THE GROUP OF
Emergents

RISE AND SHINE
CELEBRATING THE
TECHNOPRENEURS

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Message

The Indian technology product economy is on an unprecedented growth trajectory. Innovative software capabilities are poised to dramatically transform and reimagine massive incumbents and industries. The technology disruptions created by waves of cloud, social, mobile and big data technologies are being adopted at a furious pace globally as well as domestically. Indian firms have this unique moment in history to seize the opportunity and the young innovative organisations are also not shied away from 'tough' markets.

'NASSCOM Emerge 50 Awards', in its sixth year now, annually identifies, showcases and supports 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 overwhelming. The nominations in 2014 were characterised by a mixture of burgeoning success stories and promising start-ups that are coming up with exciting new solutions – ones to watch out for the future. It was indeed very encouraging to see the maturity of the products being judged. The product landscape now exceeds the limit of software and finds synergy in hardware and other bodies of science.

The assessments themselves 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 shortlisted organisations in person in Delhi, Bengaluru and Mumbai to arrive at the list of **Emerge 50** and the **'League of 10'** across technology areas like cloud, internet-related services, enterprise app, mobility and big data/analytics.

Cloud has come up as a platform of choice with 37 per cent solutions built on it. Entrepreneurship, is now, not limited to IT hubs like Bengaluru, Hyderabad or metro/Tier I cities any longer. It was evident in Emerge 50. This year's Emerge 50 list carries 11 organisations from tier II cities and eight organisation specially from Pune.

This growing tribe of entrepreneurs, with its innovative solutions, is slowly but surely altering the country's IT landscape. Heartiest congratulations to all the winners on this spectacular achievement and our sincere appreciation for helping take the industry to the next level of growth.

R Chandrashekhar
President, NASSCOM

Ravi Gururaj
Chair, NASSCOM Product Council

EMERGE 50 2014
'LEAGUE OF 10'

CloudCodes
Innovation in Cloud

Rahul Bhavsar and Debasish Pramanik began CloudCodes in 2011, with the view to bridge the gaps they saw in the Google Apps ecosystem and to build a security and control layer for enterprise customers wanting to move to the Google Cloud.

The duo realised that the biggest stumbling blocks in the path of organisations keen to undertake this migration were security, privacy and compliance.

The organisation developed admin tools and business applications leveraging Google Cloud technologies. It created for instance, gControl, a Cloud Firewall for Google Apps, which adds a layer on top of Google Apps for an enterprise.

The journey of the organisation began with the development of 10 different products, which were finally consolidated (and some even dropped), within one-and-a-half year of its inception. "Last year, we got angel funding from Google employees who believed in us. This greatly spurred our development efforts and enabled us to improve the quality of our products," says Debasish.

This has resulted in the firm projecting revenues of USD 500,000 for this financial year and targeting USD 1 million in the next. Today, CloudCodes has 250 clients, including three of the top five financial institutions or broking firms in India and 60-70 channel partners.

"While we struggled initially, starting this year, we have witnessed an escalation in our sales pipeline. We have good partners and have earned their recognition", he adds.

The experience of building CloudCodes, according to Rahul and Debasish, has brought them several learnings. "We learnt that it was very important to understand your core strengths – your domain expertise. That you need to find gaps in the segments where you are the subject matter expert. Following this, it is important to look at your competition. As a software products company, you must explore the global market and not the local market. Thanks to the cloud, we have been able to address global problems and challenges. Then, you

"We want to be the security and control choice for cloud apps."

Rahul Bhavsar and
Debasish Pramanik, *CloudCodes*

have to make your business scalable and free of geographic restrictions," comments Rahul.

Going forward, CloudCodes is intending to improve its traction within the Google ecosystem, while looking beyond it.

"There are five million companies focusing on Google Apps, but we want to address more than 10 million customers. We will be looking to expand our products to over other ecosystems such as Microsoft, Sales force, and Amazon, among others. We will open major addressable markets for ourselves by extending the capabilities of our existing products. The vision is to make our products a platform for enterprises to run any of their enterprise cloud apps. We want to be the security and control choice for cloud apps," states Debasish.

Organisation
CloudCodes Software
Private Limited

Year of Incorporation
2011

Headquarter
Pune

Website
www.cloudcodes.com/
gcontrol.html

Brief Description
CloudCode's vision is to be a leading cloud security provider for Google Apps globally. gControl is the Cloud Firewall for Google Apps. It adds a layer of security on top of Google Apps with security features to safeguard concerns against security for an enterprise.

> "With inDefend Business, we offer companies an integrated data privacy solution, which covers all components in a single product."
>
> Dhruv Khanna, CEO, *Data Resolve Technologies*

When he decided to transition Data Resolve Technologies from a DLP, to an integrated data privacy solutions firm, CEO, Dhruv Khanna, wanted to add a new dimension to data security standards.

The core idea behind Data Resolve's technology was to generate actionable cyber intelligence reports by monitoring the exit routes of information from a computer like USB ports, CD-DVD drives, emails, chat clients, etc. The product minimises the loss and theft of critical business data through customised access policies.

Speaking about what led the organisation to enter this space, Dhruv says the push came from clients. "Data protection, security and privacy issues were key challenges for enterprises, which required them to buy multiple products and appliances. With our product inDefend Business, we offer companies an integrated solution. Our overall technology stack covers all components in a single product", he states.

The result is reduced TCO, quick return on investment, and cloud benefits such as anytime-anywhere monitoring and control.

Client co-creation is another reason for the firms's success and what has helped it acquire large customers. "Competitors were not addressing the pain points of customers in terms of co-creation. The co-creation model, which helps companies solve their environment-specific security challenges on a customisation basis, struck a chord with them", he comments.

The product offers clients advanced insights on hidden business risks through cyber intelligence reporting. It provides offline control and monitoring for computers disconnected from the organisational network, and handles bypass scenarios of data card, onion routing, tunnelling, etc., which cannot be resolved by traditional data privacy controls, very easily.

