



# WORLD CLASS FROM INDIA

Celebrating India's Emerging Software Product Companies

Knowledge Partner



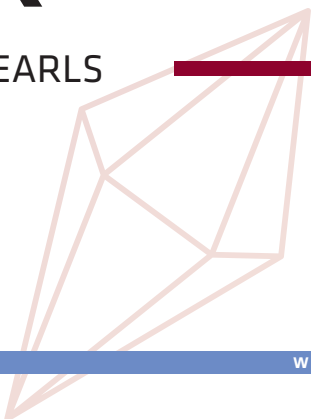
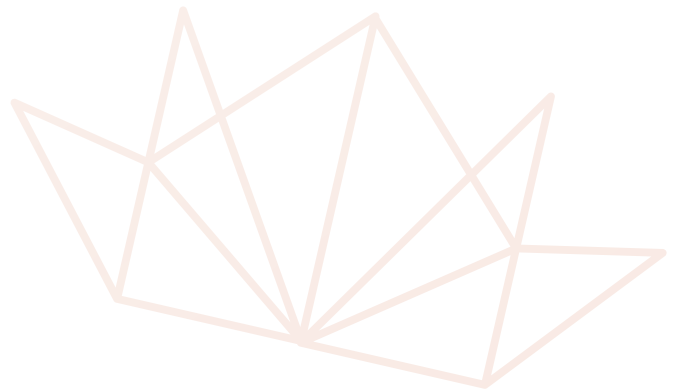


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DIAMONDS AND PEARLS





**Pari Natarajan**  
CEO, Zinnov



# FOREWORD

PLAYING THE GEMOLOGIST

While 2020 was about resilience, 2021 was about realigning and resetting to the 'new normal.' The last year has been about grit, perseverance, and hope, which entrepreneurs and leaders used as a part of their arsenal to navigate turbulent times. Companies and leaders have gone above and beyond to tackle the uncertainties, support their people and the community, think innovatively, and use technology extensively to solve problems efficiently and at scale. The slew of newer start-ups joining the unicorn club, successful IPOs, the surge in deep-tech, security, and global SaaS start-ups all stand testament to the technology, innovation, and entrepreneurship trifecta prevalent in the Indian start-up ecosystem.

A silver lining through the pandemic has been the accelerated adoption of digital technologies by companies across verticals. Adoption of AI/ML, Hyper Intelligent Automation, IoT and Big Data was strengthened in 2021, while Mixed Reality, Drones, Quantum Computing, Cybersecurity, and Blockchain gained significant attention.

There has also been a rise in Indian product companies serving global markets. The pandemic broke barriers, making geographical proximity irrelevant. The application pool for Emerge 50 2021 awards, is a reflection of these trends, and the profile of winners is clear evidence of how Indian entrepreneurs are future- and global-focused.

The NASSCOM Emerge 50 platform recognizes companies that have emerged antifragile in the face of uncertainties and transformed adversities into opportunities by embracing innovation across the board. Over the years, Emerge 50 has become a coveted recognition that celebrates and honors India's finest – solving local and global problems with world-class products and services. Zinnov is proud to have partnered with NASSCOM in evaluating and selecting the 2021 winners for the prestigious Emerge 50 list.





**Debjani Ghosh**  
President, NASSCOM

**Ramkumar Narayanan**  
Chair,  
NASSCOM  
Product Council



## MESSAGE FROM NASSCOM

CELEBRATING INDIA'S EMERGING  
SOFTWARE PRODUCT COMPANIES

While the pandemic continued to disrupt our lives in many ways, 2021 was a year of resilience and many firsts as we witnessed things that were never done before – Space tourism kicked off, NASA touched sun for the first time, India won its first gold in athletics category. It was also a phenomenal year for Indian Product & start-up ecosystem, again with many firsts – Freshworks becoming the 1st Indian SaaS company to get listed at NASDAQ, Nykaa becoming the first women-led Indian unicorn to hit the stock exchange and first healthtech unicorn “Innovaccer”. In technology industry, this year would be known as the Year of Unicorns.

Start-up innovation is leading digital acceleration and adoption of cutting-edge deep tech by enterprises. Today, apart from the tech services sector, India's business environment has become the launchpad for various strategic initiatives including IP creation, building competencies around emerging technologies and driving innovation for emerging global markets.

We at NASSCOM firmly believe that the key differentiator for India in building World-Class innovation would require sustained investment in R&D, particularly areas like Deep Tech and led by business models of a service economy. We are committed to building the world's most open and collaborative community of products & start-ups, businesses, investors, academia & research and govt to ensure that the next decade will redefine our status as a Product Nation in the global context.

Over last 12 years, Emerge 50 has been recognizing companies who have shown grit and resilience in the face of adversity and embraced innovation in its truest sense. It has evolved to a platform that represents India's finest products that are solving real global problem. So far we have 7 unicorns in our league - Druva, Freshworks, Razorpay, Innovaccer, Zeta, GupShup and Vedantu.

The Emerge 50 awards once again surpassed our expectations with 700+ applications across 10 categories. And now, after due diligence and comprehensive deliberation by 85+ jury members including product leaders, investors, entrepreneurs and industry leaders and our knowledge partner Zinnov, we are proud to showcase the Top 50 *#WorldClassFromIndia* emerging companies.

Our best wishes to each of the Emerge leaders of 2021 and NASSCOM will be delighted to partner with you in your journey of growth and new milestones.



**L E A G U E**  
**O F 1 0**



AccuKnox is the industry's most comprehensive Zero Trust Security platform that protects Companies and Governments from current and emerging CyberSecurity threats.



**Nat Natraj**  
CEO



**Asif Ali**  
CO-FOUNDER

**Journey So Far**

We (Nat Natraj and Asif Ali) have known each other for 15+ years. This is not our first rodeo! Our earlier start-up Mobile-Worx was acquired by Komli. Asif, hard core Cloud Tech guru and Nat is a seasoned Cybersecurity dude decided to team up and take on Cloud Security challenges.

**Way Forward**

Companies are migrating to Cloud (Public and Private) at an ever-increasing rate. Threat vectors in such complex clouds are vastly higher. Since the SolarWinds attack, US Department of Defence has advised companies and governments to implement Zero Trust Security. AccuKnox is ideally poised to take advantage of this market opportunity.

**Product Brief**

AccuKnox is a Zero Trust Security platform that protects Network, Applications and Data. Supports modern (Kubernetes) and legacy (VMs, Bare Metal) workloads. Delivers Micro-segmentation. Offers pre-built PCI, SOC2, CCPA, GDPR compliance templates. Delivers Data Security, Data Governance, Data Provenance. Delivers continuous compliance dashboards.

**Product Innovation**

AccuKnox was co-created in partnership with Stanford Research Institute. SRI is a world-renowned R&D powerhouse with inventions like Mouse, Modem, SIRI, MICR, Intrusion Detection, etc. We have 15+ patents in: Container Security, Anomaly Detection, Data Provenance. Thereby, AccuKnox offers most comprehensive Zero Trust Cloud Security platform.



**“We are a great example of a partnership between a think tank like SRI, an global industry giant like National Grid and an incredibly committed group of CyberSecurity professionals based in different corner of the world (US, India, Brazil, Korea, France). We are teaming up and working arduously to provide our customers with the best platform to help them in their Zero Trust journey.”**

**Name of Organization:** AccuKnox

**Product Name:** AccuKnox

**Website:** <https://www.accuknox.com>

**Vertical/Horizontal Play:** Cloud Security





# BIGTHINX

Bigthinx specializes in mobile body scanning, digital avatars, and virtual apparel try-ons to help fashion retailers reduce returns, increase sales and improve profitability.



**Shivang Desai**

CEO



**Chandralika Hazarika**

MANAGING DIRECTOR

### Journey So Far

For an idea that started with the founders finding online fashion shopping problematic, the pandemic was a game-changer as it forced retailers to quickly adopt digital. We witnessed a surge in demand for our products, won numerous major awards, and became one of the most well-known names in fashion-tech globally.

### Way Forward

Not only are we continuing to disrupt the global fashion industry on the retail side but are now developing products to revolutionize the entire fashion supply chain. Furthermore, our technology is beginning to see usage in applications such as wellness, gaming, NFTs and the metaverse.

### Product Brief

Bigthinx' s AI software carries out a 3D human body scan using only two photos from a smartphone and instantly calculates full-body precise measurements. These measurements match any shopper to their accurate size in any clothing brand, reducing apparel returns by 70%, increasing order values by 20% and conversions by 250%.

### Product Innovation

Instant full-body measurements from smartphone photos alone, with over 98% accuracy. Instant personalized digital avatars and clothing for virtual try-ons. Faster, cheaper and more efficient than competing products.



**“Good business comes from sustainability - environmental, economic and social, together. Technology is but an enabler, our roots lie in these truths. Holding them close, were changing the fashion industry today, and many more tomorrow.”**

**Name of Organization:** Bigthinx

**Product Name:** Lyfsize

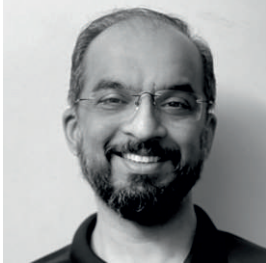
**Website:** <https://www.bigthinx.com>

**Vertical/Horizontal Play:** Artificial Intelligence for Online Fashion Retail





Accelerate App Modernization journey and precisely know which app to retire, retain, or re-host with #CloudHedge's App Modernization Platform - OmniDeq. Save your CXO's time in such critical scenarios and make your app modernization faster and predictable.



**Abhijit Joshi**

CO-FOUNDER & CEO



**Sameer Karmarkar**

CO-FOUNDER & CTO

**Journey So Far**

CloudHedge is backed by entrepreneurs with 20+ years of track record. CloudHedge is a company based on the 3+ years of research and innovation in App Containerization/Modernization making it a leader in this space.

**Way Forward**

CloudHedge App Modernization platform has always given positive business outcomes. By containerizing the application, time, cost, and resources (technical debt) are directly reduced. Moreover, enterprises can foster innovation in their offering as App Modernization gives ample opportunities to explore and ensure business growth multi-fold.

**Product Brief**

CloudHedge patented and automated App Modernization Platform - OmniDeq powered by R6Ai™ modernizes legacy applications (Windows, AIX and Linux) into containers by reHost/reFactor/rePlatform and creates a well-defined path for enterprises to leverage cloud.

**Product Innovation**

CloudHedge focuses on app modernization instead of a simple lift and shift type of migration. During modernization, the tool automatically containerizes and modernizes the application making it suitable for cloud.



