



# RISE & SHINE

CELEBRATING THE TECHNOPRENEURS

Knowledge Partner





DREAMS  
DON'T WORK  
UNLESS  
YOU DO !!



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# MESSAGE

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**T**he Indian Product Ecosystem continues its march forward – creating, refining and focussing their businesses on Cloud based products. Big Data too continues to embed itself in all such products. Yet, subtle differences crop up. Focus is now on niche segments like adtech, agritech and e-governance as product development in these areas suddenly up the ante. It matters not that the space is crowded by unicorns and large players. Smaller, more nimble and focussed players are now finding their glory under the sun.

With the current governments focus on resolving agricultural, health and water issues through technological disruption and innovative products, there is a considerable positive movement towards solutions for government agencies and departments. The push towards resolving social issues in rural areas with some good solutions focusing on improving agricultural productivity, health and education growth are helping product companies innovate in these sunrise sectors.



**NEW AGE  
VERTICALIZED  
PRODUCTS IN  
AGRITECH,  
HEALTHTECH,  
EGOV, SMART  
INFRASTRUCTURE  
ARE MAKING  
THEIR PRESENCE  
FELT.**

The investment matrix in the past two years has changed considerably. We don't see the big-ticket investments. Yet, we do have considerably thought-out, meticulously planned investments which have a clear focus on growth towards B2B investments.

The Indian Software Product Market itself witnessed a 9% YoY growth and newer markets in APAC and Middle East are now evolving as a viable export option. While FinTech, HealthTech and EduTech are still the popular verticals, emerging technologies like AI, IoT and Robotics too are making their presence felt. In this scenario, the 9th edition of '**NASSCOM Emerge 50 Awards**' identifies, showcases and supports the top 50 high-potential emerging product centric organisations



in the country, that are redefining the benchmarks of excellence for the technology industry. The list is a bellwether for the direction in which these innovative emerging organisations in the country are headed.

The enthusiasm of entrepreneurs this year - like every other edition - has been boundless and overwhelming. It was indeed most encouraging to see the maturity of the products being judged. Interestingly, the product landscape now exceeds the boundaries of software alone, and finds synergy in hardware including other branches of science.

The assessments were based on a number of parameters, including financials, growth, market differentiators, customers, market visibility, scalability and most importantly, innovation impact, to name a few.

Our esteemed Jury members met the founders of the shortlisted organisations in person in Delhi, Bangalore and Mumbai, to arrive at the list of Emerge 50 and the 'League of 10'. As you read on you will see, it spans across technology areas like, IoT, cloud, enterprise SaaS, mobility, big data/analytics, FinTech, Healthtech, AgriTech, AdTech, etc. It is most refreshing to note, majority of the top 50 are have in the B2B segment. In addition, 80% have a global focus and our Indian innovators are not shying away from tough markets.

Heartiest congratulations to all the winners for this spectacular achievement, and our sincere appreciation for their contribution to take the industry to the next level of growth.



**R Chandrashekhar**  
President, NASSCOM



**Atul Batra**  
Chair, NASSCOM  
Product Council



# FOREWORD



Over the last decade or so, the Emerge 50 awards has evolved as a real benchmark of high quality technology product start-ups germinating in India - the annual affair mimics the advancement in technology, surge in entrepreneurial talent and provides a clear impetus in the growth of the Indian start-ups eco system, laying the foundation for future economic growth and skill development of the country.

An exemplar of promoting entrepreneurship and a trusted advisor of business growth and economic development world over, Grant Thornton is glad to partner with NASSCOM in discovering the top 50 technology start-ups disrupting the various industry segments in India and globally, and hopefully go on to become highly sustainable, globally impactful organizations of the future.

In our first year of association, we have made meaningful interventions in the selection and validation process by making it a clear 3 step process in differentiating growth

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**EMERGE 50  
IS THE  
BENCHMARK OF  
HIGH CALIBER  
INNOVATIVE  
SOFTWARE  
PRODUCT  
COMPANIES.**

companies from early stage start-ups to capture the true entrepreneurial spirit storming in the country. Also, we have constructed both negotiable and non-negotiable criteria to ensure the process is fair, open and flexible to accommodate the exciting companies with various ideas, business models to be recognized for the sheer impact they have had on their respective market places, customers and investors.

We received over 500 applications this year and filtered to 200 for phase 2 and to about 70 presenting to diverse and competent jury for a final list: our basis of evaluation is in-depth, to do justice to the founders and to establish a wide berth for companies to showcase their growth potential and myriad accomplishments, thereby to stay in the reckoning to be part of the most coveted index of software product business originating from the 3rd largest start-ups ecosystem in the world.

We are also mindful that our rating and ranking process of 2017 Emerge 50 succeeds in identifying and inspiring not only founders but also investors and customers to further fuel creativity, design thinking, IP creation and do our bit in the evolution of technology business in India to further its reputation as destination for software talent in a pervasive, omni-present tech driven world.

We owe our success as Knowledge Partners of NASSCOM Emerge 50 to the collaborative efforts of the product council, jury members and the increasing number of founders who continue to believe in an intense, credible, inclusive process designed to endow rich dividends for the top league of extraordinary India men and women entrepreneurs, who are game changers in their own right, poised to shape the destiny of industry and further the development of a digitally empowered India.

**Vidhyashankar. S**

Executive Director, Grant Thornton India LLP



**Product's name**

BalanceEye

**Name of the organization**

Cyclops MedTech

**At the helm**

Niranjan Subbarao, Dr. Srinivas Dorasala,  
Dr. Ravi Nayar

**Year of incorporation**

2015

**Website**

[www.cyclopsmedtech.com](http://www.cyclopsmedtech.com),  
[www.balanceeye.com](http://www.balanceeye.com)

**Vertical/Horizontal play**

MedTech/Healthtech

"NASSCOM has been phenomenally helpful in our journey. We were part of the 10,000 Start-ups program and multiple other NASSCOM initiatives that have got us visibility, industry and investor attention"

– Niranjan Subbarao, Co-Founder,  
Cyclops MedTech

“

## THE NEW AGE COMPREHENSIVE BALANCE ASSESSMENT SOLUTION



## About The Product



The company's cutting-edge, complete balance assessment platform Cyclops BalanceEye is an assessment tool that encompasses hardware, software, and Machine Learning module on the Cloud. The device comes backed with the experience of clinicians (vertigo specialists) and engineers specializing in computer vision, image processing and embedded system design.

## Way Forward



Today, Cyclops has 50 installations of BalanceEye and its turnover is reaching the one crore rupees mark. The company is looking to close the year with 125 installations and a top line of Rs. 3.5 crore. Going forward, it will be focused on scaling up in India, the ASEAN countries, the Middle East and Africa.

## Journey So Far



The journey began for the company in 2012, when one of its co-Founders purchased a Vertigo diagnostic device from a French company. Six months down the line it stopped working and there was no support available for the device. The choice was then to buy another competing device at Rs. 15 lakhs, or develop one locally. The company felt it could add more value to what was already available to many doctors. It used its clinical expertise and in-house engine to build the product. Initially, the company faced challenges in the areas of hardware design and development, testing, funding and building infrastructure.

## Innovation

Cyclops MedTech, a medical technology start-up, works on vestibular, surgical and eye tracking solutions for the masses. The company was conceived with the idea of developing an innovative Vertigo diagnosing device that was affordable and democratized the way the disease Vertigo was identified, treated and reached the maximum number of people.



**Product's name**

Elastic Beam

**Name of the organization**

Elastic Beam

**At the helm**

Uday Subbarayan and Bernard  
Harguindeguy

**Year of incorporation**

2015

**Website**

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

**Vertical/Horizontal play**

Security

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# ARTIFICIAL INTELLIGENCE FOR CUTTING-EDGE API SECURITY



## About The Product



The company's Cloud

neutral solution encompasses API Behavioral Security (for detecting, reporting and preventing cyber attacks on data and applications exposed through APIs of companies) and the API Artificial Intelligence engine (that blocks ongoing attacks on API gateways, API Management platforms or APIs directly). It is available for hybrid Clouds, Public Clouds or on-premise.

## Way Forward



The company is

looking to expand its sales, marketing as well as engineering teams for business development. Product innovation will continue to happen as the product evolves. The company is already in the third generation of the product.

## Journey So Far



Elastic Beam began

its journey in 2014, when it brainstormed on its security product. Based on the existing experience and expertise of its founders. Thought its appropriate to build an automated solution in the security space. It took the company five-to-six months to put the plan together.

One of the key challenges the company faced initially was finding the right people for the job, as engineers did not have a clear understanding of how to build an infrastructure start-up. Also, since it was building an infrastructure product for the first time, it was felt that monitoring had to be done on a regular basis.

## Innovation

Recognizing that guaranteeing the security of the API infrastructure of organizations was critical, Elastic Beam innovatively combined Artificial Intelligence and real-time techniques to develop a product that protected API investments from cyber attacks. The product's innovation lies in the fact that unlike generic behavioral analytics tools that don't take into account API-specific usage, it leverages its in-depth API intelligence to provide a precise and accurate detection of API misuse.