Most importantly, it addresses security concerns for tablets and data loss issues for hand-held devices using an encrypted cloud backup.

These advantages have allowed the organisation to draw clients from across the globe.

Initially, the organisation had to give assurances to customers and establish its credibility. Today, when it has over 70 customers that are big brands, the challenges are lowered.

The firm aims to be a global organization present in all major geographies. "From the perspective of a product company, we want to provide security across every end point device", states Dhruv.

Since its inception, Data Resolve Technologies has won several industry accolades for excellence in technology and has been ranked among the top 10 product start-ups, game changers and success stories in India.

Organisation
Data Resolve Technologies

Year of Incorporation
2008

Headquarter
Delhi

Website
www.dataresolve.com

Brief Description
Data Resolve, in the area of cyber security and cyber intelligence, helps businesses secure their data from theft & loss along with business risk mitigation through security analytics of their award winning product – inDefend Business.

Grexit

"The idea germinated in my mind when I was working in a previous venture, on collaboration projects involving more than 30 people. The challenge was managing the tasks assigned to each one of us and collaborating over email. We tried to adopt dedicated collaboration tools, but there was an inertia to move out of email", says Niraj Ranjan Rout, Founder, GrexIt.

For Niraj, this seemingly simple idea – of improving the most ubiquitous business tool, email – was the starting point for his own venture GrexIt, which was set up in mid-2011. "We decided to make email better, taking it beyond simple transactional communication and making it fit for solving business problems like customer support, sales management and team collaboration", Niraj adds.

With GrexIt, customers do not need to abandon their email. "We let users stay inside their email, and still be super-productive. Our key value proposition is that we are email-centric, and do not require customers to learn anything new. We have also built a lot of complex technology to enable workflows on top of emails, which will scale to millions of users", he adds.

Despite a robust offering, the firm had to face significant challenges in its initial phase. The challenge, of getting the first 150 users to try out the product, was overcome after a period of 8-12 months, during which we attempted to do things right. "We got international coverage, bloggers wrote about us, we began conversations with people who were using the product and used their feedback to enhance it", informs Niraj.

Today, GrexIt's team, based out of India, addresses the needs of its over 2,000 customer firms, almost 90 per cent of whom are based out of the country. "We believe the cloud has provided us with a level playing field, helping us reach and support customers in the US, UK, Australia and even Cyprus and Lithuania. We have not only built a world-class product, we have managed to market it successfully. We have acquired our clients through Google and other app marketplaces, without spending much on reaching out to them", Niraj informs.

"Our vision going forward, is to launch products which are email-centric and tailor-made for specific businesses."

Niraj Ranjan Rout, Founder, GrexIt

The organisation's journey taught it many things including the fact that when in doubt, you need to work things out by going back to your product. "Go back to see whether your idea itself can be productised, whether it has been pitched in the right way, etc.", Niraj says.

Going forward, GrexIt is hoping to ride on the growing adoption of SAAS tools and cloud-based email across organisations and their need to have more efficient and organised knowledge workers.

"We will be selling to tens of thousands of customers. Our vision going forward, is to launch products which are email-centric and tailor-made for specific businesses."

Organisation
GrexIt

Year of Incorporation
2011

Headquarter
Bengaluru

Website
www.grexit.com

Brief Description
GrexIt turns your Gmail into a simple, powerful collaboration tool. GrexIt takes it beyond simple transactional communication, and makes it fit for working on a host of business problems like customer support, sales management and team collaboration.

INNOVACCER

"We want to be one of the early and biggest players in an exploding unstructured data market."

Abhinav Shashank, *CEO, InnovAccer*

Abhinav Shashank wanted to create a billion dollar product-centric organisation out of India, when he with other co-founders decided to set up InnovAccer.

"We realised India was brimming with talent, the markets were confident and that peer companies were making their dreams come true. The renaissance India was going through was creating new opportunities and we felt it was the right time for entrepreneurs to realise their vision", Abhinav says.

Since in his previous avatar and as a part of an earlier firm, Abhinav had been working on innovation strategies. He was well-acquainted with background research and data analysis.

"I was working with a Professor at Harvard who was studying the strategies of Indian organisations and to support him, I had to structure a lot of data before I could use it. I realised this was a big issue. That's when I decided to build a product that would solve this problem."

The firm set forth with five people in August-September 2012, and today, 57-employee strong, deals with 18 of the world's top 20 research institutions including Harvard, Wharton, Stanford among others.

Initial support came from founders' alumni connections at IITs and IIMs. "We reached out to our alumni and then it was all about word of mouth. It was our customers who became our sales people!" Abhinav says.

InnovAccer's expertise in machine learning and text analysis to deal with unstructured data, enabled it to achieve unmatched accuracies and became its USP.

"Our competitive differentiation is a combination of data sourcing, processing and structuring technology that we have built by working with some of the world's best researchers. We deploy a mix of data mining, natural language processing, and big data implementations to help structured data access simple", he informs.

Today, InnovAccer is helping researchers, analysts, consultants and developers save almost 70 per cent time that goes into sourcing data.

Going forward, the firm is looking to be one of the early and biggest players in an exploding unstructured data market. It believes the problem it is addressing is generic and other industries too require this expertise. InnovAccer plans to go after the legal market now, which is very research-centric and later address the consulting and BFSI segments.

"Our technological competency in structured data creation is going to evolve rapidly, giving our customers an edge in their businesses through better decision-making", Abhinav states.

Organisation
InnovAccer

Year of Incorporation
2012

Headquarter
NOIDA

Website
datashop.innovaccer.com

Brief Description
InnovAccer is structuring data around the world and is making it available in analysable formats. Customers create analysis, research, and user experiences without worrying about how to source the data for their endeavours. A combination of data mining, natural language processing, and big data implementations to help structured data access simple.