**“Think out of box, solve customers’ real pain-point, create value not just customers but for partners, investors and employees as well. However big or small, make it a good business, a clean business, make it a business your team, partners and you are very proud of.”**

**Name of Organization:** CloudHedge Technologies

**Product Name:** CloudHedge OmniDeq

**Website:** <https://cloudhedge.io>

**Vertical/Horizontal Play:** Horizontal SaaS







Trusted by over 50,000 developers worldwide, CometChat’s communication platform provides easy to use text chat, voice and video functionality for websites and apps across all industries.



**Anuj Garg**  
CEO



**Anant Garg**  
CTO

**Journey So Far**

Founded in 2019 as a graduate of TechStars Boulder, CometChat is the passion of mission driven founders Anuj and Anant Garg. The twin brothers from India travelled half way around the world to bring their developer focused solution to Boulder and create the opportunity to establish and grow their communication platform. After two years of growth, they attracted over 50K customers and cemented themselves as a key competitor in the direct chat space.

**Way Forward**

Our unique platform approach will allow CometChat to expand our offering with endless extensions, allowing customers to customize their text, voice and video functionality to suite their specific business needs. We feel this, along with our compliance credentials, makes us a compelling solution across all industries.

**Product Brief**

CometChat’s platform quickly and easily delivers text chat, voice and video engagement functionality through easy-to-use SDKs, APIs, and UI kits. Developers no longer need to build this functionality from scratch, they can save time and achieve better results by integrating CometChat into their applications.

**Product Innovation**

CometChat’s platform approach stands out from competitors with its robust extension marketplace that enables the customization of our solution to deliver the best experience for both their users and themselves. Beyond our extension marketplace, CometChat boasts leading stability and scalability for one-to-one sessions as well as large concurrent events.



**“I am obviously incredibly proud of the growth and trajectory of the business, but honestly, I am most passionate about the incredible culture we have cultivated. Having a dispersed team between Colorado and India primarily has presented unique advantages as well as challenges. I feel like this will be our superpower as we continue to scale as a business.”**

**Name of Organization:** CometChat

**Product Name:** CometChat

**Website:** <https://www.cometchat.com>

**Vertical/Horizontal Play:** Horizontal SaaS



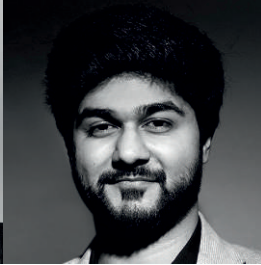


Credgenics is India's leading Recovery and technology enabled Collections platform. We work with financial institutions, Banks, NBFCs & Digital lending firms, helping them with end-to-end debt recovery solutions.



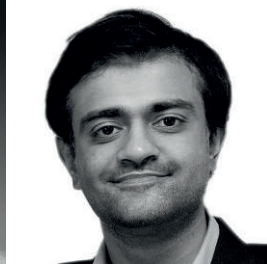
**Rishabh Goel**

CO-FOUNDER & CEO



**Anand Agrawal**

CO-FOUNDER & CTO



**Mayank Khera**

CO-FOUNDER & COO

### Journey So Far

The organization was founded in 2018 by three co-founders Anand Agrawal, Rishabh Goel, and Mayank Khera. It started as a legal tool to mitigate the NPA problem, later to correct the manually regulated top funnel of collections with improved data exchange and privacy. This brought the idea of streamlining the entire collections using technology, including digitizing the legal workflows.

### Way Forward

Digital Collections is being further revolutionized with collections to be dealt in phases and provide an omni-channel digital collections strategy for Bucket X delinquent customers. This would include more apps and linguistic personalization. Geographical expansion will include diverse legal approaches with globalization in the heart of it.

### Product Brief

Credgenics is an end-to-end SaaS-based debt recovery solution provider, where debt is recovered through automated communication model and the litigation is handled by our in-house panel of lawyers. Our special elements include digital legal notices with their unique URLs, analytical dashboards, Feet-on-Street app CG COLLECT, and new loan payment app.

### Product Innovation

Our offerings are disruptive as even the door-to-door collection is being digitally monitored through CG COLLECT. The SaaS platforms digitized recovery has improved lenders recovery rates and cost efficiency. Data management is easier through SFTP and API integration. Dashboards reflect data transparently and collection efforts are streamlined.



**"Digital collections are a niche segment where each day provides new learning. I believe only a company that solves genuine business problems and improves on the go can achieve sustainable success."**

**Name of Organization:** Credgenics

(Analog LegalHub Technology Solutions Private Limited)

**Product Name:** Credgenics SaaS platform for automated end-to-end debt recover

**Website:** <https://www.credgenics.com>

**Vertical/Horizontal Play:** SaaS based collection platform





Doctor's 2-min conversation with a patient influences \$100Bn annual healthcare spend and more importantly drives the Health of the Nation. The only tool that Doctors trust in those two minutes and for every such two minutes is HealthPlix.



**Sandeep  
Gudibanda**  
CEO



**Chaitanya  
Raju**  
CHIEF OF AI

#### Journey So Far

When we started our journey, we were only serving 35 doctors in covering general physicians and a handful of diabetologists and endocrinologists. Today, we have digitally empowered over 6000 doctors practicing across 16 specialties. Currently 15+ million patients across India have been treated and over 6 lakhs new patient profiles have been added every month in 2021.

#### Way Forward

Every single contribution in digitizing healthcare information by doctors will lead to the creation of a solid bedrock foundation in the country. Currently we are aiming to grow 8x in the next two years by expanding our team and adding more product depth. We have few exciting launches and updates in the pipelines. We foresee greater adoption and success for HealthPlix EMR in 2022.

#### Product Brief

Our AI-first EMR provides analytics and insights that go beyond the traditional static patient information leading to productivity and faster decision making. Doctors spend their time solving problems by diagnosing and treating patients using assistive and tech-first tools like HealthPlix EMR.

#### Product Innovation

HealthPlix products and solutions are designed to solve the fundamental problems faced by an Indian doctor, especially in a war-time situation like COVID-19. We are making doctors lives easier at the point of care. Through our solutions, we empower doctors by digitizing their practice with advanced technologies that can capture patient health records while being device agnostic.



**“Our firm belief is that Doctors are the KEY to Drive better patient outcomes. We keep them at the centre of our universe. We love them and hence they love us back!”**

**Name of Organization:** HealthPlix Technologies Pvt Ltd

**Product Name:** HealthPlix AI-Powered EMR

**Website:** <https://healthplix.pro/>

**Vertical/Horizontal Play:** HealthTech





**Koo**

Koo enables every Indian with a voice on the internet, and connects India deeper with innovative technology and multiple languages.



**Aprameya  
Radhakrishna**

CEO



**Mayank  
Bidawatka**

COO

#### **Journey So Far**

In about 18 months, Koo has 15 million users sharing thoughts and opinions in 9 languages. Koo has over 4500 prominent people across various fields of eminence including politics, entertainment, sports, media, spirituality and several others. Koo has won several awards and gained excellent ratings and user love.

#### **Way Forward**

At Koo, we believe that it is important to enable every person with a voice on the Internet. Koo will enable more and more languages, and is working on user-friendly technology and processes, to build a world-class social media product from India, for Indians, as well as for global users.

#### **Product Brief**

Koo is a micro-blogging platform that enables expression of thoughts and opinions in multiple languages. Over 90% Indians are more comfortable expressing themselves in local languages. Koo addresses this need by enabling local language communities, and uses the power of technology to empower every person with a voice on the Internet.

#### **Product Innovation**

Multi-Lingual-Koo (MLK) enables simultaneous sharing of posts in multiple languages with a single click, connects creators with users in their own languages, and widens the reach significantly due to network effects. Koo also provides Talk-to-type feature for easy speech-to-text conversion in Indian languages, and in-app audio/video recording capability.



**“Become 1% better every day. There's nothing like moving forward irrespective of the aspect of life you define - work, health or anything that one considers important.”**

**Name of Organization:** Bombine Technologies Private Limited

**Product Name:** Koo

**Website:** <https://www.kooapp.com>

**Vertical/Horizontal Play:** Social Media, Micro Blogging,  
Voice and Vernacular





Pazo is a Retail Operations Management platform which ensures Tasks, Audits and Compliance are done from the right place at the right time.



**Sharjeel Ahmed**  
CEO



**Hamad Jowher**  
COO

**Journey So Far**

We started by building this product for a single use case of patrolling, but it not did take much time for us to realize such a product has immense value in other verticals like Retail, Facility Management and Housekeeping. We decided to focus on Retail as a vertical as there is real value in the use case we are building for.

**Way Forward**

Our road map for the next year has been laid out. We are building workflows by which we can have multi step tasks filled by various people across stores, states and geographies. We are planning to introduce Machine Learning to detect any issues with the photos taken and deep analytics which gives the management insights on their businesses and operations.

**Product Brief**

Pazo is a mobile first Operations and Compliance Management Platform. One of the biggest challenges in operations is that in a large multi geography retail chains is that it impossible to get full visibility on the all the daily operation. We ensure that all the tasks are done from the right place and time with live reporting.

**Product Innovation**

Our task checklists are smart checklists which are actionable. When tasks are filled in the checklist, they need to be filled only during the scheduled period, a person cannot pre fill the checklist or fill it beyond the time allotted, they need to capture live photos only which ensures that the tasks are actually done.



**“Putting people first and having a great work culture where people are really invested into the company is one of the surest ways towards success.”**

**Name of Organization:** Pazo Innovations Private Limited

**Product Name:** Pazo

**Website:** <https://www.gopazo.com>

**Vertical/Horizontal Play:** Retail SaaS





Sagar Defence Engineering (SDE) aims to provide new innovations and complete unmanned solutions in defence, commercial and scientific sector with its AI enabled indigenously built technology which reduces OPEX by more than 60% and CAPEX by 45% opening new doors to processes and improvements across multiple industries.



**Nikunj Parashar**  
CEO



**Lakshay Dang**  
CTO

### Journey So Far

Sagar Defence Engineering, founded by Nikunj Parashar, Mridul Babbar and Lakshay Dang is using technology which was developed by them for defence and now spun off from the defence industry to create a simple vessel, connected to satellites, that rag pickers, the poorest of the poor here, can be quickly trained on to target and collect the pools of waste that float atop so many Indian rivers and lakes.

### Way Forward

The Unmanned System technology is having huge potential; the biggest advantage is that the system can be retrofitted on the exiting vessels and also on the new vessels. It allows smooth integration of existing vessel tonnage into the age of overall safe Autonomous shipping, adaptable to all weathers. This solution saves time, money, human lives, & opens the doors to new research.

### Product Brief

Our unmanned marine surface vessels work closely with a human operator, by utilising levels of 'managed autonomy'. This allows the operator to focus on work at hand rather than directly navigating the unmanned vessel at the same time being highly affordable.

### Product Innovation

Reduction in the CAPEX by 60% and the OPEX by 45%. Hybrid system can be operated Remotely and Autonomously. Operation can be carried out with multiple boat at same time. Scalability can be fitted on any kind of vessel from 1 meter to 50 meter and above. Compact, Plug and play architecture.