**Product's name**

FirstHive

**Name of the organization**

eMart Solutions

**At the helm**

Aditya Bhamidipaty

**Year of incorporation**

2015

**Website**

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

**Vertical/Horizontal play**

Big data/Analytics, Adtech, Deeptech

"We are excited about engaging with a marquee organization such as NASSCOM. We create a lot of in-house White Papers on marketing. Since we have the only product in the market that does what it does, we are keen to leverage the NASSCOM platform to building thought leadership in the field of marketing".

– Aditya Bhamidipaty, Founder/CEO,  
eMart Solutions

“

**CREATING  
CUSTOMER  
IDENTITIES.  
DRIVING  
MARKETING  
ROI**



## About The Product



The company conceived

FirstHive in order to send the right message to the right person, through the right channel, at the right time. It was developed as a multi-channel, on-demand loyalty engine that would build Unique Customer Identities by collecting data from all sources of customer interactions.

## Way Forward



eMart has acquired

good customers in India and is now aiming to address the needs of clients in the ASEAN and North American geos.

The company will also continue to focus on helping Fortune 500 and Forbes 2000 companies to create and manage large loyalty and customer/channel programs while delivering measurable RoI.

## Innovation

eMart discovered significant opportunities in the Sales and Marketing space, where it saw a need for brand building through personalized communication with consumers and helping enterprises drive efficiencies in the marketing matrix. It innovated to develop a product that could talk to consumers personally, where instead of broadcasting one message, companies could have a unique conversation with each consumer.

## Journey So Far



eMart began

working on the product in July, 2015 and launched it in January, 2016. In October, 2016 it introduced a beta for international users. Within four-five months there were 1,100 trials of the product from 64 countries! The company gathered feedback on the product's functionality from this beta and began to build partnerships with systems integrators and resellers.

One of the big challenges that eMart faced during its journey was putting in place the right team and getting the right resources who could design and execute the product and put in place a robust product management plan.



**Product's name**

Hug SmartWatch

**Name of the organization**

HUG INNOVATIONS

**At the helm**

Raj Neravati

**Year of incorporation**

2014

**Website**

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

**Vertical/Horizontal play**

IoT, Deeptech, Security and lifestyle

"I could not have imagined that Foxconn, the company which manufactures Apple products, will one day be our own manufacturing partner for the Smartwatch. The fact is that all through the company's journey of hardships, I remained persistent, didn't give up and created a world-class product and organization".

– Raj Neravati, Founder and CEO,  
Hug Innovations

“

## NEXT GENERATION GESTURECONTROL WEARABLE AND IOT PLATFORM



## About The Product



Besides the safety story, the Hug Innovations Smartwatch has several features such as gesture control that can be used by wearers to turn up the music, dim lights, play console games, switch presentation slides or fly a remote controlled drone! It also serves as a kids, fitness and pet tracker.

## Way Forward



Hug will be adding smaller products to meet the needs of specific audiences. From a platform point of view, the company has envisioned an IoT platform that can control any device through gestures and has invited application developers to create apps that can run on its Open developer platform.

## Innovation

Hug Innovations has developed the Hug Smartwatch, which is not only a promise of safety, but also the world's first gesture-controlled device. Hug innovated a wearable Smartwatch with an SOS button that a person in danger can press. The watch sends an SMS with a live tracking URL to the family and friends. When people click on the URL they can track the wearer in real time. Interestingly, the watch has customized maps to show the user the nearest hospitals and police stations—basically emergency services they can contact if family and well-wishers are not available.

## Journey So Far



Greatly impacted by the Nirbhaya gang rape case in New Delhi in 2012, Raj Neravati decided to relocate to Hyderabad, India from the US and look deeply at the issue of women's security. Hug Innovations came into being in 2014, as a promise of safety. The journey was challenging for the company from the very start, since its Founder, Raj Neravati, did not have the necessary hardware background or deep hardware knowledge and there were no accelerators to guide or support the company. Building the right team in fact was hard and Raj Neravati had to let go of people and even replace the team.



**Product's name**

Apiculus Xaas Cloud Convergence platform

**Name of the organization**

IndiQus Technologies

**At the helm**

Sunando Bhattacharya, K.B. Shiv Kumar,  
Swati Samaddar

**Year of incorporation**

2013

**Website**

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

**Vertical/Horizontal play**

Big data/Analytics, Cloud

"It is important to keep focusing on your business, especially if you don't have the luxury of funding. Cash is king and today, we are a fairly cash flow-driven company that pays attention to collections and paying its vendors".

– Sunando Bhattacharya, Cofounder & CEO

“

**MANAGE,  
ANALYSE AND  
MONETIZE  
ANYTHING-AS-A-  
SERVICE (XAAS)**

## About The Product



IndiQus' apiculus CSP

Is a Cloud Business Platform software which enables Cloud service providers to sell “anything-as-a-service” (XaaS) and create a 360 degree customer engagement. A one-stop solution for Cloud service providers, the product enables them to manage, analyze and monetize XaaS Cloud offerings. The software has been built for the needs of emerging markets. Apiculus CSP is being used by large telecom companies as their primary Cloud business portal.

## Way Forward



IndiQus acquired

Dartboard, a company which works in predictive analytics, in 2017 (while it took over data analytics start-up Amicus in 2016), to enhance its product portfolio with the much-in-demand analytics solutions for Cloud platforms. It has also on-boarded a dedicated Data Scientist who is building various models for enhancing customer data visibility on the Cloud and deriving actionable intelligence from this data.

## Innovation

IndiQus has deep domain knowledge in Managed Cloud services and has developed open and flexible solutions that service providers, enterprises and telcom can adopt to enhance their Return on Investment. Its innovations provide Cloud business solutions to these organizations, setting up Clouds in emerging markets, and transforming enterprises and service providers into businesses running on the Cloud.

## Journey So Far



Set up in 2013

as a systems integrator, a boutique consulting firm, the company shifted gears in 2015, working to productize and turn its Cloud-building processes into ready-to-deploy solutions. It tied up with Airtel and in June 2016, delivered the product. It is now in version 2.0. IndiQus also began setting up micro Amazons (mini-Clouds) in nations such as Estonia, Nepal, Sri Lanka, Nigeria, Malaysia, and Indonesia, which it scales as the business grows.

Its journey was a loss of direction in the early days, finances were a problem, the company was slapped with fines because it was unable to file its returns. At that time, IndiQus found itself spending more time on raising funds than building its business.



League of 10

**Product's name**

The Intellicar platform

**Name of the organization**

Intellicar Telematics

**At the helm**

Karan Makhija, Kaushik Raju

**Year of incorporation**

2015

**Website**

[www.intellicar.in](http://www.intellicar.in)

**Vertical/Horizontal play**

Big data/Analytics, Mobility,  
IoT, Automobiles

"Skills and commitment are needed to survive in the start-up business. I believe one has to keep trying and not give up. Companies must believe in their products and keep on knocking on all doors until someone bites".

– Karan Makhija, Co-Founder, Intellicar Telematics

“

## FUTURISTIC TELEMATICS FOR CONNECTED CAR ECOSYSTEM AND INTELLIGENT FLEET MANAGEMENT



## About The Product



The solutions are performing the roles of fit bit devices for automobiles. They can track and draw data from any vehicle and enable fleet owners to connect and diagnose vehicle problems (conduct predictive maintenance), in real time. The solutions help customers lower the operational and maintenance costs of running a fleet.

## Way Forward



The company is partnering with an automotive insurance company to launch its user-based insurance portfolio. It is in the testing phase for end consumers and has something in the pipeline for them. Currently bootstrapped, Intellicar is looking to build its revenues before going for funding.

## Journey So Far



Karan Makhija, who had a background in Automotive Product Engineering, set up Intellicar Telematics in 2015. At that time, he was also keenly looking at the Internet of Things market and decided to combine his strengths on the automotive side with IoT to explore a new business opportunity and connect businesses and customers to their vehicles in a meaningful way. Among the challenges that the company faced initially was, educating the market about the technology. Since it was among the first to target the B2B space, it took a lot of convincing on its part to win customers.

# Innovation

Intellicar Telematics is offering customers the experience of using futuristic vehicle telematics solutions. These are making Fleet Management easier and more convenient. Intellicar Telematics' team of automotive engineers, cartography experts and data scientists have created solutions that help track vehicles and drivers to ensure their safety at all times.



**Product's name**

Botmetric

**Name of the organization**

Minjar Cloud Solutions

**At the helm**

Vijay Rayapati, Anand, Aparna Sharma

**Year of incorporation**

2012

**Website**

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

**Vertical/Horizontal play**

Public Cloud

"Our advice to our fellow entrepreneurs is to not only revisit that old truism, but to reframe it in a more personal light: what problems do you face that frustrate you, or slow you down? If the problems hit close to home, you are far more likely not only to solve it, but to solve it elegantly, for you will be channeling both passion and expertise towards the innovation process".

– Vijay Rayapati, Founder, Minjar



# MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE TO CREATE SMART CONTEXT-AWARE CLOUD FIXES





## About The Product



With over 100 customers today, Botmetric analyzes over USD 1 billion in AWS and Azure Cloud cost for its customers. One million Cloud security risks have been identified and averted by Botmetric since 2012 and more than 200,000 DevOps/CloudOps tasks automated intelligently for faster DevOps.