> "We are looking to change the way eCommerce is done in India by developing more tools and technologies for our stakeholders."
>
> Krishna Lakamsani, *CEO, IPay*

"**e**Commerce is the way to go. Consumers in India are different from consumers in any other country. Here, we depend on personal relationships and trust people rather than virtual entities", says Krishna Lakamsani, CEO of IPay, a firm that is helping combat this very challenge, currently being faced by Indian e-merchants.

The organisation has launched IPay that is re-inventing the way Indian e-merchants approach their eCommerce businesses. A bridge between consumers, who are wary of making online purchases and e-merchants keen to sell their products, IPay leverages the local *kirana* store to scale the 'trust'.

The innovative 'Business-in-a-Box' kiosk, seeks to empower the common man in India to consume eCommerce through local IPay cash points.

Using the *kirana* shop, consumers can access thousands of products available online. The local *kirana*, meanwhile, using IPay, can sell a vast range of products that it does not have. "In this way, through our business model, customers interact with trusted sellers, they are comfortable paying to, and *kirana* shops add to their revenue stream by selling products they do not have on their shelves", he adds.

The technology platform, which took seven months and 20 iterations to build, has been integrated with more than 50 merchant outlets along with their inventory, which includes physical merchandise.

The merchants meanwhile, include organisations – selling their products and services online. The platform is integrated with all mobile operators, DTH operators, bus ticket/flight/hotel inventory aggregators, manufacturers and large distributors, among others.

"In a short span of a year, our hybrid eCommerce marketplace has registered more than one 2.4 million transactions, worth over ₹23 crore. Using IPay, the 700 *kirana* stores in Hyderabad have also upgraded themselves, becoming high-tech retailers within their neighbourhoods and increasing their revenues by 20-22 per cent!"

Looking ahead, the organisation hopes to do around USD 1 billion worth of business. "We are acquiring a new customer every 15 seconds. Around 1.2 million customers have walked into *kirana* stores and purchased products and services using IPay. Starting April 2015, we intend to take IPay to Karnataka and Tamil Nadu as well and expand our base of retailers from 700 in and around Hyderabad to 1.5 lakh across the country."

Organisation
IPay

Year of Incorporation
2012

Headquarter
Hyderabad

Website
www.IPAY.in

Brief Description
A technology solution which empower and enable the common man of India to consume eCommerce/ eServices through local IPay cash points. Merchants' inventory are made available not only on online marketplace – 'Dudubu.com' but also through our "Off-Line 500+ Retailer Network". Integrated with all mobile operators, DTH operators, bus ticket, flights, hotel inventory aggregators, manufacturers, large distributors and many more.

> "Uniken has changed, found new paths, and learnt from mistakes. You have to believe in your creativity and hang on."
>
> Sanjay Deshpande,
> *CEO and Chief of Innovation, Uniken*

Uniken was envisioned as an organisation that would, through its security infrastructure, safeguard the relationships of an enterprise with its customers, employees and partners.

Sanjay Deshpande, a man who began his career as a scientist, had a vision to break the silos between the domains of research and the real commercial world.

Sanjay had the romantic idea of setting up an R&D centre in India and for almost 3-4 years, the firm created a number of concepts and prototypes. Eventually, it realised that it needed to pick one idea and build on it.

And the idea was a product for the security space that was immediately validated by a leading Indian defence organisation. The organisation developed a massively scalable military grade secure REL-ID private network with revolutionary app-to-app tunnelling technology, which enables rapid provisioning and secure delivery of enterprise digital services, to millions of users, on untrusted devices.

During the initial journey, not only were Indian organisations averse to taking risks and being the first or early tech adopters, raising capital itself was challenging.

Having been endorsed by the defence segment, the firm then targeted the product at the banking vertical. "Today, we have over two million users in the banking sector. More recently, we have started work with banks in Israel. It has been a mind shift change for us. The Hacktics security team of Ernst and Young has tested and validated our product", informs Sanjay.

Sanjay believes that Uniken is also helping foster an ecosystem of innovation that currently does not exist in India. "Because I have seen different aspects of the innovation continuum, I realise there needs to be a path, a road, which can enable an innovation to reach its end of commercialisation. We are helping other innovators to create that path", he says.

The firm believes a large part of its success is owed to the right choices it has made, in selecting its people, customers, partners and investors. "One has to make sure they share the same vision", Sanjay adds.

"For us the next step is taking this story global. Speed is the key but we don't want to be brashly aggressive. We are operating in a domain, which is fundamentally built on trust, so we have to be very cautious in the way we build the market", Sanjay states.

Over the next five years, the organisation hopes to achieve USD 100 million in revenues by protecting more than 10 million digital end points, with an average CAGR of 200 per cent.

"I tell people, believe in the story, don't give up. Correct the path but don't give up on the final goal." he adds.

Organisation
Uniken

Year of Incorporation
2013

Headquarter
Pune

Website
www.uniken.com

Brief Description
REL-ID: a plug-and-play digital security platform that creates a private, massively scalable, secure digital application ecosystem, which protects enterprise assets (applications and data) against unauthorised/fraudulent access and tampering.

"We decided to bring automation into the semi-conductor and embedded systems realm where there were high entry barriers and virtually no local ecosystem in India."

R.K. Patil,
CEO, *Vayavya Labs*

After spending over 20 years in the semi-conductor and embedded software industry and product roll-outs based on these technologies, R. K. Patil and other co-founders of Vayavya, believed they were ready to launch an Electronic System Level (ESL) Design start-up.

"We realised that as electronic gadgets were getting smarter and more sophisticated, the software in them was also improving and expanding exponentially. Clearly, embedded software could not be treated in a conventional way, by adding more heads to deal with the problems. What was required was software for the hardware as well as the real-world software applications," says R. K. Patil, CEO, Vayavya.

The firm decided to leverage the new thinking driving the EDA industry and bring it into the embedded software space.