**"We have one clear Vision & Mission "To Accelerate World's Transition towards Unmanned Autonomous Systems" as in times to come it will not only save time and money but also human lives."**

**Name of Organization:** Sagar Defence Engineering Pvt. Ltd.

**Product Name:** Unmanned Marine Surface Vehicle

**Website:** <https://www.sagardefence.com/>

**Vertical/Horizontal Play:** Industry 4.0 | Robotics



Steradian's Imaging Radar is a technology feat which can save millions of lives and productive hours on the road, airport runways and enable applications while maintaining privacy.



**Gireesh Rajendran**

CEO

**Apu Sivadas**

CTO

#### Journey So Far

The road to fully autonomous vehicles might be long but there are no shortcuts for safety and reliability. Starting in 2016 with a concept and fast-forwarding to 2021, Steradian has filed 15 patents covering various aspects of this product. With its strong team of more than 30 Engineers and 35 consultants, Steradian is bracing to support customers for volume production now.

#### Way Forward

The recent announcements from full-stack players and OEMs validate the fact that conventional Radars are not suitable for higher levels of autonomy. Imaging Radars are quickly evolving to demonstrate an all-weather, real-time reconstruction of the world around us at a much lower cost point. The post Covid world will prefer contactless technologies.

#### Product Brief

Steradian has developed the World's most compact 28nm CMOS Milli-meter wave Imaging Radar chips (SVR4410 and SVR4414) to power their 4D Sensors. The Milli-meter wave antenna and radar processing software from Steradian, when combined with this radar IC enables a complete high performance imaging radar solution.

#### Product Innovation

Steradian has a focus on improving the product technology as well as the end application. Steradian Imaging Radar solution has better performance and lower power consumption as compared to competition. Enhancements in FMCW techniques through fast-chirping, high sampling data converters, high speed data communications channels have brought in unprecedented specification changes to the conventional Radar.



**"Value is created by crossing the technology barrier.  
Create a position which needs more than just money to reach."**

**Name of Organization:** Steradian Semiconductor Pvt. Ltd.

**Product Name:** Traffic Monitoring Imaging Radar

**Website:** <https://steradiansemi.com>

**Vertical/Horizontal Play:** Semiconductor and Perception SW





# COMPANY PROFILES

*#WorldClassFromIndia*





# BHARAT

This unique category caters to those innovative solutions who solve some of the toughest problems of India in a scalable manner using technology. It includes building affordable solutions that impact the Bharat Segment- the people at the grassroots level like Voice enabled products, Video, Vernacular, citizen services, Agriculture, Pollution, Sanitisation, Waste & Water Management, etc.

**BuildNext delivers the best independent homes out there - designed and built for maximum functionality, ergonomics, value for money, and aesthetics - using data and technology, through an efficient, transparent, and hassle-free process for the customer.**

**Company Name:** BuildNext

**Product Name:** BuildNext Homes

**Founders:** Gopikrishnan V, Director, and  
Finaz Naha K

**Website:** <https://buildnext.in/>

**Vertical/Horizontal Play:** Construction Tech

**Product Brief**

Home building experience in India is highly unorganized, inefficient, and outdated - particularly in small/medium independent housing. BuildNext Homes aims to transform that with our twin product line of Custom and Select branded homes, powered by a state-of-the-art technology/data platform, executed with industry leading processes and standards.

**Product Innovation**

Rapid urbanization, scattered demand, and absence of organized players in distributed housing makes it a ~\$100B blue-ocean opportunity that we are creating through demand consolidation, supply aggregation, process standardization, efficient execution and game changing customer experience with proprietary technology/data and a continuous improvement system to keep us ahead.



**Fasal is a full stack platform for horticulture anchored on an IoT-SaaS platform that provides farm level, crop specific and crop stage specific actionable intelligence to optimise cultivation costs, increase yield and the quality of the yield.**

**Company Name:** Fasal [Wolkus Technology Solutions Pvt. Ltd.]

**Product Name:** Fasal Kranti

**Founders:** Ananda Verma, CEO, and Shailendra Tiwari

**Website:** <https://fasal.co>

**Vertical/Horizontal Play:** Ag Tech - Precision Farming for Horticulture Farmers

**Product Brief**

Fasal, an AI powered IoT SaaS platform, captures real-time data on crop conditions using on-farm sensors and delivers advisories to farmers in Indian languages with farm and crop specific actionable.

**Product Innovation**

Fasal Kranti is an easy to install (Plug and Play) device and has a provision for integrating farm automation systems. It's built is made up of high-density PVC material which is robust and comes with industry standard security protocol that can be enabled for any customers as per demand.



## India's 1st Voice-Vernacular Conversational AI Hiring Platform to Employ the Next Billion Users.

**Company Name:** GoDhiyo Solutions Pvt. Ltd. (Dhiyo.ai)

**Product Name:** Dhiyo.ai

**Founders:** Santhosh SS, Founder & CEO, and Samith Jagannath, CPTO

### Product Brief

Dhiyo is a truly voice-first conversational AI hiring platform that listens, understands, and speaks to Indians rising workforce, allowing them to easily find jobs using their native language. Dhiyo's vision is to accelerate employment for non-English speaking users and is designed keeping the future workforce in mind.

**Website:** <https://www.dhiyo.ai>

**Vertical/Horizontal Play:** Vernacular Voice HRTech Platform

### Product Innovation

The existing job platforms in India are mostly English centric and even the navigation involved to accomplish a simple task involves multiple steps.

Dhiyo leverages state-of-the-art AI/NLP and ML techniques to help the Blue-Grey collared workforce to:

1. Create their Digital Professional Identity.
2. Get access to working conditions and job opportunities.
3. Upward Mobility by Skilling.



## Saving water and meeting compliances is now as-easy-as clicking a subscription button. With no upfront costs and lifetime warranty, Dhaara smart is an ideal choice for all water managers.

**Company Name:** Kritsnam Technologies

**Product Name:** Dhaara smart

**Founders:** K Sri Harsha, CEO, and Vinay Chataraju, Head of Business

### Product Brief

Dhaara smart is a next generation digital water management application designed to save water and save money using the power of data. It has already saved more than a million litres of water by allowing water managers to track their water usage trends, receive alerts, and download reports in real-time.

**Website:** [www.kritsnam.in](http://www.kritsnam.in)

**Vertical/Horizontal Play:** Water management

### Product Innovation

- **Subscription model:** True freedom from the hassle of maintaining hardware
- **Compliance:** The product adheres to CGWA regulations and ISO 4064 standards
- **Tamper proof:** Full protection from device and data manipulations
- **WhatsApp alerts:** Actionable advisories to limit overuse and avoid leaks
- **Reports:** Tailor made water management KPIs and audit reports



**Bridging the talent gap problem in India; Masai School runs 0 to 1 program in Software Development & UI/UX Design. These are outcome-based education programs, thanks to an Income Share Agreement (ISA) model, which affords equal opportunity to aspirants from all walks of life.**

**Company Name:** Nolan Edutech Private Limited

**Product Name:** Masai School

**Founders:** Prateek Shukla, Co-Founder & CEO  
Nrupul Dev, Co-Founder & CTO  
Yogesh Bhat, Co-Founder & SVP

#### Product Brief

We are a career focussed school that focusses on training aspirants to become Developers & UI/UX Designers. Our mission is to bridge the talent gap problem in India and therefore offer a chance for aspirants to launch their career at 0 Upfront fees via the Income Share Agreement Model.

**Website:** <https://masaischool.com>

**Vertical/Horizontal Play:** EdTech

#### Product Innovation

While allowing candidates to study first and pay later until they get employed, Masai Schools innovations lie in its pedagogy - with use of tools like (not limited to):

1. **Mastery-based Progression** - enabling students to move forward in their learning at their own pace as they master content rather than based on traditional time structures.
2. **Glide Program** where we offer a monthly allowance to cover basic living expenses for uninterrupted education.



**We are making selling on credit (udhaar) easy for millions of small shop owners across India by helping them in managing credit and receivables.**

**Company Name:** OkCredit

**Product Name:** OkCredit

**Founders:** Harsh Pokharna, CEO  
Aditya Prasad, CTO  
Gaurav Kunwar, CPO

#### Product Brief

OkCredit's mission is to democratise technology for SMBs. For many of the small and micro businesses in India, technology adoption has been virtually non-existent. Our product makes record-keeping and thus selling on credit easier for small merchants. With integrated reminders and payments, we are making collections easier, thus improving their cashflows.

**Website:** <https://okcredit.in/>

**Vertical/Horizontal Play:** Digital bookkeeping / Tech for SMBs

#### Product Innovation

The unique thing about the product is that it has both virality and network effects built in. The credit reminders have install links and in case the customer also happens to be a merchant, it gets circulated in his circle as well. Our app is available in 8+ vernacular languages, bringing the ease of entry in one's own language and with voice enabled feature we are covering the voice first internet users.





AWARD  
CATEGORY

# CYBERSECURITY

Covers the software product solutions like Network security, endpoint security, IAM (Identity & Access Management), Security Analytics, BYOD security, Data & device security, data privacy, anti-theft, Anti-spy software, Identity theft, etc.

**1Kosmos helps companies unify identity proofing and authentication to provide workers, customers, and citizens frictionless onboarding and password less access to data and services.**

**Company Name:** One Kosmos Technology Pvt. Ltd.

**Product Name:** BlockID

**Co-founders:** Hemen Vimadlal, CEO, and Rohan Pinto, CTO

**Website:** <https://www.1kosmos.com/>

**Vertical/Horizontal Play:** Passwordless Authentication, Multifactor Authentication, Identity Proofing

#### Product Brief

BlockID, a cloud-based service, uses advanced biometrics and a private blockchain to perform identity-based Password less authentication. BlockID is certified to FIDO2 and NIST 800-63-3 standards to perform certified identity verification out-of-the-box support for both business-to-employee and business-to-customer. It provides the next generation approach to multi-factor authentication that delivers a frictionless user experience.

#### Product Innovation

1Kosmos BlockID is the world's only cybersecurity solution that combines indisputable digital identity proofing with advanced biometrics, password less authentication, while storing user data encrypted through a distributed identity architecture. Our indisputable ID-proofing process and advanced biometrics ensures you know for a fact who accesses your systems and applications.



