
| Apr 14, 2017      | Seed Round              | Undisclosed  | Pawan Raj Kumar |



Global Ltd, Sandeep Kohli, ex-MD, Asia Pacific, Yum Restaurants International, Pawan Raj Kumar, Founder, Supa Foods, and everybody was game to invest and participate in building Hoi Foods.

## Company's Future plans:

The startup plans to enhance its network, technological infrastructure, scale its growth operations, strengthen its supply chain and increase its presence in the country. The company currently includes over 150 cloud kitchens across the

Bengaluru and Delhi-National Capital Region areas. The startup is building a very strong play in the cloud kitchens ecosystem and have been able to put together a decently large network in a very short duration.

## Acquisition made by the company:

Some of the brands currently operating under its umbrella include Deez Biryani Ketofy, Nirula's, Misht, Smoodies and Cold Love. Its flagship brands include Hoi Foods, Jacky Ching and Hoi Café.

“ When you're first thinking through an idea, it's important not to get bogged down in complexity. Thinking simply and clearly is hard to do. ”

*- Richard Branson, Founder of Virgin Group*





|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>: Sweetish House Mafia</b>  |
| <b>Founding Year</b>     | <b>: 2013</b>  |
| <b>Founder Name</b>      | <b>: Aakash Sethi and Neha Sethi</b>   |
| <b>Total Fund Raised</b> | <b>: ₹120M</b>   |
| <b>Website</b>           | <b>: <a href="http://www.sweetishhousemafia.com/">http://www.sweetishhousemafia.com/</a></b> |
| <b>Sector</b>            | <b>: Food &amp; Beverages</b>  |
| <b>Headquarter</b>       | <b>: Mumbai, Maharashtra, India</b>  |



### **What is Sweetish House Mafia all about:**

It is a producer and retailer of food products intended to offer a variety of cookies and desserts. The company's products are prepared using Belgian chocolate, Italian hazelnut spread and American peanut butter, enabling customers to enjoy the rich taste of cookies.

### **Founder story:**

Neha Arya Sethi got into investment banking to follow the bandwagon. After graduating from Wharton School of Business, she worked as an investment banker in New York for a year. But she realised that finance was not her area of interest, and she wanted to pursue something else. Neha came back to India and did what she was best at, baking. She was a fan of desserts since she was a child, she started baking for friends and family to keep herself busy.

Initially, there was no thought in her mind of turning it into a business. She was not confident of investing money into this business. Her friend suggested that she bake until she decided to choose it as a career path. What started as a passion project slowly turned into a full-fledged business enterprise. Sweetish House Mafia (SHM) now has 12 stores in Mumbai, Pune, Kolkata, and more recently Bengaluru.

### **How the company came into existence:**

It all started when Neha's friend suggested her of start baking, which she finally chooses as career path. She used the Tata Nano that had been gifted by her friends during her marriage. Just she had to invest in four Bajaj ovens, and the cost of the ingredients was included while calculating the selling price. She thought it was all temporary, but her cookies had the true magic. In 2013 she started to sell cookies on her Nano car in Mumbai. She used social media to decide

### **Investment Rounds:**

| <b>Announcement Date</b> | <b>Round Name</b> | <b>Money Raised</b> | <b>Lead Investors</b>                        |
|--------------------------|-------------------|---------------------|--|
| Feb 26, 2020             | Seed Round        | ₹120M               | Adar Poonawalla<br>-(CEO of Serum Institute) |



the place where she will sell the cookies on a given day. The places where the Nano went were selected based on the voting on Twitter and Facebook.

After a year of doing the cookie business from a Nano, Neha realised that there was a need for permanent supply. So, she thought of capitalising on the idea while people were still in aware of it. She inaugurated the first Sweetish House Mafia store in September 2014 in Mumbai. The first shop achieved momentous success. It gave Neha immense pleasure which motivated her to set up stores at other locations

## Company's Future plans:

The company plans to expand across geographies, go to different cities including Delhi, Hyderabad, Ahmedabad, and Chennai, and get their goodies to more people. The startup want to set up an ecommerce platform so that it can connect with people in different parts of the country and enter the retail space. Further, it will also strengthen its operations in the existing cities, and also plans to deploy newer business verticals. Also, it plans to launch its e-commerce platform soon.

**“**If you have an important point to make, don't try to be subtle or clever. Use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time—a tremendous whack. **”**

*- Winston Churchill, British Prime Minister*





|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>: WoW Momo</b>  |
| <b>Founding Year</b>     | <b>: 2008</b>  |
| <b>Founder Name</b>      | <b>: Sagar J. Daryani, Binod K. Homagai</b>                        |
| <b>Total Fund raised</b> | <b>: \$38M</b>   |
| <b>Website</b>           | <b>: <a href="http://wowmomo.co.in/">http://wowmomo.co.in/</a></b> |
| <b>Sector</b>            | <b>: Food and Beverage</b>   |
| <b>Headquarter</b>       | <b>: Kolkata, India</b>  |



### What is Wow! Momo all about:

Wow! Momo is a chain of fast-food restaurants in India that specializes in momos. Wow Momo aims to become Kolkata and India's biggest chain of momos and to create lots and lots of jobs and achieve their dream of becoming a successful employee sensitive organization, where every team member has his upliftment and enjoys his work to the fullest.

### Founder story:

Sagar Daryani and Binod Kumar Homagai are alumni of St. Xavier's College, Kolkata. Wow! Momo specializing in momos, a dumpling popular in India, Nepal, and Tibet. The company is headquartered in Kolkata, West Bengal. In the initial days, Sagar Daryani and Binod Kumar Homagai approach every person entering the Spencers store and ask them to sample the momos. They would wear a Wow! Momo T-shirt. Over the next two

years, They open similar kiosks in a various commercial location, tech parks, malls and hypermarkets across the city.

### How the company came into existence:

Wow! Momo, India's fastest growing momo chain is started by classmates Sagar Daryani and Binod Kumar Homagai, who started selling steamed momos from their 6 by 6 kiosk in Springdale Spencer in 2008. The Food Company started from a garage in Kolkata, West Bengal, India. WOW! Momo's first kitchen was a 200 square foot room and they took the raw material on credit from a local grocery store to get things started. The first kitchen started with only a single table and two part-time chefs who worked on a nominal salary. Wow! Momo, an Indian chain of fast-food restaurants started with a meagre investment of 30,000 and now stands at a stupendous net worth of 860 crores.

### Investment Rounds:

| Announcement Date | Round Name                 | Money Raised | Lead Investors          |
|-------------------|----------------------------|--------------|-------------------------|
| Oct 13, 2020      | Debt Financing - Wow! Momo | ₹450M        | Anicut Capital          |
| Sep 18, 2019      | Series B - Wow! Momo       | \$23M        | Tiger Global Management |
| Jun 13, 2018      | Angel Round - Wow! Momo    | ₹30M         | William Bissell         |
| May 13, 2017      | Series B - Wow! Momo       | ₹440M        | Lighthouse Funds        |
| Aug 10, 2015      | Seed Round - Wow! Momo     | ₹100M        | —                       |

“ You must be very patient, very persistent. The world isn't going to shower gold coins on you just because you have a good idea. You're going to have to work like crazy to bring that idea to the attention of people. They're not going to buy it unless they know about it.”

*- Herb Kelleher,  
Founder of Southwest Airlines*



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Axio Biosolutions                                       |
| <b>Founding Year</b>     | <b>:</b> 2008  |
| <b>Founder Name</b>      | <b>:</b> Leo Mavely  |
| <b>Total Fund Raised</b> | <b>:</b> \$15M   |
| <b>Website</b>           | <b>:</b> <a href="https://axiobio.com/">https://axiobio.com/</a> |
| <b>Sector</b>            | <b>:</b> Health care   |
| <b>Headquarter</b>       | <b>:</b> Bengaluru, Karnataka, India                             |



### What is Axio Biosolutions all about:

It is a MedTech company focused on developing active medical products using novel biomaterials for advanced surgical and wound care. The company creates breakthrough products for the management of trauma, surgical and chronic wounds, and save people's lives using innovative medical technology. It is used by the Indian armed forces, including the BSF, NSG and para- military forces, as well as hospitals and emergency services not only in India, but across the world. Today, Axio Biosolutions produces the first haemostatic emergency dressing in India.

### Problem solved by the startup:

The company's patented product is CE approved, USFDA cleared wound care product that controls moderate to severe bleeding within minutes. The company is the makers of India's first USFDA cleared hemostat, AXIOSTAT which is a patented, Fda 510k and CE approved medical device made from 100% Chitosan and MaxioCel which is a chitosan microfiber dressing for Diabetic foot ulcers and other chronic ulcers. The Axistat is also used by trauma and casualty care centres in hospitals, by emergency service providers such as ambulances. Axio is now focused on building the first global wound care brand

### Investment Rounds:

| Announcement Date | Round Name            | Money Raised | Lead Investors                         |
|-------------------|-----------------------|--------------|--|
| Jan 9, 2020       | Series B-1 round      | \$5.2M       | Omidyar Network                        |
| Jan 26, 2018      | Series B round        | \$7.4M       | RNT Capital                            |
| May 26, 2016      | Series A round        | \$2.1M       | Accel Partners and Chiratae Ventures   |
| Sep 12, 2013      | Non-equity Assistance | \$100K       | Undisclosed                            |
| Dec 4, 2010       | Seed round            | \$200K       | GVFL (Gujarat Venture Finance Limited) |



from India. The aim is to make Axio's clotting technology prevalent in hospital, military, and consumer markets.

### Founder story:

In 2007, after being recognized for his undergraduate research in bioengineering, Leo Mavely started working at the NirmaLabs Incubator in Ahmedabad. It was here that Leo and Ashish had the opportunity to begin researching and developing the solution they had in mind. Leo founded Axio soon after college and is passionate about innovations for unmet healthcare needs of developing markets. Leo was featured as in 40 under 40 emerging business leaders by Fortune Magazine in 2016 and 2017. He is also the recipient of Silicon Valley challenge 2014, Anjani Mashelkar Inclusive Innovation Award 2013, CNBC Samsung Social Innovation Award 2012.

### How the company came into existence:

Everything started when started during the final year of Leo Mavely undergraduate Bioengineering studies in Delhi. As part of a 5-member team, Leo was developing a few microfluidic devices using biopolymers under the guidance of their mentor, Dr. Asthana. They won an award for the devices at a techno fest in IIT-R and with the idea to commercialize these, Leo ended up at one of the earliest tech incubators in the country, NirmaLabs Ahmedabad. Even though he was in the final year, they picked him for a grooming and incubation program. While working at NirmaLabs, they found a few verticals in healthcare which were mostly neglected.

Pre-hospital trauma care was one such neglected domain where there are hardly any products to stabilize a victim in an accident. Axio was born as a platform to address these unmet wound care needs. Early on they identified traumatic bleeding as one of the leading causes of death on roads and battlefields. In a country like India where every year more than 1,50,000 people die from road accidents, this was a huge public health problem. Even in the 21st century, the product used today to control bleeding are centuries old. There was enough scope to facilitate a technology driven innovation in this sector and that is exactly Axio did. At same time Leo was joined by the co-founder, Ashish Pandya who had a similar passion and vision to make the world a safer place to live in and both started this journey together.

### Company's Future plans:

The company claims to be growing more than 300 percent year-on-year. The team claims to have shipped more than 350000 units and has a presence in over 12 countries. Axio is planning to transform into global players very soon. Axio is now focused on building the first global wound care brand from India. The aim is to make Axio's clotting technology ubiquitous in hospital, military, and consumer markets. Axio want to build a future where contemporary knowledge of biomaterials, medicine, and engineering will be integrated into designing novel solutions to address the huge unmet need in wound care.

**“ The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one. ”**

- **Mark Twain, Author**



|                      |  |
|----------------------|--|
| <b>Startup Name</b>  | <b>:</b> Green Cure  |
| <b>Founding Year</b> | <b>:</b> 2015  |
| <b>Founder Name</b>  | <b>:</b> Sanchit Garg  |
| <b>Website</b>       | <b>:</b> <a href="https://www.greencurewellness.com/">https://www.greencurewellness.com/</a> |
| <b>Sector</b>        | <b>:</b> Health care   |
| <b>Headquarter</b>   | <b>:</b> Delhi   |



### What is Green Cure all about:

GreenCure Wellness manufactures herbal personal care and health care products of international quality. Green Cure has a team of scientists in Germany who develop high quality formulations which are as per European norms. While, it has another team of Ayurvedic specialists in India who make sure that these products are in line with Indian needs. Germany is the world's leading technology hub for herbal and natural products. Green Cure leverage high German quality with age old wisdom of Ayurveda, to manufacture efficient products that are free from side effects.

The popular Green Cure Wellness products include, 'BronchiCure', which is India's first lung care syrup. BronchiCure is an Immunity booster for Asthma & Bronchitis patients. 'Green Cure Arnicap', is an herbal pain-relieving cream. Green Cure Wellness also

offers various skin care, baby care and beauty & personal care products.

### Founder story:

Sanchit is an MBA from IIM Calcutta and worked at the Boston Consulting Group, before starting Green Cure Wellness along with his father Suresh Garg. His new vision and modern approach along with the years of business experience of Mr. Suresh Garg is all set to take the company to new highs.

Mr. Suresh Garg always had entrepreneurship in his genes. At the age of 21, he walked away from his well-established family business to venture out on his own. He started and failed in 2 businesses after which he started a business in steel wires in 1995, which turned out to be the turning point of his life. He has been successfully running this business since 20 years now and has a turnover of Rs. 450+ crores with export to more than 15 countries.

### Investment Rounds:

| Announcement Date | Round Name                 | Money Raised | Lead Investors    |
|-------------------|----------------------------|--------------|-------------------|
| Jul 8, 2020       | Venture Round - Green Cure | --           | Venture Catalysts |



## How the company came into existence:

In 2015, Mr. Suresh Garg was travelling to Germany on a business trip and suddenly suffered from breathing issues. He could not find the inhaler which he generally carries with him and rushed to a pharmacy and asked for a medicine for wheezing. He was given an herbal syrup. This really surprised him because in India, on his countless visits to asthma doctors, he has never heard of such a product. In India, only inhalers were available which have steroids in them. Plus, these inhalers have several side effects too. This incident left Mr. Suresh with a

thought to do something for introducing such products in the Indian market.

Mr. Suresh Garg's son Sanchit Garg, joined hands with father to make this dream a reality. Sanchit started 'Green Cure Wellness' to introduce world class herbal products in India. The founding members had to devote the initial 2.5 years in sourcing talent in Germany and procuring ingredients of highest quality. The startup was launched at Ayush expo in Pragati Maidan, and today 'Green Cure Wellness' is World's first company to combine German Engineering with Indian Ayurveda.

“ Do an evening review at the end of the day to reflect on what went well, and what you'd do differently next time.

*- Marilyn Suttle, Author*



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> HealthPlix  |
| <b>Founding Year</b>     | <b>:</b> 2014  |
| <b>Founder Name</b>      | <b>:</b> Raghuraj Sunder Raju, Sandeep Gudibanda                             |
| <b>Total Fund Raised</b> | <b>:</b> \$9M  |
| <b>Website</b>           | <b>:</b> <a href="http://www.healthplix.com/">http://www.healthplix.com/</a> |
| <b>Sector</b>            | <b>:</b> Health Care   |
| <b>Headquarter</b>       | <b>:</b> Bangalore, Karnataka, India   |



### What is HealthPlix all about:

It is a developer of a digital health platform intended to provide clinical decision support through AI technology. The company's artificial intelligence platform features electronic medical records and personalized consultation based on a patient's medical history, especially for chronic diseases like diabetes and helps to give prescriptions in more than 18 languages, enabling doctors to eliminate the conventional pen and paper prescriptions and shift to new age electric medical record.

### Problem solved by the startup:

HealthPlix provides an app for patients and a separate app for doctors, helping achieve personalisation at scale for the doctors. By leveraging its platform, the same doctor can treat multiple patients. The app enables the doctors identify areas that can improve patient experience, set treatment goals and diligently

measuring patient progress. With its analytics, doctors can also measure practice performance and patient health status over time. To bring the patient on board, the doctor recommends the app and the patient installs it, entering the registered code number or the doctor's code. After signing in, the doctor is automatically connected to the patient and accesses the relevant information.

### Founder story:

Raghuraj Sunder Raju had previously held leadership roles in technology and management; spanning strategic partnerships & business development, technical sales, product marketing and product development. Sandeep has been a budding entrepreneur for a number of years and has spent considerable time in Social Entrepreneurship focused on Palliative care for Cancer patients. Here he was also involved in spreading awareness for Cancer

### Investment Rounds:

| Announcement Date | Round Name            | Money Raised | Lead Investors                     |
|-------------------|-----------------------|--------------|------------------------------------|
| Jun 8, 2020       | Series B - HealthPlix | \$6M         | JSW Ventures                       |
| Jul 31, 2018      | Series A - HealthPlix | \$3M         | Chiratae Ventures, Kalaari Capital |



prevention by interfacing with numerous NGOs in Karnataka.