The firm's R&D resulted in Device Driver Generator Tool (DDGen), a software that automates the delivery of device drivers for any system, thereby helping design teams in organisations to meet their product roll-out timelines by reducing the time taken, the costs and effort.

Attracting the right talent and pitching the firm to investors and convincing them that this idea was implementable, was a key concern.

Like any start-up story, the founders initially raised their own seed money. They also banked on the success, reputation and credibility they had built up through an earlier venture, which had been acquired. Vayavya spent close to three years conceptualising the product with a team in Belgaum and finally had a prototype ready which was shown to customers.

In late 2010 and early 2011, the firm managed to raise its first level of funding from the Indian Angel Network as well as a long-term debt from the Technology Development Board (TDB). This helped it to increase its sales and marketing.

Advising peers to protect their inventions through patents, know the real cost and value of their innovations in the market, create core R&D as well sales and marketing teams and build customer traction from day one, R. K. Patil says that building visibility is also important.

Going forward, the firm is looking to make its technology mainstream, capturing large customers and contributing to the development of industry standards. "We plan to offer our tools in a SaaS model, which will provide a compelling cost-of-ownership for semi-conductor firms", R. K. Patil adds.

The firm will also work with strategic partners, including operating systems vendors, to proliferate the technology and its acceptance and reach its end customers – system design firms.

Organisation
Vayavya Labs

Year of Incorporation
2006

Headquarter
Belgaum

Website
www.vayavyalabs.com

Brief Description
Device Driver Generator (DDGen) automates device drivers for any system. DDGen tool is a formal methodology of high level specification of hardware (IC and system design) and software environments. This helps in automation of test and validation on environment for post and pre-silicon stages, device drivers for different operating systems, documents and application notes.

Keeping in view the vast global 'beauty opportunity', VDime Innovative Works of Chennai decided to foray the market, which is still relatively untapped.

The organisation, a provider of technology solutions for beauty salons, cosmetic brands (make-up, hair), beauty retail stores, jewellery makers and jewellery retailers, uses an innovative facial image recognition technology that has given it an edge.

"We have made available our flagship '1000Lookz' virtual makeover application on popular platforms such as the web, iPad and iPhone, reaching out to a very large community of users", says Vasan Sowriraja, Founder and CEO, VDime.

1000Lookz enables customers of beauty products to know about the cosmetics best suited to their skin tones. The product's smart virtual beauty make-up application can automatically identify all the facial coordinates and skin tones of people from a 2D image and recommend the cosmetics that can be used. "With this app, beauty salons can enable customers to 'virtually' try out different make-up products for the face, eyes and lips besides popular seasonal/celebrity/festival looks, hairstyles, hair colours, jewellery and accessories. The apps can help cosmetic users to make informed purchase decisions", Vasan shares.

The 1000Lookz app can additionally help beauty businesses to cut costs, gain deep insights into consumer behaviour and create new revenue streams.

It can integrate easily into the systems of clients, leading to low set up costs. Its ability to integrate with external Application Programming Interfaces (APIs) for example, Google, Facebook, ERPs, etc., support for CMS based interfaces for back-end capabilities on the platform and procedures to manage workflow in a collaborative environment are the other positives.

"The 1000Lookz app can help beauty businesses cut costs, gain deep insights into consumer behaviour and create new revenue streams."

Vasan Sowriraja,
Founder and CEO, VDime

According to the firm, its success within this space has been achieved on the basis of its innovations in the areas of technology and product development.

Looking ahead, VDime will be focusing on expanding its client base by catering to large players with its affordable enterprise solutions and small firms through the low-cost SaaS model. It will also target clients in countries not dominated by its competitors.

Organisation
VDime Innovative Works

Year of Incorporation
05/2008

Headquarter
Chennai

Website
www.1000lookz.com

Brief Description
VDime Innovative Works is the provider of technology solutions for beauty salons, cosmetic brands (make-up, hair), beauty retail stores and jewellery makers and jewellery retailers. VDime develops '1000Lookz' - its flagship virtual makeover application.

WebEngage

"All data-driven marketers know their conversion funnel very well. Their mandate is clear. They want to bring thousands of people to their websites and hike their conversion numbers. However, doing this is a challenge. For even to run an onsite experiment or promotion, they have to go to their development teams. This is a major pain point for them", says Avlesh Singh, CEO, WebEngage.

Recognising this concern, Avlesh decided to develop a product that he believed would ease the lives of online marketers.

WebEngage has built a simple, yet effective DIY onsite marketing product, something that marketers can use themselves without having to go to their IT teams to push onsite marketing promotions or questionnaires. "Our product gives them agility. It makes the marketing team responsible for its own customer messaging. The team can measure it and do what it wants with it. Marketing does not have to be a slave to technology", Avlesh adds.

In his view, WebEngage is democratising what was earlier thought to be large turnkey projects. "Just the ease of doing things yourself can make a phenomenal difference."

"We made technology our forte and are possibly the best tech team around. There is a lot of technology being used in our sales, distribution, etc. We have the capability of making live demos online", he informs.

Regarding the key challenges its initial phase, Avlesh says it was explaining what it did and establishing itself as an authority in the onsite marketing space. "There was no defined category that really described us or where we fitted. Besides, we had to establish ourselves as the bridge between online consumers and vendors."

During its journey, WebEngage learnt several important lessons, including the difference between selling in India and outside the country. "The way you build a sales funnel in India is very different from how you do it for the overseas markets. You have to focus on a solutions-centric approach when selling in India", Avlesh states.

> "Our goal going forward is to become the defacto convergence and funnel improvement company for eCommerce."
>
> Avlesh Singh, *CEO, WebEngage*

Today, WebEngage is working with India's leading eCommerce firms including Flipkart, Snapdeal, Jabong, Myntra, HomeShop18, MakeMyTrip, Yatra, etc. and dozens of Rocket Internet ventures globally. "This is a strong validation of our success and future ambitions."