**SEQUIRETEK**  
SIMPLIFY SECURITY



**CYBERSECURITY**

**Percept XDR ensures end-to-end security while allowing enterprises to focus on their core business growth without the fear of compromise. It helps to protect against phishing, ransomware, malware, vulnerability exploits, insider threats, web attacks & many more advanced attacks.**

**Company Name:** Sequaretek IT Solutions Private Limited

**Product Name:** Percept Cloud Security Platform which includes Percept EDR, Percept XDR & Percept IGA

**Co-founders & CEOs:** Pankit Desai, Anand Naik

**Website:** <https://sequaretek.com/>

**Vertical/Horizontal Play:** Enterprise Security

#### Product Brief

AI based Percept Cloud Security Platform ensures end-to-end security covering enterprise visibility & response, device protection, user access & identity governance; through a single dashboard which offers a view over your complete enterprise security. It features SOAR based automated response in line with the MITRE ATT&CK framework.

#### Product Innovation

Security is not only solved in silos, but also delivered as separate components between Product, Platform and Professional Services (3Ps). Sequaretek's Percept Cloud Security Platform offers solutions in the areas of Enterprise Visibility, Monitoring and Security, User Identity Governance and Access, along with Endpoint Detection and response by combining all three 3Ps.





# ENTERPRISE

This category covers the solutions ranging from Cloud infrastructure, Enterprise Mobility, DevOps, Collaboration tools, Business Intelligence, Remote working tools, Adtech, Marketing Tech, Automation, CRM, SCM.

assist365™ is the most advanced Low Code/No Code Conversational AI platform for automating interactions across multiple channels with effortless CRM integrations. Powered by an in-house deep tech stack, assist365™ is available for 10+ industries for 50+ use cases in 20+ languages. The platform has been designed as a self-serve tool for our customers to fast-track automation and CX goals.

**Company Name:** Gnani Innovations Pvt. Ltd.

**Product Name:** assist365 - AI-powered Voice Assistant

**Co-founders:** Ganesh Gopalan, CEO, and Ananth Nagaraj, CTO

**Website:** <https://www.gnani.ai/>

**Vertical/Horizontal Play:** Automated AI/ML

#### Product Brief

Voice AI-led omnichannel SaaS platform engineered to automate multiple interactions across the customer journey for an engaging and enticing CX.

#### Product Innovation

Gnani.ai's assist365 is a Voice AI-led conversational bot solution that helps in the end-to-end automation of voice interactions across multiple use cases. By leveraging the power of AI/ML and NLU, our AI-powered Conversational assistant offers to automate the entire customer service workflow across both inbound and outbound processes.



With Leegality, Indian businesses can liberate themselves from the clutches of paper and make their critical business transactions faster, easier, and more secure. Our aim is to help businesses achieve a state of Zero Paper across their entire organization.

**Company Name:** Grey Swift Pvt. Ltd.

**Product Name:** Leegality Document Execution Platform

**Founders:** Shivam Singla, CEO

Prakhar Agrawal, CTO

Sapan Parekh, Head of Business/Chief Business Officer

**Website:** <https://www.leegality.com>

**Vertical/Horizontal Play:** Horizontal SaaS, document

#### Product Brief

Leegality provides digital document infrastructure tailor-made for the unique operational and compliance needs of India. 1000+ Indian Businesses (Federal Bank, Bank of Baroda, SBI Card, HDFC Ltd, ICICI Lombard, Airtel etc.) use Leegality's unified set of eSignatures, eStamping, and Document Workflow tools to eliminate paper from their critical business flows.

#### Product Innovation

1. Businesses can hyper-customize all aspects of their document journey for unique use cases.
2. Wide experience working with 1000+ top companies across sectors.
3. India's no. 1 repository for techno-legal content around digital documents and evidence.
4. Consultancy and implementation services to drive digital transformation across an entire organization.







**QpiAI-pro is all you require for providing your solutions for AI and Quantum modeling problems. It is the world's most integrated AutoML, MLOps and Quantum modeling solutions. It is build ground up for collaboration across big enterprises to create AI and Quantum compute IPs that can be used across organizational teams.**

**Company Name:** QpiAI India Pvt. Ltd.

**Product Name:** Qpial-pro platform

**Founder:** Dr Nagendra Nagaraja, CEO and Chairman

**Website:** <https://www.qpi.ai.tech>

**Vertical/Horizontal Play:** Automated AI/ML

**Product Brief**

QpiAI-pro is a single platform for the entire AI chain. From basic data annotation to creating dataset, to data cleansing, new model discovery from data, model parameter finetuning, AI/ML model prediction, AI/ML model deployment on the smaller edge devices to cloud deployment. QpiAI-pro also offers privacy and data security where data need not be sent to cloud for AI/ML modelling or analytics.

**Product Innovation**

QpiAI-pro is an integrated autoML and MLOps platform. Its support of our patented domain and sub domain-based AI/ML modelling makes it stand out from competition because our benchmarks shown that were able to create 60% smaller and 40% faster models (low latency) compared to our competitors.



**Compliance Scope**

Virtual Laboratory for EMI/EMC

**Simyog's mission is to enable "Agile for Hardware Design". The proliferation of electronic and electrical components in system-level-hardware (e.g. an automobile) comes with an added challenge of interference between components, a problem studied under Electromagnetic Interference (EMI) and Electromagnetic Compatibility (EMC).**

**Company Name:** Simyog Technology Private Limited

**Product Name:** Compliance-Scope

**Founder:** Dipanjan Gope, CEO

**Website:** <https://www.simyog.com/>

**Vertical/Horizontal Play:** Simulation tool for All System-Level Electronics

**Product Brief**

Simyog's flagship product Compliance-scope (CompScope) is the world's first Virtual EMI/EMC laboratory for predicting Radiated Emissions (RE), Conducted Emissions (CE), Radiated Susceptibility (RS) and Conducted Susceptibility (CS) compliance tests. Compliance-Scope enables Design for EMC - predicting EMC issues in the early-design-stage of hardware, as well as Diagnosis capability to reduce risk.

**Product Innovation**

Compliance-Scope, is an EMI/EMC simulation software based on broadly two technological breakthroughs: Physics-based hybrid Electromagnetic and circuit solvers: These include fast 3D full-wave Electromagnetic solver, 2D Electromagnetic solver based on Multi-conductor Transmission Line (MTL) theory and circuit solver. Based on the laboratory type, Compliance-scope applies custom hybrid solvers such that accuracy is maintained while speeding up the solution process.





**Unbox Robotics builds software-defined swarm robotics systems to enable retail and logistics enterprises to automate and radically improve their package sorting and order consolidation operations on-demand using limited footprint and capital.**

**Company Name:** Unboxrobotics Labs Pvt. Ltd.

**Product Name:** Unbox Robotics - Package Sorting System

**Founders:** Pramod Ghadge, CEO and Shahid Memon, CTO

**Website:** <https://unboxrobotics.com/>

**Vertical/Horizontal Play:** Automation, Robotics

#### Product Brief

Unbox Robotics offers the world's first of its kind plug & play and compact package sorting systems to automate package sorting & order consolidation processes for eCommerce, retail, and logistics enterprises. The system takes only a few days of installation time instead of several months, saves area and improves personnel productivity.

#### Product Innovation

With proprietary algorithms and hardware, the Unbox Robotics sorting system automates the package sorting processes in 50 to 70% lesser processing area compared to traditional systems and improves personnel productivity by more than 3 times. The entire system can also be deployed under a pay per use model.





# FINTECH

Any business that uses technology to enhance or automate financial services and processes.

Subcategories includes solutions for Digital lending, WealthTech, Insurance, Cryptocurrencies, Payments, Investment Tech, etc.

**Credidwatch has built the easiest way to connect the world of business and data to convert them into analytics powered insights for quick and effective business related decisioning.**

**Company Name:** Credidwatch Information Analytics Pvt. Ltd.

**Product Name:** Credidwatch

**Founders:** Meghna Suryakumar, CEO, and Sandeep Anadampillai, CPO

**Website:** <https://www.credidwatch.com/>

**Vertical/Horizontal Play:** Data Insights as a Service, Data Analytics

#### Product Brief

Credidwatch (CW) is an industry-defining AI/ML-powered technology and data science platform that lenders and businesses rely on for actionable intelligence and predictive analytics on the overall health of businesses. CW does this with no human intervention by deploying the latest practical Artificial Intelligence (AI) and technology tools that provide the most reliable comprehensive real time inputs possible.

#### Product Innovation

RPA based data sourcing infrastructure provides maximum coverage. Early Warning System that generates near real time alerts across a library of 400 plus red flag signals to enable early risk detection. ML based EWS Risk score. Zero human touch platform and protocol driven open APIs.



**Loop Health is the first health insurance provider with an in-house medical team that helps employers care for their employees.**

**Company Name:** Invoq Healthcare India Private Limited

**Product Name:** Loop Health

**Co-founders:** Mayank Kale, CEO, Ryan Singh, COO Shami Raj, Head of Product, and Amrit Singh

**Website:** <https://www.loophealth.com/>

**Vertical/Horizontal Play:** Health Insurance

#### Product Brief

Loop Health aims to address issues related to health benefits such as poor-quality primary care and misaligned incentives leading to unnecessary hospitalisations and claims and addresses the pain points like:

- Lack of knowledge about health insurance plans
- Lack of trust in health advice
- Low engagement with doctors
- Access to trustworthy doctors

#### Product Innovation

Healthcare app that serves as a One-stop for all medical records. Online consultation with verified doctors and limitless access to a team of medical specialists available 24X7. We also provide health insurance plans for employees, access to a health insurance plan with complete information, wellness package, regular employee health engagements and lab test booking.



**Rural focused Fintech platform that aims to make credit available for income generating, rural commerce transactions.**

**Company Name:** Jai Kisan

**Product Name:** Bharat Khata

**Founders:** Arjun Ahluwalia, CEO, and Adriel Maniego, COO

**Website:** <https://www.crediwatch.com/>

**Vertical/Horizontal Play:** Data Insights as a Service, Data Analytics

## Product Brief

Bharat Khata is a Digital Ledger and Smart Business Solution for Rural Businesses to manage their business anytime, anywhere.

## Product Innovation

The product makes formal credit accessible to first time borrowers while digitizing transactions and building greater data visibility into the Agri Value Chain. Bharat Khata is helping individuals and businesses get access to cheaper financing, digitizing loan repayments, and ensures that the money they raise is being used for income generating purposes.

kaleidofin



**KiScore- Machine Learning based automated credit health check for informal sector customers.**

**Company Name:** Kaleidofin Private Limited

**Product Name:** 'Kaleidofin Private Limited' and 'KiScore, credit risk analysis product for MFI customers'

**Founder:** Sucharita Mukherjee, CEO

**Website:** <https://kaleidofin.com/>

**Vertical/Horizontal Play:** AI-driven saving platform

## Product Brief

KiScore is a credit intelligence solution that aims to help MFIs underwrite customers and improve risk adjusted returns. The score represents customers credit risk evaluated using several variables such as demographics, financial transactions, assets and other behavioural information. Launched in 2020, KiScore in 12 months enabled scoring for over a million individuals.