## Way Forward



IT leaders have realized that cloud needs cost optimization, continuous security management and intelligent automation. Botmetric does all these for AWS and Azure. In the near future Botmetric will be leveraging ML, AI to further automate cloud operations while extending support to other cloud platforms like Google.

## Innovation

Botmetric is the first comprehensive Cloud Management Platform (CMP) which covers all aspects of public Cloud management like cost, security, and operations. Today, it is the highest rated CMP on the AWS Marketplace. Botmetric focuses on automating actions or giving 'how to action' inputs based on insights, while most other CMPs look only at providing insights and dashboards. Botmetric uses ML and AI to create smart context-aware Cloud fixes for saving costs, achieving security compliance, and DevOps automation.

## Journey So Far



Vijay Rayapati

founded Minjar in late 2012, with the mission of providing Cloud solutions to enterprise customers. Initially, Minjar faced a challenge in acquiring skilled Cloud engineers capable of solving critical issues for its customers. In the face of a talent crunch, Minjar began to explore automation to create less human-dependant operations processes — automating key components of the work of existing Cloud engineers. It began its Cloud automation experiment in 2013, which became the genesis of Botmetric.

The Botmetric platform, launched in 2015, became the fastest-growing revenue stream at Minjar. In 2016, Botmetric 2.0 was launched. Minjar in fact, recently closed a VC round to further fuel this growth engine.



League of 10

**Product's name**

smartAMCU

**Name of the organization**

Stellapps

**At the helm**

Ranjith Mukundan (CEO and Co-Founder),  
Ravishankar Shiroor, Praveen Nale,  
Ramakrishna Adukuri, Venkatesh  
Seshasayee

**Year of incorporation**

2011

**Website**

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

**Vertical/Horizontal play**

Agritech

"The start-up journey is not like a sprint. It is a marathon. There is a need for a plan and to build stamina for the long-term. Start-ups should expect the journey to be arduous"

– Ranjith Mukundan, CEO and Co-Founder, Stellapps

“

# IOT AND WIRELESS GATEWAY TO AUTOMATE MILK PROCUREMENT SYSTEM



## About The Product



smartAMCU™ is a portable IoT Device and Wireless Gateway system used at Milk Collection/Chilling centers, places setup by private dairies and cooperatives at the village level. The product facilitates real time acquisition and dissemination of milk procurement data. In Agri there is a crying need for remote management (monitoring and control) and thus the following two major issues: Problems arising from unavailability of local expertise at affordable unit economics and Productivity, quality, supply chain related problems.

## Way Forward



The company will be exploring other emerging markets such as Eastern Europe, South East Asia, Latin America, and Africa which have similar supply chain issues as India. It will also focus on taking its products into developed markets too and look at other agri produce, besides dairy.

## Journey So Far



The company began in 2011 with five co-Founders who were working in technology and telecom companies. It was incubated by IIT Madras in 2012 and began by examining various use cases, where it could leverage IoT as the tech platform. Stellapps decided to focus on the dairy and agri verticals as by their very nature, both segments lent themselves to auto data acquisitions from remote areas and could exploit the true strength of IoT. When the company set up operations, it had to face many challenges including lack of domain expertise, and the issue of support and maintenance, particularly in remote areas which took up time and was costly.

## Innovation

Stellapps decided to foray the dairy sector, an innovation in itself, which has made it the first of its kind, end-to-end dairy technology solutions company in India. Stellapps' launched its SmartAMCU platform, which is capable of supporting data arising out of ten million liters of milk through milk production, procurement and cold chain flow across millions of farmers.





**Product's name**

Cardiotrack

**Name of the organization**

Uber Diagnostics

**At the helm**

Ashim Roy and Avin Agarwal

**Year of incorporation**

2013

**Website**

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

**Vertical/Horizontal play**

Healthtech

“

**THE ARTIFICIAL  
INTELLIGENCE  
POWERED  
CARDIAC  
CARE  
PLATFORM**



## About The Product



The company's automated, disruptive healthcare diagnostics solution, Cardiotrack, uses AI, Machine Learning and Data Analytics to analyze the scans of ECGs to provide accurate predictive diagnosis and interpretation for faster cardiac intervention. It ensures that even if a cardiologist is not immediately available, an accurate diagnosis can be done to save a life.

## Way Forward



Uber is looking to develop its own AI once it can raise the necessary funds. It will set up its own R&D team for AI and expand its solution by adding the parameters of diabetes and hypertension. Uber will also look beyond India and target the US market.

## Journey So Far



Ashim Roy and Avin Agarwal had a chance meeting that led the duo to discuss the gaps in the domain of cardiovascular diseases in India. The two decided to do something about it together and conceived the idea of the company. Initially, the organization faced many challenges including its inability to develop an in-house AI platform owing to lack of expertise, time and funding. It licensed a solution from a French company to deliver it at the ground level.

The company took a bank loan and after its clinical trials were over, went to overseas investors in Singapore to fund its venture.

## Innovation

As it became operational in 2012, Uber Diagnostics realized that lack of cardiac diagnostic facilities both in terms of expensive equipment and expertise at the family care level was making it difficult to provide good cardiac healthcare in India's urban, rural and tier 2 cities. The ability to understand the output of the machines was another challenge as was the paucity of cardiologists. The company decided to develop an innovative solution that was low-cost, simple-to-use by a physician and whose output could be made available to a cardiologist or its Artificial Intelligence (AI) platform to get a quick and efficient diagnosis.





Speech Recognition Solutions for Enterprises

**Product's name**

auMina (Speech Analytics)

**Name of the organization**

Uniphore Software Systems

**At the helm**

Umesh Sachdev, CEO, and  
Ravi Saraogi, President-APAC

**Year of incorporation**

2008

**Website**

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

**Vertical/Horizontal play**

Cloud, Big Data/Analytics, Mobility

“

**SPEECH  
ANALYTICS  
WITH MACHINE  
LEARNING  
CAPABILITIES FOR  
BETTER BUSINESS  
OUTCOMES**

## About The Product



Some of the key features of the product include a keyword spotting engine and proprietary recommendation algorithms, a customizable array of reports for analysis and data capture and emotion detection and Speaker Diarization. At present, Uniphore works with leading clients across industry verticals such as FMCG, Transportation Technology, Financial Services and Digital Media.

## Way Forward



The company is investing in building a core tech team to strengthen the product's technology, features, and benefits. Uniphore is additionally reaching out to markets such as US, APAC and Middle East. It is also looking at building a robust speech engine by integrating AI into the product for self-learning capabilities.

## Journey So Far



After obtaining a bachelor's degree in Engineering, the Founders of the company, Umesh and Ravi were keen to launch their innovative tool that tracked mobile phones. They approached Dr. Ashok Jhunjunwala (of IIT Madras) the head of the Rural Technology and Business Incubator (RTBI) and thus began their entrepreneurial journey. After being asked to rework on their idea multiple times over the next few months, Uniphore was born. It was incubated under RTBI by IIT-M. The biggest challenge faced by the company in its formative years was building a solid Speech Analytics solution that was capable of offering cutting-edge benefits to clients.

## Innovation

The product's innovation lies in the fact that it offers wide language coverage—where it is available in over 80 global languages (multiple dialects), including 17 Indian languages. It is offered on the Cloud and on-premise with a Pay-as-you-go (SaaS) model of delivery. The product provides flexibility in integration, being a SaaS solution and can be easily hooked up to external CRMs and leading voice loggers. auMina has near Human Accuracy (up to 95 percent) in both detecting words and emotions.



League of 10

**Product's name**

iPOS - Intelligent Procurement Operating System

**Name of the organization**

aahaa stores private limited

**Year of incorporation**

2013

**Website**

[www.aahaa.in](http://www.aahaa.in)

**Elevator Pitch**

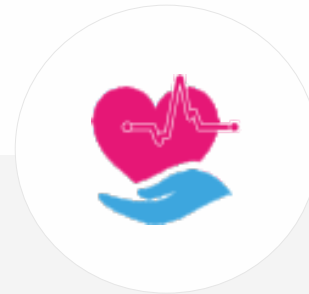
A private eMarketplace for corporate India fulfilling all their indirect purchase needs.

**Product Description**

aahaa has transformed indirect purchasing in 100+ India's largest corporates across industries using its iPOS platform. It's price discovery engine, real time analytics, authorisation and order tracker come together to deliver an unprecedented value, savings and experience. aahaa has warehouses in 8 cities, its delivery fleet and logistics deliver to 1600+ locations on time.

**Vertical/Horizontal Play:**

Cloud, Hyperlocal / Marketplace

**Product's name**

Sanket Life

**Name of the organization**

Agatsa Software Pvt Ltd

**Year of incorporation**

2010

**Website**

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

**Elevator Pitch**

Pioneered in Cognitive cardiac care with a Credit Card Sized 12 Lead ECG and Stress Monitor and mobile app for instant ECG analysis.