Sandeep and Vikram's vision to redefine Dialysis healthcare delivery in India has culminated in the form of NephroPlus. Sandeep wishes to achieve this benchmark in 3 years and he promises that NephroPlus is just the beginning. Prior to founding NephroPlus, Sandeep was running an internet based startup JobeeHive for 2 years. He also worked at Aventail InfoTech, a U.S based telecom start-up as a Product Marketing Engineer. Prior to that, he was a Software Engineer with Huawei, a Chinese telecom giant. His solid Information Technology background is of significant value in integration of IT into healthcare which is the need of the hour. Sandeep is a Computer Science Engineer from the R.V College of Engineering in Bangalore and a full time MBA from the Indian School of Business, Hyderabad.

### How the company came into existence:

Raghuraj Sunder Raju when he had to deal with hyperuricemia, a chronic metabolic problem that results in high content of uric acid in the blood. In his search for a relevant solution, he found that that chronic healthcare in India was being managed just like acute illness care. This was the tipping point: he

quit job with Huawei Technologies and started HealthPlix in June 2015. Chronic problems need different management approaches as they cannot be cured. When he decided to start a company, he chose a chronic disease segment such as diabetes as it was affecting around 70 million people in our country.

### Company's Future plans:

According to the startup, it has been helping more than 5,000 doctors digitise their clinical operations and treatment methodologies. It has assisted in more than 50,000 consultations on a daily basis, and across 12 medical specialities. HealthPlix has also developed an IP around longitudinal representation of patient's treatment journey, and in delivering actionable clinical decision support to assist medical practitioners in real-time.

The startup have been helping thousands of doctors in India to elevate their clinical practice to truly an evidence-based treatment methodology using HealthPlix EMR, and now it believes that it can use Real World Evidence (RWE) Platform to assess efficacy of various treatments being deployed, and thus contribute our bit in the research of much needed COVID treatment.



“ The critical ingredient is getting off your butt and doing something. It's as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today. The true entrepreneur is a doer, not a dreamer. ”

- **Nolan Bushnell, Entrepreneur**



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Innovaccer  |
| <b>Founding Year</b>     | <b>:</b> 2014  |
| <b>Founder Name</b>      | <b>:</b> Abhinav Shashank, Kanav Hasija, Sandeep K Gupta                                 |
| <b>Total Fund Raised</b> | <b>:</b> \$124.1M  |
| <b>Website</b>           | <b>:</b> <a href="https://innovaccer.com/about-us/">https://innovaccer.com/about-us/</a> |
| <b>Sector</b>            | <b>:</b> Health Care   |
| <b>Headquarter</b>       | <b>:</b> San Francisco, California, United States  |



### What is Innovaccer Inc. all about:

Innovaccer Inc. is a Silicon Valley-based healthcare company, founded by Abhinav Shashank, Kanav Hasija, and Sandeep Gupta. The company provides physician practices, hospitals, health systems, and other healthcare providers with population health management and Pay-for-performance solutions. Innovaccer also provides solutions for care management, referral management, and patient engagement. The company was founded in 2012 and is headquartered in San Francisco, California.

### Problem solved by the startup:

Innovaccer leverages artificial intelligence and analytics to automate routine workflows and reduce

manual overhead to facilitate more patient-centred care. Its products have been deployed across the US in over 1,000 locations, enabling more than 25,000 providers to transform care delivery and work collaboratively. Innovaccer's Data Activation Platform has been implemented in healthcare institutions, government organisations, and corporate enterprises. By using the connected care framework, Innovaccer claims to have unified 3.8 million patient records and generated more than \$400 million in savings, the startup stated.

### Founder story:

Abhinav Shashank is a Co-Founder of InnovAccer Management Pvt. Ltd. and serves as its Chief

#### Investment Rounds:

| Announcement Date | Round Name | Money Raised | Lead Investors   |
|-------------------|------------|--------------|--|
| Feb 14, 2020      | Series C   | \$70M        | Steadview Capital, Tiger Global, Dragoneer, Westbridge, Mubadala and M12 |
| Jan 16, 2019      | Series B   | \$11M        | M12  |
| May 10, 2018      | Series B   | \$25M        | WestBridge Capital   |
| Jul 13, 2016      | Series A   | \$15.6M      | Sequoia Capital India  |
| May 14, 2015      | Seed Round | \$2.5M       | Undisclosed  |



Executive Officer and has also been its Director since July 12, 2012. Shashank, an Indian Institute of Technology Kharagpur graduate, came up with the idea for Innovaccer while working on a project at Harvard.

### **How the company came into existence:**

In 2011, Cofounders Abhinav Shashank and Kanav Hasija started on a data analytics project at Wharton and Harvard University that focused on bringing distributed datasets together and leveraging data through analytical technologies. The project was basic research on how big data can be studied, crunched, analyzed, and the insights that can be

derived from the same. This was the basic idea that led to the formation of Innovaccer in 2012 by Abhinav, Kanav, and Sandeep in Silicon Valley.

### **Company's Future plans:**

At present, the company claims to have its applications running on iPads, tablets, laptops, and the desktops of doctors, RNs and administrators at more than 500 locations with over 10,000 providers. The company is deploying the new capital towards improving their existing healthcare digitization processes for providers, payers and patients, by strengthening its data activation platform.

“ Business is like poker. You have to be able to read people. You have to understand the odds of a particular endeavor. You need to make calculated bets. And you have to get lucky. ”

*- Richard Harroch,  
Venture Capitalist and Co-Author of *Poker for Dummies**





|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Oziva   |
| <b>Founding Year</b>     | <b>:</b> 2016  |
| <b>Founder Name</b>      | <b>:</b> Aarti Gill  |
| <b>Total Fund Raised</b> | <b>:</b> \$5M  |
| <b>Website</b>           | <b>:</b> <a href="http://www.oziva.in/">http://www.oziva.in/</a> |
| <b>Sector</b>            | <b>:</b> Health Care   |
| <b>Headquarter</b>       | <b>:</b> Mumbai, Maharashtra, India                              |



### What is OZiva all about:

Operator of an online nutrition brand intended to combine modern food and ancient Ayurveda. The company's platform provides designed nutritional food products enriched with proteins, essential vitamins and minerals, high fiber and a proprietary blend of Ayurvedic herbs, thereby helping people meet the daily requirements of nutrients while making healthy living convenient.

### Problem solved by the startup:

OZiva is to enable people to make healthier and better life choices. To enable this, it offers a range of products that consist of botanical extracts, plant and whole food-based nutrition. The products offer the benefits of Ayurveda combined with the convenience and results of modern food science. Ayurveda is about herbs and plants that have medicinal effects. The startup use such herbs and with the help of modern science, like extraction of nutrients, they take plant extracts and derive natural nutrition for the products.

Making the products clean and natural - free of artificial sweeteners and ingredients.

### Founder story:

Born and raised in Chandigarh, Aarti Gill's mother worked as an officer with the Punjab Government's healthcare department. Over the years, it made her aware of different developments and innovations in the preventive healthcare sector and was the inspiration for her to turn an entrepreneur many years later. However, Aarti took an unconventional route to get there. After completing her engineering from IIT-Roorkee in 2008 she worked with tech startups and corporate entities and then went on to complete an MBA degree at INSEAD, France and Singapore campuses.

### How the company came into existence:

A little incident that left a big impact on her mind. She remembers instances of her mother being woken up in the middle of the night for medical emergencies in the

#### Investment Rounds:

| Announcement Date | Round Name       | Money Raised | Lead Investors        |
|-------------------|------------------|--------------|-----------------------|
| Jun 25, 2020      | Series A - Oziva | \$5M         | Matrix Partners India |



neighbourhood. Also, cases where leading a better lifestyle would have saved lives. These set into motion Aarti's decision to adopt a fitness regimen and a healthy lifestyle. At IIT, she was part of the choreography club, and while working, she used to practice dance and Attakkalari, and choreographed couple of shows too.

She turned her fascination with active living into a business venture. Along with her co-founder Mihir Gadani, she started Fit Circle in 2014, an app-based service platform that provided exercise boot camps, nutrition suggestions, diet consultations, and experts

answering questions about diet and fitness. Unfortunately, that didn't pan out well. After that they tried a couple of things and OZiva was launched in 2016.

### Company's Future plans:

The startup has a vision of enabling millions of people to be healthier and better. Being pioneers in the clean, plant-based nutrition space in India. Currently the startup is focusing on research and development, technology building, and for expanding its team and customer base.

“

“What good is an idea if it remains an idea? Try. Experiment. Iterate. Fail. Try again. Change the world.”

*-Simon Sinek, Author*

”



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> SARVA   |
| <b>Founding Year</b>     | <b>:</b> 2013  |
| <b>Founder Name</b>      | <b>:</b> Sarvesh Shashi  |
| <b>Total Fund Raised</b> | <b>:</b> \$8.8M  |
| <b>Website</b>           | <b>:</b> <a href="https://www.sarva.com/">https://www.sarva.com/</a> |
| <b>Sector</b>            | <b>:</b> Health Care   |
| <b>Headquarter</b>       | <b>:</b> Mumbai, Maharashtra, India                                  |



### What is SARVA all about:

SARVA is a yoga and wellness startup. It is a community of fitness enthusiasts, looking to explore the ancient science of Yoga and Mindfulness to make the world a better place. From developing 25 unique and comprehensive forms of Yoga, to diligently designing the studios to maximise the effectiveness of the routine of people, every little detail of and at SARVA, is meticulously thought-through to make customer wellness and well-being an engaging and fulfilling experience.

### Problem solved by the startup:

SARVA focuses on the 600 million people in India

living under the age group of 35. The startup aims to drive a cultural change in the society, it wants to make yoga-based wellness a part of the modern lifestyle, to combat global epidemics like stress, anxiety, depression, sleeplessness, and obesity. SARVA envisions to become the Netflix of wellness by having content designed, defined, and delivered under the sections of Mind, Body, and Nourish. It aims to organise the currently fragmented yoga and wellness industry not just in India but internationally as well.

### Founder story:

Sarvesh Shashi, who hails from an affluent business family in Kerala, enjoyed a mollycoddled childhood.

#### Investment Rounds:

| Announcement Date | Round Name      | Money Raised | Lead Investors                 |
|-------------------|-----------------|--------------|--------------------------------|
| Aug 28, 2020      | Corporate Round | Undisclosed  | Cutting Edge Group             |
| Jun 16, 2020      | Venture Round   | Undisclosed  | Undisclosed                    |
| Apr 29, 2020      | Venture Round   | Undisclosed  | Mantra Capital                 |
| Dec 5, 2019       | Series A        | \$2.8M       | Fireside Ventures              |
| Jul 17, 2019      | Seed Round      | Undisclosed  | Aishwaryaa R Dhanush           |
| May 2, 2019       | Seed Round      | \$6M         | Alex Rodriguez, Jennifer Lopez |
| Oct 2, 2017       | Seed Round      | Undisclosed  | Undisclosed                    |



Until the age of 17, he says, he was driven by three As: anger, aggression, and attitude. The unsettled teenager lacked patience and understanding, and only had one demand: wanting things and getting them done in his way. He never had the patience to understand the other side of the coin. He was all about wanting things to happen his way, until he met his Guru. That chance encounter with him opened up a new path: yoga. Sarvesh observe the five sadhanas (vows) until the age of 25. These included no lying, no physical and mental stealing, no intoxication, non-violence, and complete celibacy. He was also asked to practise 40 days of absolute silence.

### **How the company came into existence:**

Sarvesh's father has had a significant role to play in encouraging his son to build his own business and subsequently scale it up. Shashi Kumar is the chairman of Sabari Group, whose business interests in India's southern states range from distribution of consumer goods to real estate, textiles and fish exports. Sarvesh, who was always a fitness enthusiast (he played first division cricket). But five years of rigorous yoga under the guidance of his mentor, Vijayendra, who Sarvesh refers to as guruji, helped him transform into a more grounded individual.

Sarvesh didn't want his father's capital when he started out, but in 2013, he asked for permission to start Zorba's first studio on Chennai's Mount Road in an empty warehouse that his company owned. He borrowed 16 lakh from an acquaintance to do up the premises and invest in branding and marketing, and roped in his guruji to invest 1 lakh and come on board as mentor. The venture broke even in four

months, and Zorba opened its second outlet in Chennai in 2014 on a franchisee-owned company operated (FOCO) model; a third one was established on World Yoga Day in June 2015. Zorba then went on to raise funding, which helped in its exponential growth. Sarvesh's father had a role to play there as well. Shashi was reading about Flipkart's eye-grabbing valuation in an economic daily and asked Sarvesh when he could expect to see his name in the papers for similar reasons.

### **Company's Future plans:**

The brand is now eyeing global expansion and has a presence abroad with a centre in London. But in India or outside, the wellness startup is on a mission to "connect seven billion breaths through yoga". Sarvesh keeps "a close eye" on a lot of wellness organisations working to build a wellness ecosystem, including Calm, HealthifyMe, Headspace, and Cure.fit. His aim is "to learn, adapt, and disrupt the category as much as possible". A report by Praxis and YourNest Venture Capital says the sports, fitness, and wellness industry in India, which was capped at \$35 billion in 2016, is expected to become a \$90 billion market by 2022, creating 2.5 times more opportunity for peripheral products and services like gear and apparel. The founder also plans to venture into an on-demand video segment for guided meditation, sleep stories, and mindfulness music. He is also aiming for modules for training virtual teachers. Sarva Yoga aims to run micro-marketing campaigns and create a dense presence in every Tier I city. The company want to take the number of studios in India to 75 by 2021.

**“ You are what you think. So just think big, believe big, act big, work big, give big, forgive big, forgive big, laugh big, love big, and live big. ”**

*- Andrew Carnegie, Industrialist and Philanthropist*



|                          |   |
|--------------------------|---|
| <b>Startup Name</b>      | : Slayback Pharma LLC   |
| <b>Founding Year</b>     | : 2011  |
| <b>Founder Name</b>      | : Ajay K Singh  |
| <b>Total Fund Raised</b> | : \$110 m   |
| <b>Website</b>           | : <a href="http://www.slayback-pharma.com/">http://www.slayback-pharma.com/</a> |
| <b>Sector</b>            | : Health Care   |
| <b>Headquarter</b>       | : Hyderabad, India  |



## What is Slayback Pharma LLC all about?

Slayback Pharma LLC is a specialty pharmaceutical company focused on developing, manufacturing and sourcing of complex generic pharmaceutical products, with a specific emphasis on complex injectables and other non-solid oral products. Slayback has created a unique portfolio of complex generics by smart product selection and execution and connecting various dots through a network of contract R&D laboratories and manufacturing organizations, comprising smart and rapid development capabilities, sophisticated manufacturing and innovative drug delivery technologies.

### Founder story:

Ajay K Singh grew up in Pokhrana village, Lakhisarai District in Bihar, in the same place where his parents lived and died. He came to Delhi to pursue

his undergrad studies at Hindu College and then went to Law School. During his studies at the university, he did part-time job in the tourism industry to make both ends meet. But after completing his LLB, he realized that he is not interested in practicing law. He gave the CAT exam and joined the 2000-02 batch at IIM Bangalore. When he was in his final year, the Twin Towers of the World Trade Center was attacked on 9/11/2001. This incident shook the world economy and the placements got severely affected that year. So, he tried to get job out of campus at Dr Reddy's as he was always fascinated by what Indian pharma was doing at the cusp of intellectual property law and business. Another reason for his interest in the job was that he could use both his law and business education in that field. Ajay K Singh spent a decade working for Dr Reddy's across functions, first in India and then the USA, rose through the ranks, and was awarded the position of VP of a few departments before he left the job to start Slayback Pharma. Ajay K Singh family

### Investment Rounds:

| Announcement Date | Round Name    | Money Raised | Lead Investors          |
|-------------------|---------------|--------------|-------------------------|
| Jan 6, 2020       | Series B      | \$50M        | Everstone Capital       |
| Jan 5, 2017       | Venture Round | \$60M        | Kohlberg Kravis Roberts |



has also started a foundation (Pokhrama Foundation) in 2016, which aims at educating the disadvantaged children in remote rural areas of Bihar.

### How the company came into existence:

Slayback started in 2012, at a time when he had just completed a decade at Dr Reddy's Labs. Most generic pharma companies active in the US at that time were growing rapidly and had consequently become slower. The idea what he had in his mind was that a smaller, lean organization run by a smart team could connect the dots and develop complex drugs with far greater speed. By then Ajay K Singh had gathered the necessary experience to take the challenges ahead of him and Slayback was founded on this idea only. He wanted to bring up a company that is going to be the speed boat for complex drug development. And in last eight years Slayback has been able to deliver on this idea. The company has four “sole first to file generic products” to the company's credit in a short time-span, while many larger and older pharma companies do not have a single one in their entire history.

### Problem solved by the startup:

The company has two products currently approved being prescribed to patients in the USA and have complex products under development. One of these commercially available products is Dexmedetomidine injection is a hospital sedative, an injection being currently used to sedate Covid-19 patients who go on a ventilator. The other is a long-acting injection given to pregnant women who are at risk of pre-term labor.