## Product Innovation

KiScore uses primary and secondary data to create well defined individual risk personas that evaluates the repayment propensity and capacity of customers. It also helps in determining the highest and the lowest amount that a customer can be given, a feature no credit score can provide.



**Kscan is the most comprehensive Digital Due Diligence platform, a singular source of truth, that facilitates credible intelligence about businesses and individuals aiding to better financial decisioning. So, before you put your money on the line, do a quick Kscan.**

**Company Name:** Karza Technologies

**Product Name:** Kscan

**Co-founders:** Omkar Shirhatti, CEO, Gaurav Samdaria, CBO, and Alok Kumar, CTO

**Website:** <https://karza.in/products/Scan>

**Vertical/Horizontal Play:** Digital lending

#### Product Brief

It is important to gain a deep understanding of the parties involved while taking decisions related to onboarding, underwriting, GTM optimization, risk assessment, and more. KScan gives a comprehensive view of demographics, business, negativities, management, ownership structure and financials in one easy to understand report generated at the click of a button.

#### Product Innovation

Integrating 900+ disparate sources, KScan compiles intelligence on 25Mn+ businesses and 800Mn+ individuals. Processing 2Mn+ records each hour, KScan is built on a state-of-the-art Data Engineering Pipeline equipped with latest Big Data Technologies and proprietary AI Algorithms to stitch together intelligence, identify fraudulent patterns, and deliver results in milliseconds to our consumers.



**Simplifying crypto investments with automated trading strategies, curated portfolios, and custom crypto baskets.**

**Company Name:** Mudrex Inc.

**Product Name:** Mudrex Invest

**Founder:** Edul Patel, CEO, and Alankar Saxena, CTO

**Website:** <https://mudrex.com>

**Vertical/Horizontal Play:** Wealth Management

#### Product Brief

Mudrex Invest is a suite of financial products to help masses passively invest in crypto and grow their wealth. It allows users to invest in automated trading strategies, quant portfolios and crypto indexes - curated by expert traders.

#### Product Innovation

- **Mudrex Build (for traders):** Drag and drop interface clubbed with custom scripting to create automated trading strategies.
- **Algos Marketplace:** Curated marketplace for retail investors to invest in trading strategies of top creators.
- **Coin Sets:** Theme-based baskets of crypto tokens, actively managed by experts.
- **Mudrex Mint:** Curated quant portfolios of best trading strategies.



## NIRA offers small ticket loans to India's mass market.

**Company Name:** NIRA

**Product Name:** NIRA - No Tension Loans

**Co-founders:** Rohit Sen, CEO, and Nupur Gupta

**Website:** <https://nirafinance.com/>

**Vertical/Horizontal Play:** Consumer lending

### Product Brief

Our customers are unable to get loans from banks; they're forced to use expensive informal lenders at their time of need. NIRA offers them credit in a fast and seamless way, at a much lower cost than their available sources of funds today.

### Product Innovation

Fintechs serving low-income Indians typically offer payday loans. Since we've been able to keep NPAs low, we're able to offer longer tenured loans at lower rates to this market segment.



Plum is re-imagining health insurance. Healthcare costs are rising. We are witnessing newer diseases every day. Treatments of these diseases can wipe out entire household savings. But insurance is still expensive. Plum helps you get high-quality insurance sponsored by your employer.

**Company Name:** Plum Benefits Pvt. Ltd.

**Product Name:** Plum

**Co-founders:** Abhishek Poddar, CEO, and Saurabh Arora, CTO

**Website:** <https://www.plumhq.com/>

**Vertical/Horizontal Play:** Insurtech

### Product Brief

Plum has forged new underwriting and fraud detection algorithms to enable companies as small as 2 to benefit from group insurance. The platform enables real time insurance design & pricing to enable companies to buy insurance in 3-clicks. And offers employees a hassle-free claims experience through an integrated digital process.

### Product Innovation

Companies as small as 2 employees can set up insurance in 5 minutes. With Plum, you can get insured starting from INR85. Our claims settlement process happens on WhatsApp and has an NPS of 79. Claims settlement itself happens <5 minutes.



**Rupifi provides B2B Payments and B2B Credit for SMEs on B2B Marketplaces, Aggregators and Distributors and improves their Checkout Experience in an Embedded Manner.**

**Company Name:** Rupifi Technology Solutions Private Limited

**Product Name:** Embedded Lending - BNPL

**Co-founders:** Anubhav Jain, CEO  
Ankit Singh, and Jawaid Iqbal

**Website:** <https://www.rupifi.com/>

**Vertical/Horizontal Play:** Payments

**Product Brief**

Rupifi's B2B Credit or BNPL Product is an Embedded Instant Credit offering on B2B Marketplaces for SMEs making purchases. It solves the problem of working capital for SMEs by providing them with Instant 14/30/45/60-day credit for purchases without any Documentation and at no cost to the SME (fully subvented).

**Product Innovation**

Rupifi's B2B BNPL is not a Credit but a Payments instrument offered at the Checkout of B2B Marketplaces. It has been created with Customer Experience at the Core and thus, comes with No Documentation, No Geographical Constraints and Maximum Approval Rates - making most large marquee B2B Marketplaces work with us.







# HEALTH TECH

Tech solutions developed for the purpose of improving any and all aspects of healthcare system. From telemedicine to online health information, diagnostics, wellness, hospital administration, healthcare analytics & life sciences tech.

## In-med builds AI-based clinical decision support tools for the Neuro space.

**Company Name:** In-med Prognostics

**Product Name:** NEUROShield

**Co-founders:** Rajesh Purushottam, CEO  
Dr Latha Poonamalle, CEO (US) & Board Chair

### Product Brief

NEUROShield was launched in 2020 in Pune, Maharashtra. The tool utilizes 3D MRI images and calculates volume and provides atrophy percentage in comparison with normal people of the same age, gender, and ethnicity. NEUROShield is a pioneer in the use of true AI, which allows it to create reference data for other micro-ethnicity and rapidly expand its applicability to other disease conditions.

**Website:** <https://in-medprognostics.com/>

**Vertical/Horizontal Play:** Health Tech in Neurology

### Product Innovation

NEUROShield is a one of its kind products across Asia which employs the use of Artificial intelligence for volumetric analysis of MRI Images of the brain and offers an analysis with insightful information. The uniqueness of Neuroshield also lies in the fact that it compares the volumetric information of the MRI with the reference range developed exclusively for Indian brain by us.



## Truemeds is India's 1st e-Pharmacy that guarantees to reduce your medicine costs up to 72% through smart brand substitution.

**Company Name:** Intellihealth Solutions Private Limited

**Product Name:** Truemeds

**Founders:** Akshat Nayyar, CEO, and Dr. Kunal Wani, COO

### Product Brief

Burden of medicine bills is a leading cause of financial worry among Indians. Although 95% of medicines sold are of patent drugs, price of the same medicines can vary upto 2400%. Truemeds aims to reduce healthcare expenses and improve healthcare outcomes by democratizing medicine purchase in India.

**Website:** <https://www.truemeds.in/>

**Vertical/Horizontal Play:** Pharmaceuticals / Online Pharmacy

### Product Innovation

Truemeds has built a proprietary algorithm that precisely matches all scientific components of your prescribed brand with over 1.2 lakh pharma brands to find the best value alternative. Truemeds is using machine learning to incorporate outcomes and feedback from the recommendations to build robust real-world evidence driven product.





**MyHealthcare Technologies is a digital health tech company, working with hospitals, clinics in building out an integrated, patient centric digital ecosystem mapping the complete longitudinal history.**

**Company Name:** MyHealthcare Technologies Private Limited  
**Product Name:** MyHealthcare Ecosystem  
**Co-founders:** Shyatto Raha, CEO, Divya Laroyia, Chief Product Officer, and Aneesh Nair, Chief Technology Officer

**Website:** <https://www.myhealthcare.co/>  
**Vertical/Horizontal Play:** Digital Health

**Product Brief**  
 MyHealthcare, is focused on using the power of a digital healthcare ecosystem to bridge the care delivery gaps using data-driven care processes to make healthcare more accessible. Our digital healthcare system is delivered as a B2B and B2B2C platform, working with leading hospitals, clinics, diagnostics service providers, e-pharmacies, home care providers and clinical device companies.

**Product Innovation**  
 The MyHealthcare platform is integrated across 80 leading hospitals, 65 speciality clinics, leading diagnostics providers such as Healthians, Lal Path Labs, Metropolis; leading home care providers HCAH and Antara; pharmacy providers Tata 1MG & PharmEasy; clinical devices from Omron, Roche Diabetes, AliveCor and Abbott. With MyHealthcare's EMR integrated across the care ecosystem, doctors were able to view a complete patient longitudinal history and deliver effective care to their patients.



**An AI-powered platform for Radiodiagnosis that brings efficiency to both clinical & back-office case management processes. We currently auto-detect spine and chest pathologies and aim to automate 60% of clinical Radiology by 2023.**

**Company Name:** Synapsica Healthcare  
**Product Name:** RADIOLens  
**Founders:** Meenakshi Singh, CEO, Dr Cherian, COO, Kuldeep Singh Chauhan, CTO

**Website:** <https://synapsica.com/>  
**Vertical/Horizontal Play:** Healthcare Radiology Diagnostics / AI - Computer Vision

**Product Brief**  
 We have AI-automation for clinical reading of Radiology scans; NLP that converts clinical findings to reports, and data-based optimizations for back-office case management on our platform. Automation reduces human intervention required for case management and reporting, improving business margins for Diagnostic Centres, and helping clinicians improve patient care.

**Product Innovation**  
 We are AI-first workflow solution for general Radiology. Globally unique in automatically reporting XR and MR spine scans. Only ones to have one-click reporting in addition to image based diagnostic assistance. Automated screening reports detect early signs of degeneration in spine allowing timely intervention.





# LOGISTICS/SUPPLY CHAIN

This category has seen massive advancement within a short span, the use cases range from shipment tracking systems, last mile delivery to automated drone delivery, GPS tracking, Vehicle tracking & monitoring, etc.

**Bizom is like WordPress for the supply chain. Our robust platform has a solution to address any problem & encash every opportunity in FMCG distribution. Currently, Bizom enables almost 2/3rd of Indian kiranas, where approx. 10% of India's retail transactions worth \$83Bn GMV flows through Bizom.**

**Company Name:** Bizom (Mobisy Technologies Private Limited)

**Product Name:** Bizom

**Founder:** Lalit Bhise, CEO

**Website:** <https://bizom.com/>

**Vertical/Horizontal Play:** Retail intelligence, Supply Chain Management

**Product Brief**

Bizom is a Retail Intelligence platform providing end-to-end supply chain automation for FMCG brands. We take pride in being the fastest growing retail tech solution, trusted by 500+ brands globally. Our technology provides FMCG companies with complete visibility on each movement within the supply chain, empowering them with accurate, real-time actionable retail data.