**Product Description**

SanketLife is a credit card sized pocketable ECG monitor capable of measuring and recording 12-Lead ECG by touching the sensors, connected wirelessly to an Android/iOS mobile app for instant ECG analysis powered by cutting edge algorithms. The mobile app also monitors other parameters like BP, Sugar, Cholesterol, Prescriptions, Reports which are available for review remotely by doctors.

**Vertical/Horizontal Play:**

HealthTech , Cloud, Big Data / Analytics, IoT



**Product's name**

AppsOne

**Name of the organization**

Appnomic Systems Pvt. Ltd.

**Year of incorporation**

2003

**Website**

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

**Elevator Pitch**

Strengthen enterprise IT Application Operations (AppOps), DevOps teams with the ability to prevent application performance incidents like slowness and down time.

**Product Description**

In the world of interconnected applications with a mesh of interoperability, across domains and datacenters, cognitive RPA of AppsOne enables users to gear up and gear down application responsiveness based on end-user experience and business goals. AppsOne is a IT operations analytics (ITOA) to monitors the performance and OpsOne - IT Process Automation (ITPA) to automate all the mundane tasks.

**Vertical/Horizontal Play:**

Big Data/Analytics, Enterprise Products

**Product's name**

CEGMAT<sup>™</sup> Earth

**Name of the organization**

Ayasta Technologies Pvt Ltd

**Year of incorporation**

2017

**Website**

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

**Elevator Pitch**

We help our customers understand when, how and why failures in electrical systems happen, and give actionable insights to prevent them.

**Product Description**

A convergent platform to digitise electrical systems right from grid to socket, using IoT, Machine Learning, Computer Vision & Blockchain. That is CEGMA<sup>™</sup> - Convergent Electrical Grid Monitoring & Analysis - a culmination of propriety Sensors, ML & CV to monitor, analyse and detect anomalies in the electrical systems both - inside a facility and outside in the electrical grid.

**Vertical/Horizontal Play:**

Enterprise Products, IoT, Smart Infrastructure, eGovernance, Deeptech

**Product's name**

FundRight

**Name of the organization**

BillionLives Business Initiatives Pvt Ltd

**Year of incorporation**

2014

**Website**

[www.billionlives.in](http://www.billionlives.in)

**Elevator Pitch**

Bring transparency to fund management in social projects and more importantly speed up the projects compared to conventional approach.

**Product Description**

FundRight ensures transparency in fund utilisation in collaboration with all stake holders of a project. FundRight is designed to connect fund providers, fund seekers and all stakeholders in between - ecosystem partners, NGOs, etc. Connected to Aadhar for authentication of beneficiary, it is the first product offering in area of Direct Benefit Transfer.

**Vertical/Horizontal Play:**

eGovernance, Social Fund Management and Direct Benefit Transfer

**Product's name**

GaragePro

**Name of the organization**

CaRPM

**Year of incorporation**

2015

**Website**

[www.carpm.in](http://www.carpm.in)

**Elevator Pitch**

Extract & utilize data from cars for the most comprehensive car diagnostics and repair recommendation.

**Product Description**

Combining the power of IoT with localized content to solve one of the biggest problems of Indian workshops - lack of access to technical information. After warranty, 78% of Indian cars are sent to multi-brand workshops, which are manned by largely untrained, scarcely educated folks relying on half baked knowledge to fix cars. CaRPM app & its diagnostics report help the mechanics understand the problems thoroughly and point them to the right solution.

**Vertical/Horizontal Play:**

IoT

**Product's name**

DatoIn

**Name of the organization**

DatoIn

**Year of incorporation**

2015

**Website**

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

**Elevator Pitch**

Helps Enterprises to automate their business processes using Machine Learning by improving time to market and removing the friction of Enterprise Integration.

**Product Description**

Component-Based-Platform to build and deploy AI applications without writing a single line of code. A GUI based wizard is provided to guide the user to assemble applications, 400+ prebuilt components solving various business problems using ML and Enterprise integration and deploy it with a click without dealing with underlying Enterprise Integration and Infrastructure complexities.

**Vertical/Horizontal Play:**

Cloud, Deeptech

**Product's name**

RoadBounce

**Name of the organization**

Definitics

**Year of incorporation**

2016

**Website**

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

**Elevator Pitch**

Minimizes road-quality survey costs, boosts impact of road repairs and helps authorities worldwide to provide immediate transparency, health and safety improvements to citizens.

**Product Description**

RoadBounce smartphone software records phone vibrations while driving your car, and calculates 'roughness index' of the underlying road as per international standards. The road is geo-tagged every 100 meter with a categorized indicator of road quality. This is merged with traffic data to identify 'hotspots' on the road, which need to be fixed on priority to have maximum impact in limited budget.

**Vertical/Horizontal Play:**

Enterprise Mobility, Smart Infrastructure

**Product's name**

Perpule

**Name of the organization**

Delvit Solutions Private Limited

**Year of incorporation**

2016

**Website**

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

**Elevator Pitch**

Enable self checkouts for retail stores to improve the shopping experience of customers and solve the problem of queues at checkout counters.

**Product Description**

Perpule 1Pay enables mobile app based self checkouts for retail stores. Customers use our app to discover stores and the available offers running, scan the barcodes, get all the offers and pricing information, checkout and pay. Login via social media helps us determine their interests better which in-turn helps design better offers and increase customer loyalty.

**Vertical/Horizontal Play:**

Cloud, Enterprise Mobility, NextGen Commerce, FinTech including payments, Hyperlocal / Marketplace

**Product's name**

DJUBO Hotel Tech Suite

**Name of the organization**

DJUBO

**Year of incorporation**

2014

**Website**

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

**Elevator Pitch**

Helps hotels manage & bring the entire guest lifecycle from discovery to stay to re-engagement onto a single platform.

**Product Description**

DJUBO's 360°Hotel Tech Suite brings together sales, distribution, operations, marketing & online reputation management, analytics and market intelligence to deliver true automation to hotels and small & medium accommodation providers. Adopted by over 1900 hotels, including large chains, across 19 countries, in just 19 months of operations, with clients experiencing as much as 400% increase in their revenue.

**Vertical/Horizontal Play:**

Cloud

**Product's name**

Aadhar Stack based Entitlement Engine

**Name of the organization**

EasyGov

**Year of incorporation**

2015

**Website**

[www.easygov.co.in](http://www.easygov.co.in)

**Elevator Pitch**

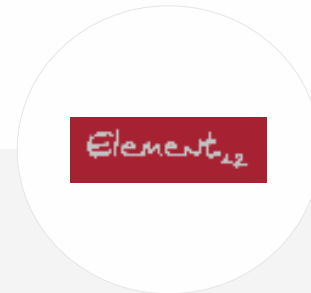
Helping citizens to avail Government services - entitlement determination, information about various schemes/services and apply for them.

**Product Description**

EasyGov has developed an Aadhar stack based Entitlement Engine that helps a family check all possible benefits the family can get from thousands of welfare schemes offered by Centre/ State government and apply for them electronically using eSign. Government can save billions of dollars by effective and efficient targeting of beneficiary using EasyGov solution available on cloud.

**Vertical/Horizontal Play:**

Cloud, Big Data / Analytics, eGovernance

**Product's name**

ePaper

**Name of the organization**

Element42 Management Solutions Pvt Ltd

**Year of incorporation**

2013

**Website**

[www.element42.in](http://www.element42.in)

**Elevator Pitch**

A hardware token enabled document and comes along with complete application to control its issuance, protection and authentication.

**Product Description**

A NFC microchip embedded into a document, 'ePaper' making it impossible to duplicate the document and by providing the ability to verify with 100% confidence. Digitally signed and secured version powered by a robust and secure platform that is used for the issuance, tracking and verification of such documents. 'ePaper' is a physical world representation of the digital document.

**Vertical/Horizontal Play:**

Security, eGovernance

**Product's name**

RobotiX

**Name of the organization**

eXabit Systems Pvt.Ltd

**Year of incorporation**

2014

**Website**

[www.exabit.in](http://www.exabit.in)

**Elevator Pitch**

RobotiX IoT Platform Enabled Precision Agriculture Platform automate and simplify the collection and analysis of information

**Product Description**

Crops and soils are not uniform within a given field. RobotiX-IoT Platform is amalgamation of decision support software, smart Sensing & monitoring systems, predictive modelling and imaging technologies used for crop analytics, farming extension services, crop advisory, farmer & field digitization along with Real-Time based Farm Automation. RobotiX allows management decisions quickly implemented on small areas within larger fields.

**Vertical/Horizontal Play:**

AgriTech, Enterprise Mobility, Big Data / Analytics, Enterprise Products, IoT

**Product's name**

FireCompass

**Name of the organization**

FireCompass

**Year of incorporation**

2016

**Website**

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

**Elevator Pitch**

FireCompass is an AI Advisor for CyberSecurity Strategy & Buying with the vision to disrupt traditional analyst and consulting industry.

**Product Description**

FireCompass helps Security Buyers to assess the security maturity of an organization and its gaps in security portfolio, provide recommendations to mitigate the gaps using its product discovery and comparison engine, get community intelligence and insights in terms of reviews and ratings. On the other end, it helps Security Vendors to scale demand / qualified lead generation, boost visibility and get market intelligence.