Over the next five years, WebEngage is looking to reaching half a million customers. "We are launching a parallel product for in-app engagement and aggressively building our inside sales funnel to grow in international markets, especially the US, UK and APAC. Our aim is also to enhance our targeting engine so that customers can segment users based on their specific actions and online behaviour", Avlesh adds.

Organisation
Webklipper

Year of Incorporation
2010

Headquarter
Mumbai

Website
http://webengage.com

Brief Description
WebEngage is an onsite marketing suite. It allows marketers and product managers to improve their online conversion funnel by pushing offers/promotions to customers at the point of sale in real-time, based on user behaviour and browsing patterns.
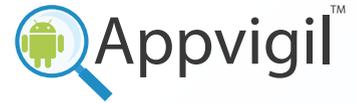
Founded in 2011 by IIT Bombay alumnus Toshendra Sharma, Wegilant has innovated a cloud-based Android app security tool called Appvigil.

Toshendra was attracted to the idea of security and hacking since his days at IIT, where he worked on static code analysis for security. "I decided to extend that work as a product in Wegilant. We were spurred in this direction by the boom in the mobile arena and the fact that privacy violations could take place if someone hacked an application", Toshendra says.

Appvigil, a cloud-based Android app security scanner, searches for security loopholes in android applications. It helps developers and enterprises identify security and privacy vulnerabilities – basically check whether their app is hackable – during the application development lifecycle. It also recommends patches, thus reducing the chances of the app being damaged at the production level, where the cost of recovery is huge.

"Our product additionally helps companies to check an app before it is installed in their network, to avoid any potential hacking of their infrastructure. It enables developers to scan their app against live malware and test it against all antivirus software to ensure that the app is not being reported as malicious through REST APIs. Since it is based on Wegilant's private cloud, the product is also very affordable", says Toshendra.

The CEO and Founder, who began the firm because he always wanted to work independently, even though he knew little about entrepreneurship, adds he has come a long way since then.

"Now, when I have understood the game, I have a sharp, crystal clear vision and a global dream for the company. My vision is for Wegilant to become the de-facto standard in the mobile app security space by 2020", he states.

According to Toshendra, the firm's early success rests on the fact that it has managed to resolve a

"My vision is for Wegilant to become the de-facto standard in the mobile app security space by 2020."

Toshendra Sharma, *CEO, Wegilant*

painful problem through its product. In his view, a strong team including advisers and investors and a cross-border customer base have also contributed to Wegilant's competitive edge.

It is Toshendra's dream that one day Google will recommend the use of Appvigil prior to the installation of any app on the mobile, or its uploading on the Playstore.

Talking about what he would like to change if he could begin all over again, Toshendra says it is learning to start, run and manage a firm, before actually launching one! "This would be better than learning while running, because that process is very harsh and painful. Doing this can help save a lot of time and energy as well", he adds.

Organisation
Wegilant Net

Year of Incorporation
2011

Headquarter
Mumbai

Website
www.wegilant.com

Brief Description
Appvigil from Wegilant is a cloud-based Android

App security scanner that scans security loopholes in Android applications. It helps developers/enterprises identify security & privacy vulnerabilities during app development lifecycle & reduces the chances of being damaged on production level where cost of recovery is huge.

EMERGE 50 2014 ORGANISATIONS

Emerge 50 Profiles

BetaGlide

Year of Incorporation | 2013

Headquarter | Bengaluru

Website | www.betaglide.com

Brief Description | BetaGlide is a smart analytics platform for mobile app developers, which allows them to get insights about how user experience varies across platforms by collecting valuable data points from the user's device and other analytics platforms which the developers use.

BRIDGEi2i Analytics Solutions

Year of Incorporation | 2011

Headquarter | Bengaluru

Website | www.bridgei2i.com

Brief Description | BRIDGEi2i helps firms to bridge the gap from information to insight to impact. The firm has best-in-class algorithms, frameworks and platforms around two broad themes: Behaviour Modelling and Personalisation and Resource Planning and Optimisation.

Cardback

Year of Incorporation | 2013

Headquarter | New Delhi

Website | http://cardback.in

Brief Description | Cardback's vision is to help you choose your best credit, debit, prepaid or loyalty card for payment (amongst the ones you hold), every time you have to make any type of payment.

ContractIQ

Year of Incorporation | 2012

Headquarter | Chennai

Website | https://contractiq.com

Brief Description | ContractIQ helps enterprises and entrepreneurs discover and engage with world's leading mobile & web product engineering firms, for outsourced product development. ContractIQ has two parts to it – ContractIQ.com and Expert Matchmaking.

DKG Labs

Year of Incorporation | 2009

Headquarter | Delhi

Website | www.dkgrouplabs.com

Brief Description | DKG Labs' InciMat is a package suite of products, portfolio of softwares and factory of mobile apps in the area of tracking across industries. Next gen product for live tracking using GPS, RFID & mobile under one roof with machine learning algorithms for load balancing and role-based workflow engine and alert framework on tracking.

Eduapps

Year of Incorporation | 2014

Headquarter | New Delhi

Website | www.eduappsworld.com

Brief Description | Eduappsworld is the online education platform of Eduapps catering to students preparing for various preparatory and pre-job examinations with a key team of 1,000+ alumni from IITs, IIMs, MIT, Harvard, Stanford, Cornell, CMU, University of Texas and many Ivy league institutions and registered base of 1 million+ users.

Entersoft

Year of Incorporation | 2012

Headquarter | Hyderabad

Website | www.entersoft.co.in

Brief Description | EnProbe – Cloud-based Offensive security website audit tool empowers network/website administrators to assess application risks; EnShield – Unified threat management solution; EnAble – One app to secure your phone from rogue and malicious apps.