**Product Innovation**

Bizom uses a 360° outcome-driven approach to retail strategizing, consisting of different intelligent retail solutions, each focusing on - Digitisation, Optimisation and Expansion. Trade Financing is another noteworthy tool that helps our client's sanction immediate funds to their distributors to omit any working capital gaps. Bizom's "Find MY Product" is another unique offering, which can help the end-user find the brands products near their location.




**Proximity-driven delivery stack for eCommerce companies & D2C Brands.**

**Company Name:** Exprs Techno Logistics Pvt. Ltd.

**Product Name:** Exprs

**Co-founders:** Srinivas Madhavam, CEO, and Srikanth Raja Shekar, COO

**Website:** <https://www.exprs.com/>

**Vertical/Horizontal Play:** Warehousing, Last mile delivery

**Product Brief**

Last mile in the supply chain is inefficient & costly. Our grid of micro & nano fulfilment centres across High-demand clusters helps in seamless deliveries to customers, increasing the efficiency & reducing the costs.

**Product Innovation**

Our proximity to consumers is the highest. We enable eCommerce companies with quickest possible deliveries. Proximity enables multiple delivery attempts at negligible costs and hence lower returns. With the grid of hubs across high demand clusters, the cost of last mile delivery is reduced by 40%.



## AIoT-powered Hyper Automation Platform for Logistics and Supply Chain.

**Company Name:** KoiReader Technologies

**Product Name:** KoiReader

**Founder:** Ashutosh Prasad, CEO, and Vivek Prasad, CTO

**Website:** <https://www.koireader.com>

**Vertical/Horizontal Play:** Logistics and Supply Chain

### Product Brief

Over 55% of operational processes in Logistics, Transportation, Maritime, Trade, and Supply Chain remains manual, leading to decreased productivity, increased costs, and has a negative impact on customer satisfaction. To solve this problem, KoiReader offers an AIoT-powered Smart Operations Platform that leverages its proprietary Machine Vision and Autonomous OCR technology to solve industry problems across the entire value chain.

### Product Innovation

Backed by 14 patents, KoiReader leverages its proprietary Machine Vision and Autonomous OCR technology to solve industry problems such as Inventory and Asset Visibility, Smart Cargo Management, Yard Automation, Dispatch/Receiving Visibility, Vision Solutions for Product Scans, Port Automation, Document Automation use cases and asset Damage Detection.





# RETAIL TECH

As the structure of the market and consumer expectations change, many retail and consumer products businesses are turning to technology to reshape the way they work and how they serve their customers. This category caters to solutions from Predictive Analytics, Customer Experience, E-commerce enablers, In Store Retail Tech, E-commerce logistics, B2B E-commerce & Fashion Tech, etc.

## Try Before you Buy

**Company Name:** KiksAR Technologies Pvt. Ltd.

**Product Name:** KiksAR Optisee

**Founders:** Kavita Jha, CEO, and Kiran Lakkapragada, CBO

**Website:** <https://www.kiksarvr.com/>

**Vertical/Horizontal Play:** Retail Tech / AR

### Product Brief

KiksAR Optisee enables immersive shopping experiences across fashion retail, including Eyewear, Jewellery, Apparel, Watches, Shoes and Makeup. Customers can create, personalize the product in 3D, do a digital try-on with styling and fitment advisory. Scalable 3D creation at the speed of businesses launching products. Plug-ins across platforms and devices.

### Product Innovation

We are the only company across the globe offering Virtual Try-On across fashion retail categories with end-to-end 3D enablement. Automated 3D creation with images across categories. Millimetre accuracy measurements for fitment and styling advisory. AR Plug in across platforms and devices instore and online. In built analytics and recommendation engine based on the face and body profile of the user.

xeno



**Xeno is an AI-powered CRM that enables large retailers & D2C brands to increase repeat sales by 11% by building an understanding of each individual customer & creating more relevant marketing campaigns across SMS, email, WhatsApp, Facebook & Instagram.**

**Company Name:** Xeno

**Product Name:** Xeno's Next-gen CRM

**Founders:** Pranav Ahuja, CEO, and Ayushmaan Kapoor, COO

**Website:** <https://getxeno.com/>

**Vertical/Horizontal Play:** Customer Experience

### Product Brief

Xeno's proprietary tech with a 3-step process enables retailers to: Build a deep customer understanding to create a 360° view of your customers. Create campaigns relevant for each & every individual using Xeno's personalization engine. Identify the right audience for any campaign in just 3 clicks.

### Product Innovation

Xeno powers customer intelligence engine for retailers. Using Xeno's AI brands can create 16 personas out of the box to understand the behaviour of every individual customer. By linking together customer intelligence & communication in a singular platform, marketers can create more relevant communications with 1/10th of the effort.







AWARD  
CATEGORY

A graphic consisting of several overlapping triangles in shades of red, orange, and green, with a small pink diamond at the top.

**SaaS**

New business models are emerging within SaaS landscape leading to further diversification of this market. This categories includes companies offering vertical & horizontal solutions ranging from Mobile SaaS to BI and analytics.

# Clootrack

**Clootrack is a real time Customer Experience analytics platform that helps brands discover experience factors that make customers churn.**

**Company Name:** Clootrack Software Labs

**Product Name:** Clootrack

**Founders:** Shameel Abdulla, CEO, and Subbakrishna Rao, CTO

**Website:** <https://clootrack.com/>

**Vertical/Horizontal Play:** Horizontal SaaS

## Product Brief

Brands today use various mechanisms to measure Customer Experience like NPS, CSAT, star rating and so on. However, when any of these scores go down, brands struggle to understand the reasons "why" it happened. Clootrack helps brands discover the "whys", accelerate definitive differentiation, enrich CX and reduce churn.

## Product Innovation

- Real-time CX analysis, with 95%+ accuracy levels
- 90% reduction in response time to change in customer priorities, 2%+ reduction in churn
- Millions of customer conversations across journey touch points to make brand decisions with confidence



**Kovai.co**



**Document360 is #1 rated Knowledge base platform engineered for growing companies. You can instantly create, collaborate, and manage your public or private Knowledge base.**

**Company Name:** Kovai.co

**Product Name:** Document360

**Founder:** Saravana Kumar, CEO

**Website:** <https://document360.com/>

**Vertical/Horizontal Play:** Customer Experience

## Product Brief

Document360 is a SaaS platform that helps you to build a great self-service knowledge base for your customers and internal users. It helps users to create an internal wiki, customer Knowledge base, private documentation, FAQ pages, product documentation, user manuals, SOPs, document change management, and more.

## Product Innovation

The platform is easy-to-use, the visual interface includes building blocks like Apps and integrations, allowing teams to seamlessly build or customize their knowledge base. The platform benefits from both Markdown and WYSIWYG editor. It also has niche features like Knowledge base assistance, Smart search, Powerful analytics, and Multi-lingual support.





## Connect over Making with Mason's no-code stack that brings data, design, and channels to amplify your e-commerce funnel.

**Company Name:** Mason

**Product Name:** Mason

**Co-founders:** Kausambi Manjita, CEO, and Barada Sahu, CTO

**Website:** <https://getmason.io/>

**Vertical/Horizontal Play:** Vertical SaaS

### Product Brief

Setting up an online store might be easy, but it's still a hard win for SMBs and entrepreneurs who require multiple toolkits and skillsets to operate it. With Mason's no-code experience platform, ecommerce store owners can now integrate design & data to deliver powerful shopping experiences across their ecommerce funnel.

### Product Innovation

Mason is DIY and is focused on store-merchandising with no-code automation at a user's fingertips. It's simplifying access by providing a no-code experience to business teams. Mason acts as a central repository for all your communication designs - that can be used by both business and design teams alike.



## Performance management that fits the way you work!

**Company Name:** People Mesh Private Limited

**Product Name:** mesh

**Co-founders:** Saurabh Nangia, Gaurav Chaubey, and Rahul Singh

**Website:** <https://www.mesh.ai/>

**Vertical/Horizontal Play:** Horizontal SaaS

### Product Brief

Mesh is an internal social network for companies that makes it super easy for employees to accomplish goals and get timely feedback, especially in remote & distributed teams!

### Product Innovation

- **Configuration:** Easier to configure a unique performance management approach and practices.
- **Adoption:** Familiar social experience drives better user adoption and greater visibility, which makes performance management more collaborative and drives self-management.
- **Data driven decision making:** Real time insights for data driven decision making at every level. More holistic and accurate assessment of employee performance during reviews.



E-commerce platforms are prone to return and exchange requests across categories. When dealing with devices such as smartphones, there could be requests for return of faulty devices, or the requests could pertain to an exchange or a buyback program. In any of these cases, the risks of fake or cloned devices used for exchange, differences between the committed and the actual devices sent for exchange, or returned devices rendered unusable due to FMIP/FRP locks, all lead to a loss in value for the platform.

**Company Name:** Servify  
**Product Name:** Android Fake-Check  
**Founder:** Sreevathsa Prabhakar

**Website:** <https://www.servify.tech/>  
**Vertical/Horizontal Play:** Smartphone diagnostics for e-commerce

#### Product Brief

Leveraging our footprint in device lifecycle management with an extensive data pool that yielded the necessary data sets and the patterns, Servify has designed a solution based on advanced data analytics to classify the return/exchange requests as genuine and fraudulent, with an accuracy exceeding 99%.

#### Product Innovation

The fake check product detects fake devices based on the phone specifications. Even remote diagnostics is possible, saving huge costs and operational headaches for our customer. The self-healing model tracks and learns the changes in patterns over time, thereby detecting newer types of frauds as they occur. Servify now powers the complete device diagnostic solution for the mobile's category in the platform.



Zluri is an enterprise SaaS Management Platform (SMP). It helps companies discover, manage, and optimize its SaaS stack from a single dashboard.

**Company Name:** Zluri  
**Product Name:** Zluri  
**Co-founders:** Sethu Meenakshisundaram, CEO, Ritish Reddy, and Chaithanya Yambari

**Website:** <https://www.zluri.com/>  
**Vertical/Horizontal Play:** Horizontal SaaS

#### Product Brief

Zluri command centre comprises of four key modules -

1. Automated software discovery.
2. Users and apps lifecycle management.
3. Cost and license optimization.
4. Application security and compliance.

Using these four modules, Zluri puts the IT teams back in control of their new SaaS-ified landscape.

#### Product Innovation

1. World's most powerful application discovery engine.
2. Largest library of direct software integrations (500+ and growing).
3. Scalable one-click workflow-automations.





# STRATEGIC SECTOR

The software product solutions made for resolving problems in defence sector, Energy, Environment, Smart Cities etc feature under this category.