### Company's Future plans:

The company's core focus is R&D of difficult and complex pharmaceutical products and making them affordable. There are numerous pharmaceutical products which have an underlying technical complexity or an IP barrier because of which no generics exist. The prices of such products therefore remain high, making them unaffordable. The company use their R&D skills to bridge the affordability gap in such products.

“

Never work just for money or for power. They won't save your soul or help you sleep at night.”

*-Marian Wright Edelman, Activist*

”



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>: Wellthy Therapeutics</b>  |
| <b>Founding Year</b>     | <b>: 2015</b>  |
| <b>Founder Name</b>      | <b>: Abhishek Shah, Aradh Pillai, Maaz Shaikh, Prayat Shah</b>                                 |
| <b>Total Fund Raised</b> | <b>: \$7.6M</b>  |
| <b>Website</b>           | <b>: <a href="http://www.wellthytherapeutics.com/">http://www.wellthytherapeutics.com/</a></b> |
| <b>Sector</b>            | <b>: Health Care</b>   |
| <b>Headquarter</b>       | <b>: Mumbai, Maharashtra, India</b>  |



### **What is Wellthy Therapeutics all about:**

It is a developer of an online disease management platform designed to deliver clinically-validated digital therapies. The company's AI-based platform offers an on-demand nutritionist, educator, fitness coach and counsellor in order to prevent, manage and even reverse their chronic conditions, enabling hospitals and physicians to treat patients digitally in an efficient manner.

### **Problem solved by the startup:**

The Wealthy Magazine strives to become India's one-stop destination for all thing's diabetes. It also provides credible information rooted in search that has been verified by experts. The website has various content on health-related issues and insights. It also offers healthy food recipes.

The platform doesn't cure diabetes. What they do is take a high-risk patient to a lower risk, help improve lifestyle metrics, and also reduce the medication that people need to be on. The app lets users log their meal, enter and monitor blood sugar over time, track medicines, and also interact with Carey, Wellthy's chatbot. In addition, the app includes gamification in the form of badges to keep users motivated. Its programme is a 16–24-week structured intervention to help people develop and maintain the right habits.

End consumers pay for the 24-week package which Wellthy provides along with their physician partners as well as insurers and reinsurers. After one 24-week dose of the 'digital drug', users can use some of the features of the product for free and opt in and pay for additional support for a longer period as needed.

### **Investment Rounds:**

| <b>Announcement Date</b> | <b>Round Name</b> | <b>Money Raised</b> | <b>Lead Investors</b>                      |
|--------------------------|-------------------|---------------------|--|
| Apr 13, 2020             | Seed Round        | \$4M                | Saama Capital                              |
| Feb 18, 2019             | Corporate Round   | \$1.5M              | Cipla                                      |
| Mar 5, 2018              | Seed Round        | ₹135M               | BEENEXT, Currae Healthtech, growX Ventures |



## About the Founder:

Abhishek Shah is changing the way people with chronic conditions experience care. A second-generation healthcare entrepreneur, he previously co-led an early stage fund as a venture capitalist. He holds a B.S. in Chemical and Biomolecular Engineering from Georgia Tech and an MBA from the Indian School of Business (ISB).

Aradh Pillai is constantly looking out for problems that he can fix with seamless solutions. He is the architect behind Wellthy Therapeutics' design language & engineering stack. Chief Contributor to cyanogen at 14, he exited to Microsoft at 17, set up a mobile team from scratch to build Scootsy (foodtech) and Revofit (healthtech) and built India's largest investor discovery platform for startups.

Prayat Shah believes that improved patient outcomes lead to better business outcomes. He leads enterprise sales to insurance, pharmaceutical and med device companies. Previously, he worked with KPMG and PWC. He has an MBA from the Indian School of Business and a Bachelors in Science from Nanyang Technical University, Singapore.

## How the company came into existence:

Wellthy Therapeutics was founded by Abhishek (CEO), Prayat Shah (Head of Business Development and Marketing), Dr Maaz Shaikh (Head of Product and Clinical Innovation), and Mayuresh Joshi (Head of Engineering) in December 2015. Abhishek had earlier worked at UTV as the right-hand man to the

CEO and founder's office. After the venture was sold to Disney, he had stint as a VC at Unilzaer Ventures and Lightbox Ventures. Having observed healthcare ventures as a VC and also through the eyes of his parents, Abhishek saw a market gap.

So, in December 2015, along with his co-founders, Abhishek started Wellthy Therapeutics with the goal of providing an AI assistant to help patients suffering from type-2 diabetes. Their goal was to help people bring down their HbA1c levels, which is a 90-day average of their blood sugar levels. In an initial pilot study done over 16 weeks, Wellthy helped its participants drop HbA1c levels by an average of 0.59 percent, without any change in prescription. Also, it claims that out of those who dropped their HbA1c, the mean drop was 1.04 percent. In December 2016, RSSDI gave Wellthy a clinical endorsement as the only clinical intervention that can be prescribed by a doctor for type-2 diabetes. With this validation, Wellthy launched formally in January 2017.

## Company's Future plans:

Company is utilising the funding to deepen its product-suite and expand geographically, the company will accelerate the launch of its respiratory digital therapeutic portfolio (among other new indications), which is especially relevant in the current situation. It will work in partnership with Saama Capital to offer a combination of pharmacotherapy and digital therapeutics for improved patient outcomes in the chronic diabetology and cardiology segments.

“ Behind every adversity is an opportunity. If you lament over the adversity, you will miss the opportunity.”

- Ajaero Tony Martins, Entrepreneur and Investor



|                          |   |
|--------------------------|---|
| <b>Startup Name</b>      | : Treebo Hotels   |
| <b>Founding Year</b>     | : 2015  |
| <b>Founder Name</b>      | : Kadam Jeet Jain, Rahul Chaudhary, Sidharth Gupta            |
| <b>Total Fund Raised</b> | : \$69.2M   |
| <b>Website</b>           | : <a href="http://www.treebo.com/">http://www.treebo.com/</a> |
| <b>Sector</b>            | : Hospitality   |



### What is Treebo all about:

The Bengaluru based Indian budget hotel chain, Treebo Hotels, has over 600 properties in 113 cities. It aims to double its revenue growth and attain profitability by 2021. It has been funded by India's biggest media house the Bennett Coleman and Co Ltd. Other investors include InnoVen Capital, Ward Raffy Management, and Bertelsmann India Investments.

### Problem solved by the startup:

Treebo started with a simple question — how do you put dignity back into budget travel? The company's mission is to answer this question - so every idea, every property we on-board, every hire, every strategic decision, every trade-off we make is put through this lens to see if it helps us answer this question a little better each day.

#### Investment Rounds:

| Announcement Date | Round Name                    | Money Raised | Lead Investors                            |
|-------------------|-------------------------------|--------------|---|
| Oct 27, 2020      | Venture Round - Treebo Hotels | ₹100M        | Deepak Parayanken                         |
| Oct 8, 2020       | Venture Round - Treebo Hotels | \$6M         | —   |
| Jul 31, 2020      | Series D - Treebo Hotels      | ₹102.6M      | —   |
| Jul 11, 2020      | Series D - Treebo Hotels      | ₹225M        | —   |
| Jan 2, 2020       | Corporate Round -             | \$458K       | Bennett Coleman & Coompany Limited        |
| May 14, 2019      | Venture Round - Treebo Hotels | —            | InnoVen Capital                           |
| Aug 30, 2017      | Series C - Treebo Hotels      | \$34M        | Karst Peak Capital, Ward Ferry Management |
| Jul 22, 2016      | Series B - Treebo Hotels      | \$17M        | Bertelsmann India Investments             |
| Jun 23, 2015      | Series A - Treebo Hotels      | \$6M         | Elevation Capital, Matrix Partners India  |



It's been just over two years since the company's founding, and Treebo is already India's highest rated and third largest hotel brand in India (behind only Taj and ITC). While it's still early days and there is a long way to go, the company is well on its path to create India's largest and most loved hotel brand, leveraged by technology.

**Founder story:**

It was April 2015, Rahul & Sid had just moved on from their roles as co-leads of the strategy team at

Myntra. They had earlier left McKinsey with the eventual goal to do something entrepreneurial and felt their short stint at Myntra had prepared them well to transition to a startup. Soon they were joined by Kaddy, a veteran CTO with a strong understanding of the travel domain given his experience as first employee and VP-Engineering of MyGola, a startup acquired by MakeMyTrip.

**“** You must take the time to do something that brings you joy. If you are saying to yourself, 'I can't do that because I have to pick up the kids, and run my business, and ... and ... who's got time for fun? Are you insane?' If you don't have time for fun, you'll be forced to take time for illness. Then what? **”**

- Beth Ramsay, Author





|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> <b>Yellow Messenger</b>   |
| <b>Founding Year</b>     | <b>:</b> <b>2016</b>   |
| <b>Founder Name</b>      | <b>:</b> <b>Anik Das, Jaya Kishore Reddy Gollareddy, Raghu Kumar, Rashid Khan</b>      |
| <b>Total Fund Raised</b> | <b>:</b> <b>\$24M</b>  |
| <b>Website</b>           | <b>:</b> <a href="http://www.yellowmessenger.com/">http://www.yellowmessenger.com/</a> |
| <b>Sector</b>            | <b>:</b> <b>Business/Productivity Software</b>   |
| <b>Headquarter</b>       | <b>:</b> <b>Bangalore, Karnataka, India</b>  |



### What is Yellow Messenger all about:

It is a developer of a conversational AI platform intended for customer engagement. The company's platform allows to automate and orchestrate intelligent conversations with customers across channels such as web, app, Alexa, Google Assistant, Interactive Voice Response (IVR) and email, enabling enterprises to significantly boost efficiency and growth.

### Problem solved by the startup:

India's Yellow Messenger operates a conversational AI platform used by companies including Accenture, Flipkart and Grab to communicate with employees and customers. Its leading omnichannel conversational AI tool helps more than 100 top brands to offer personalised customer service at scale and drive growth.

### Founder story:

Raghu Kumar is the alumnus of NIT Warangal. He has previously worked with enterprises like Bajaj Finserv, Bajaj Allianz, Asian Paints, Diageo, Tata Power etc and has partnered with global leaders like Microsoft, SAP, Accenture, TCS, candela labs.

Jaya Kishore Reddy Gollareddy is a tech enthusiast and software programmer. He is experienced in Rapid prototyping and scaling. He is an alumnus of IIT Hyderabad.

### How the company came into existence:

In 2014, Raghu, who studied electronics and communication engineering from NIT Warangal, was managing integrated circuit design at Broadcom, the American semiconductor manufacturer. Kishore, who had done his MS from IIIT Hyderabad, was

### Investment Rounds:

| Announcement Date | Round Name            | Money Raised | Lead Investors              |
|-------------------|-----------------------|--------------|-----------------------------|
| Apr 16, 2020      | Series B              | \$20M        | Lightspeed Venture Partners |
| Jun 12, 2019      | Series A              | \$4M         | Lightspeed India Partners   |
| Jun 16, 2016      | Non-equity Assistance | Undisclosed  | Undisclosed                 |



working at Myntra as a software developer. He met Kishore and he was interested in the idea of making a product that would connect users to the core systems of an enterprise. Both of them began working on the idea and started to build the product that year. Their objective was to develop a mobile app and test it. Taking it up as a weekend side project, the duo built the product within four months. By March 2015, the duo finished a prototype and soft-launched it to a few B2C users even as they continued with their respective 9-5 jobs.

By June, traction started to amplify and the number of users doubled every month. They quit their jobs at Broadcom and Myntra, and the part-time weekend project became a full-time daily mission. When there is a product that fills a major gap in the market, it doesn't need a budget for marketing. This is what happened with Yellow Messenger. Raghu and

Kishore went on to speak at numerous conferences, unrolled advertisements on Facebook and Google, and ran some app store optimisation, all of which helped them acquire initial users. The same year, the co-founders launched B2B model and Yellow Messenger was no longer an app where people would only interact. The team offered the same software and platform to enterprises, for voice and chats

### **Company's Future plans:**

Currently the startup is working to enhance its product innovation roadmap by deepening multi-lingual voice bot capabilities, expanding enterprise integrations, and launching a developer marketplace for virtual assistants, and fast-track its research and development operations to meet the surge in global demand for automation.

**“** When you first start off trying to solve a problem, the first solutions you come up with are very complex, and most people stop there. But if you keep going, and live with the problem and peel more layers of the onion off, you can often times arrive at some very elegant and simple solutions. Most people just don't put in the time or energy to get there. **”**

- Steve Jobs, Co-Founder of Apple



|                          |   |
|--------------------------|---|
| <b>Startup Name</b>      | : Fittr   |
| <b>Founding Year</b>     | : 2015  |
| <b>Founder Name</b>      | : Bala Krishna Reddy Dabbedi, Jitendra Chouksey             |
| <b>Total Fund Raised</b> | : \$ 2M   |
| <b>Website</b>           | : <a href="http://www.fittr.com/">http://www.fittr.com/</a> |
| <b>Sector</b>            | : Application Software                                      |
| <b>Headquarter</b>       | : Pune, Maharashtra, India                                  |



### What is Fittr all about:

It is a developer of a SAAS based fitness and training platform intended to tackle challenges in the fitness industry. The company's platform offers in-person professional guidance, INFS certified fitness consultant and guidance with detailed nutrition and workout regime, enabling people to achieve their fitness goals in a convenient manner.

### Problem solved by the startup:

Fittr together bring online fitness consulting to fitness enthusiasts. Enroled clients are provided guidance via the phone application, so there is no physical interaction between the coaches and the clients. The mobile app is available for both Android and iOS users. Additionally, the app also provides a complete suite of free tools and guide to users, including a diet tool, health kits to track steps, sleep and water intake, and more than 300 exercise videos, and free recipes. Its app provided free access to diet and training tools.

Users could get personalised guidance, customised plans, and weekly check-ups through one of Fittr's 200+ certified coaches by paying a small premium.

### Founder story:

Jitendra hails from a small town called Polaha in Madhya Pradesh. After completing his engineering, he worked with companies including Mphasis, L&T, and worked as a Senior SAP Basic Consultant at IBM. He shifted to Pune to work with Tieto, an IT company, before he took the entrepreneurial plunge. While working to start up in the fitness segment, he also wrote a book on fitness called 'Get Shredded'. Jitendra says, when he started the Facebook group, it grew in popularity in just three years and now has more than five lakh active members. He quit his job to start his own Internet-based fitness company in Pune. After suffering a serious back injury in 2014, he realised the importance of educating himself about fitness. Chouksey completed the Nutrition Science course

### Investment Rounds:

| Announcement Date | Round Name   | Money Raised | Lead Investors |
|-------------------|--------------|--------------|----------------|
| Apr 28, 2020      | Pre-Series A | \$2 million  | Surge          |
| May 10, 2019      | Seed Round   | Undisclosed  | Suniel Shetty  |



from ISSA and that is how he embarked on his serious fitness journey and also went on to win Muscle Mania.

Bala Krishna Reddy, 30, who was one of the first few members to join the Facebook group. Bala actively started responding to a few doubts posted on the social media platform, and realised that he shared a common vision with Jitendra. After completing his MSc from University of North Carolina, Bala was working in the USA. His passion for fitness and his belief in SQUATS compelled him to return to India and become the co-founder of SQUATS. Bala now heads the coaching team.

The core team of SQUATS also includes its Directors - Sonal Singh, Jyoti Dabbas, and Rohit Chattopadhyay. Sonal is an alumnus of London School of Economics and currently heads the B2B Sales and Strategic Partnerships. Jyoti is a Doctor of Naturopathy and an IIM Calcutta alumnus. She heads INFS (Institute of Nutrition & Fitness Sciences). Rohit, on the other hand, is a former ICICI Bank employee and currently heads Marketing.

### How the company came into existence:

Jitendra Chouksey used to be fat and used to get bullied as a child. He knows what it feels like when others make you feel inadequate because of the way you look. He gradually saw his health improving and

he started taking his health and fitness goals seriously. He wanted to help others accomplish their fitness goals. Soon, his friends and family started reaching out to him for help with their fitness goals. Jitendra created a WhatsApp group to 'mentor' them, and as the word spread, more people started joining the group. He then created a Facebook Group to extend his reach. By 2016, Jitendra decided to turn his passion into something bigger and launched an online health and fitness coaching portal called SQUATS Fitness. SQUATS is an acronym for Systematic Quantitative Unified Aesthetic Transformation System. In order to democratise health and fitness, Jitendra also launched fitness app Fittr in 2018. Based out of Pune, SQUATS was started with an initial investment of only Rs 90,000 collected from stakeholders.

### Company's Future plans:

Since inception, the platform's accumulated gross revenue has grown to Rs 100 crore. However, its primary source revenue is the Fittr Coaches. So far, over 1,50,000 clients have enrolled with the coaches. Each month, the startup claims to see over 3,500 new enrolments, and the team manages to maintain a consistent renewal rate of 40 percent in the enrolments. Its vision is to become the leading global social platform and marketplace for fitness coaching.