Entlogics

Year of Incorporation | 2012

Headquarter | Bengaluru

Website | www.entlogics.com

Brief Description | EntLogics' ace appsuite address various aspects of school management including communication, collaboration, documenting and tracking required in administrative, finance, academics and assessment systems.

ePoise

Year of Incorporation | 2012

Headquarter | Bengaluru

Website | www.epoise.com

Brief Description | ePoise eVAL is a NextGen hiring product that automates video interviews and enables talent analytics. Making the interview asynchronous and with best-in-class evaluation features.

FixNix

Year of Incorporation | 2012

Headquarter | Hyderabad

Website | fixnix.co

Brief Description | FixNix born on a vision to democratise Governance, Risk & Compliance (GRC) solutions offering on SaaS and on-premise deployments. FixNix is trying to address a serious problem with information security making it more reachable for all medium and small enterprises.

Flutura

Year of Incorporation | 2012

Headquarter | Bengaluru

Website | www.flutura.com

Brief Description | Flutura's Cerebra is a Machine-to-Machine big data analytics plaform that can transform operational outcomes by monetising machine data. It does so by triangulating economic impactful signals from fragmented data pools.

Germin8

Year of Incorporation | 2007

Headquarter | Mumbai

Website | www.germin8.com

Brief Description | Explic8, Germin8's tool for analysing stakeholder conversations built using proprietary algorithms and technology. These conversations are fetched from both public sources like social media and news, and private sources like emails, chats, etc; analysed and presented in the form of live interactive dashboards.

Emerge 50 Profiles

GrayMatter Software

Year of Incorporation | 2006

Headquarter | Bengaluru

Website | www.airportanalytics.graymatter.co.in

Brief Description | Airport Analytic's (AA+) is a pre-built business analytics and decision-making product, which includes comprehensive range of dashboards, reports and analytics designed specifically to promote best practices in a global airport across departments.

HealthifyMe

Year of Incorporation | 2012

Headquarter | Bengaluru

Website | www.healthifyme.com

Brief Description | HealthifyMe uses a combination of cloud-powered software (smartphone application), hardware (wearable pedometers, weight trackers) and human assistance (nutritionists, trainers and yoga instructors), helps people eat better, workout more, lose weight and become fit.

IDOS

Year of Incorporation | 2014

Headquarter | Bengaluru

Website | www.myidos.com

Brief Description | IDOS is a cloud-based accounting & compliance application which authenticates the accounting transaction before posting it to the ledger, thereby reduces and eliminates month end or period end re-work, reconciliation and rectification.

InstaClique

Year of Incorporation | 2012

Headquarter | Pune

Website | www.instaclique.com

Brief Description | Instaclique understands consumer behaviour and social interactions and leverages it to provide online shoppers with the social validation they need to make high value purchases. It mimics the offline buying behaviour, and provides the same social shopping experience, online.

iReff

Year of Incorporation | 2013

Headquarter | Hosur, Tamil Nadu

Website | www.ireff.in

Brief Description | iReff helps prepaid mobile users quickly and easily find the best recharge for their specific usage need. Our flagship Android app has more than a million downloads and is No. 12 under shopping category on Google Play. Our Windows Phone app is the No. 9 best rated app across all categories.

kPoint

Year of Incorporation | 2011

Headquarter | Pune

Website | www.kpoint.com

Brief Description | kPoint enhances the customer experience space with innovations in video search, discoverability and analytics. kPoint, a cloud-based video creation and sharing platform, creates multimedia searchable videos. Detailed analytics provide deep insights on video consumption and viewer preferences.

KRIOS

Year of Incorporation | 2010

Headquarter | Chennai

Website | www.kriostechnologies.com

Brief Description | KRIOS Technologies helps firms, which risk losing knowledge from exits of experienced employees, or lacks systems that help sales staff create and share field knowledge. With Nephila™, knowledge no more leaves your organisation and your sales staff close deals faster.

KritiKal SecureScan

Year of Incorporation | 2005

Headquarter | NOIDA

Website | www.kritikalsecurescan.com

Brief Description | KritiKal SecureScan has developed Under Vehicle scanning system and multi-energy X-Ray baggage scanner, the red light violation detection system and video-based speed violation detection system, the city/border surveillance solutions, automatic number plate recognition system.

MartMobi

Year of Incorporation | 2013

Headquarter | Hyderabad

Website | http://martmobi.com

Brief Description | MartMobi.com is an innovative Mobile eCommerce platform that creates instant mobile and tablet presence for eCommerce stores, brands and retailers, enables seamless connectivity with their existing back-end systems, all of this without the need to write a single line of code.

MyNoticePeriod

Year of Incorporation | 2013

Headquarter | Bengaluru

Website | http://myNoticePeriod.com

Brief Description | India's first and only portal to find candidates ready to join in short notice; reduce hiring lead time. firms hiring from myNoticePeriod.com are able to find candidates ready to join in short notice; at the same time, job seekers get to choose the best job when changing their job!

ProGen

Year of Incorporation | 2008

Headquarter | Hyderabad

Website | www.progenbusiness.com

Brief Description | 'pi', the Next Generation business intelligence & analytics platform from ProGen, is light weight & easy to use BI tool available in the market today. It can quickly convert raw data into meaningful and actionable insights in the form of interactive dashboards, reports & portals.

Qualitia Software

Year of Incorporation | 2011

Headquarter | Pune

Website | www.qualitiasoft.com

Brief Description | Qualitia Software, the leading scriptless test automation software vendor, helps enterprises achieve their development and quality goals by making functional test automation fast, reliable and easy. Qualitia enhances Selenium and other common automated testing applications by eliminating the need for scripting or programming.

Emerge 50 Profiles

Roboticwares

Year of Incorporation | 2009

Headquarter | Delhi

Website | www.fareye.mobi

Brief Description | FarEye is an interesting mobile-enabled solution for field workforce management. It's a solution to the most critical problems of manager i.e. real-time coordination with mobile workers, field jobs and customer requests.