**Eugenie improves the efficiency and asset reliability of heavy machinery, thus reducing their carbon footprint, and making industrial operations more sustainable.**

**Company Name:** Eugenie Technologies Pvt. Ltd.

**Product Name:** Eugenie

**Founder:** Soudip Roy Chowdhury, CEO

**Website:** <https://www.eugenie.ai/>

**Vertical/Horizontal Play:** AI and Manufacturing

#### Product Brief

Eugenie ingests high-velocity, multi-variate data from machine-plugged sensors and SCADA system to predict machinery failures to enable proactive preventive maintenance using patented algorithms, deep technology, AI, and unsupervised ML. The improved reliability management afforded by this reduces dependency on backup systems, helping reduce the carbon footprint contribution of these systems, thus making the overall industrial operations more sustainable.

#### Product Innovation

Turning voluminous industrial data into actionable information is a humongous task but Eugenie makes it easy for the industrial companies with Explainable AI. Other than explainable AI, our USP is also our ability to achieve rapid forward deployment which enables the Marks of the world to witness benefits from Eugenie within days, not months or years.



**Recity is a circular waste management company which aims to keep the plastics in the economy and outside the environment.**

**Company Name:** Recity Network Private Limited

**Product Name:** CTYLOOP, CYNKRO, CETRACES

**Co-founders:** Suraj Nandakumar, CEO, and Meha Lahiri, COO, CFO

**Website:** <https://www.recity.in/>

**Vertical/Horizontal Play:** Environment Tech

#### Product Brief

Recity's integrated technology Waste Intelligence tracks the flow of waste from cradle to cradle:

1. CYNKRO: Circular Governance by automation of EPR Compliance & Circular Packaging
2. CETRACES: Automation of material handling in plastics value chain
3. CTYLOOP: Integrated platform enabling inclusive circular cities

#### Product Innovation

Key differentiators of our Waste Intelligence solution are:

1. Ecosystem solution catering to all the stakeholders.
2. Establish traceability standards for institutional sourcing of PCR.
3. Implement circular governance for reporting, compliance, disclosures for brands.



**Respirer Living Sciences is a climate science focused startup that builds low-cost and low-powered, sensor-based air quality and industrial emissions monitoring devices & ML-based analytics and uses IoT and big data to provide solutions for industries, governments & communities.**

**Company Name:** Respirer Living Sciences Pvt. Ltd.

**Product Name:** Atmos - Realtime Air Quality Monitoring Network

**Founder:** Ronak Sutaria, CEO

#### Product Brief

Atmos - Realtime Air Quality Monitoring Network is India's first scientifically validated IoT based air toxics and GHG emissions monitoring solution designed to help industries tracking ESG criteria, governments working on city-wide and nation-wide scale and communities focused in helping citizens make better decisions around their quality of living.

**Website:** <http://atmos.urbansciences.in/>

**Vertical/Horizontal Play:** Air Quality Monitoring, Industrial Emissions and GHG/Climate Sciences modelling, IoT, Big Data with Spatial (GIS) and Temporal AI/ML

#### Product Innovation

We have scientifically the most rigorously validated product and technology for air quality monitoring in India. Published over ten high-impact peer-reviewed journal articles based on our IoT device and Machine Learning based air quality data. Have the foremost scientific collaborators in the field of air quality and climate sciences in India.





# SELECTION FRAMEWORK

NASSCOM® | zinnov

**700+**  
Applications  
overall

Applications were received for the NASSCOM Emerge 50 Awards 2021 on a predefined questionnaire/ application form

## PRIMARY SCREENING



**420+**  
Qualified the  
eligibility  
criteria

The applications were then validated based on eligibility criteria

- Indian origin
- Nominated product should be commercialized (not an idea / prototype / under development)
- Company's revenue should be less than **100 Crore**

## IN-DEPTH EVALUATION



**94**  
Short-listed for  
Jury Round

- Zinnov team then prepared a mathematical model to rate and analyze the applications
- Applications were analyzed on a number of parameters including financials, growth, market differentiation, product differentiation, market size, usage of advanced technology.
- 101 companies were listed as potential companies for further detailed evaluation

## JURY EVALUATION



**50**  
Final  
Winners

- The short-listed companies were called to present to a panel of Jury, all virtual this year.
- The Emerge 50 companies were selected after a critical & rigorous evaluation by the Jury panel based on Innovation & differentiation quotient, Product maturity, Business maturity, Team profile and opportunity.

## STAGES OF EVALUATION





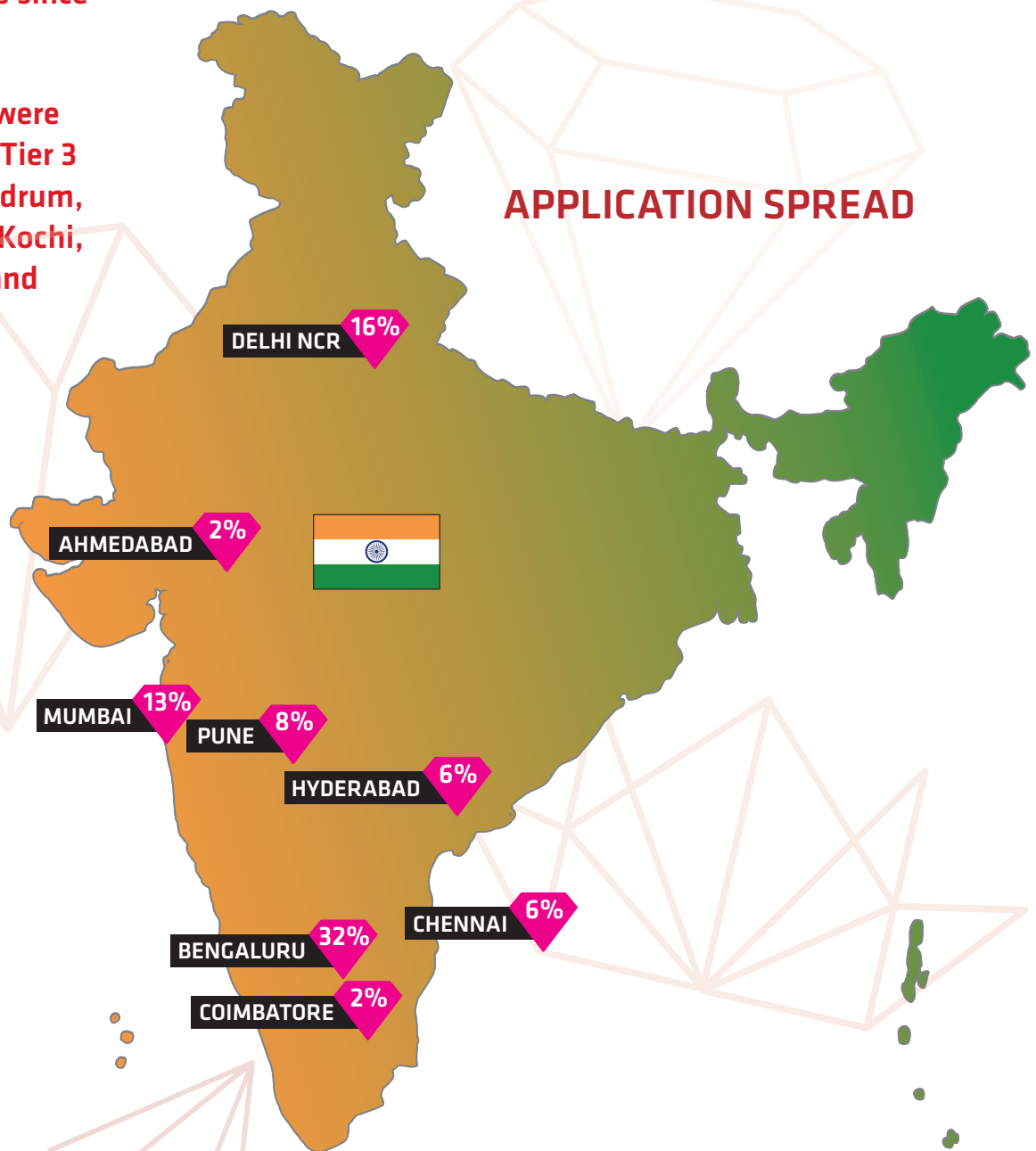


# KEY TRENDS & ANALYSIS

NASSCOM® | zinnov

- Delhi and Bangalore still constitute almost 50% of the applicants since the past 2 years
- 12% applicants were from Tier-2 and Tier 3 cities like Trivandrum, Bhubaneshwar, Kochi, Bhopal, Indore and Jaipur.