**“** Appreciate everything your associates do for the business. Nothing else can quite substitute for a few well-chosen, well-timed, sincere words of praise. They're absolutely free and worth a fortune. **”**

*- Sam Walton, Founder of Walmart*



|                             |  |
|-----------------------------|--|
| <b>Startup Name</b>         | <b>:</b> Hapramp Studio  |
| <b>Founding Year</b>        | <b>:</b> 2018  |
| <b>Founder Name</b>         | <b>:</b> Ankit Kumar, Mofid Ansari, Pratyush Singh, Rajat Dangi, Shubhendra Vikram |
| <b>Total Funding raised</b> | <b>:</b> \$1M  |
| <b>Website</b>              | <b>:</b> <a href="https://hapramp.com/">https://hapramp.com/</a>                   |
| <b>Sector</b>               | <b>:</b> Social Media  |
| <b>Headquarter</b>          | <b>:</b> Gurgaon, Haryana, India   |

# HAPRAMP

## What is Hapramp Studio all about:

Hapramp Studio is an internet company that specializes in the fields of blockchain, cryptocurrency, and social media. The company is currently building GoSocial a software platform for budding creators to grow and build community. The company was founded in 2018 and headquartered in Haryana, India.

## Problem solved by the startup:

The start-up is working on social media's biggest challenges: user privacy, data security, and fair content monetisation. They are building GoSocial (platform for budding creators to grow and build community), 1Ramp.io (rewarding social media platform powered by Steem Blockchain) and Asteria Protocol (a new standard for platforms to privately and securely treat public data).

## About the Founder:

The company, Hapramp Studio, was co-founded by a group of five Shubhendra Vikram, Pratyush Singh, Ankit Kumar, Mofid Ansari and Rajat Dangi. All are graduated from IIT Vadodara, also the alumnus of IIT Vadodara. The company was founded in 2018. It is headquartered in Gurugram. The number of employees working in the company are 10. IPO of Hapramp Studio is private.

## Company's Future plans:

Hapramp is working on several initiatives, including Go.Social, a learning-based social platform; 1Ramp.io, a social media platform for creative communities; and Asteria Protocol, a data privacy and security tool focussed on being accessible to all kinds of users. The Hapramp team is building a Web 3.0 social network. It is built on emerging digital technologies, has a solid business model which rewards content creators and protects personal data.

## Investment Rounds:

| Announcement Date | Round Name                   | Money Raised | Lead Investors |
|-------------------|------------------------------|--------------|----------------|
| Jun 10, 2020      | Seed Round<br>Hapramp Studio | \$1M         | Anand Mahindra |
| Mar 1, 2020       | Seed Round<br>Hapramp Studio | -            | -              |

**“**If you've got an idea, start today. There's no better time than now to get going. That doesn't mean quit your job and jump into your idea 100 percent from day one, but there's always small progress that can be made to start the movement. **”**

- **Kevin Systrom, Founder of Instagram**





|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Indusface   |
| <b>Founding Year</b>     | <b>:</b> 2012  |
| <b>Founder Name</b>      | <b>:</b> Ashish Tandon, Nandini Tandon, Venkatesh Sundar                     |
| <b>Total Fund raised</b> | <b>:</b> \$5M  |
| <b>Website</b>           | <b>:</b> <a href="https://www.indusface.com/">https://www.indusface.com/</a> |
| <b>Sector</b>            | <b>:</b> Cloud Security  |
| <b>Headquarter</b>       | <b>:</b> California City, California, United States                          |



### What is Indusface all about:

Indusface is a truly integrated web application security and compliance solution. It helps organizations detect application-layer vulnerabilities accurately with web application scanning, patch them instantly with web application firewall, improves website performance instantly through instant whole site acceleration using distributed global edge locations and monitors traffic continuously for emerging threats and DDoS attacks, to mitigate them.

### Problem solved by the startup:

Indusface is available as a fully managed security solution, Indusface includes 24 × 7 security expert support to create custom rules, analyse and block attacks, maintain zero-false positives, and report incidences in real-time, hence customers can be more efficient in focusing on their business growth instead of worrying about security. Indusface offers an unmatched cost advantage over the competition

because of the unique and proven structure of the organization.

The firm utilizes a cloud-based security platform using its proprietary web application security scanner and web application firewall that is in combination with a global threat information engine, managed by security experts. Furthermore, some of its main customers include IndusInd Bank, Future Group, Edelweiss, Qwiksilver, and Avis.

### Founder story:

Ashish Tandon a first-generation entrepreneur with a rare combination of strong technology understanding and business expertise has successfully led and exited several ventures in the areas of security, internet services and cloud based mobile and video communication solutions. Ashish has a Bachelor of Electrical Engineering degree from MS University and has completed IIM Ahmedabad's Executive Program on Management. He has been a frequent

### Investment Rounds:

| Announcement Date | Round Name    | Money Raised | Lead Investors |
|-------------------|---------------|--------------|----------------|
| Apr 23, 2020      | Venture Round | \$5M         | Tata Capital   |



speaker on software products and security in India and is passionate about sharing his experiences with New Age Start-Up entrepreneurs. He is closely associated with the Government and Industry bodies of India in drafting of various Software Products & Security related acts, regulations & policies. Ashish has also represented his state cricket team in Ranji Trophy for several years in the past.

Nandini is the co-founder and Chief People Officer at Indusface. She is responsible for the evolution of Indusface's culture as an organization that empowers its people through sound professional development. With an experience of over 16 years, Nandini in the past has successfully set up and managed an Internet services business. An avid writer and golfer, Nandini is a Gold Medalist from M.S. University and holds a Master's Degree in Science.

Venky runs Marketing, Inside sales & Sales engineering and responsible for new customer acquisition and global revenue growth. Before taking on Marketing and sales function in Indusface, Venky was the founding CTO who built the products and technology team ground up. Prior to Indusface, Venky had 10+ years of experience in Cybersecurity business and held management roles in engineering, services and sales in US based product companies. He has earned his Bachelor's Degree in Computer Science from University of Pune and MBA from Queens University Canada.

### **How the company came into existence:**

Incorporated in Vadodara with offices across India and the US, Indusface traces its roots back to 2004. In 1998, Ashish, a former Ranji cricketer who played for Baroda, had to hang up his cricketing boots due to an injury at the peak of his cricketing career. An electrical engineer from the city's MS University, Ashish had always wanted to be an entrepreneur.

When cricket was no longer an option, he teamed up with his wife Nandini and in 1999 they started a company that became an ISP provider for Satyam Infoway's (now Sify) services in Vadodara. Since they were early movers in the ISP space, they did well. But in 2001, the duo realised that with telecom companies, including internet subscriptions as part of their offerings, a standalone business in the space would not survive. So, in 2002, they exited the ISP business.

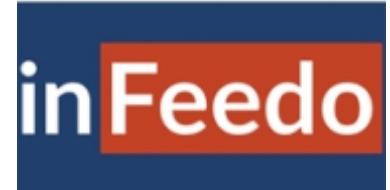
In the early years of the century, information security was still a nascent area. When Ashish and Nandini started an Information Security Consulting company, they tied up with several global security solution providers and began deploying third-party software for clients. Business was good, and further proof that they were on the right track came when Ashish was asked to be a part of the drafting process of the Government of India's Information Technology Act of 2000. With their main focus on application security, they hired a small team of developers and built a prototype. They launched their flagship product Indusguard the next year (2008). As more and more businesses adopted to technology and e-enablement, Indusguard gained more traction and success. Their confidence in the quality of their product was validated when global security software giant Trend Micro acquired the business in 2012.

### **Company's Future plans:**

In this rapidly changing scenario, as more and more businesses accelerate digitisation of their operations via web applications, cloud-based managed application security solutions like that of Indusface are projected to be in huge demand. The startup is using its current funding for global customer acquisition and product innovation.



|                          |   |
|--------------------------|---|
| <b>Startup Name</b>      | : inFeedo   |
| <b>Founding Year</b>     | : 2013  |
| <b>Founder Name</b>      | : Tanmaya Jain  |
| <b>Total Fund raised</b> | : \$850K  |
| <b>Website</b>           | : <a href="http://www.infeedo.com/">http://www.infeedo.com/</a> |
| <b>Sector</b>            | : Social/Platform Software                                      |
| <b>Headquarter</b>       | : Gurgaon, Haryana, India                                       |



### What is inFeedo all about:

Developer of an enterprise collaboration platform designed to share ideas within the organization. The company's platform allows employees to review their companies, write about the problems they are facing and receive anonymous feedback from other users, enabling companies to crowd source ideas and solve the problems their employees are facing.

### Problem solved by the startup:

inFeedo is a SaaS-based people predictive analytics company that is helping 100+ enterprises, such as GE, Puma, Dunkin Donuts, Kotak, Tata, Airtel, redefine employee engagement. inFeedo is currently focussed on its flagship product Amber, an artificial intelligence (AI) enabled bot which helps CHROs manage employee engagement, predict attrition, and measure company culture in real-time. Amber connects with employees across organizations to collect actionable insights for HR, in order to enhance

employee engagement, curb potential attrition, and gain a real-time sense of overall sentiment. Her reach-outs are timely, personalized, and customized, based on specific milestones in an employee's tenure, focused not only on asking questions but listening and responding accordingly.

### About the Founder:

Tanmaya Jain is the 21-year-old brought up in Gurgaon who's been running the profitable B2B SaaS company inFeedo. He took this leap into the startup world 3 years ago when he was 18, still studying computer science at Shiv Nadar University. When Tanmaya Jain was in the 10th grade, he used to earn Rs 10,000 a month by selling iPhone accessories on eBay India that were available for 1/10th the price on eBay Worldwide. He was 18, studying computer science at Shiv Nadar University, when he became fascinated by the startup world. Today he is 21 and is proud to be running a profitable B2B SaaS (Software

### Investment Rounds:

| Announcement Date | Round Name            | Money Raised | Lead Investors    |
|-------------------|-----------------------|--------------|-------------------|
| Aug 4, 2020       | Seed Round - inFeedo  | \$700K       | Y Combinator      |
| Dec 12, 2016      | Angel Round - inFeedo | \$150K       | Redcliffe Capital |



as a Service) company with his college roommate Varun Puri, based out of Gurgaon.

### How the company came into existence:

inFeedo's journey began way back in 2013 just after me having completed 1 year in college. Coming from a liberal school, the general concept of university in itself was a pretty big culture shock for Tanmaya, where new ideas were often known to be ignored, shot down or lost in the ocean among hundreds of other stakeholders involved. Hierarchy, bureaucracy and bias were words that were thrown around as justification to make it seem like an inevitable circumstance in large communities. Where it got even more disturbing was that, this was a battle in almost every organization where people had learnt to accept such an environment as their reality.

The problem that he had observed was that most employees in the industry felt neglected and could never get their critical feedback, obstacles or ideas addressed by their decision makers in their company on the right time. No matter how big a competition Microsoft's Billion Dollar Enterprise Social Network Yammer was, this was a big yet highly specific

problem in the market that was still waiting to be solved. The founder mission was to help CEOs grow their companies without losing their culture and make their employees feel heard, with an internal feedback platform.

### Company's Future plans:

All 50+ employee companies with distributed teams, who wish to outsource their idea generation or continuous employee feedback initiatives would love to try inFeedo. Today, more than 5000 employees from people-oriented companies like MakeMyTrip, PayU, Knowlarity, Faasos and Craftsvilla have chosen inFeedo over Microsoft Yammer as their primary employee feedback platform. We don't make any plans beyond 6 months. Our 2016 growth plan has a singular focus of touching 10000+ paid users in the international market, with an integration heavy platform that's almost invisible in terms of its adoption/fitment into the people-oriented companies out there. The ultimate goal is that, when an idea strikes anybody, anytime, anywhere it should always land up in inFeedo as a habit for it to be channelized effectively.

“

Customers don't expect you to be perfect. They do expect you to fix things when they go wrong.

*-Donald Porter,  
British Airways*

”



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | : <b>Nextbillion.ai</b>  |
| <b>Founding Year</b>     | : <b>2020</b>  |
| <b>Founder Name</b>      | : <b>Ajay Bulusu, Gaurav Bubna, Shaolin Zheng</b>                            |
| <b>Total Fund raised</b> | : <b>\$7M</b>  |
| <b>Website</b>           | : <b><a href="http://www.nextbillion.ai/">http://www.nextbillion.ai/</a></b> |
| <b>Sector</b>            | : <b>Business/Productivity Software</b>                                      |
| <b>Headquarter</b>       | : <b>Central Region, Singapore</b>   |



### What is Nextbillion.ai all about:

Developer of enterprise location tools intended to help solve business problems related to maps. The company's platform leverages on AI-based solutions and provides features like routing and navigation, matrix calculation, map data curation, and high footfall landmarks, enabling companies to use location aspect for their business growth.

### Problem solved by the startup:

Singapore based Nb.ai provides enterprise location tools and API's that help companies adopt an AI first approach to solving real business problems related to maps. Location problems become even more complicated in emerging markets like India, Indonesia and Nigeria. Founded in 2020, NB.ai is headquartered in Singapore with offices in Bengaluru, Hyderabad and Beijing.

### Founder story:

Gaurav loves a good challenge and is always geared to explore tech-led new initiatives. An IIT Bombay alumnus, his earlier venture, Zlemma is now acquired by Hired. His prior engagement has been with Morgan Stanley, Ola & Grab.

Ajay is passionate about solving problems in the emerging markets. He graduated with honors from Leeds University and led teams in USA, Singapore, India, Japan, and the UK. He has a decade of experience in mobility, maps, digital advertising & Ecommerce

Shaolin has the pulse on latest technology having led engineering teams at his previous start ups which had successful exits. Youche, a hitch platform in Beijing was acquired by Grab and China Music Corporation

### Investment Rounds:

| Announcement Date | Round Name   | Money Raised | Lead Investors       |
|-------------------|--|--------------|----------------------|
| Jun 25, 2020      | Series A - Nextbillion.ai<br>Lightspeed India Partners | \$7M         | Falcon Edge Capital, |
| Jan 30, 2020      | Pre-Seed Round -<br>Nextbillion.ai                     | \$1K         | —                    |



was acquired by Tencent. He has experience in scaling the business in the next billion markets.

## Company's Future plans:

The startup is focusing on growing its team, build vertical specific AI first capabilities and also go into

new domains like neuro linguistic programming and facial recognition for the next billion user markets. According to its founder the startup see opportunity in building an inclusive world offering equal access to technology solutions in the most intelligent, secured and affordable manner.

“ The biggest risk is not taking any risk... In a world that's changing really quickly, the only strategy that is guaranteed to fail is not taking risks. ”

*- Mark Zuckerberg, Facebook Founder*





|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Rooter  |
| <b>Founding Year</b>     | <b>:</b> 2016  |
| <b>Founder Name</b>      | <b>:</b> Akshat Goel, Dipesh Agarwal, Piyush Kumar                 |
| <b>Total Fund raised</b> | <b>:</b> \$2.7M  |
| <b>Website</b>           | <b>:</b> <a href="http://www.rooter.io/">http://www.rooter.io/</a> |
| <b>Sector</b>            | <b>:</b> Application Software                                      |
| <b>Headquarter</b>       | <b>:</b> New Delhi, Delhi, India                                   |



### What is Rooter all about:

Developer of a sports engagement platform designed to connect sports audiences during sports events. The company's platform allows fans to connect through pre-match quizzes and chat forums, get notified when favourite match starts, play live match prediction games, check live scores, stats, and commentary and find sports fans around them, enabling users to share their insights, predictions, analysis and opinions of the game.

### Problem solved by the startup:

Rooter is a sports social gaming platform that connects sports fans and engages them during live

matches. It offers 'live' match prediction games, fantasy games and sports social feed across eight sports and even allows fans to interact with each other during matches with live scores and commentary. The platform at the moment offers engagement for football, cricket and tennis. During a match, users can make live predictions about any of the three sports. And when the prediction matches with the results, users earn points, which they can redeem with the partnered online platforms like Amazon. Users can also engage in chat forums with like-minded fans.

### Founder story:

Mr. Piyush is the CEO & Co-Founder at Rooter Sports Technologies Pvt. Ltd, India's first Live Sports

### Investment Rounds:

| Announcement Date | Round Name | Money Raised | Lead Investors   |
|-------------------|------------|--------------|--|
| May 4, 2020       | Series A   | \$1.7M       | Founder Bank Capital, leAD Sports, Paytm, Rockstud Capital |
| Aug 30, 2019      | Seed Round | Undisclosed  | Undisclosed  |
| Aug 27, 2018      | Seed Round | \$600K       | Undisclosed  |
| May 20, 2017      | Seed Round | \$400K       | Undisclosed  |



Fan Engagement Platform. Now a highly dynamic & passionate Consumer focused Marketing leader Piyush has played his bit in the evolution of few brands like John Players, HCL, Micromax, Dish TV and Rado. Akshat Goel is the Software Development Engineer III at UrbanClap. Additionally, Akshat Goel has had 1 past job as the Co-Founder and CTO at Rooter.