Scandid

Year of Incorporation | 2013

Headquarter | Pune

Website | scandid.in

Brief Description | Scandid is a mobile shopping companion app. Scandid helps customers find the best online and local promotions and offers. It's a barcode-based multi store, multi category shopping app. At Scandid, our goal is to help shoppers with their buying decisions of what to buy, where to buy and when to buy.

Senseforth

Year of Incorporation | 2012

Headquarter | Bengaluru

Website | http://www.senseforth.com

Brief Description | Senseforth is a big data text analytics firm helping consumers and organisations leverage the ocean of natural language conversations in public and private domains by extracting and delivering rich, real-time actionable insights.

SignEasy

Year of Incorporation | 2014

Headquarter | Bengaluru

Website | http://getsigneasy.com

Brief Description | SignEasy is the simplest, most convenient and secure app for businesses and professionals to sign and fill documents from smartphones and tablets. Consumers and businesses across industry use SignEasy's eSignature app to expedite business turnaround times, close deals and reduce costs by streamlining their paperwork in business transactions.

Socioboard

Year of Incorporation | 2013

Headquarter | Bengaluru

Website | www.socioboard.com

Brief Description | Socioboard provides a comprehensive dashboard with intelligent analytics and predictive analysis features, which collects data points from multiple data sources and classifies them according to more than 1,000 categories providing consumer-oriented marketing data to businesses and brands.

SoftTech Engineers

Year of Incorporation | 1996

Headquarter | Pune

Website | www.softtech-engr.com

Brief Description | SoftTech Engineers' 'AutoDCR' has revolutionised building plan scrutiny process. PWIMS is an outstanding work & procurement management system that has paved a new path in works managment. Construction ERP Software 'Opticon' allows to capitalise on more business opportunities and achieve a higher level of success.

Spoors

Year of Incorporation | 2013

Headquarter | Hyderabad

Website | www.spoors.in

Brief Description | One line pitch: India's first self-service mobile cloud integrated field force optimisation solution. Spoors offers a faster, better, simpler, and customisable field force automation solution with unique range of advantages to any firm regardless of size or sector.

Stat Decision Labs

Year of Incorporation | 2013

Headquarter | Bengaluru

Website | www.statanalytics.com

Brief Description | Stat Decision Labs helps organisations anticipate business opportunities, empower action and drive impact with proven product portfolio and solution platform in marketing analytics, risk analytics and operational analytics.

Surgerica

Year of Incorporation | 2011

Headquarter | Durgapur

Website | www.surgerica.com

Brief Description | By providing credible, relevant, and precise cost and quality information, Surgerica has helped hundreds of thousands of people, become smarter about how they find and utilise healthcare.

Teritree Technologies

Year of Incorporation | 2012

Headquarter | Bengaluru

Website | www.teritree.com

Brief Description | Teritree increases business value for eCommerce firms by engaging consumers through personalised experiences. Cemantika is a personalised marketing automation platform to enhance consumer online experiences for eCommerce across email, web and FB using advanced behavioural analytics.

TouchMagix

Year of Incorporation | 2009

Headquarter | Pune

Website | www.touchmagix.com

Brief Description | TouchMagix™ offers a new variety of interactive display solutions like Interactive Floor, Interactive Wall, Multi-Touch and MagixFone™. TouchMagix™ is fast becoming synonymous with engaged audience as firms around the world try to get their digital messages across in today's ah-so-busy communication world.

Tuebora

Year of Incorporation | 2010

Headquarter | Bangaluru

Website | www.tuebora.com

Brief Description | Tuebora helps organisations of all sizes govern access to their cloud and on-premise applications and data. Tuebora's third generation access management platform is built on a big data analytics engine that sifts through tens of millions of access-related data to drastically reduce the time and complexity of IAM implementations.

Emerge 50 Profiles

Veda Semantics

Year of Incorporation | 2012

Headquarter | Bengaluru

Website | www.vedasemantics.com

Brief Description | Veda Semantics provides text analytics solutions for big data problems. Veda Semantics has developed proprietary IP that allows in-depth text analytics across multiple use cases, from legal data mining, to resume parsing, to analysing voice of customer feedback.

Vitamap Software Solutions

Year of Incorporation | 2009

Headquarter | Bengaluru

Website | www.vitamap.com

Brief Description | Field workforce uses Vitamap's mEdge, a mobility product, to plan and execute everyday activities enabling enterprises to efficiently and cost-effectively manage and scale field services. It enables automating last mile customer touch points, gathering leads and simplifying payment on delivery.

VoiceTree Technologies

Year of Incorporation | 2010

Headquarter | Delhi

Website | www.MyOperator.co

Brief Description | MyOperator, it's flagship product is primarily focused at providing seamless reception of customer calls; CODAC, another VoiceTree product handles call automation requirements of businesses.

Yippster Technologies

Year of Incorporation | 2013

Headquarter | Gurgaon

Website | http://yippster.com

Brief Description | Yippster operates where content, mobile, and payments meet. Its easy one-step payment technology opens up the possibilities of the internet to content owners and producers. And it offers an accessible solution to the masses, especially those who have been traditionally unable to transact online.