**Vertical/Horizontal Play:**

Security, Deeptech



### **Product's name**

Affordable Smart Irrigation Systems

### **Name of the organization**

FlyBird Farm Innovations Pvt Ltd

### **Year of incorporation**

2013

### **Website**

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

### **Elevator Pitch**

Low cost & innovative Smart/Precise Irrigation Controller for poor farmers to irrigate water as per crop needs & improve crop yields by precise irrigation.

### **Product Description**

By using scientific methods, Soil Moisture/Temperature/Humidity sensors, very precise irrigation is done to prevent under/over dozing of water to plants and improve the crop production. It saves water, power, time and money.

### **Vertical/Horizontal Play:**

AgriTech, IoT



### **Product's name**

LIMITLESS ElectricBike

### **Name of the organization**

Gayam Motor Works (P) Ltd.

### **Year of incorporation**

2010

### **Website**

[www.limitless.bike](http://www.limitless.bike)

### **Elevator Pitch**

LIMITLESS E-Bikes offer convenience as motorbikes with combination of smart pedal assist system, high-performance battery and a throttle.

### **Product Description**

The e-bike comes with a detachable battery that can be fully charged within 2.5 hours. It gives a range of 60kms/charge and goes from 0-25kmph in 5 secs. Never worry about having enough energy left, you can pedal your bike on the way back home. The running cost can be reduced to 7 paise/km from Rs.1.5/km by replacing a motorbike with our e-bike.

### **Vertical/Horizontal Play:**

IoT, Smart Infrastructure, Renewable Energy, Sustainable Mobility

**Product's name**

Trooya

**Name of the organization**

Germin8

**Year of incorporation**

2007

**Website**

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

**Elevator Pitch**

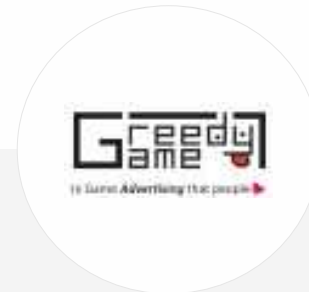
Trooya is a social media contact center. It helps companies connect with customers about their queries, grievances or leads.

**Product Description**

The conversations on social media are a great opportunity for brands to engage with customers and create brand advocates. Just like a phone contact center, Trooya contains intelligent workflows that understand what the customer is writing about, assigns it to the right agent and helps them resolve. It also provides analytics to help understand voice of customer and reduce cost.

**Vertical/Horizontal Play:**

Big Data / Analytics, Social / Web 2.0, AdTech

**Product's name**

GreedyGame SDK

**Name of the organization**

GreedyGame Media

**Year of incorporation**

2013

**Website**

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

**Elevator Pitch**

An in-game adtech platform which solves the problem of irritating pop-up ads.

**Product Description**

The technology allows ads to be built within the game environment thus allowing users to enjoy the game experience without any disruption. In other words, we build custom ad formats for each game but the true feat of genius is doing all this for over 200+ games at scale. We further help with the matchmaking of publishers and advertisers through our platform.

**Vertical/Horizontal Play:**

AdTech



**Product's name**

Sprint

**Name of the organization**

HackerEarth Technologies Pvt. Ltd.

**Year of incorporation**

2012

**Website**

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

**Elevator Pitch**

An innovation management software to drive innovation by crowdsourcing ideas and solutions from internal and external talent pools.

**Product Description**

Sprint helps companies innovate, by providing them a platform to ideate and collaborate on products, solutions, and processes - from internal and external audiences, minimize the time, effort and capital spent on driving innovation. Companies can leverage HackerEarth's global network of 1 million+ top developers to generate ideas and solutions. Whether to crowdsource ideas or to generate prototypes and MVPs.

**Vertical/Horizontal Play:**

Enterprise Products, Social / Web 2.0,  
Innovation Management Software

**Product's name**

easyNav

**Name of the organization**

Happy Reliable Surgeries Pvt. Ltd.

**Year of incorporation**

2015

**Website**

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

**Elevator Pitch**

India's first & only surgical navigation system for Neuro & ENT surgeries.

**Product Description**

Surgeons does surgery based on their experience and guessing (yes) to reach the area of interest in absence of real time feedback during surgery. easyNav creates virtual patient in 3D from the patient CT/MRI data, mapped with real patient with millimeter accuracy, instruments shown in 3D on the virtual patient by pattern recognition technology. Now, surgeon can effectively plan surgery.

**Vertical/Horizontal Play:**

HealthTech

**Product's name**

Infisecure

**Name of the organization**

Infisecure Technologies Inc

**Year of incorporation**

2016

**Website**

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

**Elevator Pitch**

Bot Protection & Click Fraud Protection Technology -  
A robust web security platform to detect and block  
online security threats.

**Product Description**

Infisecure protects businesses from various online threats like content theft, hacking attempts, web scraping, ticketing fraud, click fraud, account hijacking, fake users and actions, form and comment spam. It works across industries/ domains and covers online businesses including e-commerce, auction and bidding websites travel, news, listing websites and classifieds, content platforms, digital media, social networks, banks and financial institutions, etc.

**Vertical/Horizontal Play:**

Big Data / Analytics, AdTech, Security, Bot Protection

**Product's name**

Vizard

**Name of the organization**

Infruid Software Labs Pvt Ltd

**Year of incorporation**

2011

**Website**

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

**Elevator Pitch**

An extremely easy to use interface, Vizard lets business users ask any question, in simple English, about their business data and answers with insights within seconds.

**Product Description**

Integrated with any enterprise data source (Enterprise Systems such as SAP / Oracle, SQL Databases such as MS SQL / My SQL / PostgreSQL or Big data ecosystem such as Hadoop); Vizard is a patent-pending, Instant Analytics Platform, designed, from ground-up, to reduce time to insights for businesses from few days to a few seconds, presented as interactive charts on mobiles / tablets / laptops.

**Vertical/Horizontal Play:**

Cloud, Big Data / Analytics, Enterprise Products

**Product's name**

DIGITALAGRI

**Name of the organization**

Intello Labs Pvt Ltd

**Year of incorporation**

2016

**Website**

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

**Elevator Pitch**

Computer vision algorithms can see the minutest details on every plant and harness human intelligence to grade agriculture commodities or determine crop infestation.

**Product Description**

Since grades and standards are extremely critical and important part for agricultural products, we provide a grading gain solution that helps turns a creative exercise into a scientific and measurable one. Using our deep learning and image processing models to identify grains, their count and approximation by weight, it gives the quality parameters by reading the image of sample, identify any crop diseases associated with it.

**Vertical/Horizontal Play:**

AgriTech, Deeptech, Cloud, Big Data / Analytics,

The MITRA logo is located at the top of the right page. It features the word "MITRA" in a bold, black, sans-serif font, with a small robot head icon integrated into the letter "I".

**Product's name**

MITRA robot

**Name of the organization**

Invento Makerspaces

**Year of incorporation**

2016

**Website**

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

**Elevator Pitch**

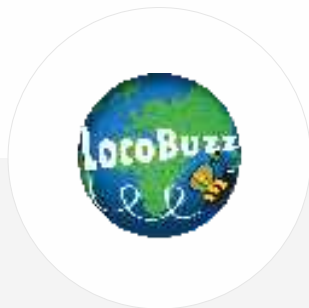
Bringing robotics revolution for office automation, MITRA robot comes packed with a variety of machine learning algorithms [speech, vision, navigation].

**Product Description**

MITRA is a human sized robot that can recognize faces, understand basic keywords from speech, capture video and talk to users. It is built for front office automation - for receptionist role in the morning and for security patrolling at night. The core value proposition is that our robots can do the front office task much better.

**Vertical/Horizontal Play:**

Robotics, IoT, Deeptech

**Product's name**

LocoBuzz

**Name of the organization**

LocoBuzz Solutions Pvt Ltd

**Year of incorporation**

2014

**Website**

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

**Elevator Pitch**

Enabling smart customer engagement and delightful experience through Artificial Intelligence (AI), Analytics, and Automation.

**Product Description**

A suit of 3 elements - IMMERSE is a real time array of close to 10 different kinds of screens to completely immerse one into the brand activities and driven customer engagement, crisis management, drive marketing campaigns, manage influencers, etc. ENGAGE enables Real Time Social Media driven Customer Service and Insights. CONVERSE enables conversational commerce and scalable customer service using BOTs.

**Vertical/Horizontal Play:**

Big Data / Analytics, Enterprise Products, AdTech, DeepTech

**Product's name**

Engagement BOT

**Name of the organization**

MintM

**Year of incorporation**

2012

**Website**

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

**Elevator Pitch**

A display BOT platform which converts any digital display into intelligent BOT enabling businesses enhance on-ground marketing and on-field sales.

**Product Description**

Coupled with centralised content hub, proximity reaction, gender based reaction, Engagement BOT is an in-venue engagement enhancer which can convert any digital displays/ signages intelligent to multiply engagement up to 4x times, remotely manageable, with multi user interface. Businesses can not only display customized content based on customer demographics like age, gender and location, but also get real time analytics for decision making.