### **How the company came into existence:**

Thirty-six-year-old Piyush, a sports enthusiast, during the 2007 T-20 World Cup final between India and Pakistan, watched the match with a whole crowd of cricket fans and cheered for Team India throughout the game. But he also noticed the fall in the number of sports fans assembling together to watch a game since then. Since then the personalisation of the consumption of content has changed a whole lot of things. Piyush saw a huge business opportunity amidst this loss. The computer science graduate from Delhi University decided to make use of his over 13-year-experience in marketing and advertising, working with companies like Swatch Group India, Dish TV and FCB Ulka. During those days in marketing and advertising, he observed a huge market growing around sports, on which companies were spending millions of dollars. The aim of the companies was to pull the sports fans towards their brands.

Around December 2015, Piyush came up with an idea for a platform that would connect sports enthusiasts in a manner similar to how Tinder operates. He observed that if such apps could do so well based on the highly volatile premise of an individual's tastes and preferences, an app that was based on the theme of

sports, which has a universal resonance, was bound to do well. Now, he was searching for a co-founder with a technical background, one who could convert that idea into a tangible product. During this time, he interacted with a lot of people, and eventually met Soham Sinha, a computer science graduate from NIT Durgapur, who was part of the founding team of Letsintern. Today, 29-year-old Soham is co-founder and CTO at the company. During mid-2016, the duo introduced their minimum viable product. In September, with a team of five, they launched the final product, Rooter.

### **Company's Future plans:**

The startup is looking to expand across domains. It plans to add 25 million users by the end of 12 months. The engagement platform claims that it is already experiencing increased engagement owing to people being stuck at home due to the coronavirus pandemic. It will be adding four more Indian languages over the eight they already have, as they are trying to move beyond English and more regionalisation.

Also, it plans to enter more domains. Cricket has been its forte and it has 20-30 live sessions running at all points of time. It also covers Pro-Kabaddi League, but the next step is e-sports and gaming. Anything that has an intersection of sports and entertainment, it will aim at that. It will make a major push towards creating new revenue streams. Although the company has kept marketing spend constant at 40% of total expenditure, it says that the move shall now pivot towards e-sports, which will be a completely different domain. While the entire focus at present is on advertising and affiliate marketing, the platform counts Samsung and Vodafone as partners.

**“** People want to do business with you because you help them get what they want. They don't do business with you to help you get what you want. **”**

*- Don Crowther, Social Media Expert*



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>: SirionLabs</b>  |
| <b>Founding Year</b>     | <b>: 2012</b>  |
| <b>Founder Name</b>      | <b>: Aditya Gupta, Ajay Agrawal, Claude Marais, Kanti Prabha</b>             |
| <b>Total Fund raised</b> | <b>: \$61M</b>   |
| <b>Website</b>           | <b>: <a href="http://www.sirionlabs.com/">http://www.sirionlabs.com/</a></b> |
| <b>Sector</b>            | <b>: SaaS</b>  |
| <b>Headquarter</b>       | <b>: New York, United States</b>   |



### What is SirionLabs all about:

Developer of a contract management platform intended to offer enterprise supplier management services. The company's platform automatically validates incoming invoices based on what was promised in the contract and reconciles invoice amount against performance metrics, enabling clients to govern, manage and execute contracts across their business ecosystem.

### Problem solved by the startup:

Businesses are tied together by numerous contracts that lay down rules including the terms and conditions of commercial engagement. The average Global 1000 corporation maintains over 40,000 active contracts, according to the International Association

for Contract and Commercial Management. The emergence of services-based engagements in the last two decades makes this a challenge of acute proportions. Services' contracts are more complex as compared to goods and commodities because of the intangible nature of value, complex delivery frameworks, variable pricing structures, evolving contract terms, longer tenures, etc. They need to be closely monitored throughout the lifecycle, especially post-signature, to ensure the full value is realised.

This is where SirionLabs simplifies the process. Its AI-powered enterprise contract management system helps manage a complete contracting lifecycle on a single, easy-to-use platform. From creating new contracts with smart authoring to monitoring

### Investment Rounds:

| <b>Announcement Date</b> | <b>Round Name</b> | <b>Money Raised</b> | <b>Lead Investors</b>                   |
|--------------------------|-------------------|---------------------|---|
| Apr 27, 2020             | Series C          | \$44M               | Avatar Capital, Tiger Global Management |
| Jul 12, 2016             | Series B          | \$12.3M             | Sequoia Capital India                   |
| Apr 25, 2014             | Series A          | \$4.7M              | Sequoia Capital India                   |



deliverables and outcomes embedded in the contract, the startup claims to function as a “central nervous system for both buyers and suppliers in enterprise engagements”.

### **Founder story:**

Keen on solving a host of real-world problems, entrepreneur Kanti Prabha has been building Software as a Service (SaaS) products for the past 15 years. The 39-year-old had previously helped build tech startups, Evalueserve, and UnitedLex. The IIT-Bombay graduate is leveraging artificial intelligence (AI) and machine learning (ML) to build enterprise contract management (CLM) through SirionLabs, a Seattle, US-based startup she co-founded, along with Ajay Agrawal, Claude Marais, and Aditya Gupta in 2012.

Ajay Agrawal is co-founder and CEO at SirionLabs. Ajay has been a securities lawyer and a product visionary in the strategic legal technology space for more than 20 years. Ajay founded and led UnitedLex Corporation in 2006 – a global leader in the legal process outsourcing and strategic legal technology space – and led the company through a period of explosive, profitable growth creating more than \$100mn in enterprise value in 4 years. Between 1994 and 2006, Ajay was a securities law expert in some of the world's leading firms and investment banks and structured complex securities offerings of structured Tier I capital, convertible and exchangeable securities, hybrid debt instruments, asset-backed securities and trust preferred securities. In addition to his role at SirionLabs, Ajay serves as an entrepreneur-in-residence at CodeX, the Center for Legal Informatics at Stanford University. Ajay received an LL.M. from Columbia University and holds an LL.B. from Trinity College, Cambridge and a B.A. in Semiotics from Brown University.

Claude Marais is co-founder and President at SirionLabs. Claude has been a leader in the global sourcing domain for over two decades. Prior to SirionLabs, Claude pioneered ISG-TPI's supplier governance solution, which extended the best

practices developed during his previous tenures at General Motors and The Coca-Cola Company. As global head of Strategic Sourcing and Contract Management for Information Services at GM, Claude was the global leader for contract management and strategic sourcing in GM's \$3bn/yr ITO organization. Before GM, Claude had leadership roles in both the Procurement and IT organizations at The Coca-Cola Company. During his tenure at Coca-Cola he created a global IT Sourcing Center of Expertise, aligned global IT sourcing and created a Strategic Supplier Relations practice. Earlier in his career, Claude worked at Elf Atochem North America, Inc. as the Director of Processing Services and at Andersen Consulting as a Manager in the firm's manufacturing systems practice.

Claude holds a Bachelor of Commerce from the University of Pretoria, South Africa. He is a co-founder and past National Chair of the Society for Information Management IT Procurement Working Groups, and a founding member of the ICEX Outsourcing Forum. He is a Fellow and Honorary Vice Chairman of IACCM - International Association of Contract and Commercial Managers. He is an active member of the Business Engagement Leadership Council at the College of Business and Innovation, University of Toledo.

### **Company's Future plans:**

In the last eight years of operations, the startup has successfully raised a total capital of \$66 million. Besides the recent fundraising last month, SirionLabs raised \$5 million in 2014 as part of its Series A round from Sequoia India. In July 2016, the VC firm further led the Series B round by infusing \$12.25 million, with participation from QualGro Asean Fund and Canopy Ventures. In the past three years, the startup's revenue has doubled Y-O-Y and its customer base has increased by 4x in the last 18 months. Further, it claims to reduce the cost of governance in contract deals by 60 percent for the clients.



|                          |   |
|--------------------------|---|
| <b>Startup Name</b>      | : Bulk MRO  |
| <b>Founding Year</b>     | : 2015  |
| <b>Founder Name</b>      | : Devang Shah, Gaurang Shah                                     |
| <b>Total Fund raised</b> | : \$9.9M  |
| <b>Website</b>           | : <a href="http://www.bulkmro.com/">http://www.bulkmro.com/</a> |
| <b>Sector</b>            | : Industrial Supplies and Parts                                 |
| <b>Headquarter</b>       | : Mumbai, Maharashtra, India                                    |

# bulkMRO

## What is Bulk MRO all about:

Manufacturer of industrial supplies intended to serve the global manufacturing and retail sector. The company's supplies use a multi-channel technology-enabled distribution platform to provide a consolidated range of products for all the auto, chemical, fast-moving consumer goods, manufacturing, mining, oil and gas, pharma and power industries, enabling clients to get access to a one-stop remedy for all their indirect, consumable and requirements.

## Problem solved by the startup:

The startup supplies products that are usually categorised under 'indirect spends,' 'category C spends,' or 'miscellaneous spends' in its finances. This includes products across hardware, tools, electricals, and office supplies. Apart from India, Bulk MRO also has a presence in the United States. The firm currently serves enterprise clients, including various Fortune 500 companies, government agencies, and healthcare networks. The B2B marketplace has helped provide a

### Investment Rounds:

| Announcement Date | Round Name                                  | Money Raised | Lead Investors  |
|-------------------|---|--------------|-----------------|
| Jul 2, 2020       | Debt Financing - Bulk MRO Industrial Supply | ₹250M        | Stride Ventures |
| Sep 3, 2019       | Venture Round - Bulk MRO Industrial Supply  | \$6.6M       | —               |
| Apr 1, 2017       | Convertible Note Bulk MRO Industrial Supply | —            | —               |
| Mar 20, 2017      | Seed Round Bulk MRO Industrial Supply       | —            | —               |



range of medical products, including masks, gowns, hazmat suits, gloves, sanitisers, and various medical equipment during the lockdown.

### Founder story:

Devang and Gaurang are identical twin brothers and have been working together since 2007 in technology and distribution businesses they set up together. Identical twins Devang and Gaurang Shah never really left each other's side. Raised in Mumbai, the brothers were always toppers in school and later received scholarships to study at the Asheville School in North Carolina. Post-high school, they got scholarships to pursue degrees in Finance at the Wharton Business School and Engineering at the Moore School of Engineering, at the University of Pennsylvania. After university, Gaurang worked at McKinsey & Co in New York, while Devang worked at Wall Street at Deutsche Bank. They then returned to India, and the duo was working in their family business, Gruppe Littlesilver, a consulting firm in the oil and gas, power and defence sector.

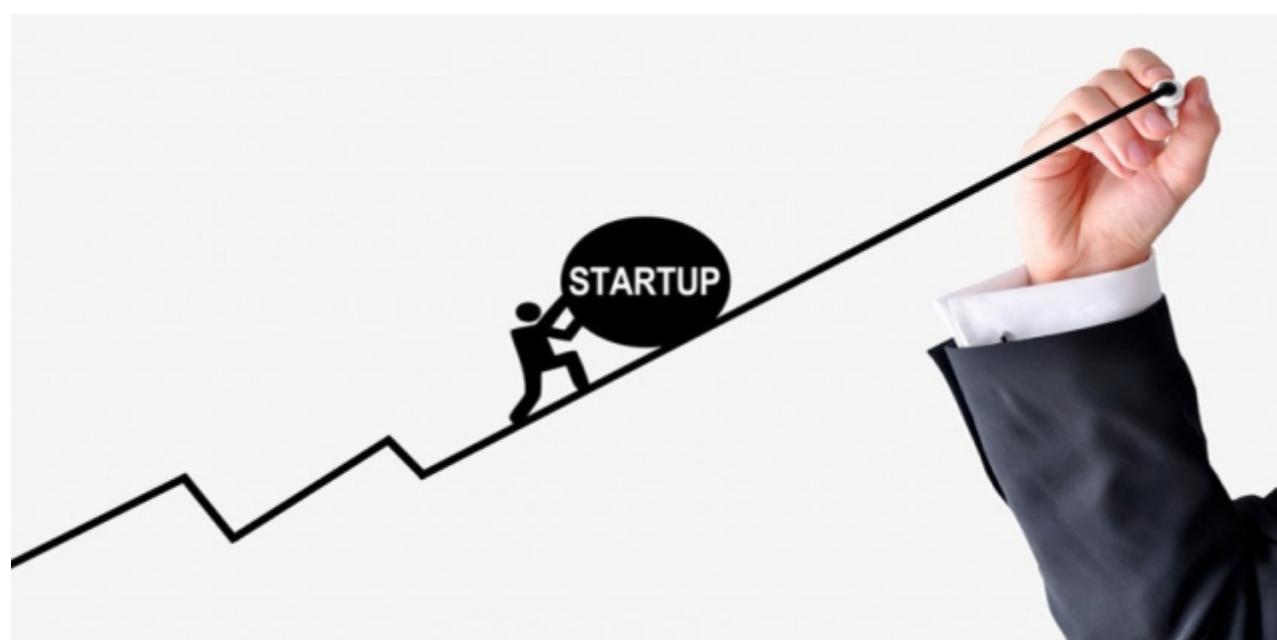
### How the company came into existence:

While working in the family business on several large LSTK projects, the duo faced significant challenges

in vendor management for long-tail procurement. Challenges on the supply side were leading to delays in project execution downstream, that was where the idea got seeded that there has to be a better way to procure these standard, off-the-shelf products in a more efficient manner. Thus, Bulk MRO was born. MRO stands for 'Maintenance, Repair and Operations Supplies.' The startup focuses on large corporate customers that procure MRO products in high volume. The current team strength is more than 160, including graduates of Wharton, Yale, IITs, and ISB.

### Company's Future plans:

The Indian B2B eCommerce market is expected to reach \$700 billion by 2020. Major government reforms such as GST, make in India, and the push to digitize the supply chain have created opportunities for players to consolidate the highly fragmented supplier base. Bulk MRO is currently hiring across all functions to meet the demand and high growth velocity that they are expecting. The startup is expecting a 15x growth in the next 18 months. BulkMRO plans to expand to 20 more cities in the next 18 months, as they scale across their existing and new customers.





|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Instavans Logistics Private Limited                               |
| <b>Founding Year</b>     | <b>:</b> 2015  |
| <b>Founder Name</b>      | <b>:</b> Vinay Goel, Sanjay Shah   |
| <b>Total Fund Raised</b> | <b>:</b>   |
| <b>Website</b>           | <b>:</b> <a href="http://www.instavans.com/">http://www.instavans.com/</a> |
| <b>Sector</b>            | <b>:</b> Logistics   |
| <b>Headquarter</b>       | <b>:</b> Bangalore, Karnataka, India                                       |



### What is Instavans all about:

Instavans is an on-demand platform that offers price transparency, ease of access, and a better end-to-end experience for both shippers and truckers. By aggregating a large number of local truck operators, Instavans claims to be building a virtual fleet larger than any other local provider. By emulating an Uber-like model (named SmarTruck), Instavans works towards increasing the number of trips that a truck can make in a day. In November 2014, Instavans secured an undisclosed amount of funding from Dell Services President Suresh Vaswani. The startup in 2015 received \$2 million in pre-Series A funding from investors including Hero Eco Group's MD Naveen Munjal; chairman-energy at GMR group, GBS Raju and Eka Software's CEO Manav Garg. Their carriers come in three different price points, namely Enterprise, Pro, and Growth.

### Founder story:

Sanjay Shah is responsible for business development of all iManage solutions throughout Asia. In addition to managing customer relationships, he focuses on expanding the iManage Partner ecosystem while working closely with the existing iManage Partner community that today supports a well-established and rapidly growing regional customer base.

Prior to iManage, he provided the vision & strategic direction for all technology/products at Instavans. Before that, he was the CEO of Zapty, Inc. driving its vision and strategy. Prior to that, he was the MD and Head of Software Delivery Centers for Schneider Electric/Invensys. Skelta, which he co-founded and was its CEO from 2004-2010, was acquired by Invensys PLC, listed on the LSE in April, 2010. Sanjay brings over 30 years of management and software product experience under multiple platforms and computing environments.

### Investment Rounds:

| Announcement Date | Round Name             | Money Raised | Lead Investors |
|-------------------|------------------------|--------------|----------------|
| Oct 30, 2015      | Seed Round - Instavans | —            | —              |
| Aug 17, 2015      | Seed Round - Instavans | \$2M         | —              |

“

User experience is everything. It always has been, but it's undervalued and underinvested in. If you don't know user-centered design, study it. Hire people who know it. Obsess over it. Live and breathe it. Get your whole company on board.

”

**– Evan Williams,  
Co-Founder, Twitter**





|                          |   |
|--------------------------|---|
| <b>Startup Name</b>      | : LetsTransport   |
| <b>Founding Year</b>     | : 2015  |
| <b>Founder Name</b>      | : Ankit Parasher, Pushkar Singh, Sudarshan Ravi                           |
| <b>Total Fund raised</b> | : \$24.6M   |
| <b>Website</b>           | : <a href="http://www.letstransport.in/">http://www.letstransport.in/</a> |
| <b>Sector</b>            | : Logistics   |
| <b>Headquarter</b>       | : Bangalore, Karnataka, India   |



### **What is LetsTransport all about:**

Developer of an online logistics application intended to provide inter-city services for businesses and consumers. The company's application offers real-time tracking technology through a user-friendly interface and also helps users to get access to drivers directly from their mobile phones, thereby enabling businesses to automate their logistics processes as well as monitor and manage their delivery.