SELECTION FRAMEWORK AND JURY

Selection Framework

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

Application filing

- Applications were received for the NASSCOM Emerge 50 Awards 2014 on a predefined questionnaire/application form
- The applications were then validated for eligibility and sorted by category
- A total of 448 applications were accepted across two application categories

448 applications

Primary evaluation

- Zinnov team then prepared a mathematical model to rate and analyse the applications across two categories
- Applications were analysed on a number of parameters including financials, growth, market differentiator, customers, market visibility, innovation impact etc
- Nearly 80 top firms were identified from the two categories. This formed the first shortlist for jury evaluations

First Shortlist – 80 firms

Jury evaluation

- The shortlisted firms were called to present to a panel of jury
- Jury rounds were conducted across three cities – Bengaluru, Delhi and Mumbai
- The Emerge 50 and League of 10 were selected after and critical & rigorous evaluation by the jury panel

Awardees

Emerge awards witnessed overwhelming response with 34 per cent increase in total applications received compared with last year

Category	Number of applications			Location Wise Split of All Applications

Start-up

218 — 2013
229 — 2014

Growth

116 — 2013
219 — 2014

Location Wise Split of All Applications:
- NCR* 16%
- Mumbai/Pune 20%
- Hyderabad 11%
- Bengaluru 25%
- Chennai 5%
- Others - 23%
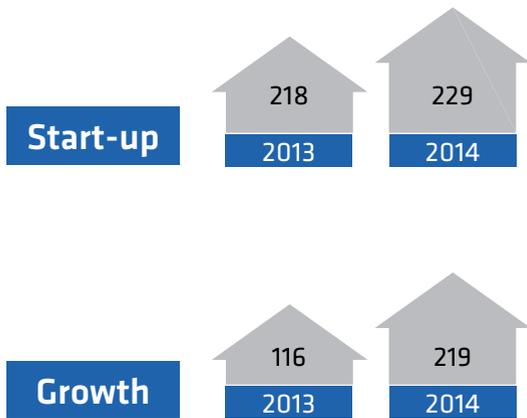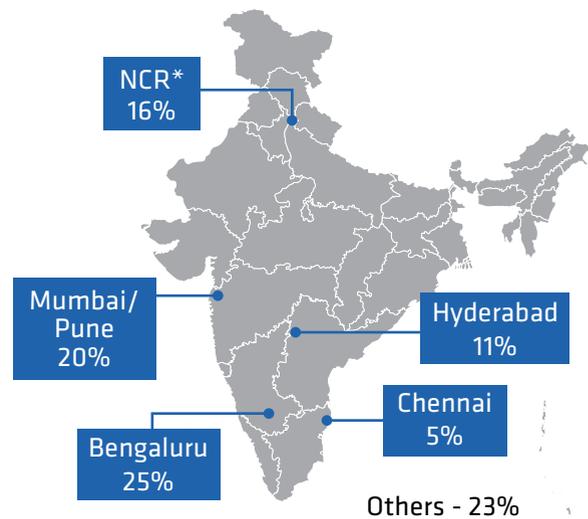
A significant number of nominated solutions cut across modern IT areas, such as cloud, enterprise apps/mobility and big data

Applications by Technology Area

Technology Area	Percentage
Other	18%
Consumer Applications	5%
Security	7%
Big Data/Analytics	20%
Internet Enabled Services	27%
Mobility	31%
Enterprise Applications	32%
Cloud	37%
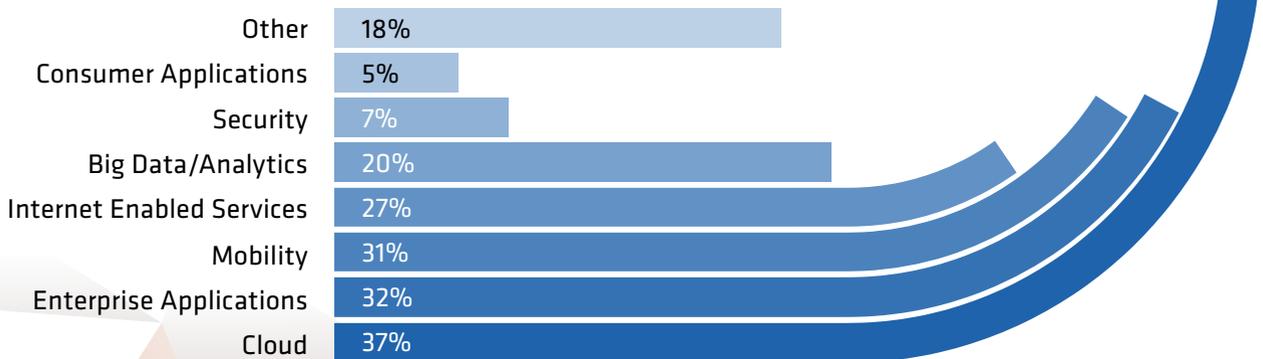
Cloud continued to remain the leading technology area. In addition, Big data/analytics has also emerged as an area of focus over the last year.

http://emerge.nasscom.in/

Jury Members

Ajay Lavakare
Senior Vice President
RMS

Amit Ranjan
Co-Founder
SlideShare

Apporv Ranjan Sharma
Executive Vice President
VentureNursery
Advisors Pvt. Ltd.

Arun Seth
Chairman
Alcatel Lucent

Ashpi Gupta
Head
Mumbai Angels

Deepak Gupta
Angel Investor

Hanuman Tripathi
Principal Founder &
Group Managing Director
Infrasoft Technologies
Limited

Krishna Jha
Partner
Telnet Ventures

Maninder Gulati
Principal
Light Speed Venture
Partner

Navyug Mohnot
Founder
QAI Global

Pallav Nadhani
Co-Founder and CEO
Fusion Charts

Prakash Advani
Regional Manager –
Asia Pacifiic
Canonical

Jury Members

Rajinish Mennon
Director
Microsoft

Ramesh Lognathan
VP & Centre Head
Progress Software

Sanjay Anandaram
Founding Partner
JumpStartUp Venture
Fund

Sanjay Mehta
CEO
MIAI Intelligence

Sanjay Swamy
Managing Partner
AngelPrime

**Shreenivas
Chetlapalli**
Programme Manager
Tech Mahindra

Srinivas Kollipara
COO
IIIT-H Foundation

Sunil Rao
Country Head:
Developer Relations &
Start-up Ecosystem
Google India

Taher H. Khorakiwala
Partner
MeemAin Capital
Advisors

Vijaya Kumar Ivaturi
Chief Technology
Advisor
Crayon Data

Vinod Sood
Managing Director
Hughes Systique

Vishwas Mahajan
Director
Talentrackr

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