**Vertical/Horizontal Play:**

Cloud, Big Data / Analytics, AdTech, Deeptech,

**Product's name**

QASA smart switch board

**Name of the organization**

MiQASA Home Automation Pvt Ltd

**Year of incorporation**

2015

**Website**

[www.miqasa.net](http://www.miqasa.net)

**Elevator Pitch**

Wireless, affordable smart home solutions called "QASA" Smart Switch Boards (SSB).

**Product Description**

Automate all electrical and electronic appliances through elegant touch, remote and mobile application (iOS & Android). We are simplifying Home automation by using IoT and by providing Comfort, Convenience & Security. QASA provides over voltage protection, surge protection, retrofit mechanism, compatible to inverter, generator or solar power, control the appliances.

**Vertical/Horizontal Play:**

IoT

**Product's name**

Sandman

**Name of the organization**

MPM Infosoft Private Limited

**Year of incorporation**

2010

**Website**

[www.sandman.co.in](http://www.sandman.co.in)

**Elevator Pitch**

A cloud based, data analytics driven decision support for optimisation of a foundry's green sand system.

**Product Description**

Sandman could, collaterally reduce, related casting defects. Its unique SANDMIX algorithm helps foundries achieve a dose-by-need additive prediction based on the foundry's consumption, sand properties and casting data over long and continuous data sets, thereby optimising additive consumption and reducing associated costs.

**Vertical/Horizontal Play:**

Cloud, Big Data / Analytics, Software Development and Deployment

**Product's name**

Adytude

**Name of the organization**

NFX Digital Private Limited

**Year of incorporation**

2014

**Website**

www.nfxdigital.com

**Elevator Pitch**

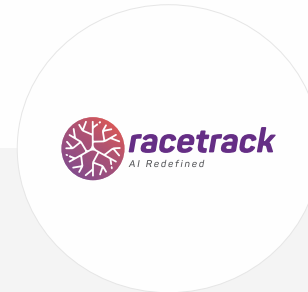
Real-time consumer insights using AI to sort information and enable researchers create quantilative reports with actionable insights.

**Product Description**

Adytude is disrupting online research space, turning time consuming and expensive process of collecting, processing and analyzing the right data to a real time insight for qualilative report with actinable insights. On the front end, a community of registered users have fun answering questions and winning prizes. The Adytude machine cuts down research costs by 60% and increasing speed of research by 600%. In a sentence- Users Play. Client Pay.

**Vertical/Horizontal Play:**

AdTech

**Product's name**

Marvin

**Name of the organization**

racetrack.ai

**Year of incorporation**

2015

**Website**

www.racetrack.ai

**Elevator Pitch**

Customized & personalised communication during live interaction based on customer profiling at real time.

**Product Description**

1:1 conversation powered by efficient natural language based Neural Network Platform; Empowering Sales / Support Executive to have clear Contextual Interaction with the customers; Visibility to choose the right medium for Integrated Market Communication - ATL & BTL across seasons to cater to enumerable customers simultaneously around the clock with wide product portfolio.

**Vertical/Horizontal Play:**

Deeptech, Adtech

**Product's name**

Pikkol

**Name of the organization**

Rednile Innovations Private Limited

**Year of incorporation**

2014

**Website**

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

**Elevator Pitch**

Pikkol.com is a tech first relocations service provider for household, offices and commercial establishments.

**Product Description**

Through the implementation of technology and process excellence, Pikkol has disrupted the way people shift houses in the country. Pikkol aims to be the technology backbone which facilitates any relocation across the country and be the platform of choice for Corporates to handle their relocation requests.

**Vertical/Horizontal Play:**

Logistics

**Product's name**

Sigview

**Name of the organization**

Sigmoid

**Year of incorporation**

2013

**Website**

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

**Elevator Pitch**

Real time interactive analytics solution for big data scale.

**Product Description**

Sigview is a self-service interactive analytics solution created for scale, extremely fast, fully secure and allows free flow analysis directly on your raw data. It is ideal for exploring, monitoring, sharing and conducting root cause analysis at petabyte scale. The ingestion layer, storage and query engine, and the interactive UI to drill down to any granularity without any pre-aggregation or cubing.

**Vertical/Horizontal Play:**

Cloud, Big Data / Analytics, Enterprise Products

**Product's name**

Digital Onboarding

**Name of the organization**

Signzy

**Year of incorporation**

2015

**Website**

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

**Elevator Pitch**

Make financial institutions' regulatory processes simple, secure and compliant by human-like fraud detection using AI and Cryptography.

**Product Description**

AI assisted on-boarding (RealKYC) uses AI to provide human-like intelligence to documents/data hence offer same checks and balances but in real-time. Algorithmic Risk Intelligence (ARI) analyze traditional + non-traditional sources - social media, news, court cases etc, creating intelligent linkages between entities thus providing detailed due-diligence algorithmically.

**Vertical/Horizontal Play:**

FinTech including payments, Deeptech

**Product's name**

PAYMATRIX

**Name of the organization**

SPECKLE INTERNET SOLUTIONS PRIVATE LIMITED

**Year of incorporation**

2015

**Website**

[www.paymatrix.in](http://www.paymatrix.in)

**Elevator Pitch**

Analytics-driven property rental management platform that streamlines your property collections from multiple properties through an interactive dashboard.

**Product Description**

Comprehensive Rental management module that includes various services ranging from Credit facilitation for Rental deposits, Rental documentation, Tenant screening services, Renters and Landlords Insurance, TDS deductions and reconciliation and Rental Analytics. We facilitate seamless credit for Rent payments and Rent deposits through banks and partnered NBFCs.

**Vertical/Horizontal Play:**

FinTech including payments



**Product's name**

Crop Terrain

**Name of the organization**

StampIT Business Solutions LLP

**Year of incorporation**

2015

**Website**

[www.stampit.biz](http://www.stampit.biz)

**Elevator Pitch**

A mobile based farm management solution that offers a 360-degree view on field level activities to businesses.

**Product Description**

Crop Terrain provides socio-economic details like Plot geo-boundaries, plantation management, crop monitoring, Crop collection including weighbridge automation, Pest and disease management. Field force module creates an all-time connectivity between field force team and the management. Also being used in livestock farming, Oil Palm, Sugar cane, Agri Input, Seed production companies, Rubber and Tea estates.

**Vertical/Horizontal Play:**

AgriTech

**Product's name**

Torus Low Code App Dev and Devops Platform

**Name of the organization**

Torus Innovations Pvt Ltd

**Year of incorporation**

2016

**Website**

[www.torus.tech](http://www.torus.tech)

**Elevator Pitch**

Enables accelerated application development through the entire SDLC from Dev to Devops using visual modeling wiring approach.

**Product Description**

A unified low code application development platform that helps execute digital transformation strategies by building vertical agnostic enterprise grade, internet scale, web, mobile, IOT analytics and GIS - customer engaging and systems of record applications through our abstracted third platform technology stack visual modelling "wiring" approach covering the SDLC from Table Creation to Docker Deployment resulting in 40% saving in time and effort.

**Vertical/Horizontal Play:**

Cloud, Software Development and Deployment

**Product's name**

Uncanny Surveillance

**Name of the organization**

Uncanny Vision Solutions Pvt. Ltd.

**Year of incorporation**

2013

**Website**

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

**Elevator Pitch**

AI-based Uncanny Surveillance enables Real-time, Actionable Surveillance & Analytics for high value customers in Retail & Banking.

**Product Description**

Uncanny Surveillance enables connected Surveillance cameras to "see" and "understand" their environment instantly using AI/Deep Learning algorithms. Our value proposition is to run all the vision software On-Device on the camera and only send important information/alerts. We have optimized vision software to run on SoC devices that power all IoT devices enabling smarter vision.

**Vertical/Horizontal Play:**

Cloud, Enterprise Mobility, Big Data / Analytics, IoT, Security, Smart Infrastructure DeepTech,

**Product's name**

IoT Sense

**Name of the organization**

Winjit

**Year of incorporation**

2004

**Website**

[www.iotsense.io](http://www.iotsense.io)

**Elevator Pitch**

Smart, secure & scalable IoT software gateway solution built on an open API architecture with hardware agnostic platform.

**Product Description**

IoT Sense, an adroit platform helps to connect legacy & new sensors with ease of customization. Its rapid deployment framework collects data in a unified way. With features like Edge Analytics, Edge Computing, Compression, Unified Data Definition, Smart Security, IoT Sense enables implementation of large and complex IoT solutions seamlessly.

**Vertical/Horizontal Play:**

Cloud, Big Data / Analytics, IoT

**Product's name**

Decision Sciences Factor

**Name of the organization**

Yottasys Consulting Pvt Ltd

**Year of incorporation**

2014

**Website**

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

**Elevator Pitch**

Decision Sciences Factor (DSF) helps users of all experience levels to solve business problems statistically.

**Product Description**

DSF offers a machine learning platform for data scientists of all skill levels to build and deploy accurate predictive models in a fraction of the time. The technology addresses the critical shortage of data scientists by changing the speed and economics of predictive analytics. DSF automate the development of AI and ML solutions by teaching machines to do most of the work.