### **Problem solved by the startup:**

Founded by IIT-Kharagpur alumni, LetsTransport is a

Bengaluru-based intracity logistics firm which focuses on retail, FMCG, and e-commerce. These include brands like Coca-Cola, Bisleri, Amazon, Flipkart, Metro Cash and Carry, and Gati Logistics. It provides inter-city aggregation of mini trucks as well as large vehicles along with screened drivers, audited and GPS-enabled vehicles, point-to-point billing, status updates, and 24x7 service at economical pricing. LetsTransport has been funded by the likes of Bertelsmann India Investments, Fosun RZ Capital and GMO Venture Partners.

It connects individual truckers with brands with different kinds of logistical needs. LetsTransport has an app for companies and truckers. The trucker has an android app

### **Investment Rounds:**

| <b>Announcement Date</b> | <b>Round Name</b>                     | <b>Money Raised</b> | <b>Lead Investors</b>                           |
|--------------------------|---------------------------------------|---------------------|---|
| Jun 15, 2020             | Venture Round - LetsTransport         | ₹100M               | Stride Ventures                                 |
| Jun 2, 2020              | Venture Round - LetsTransport         | ₹100M               | BlackSoil                                       |
| May 18, 2020             | Venture Round - LetsTransport         | ₹130M               | InnoVen Capital                                 |
| Dec 20, 2018             | Series B - LetsTransport              | \$12M               | Bertelsmann India Investments, Fosun RZ Capital |
| Oct 11, 2018             | Series B - LetsTransport              | \$3M                | Fosun RZ Capital                                |
| Jun 8, 2017              | Non-Equity Assistance - LetsTransport | —                   | —   |
| Jan 24, 2017             | Series A - LetsTransport              | ₹270M               | GMO Venture Partners                            |
| Aug 4, 2015              | Seed Round - LetsTransport            | \$1.3M              | —   |



where he can download and check different jobs that are posted. Once the trucker logs on, the platform gets a notification of the driver's location and the truck ratings, based on which jobs are allocated. This also gives the trucker the opportunity to select different kinds of transactions. The client can place requirements, route, and create a job on the platform. Pushkar says it is similar to how a cab aggregator and matching works.

### **Founder story:**

In his initial years of career, Pushkar Singh worked at ITC Limited as an Assistant Manager, Operations. Pushkar holds Bachelors & Masters's degree in Mechanical Engineering from the Indian Institute of Technology (IIT), Kharagpur. He is a recipient of the prestigious Forbes 30 under 30 Asia 2017, Forbes 30 under 30 India 2019 and BW Techtor Award 2018. In addition to his day job, Pushkar likes to play water sports, read books and watch movies.

Ankit Parasher is the Co-founder of Lets Transport. He graduated from IIT Kharagpur and holds a bachelor's degree in Electronics and Electrical Communication Engineering and further pursued Bachelor of Laws. Ankit began his career as a software engineer at CA Technologies. Right before co-founding LetsTransport, Ankit was also a part of The Startup Leadership Program (SLP), a highly selective, world-class Fellowship program for outstanding founders and innovators. He had a brief stint as a founder of an E-commerce startup where he saw first-hand how last-mile logistics in India was fragmented and broken. Ankit is responsible for advancing his technical vision to grow and champion the engineering culture in Letstransport. Ankit has been recognized by Forbes Asia 30 under 30. In his capacity as co-founder, Ankit oversees overall technology and business strategy at LetsTransport.

With his exceptional leadership skills, Sudarshan is a rich blend of analytical, creative, and strategic talent. Sudarshan has led the operations, business development and sales functions for LetsTransport in the past, and it is his business-centric attitude that channelizes to his role as the Chief Product Officer. Prior to LetsTransport, Sudarshan worked as an investment professional at JP Morgan Investment Bank. Sudarshan has a dual degree in Economics & Finance from the Indian Institute of Technology (IIT), Kharagpur. He is a recipient of the prestigious Forbes 30 under 30 Asia honor - 2017 and Forbes 30 under 30 India honor - 2019.

### **How the company came into existence:**

It was 2008, when Pushkar Singh, Sudarshan Ravi and Ankit Parasher were hostel mates at IIT-Kharagpur. But it was only in 2013, when Singh was working for a biscuit manufacturing company that he realised the gap in the trucking segment, and the problems that enterprises face while trying to procure trucks for delivery. In April 2015, the three IITians came together to formally launch LetsTransport in Bengaluru.

### **Company's Future plans:**

With logistics being a tough market, an Indian brand spends double than the global average. Pushkar says 95 percent of the drivers are truck owners. At present, LetsTransport competes with the likes of Blowhorn and Porter. And yet, the market is still fragmented. LetsTransport says the startup has an advantage in the multibillion-dollar market that is ready for tech disruption. The current addressable spend of corporates on intra-city logistical needs is \$3 billion and growing at a healthy rate. However, the supply side is extremely fragmented, leading to poor economics for asset owners. There is no large organised player, leaving room for a technology-led, asset-light player that can organise the space in a scalable manner.

The startup is working towards converting the COVID-19 pandemic into an opportunity by maximising the conversion of the unorganised sector into an organised one. Some of LetsTransport's clients include Amazon, Flipkart, Bisleri, Vishal Mega Mart, Future Supply Chain, Coca-Cola, Delhivery, and Udaan.

### **Acquisition made by the company:**

LetsTransport.in, has acquired a Shifter, a similar venture which connects mini-truck owners, for an undisclosed amount. Shifter, owned and operated by Instatruck Transportation Services Private Limited, offers mini trucks hire service, connecting truck drivers and customers.

LetsTransport has acquihired Pixlcoders, a web and mobile development startup from Bengaluru. This acquisition was made, to help LetsTransport to augment its technology, supply chain and expand deeper across India. A Bengaluru-based mobile and web development startup started in 2016 by Suresh P and Punam Garu. The company offers affordable customised software, digital products, e-commerce shops, and mobile applications.



|                      |   |
|----------------------|---|
| <b>Startup Name</b>  | : My Place DLVRY  |
| <b>Founding Year</b> | : 2020  |
| <b>Founder Name</b>  | : Sudhanshu Rastogi, Vinayak Nath   |
| <b>Website</b>       | : <a href="https://myplacedlvry.in/privacy.html">https://myplacedlvry.in/privacy.html</a> |
| <b>Sector</b>        | : Logistic Delivery   |
| <b>Headquarter</b>   | : Lucknow   |



### **What is My Place DLVRY all about:**

My Place DLVRY is a hyperlocal delivery service that provides hassle-free doorstep deliveries to its customers across the length and breadth of the city in 90 minutes or less.

### **Problem solved by the startup:**

My Place DLVRY, a Hyperlocal Last Mile Pay and Order Delivery platform for the first time in the country of India. My Place DLVRY will be providing concierge service to corporates and coworkers of My Place Co-working along with other corporates across country, it will also be doing daily needs delivery of essential products and General merchandise like detergents, processed foods, biscuits namkeen, packed beverages, toiletries, fresh vegetables and

fruits in early morning starting from 5:30am to 8:30 AM. These orders can also be done throughout the day. My Place DLVRY also has several banks for reverse logistics business across 30,000 pin codes of India which will also be serviced for several doorstep banking services. Mr. Kunal Kummar -bollywood actor and Brand Ambassador of My Place DLVRY along with Bollywood actor Rahul Singh were also present in Lucknow during the launch.

### **Founder story:**

Sudhanshu Rastogi has been actively involved in business & Investments since last 32 Years, has interest in Financial sector amongst others. In 1991 he formed his flagship company starting with the brand name SARC and later added 4 more Pvt. Ltd. Cos.



“ I don't believe in taking the right decisions. I take decisions and then make them right. ”

- Ratan Tata





|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Rivigo  |
| <b>Founding Year</b>     | <b>:</b> 2014  |
| <b>Founder Name</b>      | <b>:</b> Deepak Garg, Gazal Kalra                                    |
| <b>Total Fund raised</b> | <b>:</b> \$257.4M  |
| <b>Website</b>           | <b>:</b> <a href="http://www.rivigo.com/">http://www.rivigo.com/</a> |
| <b>Sector</b>            | <b>:</b> Logistics   |
| <b>Headquarter</b>       | <b>:</b> Gurgaon, Haryana, India                                     |

**RIVIGO**

### What is Rivigo all about:

Operator of a technology-enabled logistics platform intended to make logistics human, faster, safer and cost-effective. The company's technology-enabled logistics platform includes full-truck loading, part truck-loading and cold chains to industries such as e-commerce, consumer goods, automotive, retail and pharmaceuticals, providing clients with delivery services along with improving the quality of life of truck drivers.

### Problem solved by the startup:

Rivigo is changing the route of logistics in the country

by launching the relay model of trucking and heavily deploying the technology. In the process, it is also ensuring that the truck drivers who used to be on the road for 20-30 days at a stretch now get to sleep in their bed every night. The mobile application of Rivigo is built for the drivers to make their life simpler by providing a one-stop solution for all their needs. This application is more image-based than text and is available in 11 different languages. Also, it tracks everything a driver needs to do, from notification of duties to surveys.

The pilot gets the duty alert on the phone and he reaches the pit stop. There, he scans his unique QR

### Investment Rounds:

| Announced Date | Transaction Name        | Money Raised | Lead Investors                |
|----------------|-------------------------|--------------|-------------------------------|
| Jan 7, 2020    | Debt Financing - Rivigo | ₹250M        | Trifecta Capital Advisors     |
| Jan 6, 2020    | Debt Financing - Rivigo | \$3.4M       | Trifecta Capital              |
| Sep 25, 2019   | Series E - Rivigo       | \$4.9M       | KB Global Platform Fund       |
| Jul 10, 2019   | Series E - Rivigo       | \$65M        | SAIF Partners, Warburg Pincus |
| Jan 12, 2018   | Series D - Rivigo       | ₹3.2B        | SAIF Partners                 |
| Mar 8, 2017    | Debt Financing - Rivigo | ₹1B          | -                             |
| Oct 6, 2016    | Series C - Rivigo       | \$75M        | Warburg Pincus                |
| Dec 17, 2015   | Series B - Rivigo       | \$30M        | SAIF Partners                 |
| Dec 1, 2015    | Debt Financing - Rivigo | —            | Trifecta Capital Advisors     |
| Apr 1, 2015    | Series A - Rivigo       | ₹618M        | SAIF Partners                 |



code which is a testament that he has reached the required destination. This way the incoming pilot gets the alert on his application on the subsequent pilot that he needs to hand over to. The interesting part is that there is a technological handshake through QR codes on the two pilots' app. The pilot who is taking over has a checklist regarding the truck's and shipment's condition which he needs to verify through the Rivigo application. And all this takes less than five minutes following which the pilot can drive off to his next pit stop.

This whole magnanimous process of routing and assigning of pilots is taken care of by Rivigo algorithms. Rivigo's trucks are all IoT-enabled with the feature that tracks the vehicle in real-time. This ensures reliability and avoids breakdowns. This smart and real-time monitoring took off to another level when Rivigo launched refrigerated trucks for the fresh produce sector of the economy. Here, the clients can check the thermostat and regulate it through the mobile application.

### **Founder story:**

Deepak Garg- Graduated from IIM Lucknow, Deepak worked as a software developer at Geometric Ltd. and by the time Deepak launched Rivigo, he had spent close to a decade at McKinsey as a consultant and was deeply involved in the logistics and automotive sector.

Gazal Kalra- Gazal has a dazzling MBA from the Stanford Graduate School of Business and a master's in Public Policy from Harvard Kennedy School. Before launching Rivigo, Gazal was a consultant at the World Bank Group. Interestingly, she was also a parliamentary associate of Lok Sabha for close to two years.

### **How the company came into existence:**

All of this started when McKinsey and the National Skill Development Corporation (NSDC) happened to conduct a joint study to identify where India most needed skilled jobs. And to everybody's surprise Logistics and construction emerged as the top sectors. That's Exactly when Deepak Garg decided to take some time off from work, and flea on a road trip to

interact and connect directly with the truck drivers to understand the reasons behind the shortage of drivers.

"It all started with a road trip, listening to the truck drivers and realizing that they have been marginalized and looked at as outcasts, which needed to change," says the founder of one a kind Truck Relay. While Deepak was just getting acquainted with the idea of the startup, he met with his future co-founder Ghazal Kalra over coffee. That time, she had just gotten back from the US after finishing her joint program and was looking to put together a startup. Deepak and Gazal had not worked together yet, but Deepak knew Gazal through her husband who happened to be his colleague at McKinsey. To get a primary idea of what was happening on-ground, Gazal decided to hit the road herself. She was looking to understand the underlying reason behind Indians not taking up paid jobs like truck drivers. And the most surprising fact was this was the condition despite the massive unemployment ratios in the country.

Analysing this stigma on the mindsets of the people, this duo realized that there were several reasons why the "truck driving" profession has traditionally been frowned upon. Among these reasons, the biggest one was owing to drivers staying on the road for a stretch of days. So, this meant that truck drivers go home three-four times a year. Also, this profession was perceived to be a high-risk job mainly because of factors like poor living conditions, vulnerability to contracting HIV, drug, and alcohol addiction, and pressure from truck owners to drive more and faster. Somehow both these co-founders knew that if they work out an arrangement where they could send the driver home the very same day, the whole scenario could be reversed.

### **Company's Future plans:**

According to the founder of startup Rivigo is only getting started. The philosophy from day one has been that this is a large sector to solve for. The startup want to build Rivigo into an institution that will last beyond our lifetime. Its aspiration keeps growing every year. But the main aspiration is quite simple – make India number one in logistics in the world.



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Shuttl  |
| <b>Founding Year</b>     | <b>:</b> 2015  |
| <b>Founder Name</b>      | <b>:</b> Amit Singh, Deepanshu Malviya                       |
| <b>Total Fund Raised</b> | <b>:</b> \$122.3M  |
| <b>Website</b>           | <b>:</b> <a href="http://shuttl.com/">http://shuttl.com/</a> |
| <b>Sector</b>            | <b>:</b> Transportation                                      |
| <b>Headquarter</b>       | <b>:</b> Haryana, Gurgaon, India                             |



### What is Shuttl all about:

Shuttl assesses the times when the demand for travel is the highest and more often than not, it is when people go and return from their offices. So, Shuttl offers time slots during which individuals can reserve a seat on a bus. The reservation for the particular time slot remains open until all the seats are booked. Routes are decided by the number of passengers per

vehicle (density) and the number of customers. The demand is so high, seats often get sold out 24 hours in advance. Customers have to pay for the seat or can opt for a monthly subscription.

### Problem solved by the startup:

Public transportation in India is a problem as intra city public transport is overused, has bad infrastructure

#### Investment Rounds:

| Announcement Date | Round Name               | Money Raised | Lead Investors   |
|-------------------|--------------------------|--------------|--|
| Feb 18, 2020      | Corporate Round - Shuttl | \$3M         | Sojitz   |
| Feb 14, 2020      | Series C - Shuttl        | ₹570M        | SIG Global India Fund  |
| Dec 17, 2019      | Series C - Shuttl        | \$2.5M       | Moving Capital   |
| Nov 25, 2019      | Series C -Shuttl         | \$18M        | SPARX Group,<br>Toyota Tsusho  |
| Oct 29, 2019      | Series C -Shuttl         | \$42M        | SMBC Trust Bank,<br>Toyota Tsusho  |
| Apr 17, 2019      | Venture Round -Shuttl    | ₹350M        | NAV.VC   |
| Mar 28, 2019      | Series B -Shuttl         | ₹499.9M      | Lightspeed India Partners,<br>SCI investments, Sequoia<br>Capital India,<br>Times Internet |
| Jan 17, 2019      | Debt Financing -Shuttl   | ₹100M        | Trifecta Capital Advisors  |
| Oct 23, 2018      | Debt Financing -Shuttl   | \$1M         | Trifecta Capital Advisors  |
| Jul 30, 2018      | Series B -Shuttl         | \$11M        | Amazon, Dentsu Ventures  |



and the vehicles are in poor condition. While the number of transportation options are increasing, the public still prefers using personal vehicles because they prefer the comfort of their vehicle.

Metropolitan cities like Bangalore, Delhi, Mumbai, Hyderabad and Pune see a very high influx of population due to the presence of multiple industries like software and information technology and due to the fact these are major manufacturing hubs. With this influx, public transportation modes like buses and Metro rail are bursting at the seams and unable to meet the demand. Shuttl is a startup which aims to change the commuting game by offering an on demand commuting service which is similar to what Ola and Uber offer. However, the difference stops there because Shuttl has buses, mini buses, vans and SUVs in its fleet, from which people can choose.

## Founder story:

### How the company came into existence:

Shuttl was founded by Deepanshu Malviya and Amit Singh in 2015. While both the founders were working at Jabong, they began thinking about how to solve the problem of transportation as the buses were overcrowded. Indians using public transport have an unspoken rule—if someone leaves a piece of cloth or a bag on a seat, it means he/she has 'reserved' the place. This concept led to the idea of Shuttl as the founders realised they could merge technology and the concept to come up with an app based product which lets customers reserve a seat on a bus/mini bus.