## APPLICATION SPREAD

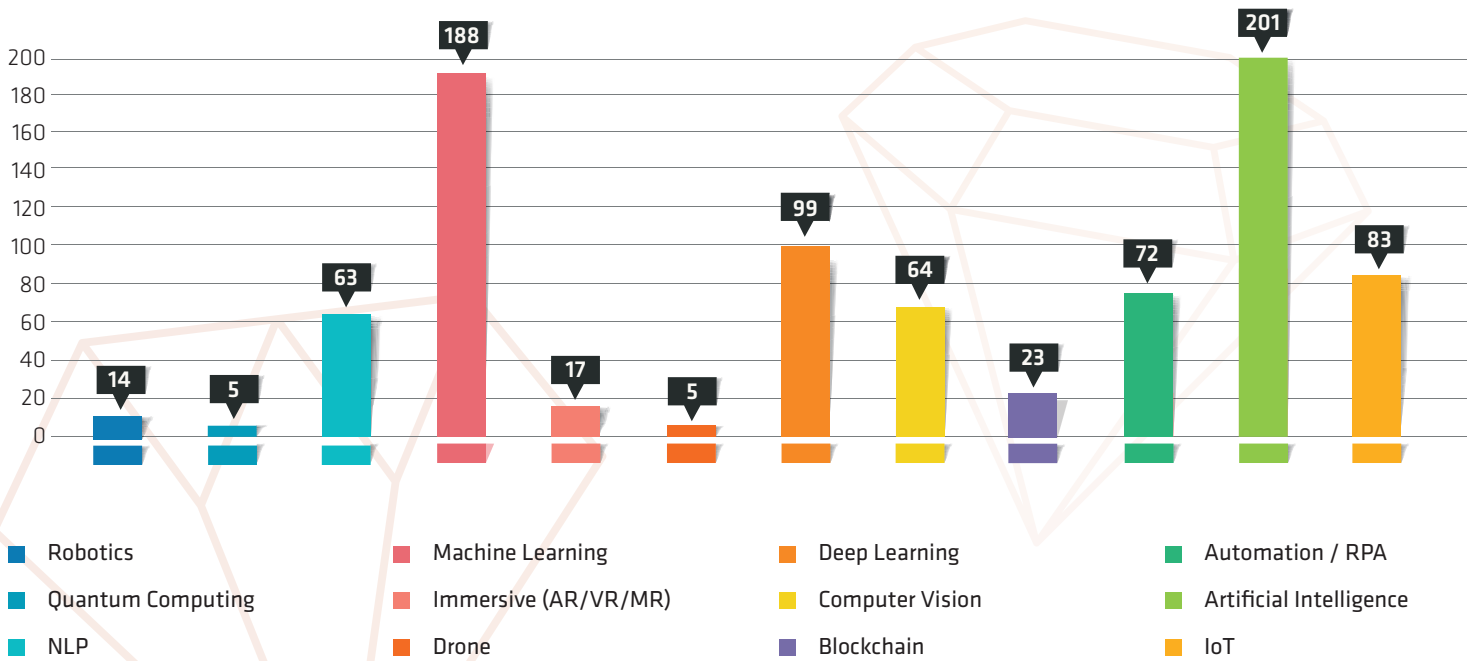




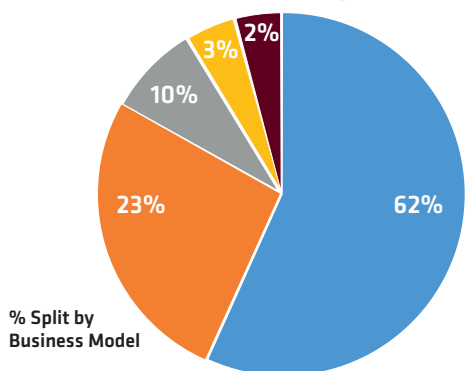
# KEY TRENDS & ANALYSIS

NASSCOM® | zinnov

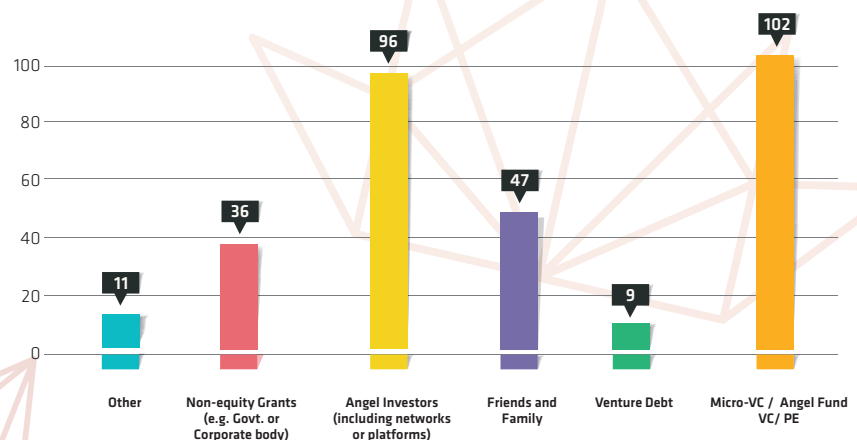
**76% of start-ups use Advanced Tech / Deep Tech.  
Robotics applications witnessed 2x increase from last year.**



**61% of start-ups are B2B companies**



**46% of applicants had raised at least some external funding - with additional 16% looking to fundraise soon**

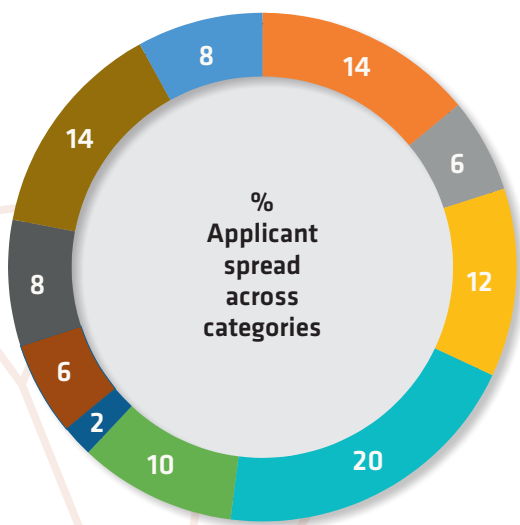




# KEY TRENDS & ANALYSIS

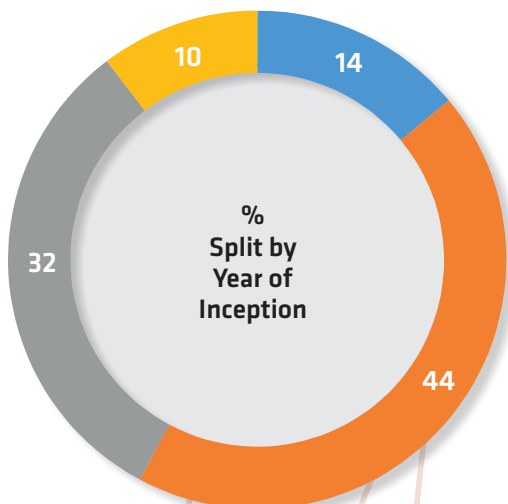
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The year 2021 saw applications in Bharat, HealthTech increased significantly Vs in the year 2020.



- Bharat
- Cybersecurity
- Enterprise
- Fintech
- HealthTech
- IoT & Devices
- Logistics
- RetailTech
- SaaS
- Strategic

44% of the firms are 2-5 years old. Interestingly, more mature firms that have existed for 5-10 years has almost doubled since last year.



- 0 - 2 Years
- 2 - 5 Years
- 5 - 10 Years
- > 10 Years





# JURY MEMBERS



**Aditi Gupta**  
Asha Impact



**Alok Bardiya**  
Tata Communications



**Alok Mittal**  
Indifi



**Amey Mashelkar**  
Jio GenNext Accelerator



**Amol Warange**  
Omidyar Network India



**Anand Pande**  
GSTN



**Aniketh MJ**  
Ideaspring Capital



**Anil Joshi**  
Unicorn India Ventures



**Anuja Shukla**  
Bank Of America



**Anup Jain**  
Orios Venture Partners



**Anurag Jain**  
GoFar Advisory & Investments



**Arun Raghavan**  
Arali Ventures



**Arun Seth**  
Board - Narayana Health



**Arvind Sivaramakrishnan**  
Board - Narayana Health



**Ashish Kumar**  
The Fundamentum Partnership



**Ashish Taneja**  
GrowX Ventures



**Bharat Gera**  
Human Centric Health Ecosystem



**Bharat Ravuri**  
Principal Asset Management



**Chetan Garga**  
AllState Insurance



**Deepak Mehta**  
Mondelez International



**Dr. Chandrika Kambam**  
HCG Hospitals



**Dr. Rishi Mohan Bhatnagar**  
Aeris Communications



**G N Shrinivas**  
Target, ex EY, Ex Walmart



**Gaurav Ranjan**  
Prime Ventures



**Harsha Mundhada**  
Inflexor Ventures



**Kaustubh Patekar**  
ProdZen



**Krishnan Neelakantan**  
Ankur Capital



**Kunal Khattar**  
AdvantEdge Founders Fund



**Lalit Mohan Sanagavarapu**  
Wells Fargo



**Lavanya Gopinath**  
Chargebee





# JURY MEMBERS



**Madhurima Agarwal**  
NetAPP



**Malthi SS**  
PayPal



**Mansi Aggarwal**  
Alkemi Growth Capital



**Monish Darda**  
ICERTIS



**Murali Krishna**  
Inflexor Ventures



**Naganand Doraswamy**  
Idea Spring Capital



**Naman Kejriwal**  
WaterBridge Ventures



**Neelesh Salgaonkar**  
HERE Technologies



**Nilesh Balakrishnan**  
WaterBridge Ventures



**Nipun Mehrotra**  
The Agri Collaboratory



**Nitin Walia**  
Data Xgen



**Nitya Agarwal**  
3one4 Capital



**Noritaka Wakuda**  
Maruti-Suzuki



**Padmaja Ruparel**  
Indian Angel Network



**Parag Dhol**  
Inventus Capital India



**Pramod Jajoo**  
Advisor, Mentor and  
Angel Investor



**Pratip Mazumdar**  
Inflexor Ventures



**Pushkar Apte**  
Qualcomm



**R Venkateswaran**  
Persistent Systems



**Rajesh Thachil**  
PayPal



**Rajiv Raghunandan**  
Arali Ventures



**Ravi Padki**  
REM42



**Rema Subramaniam**  
Ankur Capital



**Rohan Chhatwal**  
Maruti-Suzuki



**Rohit Chokhani**  
Easy Home  
Finance Limited



**Rostow Ravanan**  
Alfahive Inc.



**Rutul Joshi**  
Fidelity Investments



**Sameer Brij Verma**  
Nexus Venture Partners



**Sandeep Singhal**  
Nexus Venture Partners



**Sanjay Gurbuxani**  
Mondelez International





## JURY MEMBERS



**Satish Venkatachaliah**  
H&M Group



**Seema Joshi**  
NICE Ltd.



**Shalini Sankarshana**  
Broadridge



**Shilpa Kumar**  
Omidyar Network India



**Shivkumar Pandey**  
BSE India



**Shweta Rajpal Kohli**  
Sequoia Capital



**Shyam Menon**  
Bharat Innovation Fund



**Shyam Penumaka**  
Dallas Venture Capital



**Shyamnath Harinath**  
Siemens Healthineers



**Snehanshu Mitra**  
NASSCOM



**Sonal Saldana**  
3one4 Capital



**Srikant Chunduri**  
Framework



**Sujata Krishnan**  
Arali Ventures



**Sulesh Kumar**  
Ideaspring Capital



**Sunil Raheja**  
IKS Health



**Surjeet Thakur**  
TrioTree Technologies



**Suryaprakash Konanuru**  
Ideaspring Capital



**Sushma Kaushik**  
Aavishkaar Capital



**Svetha Ravi**  
Arali Ventures



**Treasa Mathew**  
Omidyar Network India



**Trivikram Prasad**  
India Leader



**Varadarajan Krishna**  
Induct AS Asia & MENA



**Venkatesh Murthy**  
DSCI (Data Security Council of India)



**Vinay MK**  
PathPartner Technology



**Vineet Tyagi**  
Biz2Credit & Biz2X



**Vinod Sood**  
Hughes Systique Corporation



**Vishal Salvi**  
Infosys




**Vivek Batra**  
TravelTrill, ex-Dr Batra's, ex-Sulekha



**Palash Gupta**  
Huawei Technologies India



The graphic part of the 'World Class From India' logo consists of several overlapping triangles in shades of red, orange, and dark green, with a small pink diamond at the top.

# WORLD CLASS FROM INDIA

Celebrating India's  
Emerging Software  
Product Companies

[#WorldClassFromIndia](#)

## NASSCOM®

Plot 7 to 10, Sector 126, Noida - 201303

+91-120-4990111

[product@nasscom.in](mailto:product@nasscom.in)

[nasscom.in](http://nasscom.in)