**Vertical/Horizontal Play:**

Big Data / Analytics, Enterprise Products, Deeptech,

**Product's name**

Zeta Optima

**Name of the organization**

Zeta

**Year of incorporation**

2015

**Website**

[www.zeta.in](http://www.zeta.in)

**Elevator Pitch**

Digitised enterprise solutions for employee tax benefits, automated cafeterias, R&R, and digital payments.

**Product Description**

Zeta is revolutionising the entire employee benefits landscape with Optima. These grants can be electronically distributed to employees located anywhere, dashboard serves as the command centre and can be customised to to preset usage rules for every benefit. The grants sent to employees via the Zeta dashboard are received in separate virtual cards on each employee's Zeta account on the cloud. These grants can be availed and claimed via Zeta app, the Zeta Super Tag and the Zeta Super Card

**Vertical/Horizontal Play:**

Cloud, Enterprise Mobility, Enterprise Products, FinTech including payments

# HORIZONTAL DIVIDE



## BIG DATA / ANALYTICS

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Agatsa Software  
Appnomic Systems  
Cyclops MedTech  
EasyGove  
Mart Solutions India  
eXabit Systems  
Germin8  
IndiQus Technologies  
InfiSecure Technologies  
Infruid Software Labs  
Intellicar Telematics  
Intello Labs  
LocoBuzz Solutions  
MintM  
MPM Infosoft  
Sigmoid  
Stellapps  
Uncanny Vision Solutions  
Uniphore Software Systems  
Winjit  
Yottasys Consulting



## ENTERPRISE MOBILITY

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Definitics  
Delvit Solutions  
eXabit Systems  
Intellicar Telematics  
Uncanny Vision Solutions  
Uniphore Software Systems  
Zeta



## SOFTWARE DEVELOPMENT AND DEPLOYMENT

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Intellicar Telematics  
MPM Infosoft  
Torus Innovations  
Uniphore Software Systems



## CLOUD

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aahaa stores  
Agatsa Software  
Appnomic Systems  
Cyclops MedTech  
Datoin  
Delvit Solutions  
DJUBO  
EasyGov  
IndiQus Technologies  
Infruid Software Labs  
Intello Labs  
Minjar Cloud Solutions  
MintM  
MPM Infosoft  
Sigmoid  
Stellapps  
Torus Innovations  
Uncanny Vision Solutions  
Winjit  
Zeta



## SOCIAL / WEB 2.0

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Germin8  
HackerEarth Technologies



## SECURITY INFRASTRUCTURE / APPLICATIONS

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Appnomic Systems  
Elastic Beam  
Element42 Management Solutions  
FireCompass  
InfiSecure Technologies Inc  
Uncanny Vision Solutions



## IoT

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Agatsa Software  
Ayasta Technologies  
CaRPM  
Cyclops MedTech  
eXabit Systems  
FlyBird Farm Innovations  
Gayam Motor Works  
HUG Innovations  
Intellicar Telematics  
Invento Makerspaces  
MiQASA Home Automation  
Stellapps  
Uncanny Vision Solutions  
Winjit



## DEEPTech

Appnomic Systems  
Ayasta Technologies  
Cyclops MedTech  
DatoIn  
eMart Solutions India  
FireCompass  
HUG Innovations  
Intelto Labs  
MintM  
racetrack.ai  
Signzy  
Uncanny Vision Solutions  
Yottasys Consulting

## NICHE SOLUTIONS

### Innovation Management Software

HackerEarth Technologies

### Cognitive RPA

Appnomic Systems

# VERTICAL DIVIDE



## ADTECH

eMart Solutions India  
Germin8  
GreedyGame Media  
InfiSecure Technologies  
LocoBuzz Solutions  
MintM  
NFX Digital



## AGRITech

eXabit Systems  
FlyBird Farm Innovations  
Intelto Labs  
StampIT Business Solutions  
Stellapps



## NEXTGEN COMMERCE

Delvit Solutions



## HEALTHTECH

Agatsa Software  
Cyclops MedTech  
Happy Reliable Surgeries  
uber Diagnostics



## SMART INFRASTRUCTURE

Appnomic Systems  
Ayasta Technologies  
Definitics  
Gayam Motor Works  
Uncanny Vision Solutions



## HYPERLOCAL/ MARKETPLACE

aahaa stores  
Delvit Solutions  
Rednile Innovations



## FINTECH

Delvit Solutions  
Element42 Management Solutions  
Signzy  
Speckle Internet Solutions  
Stellapps  
Uncanny Vision Solutions  
Zeta



## EGOVERNANCE

Ayasta Technologies  
BillionLives Business Initiatives  
EasyGov  
Element42 Management Solutions

## NICHE SOLUTIONS

### Renewable Energy, Sustainable Mobility

Gayam Motor Works

# NATURE OF BUSINESS



## B2B

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aahaa stores	Infruid Software Labs
Agatsa Software	Intellicar Telematics
Agatsa Software	Intello Labs
Ayasta Technologies	Invento Makerspaces
CaRPM	LocoBuzz Solutions
Cyclops MedTech	Minjar Cloud Solutions
Datoin	MintM
Definitics	MiQASA Home Automation
Delvit Solutions	NFX Digital
DJUBO	Rednile Innovations
Elastic Beam	Sigmoid
Element42 Management Solutions	Signzy
eMart Solutions India	Speckle Internet Solutions
eXabit Systems	StampIT Business Solutions LLP
FireCompass	Stellapps
FlyBird Farm Innovations	Torus Innovations
Gayam Motor Works	uber Diagnostics
Germin8	Uncanny Vision Solutions
GreedyGame Media	Uniphore Software Systems
HackerEarth Technologies	Winjit
Happy Reliable Surgeries	Yottasys Consulting
HUG Innovations	Zeta
IndiQus Technologies	
InfiSecure Technologies Inc	



## B2C

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Agatsa Software  
Delvit Solutions  
eXabit Systems  
FlyBird Farm Innovations  
Gayam Motor Works  
Rednile Innovations  
Speckle Internet Solutions  
Torus Innovations  
EasyGov



## B2G

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Appnomic Systems  
Ayasta Technologies  
BillionLives Business Initiatives  
Definitics  
eXabit Systems  
FlyBird Farm Innovations  
Intello Labs  
EasyGov



## B2B2C / MARKETPLACE/ AGGREGATOR

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BillionLives Business Initiatives  
HUG Innovations  
IndiQus Technologies  
MPM Infosoft  
racetrack.ai  
Speckle Internet Solutions  
Torus Innovations

# SELECTION FRAMEWORK

Four rounds of evaluations & validations were conducted to arrive at the League of 10 winners



## STEP 1 APPLICATION FILING

Applications were received for the NASSCOM Emerge 50 awards 2017 on a predefined questionnaire/ application form. A total of 384 applications were accepted.

**TOTAL  
APPLICATIONS:  
384**

## STEP 2 PRIMARY SCREENING

Grant Thornton team then prepared a mathematical model to rate and analyze the applications. The applications were then validated for eligibility and sorted across two categories – Startups (founded post 2013) and Growth (founded before 2013).

**FIRST  
SHORTLIST  
200**

## STEP 3 IN-DEPTH EVALUATION

First Shortlist were analyzed on a number of parameters including financials, growth, market differentiator, customers, market visibility, innovation impact etc. 70+ top companies were identified from the two categories. This formed the first shortlist for jury evaluations.

**FINAL  
SHORTLIST  
71**

## STEP 4 JURY EVALUATION

The shortlisted companies were called to present to a panel of Jury across 3 cities – Bangalore, Delhi & Mumbai. The Emerge 50, including league of 10 were selected after a critical & rigorous evaluation by the Jury panel.

**EMERGE 50  
AWARDEES**

Bengaluru has the largest share of the companies with 34% of the institutions having their base there