“ Goals aren't enough. You need goals plus deadlines: goals big enough to get excited about and deadline to make you run. One isn't much good without the other, but together they can be tremendous. ”

*- Ben Feldman, Actor*





|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Xpressbees  |
| <b>Founding Year</b>     | <b>:</b> 2015  |
| <b>Founder Name</b>      | <b>:</b> Amitava Saha, Supam Maheshwari                                      |
| <b>Total Fund Raised</b> | <b>:</b> \$167.6M  |
| <b>Website</b>           | <b>:</b> <a href="http://www.xpressbees.com/">http://www.xpressbees.com/</a> |
| <b>Sector</b>            | <b>:</b> E-Commerce  |
| <b>Headquarter</b>       | <b>:</b> Pune, Maharashtra, India  |



## What is Xpressbees all about:

Operator of an e-commerce logistics platform designed to transform delivery services. The company's platform provides same-day and next-day delivery services and also offers an online shipment tracking system, enabling e-commerce businesses to create happy customers through value-added services and on-time delivery.

## Problem solved by the startup:

Pune based startup Xpreesbees aims to provides reliable logistics solutions to its partners. It offers comprehensive last-mile delivery, reverse logistics, payment collection, drop shipping, vendor management, cross border services, fulfilment services, and tailored software solutions to clients.

## Founder story:

Supam Maheshwari is an IIM Ahmedabad pass out and an Engineer from Delhi College of Engineering and CEO and Founder of the biggest baby product marketplace in India FirstCry.com started in 2010. Supam is a first-generation entrepreneur, the need to do something on his own led him to open his venture FirstCry.com. During the journey of FirstCry, he also co-founded XpressBees which today is one of the largest logistic companies in India. Prior to launching FirstCry.com, Supam was the co-founder and CEO of Brainvisa Technologies, one of the largest e-Learning company, and was associated with the company from 2000 to 2009.

Amitava Saha is the Co-Founder & CEO at Xpressbees. He has 17+ years of experience of

| Announcement Date | Round Name                   | Money Raised | Lead Investors  |
|-------------------|------------------------------|--------------|-----------------|
| Jan 3, 2020       | Series D - Xpressbees        | \$10M        | Alibaba Group   |
| Feb 20, 2019      | Debt Financing - Xpressbees  | ₹350M        | InnoVen Capital |
| Jan 30, 2018      | Series D - Xpressbees        | ₹2.3B        | Alibaba Group   |
| Jan 3, 2018       | Corporate Round - Xpressbees | \$100M       | Alibaba Group   |
| Feb 1, 2017       | Venture Round - Xpressbees   | —            | —               |
| Feb 19, 2016      | Series A - Xpressbees        | \$12.4M      | —               |
| Sep 1, 2015       | Seed Round - Xpressbees      | \$5M         | —               |



operational and sales leadership. He is also the Co-Founder & COO at FirstCry.com. Saha also worked as Head of Sales and Business Operations worldwide except North America at Brainvisa.

### Company's Future plans:

XpressBees' annual financial statements for the fiscal year ending 2019 revealed that its revenue from business operations spiked by 99.7% amounting to Rs

540.95 crore from Rs 270.83 crore in FY18. Rest of the company's income, i.e. Rs 12.50 crore, was generated from interest on long term investments. To earn the total revenue amounting to Rs 553.4 crore, the company had spent two times more this year to Rs 673.17 crore as compared to Rs 333.27 crore in the previous fiscal.



“ What do you need to start a business? Three simple things: know your product better than anyone. Know your customer, and have a burning desire to succeed. ”

*– Dave Thomas, Founder, Wendy's*



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Yolobus   |
| <b>Founding Year</b>     | <b>:</b> 2018  |
| <b>Founder Name</b>      | <b>:</b> Danish Chopra, Mukul Shah, Shailesh Gupta                   |
| <b>Total Fund raised</b> | <b>:</b> \$4.1M  |
| <b>Website</b>           | <b>:</b> <a href="http://www.yolobus.in/">http://www.yolobus.in/</a> |
| <b>Sector</b>            | <b>:</b> Logistic / Transport  |
| <b>Headquarter</b>       | <b>:</b> Gurgaon, Haryana, India                                     |



### What is Yolobus all about:

It is a developer of mobility platform with an emphasis on urban mobility and inter-city transportation. The company aggregates those buses on its platform which have utilities like high-speed WiFi, washrooms, food and beverages, and device charging points, enabling travellers with a comfortable and hassle-free option for commuting.

### Problem solved by the startup:

Yolobus attempts to improve the hospitality in long-distance bus services with the assistance of technology. The platform offers clean, comfortable and connected buses for intercity travel. Punctuality is the single best issue in this industry. Buses don't start or reach on time. Service standards in the bus industry and staff behaviour are the other key issue. Also, the new age technology doesn't exist in the new industry, which prevents any sort of transparency on

the timings or service quality. The startup aims to build a product and experience which will solve the key issue.

The startup aggregates vehicle from existing operators on a minimum guarantee programme and reengineers them to integrate advanced technology capabilities. The in-bus facilities include high speed Wi-Fi, USB charging point, infotainment system. Operators provide the staff and maintain the operations while the startup takes care of sales, marketing, technology and quality control. The startup deploys its own GPS and CCTV cameras feeds in the buses which help them monitor and access driving and service quality on real-time basis.

### Founder story:

In 2018, IIT Kharagpur alumnus and serial entrepreneur Shailesh Gupta was travelling from Bengaluru to Chennai to meet a professor at IIT

### Investment Rounds:

| Announcement Date | Round Name           | Money Raised | Lead Investors         |
|-------------------|----------------------|--------------|------------------------|
| Jun 8, 2020       | Series A - Yolobus   | \$3.3M       | Nexus Venture Partners |
| Jan 27, 2020      | Seed Round - Yolobus | \$800K       | —                      |



Madras. The meeting was at 9 am, but the bus reached only in the afternoon. Similarly, Shailesh had few other bitter experiences by travelling in intercity buses like delayed departures and arrivals, and poor hygiene. During these journeys, he witnessed travellers were also struggling with washrooms and other facilities.

### How the company came into existence:

The founders realised there was not a single pan India brand focussing on customer excellence in intercity bus travel. It was evident that there was a major disconnect between what existing bus operators delivered and what travellers needed. Thus, Shailesh Gupta and Mukul Shah, co-founders in their previous startup, started Yolobus in 2019 as a customer-first

brand. Based in Gurugram, it is an intercity full-stack bus service that offers safe, hygienic, luxury coaches, with pleasing designs, smart fleet, and tech-friendly operations to bus travellers.

### Company's Future plans:

The startup plans to escalate a mobility platform that will help to bring in different forms of mobility solutions hyper-suited to the needs of cities and towns and plan to expand into, over the next few months. The startup is exhilarated to extend its services to the Southern part of India. The startup has done extensive market research on travelling in India and devised its plan to provide a hassle-free travel experience to our patrons.

“

I don't look to jump over 7-foot bars; I look around for 1-foot bars that I can step over.”

*– Warren Buffett, Chairman and CEO of Berkshire Hathaway*

”

“

There are a lot of things that go into creating success. I don't like to do just the things I like to do. I like to do things that cause the company to succeed. I don't spend a lot of time doing my favorite activities. ”

*- Michael Dell, Founder of Dell Computer*



|                          |   |
|--------------------------|---|
| <b>Startup Name</b>      | <b>:</b> Yulu Bikes   |
| <b>Founding Year</b>     | <b>:</b> 2017   |
| <b>Founder Name</b>      | <b>:</b> Amit Gupta, Hemant Gupta, Naveen Dachuri, RK Misra |
| <b>Total Fund raised</b> | <b>:</b> \$19.9M  |
| <b>Website: http</b>     | <b>:</b> //www.yulu.bike/                                   |
| <b>Sector</b>            | <b>:</b> Electric Vehicle                                   |
| <b>Headquarter</b>       | <b>:</b> Bangalore, Karnataka, India                        |



### What is Yulu Bikes all about:

Operator of a technology-driven mobility platform intended to integrate urban mobility across public and private modes of transport. The company's platform uses internet of things technology to create a vast network of shared Micro Mobility Vehicles (MMVs) that can be rented easily by a user-friendly app in pay per use business model, enabling users to resolve last-mile connectivity and reduce traffic congestion.

### Problem solved by the startup:

As consumers, it is ridiculously easy to get a Yulu bike. You can open the app near a Yulu bike, unlock it with a phone and sensor. Registered users can unlock a bicycle by scanning the QR code on bicycles and you can ride away. You can also lock the bike with the app. Mapping algorithms are used to see patterns and

locations of many zones of low supply high demand and vice versa during rush hour. A large flat-screen television occupies a corner of the office, where the tech team sits and makes these matches possible. One can do payments in Yulu using Paytm, Google Pay, PhonePe, UPI, and credit and debit cards. For security measures and to prevent theft Hemant demonstrates how a loud alarm goes off if someone tampers with the dockless mechanism.

While this works for ordinary Yulu bicycles, it also works for the newly launched electric bikes Yulu Miracles. While one office corner holds the mapping screen, another holds the prototype of the Miracles. Yulu's mission is to create sustainable cities of tomorrow by revolutionising the way people commute through its human and battery-powered vehicles that uses innovative technologies like IoT,

### Investment Rounds:

| Announced Date | Transaction Name  | No. of Investors | Money Raised | Lead Investors     |
|----------------|-------------------|------------------|--------------|--------------------|
| Jun 22, 2020   | Series A - Yulu   | 1                | \$3.9M       | Rocketship         |
| Feb 4, 2020    | Series A - Yulu   | 1                | \$1M         | —                  |
| Nov 26, 2019   | Series A - Yulu   | 1                | \$8M         | Bajaj Auto Finance |
| Jul 23, 2018   | Seed Round - Yulu | 5                | \$7M         | —                  |



ML & AI. Yulu runs its operations currently in Bangalore, Delhi, Pune, Greater Mumbai, and Bhubaneswar, having the largest fleet of human-powered bicycles (Yulu Move) and lightweight electric two-wheelers (Yulu Miracle). Yulu is building the largest EV ecosystem of India and is committed to providing smart, shared, sustainable and seamless mobility solutions with better accessibility and affordability.

### **Founder story:**

Amit, co-founder and former president at (OEM and Telco Solutions) at In Mobi began Yulu in 2017 with Naveen Dachuri, RK Mishra and Hemant Gupta. Prior to joining Yulu as a co-founder, Naveen was the entrepreneur of data architect and has been the co-founder of an Edtech startup. Hemant, on the other hand, had co-founded a B2B enterprise software startup, and RK Mishra has several decades of experience in public policy. The startup is operational in Bengaluru, Pune, Mumbai and Bhubhaneshwar aim to address Traffic problems with IoT solutions.

### **How the company came into existence:**

While operationally involved at InMobi, Amit would often visit China on work. There he came across the

tribulations and success of bicycle sharing players like Ofo and Mobike. It has taken these companies close to two years to gain market acceptance and mass adoption. He had read reports that DiDi (cab aggregator in China) reported a 20 per cent drop in short trips because of bicycles. There was also an 8 per cent drop in fuel sales. Amit dreamt of having a similar venture that customized to Indian needs. Amit dreamt of starting a similar venture that was customized to Indian needs. To this end goal, he assembled a founding team comprising seasoned entrepreneurs and professionals with deep expertise in core areas.

### **Company's Future plans:**

The main vision of Yulu is to decongest urban traffic and provide a clean mode of transportation. Amit estimates that the market size of shared mobility space under bicycles is currently close to \$8-10 billion globally, and is expected to grow beyond \$1 billion in India by 2022. Since mobility needs a high-frequency use case, the startup believes it can be converted into a platform to increase business potential between 5 to 10 times.

“

We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better.

*- Jeff Bezos, Founder of Amazon*

”



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Zoomcar   |
| <b>Founding Year</b>     | <b>:</b> 2012  |
| <b>Founder Name</b>      | <b>:</b> David Back, Greg Moran  |
| <b>Total Fund raised</b> | <b>:</b> \$151.9M  |
| <b>Website</b>           | <b>:</b> <a href="http://www.zoomcar.com/">http://www.zoomcar.com/</a> |
| <b>Sector</b>            | <b>:</b> Personal Mobility   |
| <b>Headquarter</b>       | <b>:</b> Bengaluru, India  |



### What is ZoomCar all about:

Developer of an online platform intended to offer self-drive car rental services. The company's platform offers a wide range of cars ranging from hatchbacks to SUVs, sedans and luxury on rent for hourly, daily and weekly basis at all-inclusive prices, enabling users to book cars using their mobile phones and travel as per their plans in a hassle-free manner.

### Problem solved by the startup:

Zoomcar holds the distinction of being India's first personal mobility platform, with the introduction of car sharing services in 2013 and today is the market leader in

the personal mobility space with over 10,000 cars in its fleet. With a strong focus on the mobile experience, Zoomcar allows users to rent cars by the hour, day, week, or month.

Headquartered in Bangalore, the company is over 250 people strong and operates in 45+ cities across India. In 2018, Zoomcar introduced India's first peer2peer based marketplace for cars with the launch of its shared subscription mobility model and currently commands over 90% market share in this space.

Zoomcar drives digital technology towards the sector, which has missed the digital influx to a great extent until now. The entry of new players validates the growth of this

### Investment Rounds:

| Announcement Date | Round Name                | Money Raised | Lead Investors                 |
|-------------------|---------------------------|--------------|--------------------------------|
| Jan 20, 2020      | Series D - ZoomCar        | \$30M        | Sony Innovation Fund           |
| Dec 3, 2019       | Corporate Round - ZoomCar | \$4.8M       | ZoomCar                        |
| Sep 17, 2019      | Corporate Round - ZoomCar | ₹141.4M      | ZoomCar                        |
| Jul 10, 2019      | Venture Round - ZoomCar   | \$11.4M      | Trifecta Capital               |
| Jan 1, 2019       | Venture Round - ZoomCar   | —            | InnoVen Capital                |
| Aug 3, 2018       | Debt Financing - ZoomCar  | \$3.6M       | Trifecta Capital Advisors      |
| Feb 16, 2018      | Series C - ZoomCar        | \$40M        | Mahindra Rise                  |
| Dec 20, 2016      | Series B - ZoomCar        | \$15M        | Cyber Carrier                  |
| Jul 25, 2016      | Series B - ZoomCar        | \$24M        | Ford Smart Mobility            |
| Jul 8, 2015       | Venture Round - ZoomCar   | \$11M        | Empire Angels, Sequoia Capital |



nascent, fast-growing industry and will expand the self-drive ecosystem in India to eventually benefit more consumers. The startup is committed to transforming mobility with solutions that offer convenience, flexibility & value to customers and continue innovating at scale.

### **Founder story:**

Zoomcar was founded by Greg Moran and David Back in 2013. David Back and Greg, co-founders of Zoomcar, studied together at the University of Pennsylvania. When Greg was in college, he was studying about India, and even the thought and idea about India being potentially an opportunity probably dawned on him back then. Coming out of school, his focus was within finance, but Greg Moran was always obsessed with the environment and sustainable development. He was working in a clean-tech investment bank based in New York, focused globally but around solar, wind energy storage, etc. David and Greg were thinking about mobility and transportation solutions. They started looking at the market more carefully and realized that car ownership levels were incredibly low at 2 or 3 percent. They saw the notion of car sharing as really a great opportunity because ownership levels were just not going to support. They looked at car sharing as a great entry point with self-drive.

### **How the company came into existence:**

Greg, the co-founder of Zoomcar, has always been passionate about sustainability and shared model for sustainable economic development. While working in the clean technology and infrastructure disciplines for an investment bank, he witnessed first-hand the opportunities that existed in working for environmentally sustainable solutions in India. Further exploration revealed the challenges in urban transportation, namely lack of infrastructure that can cushion the hike in personal vehicles.

Realizing the toll it was taking on India's environment and a complete lack of self-drive model led Greg to spearhead the launch of Zoomcar. He has always been fascinated with India as a market. As a fast-growing economy, it provides entrepreneurs with amazing opportunities to not only scale up their ventures but also deliver a social impact through unique, and oftentimes tech-enabled, service offerings.

### **Company's Future plans:**

COVID-19 has changed the dynamics of our economy indeed. What used to be the norm till last year may well become obsolete in the coming weeks. Therefore, each industry needs to adapt to the new normal. The car rental

industry, to that end, is well-equipped and prepared to serve its customers. We are already seeing a 400% rise in demand and we expect this to settle down at 200-300% over the next few months.

People are now looking for shorter-term mobility access as opposed to long-term investment. We have seen a rise in demand for cars for personal work and emergency use cases. Rentals for intercity travel are up and a lot of people are opting for one-way travel. The notion of owning a car amidst such an intensifying emphasis on social distance may have taken the backseat. Still, the necessity of a mobility service remains as relevant as before. As people would avoid public transport to keep themselves safe from contracting the virus, the need for rental cars will only go up.

The company is looking at various car subscription models to serve the needs of the customers. It also sees more demand for in-city trips compared to outstation ones and a strong focus on shorter-term subscriptions. Its focus will be to diversify on this front and ensure it is covering all cities. With COVID-19 forcing operations to go entirely digital, Zoomcar is leveraging technology such as AI and IoT to offer an impeccable experience to its customers. It also has a keyless entry which minimizes human contact and curb transmission of the virus. Every car is also thoroughly sanitized before and after each drive. With deep-rooted technology models, Zoomcar has tweaked its mobile app to allow customers to reach out at any time in case of a query through emails, messages, and chatbots.

The platform's entirely digital payment gateway also makes for a smooth and hassle-free experience. Vehicle monitoring and predictive analysis will help with data like speed, distance, RPM, clutch, brake, and time, which will be used to calculate the driver score, which encourages customers to drive cautiously. Not only does it increase the safety of the customers but will also help maintain the car in a better condition. A close eye will be kept on Engine temperature and coolant level to predict engine seizures before it happens and guide the customers safely to a stop in case of any such situation.

By prioritizing safety, hygiene, and customer experience with technology at the core, Zoomcar is looking to make its cars future-ready and COVID-19 safe. One of the startup's focus areas has been increasing this exponentially by adding more and more vehicle models which will be offered on a subscription basis. The company is also aggressively partnering with the major automotive OEMs to offer a subscription as an alternative to vehicle ownership.



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Chingari  |
| <b>Founding Year</b>     | <b>:</b> 2018  |
| <b>Founder Name</b>      | <b>:</b> Sumit Ghosh   |
| <b>Total Fund raised</b> | <b>:</b> \$1.3M  |
| <b>Website</b>           | <b>:</b> <a href="http://www.chingari.io/">http://www.chingari.io/</a> |
| <b>Sector</b>            | <b>:</b> Social/Platform Software                                      |
| <b>Headquarter</b>       | <b>:</b> Bangalore, Karnataka, India                                   |



### What is Chingari all about:

Developer of a content platform intended to create and share short videos. The company's application features video search, editing tools, video browsing and instant sharing option, enabling users to showcase their talent and creativity with WhatsApp status, videos, audio clips, gif stickers and photos.

### Founder story:

Biswatma Nayak- Co-Founder and CEO of Chingari App and a tech-geek. Having 8 years of experience in Android, Biswatma has built 10-15 social media automation tools, dating apps and scaled them for 1M users. He has been building Chingari app silently since the last two years with the help of massive insights that he collected launching his past social automation products.

The other key person is Sumit Ghosh- Co-Founder/ Chief of Product & Growth of Chingari App. Sumit started his entrepreneurial career with IT services

company Globussoft and scaled it to 60 Cr annual revenues. His second venture Socioboard was into building automation products in the digital marketing space. The socioboard product suite, which includes the very famous software – PowerAdSpy has ARR of USD 2M. He is a master of user acquisition, product, and growth. Also, Sumit is leading the Chingari team to be the next big localized mobile entertainment platform in India.

### How the company came into existence:

From the starting days of college, Biswatma was interested in coding. In the first year of his professional career, he built his first social app product. All this while, he learned about TikTok, and his ignition to create a similar yet better one app started in mind. It took him almost 2 years to create something that became a TikTok rival.

### Company's Future plans:

The startup looks after growth in the company and

### Investment Rounds:

| Announcement Date | Round Name            | Money Raised  | Lead Investors                                  |
|-------------------|-----------------------|---------------|---|
| Aug 19, 2020      | Seed Round - Chingari | \$1.3 million | AngelList, LogX Ventures, iSeed, Village Global |



their target is well laid out. They will first go after the consumers, the internet users of Tier-II and III towns, and cities. These users were active followers of TikTok videos. Now they need an alternative and Ghosh wants Chingari to take that place. Chingari will not only remain as a social media platform, but Ghosh wants to go the full route and attempt to emerge as a super app for small-town India. What will

start with short videos will move to branded content and eventually to social commerce. Ghosh will invest in Chingari Pay and integrate with e-commerce portals and Shopify portals. Sellers can showcase their products on Chingari and if anyone intends to buy, they can place orders within the app and pay through UPI.

**“** If you just work on stuff that you like and you're passionate about, you don't have to have a master plan with how things will play out. **”**

*– Mark Zuckerberg, Facebook Founder and CEO*





|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>: NewsBytes</b>   |
| <b>Founding Year</b>     | <b>: 2015</b>  |
| <b>Founder Name</b>      | <b>: Romesh Khaddar, Sumedh Chaudhry</b>   |
| <b>Total Fund raised</b> | <b>: \$1.6M</b>  |
| <b>Website</b>           | <b>: <a href="http://www.newsbytesapp.com/">http://www.newsbytesapp.com/</a></b> |
| <b>Sector</b>            | <b>: News</b>  |
| <b>Headquarter</b>       | <b>: Gurgaon, Haryana, India</b>   |



### What is NewsBytes all about:

Provider of an explanatory journalism portal designed to simplify information in everyday news. The company's explanatory journalism portal publishes concise news in a timeline-based format, enabling users to view daily news and other events along with their back-dated stories.

### Problem solved by the startup:

Even in the current times, a lot of individuals are not up to date with news and are unaware of the events taking place around the world. This is not because of their unwillingness to read, but due to a lack of complete information in news pieces. The goal of this startup is to ensure that the reader gets a thorough picture of the story within one minute of them launching the app or website.

Thus, the startup is striving to address this by providing everyday news in a concise and contextual manner by drawing on the strengths of artificial intelligence (AI). The startup has built a digital platform, as a web portal and a mobile application, which integrates the relevant background information for all the news content.

### About the Founder:

Siblings Sumedh and Shikha completed their engineering from different institutes but had a common goal that was to start a venture on their own. While Sumedh went to IIT Roorkee and followed it with a postgraduate degree from IIM Ahmedabad, Shikha graduated from NIT Allahabad and then did her Masters from Cornell University in the US. After gaining a few years of work experience in the corporate sector, the duo decided to call it quits and chart their own path. That was when Sumedh got

### Investment Rounds:

| Announcement Date | Round Name | Money Raised | Lead Investors   |
|-------------------|------------|--------------|------------------|
| Apr 27, 2020      | Series A   | ₹39M         | North Base Media |
| Sep 19, 2018      | Seed Round | \$1M         | Müller Medien    |
| Apr 25, 2017      | Seed Round | Undisclosed  | SenseAI Ventures |
| Apr 1, 2015       | Seed Round | \$50K        | Undisclosed      |



introduced to Romesh through a common friend. Romesh, who graduated in engineering from IIT Guwahati and has a Masters from the University of Nevada in Las Vegas, is an expert in the fields of hardware and software development.

### How the company came into existence:

Before starting NewsBytes, Sumedh, Shikha and Romesh had established a startup called MyNewsStudio in 2013, which primarily focussed on helping students from B-schools become job-ready. However, after two years, they pivoted to the content space with NewsBytes after getting inspired by the creative media house Pulse.

### Company's Future plans:

The startup is working on creating a model to make videos solely using AI, wherein even the video scripts

and voice clips will be produced using it. Besides this, it is also developing an iOS version of the app. Its vision is to be able to write stories in multiple languages and formats using technology in such a way that we become the go-to platform when it comes to news.

The startup has an infrastructure that contains two parts: natural language processing (NLP) and natural language generation (NLG). While the NLP infrastructure is used to process and decode huge chunks of data, NLG is a programme that helps to produce the written narrative from the processed information. The only area where human intervention is applied is the selection of the topics for news coverage from authentic sources like PTI.

“

“I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance.”

*– Steve Jobs,  
Co-Founder and CEO, Apple*

”



|                      |   |
|----------------------|---|
| <b>Startup Name</b>  | : Mamaearth   |
| <b>Founding Year</b> | : 2016  |
| <b>Founder Name</b>  | : Ghazal Alagh & Varun Alagh                                      |
| <b>Website</b>       | : <a href="http://www.mamaearth.in/">http://www.mamaearth.in/</a> |
| <b>Sector</b>        | : Personal Care   |
| <b>Headquarter</b>   | : Gurugram, India   |



### What is Mamaearth all about:

It is the operator of a beauty and baby care brand intended to provide natural and toxin-free products. The company offers chemical-free products like body lotions, rash creams, hair shampoo, body wash, diaper rash cream, massage oil, all-natural bug sprays, and sunscreen lotions, thereby enabling customers to access a wide range of natural and safe personal products.

### Problem solved by the startup:

With Mamaearth's innovative product line, it has tried to solve a common Indian parenting problem. In a

country where most of the baby products available are not safe due to the lack of safety regulations, Mamaearth offers products that are safe by international standards and loaded with the goodness of nature.

Mamaearth is the 1st Asian Brand with a "Made Safe" Certification. Mamaearth products are free of all known toxins which are banned in most countries. More importantly, more than just a brand, it makes products out of love and care.

### Founder story:

Ghazal Alagh & Varun Alagh incorporated Honasa Consumer Private Limited in 2016 and launched the

### Investment Rounds:

| Announcement Date | Round Name                | Money Raised | Lead Investors                                |
|-------------------|---------------------------|--------------|---|
| Jan 7, 2020       | Series B - Mamaearth      | ₹1.3B        | Sequoia Capital India                         |
| Sep 10, 2018      | Series A - Mamaearth      | \$4M         | Fireside Ventures, Stellaris Venture Partners |
| Apr 20, 2018      | Venture Round - Mamaearth | \$250K       | Shilpa Shetty                                 |
| Sep 20, 2017      | Venture Round - Mamaearth | \$1M         | Fireside Ventures                             |
| Dec 20, 2016      | Seed Round - Mamaearth    | —            | Fireside Ventures                             |



Mamaearth range of toxin-free products in December that year. Varun is from the FMCG industry, having worked with Coca-Cola and Hindustan Lever, he has the right brand management experience. Ghazal worked as a corporate trainer in the IT sector, and now she is the Chief Mom at Mamaearth. The workplace culture is very open, ambitious, experiment-oriented and less hierarchy - which makes it fun to work.

### How the company came into existence:

In the US, there is a lot of awareness about the harmful chemicals found in the most common personal and baby care products. So, during Ghazal's stay there, she became more conscious of the kind of products she was using and started checking the ingredient list before buying any product.

Later, in India, when Varun and Ghazal were expecting their first child, they realized that all the baby care products contain harmful toxins, and they couldn't find any safer alternatives. As a result, they started ordering products from the US, but that turned out to be a costly and inconvenient arrangement. They

also realized that it wasn't just them; there are a lot of parents in India struggling with the same concern. Since they couldn't find any safe products for their babies in India, either they had stopped using the products, or they had to import more reliable & safer products from abroad.

That is when the idea of Mamaearth was born. Varun and Ghazal decided to find a solution to the problem faced by many Indian parents. Mamaearth became Asia's 1st Brand with MadeSafe Certified products that are toxin-free and loaded with natural goodness that our babies deserve.

### Company's Future plans:

The startup plan is to build Mamaearth into an Rs. 500 crore brands by acquiring five million new consumers in the next three years. The startup is also looking at launching more brands under the Honasa umbrella, which would be focused on the needs of the new-age, millennial consumers.

“

Every worthwhile accomplishment, big or little, has its stages of drudgery and triumph: a beginning, a struggle and a victory.”

*– Mahatma Gandhi, Political and Spiritual Leader*

”



|                          |  |
|--------------------------|--|
| <b>Startup Name</b>      | <b>:</b> Mpowered  |
| <b>Founding Year</b>     | <b>:</b> 2020  |
| <b>Founder Name</b>      | <b>:</b> Sudeep Singh, Bhavna Juneja   |
| <b>Total Fund raised</b> | <b>:</b> \$21M   |
| <b>Website</b>           | <b>:</b> <a href="http://www.feelmpowered.com/">http://www.feelmpowered.com/</a> |
| <b>Sector</b>            | <b>:</b> Real Estate   |
| <b>Headquarter</b>       | <b>:</b> Gurgaon, Haryana, India   |



## What is MPowered all about:

Provider of a space-as-a-service platform intended to assist in asset-management services. The company's platform helps property owners convert their real estate liabilities into profit-generating ventures either as co-living or co-working spaces, for long term use, enabling landlords and property owners with knowledge or skills to put their real estate assets to good use and yield high returns on it.

## Problem solved by the startup:

MPowered specializes in asset-management solutions, to help property owners convert their real estate liabilities into profit-generating ventures either as co-living or co-working spaces.

## About the Founder:

Prior to launching this startup, Sudeep Singh was CEO at co-working space GoWork. Juneja has experience in the realty-tech industry in the US and Canada. Juneja was previously an executive at US-based IT services firm Infinity. After getting degrees in Science and Interior

Design, Bhavna migrated to the US in 1996 where she secured her first job as an office receptionist for an IT startup. Arriving in the US, Bhavna decided to join the IT industry although she had a degree in interior design. In a few months, she managed to convince the startup's leadership to let her try her hands at sales. Her experience as a young salesperson had led her to discover her love and natural acumen for sales.

Bhavna is also the founder of Infinity, a pharmaceutical and life sciences company, that she set up in 2013, which is a women-owned minority certified company. It is a global provider of Life Science Enterprise Level IT services for biotech, pharmaceutical and medical device companies globally. It is headquartered in Stamford, Connecticut, USA with operations in the UK, Canada and India.

## Company's Future plans:

The startup is using the current funds to invest in new verticals of real estate such as warehousing, residential and commercial spaces, and to develop its technology solutions.

### Investment Rounds:

| Announced Date | Transaction Name      | No. of Investors | Money Raised | Lead Investors                |
|----------------|-----------------------|------------------|--------------|-------------------------------|
| Jul 20, 2020   | Seed Round - Mpowered | 2                | \$21M        | Ashok Nichani, Shelly Nichani |

“ Startups are the engines of exponential growth, manifesting the power of innovation. Several big companies today are startups of yesterday. They were born with a spirit of enterprise and adventure kept alive due to hardwork and perseverance and today have become shining beacons of innovation. ”

- Narendra Modi,  
*Prime Minister of India*





|                     |  |
|---------------------|--|
| <b>Startup Name</b> | <b>:</b> My Place Co-Working   |
| <b>Founder Name</b> | <b>:</b> Sudhanshu Rastogi, Vinayak Nath   |
| <b>Website</b>      | <b>:</b> <a href="https://myplacecoworking.com/">https://myplacecoworking.com/</a> |
| <b>Sector</b>       | <b>:</b> Co-Working  |
| <b>Headquarter</b>  | <b>:</b> Lucknow   |



### **What is startup all about:**

My Place Coworking is a coworking space and community startup. The startup provide beautiful world class coworking spaces for businesses, startups, freelancers, working professionals, etc in Tier 2 cities of Bharat. Every MyPlace is built with passion and love. The startup encourage collaborative workspaces, which are highly productive. It provides world class infrastructure, services, events, tech support, so that our members can focus on building on what they are passionate about.

### **Problem solved by the startup:**

**My Place Coworking offers several benefits like:**

- Workplaces are functional round the clock.
- My Place Coworking provides a 2Mbps high-speed internet lease line. You never worry about data.
- My Place Coworking front desk ensure the startup receive prompt assistance and notifications about their business.
- It ensures that the business systems and data is immune to unauthorized access.
- State of the art, internet enabled printers ensure your documents are neat and professional.

- Workplaces are equipped with latest-tech conference and formal/informal meeting rooms.
- Workplace are in a sociable, shared office space and be a part of an active, social group of likeminded professionals.

### **Founder story:**

Sudhanshu Rastogi has been actively involved in business & Investments since last 32 Years, has interest in Financial sector amongst others. In 1991 he formed his flagship company starting with the brand name SARC and later added 4 more Pvt. Ltd. Cos. starting with the same brand name & ASR. Sudhanshu Rastogi has been the Managing Director in each Company.

SARC presently operates in different business verticals of I.T, Investment, Advisory, Real Estate. The Real Estate division, has stood apart from the crowd, built Flats, Row Houses, developed Plots & Farm houses and then marketed them. Presently the division operates in & surroundings of Capital Town of Lucknow. We also have our associates in the developing Cities of U.P. He has been actively Investing in Startups as Angel Investor, as well is also Venture Partner Venture Catalysts' Lucknow (U.P.).



A Government of India Undertaking

भारत सरकार का उपकरण

सिंडिकेट सिंडिकेट Syndicate

With us,  
GST Returns with a  
Loan Facility!



Canara **GST**

A Loan Scheme  
for GST Registered MSMEs

For Working Capital Needs

Low Interest Rate

Loan Amount : ₹10 lakhs to ₹2 Cr.

**Eligibility:**

- Should have filed GST Return for the last 6 months
- 75% of the turnover reflected in the GST Return should have been routed through Bank Account.

\*Conditions apply • Interest rate linked to RLLR

For more details, kindly visit your nearest Canara Bank branch or website: [www.canarabank.com](http://www.canarabank.com)



@canarabank



canarabank



canarabankinsta

Call Canara : 1800 425 0018