TOTAL  
NOMINATIONS

**384**

NOMINATION  
AFTER  
FIRST  
SCREENING

**200**

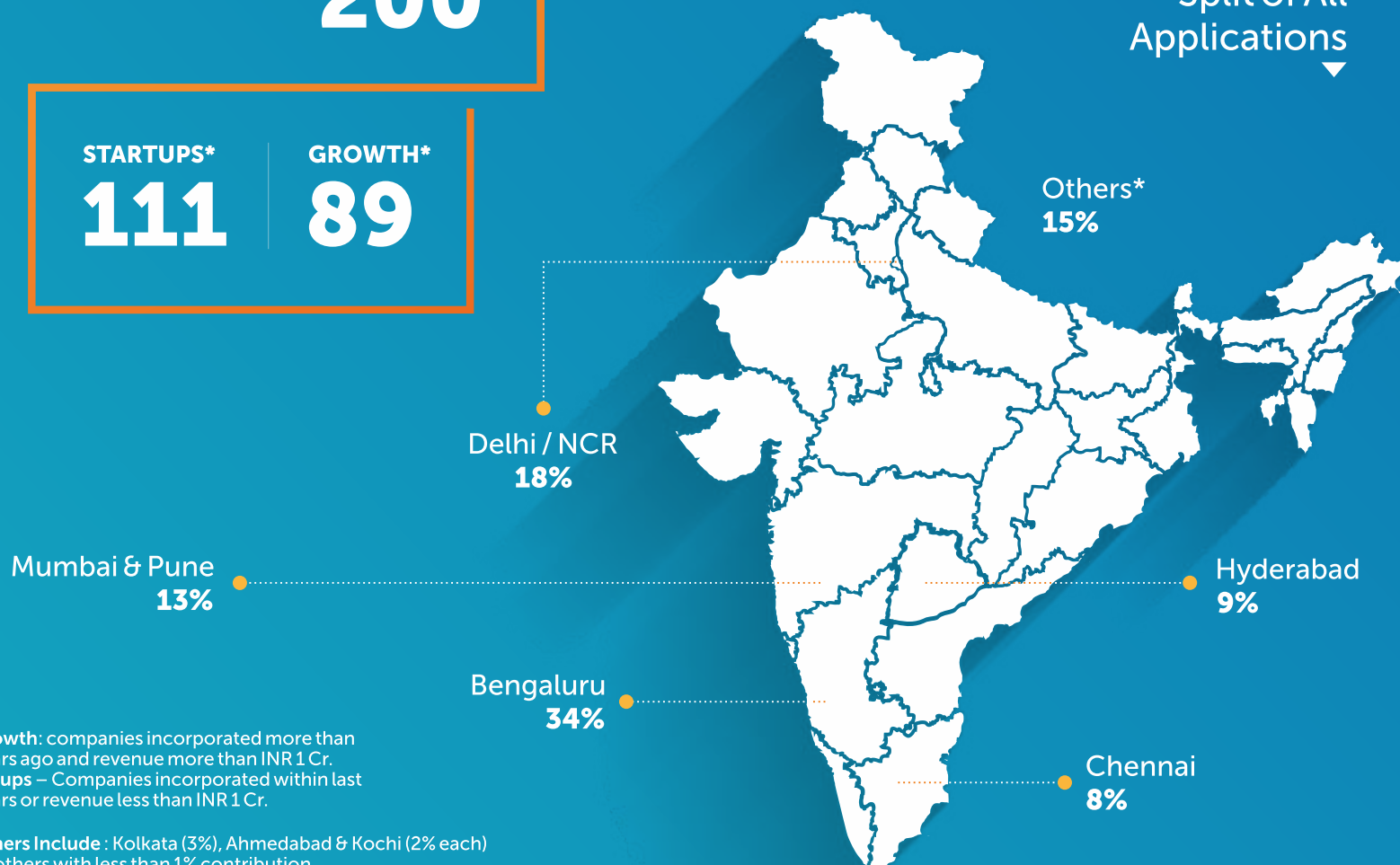
STARTUPS\*

**111**

GROWTH\*

**89**

Location Wise  
Split of All  
Applications ▼

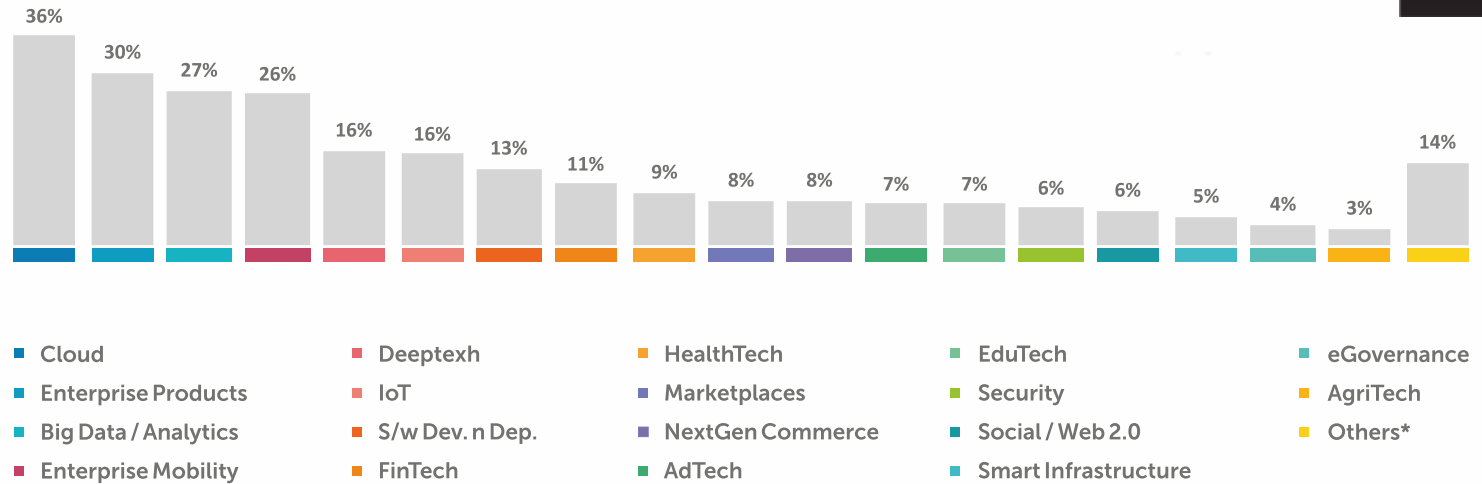


\* Growth: companies incorporated more than 3 years ago and revenue more than INR 1 Cr.  
Startups – Companies incorporated within last 3 years or revenue less than INR 1 Cr.

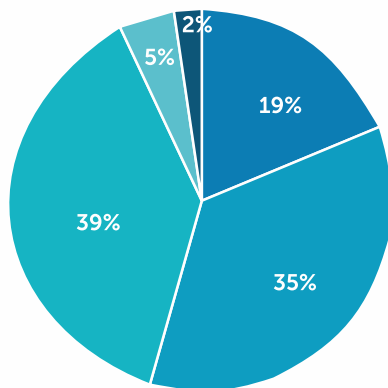
\* Others Include : Kolkata (3%), Ahmedabad & Kochi (2% each) and others with less than 1% contribution.



## Product By Technology Areas

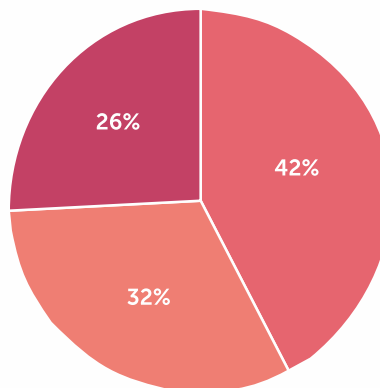


## Intellectual Property Landscape



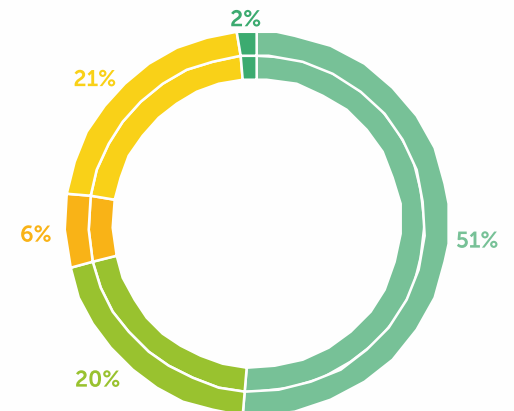
- Copyright/trademarks
- Patent Granted
- Patent Pending / Applied
- No /Not required
- Applied / in Process

## Funding Landscape



- Seeking Funding
- Funded
- Self Funded

## Nature of Business



- Marketplace / Aggregator - 118
- Others - 9
- B2B - 289
- B2C - 114
- B2G - 35

# JURY MEMBERS



**AJAY LAVAKARE**

Angel Investor



**AJEET KHURANA**

Angel Investor



**ANIL JOSHI**

Managing Partner  
Unicorn India  
Ventures



**ANUJA SHUKLA**

Strategic Technology  
Partner Growth Lead  
Google India



**ATUL BATRA**

CTO  
Manthan  
Systems



**AVLESH SINGH**

Cofounder & CEO  
WebEngage



**HARI VASUDEV**

CTO  
@WalmartLabs



**KRISHNA VINJAMURI**

Principle  
Lightbox



**MADHURIMA  
AGARWAL**

Sr. Manager  
NetApp Excellerator



**MILIND HANCHINMANI**

Director, Asia Pacific &  
Japan, Developer Relations  
Division, Software &  
Services Group, Intel



**NAVYUG MOHNOT**

CEO & Founder  
QAI



**NISHKAAM MEHTA**

Venture Partner  
GSF



**NITIN SETH**

CEO  
Incedo



**PRAKASH ADVANI**

Co-Founder and CEO  
PicoNets



**RAJNISH KAPUR**

President -  
India Operations  
DMI



**RAMKUMAR  
NARAYANAN**

Product Leaders Forum



**SRINIVAS KOLLIPARA**

Founder & COO  
t-Hub



**SUBINDER  
KHURANA**

Serial Entrepreneur  
and Mentor



**VARUN SOOD**

Managing Director  
Healthfore  
Technologies



**VIJAYA KUMAR  
IVATURI**

Chief  
Technology Advisor  
Crayon Data



**VINOD SOOD**

Managing Director  
Hughes Systique  
Corporation



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